V4.0 26/03/19



Author/Lead Officer of Report: Nigel Robson Principal Transport Planner

Tel: 0114 273 6692

Report of:	Executive Director of Place
Report to:	Cabinet Member for Transport and Development
Date of Decision:	June 2019
Subject:	Contribution to South Yorkshire Safer Roads Partnership

Is this a Key Decision? If Yes, reason Key Decision:-	Yes No X	
- Expenditure and/or savings over £500,000		
- Affects 2 or more Wards		
Which Cabinet Member Portfolio does this relate to? Place		
Which Scrutiny and Policy Development Committee does this relat Environmental Wellbeing	e to? Economic and	
Has an Equality Impact Assessment (EIA) been undertaken? Yes X No		
EIA reference number : 512		
Does the report contain confidential or exempt information?	Yes No X	

Purpose of Report:

To request approval of a contribution of £144,400 each year in 2019/20; 2020/21 and 2021/22 from Sheffield City Council towards funding the work of South Yorkshire Safer Roads Partnership.

Recommendations:

The Cabinet Member is asked to:

- 1. Approve a contribution of £144,400 each year in 2019/20; 2020/21 and 2021/22 from Sheffield City Council towards funding the work of South Yorkshire Safer Roads Partnership in line with this report.
- 2. Delegate authority to Director of Finance and Commercial Services to enter into such agreement, if necessary under the South Yorkshire Safer Roads Partnership, in line with this report.

Background Papers: N/A

Lea	Lead Officer to complete:-				
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council	Finance: Catherine Murray (31/01/19)			
	Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Legal: Henry Watmough-Cownie (25/01/19)			
		Equalities: Annemarie Johnston (22/01/19)			
	Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.				
2	EMT member who approved submission:	Laraine Manley			
3	Cabinet Member consulted:	Cllr Bob Johnson Cabinet Member for Transport and Development			
4	I confirm that all necessary approval has been obtained in respect of the implications indic on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Decision Maker by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.				
	Lead Officer Name:	Job Title:			
	Nigel Robson	Principal Transport Planner			
	Date: 9 th January 2019				

1. PROPOSAL

1.1 The proposal is for a contribution from Sheffield City Council to support the operation of the South Yorkshire Safer Roads Partnership (SYSRP) for the three fiscal years 2019/20 to 2021/22.

2. BACKGROUND

- 2.1 For many years, the South Yorkshire local authorities have made an annual financial contribution towards the costs of operating South Yorkshire Safety Cameras (SYSC). The subsequent enforcement programme encouraged driver compliance of speed limits and red lights and reduced the number of people killed and injured at camera locations.
- 2.2 This enforcement also enabled eligible drivers of low-level offences to be invited to attend an appropriate driver improvement course as an alternative to prosecution. Any surplus funds generated following delivery of these courses was reinvested via the SYSRP in pursuance of road safety and casualty reduction.
- 2.3 In effect, the South Yorkshire Districts contributed financially to the safety cameras and in return benefitted from the surplus that was used to deliver the SYSRP safety programmes. In previous years, this surplus has been greater than the contribution but in recent years the surplus has fallen to the same level as the contribution.
- 2.4 In view of the above, a change in the funding model was proposed for 2019/20 and beyond whereby the Districts would contribute directly to the SYSRP and the SY Safety Cameras would retain the surplus to fund their operations. This simplifies the process, saves costs and is more transparent.
- 2.5 The benefits of the revised funding model include certainty about the level of support available each year for the SYSRP. Given that the SYSRP would no longer be reliant on an enforcement generated surplus that is subject to change, this model gives increased confidence to plan future work programmes. Also, this security will help retain existing knowledge and expertise within the SYSRP.

3. HOW DOES THIS DECISION CONTRIBUTE?

3.1 The activities that the SYSRP provide in Sheffield provide an extensive programme of community engagement and publicity activity, particularly focused on the main casualty groups including young people aged 17-24 years to achieve a shift in attitudes and behaviour towards safer roads use. The SYSRP strategy document forms Appendix A.

3.2	Corporate Objective	Corporate Key Aim(s)	How Achieved
	Strong Economy	To achieve economic potential and be well- connected.	The safety programmes save accidents and reduce delays caused by crashes
		Supporting businesses to start and grow.	The contribution would support safer driving for those who drive for business purposes
	Better Health & Wellbeing	Promoting good health.	The contribution would support interventions that reduce the number and severity of collisions that result in personal injury
	Thriving Neighbourhoods	Improved access to schools and local amenities. Community safety.	The contribution would support road safety interventions in schools
	Tackling Inequalities	Support individuals to access education, employment and training	Many of the interventions supported by the contribution would be in the most deprived communities

4. HAS THERE BEEN ANY CONSULTATION?

- 4.1 South Yorkshire Police have led discussions on the proposed change with individual Local Authority Chief Executives. The SYSRP circulated a report on the proposed changes which was considered by a meeting of the SY Leaders on 28th January 2019 at the same time as the SYSRP Annual Report. This confirmed that they were supportive of the change. The report about the proposed changes forms Appendix B.
- 4.2 The SYSRP Annual Report for 2017 sets out progress in terms of collisions and casualty numbers and highlighted activity undertaken to further reduce casualties. The report went on to request continued local authority support and financial contributions to fund the activities of the Safer Roads Partnership in delivering road safety interventions and promoting safer roads use in a bid to reduce casualties.

5. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

5.1 Equality of Opportunity Implications

5.1.1 An EIA has been conducted and concluded that there are no significant differential, positive or negative, equality impacts from this proposal. Everyone will benefit from this, but in particular young people, mainly men (aged 17 to 24 years old) and people from areas of deprivation who are disproportionately represented in road traffic collisions. These groups are targeted through a evidence-led approach based on collision data.

5.2 Financial and Commercial Implications

5.2.1 The cost of the contribution for 2019/20 – 2021/22 will be £144,400 each year. This will be funded through the existing revenue budget within Strategic Transport and Infrastructure.

5.3 Legal Implications

- 5.3.1 The Council has a statutory duty under the Road Traffic Act 1988 to promote road safety and to ensure that any measures it promotes and implements are reasonably safe for all users. In making decisions of this nature the Council must be satisfied that the measures are necessary to avoid danger to pedestrians and other road users or for preserving or improving the amenities of the area through which the road runs. Providing that the Council is so satisfied then it is acting lawfully and within its powers.
- 5.3.2 Local authorities have various statutory duties related to road safety:

The Road Traffic Act 1988 (Section 39) requires local authorities in Great Britain to:

- take steps both to reduce and prevent accidents
- prepare and carry out a programme of measures designed to promote road safety which include programmes of road safety engineering schemes and training and education

• carry out studies into accidents arising out of the use of vehicles on roads or part of roads, other than trunk roads, within their area

• take such measures as appear to the authority to be appropriate to prevent such accidents

The Road Traffic Regulation Act 1984 (Section 122) requires local authorities in Great Britain to:

• secure the expeditious, convenient and safe movement of vehicular and other traffic which includes pedestrians

The work undertaken by SYSRP directly contributes towards the delivery of our statutory duty.

5.4 Other Implications

- 5.4.1 HR Implications
- 5.4.2 The SYSRP supports 4 permanent staff and one vacancy who have countywide roles. These staff are hosted by CSS and are on our establishment. There is a risk that not supplying the contribution could lead to redundancies as well as a significant reputational risk linked to partnership working across South Yorkshire.

6. ALTERNATIVE OPTIONS CONSIDERED

- 6.1 Due to the Councils current commitment to the South Yorkshire Safer Roads Partnership, no alternative options are currently being considered.
- 6.2 Closing SYSRP would mean that the Council would be solely reliant upon its existing Road Safety ETP Team. However, following the withdrawal of funding from Children and Young People's Service and an unsuccessful move to a traded model, this team only includes 1.6 full time equivalent staff delivering road safety education to Sheffield schools. This is not considered significant enough, or with the flexibility, to deal with our priorities. In comparison, the Road Safety ETP Team consisted of 6 full time equivalent staff 5 years ago, it follows that the capacity of this team has reduced by about 75%.

7. REASONS FOR RECOMMENDATIONS

7.1 The need to maintain an effective county-wide road safety function, which has (though a data-led programme) helped us to achieve our safer roads objectives, monitored by the number of personal injury accidents.

APPENDIX A

REMEMBER Avoid jargon or acronyms Provide a clear explanation of any terms used (use a glossary if necessary) Be as concise as possible

10 JANUARY 2019 SAFER ROADS PARTNERSHIP ANNUAL REPORT 2017 AND 2019/20 CONTRIBUTIONS TO SAFER ROADS PARTNERSHIP

Purpose of Report

The report presents the Safer Roads Partnership (SRP) Annual Report for 2017 which sets out our progress in terms of collisions and casualty numbers and highlights activity undertaken via the 3 Es of Education, Engineering and Enforcement in a bid to further reduce casualties.

The report goes on to request continued local authority support and financial contributions to fund the activities of the Safer Roads Partnership in delivering road safety interventions and promoting safer roads use in a bid to reduce casualties.

Thematic Priority

These investments in turn support delivery of the wider regional strategic ambitions including delivery of the Sheffield City Region (SCR) Transport Strategy goals and Strategic Economic Plan outcomes.

Freedom of Information

The paper will be available under the Combined Authority Publication Scheme.

Recommendations

Chief Executive are asked to:-

- Support the SRP's Annual Report for 2017 and acknowledge the initiatives and progress being made towards the objectives set out in the 'Making South Yorkshire Roads Safer' strategy and Sheffield City Region Transport Strategy 2011-2026;
- Note the draft Safer Roads Partnership Memorandum of Understanding setting out the roles and responsibilities of the constituent agencies to the partnership;
- Agree the local authority contributions to the work of the Safer Roads Partnership for the financial year 2019/20;
- Agree in principle the local authority contributions for the remaining two years of the programme to 2021/22 subject to further information coming back to Chief Executives in due course.

1. Introduction

1.1 This report presents the Safer Roads Partnership's (SRP) Annual Report on our collision and casualty reduction activity for the calendar year 2017. It also recommends that the local highway authorities continue to contribute funding towards the ongoing operation of South Yorkshire Safer Roads Partnership through a new funding model and agreement.

CHIEF EXECUTIVES

Sheffield

City Region

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1.2	The aims and objectives of the South Yorkshire SRP, are set out in the 'Making South Yorkshire Roads Safer' strategy 2017-2026. These are to reduce the number of people who are killed and injured in road traffic collisions and to make South Yorkshire roads safer. However, whilst maintaining a targeted methodology to prioritising activity, we recognise that to maintain the progress we have made we need to reduce danger and adapt our approaches. We recognise that our strategy can contribute towards other goals which our partners are signed up to, such as supporting economic growth, reducing emissions, enhancing social inclusion, promoting healthy activity and encouraging use of more sustainable travel modes.
	Our priorities are identified via an evidence led approach, using pro-active analysis of the data to highlight who is being involved in collisions, where the incidents occurred and under what circumstances. By considering where those involved in collisions live we can also target specific geographic areas across South Yorkshire where it would be most cost effective to focus activity. We call this our "worst first" approach.
	The multi-agency nature of the partnership means we can adopt a blended approach to addressing casualty reduction under the 3 Es of Education, Engineering and Enforcement.
	 Education - changing attitudes and influencing behaviour through a comprehensive programme of measures to engage with members of the public. Working more closely together across the partner agencies, we aim to improve efficiencies and effectiveness and offer a co-ordinated delivery approach. Engineering - enhancing safety for road users via the design and maintenance of roads
	using a "worst first" approach to prioritising schemes based on casualty reduction potential. This includes encouraging partners to adopt a "Safe System" approach to ensure the transport system is designed, as far as possible, to protect people from death and serious injury.
	 Enforcement - enforcing road traffic legislation, focusing efforts on priority routes and areas and targeting those at most risk of causing harm to themselves and others. The partnership aims to support the Police and South Yorkshire Safety Cameras (SYSC) in their enforcement role via its promotional and educative roles.
	For further information, the Strategy document is available to download from the SYSRP website here.
1.3	The Governance structure for the SRP is shown at Appendix A. It employs the Gold/Silver/Bronze command structures operated by the Police to set out the roles and contributions of each of the groups at strategic, tactical and operational level. The terms of reference for the SRP are also attached at Appendix A. These terms of reference, together with the membership of the group, are due to be reviewed in early 2019. South Yorkshire Police currently chair the Gold level SRP Board but they have indicated that they do not feel this is appropriate going forward. They feel an independent chair such as Mayor Jarvis or the Police and Crime Commissioner should be appointed to enable the partners to be better held to account for their respective responsibilities in delivering the 3 Es. The Police also question whether the current representation on the SRP is at the correct level of seniority and area of responsibility. Indeed when the SRP was set up the Board was chaired by an Assistant Chief Constable. The Board is currently chaired by a Superintendent.
	Chief Executives' views on the governance and future chair of the SRP are welcomed.

1.4 Changes, particularly over the last few years, have put significant pressure on the resources available to address the statutory duty to carry out road safety and consider the health and well-being of local communities. These pressures have been, and continue to be, acute on the local highway authorities and the Police's road traffic division. The countywide approach to the delivery of road safety activity, offered by the SRP, has therefore been useful in supplementing what the local authority and emergency services partners are delivering, thus

		contributing towards our continued progress in overall casualty reduction.
2.	Pror	posal and Justification
	2.1	We produce an annual report for Chief Executives which, in broad terms, sets out our efforts and charts the results. Our Annual Report for 2017 is attached as Appendix B . This is the last full calendar year for which Department for Transport approved casualty figures are available. The layout of the document this year has been updated to reflect the outline of the new SRP strategy which was revised in 2016.
	2.2	We follow an intelligence-led approach to delivery, focusing on those road user groups and locations featuring most highly in the casualty data. We employ the well-established and integrated approach to addressing casualty reduction via the three 'E's' of 'Education', 'Engineering' and 'Enforcement'. Some of the activity we delivered last year is set out in the chapter entitled 2017 Achievements. Our progress towards our objectives is charted in the chapter entitles 2017 Casualty Data Summary. The Annual Report concludes with a resume of what we intend to do in coming years, covered in the chapter entitled The Way Forward.
	2.3	In 2017, the total number of casualties in South Yorkshire fell below 4,000 for the first time since records began in 1979. There were 3,858 casualties injured in road traffic collisions in 2017, a reduction of 12.2% on the 2016 total. This figure shows good progress towards the target of reducing casualties to 3,601 or lower by 2020.
		However, killed and seriously injured (KSI) casualties increased in 2017 when compared with the 2016 figures. Most of this increase was driven by a significant rise in serious casualties; there were 778 people seriously injured in 2017, an increase of 33.4% on 2016 figures. Reflecting overall trends, all road user groups saw increases in KSI casualties. Changes to the new Police recording system (CRASH), introduced in 2016 which has seen a redefinition of how a serious casualty is categorised by using the described injury rather than allowing the attending officer to designate the severity, have contributed significantly to this increase in serious casualties.
	2.4	The revised strategy included several new targets that we would like to meet over the period 2017 to 2020 and then onto 2025, these can be seen in Appendix B – Safer Roads Annual Report 2017: Page 12. Considering the summary figures shown in Appendix B, it would seem very unlikely that any of the KSI targets we set will be met by 2020.
	2.5	SYP have been using CRASH to record and report to DfT on collision data for 2 full calendar years, this has had a major impact on the number of serious casualties that have been reported since the introduction of the system in January 2016. This has been reflected in the way SRP approached the revised target setting in the new strategy. We will continue with additional work to assess why there has been such a large increase in numbers of serious casualties and how this will impact our totals in the future as a better picture is formed on the new trends that are being experienced post implementation. DfT are currently undertaking an exercise to estimate what totals would have been had the changes to the serious category been implemented earlier, this will enable us to re-visit previous data and see what effect it would have on our previous totals.
	2.6	A series of info-graphics to the report is attached as Appendix C which illustrates the progress made within each local authority area.
	2.7	The value of preventing road traffic collisions and casualties is very significant both in terms of the loss to society and the impact on the national and local economies and communities. The DfT have revised the figures that allow them to estimate the total 'worth' of preventing road accidents in 2017. This meant that the figure in this year was £12billion for GB, including an estimate for under-reporting of collisions and non-injury accidents. the new cost per casualty being £1.9million for a fatality, £213,000 for serious injuries and £16,000 for slight injuries. Applying these costs to the casualty statistics for South Yorkshire in 2017

		set out in the Annual Report, results in a total figure of some £299million. This has resulted in the total for SY being greater than last year due to the continued rise in serious casualties that we have seen year on year.
3.	Con	sideration of Alternative Approaches
	3.1	The Annual Report demonstrates that there has been a full range of activity across South Yorkshire and that investments have been focussed on priorities identified through evidence and analysis of data.
	3.2	Comparisons with casualty and collision figures in Road Casualties Great Britain 2017 show a slightly different trend to that at a national level in South Yorkshire. Nationally all casualties have seen a slight reduction (6%) in 2017 when compared to 2016, which is lower than achieved in South Yorkshire, (12%). However, across Great Britain fatal casualties were level with 2016 and the trend in fatal casualties nationally has been broadly flat since 2010, in South Yorkshire we had a slight rise of 7 casualties on the previous total. Comparisons between seriously and slightly injured casualty figures for GB are no longer directly comparable due to the severity reporting changes introduced in 2016 as part of the introduction of the CRASH system.
	3.3	Whilst it cannot be claimed that our continued progress towards reducing all casualties is solely due to the sub-regional, partnership way of analysing and working that we adopt, our approach does maintain an input of resources in difficult times and offers clear benefits.
	3.4	Safety cameras have been one of the main tools we have employed in enforcing certain aspects of road traffic law and speeding. South Yorkshire Safety Cameras (SYSC) currently operate a total of 33 fixed speed camera sites, 21 red light camera sites and two digital 'average speed' system as well as 7 variable speed camera sites on the M1 smart motorway. A further 57 locations across South Yorkshire have been identified as mobile speed enforcement sites with an additional 18 locations as community concern sites and 2 partnership concern sites. In 2017, a total of 68,124 offences were detected by camera and processed by South Yorkshire Safety Cameras. Across the 90 fixed and mobile camera sites there has proven to be a fairly consistent reduction in the number of KSI casualties over the time they have been installed. However, once three years data, using the new CRASH system has been gathered, a full review will be undertaken to see the actual numbers each site has achieved. In May 2018 IPSOS Mori published a report titled "Impact Evaluation of the National Speed Awareness Course (NSAC) ^{v1} , which suggest that the cumulative benefits of the NSAC would outweigh its costs after three years. This evaluation found that the effects of NSAC on reoffending last for at least three years, raising confidence that the course is cost-effective. The benefits of the course could exceed its costs by a larger margin if its effects last for longer than three years. However, the data available does not allow a full assessment of how long the course continues to influence driver behaviour.

3.5 To maintain our progress towards the aims in our strategy and the Sheffield City Region Transport Strategy 2011-2026 (and the current strategy refresh) requires on-going financial support. Since 2011, when the Road Safety Grant was redistributed as part of the Local Authority Revenue Support Grant, the four local authorities have agreed each year to contribute towards funding SYSC operations. Subsequently some errant drivers detected via this type of enforcement have been given the opportunity to attend an education course which forms part of the National Driver Offender Rehabilitation Scheme (NDORS) rather than pay a fine and receive points on their licence. These courses are designed to achieve greater compliance with the Road Traffic legislation. South Yorkshire Police make available surplus funds accrued through driver improvement course referral fees for all partners to reinvest in safer roads interventions.

3.6	early 2018, a rev savings were ide for the next three assumption that This will require a delivery based o	view of activity for entified from the e year programm funding will con an additional cu on "worst first" ca r their annual co	or 2018/19 wa SRP program ne (2019/20 to itinue to be tig irtailment in th asualty data. T ontributions co	s commissione ime. Following 2021/22) has ht and further e range of acti herefore, loca puld remain fixe	ed and some £ this a further r been undertal reductions will vity being offer I authorities are ed at the current	review of activity ken, based on the need to be made. red, focusing
3.7	The required loca below. Together £433,200 for SR	with the Police				
	Funding Source	Agreed 2018/19	Proposed 2019/20	Proposed 2020/21	Proposed 2021/22	
	вмвс	72,200	72,200	72,200	72,200	
	DMBC	72,200	72,200	72,200	72,200	
	RMBC	72,200	72,200	72,200	72,200	
	SCC	144,400	144,400	144,400	144,400	
	SYP	72,200	72,200	72,200	72,200	
	TOTAL Contribution	£433,200	£433,200	£433,200	£433,200	
3.8	a fixed contributi A report from So summarising the original proposal South Yorkshire	2019/20 onward ect to the SRP a on (equal to the outh Yorkshire P discussions he from South Yo Fire and Rescu utions, somethir budget for deliv quent discussio have identified continue to mal contribution. The me will need to	ds, whereby the as opposed to be lower of the le colice setting of eld with the Ch rkshire Police ue, equal to the ng which has re very of road sa ns between Se that whilst the ke "in-kind" con his means that be redefined,	the local author the SYSC. The ocal authority of ut the backgro ief Executives also included a at of the Police not previously I fety education outh Yorkshire Fire Service a ntributions to c the size of the ensuring that	ities would pay e Police have a contributions) to bund to these d is attached at a financial cont and the lower been provided. , training and p Police and So are still happy f bur work, they a e SRP budget	v their agreed to provide sowards the SRP. lecisions and Appendix D . The tribution from of the local . This would have bublicity activity. buth Yorkshire to be part of the are unable to will be reduced
3.9	South Yorkshire partnership work currently being c	Fire and Rescu king. A new Mer consulted on with ies of each of th The governance ers, providing clo	le, the local au norandum of L h the Partners he parties to th e arrangement ear accountab	thority contributed Inderstanding ifinance and le e agreement. is for the Partn ility of the function	utions underpir has been draft egal teams to s The draft docu ership will be r ling and ensur	ted and is set out the roles ment is attached maintained to ing that a robust

		for their respective roles, will be important to maintain momentum and tackle the casualty problem in the future.	
4.			
	4.1	Financial	
		Following on from endorsement of the Annual Report 2017, South Yorkshire Chief Executives are asked to contribute towards the work of the Safer Roads Partnership in 2019/20 at a total cost of £361,000. Letters will be issued to Chief Executives confirming their individual contributions as outlined in section 3.7	
	4.2	Legal	
		There are no direct legal consequences arising from this report.	
	4.3	Risk Management	
		Project specific and programme risks will continue to be managed through the existing Local Transport Partnership, SYPTE and SY Police regimes.	
	4.4	Equality, Diversity and Social Inclusion	
		There are no implications as a direct result of this report. All future activities and operations will comply with the relevant legislation regardless of the total amount of funding available.	
5.	Com	nmunications	
	5.1	No current communication is required but the 2017 casualty statistics and media release are available on the SRP website (www.sysrp.co.uk).	
6.	Арр	endices/Annexes	
	6.1	 Appendix A - SRP Governance Structure and SRP Terms of Reference Appendix B - SRP Annual Plan 2017 Appendix C - 2017 Casualty Statistic Infographics for South Yorkshire, Barnsley, Doncaster, Rotherham and Sheffield Appendix D - SYP Report from Superintendent Simon Wanless Appendix E - Draft SRP Memorandum of Understanding 	

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	·

Background papers used in the preparation of this report are available for inspection at: 11 Broad Street West, Sheffield S1 2BQ

Other sources and references: N/A

Appendix B







PUBLISHED JULY 2017

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FOREWORD

I am pleased to present this new strategy which looks at how we can continue to reduce the unacceptable toll of death and injury on the roads of South Yorkshire.

The South Yorkshire Safer Roads Partnership (SRP) works tirelessly to co-ordinate and deliver interventions to reduce casualties. However, our job is ongoing to as a result of the changing demographics of our area, with an aging population and new drivers and riders constantly taking to the roads.

Our ultimate goal is that no one is killed on the roads of South Yorkshire in a road traffic collision (RTC). To support this we will work towards the "Safe System" approach, which provides a more forgiving road system that is designed to protect people from death and serious injury. To do this we need to improve the safety of all parts of the system - roads and roadsides, speeds, vehicles, and road use - so that if one part fails, other parts will still protect the people involved.

Over the last 10 years (2006-2015) killed and seriously injured (KSI) casualties have continued to show a downward trend in South Yorkshire – with 626 KSI casualties in 2006, down to 401 KSI casualties in 2015 – a reduction of some 36%. Within this are fluctuations year on year which are monitored and steps are taken to address emerging trends or significant changes in any particular group.

These casualty reductions are welcome news, but we cannot afford to be complacent. The rate at which casualties are reducing is slowing down and, coupled with declining resources, we need to make sure that we are delivering as effectively as possible to our target audience; reaching the right people, with the right message or intervention, at the right time. More in depth and sophisticated analysis of the casualty data, coupled with a more robust evaluation process will help us to do this.

We shall continue to use the 3 E's of Education, Engineering and Enforcement in a bid to further drive down the number of casualties on South Yorkshire roads. As a result of our commitment to delivering this strategy the public of South Yorkshire can expect to see:-

- an extensive programme of community engagement and publicity activity, particularly focused on the main casualty
 groups including young people aged 17-24 years, in a bid to achieve a shift in attitudes and behaviour towards safer
 roads use;
- · a programme of safer roads engineering schemes and local safety schemes of approximately £1.6m per year; and
- more police and camera enforcement of road traffic laws in a bid to tackle poor driver behaviour which can negatively
 impact on road safety.

Our targets will see KSI casualties reducing by 15% and all casualties reducing by 20% by 2020.

There are some major challenges ahead in road safety which we will have to adapt and respond to in future years; increasing traffic levels and associated impacts on the environment and our health, advances in driver assistance systems and automated vehicle technology and potential policy changes at a national and European level. All this will need to be managed against a backdrop of reducing public sector funding and the resulting impacts this will have on building, operating and maintaining our road network. This document sets out our overarching approach to providing an intelligence-led casualty reduction service over the next 10 years. More details about specific activity is contained within our SRP action plans and operational plans. An annual plan will summarise our progress and set out our priorities for the coming year.

I hope that all our partners and stakeholders, working together with our communities, businesses and individual members of the public will join together to help deliver improvements in road safety. By adopting positive attitudes and behaviours and sharing the responsibility for road safety outcomes we can make a big difference and prevent the needless pain, grief and suffering associated with each and every RTC.



Chief Superintendent Rob Odell Chair of the Safer Roads Partnership

SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP

The South Yorkshire SRP was formed in October 2009 and now comprises the following organisations:-

- South Yorkshire Police (SYP) (including South Yorkshire Safety Cameras (SYSC))
- South Yorkshire Fire and Rescue Service (SYFR)
- Barnsley Metropolitan Borough Council (BMBC) (including public health)
- Doncaster Metropolitan Borough Council (DMBC) (including public health)
- Rotherham Metropolitan Borough Council (RMBC) (including public health)
- Sheffield City Council (SCC)(including public health)
- Peak District National Park Authority (PDNPA)
- South Yorkshire Passenger Transport Executive (SYPTE)
- Highways England
- University of Sheffield

The multi-agency nature of the partnership means that our approach to improving road safety can be multi-faceted across the 3 Es of Education, Engineering and Enforcement. At the same time we also recognise that our strategy can contribute towards other goals which our partners are signed up to, such as supporting economic growth, reducing emissions, enhancing social inclusion, promoting healthy activity and encouraging use of more sustainable travel modes. The SRP is governed by a Board, acting at a "Gold Command" level to oversee and offer advice on the strategic direction, delivery and evaluation of activity. Other commissioning (Silver) and delivery (Bronze) groups sit beneath this and report up to the Board.

A central team of SRP staff, funded directly by the partnership, is available to supplement and add value to the work of the local authority road safety teams and deliver countywide activity in line with data-led priorities.

The SRP Strategy aligns with other strategy and policies at a national, regional and sub-regional level, such as the Road Safety Statement from the Department for Transport (DfT) issued in December 2015, the Sheffield City Region (SCR) Transport Strategy 2011-2026 and the South Yorkshire Local Transport Plan (LTP) Implementation Plan. The SRP aims and objectives can contribute towards the delivery of wider aims of such strategies such as enhancing social inclusion and health, reducing emissions and supporting economic growth.

SAFER ROADS PARTNERSHIP AIMS

The aim of the SRP remains to reduce the number of people who are killed and injured in RTCs and to make South Yorkshire roads safer. However, whilst maintaining a targeted methodology to prioritising activity, we recognise that to maintain the progress we have made we need to reduce danger and adapt our approaches. Therefore this plan seeks to broaden the remit of our work to include other agendas like sustainable travel, health and environmental issues.

Our priorities are identified via an evidence led approach, using pro-active analysis of the data to highlight who is being involved in collisions, where the incidents occurred and under what circumstances. By considering where those involved in collisions live we can also target specific geographic areas across South Yorkshire where it would be most cost effective to target activity. We call this our "worst first" approach.

A series of "heat maps" have been produced to highlight which age groups are injured the most within each road user category. These show that:-

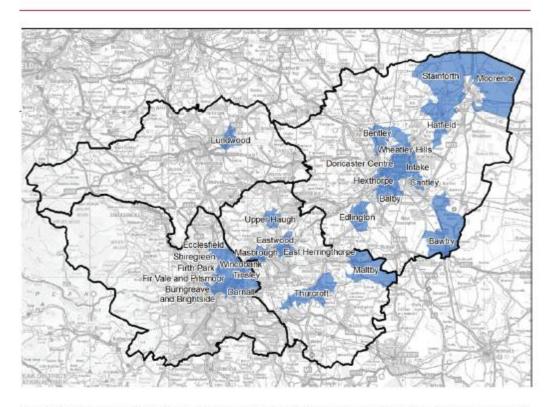
- · Pedestrian casualties show the biggest peak from ages 11-16 with a smaller peak at 17-25 years;
- Pedal cycle casualties show the biggest peak from ages 10-16 with a smaller peak through the 40s;
- Powered two wheeler users show the biggest peak from 16-18 years with a smaller peak 19-25 and then a spike in the mid 30s;
- Car drivers show the biggest peak from 18-25 years;
- All drivers show the biggest peak from 18-26 years with a smaller peak in the mid to late 30s and mid to late 40s.

In addition, we undertake geographical analysis both of where collisions occur and where those involved reside. This highlights that people living in deprived areas of the county are more likely to be injured on our roads. Analysis of all South Yorkshire casualty data would suggest that 25.4% of casualties reside in the top 10% most deprived areas, with only 3.3% of casualties living in the top 10% least deprived areas. People in poorer communities suffer a greater burden of road traffic injuries than those in more affluent areas. By prioritising our delivery in the areas with the highest casualty rates, our work also contributes towards reducing these health inequalities.

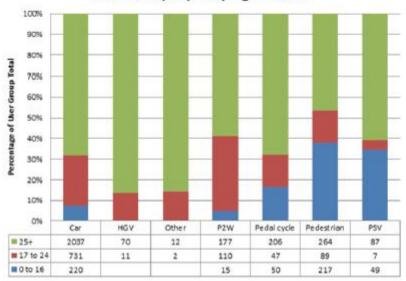
Below is an example of some ongoing work using two other available data sets:-

a) Home postcode of casualties/drivers (2015 data) b) Population (ONS mid population 2014)

These combined data allow us to analyse where the highest risk rates are within the County by Middle Super Output Area (MSOA). The map below shows these data combined and highlights the main areas of concern within each local authority. (NB Location names have been derived by using the mapping as a guide and are purely the thoughts of the analyst).



The graph below shows casualties in 2015 by road user type and the percentage of casualties in each user group in the 3 key age groups; 0-16, 17-24 and 25 + years. This information has helped to shape our new priorities as set out later in this document.



User Groups split by Age in 2015

Fortunately, trends over the last 10 years (2006-2015) have seen child (0-16 years) KSI casualties falling by around 46%. Consequently, each local authority area now experiences very small numbers of child casualties each year. This can make targeting of activity quite difficult. However, we continue to delivery activity in schools and provide interventions for this age group but the potential for significant further casualty reduction in this category is limited.

Casualties in the 17-24 year age bracket have also performed well, with numbers reducing. Young people in this age category still make up over 20% of the total casualties in South Yorkshire and are over represented in the casualty statistics when compared to their make up in the overall population. Continued targeting in this group will therefore have a greater effect on the overall casualty numbers.

Based on the casualty data, we are moving away from prioritisation based on the different types of road user to an approach for road safety education, training and publicity (ETP) activity based on the age group of the casualty. Hence our priorities are:-

- 0-16 years
- 17-24 years
- 25 years +

Within each of these categories there will be certain types of road user categories which are prioritised. For instance, the data shows peaks in casualties aged 17-24 in the car user, powered two wheeler rider and pedestrian categories. In the 25 years + category we shall focus on people who are driving for work and consider a "danger reduction" approach for older road users aged 65 years+, undertaking activity in a bid to prevent these road users from becoming casualties. Our danger reduction activity will blend with our casualty reduction approach and be proportionate to the scale of the problem as highlighted by the casualty data.

Casualties have reduced in all road user categories, but the reduction in some groups, like cycling, has been much slower than the overall reductions seen. There is evidence that the number of cyclists on South Yorkshire roads is rising and we have set challenging targets to increase the amount of cycling in the county. We want this to happen without seeing a further increase in the number of cyclists being injured in RTCs. Therefore we will step up our efforts to address the main causes of collisions which result in injuries to cyclists and look at new and innovative ways in which we can help cyclists to stay safer on the roads.

The analysis of data, to identify types and ages of casualties and the spatial distribution of where these casualties reside, is used to drive the development and delivery of a comprehensive ETP programme, targeted at those people and in those areas where it will have the most impact. This data led, worst-first approach is articulated in more detail in the SRP's ETP Action Plan.

Improving road safety itself contributes to economic growth by reducing the number of collisions and their associated costs, for example, health care costs, congestion and delay caused by collisions damage to property and vehicles and lost economic output from deaths and injuries. The DfT estimates that the total worth of preventing RTCs in 2014 was £16.3bn, with the cost per casualty (including the wider impacts caused by the pain, grief and suffering) being £1.8m for a fatality, £206,000 for serious injuries and £16,000 for a slight injury. Applying these costs to the casualty statistics for South Yorkshire in 2015, results in a total figure of some £225m.

In addition the take up of more active forms of transport such as walking and cycling (which is affected by people's perception of the safety of these modes) can increase physical activity with the resultant benefits for an individual's health and reduced reliance on the health care system.

TARGETS

In 2010 South Yorkshire had a very low number of casualties, as compared with totals from the previous 10 year period, this mirrored the National picture. Since then this fall in casualties has continued, albeit at a slightly slower rate, to a point where in 2015 there were 4,401 casualties recorded, this being some 11% lower than the total in 2010. Bearing this in mind, we are currently well on track to meet our original "indicator of change" by 2020.

However, we believe that without further national interventions it is unlikely that we shall see significant further reductions in KSI casualties. The Government decided not to progress plans to explore the potential for introducing a Graduated Driving Licence scheme for new drivers, which would have placed restrictions and additional training requirements on young drivers. Experience from other countries has shown this to be beneficial in road safety and casualty reduction terms.

Given our progress towards meeting the indicators set in the previous SRP Strategy, our targets for the short term (to 2020) will be based on previous data trends for the last 10 years but will be slightly more stretching than the lowest encountered in that period and be given more prominence than the existing indicators. The median trend in reduction for both categories was chosen from a range of 1.2% to 6% for KSI and 2.5% and 6% for all casualties

However, in 2016 new recording processes adopted by SYP have led to a larger than expected increase in casualties categorised as "serious", final totals are 50% more than originally expected for this period. Therefore our target setting has been tempered by this, the intention being to use this single year KSI total as a baseline.

The SRP will be held to account for its activity in meeting the targets and the partners will be tasked and accountable for their share of the activity. Better co-ordination and cross partner working will increase efficiencies and ensure ownership of the targets across all agencies.

- By 2020 our target is to reduce the number of KSI casualties by 3% per year, based on the 2016 base figure.
- By 2020 our target is to reduce ALL casualties by 4% per year to no more than 3,601 per annum, based on the 2010-2014 5-year average.

In the medium term, we have extrapolated these figures to 2025 to give the following targets to align with the longer term plan set out in the SCR Transport Strategy.

- A further 14% reduction in KSI casualties by 2025, based on the 2016 base figure.
- A further 18% reduction in the number of casualties in ALL categories by 2025, based on the 2010/14 5-year average, to
 no more than 2,936 casualties per annum.

Sitting beneath these overarching targets are a number of indicators to measure our progress more specifically against our priorities:-

- A reduction in the number of KSI casualties aged 0-16 years;
- A reduction in the number of KSI 17-24 year old car users;
- A reduction in the number of KSI casualties aged 25-59 years;
- A reduction in the number of KSI casualties aged 60+ years;
- A reduction in the number of KSI 16-24 year old P2W riders;
- A reduction in the number of pedal cycle riders who are injured;
- A reduction in the number of pedestrians who are injured.

For comparison purposes at a national level, we will use a rate based target to measure our casualties against population and vehicle kilometres travelled. The two denominators will be at a local authority level to enable comparisons to be made with similar authorities around Great Britain.

NB. The denominators will be the based on the latest data available from the DFT, so in 2016 will be figures for 2015 and will be available on release of the Stats19 data from DFT in September 2016.

OBJECTIVES

We shall use a blended approach to addressing casualty reduction under the 3 Es of Education, Engineering and Enforcement. Each of these approaches will receive equal focus as part of our delivery.

We shall use a data led approach to target our resources where they are most needed and will have maximum benefit. We shall mine other sources of data available via our partners and other agencies, building on the work to analyse hospital episode statistics (HES) data providing supplementary information about casualties who have presented at hospital following a RTC. By learning more about who and why people are involved in collisions we can refine our approach to reducing road traffic collisions and casualties.

We shall strive to deliver cost effective solutions and continuous improvement in the delivery of road safety activity. A formal evaluation programme will help to inform the development of future road safety delivery.

We shall take account of best practice as well as breaking new ground to develop original and engaging interventions which will influence attitudes and change behaviour in relation to safer use of our roads, thus helping to bring about a reduction in the number of casualties on South Yorkshire roads.

We shall strive to become an innovative and high performing partnership and will be keen to share our successes with others.

In doing this we shall work together with our colleagues across a range of disciplines (such as public health, air quality and climate change, sustainable travel, etc) ensuring a team effort to address the needs of communities in South Yorkshire. This joined up approach will result in better interaction between agencies and enable us to react more effectively to emerging issues and opportunities, for instance sharing data, signposting and referring users to existing schemes, bidding for funding, supporting complementary programmes of work.

We shall consider the wider implications of this strategy and how it can link to and contribute towards other policy agendas. Fear of injury currently deters many people from making healthy and sustainable travel choices. Reducing the fear of being injured by reducing both the perception of risk and the incidence of injury especially amongst vulnerable road users, will help reduce pollution, improve reliability of journeys; reduce delay, and support increasing levels of active travel. This can lead to improvements in health and a sense of well-being.

As part of the "safe systems" approach, everyone shares responsibility for the safe operation of the network. Policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies and the media are accountable for the system's safety; while every road user, whether they drive, cycle or walk, is responsible for complying with the system's rules.

The adoption of a safe systems approach helps to link road safety to other local and national policy objectives and also aligns road safety management with broader ethical, social, economic and environmental goals. By creating partnerships where government or transport agencies work closely with other groups, safe systems tackles other problems associated with road traffic, such as congestion, noise, air pollution and lack of physical exercise.

EDUCATION, TRAINING AND PUBLICITY (ETP)

Changing attitudes and influencing behaviour through a comprehensive programme of measures to engage with members of the public. Working more closely together across the partner agencies, to improve efficiencies and effectiveness, a co-ordinated delivery approach will enable us to:

- Offer a comprehensive programme of standardised education initiatives for children at all year groups in schools
 across South Yorkshire based on a "worst first" delivery and linking, where possible, with complementary activities
 encouraging more sustainable and healthy forms of travel;
- Provide practical training to enhance the skills and influence the attitudes of vulnerable road users such as pedestrians, cydists and powered two wheelers as well as young drivers who are over represented in the casualty statistics;
- · Offer bespoke courses for businesses who have staff who drive for work to reduce on-road risk and collisions;
- In line with the Predictive Analysis Project (PAP), which highlighted that people with a criminal record were more likely
 to be perpetrators of fatal RTC, to offer bespoke road safety interventions for young offenders and those young people
 at risk of becoming involved in criminal activity;
- Effectively communicate and engage with our target audiences via the most appropriate channels, making best use of
 social media and digital platforms to engage with the target audiences who are most familiar with these channels;
- Run road safety campaigns focussing on priority issues and targeting key road user groups, delivering engagement in the format that people want it.



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ENGINEERING

Enhancing safety for road users via the design and maintenance of roads using a "worst first" approach to prioritising schemes based on casualty reduction potential. As part of our efforts to encourage partners to adopt a "Safe System" approach to ensure the transport system is designed, as far as possible, to protect people from death and serious injury we will:

- · Identify, implement and evaluate an annual programme of Local Safety Schemes (LSS) as funding allows;
- Establish a central repository to store data related to the effectiveness of LSS;
- Implement road safety engineering schemes like traffic calming to slow traffic as this is shown to have an impact on speed and hence the number and severity of collisions;
- · Ensure the design and maintenance of the road network seeks to improve road safety outcomes;
- Undertake road safety audit of highway improvement schemes, in line with the South Yorkshire standard approach, to
 identify road safety problems and suggest measures to eliminate or minimise any concerns;
- Provide facilities for vulnerable road users such as pedestrians and cyclists;
- · Work in line with the South Yorkshire common approach to setting speed limits;
- Continue to roll out 20mph limits and zones in residential areas and outside schools. These targeted danger reduction
 schemes also aim to improve quality of life and encourage more people to walk or cycle in a bid to improve health and
 protect the environment. Evaluation of new schemes will enable us to provide support for such measures in the future;
- Keep a watching brief on emerging vehicle technologies globally and nationally and considering the implications for future activity under the 3 Es.

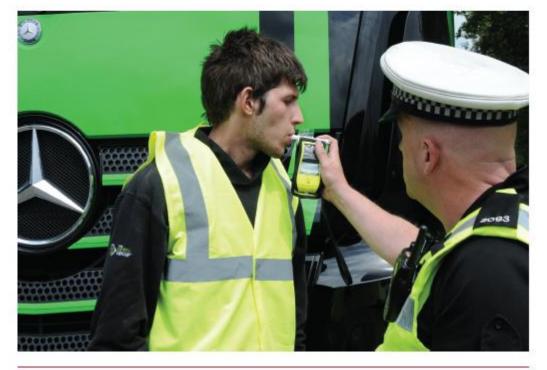


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ENFORCEMENT

Enforcing road traffic legislation, focusing efforts on priority routes and areas and targeting those at most risk of causing harm to themselves and others. Supporting the Police and South Yorkshire Safety Cameras (SYSC) in their enforcement role we plan to:-

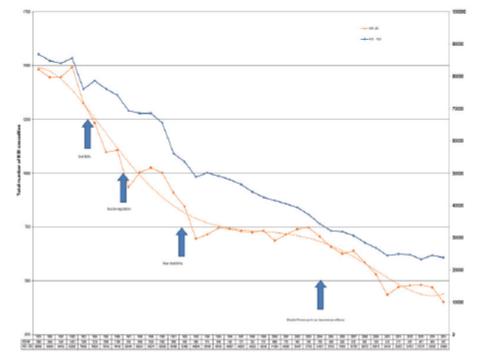
- Introduce a formalised Memorandum of Agreement between SYSC and the local authorities in relation to roles and
 responsibilities of each partner and financial contributions to be made by the local authorities;
- In line with the Safety Cameras Operational Plan, undertake camera enforcement, including red light and speed contraventions, using fixed and mobile devices;
- Undertake an annual review of potential new and existing camera locations to ensure that a "worst first" approach to
 site selection continues to be employed;
- Undertake more in-depth analysis of data relating to those who are caught using camera enforcement to inform ETP activity in a bid to bring about behaviour change;
- Increase enforcement around the "fatal four", in particular drink and drug driving, mobile phone use whilst driving and not wearing a seat belt as part of Operation Illuminate;
- Consider best practice from elsewhere and implement new initiatives where the research shows this will have a
 beneficial impact on our Policing objectives e.g. the introduction of a Community Speed Watch programme to be
 implemented via the local policing teams in conjunction with their communities.



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MEASURING OUR PROGRESS

We strive for continual improvement. To ensure that our activity is fit for purpose and is cost effectively delivering against our objectives, we will implement a comprehensive evaluation programme.



- Complete an annual analysis of the effectiveness of fixed, mobile and average speed camera sites across South Yorkshire with this data being published on the SYSC website;
- Complete an annual analysis of the effectiveness of local safety schemes determined using a value for money
 assessment, with this data being held in the SRP central repository;
- Submit regular casualty reports to the SRP to identify trends in collision types and causations, highlighting those road
 users who may be over represented as casualties to inform the future development and delivery of road safety activity
 and schemes;
- Use best practice from South Yorkshire and elsewhere to enhance existing interventions and inform the development
 and delivery of future activity;
- Share and promote our successes to enhance the reputation of the SRP as a leader in road safety delivery and casualty
 reduction;
- Develop a robust evaluation programme for all road safety ETP activity to ensure that road safety objectives are being
 effectively delivered;
- Establish a new data group to make best use of available data sets (including hospital episode statistics), identifying
 missing data which would be useful to inform our delivery approach and commissioning new research to obtain
 further insights which could influence our activity e.g. learning more about people's perception of road safety and
 how this affects their travel habits.

Progress against all our objectives is reported in the SRP Annual Plan.

DELIVERY PLAN

The details of how we are to meet our targets and objectives will be set out in individual action plans which sit underneath this Strategy, for example the ETP Action Plan, the SRP Communications Strategy and the SYSC Operational Plan. These delivery plans set out the tasks to be undertaken and the initiatives to be implemented to achieve our desired outcomes. The plans will be approved and monitored by the SRP Tactical Group. Regular reviews of these documents will be undertaken and updates issued where required.

In overseeing these plans the Tactical Group will also have regard to how the road safety outputs and outcomes will contribute towards the delivery of other agendas such as sustainable travel, health, air quality and the environment. Working with colleagues who specialise in these areas of work we aim to co-ordinate and add value to our respective activities.

Let's share the road safely and responsibly



GLOSSARY

BMBC CA DfT DMBC ETP HES KSI LTP MSOA PAP RMBC RTC SCC SCR SCR SCR SCR SYPR SYFR SYFR SYPTE SYSC 3 Es PDNPA	Barnsley Metropolitan Borough Council Combined Authority (for Barnsley, Doncaster, Rotherham and Sheffield) Department for Transport Doncaster Metropolitan Borough Council Education, Training and Publicity Hospital Episode Statistics Killed and Seriously Injured Local Transport Partnership Middle Super Output Area Predictive Analysis Project Rotherham Metropolitan Borough Council Road Traffic Collision Sheffield City Council Sheffield City Region Safer Roads Partnership South Yorkshire Fire and Rescue South Yorkshire Paisenger Transport Executive South Yorkshire Paisenger Transport Executive South Yorkshire Safety Cameras Education, Engineering, Enforcement Peak District National Park Authority
	Education, Engineering, Enforcement Peak District National Park Authority Office of National Statistics
L33	Local Safety Scheme