

SHEFFIELD CITY COUNCIL ROAD SAFETY ACTION PLAN

2024-2029

Sheffield City Council – Road Safety Action Plan

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Foreword

Behind every statistic, there is a family or loved one, torn apart by pain and grief. These numbers are about people - whether they are motorcyclists, pedestrians, drivers, or cyclists – people who have set off on a journey and in some cases, never come home.

We as a community all have the power to change this. By travelling to the speed limit, putting away our mobile phones, taking extra time at junctions and safely passing cyclists, we can stop people being killed or seriously hurt on our roads.

In 2022, a total of 306 people were killed or seriously injured (KSIs) in a Sheffield collision – an increase of 30 per cent compared to 2021. When including slight injuries, the overall number of casualties was 979, a 2.2per cent increase. However, when comparing Sheffield data to 2019, KSIs and all reported injuries have reduced at a rate above the national average. Whilst comparing the data with pre-pandemic levels, we can see that the numbers are reducing, much more needs to be done.

The lasting damage caused by road collisions can be greatly reduced by adopting the Safe System approach; making vehicles safer, making roads safer, reducing speeding and having an improved response when collisions happen.

Last year, South Yorkshire Safer Roads Partnership (SYSRP) committed to Vision Zero - an international aspiration to end all deaths and serious injuries on our roads. To achieve this vision in Sheffield, we will continue to work with our partners and develop and invest in our education, engineering, and enforcement programmes to ensure we are making our transport system safer for everyone. Mistakes will always happen – we are only human – but if our speed is appropriate, we're not distracted, our vehicles are safe, and our roads are well maintained and engineered then we've got the best possible chance of avoiding serious injury should a collision occur.

Our Road Safety Action Plan sets out how we will make Sheffield roads safer for everyone and what steps we will take to achieve this.



Councillor Ben Miskell
Chair of Transport, Regeneration and Climate policy committee

Sheffield City Council Aims

Making Sheffield roads safer for all users is an important part of the Council's role. Road traffic collisions (RTCs) remain one of the main causes of serious injury and death in Sheffield and according to the World Health Organisation are the leading cause of death for children and young adults aged 5 to 29 years old. Road traffic collisions can result in significant pain, grief, and trauma to all those involved. They can also incur a large economic cost to society and can result in severe congestion on the surrounding road network.

The Department for Transport (DfT) estimates that the total worth of preventing RTCs in Great Britain in 2022 was circa £43.2 billion with this equating to a sum of £126.2m in the City of Sheffield alone.

Striving for the delivery of a safer road network is essential in providing Sheffield City residents and visitors with safer and more sustainable access to the services and facilities they need to enjoy a good quality of life. The current economic climate has put pressure on our services; however, the Council cannot be complacent in delivering Road Safety measures over the forthcoming years.

Our aim is for a Vision Zero approach to road safety management and is based on the belief that no death or serious injury is acceptable on Sheffield's roads.

Whilst we want to achieve our Vision Zero aim in the shortest possible time this action plan acknowledges the significant challenge that will be faced to achieve it. We have therefore set an interim target of 50by30 - a 50% reduction in Killed and Serious Injuries (KSIs) by 2030 to measure our progress against.

We aim to do this by employing the Safe Systems approach – this is a human centred approach that believes that every road death or serious injury is preventable.

The Safe System approach is built upon two basic facts about people.

1. People make mistakes and will do on the roads.
2. People are vulnerable to being killed or seriously injured if they are involved in a crash.

The Safe System [approach] seeks to design these two facts out of the equation. This means that all elements of the road system need to work together as one to minimise the chance of a collision, or, if a collision does take place, to prevent death or serious injury from occurring. There are 5 Pillars to the Safe System approach:

- **Safe Users:** Reducing the likelihood of road users making mistakes or behaving in a way that is risky for themselves and other people through targeted interventions, enforcement, marketing campaigns, education programs, and safety training.

- **Safe Roads:** Designing an environment that is forgiving of mistakes, by removing vehicular traffic wherever possible and ensuring safety is embedded within all scheme designs.
- **Safe speeds:** Encouraging appropriate speed for a busy and populated city.
- **Safe vehicles:** Reducing risk posed by the most dangerous vehicles.
- **Post-collision response:** Developing systematic information sharing and learning from collisions that have happened.

In an environment where resources are limited, this strategy sets out how we will improve the effectiveness of the delivery of education, training, publicity, and engineering road safety measures, as well as setting out our aims of expanding and adapting to a targeted approach. This action plan seeks to align and support the outcomes of the new Sheffield Transport Vision, Sheffield's Transport Plan, the upcoming South Yorkshire Local Transport Plan (LTP4), South Yorkshire Safer Roads Partnership's Strategy, Sheffield's Climate Strategies and the DfT wider strategy for road safety.

This plan seeks to set out the specific outcomes and objectives, along with the actions that we will deliver in the City. Acting in line with the Safe System approach will require us to work in partnership with key stakeholders including the South Yorkshire Safer Roads Partnership, South Yorkshire Police (SYP), South Yorkshire Fire and Rescue, Public Health, South Yorkshire Mayoral Combined Authority, key institutions including our universities, businesses, and our communities.

The following action plan will be key in guiding the delivery of road safety within Sheffield, outlining and supporting the visions, key goals, and approach to help make our roads safer.

Be Data Led

If we are going to significantly reduce the number of people killed and injured on our roads it is essential that we understand the key causes, locations, and influences on how, why, and where the risk and incidence of RTCs are currently occurring, and where our resources to address this should be prioritised.

It is therefore essential that we have evidence-led approaches to inform our actions.

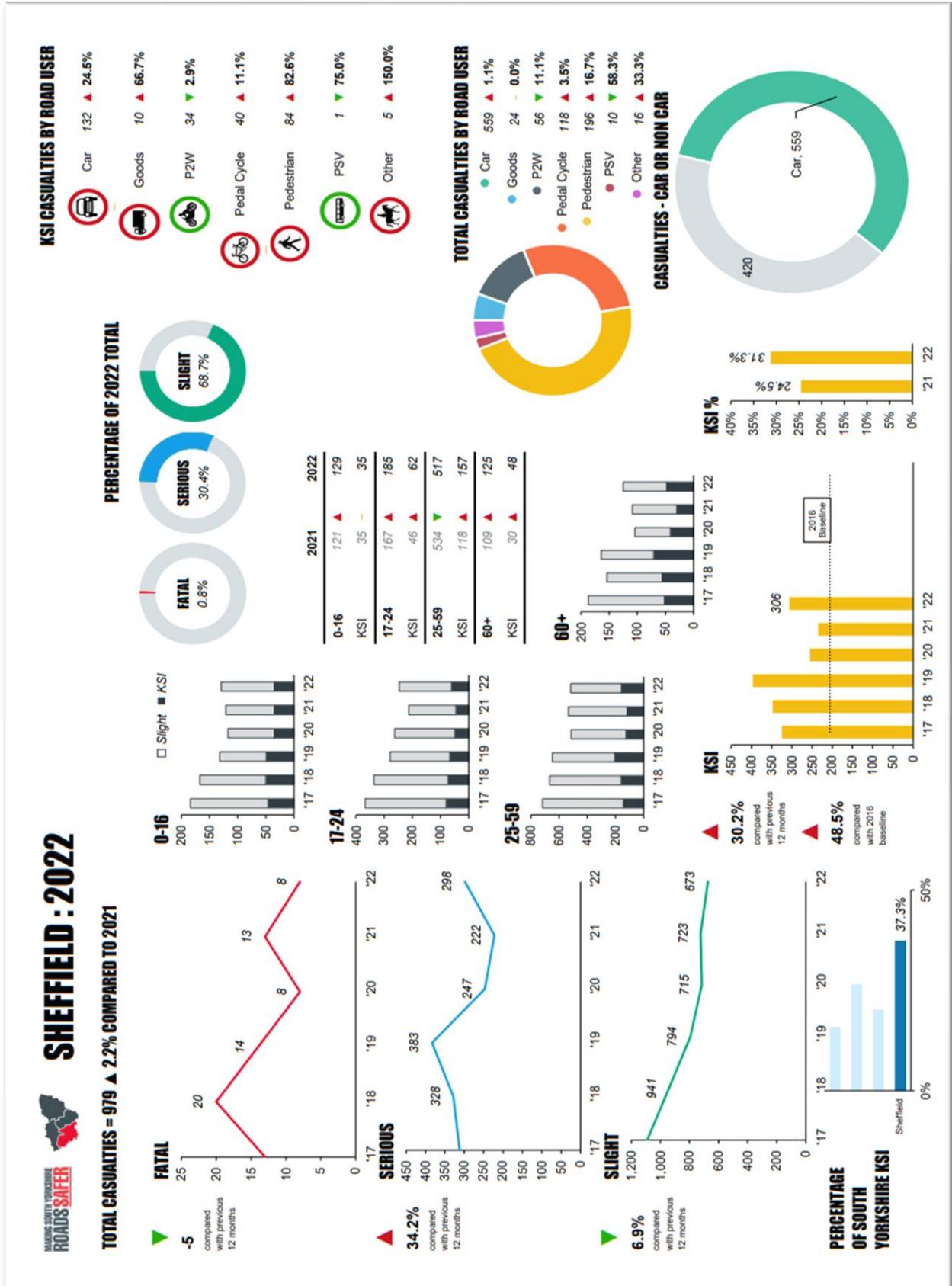
Analysis of Collisions and Casualties

In 2016 SYP adopted a new data collection tool called CRASH (Collision Recording and Sharing). This method of data capture is automated and takes the onus away from the Police Officer on defining the severity of a casualty injury in any given collision that has such an outcome. The officer enters several descriptions of the RTC in the system and the system then defines whether this is fatal, serious, or slight.

This method uses what is called an “injury-based recording system” and has led to Police Forces that use the CRASH system, as is the case in South Yorkshire, to record higher incidences of serious casualties than prior to its adoption. Our analysis will only include data post 2016 to ensure consistency to the period during which SYP have used the CRASH system.

The data captured by Police Forces is then all merged into a national database and checked and agreed annually by the DfT with the respective Force, then published in a document called Road Collisions Great Britain. This data is, and will continue to be, the core dataset that we use to inform our analysis of collisions that result in casualties in Sheffield.

Our priorities will be identified using proactive analysis of the data to highlight the where, what and who are involved in the RTCs that occur on the roads in Sheffield. Thus, allowing the targeting of specific demographics and geographic areas across the city where it would be most effective to provide road safety activity and in what form. This is called the “worst first” approach.



Data Overview for Sheffield from 2017 to 2022

The above summary sheet shows that there has been a general decline in casualties overall in Sheffield and that all totals for fatal, serious, and slight are below the pre COVID levels experienced in 2019. However, serious injury collisions have started rising in 2022, when compared to 2021, with only collisions involving Powered Two Wheel (P2W) vehicles (e.g. motorbikes, motor scooters) and Public Service Vehicles (PSV) (e.g. buses) experiencing a reduction.

When looking at this data set in terms of traffic volumes, we recently undertook a review of traffic performance associated with the Clean Air Zone, we have looked at a range of national and local traffic flow and volume data both to determine and evaluate the longer-term trends and any potential effects of the Clean Air Zone. This is included in a report to the TRC Committee in [December 2023](#)¹.

The following presents a summary of the findings:

- Traffic volumes reduced significantly during the COVID 19 pandemic, and travel behaviour changed. Post the pandemic, changes in traffic flow and travel behaviour patterns are still being observed and these may become longer term changes in response to hybrid working / working from home, reduced bus patronage and increased home delivery options.
- Nationally between June 2022 and July 2023 overall road traffic volumes have increased and are close to pre-covid usage levels, recovery across public transport is slower.
- Nationally LGV usage has increased by 4.5% nationally and car usage has increased 3.2% nationally, this could reflect increased home deliveries combined with the reduction in bus and train patronage and other post-COVID travel behaviour changes.

The trend of increased number of collisions that result in serious injury in 2022 is therefore against the backdrop of an increase in traffic flows.

Action: Using the 3-year pre-COVID period of 2017 to 2019 there were an average of 357 KSI casualties of all types in Sheffield. To align with the ambitious target of 50by30 set in the SYSRP Strategy – SCC will adopt an interim target to reduce KSIs to no more than 179 KSI's of all types by the year 2030.

¹ [\(Public Pack\)Item 12 Clean Air Zone - 6 month review Agenda Supplement for Transport, Regeneration and Climate Policy Committee, 11/12/2023 14:00 \(sheffield.gov.uk\)](#)

Data Context – Highlighting Problems and Issues

To identify the “where, what and who” of the RTC CRASH dataset further initial analysis has been undertaken using a 3-step approach as follows:

- Step 1 – Identify the user group types and age groups that have been most at risk over the last 5-year period (2018 to 2022)
- Step 2 - Assess the data from home postcodes of drivers and road user groups highlighted in Step 1 to address issues around deprivation and the need to understand if this is an issue in different parts of the City.
- Step 3 – Undertake an “in depth” review of groups highlighted in Step 1.

This is presented in greater detail below:

Step 1: A “Heat map” was developed, this used KSI numbers and head of population for each age and user group to highlight those people that are most often injured in road collisions. The data used is from 2018 to 2022 and includes the period covered by COVID in early 2020 through to 2021.

The data points to the following areas of concern:

- Pedestrian casualties have the biggest peak between the ages of 12 and 17 but start to feature in the data from the age of 10 and consistently feature in the pedestrian category until the early 20’s.
- Pedal cycle casualties have the biggest peak from ages 12 to 19 and smaller peaks through the mid to late 30’s through to early 50’s.
- Powered two-wheeler users show the biggest peak from 16-18 years and a smaller peak 19-25 and then a spike in the mid-30s.
- Car drivers show the biggest peak from 18-34 years with a further peak in the early 40s age group.
- Car passengers show the biggest peak from 16-20 years.
- Car drivers show the biggest peak from 18-34 years but are consistently high in older years age groups too.

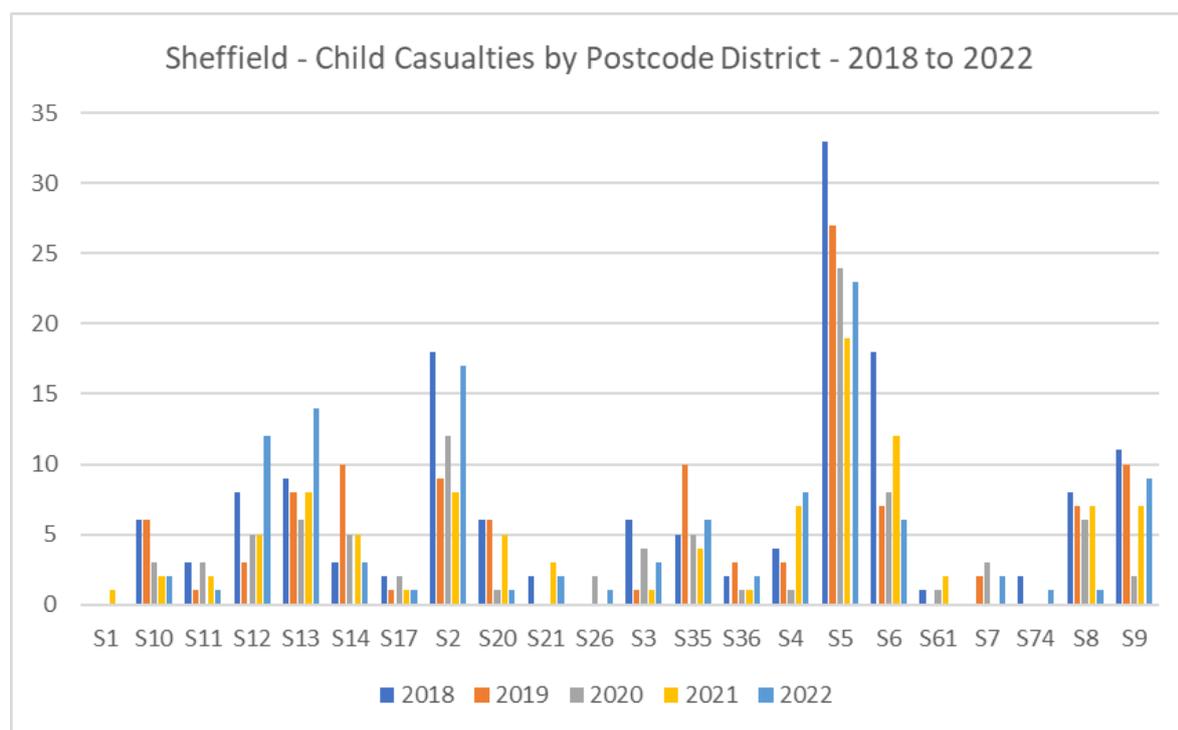
Step 2: Data at a national level show that people in poorer communities often suffer a greater burden of road traffic injuries than those in more affluent areas. By prioritising our delivery in the areas with the highest casualty rates, again using the worst-first approach, our work also contributes towards reducing these health inequalities.

To inform our analysis and shape our priorities this demographic information would be invaluable. Unfortunately, since the adoption of the CRASH system by SYP there has been a large gap in the available data provided to SCC, with some 50% of all postcode data are missing and this therefore makes this analysis very difficult.

This gap was identified in a report published by Agilysis in 2021 which looked at “risk” to residents in all the SY districts.

At a national level, 12% of the DfT data doesn't include Index of Multiple Deprivation (IMD). For Sheffield, 56% of the IMD data is missing. The disproportionate amount of missing IMD data for Sheffield casualties could be hiding or exaggerating a trend. This is worrying and needs to be addressed by ensuring the Post Code data of those people involved in RTCs is collected by SYP and made available for analysis. This process should also revisit the older data and see if this can be corrected and thus better used in this ongoing analysis.

As an initial indicator data can be viewed on a postal district level, for instance S5 or S10. Below is an example of this:



Whilst not giving the ability to undertake a detailed demographic analysis, it gives a very good indication as to where the people involved in the collisions live and can be used to direct any initiatives or prioritisation for funding that comes from the work programmes being formulated within this document.

Action: Review postcode data with DfT and SYP to correct old data and ensure that future data is correct to enable availability of accurate demographic information.

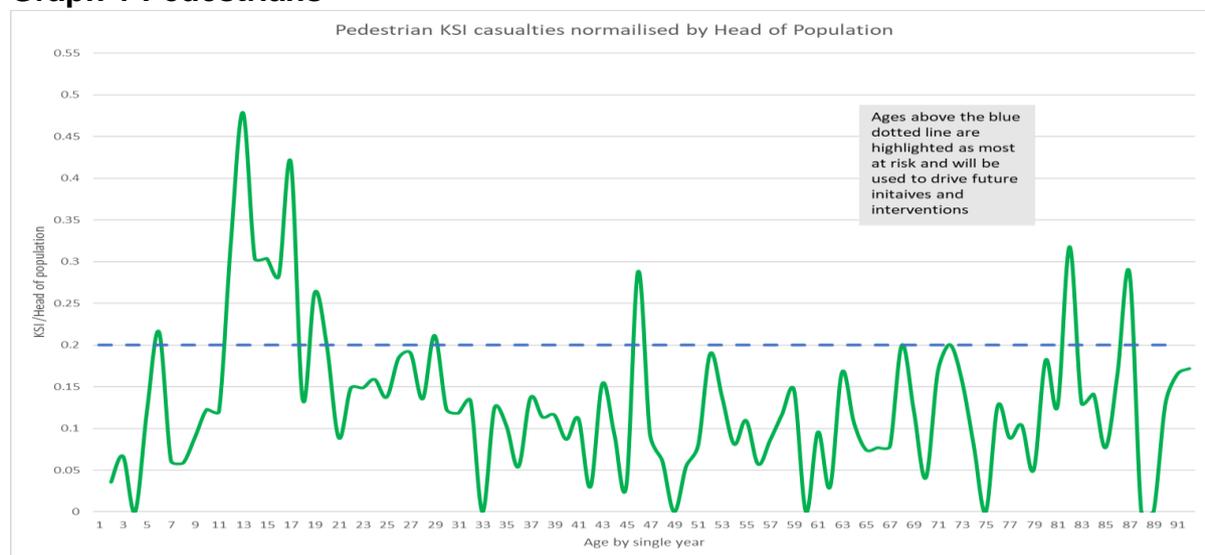
Step 3: Based on the initial assessments begin a detailed analysis of the data gathered in Steps 1 and 2 to get a better focus on the education, training, and publicity (ETP) activity on the age groups below:

1. Pedestrian casualties have the biggest peak between the ages of 12 and 17 but start to feature in the data from the age of 10 and consistently feature in the pedestrian category until the early 20's.

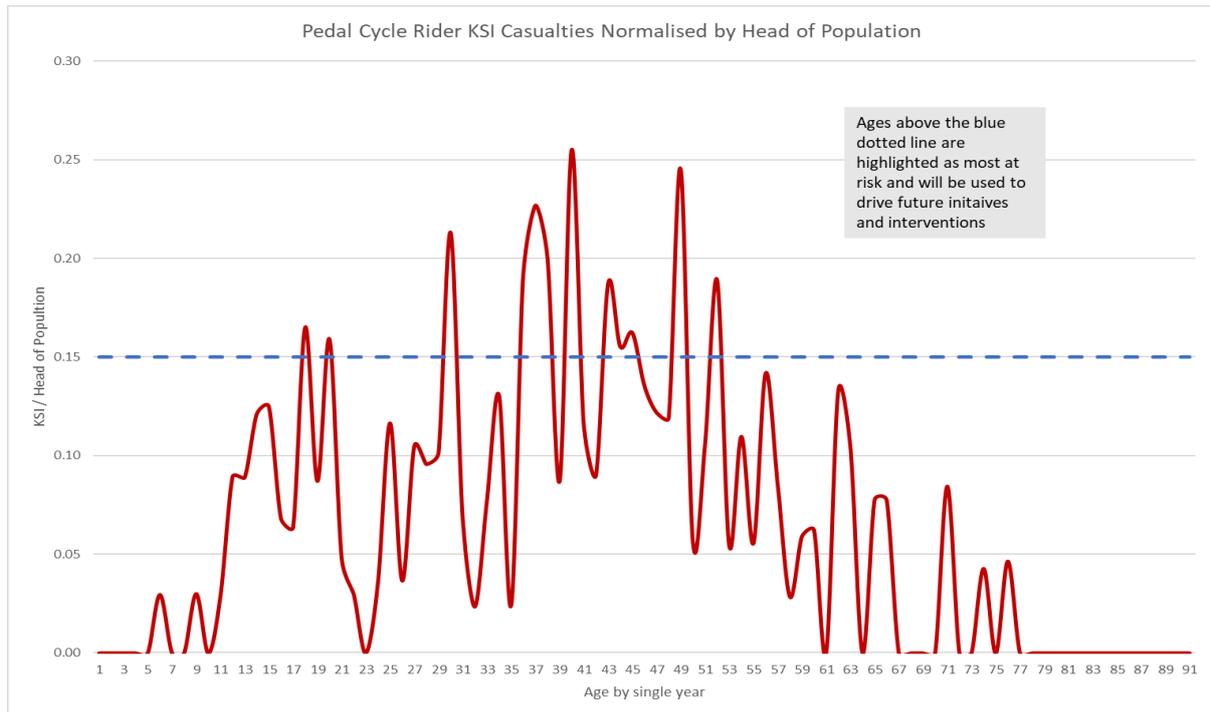
2. Pedal cycle casualties have the biggest peak from ages 12 to 19 and a smaller peak through the mid to late 30's through to early 50's.
3. Powered two-wheeler users show the biggest peak from 16-18 years and a smaller peak 19-25 and then spike in the mid-30s;
4. Car drivers show the biggest peak from 18-34 years with a further peak in the early 40s age group.
5. Car passengers show the biggest peak from 16-20 years.

The graphs below numbered 1 to 5, highlight the peaks in the afore mentioned data generated by the initial heat map, a deeper dive into these results will be carried out in each category to enable specific targeted interventions related to ETP opportunities and more detailed programmes to be drawn up on completion of this initial process of getting the Road Safety Plan agreed.

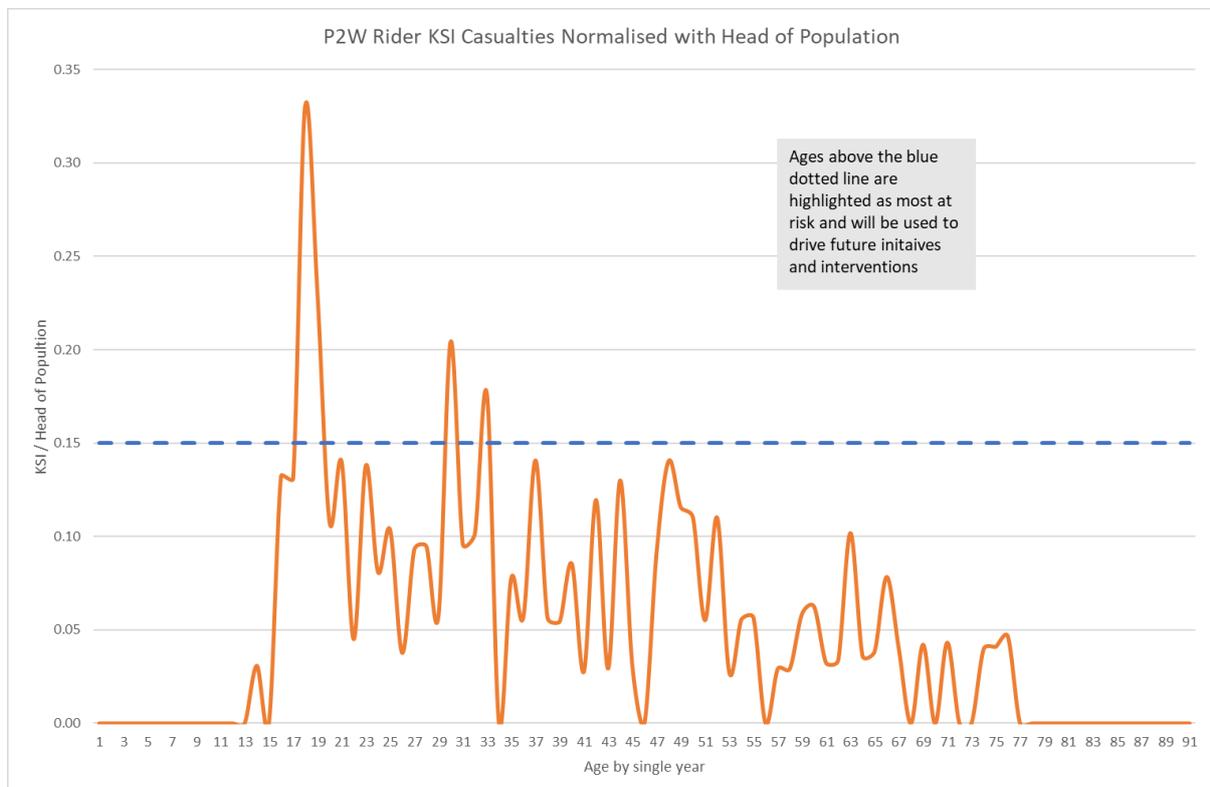
Graph 1 Pedestrians



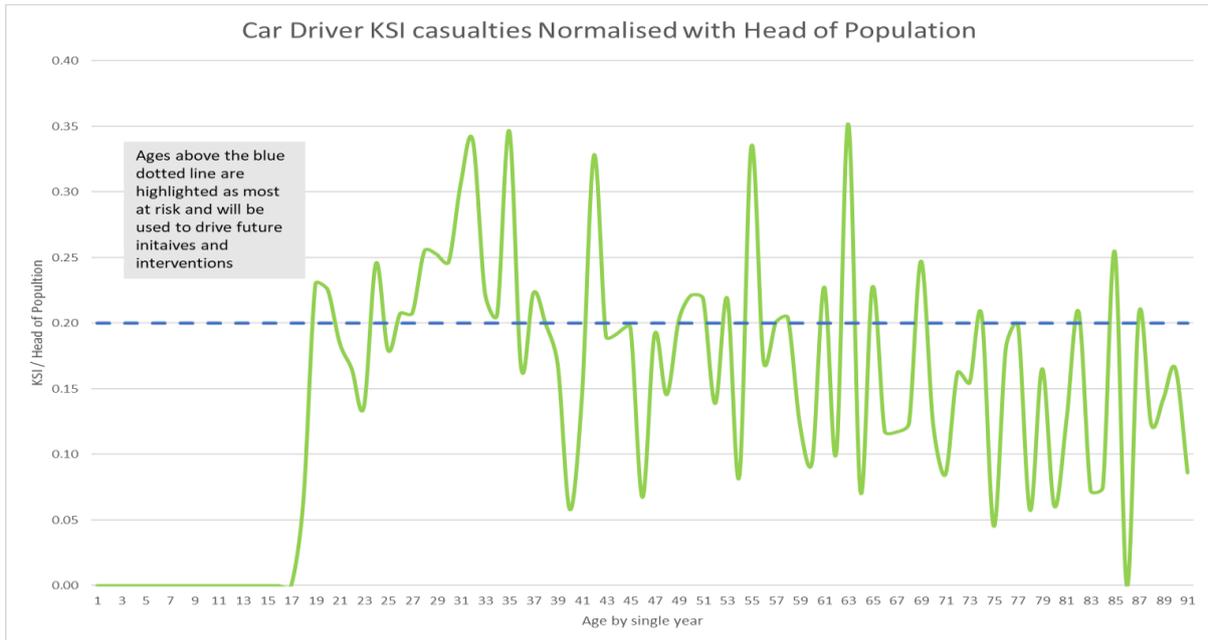
Graph 2 Pedal Cycles



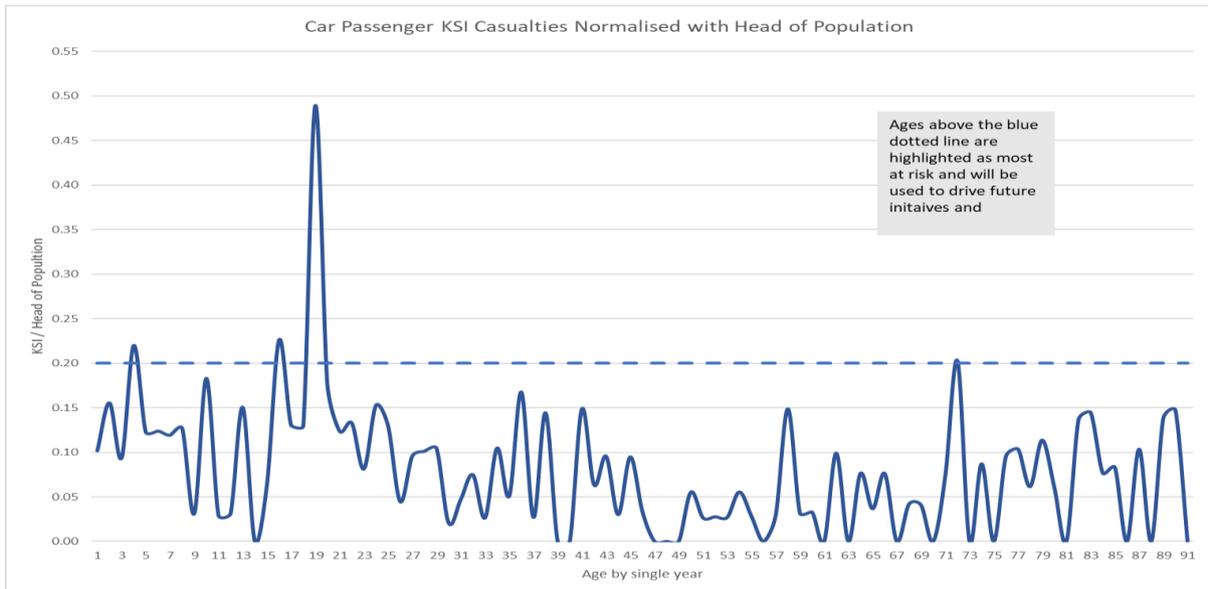
Graph 3 Powered 2 Wheelers



Graph 4 Car Drivers



Graph 5 Car Passengers



Action: A deeper dive into these results will be carried out in each category to enable specific targeted interventions related to ETP opportunities and more detailed programmes to be drawn up on completion of this initial process of getting the RS Plan agreed.

Making a Worthwhile Comparison Between Core Cities and Other Metropolitan Boroughs

It is often difficult to make worthwhile comparisons between different locations in Great Britain in relation to collision rates and risk. This is due to the many factors that make up each separate city or town and depends on things like demographics, population, road network, types of industry and KSI reporting systems and methods.

However, there are often comparisons made between what are known as the “Core Cities”, this includes Sheffield and the following locations around England:

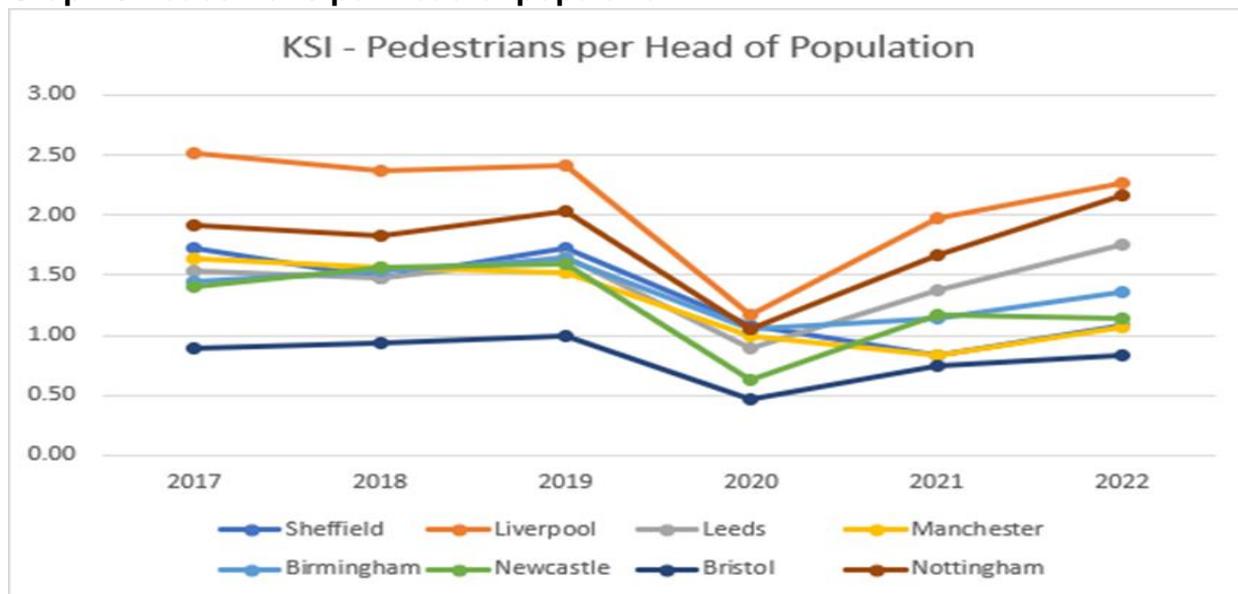
Leeds, Manchester, Birmingham, Newcastle, Liverpool, Bristol and Nottingham.

The following graphs 6 and 7 look at the KSI rates / head of population in the Core Cities in two categories of injury collision.

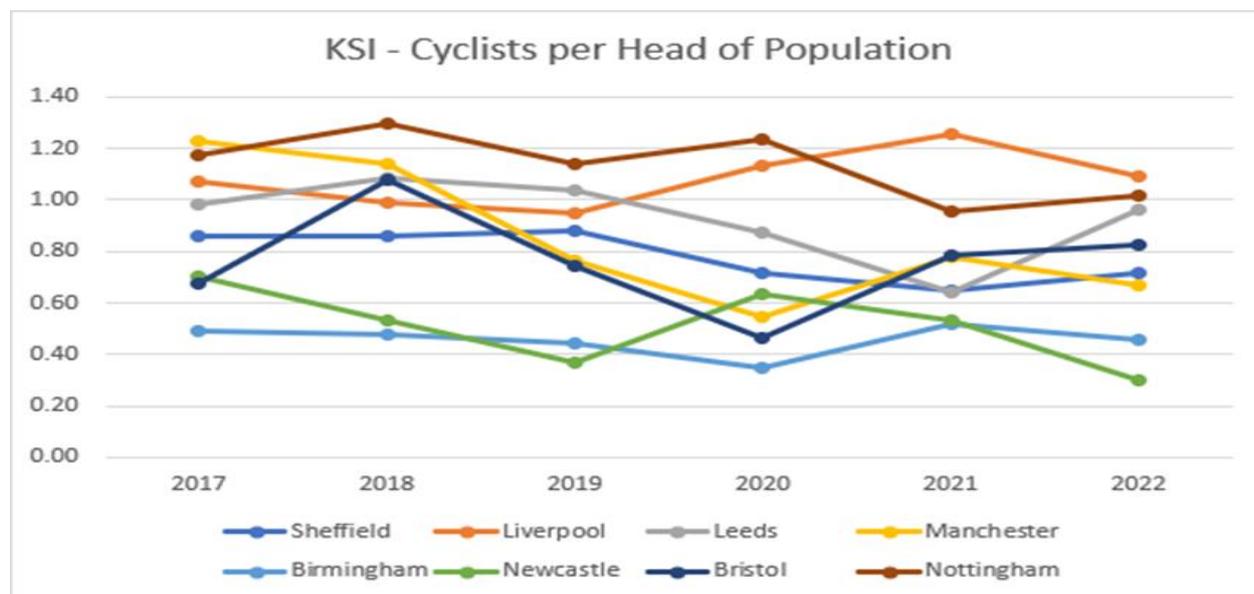
- a) pedestrians and
- b) cyclists

using the overall KSI for the Metropolitan City area and the 0 to 99 population numbers based on the 2021 census data estimates provided by ONS.

Graph 6 Pedestrians per Head of population



Graph 7 Cyclists per Head of population



These datasets highlight that whilst Sheffield has still some work to do to be the best performing Core City in these two categories, it is by no means the worst performing either being ranked 3rd best in terms of pedestrian rates and 4th best in the cycling category when using the data from 2022 from the 8 Core Cities.

Looking further afield at the Metropolitan Boroughs

Another source of analysis on a national level is the Local Government Inform (LGI) website which publishes a yearly statistic relating to child (aged 0 to 15) KSI casualties and the population of that age group, to give a normalised rate for a variety of “like” Local Authority areas in England.

Correctly interpreting Child KSI numbers

The LGI interpretation of the data places Sheffield as 6 highest when compared to the other Metropolitan Boroughs in England. This clearly highlights the need for continued action to address the road safety of children in the city.

However, it should be noted that the LGI have chosen to use “unadjusted” KSI data for those areas which have not yet adopted CRASH as the data capture system by their respective Police Force area. As highlighted earlier in the action plan the CRASH system has been identified to result in higher incidences of serious injury reporting as the choice of casualty classification is automatically applied through the system and not a decision for the officer attending. Much work has been done by the ONS to provide “adjusted” data for the areas that have not adopted CRASH yet, but this has not been used in LGI’s calculations, thus leading to comparisons between two different outputs.

If the adjusted data is used Sheffield would be ranked 10th, this would also have some bearing on mean data and reduce the difference for Sheffield when using this metric too.

Whilst reducing child casualties must continue to be a priority, recent reports that Sheffield has the worst road safety for children in the country does not reflect the current actual position when comparing like data.

The following table looks at the period 2017 to 2022 data, as a 3-year average using KSI and per 10,000 head of population of children as per the LGI analysis. It shows however that whilst the SCC totals are higher than would be liked, there has been a reduction over the period highlighted and hopefully continued focus will result in further reductions over time.

	2017-19	2018-20	2019-21	2020-22
Sheffield	4.15	3.77	3.2	3.06

If we dig just a little deeper into the collisions recorded for children, it shows that on average there are a total of 37 KSI casualties per year for the period 2018 to 2022.

These can be split into the following 3 categories:

- Pedestrians = 96 count
- Passengers (mainly in cars) = 66 count
- Pedal cycles = 27 count.

In terms of gender there are twice as many boys as girls in this data set.

Using this basic information alongside the post code information, S5, which encompasses the areas of Fir Vale, Lane Top, Parson Cross, Shiregreen and Shirecliffe has the highest total in all categories. This analysis gives a good starting point to determine what sort of ETP intervention needs to be undertaken and where it would be best employed to improve casualty reduction.

Sheffield’s Perceptions of Road Safety

The NHT Public Satisfaction Survey collects public perspectives on, and satisfaction with, Highway and Transport Services in Local Authority areas. It is a unique, standardised, collaboration between Highway Authorities across the UK enabling comparison, knowledge sharing, and the potential to improve efficiencies by the sharing of good practice.

The 2023 NHT survey shows that road safety is a priority.

In the following table, these 12 Key Aspects have been ranked in order of importance as per the public’s responses in 2023:

	Importance	Satisfaction	Improving	Spend More
Road Safety	97	53	40	76
Condition of Roads	94	36	31	82
Pavements	93	58	49	67
Bus Services	91	45	30	77
Street Lighting	90	67	54	61
Traffic Congestion	84	40	30	74
Traffic Pollution	83	44	36	71
Local Rights of Way Network	81	55	47	59
Community Transport	74	55	49	60
Demand Responsive Transport	69	49	44	60
Taxi Services	69	62	49	48
Cycle Routes / Lanes	65	48	54	53

Satisfaction with Road Safety, although not bad, was not particularly good (score 53) and the perception of the situation improving was low (score 40). Consequently, the demand for additional spending was high (score 76). The 2023 score, of 50%, is the same as the national average. So, the perception of road safety is low in other authorities and does appear to be a national issue.

Based on these responses there is a clear need to continue prioritising action on Road Safety and to consider how increased resources can be identified.

Have Your Say

We have also conducted a survey on Have You Say. We want anyone who lives, works, and visits Sheffield to be able to tell us what they think about our city and proposed projects, Have Your Say Sheffield enables us to do this by providing SCC with a platform to conduct online surveys. The Road Safety Action Plan quick poll survey showed overall that Sheffield City Council should be prioritising Road Safety, and 58% supported a Safer Systems Approach.

Action: Conduct further surveys to help shape Road Safety in Sheffield.

Road Safety Capital Funding

Local Transport Plan

Each year, the Council outlines a Local Transport Programme to establish priorities for investment in transport infrastructure improvement schemes. Road safety projects form one of the key themes for investment.

The breakdown for this capital budget for 24/25 is:

Local Safety Scheme (LSS)	£550,000, plus carryover
20mph Zones	£140,000
Small Schemes	£140,000

Sheffield Road Safety Fund

In 2021 the Council allocated £4m to create a Road Safety Fund (RSF) in recognition of the value that communities place on local road safety improvements. It is being used to take forward a range of interventions across the city.

The funding allocation of £4m was a one off and agreed in 2021. The Road Safety fund is now fully committed with no further allocation after the forecast completion of delivery at the end of 2024/25.

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The fund was for both road safety collision reduction measures, as well as infrastructure upgrades. The types of schemes included for future investment include:

- 20mph speed limit areas
- Crossings and Accessibility
- Vehicle Activation Sign
- Small scheme requests

The Road Safety Fund has so far contributed to the following:

- 20mph: Deerlands , Waterthorpe, Jordanthorpe, Burncross, Norton, Carter Knowle, Westfield, Herdings, High Green, Fulwood - £1,400,000
- Crossing and Accessibility:
Station Road Halfway Crossing, Burton Road Hillsborough Crossing, Rother Valley Country Park Parking Scheme, Forge Dam Parking Scheme, Abbey Lane Accessibility Scheme, Hangingwater Road Crossing, Elm Lane Hatfield House Road Sheffield Lane Top Crossing, Bernard Street Duke Street Hyde Park Crossing - £1,216,000
- Vehicle Activation Signs (VAS): 28 units (one per ward) - £600,000
- Advisory School 20mph - £100,000
- Signs and Lines/Small Schemes - £100,000

Action: Further investigation for a funding allocation for additional road safety measures will be considered during 24/25 in with collaboration with Members.

Clean Air Investment Plan

In February 2024 the TRC Committee approved the development of a Clean Air Investment Plan and determined that £1m of CAZ surplus income should be allocated towards schemes that promote sustainable and safe journeys to schools in Sheffield. It is recognised that to continue to improve air quality in Sheffield as quickly as possible, this investment will contribute towards reducing children's exposure to harmful road pollution around schools and when travelling to school.

Schemes that will benefit from this initial funding include:

- School Streets - expand delivery of the School Streets
- ModeShift Stars – expand ModeShift Stars to reach more schools.
- 20mph part-time zones outside schools – deliver the remaining un-funded schemes to priority locations.
- Neighborhood cycle parking and storage

Action: Use the committed initial £1m of CAZ surplus income to accelerate air quality improvement initiatives around schools and improve air quality for children traveling to school in a sustainable and safe manner

DfT Road Safety Fund (A625)

The Department for Transport (DfT) introduced the Safer Roads Fund (SRF) to support road safety in England, and it is part of a wider package of investment into Britain's road network. SRF targets the 50 most dangerous stretches of road in England, as identified through the Road Safety Foundation mapping programme utilised for SRF.

The roads were selected from both traffic flow and casualty data combined by the Road Safety Foundation (RSF) to establish an overall risk rating. As part of round 3 of the RSF the A625 in Sheffield has been identified as part of the latest analysis by the RSF as needing improvement. The DfT has identified a funding amount of approximately £1.425m to improve the stretch of road between the A61 in Sheffield and the B6375 near Whirlow.

This funding is to enable initiatives beyond those that local authorities can normally achieve with existing sources of local funding. For example, funds for normal maintenance activities (such as routine resurfacing) will not be considered appropriate for the Safer Roads Fund.

Project details are further outlined later in this document.

Bidding for Additional Funding

There are opportunities from external funders such as the Road Safety Trust, who allow local authorities to bid for small and large grants that support road safety studies and initiatives, through our grant programmes. The grants are yielded from surplus gifted by not-for-profit trading subsidiary company, UKROEd, to help create safer roads and protect road users.

Small grants are £20,000 to £50,000, and larger grants are £50,000 to £500,000. More information can be found on their website².

² [Our Grants — Road Safety Trust](#)

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Action: We will consider applying for additional road safety funding from the Road Safety Trust when grant rounds re-open to expand our capacity in delivery, as well as in the development and evaluation of existing and new projects.

Sheffield's Delivery Plan

Using the Five Pillars of Safer Systems

The Safe System approach, outlined in the South Yorkshire Strategy to 2030 and Beyond ³, is a model approach that is aimed at bringing different organisations and stakeholders together to collaboratively make a safer road network.

The Safe System requires a systematic, multi-disciplinary and multi-sectoral approach to address the safety needs of all users. It requires a proactive strategy which places road safety in the center of transport and highway system planning, design, operation, and use.

The Key Principles of the Safer Systems approach include:

- **Safe Users:** Reducing the likelihood of road users making mistakes or behaving in a way that is risky for themselves and other people through targeted interventions, enforcement, marketing campaigns, education programs, and safety training.
- **Safe Roads:** Designing an environment that is forgiving of mistakes, by removing vehicular traffic wherever possible and ensuring safety is embedded within all scheme designs.
- **Safe speeds:** Encouraging and implementing appropriate speeds.
- **Safe vehicles:** Reducing risk posed by the most dangerous vehicles.
- **Post-collision response:** Developing systematic information sharing and learning from collisions that have happened.

Our aspiration is to continue a cohesive approach across these areas, working in partnership with the South Yorkshire Safer Roads Partnership, as well as with all stakeholders and members of the public.

Safe Users

Education Interventions

Road safety education is a program of educational activities, workshops and initiatives based on key road safety topics to prevent road traffic collisions from happening. The aim is to provide people of all ages with the knowledge and tools to travel safer, implementing safer behaviour whatever the circumstance or environment they are presented with.

To be effective, road safety education must be evidence-based and match the individual's stage of development and level of independence as a road user. We plan to use educational techniques which recognise different children's and young people's learning styles rather than a 'one size fits all' approach, encouraging

³ [SRP-12-July-22-Vision-Zero-Strategy-Exec-Summary.pdf \(sysrp.co.uk\)](#)

children and young people to think for themselves. It is also important to look at evidence-based research to tailor activities and interventions. For example, research shows that crash scenes and risk-taking video clips often have the opposite desired effect for young males who may be attracted to thrill-seeking behaviour.

In-class interventions

Our in-house education team delivers, coordinates, and develops road safety intervention for ages 0 – 25 years old. The work targeting secondary and primary schools draws on the very best pedagogical approaches in the field of education. Key topics include, but not limited to:

- Stop, look, listen, and think.
- Safer places to cross the road.
- Green cross code.
- In-car safety.
- Distractions.
- Transition to secondary school/safer routes to school.
- Be bright, be seen.
- Speed.
- Peer pressure.
- Seatbelt wearing.
- Cycle safety.
- Driving under the influence.
- Vehicle ownership.

Crucial Crew

Our team also coordinates, delivers, and develops the road safety input for Crucial Crew, which is an educational programme that is free for all Year Six students in South Yorkshire. It is delivered at the Lifewise Centre in Rotherham where there is a film-set environment featuring locations including a court room, supermarket, and street scene. Students take part in a variety of interactive scenarios, covering topics from road safety and anti-social behaviour to child sexual exploitation. This experience gives students a safe real-life backdrop to learn and practice safer behaviour. At this stage in their life, many children gain a lot of independence without having the experience and skills to be able to keep themselves safe. It is therefore important that they are made aware of the increased risks that they will face and how vulnerable they are on their new independent, unfamiliar journey. On average upwards of 90% of South Yorkshire schools attend.

Education, Training and Publicity Capacity

Our current capacity of 2.5 officers allows us to deliver to around 80 schools a year, and with the addition of Young Driver Coordinator role being filled this year taking us to 3.5 officers. This will allow us to deliver educational sessions to even more secondary and further education establishments.

To target these resources, we prioritise schools using KSI data, looking at areas that have been identified with the highest number of collisions. We will use the demographic analysis in the data section to inform the prioritisation of this work.

Action: The data shows that drivers are having more collisions on our roads up until their 30s. We will therefore look at opportunities to extend the young driver programme offer to include these ages.

Action: The data shows that power-two wheelers are having collisions on our roads during the ages 16-25. We will therefore look at opportunities to extend the young driver programme offer to include a targets response for this user group, working with the South Yorkshire Safer Roads Partnership to extend our capacity.

Action: To tackle the issue around child pedestrian KSI's we will continue to deliver our bespoke Crucial Crew, Transition, and Ghost Streets road safety session, but also develop a targeted Year 9 (ages 13-14) session for young people in Sheffield.

Action: Continue to deliver and develop road safety interventions targeting car passengers aged 16-20 years.

Action: We are committed to designing effective in-class educational interventions that will influence intentions to safer behaviour. To help us achieve this we will follow evidence-based research and guidance such as the RAC's Using Behaviour Change Techniques: Guidance for the Road Safety Community⁴.

Action: We will continue to champion learner-centered coaching techniques, using methods and theories to create an inclusive learning and training environment. We will strive to create rationales, training plans and evaluations to develop strategies and deliver inclusive diverse lessons, training, and interventions. We will use differentiation to include a range of approaches and resources to engage and include individuals and groups during sessions, including providing for young people with Special Educational Needs and Disabilities (SEND).

Action: We will continue to develop educational approaches and explore opportunities in new ways of working digitally to increase our ability to reach even more of our target audience in Sheffield.

⁴ [Using behaviour change techniques Guidance for the road safety community.pdf \(racfoundation.org\)](https://www.racfoundation.org/using-behaviour-change-techniques-guidance-for-the-road-safety-community.pdf)

Action: Running effective evaluated road safety interventions can be an intensive and time-consuming activity. We will therefore seek further funding opportunities to increase our ability to do even more targeted work around evaluation and research into innovative methods of delivery.

Publicity and Communication

Road Safety is a global concern. Vision Zero will require us to look at new ways of working, looking at what is working so we can keep doing those things and looking at what is not working so we can try something different that may work. This does require openness and honesty and collaboration to put people at the heart of what we do. Reflecting this in the way we communicate is essential.

As projects and schemes develop, we will consult and publicise with Ward Members, Local Area Committees, businesses, residents, interest groups, transport operators, and disability groups and other appropriate stakeholders.

A huge amount of road safety initiatives and schemes are delivered by the Council, and more can be done to highlight this through our social media channels – celebrating the amazing work that is delivered. We also need to share with all stakeholders our learning, what we are doing right and what we need to do differently. We endeavor to be more transparent in these aspects.

Action: We will work with stakeholders to target key demographics in providing updated and strategic messaging.

Action: We will communicate and share more stories about what the Council is achieving and learning

Action: We will develop webpages that transparently communicate our ways of working and what we are trying to achieve.

Modeshift Stars

Modeshift Stars is the National Online Accreditation system for active travel in schools. Our team of three Active Travel Officers (also known as ModeshiftSTARS Officers) are currently working with 80 schools - 50 of which are accredited with an average of an additional 3 new schools accredited each term - to introduce travel plans that promote walking, wheeling, and cycling to schools. This is to encourage behavioral change and modal shift to reduce the reliance on the use of the car for journeys to school, where this is appropriate.

As well as promoting safer modal shift, our ModeshiftSTARS Officers help schools to run a variety of activities to try and highlight the dangers of inconsiderate parking outside schools. Including parking pledge schemes, posters, bollard covers and

railing banners, and helping schools access community funding for extra physical measures such as bollards.

Action: Continue to build on the delivery of Modeshift Stars to increase safer active travel modal shift, opening up more choice for how people travel in communities.

10-day Active Travel Challenge

This is an annual two-week active travel challenge for primary school children. Offering a wide range of activities and classroom ideas to promote and encourage safe active travel. Rewarding children and schools who fully engage with themed-related prizes increases the number of pupils actively traveling to school.

Action: Continue to deliver the Active Travel Challenge when capacity in the team allows.

Bikeability

Bikeability cycle training is a practical training programme, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today's roads. Bikeability training is delivered to pupils in Sheffield schools and includes lessons Learn to Ride, Balance, Level 1/2, and Level 3. Bikeability is the Department for Transport's flagship national cycle training programme for schoolchildren in England and is a key component of Gear Change⁵ - which is a Central Government's vision for developing cycling and walking to overcome health inequalities and increase levels of physical activity.

We have procured Cycle North to deliver this project for us. We have been set an ambitious target by Bikeability to deliver Level 2/Level 1&2 combined training to 80% of year 6 children in Sheffield for 2024/25, which is 5396 children.

Action: Continue to work with Cycle North to hit our target to deliver Level 2/Level 1 & 2 combined training to 80% of year 6 children in Sheffield for 2024/25, which equates to 5396 children.

Inconsiderate Parking Outside Schools

Parking outside schools is an issue across Sheffield, one that we have been working on by providing signing and lining to restrict parking on all School Keep Clear Markings across the city, providing educational inputs in schools, and delivering school street closures. Working with colleagues in parking enforcement and South Yorkshire Police we will continue to look at ways to tackle this problem.

⁵ [Gear change: a bold vision for cycling and walking \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

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Action: Look at opportunities to inform and educate parents on the dangers of parking outside school illegally and inappropriately, working with and building on the work ModeShift STARS officers do.

Action: Work with our colleagues in Parking Services to target the levels of enforcement outside schools.

Action: We will review options to enhance enforcement including the potential use of additional camera enforcement as part of our School Keep Clear markings and School Street schemes.

Action: We will work with the education team to explore parking outside schools educational interventions for parents, that provides information on rules and regulations, as well as the dangers and benefits of safer more considerate behaviour.

Safer Roads

The safer systems approach acknowledges that human error is inevitable and seeks to design road systems that account for this reality. This approach recognises that individuals will sometimes make mistakes and aims to create forgiving road environments that mitigate the consequences of these mistakes. This may involve designing roads with better visibility, implementing technologies like speed cameras and lane departure warnings, and creating infrastructure that separates different types of road users (e.g., cyclists, pedestrians, and vehicles).

Road Safety Engineering is a process, based on the analysis of road traffic-related accident information, to identify road design or traffic management improvements that will reduce the number and severity of road collisions most cost-effectively.

Our current road network has developed over many years and in many locations was not designed for the level of motorised vehicles that now use them. Pressure from the volume of traffic, particularly private cars on our roads, has led to increased levels of inappropriate parking, which can result in parking on footways obstructing the movement of more vulnerable pedestrians or wheelchair users, and compromised sight lines and visibility at junctions. The size and performance of private cars has also increased over recent years.

Enhance How We Use Data to Inform Engineering Interventions.

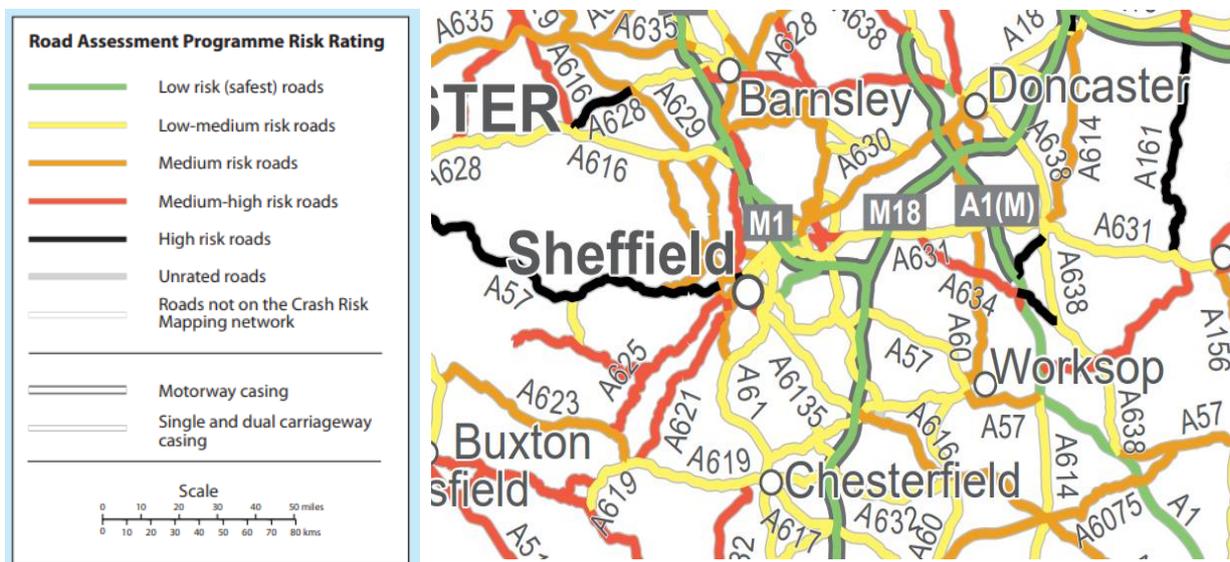
As new technologies become available, we are constantly looking at how we can use these to help with working smarter and targeting areas where we can make the most impact within the budgets allocated to us. This includes using digital packages that Enhance How We Use Data to Inform Engineering Interventions.

As new technologies become available, we are constantly looking at how we can use these to help with working smarter and targeting areas where we can make the most impact within the budgets allocated to us. This includes using digital packages that can show us risk ratings, traffic flows, vehicle speeds, near misses, and volumes of traffic.

As part of aligning with the new SYSRP Strategy, we will be looking at how we can use different sources of data to supplement the STATS19 records, in our aim to prevent collisions from happening.

Solutions include using different approaches such as iRAP (International Road Assessments Programme) which provides a risk-based assessment of Motorways and A Roads in the UK and internationally, to inform and assist in decisions on what measures we should consider and where we should intervene in changes to improve safety on our network. It is expected that as AI becomes more useful in the future, this will link GPS speed and flow data to existing collision data to potentially look at proactive as well as reactive “hot spot” identification.

Example – The A625 was identified as needing Road Safety measures by the DfT from historical collision record. We then used iRAP to assist with scheme design and site identification. We then undertook a traditional collision study to identify additional road safety measures at sites with a history of collisions along the corridor.



Credit: Map generated by the Road Safety Foundation.

Fig 1 Extract of iRAP 2023 assessment of the risk rating of Motorways and A Roads

Action: We will continue to deliver our current programme in line with the Transport Strategy, assessing all transport schemes in terms of health impact and will prioritise schemes that will bring about the biggest benefits in terms of road collision reductions in KSI's.

Action: We will progressively look at new ways to not only act on a worst-first approach but also incorporate approaches that rate the risk to assist with scheme design and site identification.

Action: We will continue to seek partnerships working with other core cities to maintain and develop best practices.

Action: We will continue to seek out the best tools and resources for risk analysis to target the prevention of road traffic collision, and work with partners and global road safety professionals to identify and adopt more effective ways of working.

Enforcing Moving Traffic Offences

From 31 May 2022, Local Authorities in England outside London have been able to apply to the Secretary of State for new powers to enforce 'moving traffic' offences under the Traffic Management Act (TMA) 2004 (Part 6).

On 19 January 2023 the TRC Committee approved the submission to the Department for Transport of an application for Sheffield City Council to obtain these powers and on 22nd July 2023 Parliament approved⁶ the designation order granting Sheffield City Council these powers.

Previously the powers to do this were only available to the Police. In applying for the powers to take on this responsibility This now enables SCC to enforce certain offences using approved traffic enforcement camera technology on a civil basis via a Penalty Charge Notice. This frees up capacity for the Police to focus on higher-priority crimes and allows improved enforcement.

This will improve compliance with the restrictions, which in turn improves public safety and traffic management, preventing drivers from carrying out dangerous maneuvers on our roads and supporting our ambitions to improve air quality and tackle congestion.

The offenses included in this legislation change include:

- incorrectly driving in a bus lane (we already have the powers under separate legislation to enforce this and actively do so.)
- stopping in a yellow box junction
- contravening banned right or left turns.
- illegal U-turns
- going the wrong way in a one-way street
- ignoring Pedestrian and Cycle Zone restrictions where motorised vehicles are prohibited, such as those within the city center and at School Streets.

Consultation was undertaken on this project⁷ and since we have successfully obtained this power, and are underway implementing the first three site, which include:

1. Queens Road and Bramall Lane - Illegal turning movements and yellow box junction/no stopping)
2. Glossop Road and Upper Hanover Street - Illegal turning movements and yellow box junction/no stopping
3. Hoyle Street – yellow box junction/no stopping

⁶ [The Civil Enforcement of Moving Traffic Contraventions Designation Order 2023 \(legislation.gov.uk\)](https://www.legislation.gov.uk)

⁷ [Have Your Say Today - Enforcing moving traffic offences: Traffic Management Act 2004 - Part 6 - Connecting Sheffield \(commonplace.is\)](https://www.commonplace.is)

Action: We have now successfully obtained TMA Part 6 powers and will continue to implement the first three sites proposed during 2024. We will then monitor and evaluate these to help us establish the best ways of working.

Action: Undertake further communications and publicity of the enforcement in advance of TMA Part 6 going live with the first three sites

Action: We will develop a policy that helps us determine and prioritise further sites from both a road safety and road network perspective. This will be presented to TRC Cttee for approval in Autumn 2024.

School Streets

Sheffield City Council (SCC) is committed to delivering School Streets to improve safety around school gates, increase active journeys to and from school, and improve air quality around schools. School Streets are a council-led initiative where the road(s) outside a school is closed to all unauthorised vehicles at either end of the school day. School Streets are put in place to keep school entrances clear of vehicles both moving and parked.

Schools must be ModeshiftSTARS accredited before being considered for a School Street scheme. Completing the basic accreditation level helps to:

- Gather the relevant information required for the scheme.
- Allows the council to develop a good working relationship with the school and it's community.
- Prepare the school for the commitment required for a School Street scheme to be successful,

All ModeshiftSTARS Accredited schools are scored and assessed using an agreed set of criteria. Officers look at many different aspects including accident stats, air quality, location, road type & layout, number of business and residents directly affected, school support, and impact of traffic dispersal.

Top scoring schools are then put forward for feasibility, design, and implementation.

Action: Continue to deliver School Streets as outlined – this will be 2-3 a year with the current staff capacity.

Action: Increase capacity to evaluate Schools Streets effectiveness and if they align with the key aims and objectives.

Local Safety Schemes

The Local Safety Scheme (LSS) programme is a citywide programme that is targeted to reduce actual road traffic collisions, particularly focused on reducing killed and seriously injured (KSIs) casualties of all ages by implementing road safety

engineering schemes at sites with the highest history of injury collision rates in the city.

The benefits of these schemes include:

- A direct reduction in the number and severity of road injury collisions.
- The creation of a safer residential environment, which will allow easier access to local facilities for all.
- A reduction in vehicle speeds can potentially reduce vehicle emissions and this will contribute to improved air quality.
- Road safety schemes can reduce the negative impact of traffic on our neighbourhoods' and make walking and cycling in these areas a safer and more attractive option; the outcome of this is to reduce the city's carbon footprint and improve personal health.

The Local Safety Scheme budget has on average been set at approximately £500k per annum over several years meanwhile, infrastructure delivery costs have increased significantly. From this, depending on the complexity of the scheme, we are able to deliver two to three schemes a year.

The Current Local Safety Schemes Criteria

Currently, a site scores points based solely on collision types and numbers. The scoring and appraisal methodology adopted by the Council is attached in Appendix One.

Locations - such as a junction or a bend - known as a 'spot' are listed in priority order with the highest scoring sites first.

Following these the top scoring sites are then subject to a more detailed analysis of the collision problems to see if there is scope for road safety measures that could be implemented.

The reasons for change

Whilst the current system is good at identifying those sites with the highest number of collisions overall and is effective in identifying the worst locations for pedestrian and cycle collisions, it is much less effective in identifying the worst KSI locations, especially for other road user groups identified in the above section titled, 'Opportunities to enhance how we use data to inform engineering interventions.

The sites that score highest in using the current approach tend to be complicated layouts (such as roundabouts on the Inner Ring Road) that would be difficult and/or

very expensive to treat. Furthermore, these sites, whilst having high numbers overall, do not tend to have a high proportion of KSIs.

There are other sites with high proportions of KSI collisions that are not currently being investigated, as they do not appear high enough on the list. Many of these sites may have potential to be treated effectively, and at lower cost than the current top scoring sites – allowing more sites to be treated with available funds and therefore more serious collisions prevented on a year-by-year basis.

It is therefore considered that concentrating more on sites with a high proportion of KSI collisions, rather than on sites with a high number of collisions overall is likely to be a more robust and targeted way to develop effective schemes if the objectives of the Safe System approach and “Vision Zero” are to be met.

The Way Forward

It is proposed that instead of just looking at the top few sites on the list, we instead do a “deep dive” into all sites on the list that have had at least 3 KSIs in the last 5 years. There are currently 59 of these (as of collision data up to the end of 2022). 17 of these sites have either been investigated already or have measures proposed, leaving 42 sites. Whilst investigating all these sites in detail would be a major undertaking, the initial focus would be to identify those sites which have noticeable trends in the type of KSI collisions, as this will indicate an issue with the highways layout that may need addressing. Once these sites have been identified then a detailed analysis will be made of these sites identifying possible remedial measures and costs.

This will allow better targeted schemes to be developed whilst also building up a better picture of where and why KSI collisions are occurring across the city going forward. Once we have such a picture and these locations are known we will be able to incorporate targeted road safety improvements as part of other future schemes e.g., active travel schemes.

It is anticipated that this investigatory work will be completed by the end of the 2024/25 financial year and therefore the first sites identified will be delivered on-site in 2025/26.

Longer term plans

The discussion above has only referred to spot sites. However, given that many collisions occur on lengths of roads, in particular A roads which make up 8% of the overall network but have 38% of all KSI collisions occur on them it would also be worthwhile to investigate lengths in more detail. This is harder and more labour intensive than spot analysis but if we are to reduce collisions on the Sheffield

highway network it is considered vital that we get a better picture of where and why collisions are occurring, to prevent future collisions. Once the spot analysis is complete it is therefore planned to start looking at collisions on the strategic road network in more detail. Whilst the exact nature of this work is still to be determined, the initial focus will be on determining where there are any specific sections on A roads where a disproportionate number of KSI collisions are happening. Whilst having sufficient funding to treat long sections of road may be unlikely, identifying and treating shorter sections of road that have specific problems is considered an attainable objective.

Action: Change our LSS assessment and identification approach to give more focus to KSI collision reduction of all types.

Action: Commitment to assess LSS in 2024/25 on all spot sites in the city with 3 or more KSI collisions.

Action: Develop LSS approach to target KSI collisions on a route basis, starting with A roads – this will be aligned to iRAP assessment so that we start with the highest ranked routes

Action: Work with colleagues to undertake road safety assessments whenever we are undertaking a route based strategic scheme such as a cycle corridor or bus priority corridor. Maximising the reach of road safety.

Following the deeper analysis of spot sites and routes in 2024/25 a prioritised list of Local Safety Scheme measures will be reported to the Transport, Regeneration and Climate Committee. Given the need for additional delivery to meet our Vision Zero target it is expected that a larger capital allocation from Local Transport Plan allocation will be recommended for delivery in the 2025.26 programme.

Safer Roads Fund – A625

The UK has some of the safest roads in the world, but every road death is an unnecessary tragedy. That is why the last government set out an ambitious range of further measures to enhance the safety of UK road users in its 2015 Road safety statement.

The Department for Transport (DfT) introduced the Safer Roads Fund (SRF) to support road safety in England, and it is part of a wider package of investment into Britain's road network. SRF targets the 50 most dangerous stretches of road in England, as identified through the Road Safety Foundation mapping programme utilised for SRF.

The roads were selected from both traffic flow and casualty data combined by the Road Safety Foundation (RSF) to establish an overall risk rating. As part of round 3 of the RSF the A625 in Sheffield was identified as part of the latest analysis by the RSF as needing improvement. The DfT has identified a funding amount of

approximately £1.425m to improve the stretch of road between the A61 in Sheffield and the B6375 near Whirlow.

This funding has been outlined to provide locally defined countermeasures. The types of measures we are considering, subject to consultation, design standards and available funds.

- Reduce speed limits
- Improving Street Lighting
- Pedestrian Crossings
- Refuge Islands
- Delineation and Signing
- Protected turn lanes
- Central-hatched road markings
- Traffic calming

The expected benefits from this fund are centered on safety and reducing road traffic collisions.

Action: Undertake public engagement for the Safer Roads Fund A625 scheme in early 2024

Action: Bring the A625 proposals forward to committee for approval in late Autumn/Early winter 2024.

Action: Develop and deliver the scheme to DfT and SCC specifications

School Crossing Patrol Wardens

School Crossing Patrol Wardens are an integral part in promoting road safety, protecting road users, and creating safer environments. Sheffield has identified 59 locations suitable for a SCPW. As a statutory role, we must make sure all SCPW are trained to a set standard as the principal responsibility of a School Crossing Patrol Warden is to help pedestrians safely cross the road near a school.

Currently, we have on average a 50% SCPW vacancy rate across the city. To help us get closer to 100% vacancies filled, we plan to increase recruitment efforts for the vacant posts by working with partners across SCC to identify any potential areas that we can link into to heighten the profile of SCPWs. We are also looking at undertaking site assessments to determine if the vacant sites are still needed, if there are other sites more in need, and whether there may be the potential to implement crossing improvements.

Action: We will assess areas to assign wardens to the most needed crossings outside primary school.

Action: Ensure that in line with best practice that we have documentary evidence that proves patrols have been instructed and trained adequately to carry out their duties safely and in line with safety protocols.

Action: Assess new sites as requested for consideration for SCPW.

Action: Look at new innovative ways of recruitment to SCPW vacancies.

Action: Undertake site assessment for the vacant sites to determine whether there may be the potential to implement crossing improvements.

Small Schemes

This is a regular annual allocation to cover requests to install handrails, dropped kerbs, signs and other minor interventions that can be introduced to the Network without design work, traffic orders or consultation, allowing for a degree of fast response on these small highway improvements.

Where possible, and to meet our aim of working more cohesively across the team, the officer will work with colleagues on larger schemes to see if small enhancements can be provided as part of a larger scheme allocation.

We regularly receive calls from members of the public, Local Area Committees and MPs to carry out small highway enhancement work such as handrail installation, community 'H' markings, bollard installation, pedestrian railing, new signs, and road markings. Requests are individually assessed, and installation is instructed for those that are of benefit to more than just one individual, so they become more of a community scheme.

We will continue to work with Local Area Committees, MPs, and the public to provide support and to look at small scheme road safety issues to the already agreed process in place. This engagement provides us with the opportunity to enrich data through local knowledge and perceptions. However, to effectively target the resources we have we do have to target KSI reductions schemes on a city-wide worst first prioritisation basis. We therefore need to adjust our focus and resources to those areas and road users in Sheffield that are most in need.

Action: Continue to deliver Small Schemes, shifting towards prioritising city-wide road safety measures to target those areas that are seeing higher KSI rates.

Action: Continue to develop the assessment process for Small Schemes that has been established to deal with requests in a consistent data-led approach.

Safe Speeds

Safe Speeds requires a multi-disciplinary approach, with partners at South Yorkshire Police. Speed limits are set by highway authorities and are enforced by the Police. The back-office function (processing fixed penalty notices for speeding offences) is provided by South Yorkshire Safety Cameras. Compliance achieved through enforcement and speed limit setting is therefore a key responsibility of SYSRP partners.

Local Area Committees and communities can also play a part through Community Speed Watch (CSW) and the use of Speed Indicator Devices (SID) and Vehicle Activated Signs (VAS).

Action: We will continue to work with all stakeholders to implement safer speeds through education, engineering, and enforcement.

Vehicle Activated Signs (VAS)

In 2022, we commissioned a VAS sign for each LAC area. Vehicle Activated Signs include a digital screen that alerts drivers to the speed limit, and if they are driving at a speed above the limit, they will get a warning to slow down. The aim is to educate drivers and encourage compliance with the speed limit.

Action: Continue to work with LACs on VAS rotations targeted local led locations

20mph Areas

The key to realising substantially lower speeds on our residential roads lies in affecting a fundamental shift in driver attitude. The aim, therefore, is to build a community acceptance that 20mph is the appropriate maximum speed to travel at in residential areas.

The Council's 20mph Speed Limit Strategy is an attempt to change the driving culture in residential areas and to reduce the impact of traffic on our neighbourhoods.

Sheffield has been designated into “zones” on a master map. These 20mph speed limit areas are prioritised by a City-wide comparison of the number and severity of accidents in suitable areas, to introduce the new speed limit into residential areas on a ‘worst first’ basis. We are currently unable to deliver a blanket 20mph speed limit programme such as the one Wales recently introduced, this is for various reasons.

The info below hopefully sets out the broad differences between the Wales and England approach and how we have approached the implementation of 20s in Sheffield to date.

The default 20mph speed limit introduced in Wales (from 17 September 2023) has been introduced following a change in the law which sees the default speed limit on restricted roads (usually those indicated by presence of streetlighting) changed from 30mph to 20mph.

Changes to signage in Wales will therefore only be required at locations where the current 30mph speed limit changes to higher speeds, so where the speed limit goes from 40mph to 30mph the 30mph sign will be changed to 20mph. Repeater 20mph signs won't be required as the presence of streetlighting will mean that drivers should understand that the speed limit is 20mph, as they should currently understand that it means the speed limit is 30mph. In only very few locations that meet specific circumstances will the speed limit remain at 30mph. The funding for the changes to signage is being funded by the Welsh Government as part of a new burden principle.

In England where the default speed limit on restricted roads is 30mph a 20mph speed limit can either be introduced in the form of 20mph Zones (these require physical traffic calming at regular intervals) or through 20mph speed limits which must be indicated through the presence of gateway 'entry' speed limit signs and regular 20mph repeater signs. Without the default speed limit changing these are our only options.

In Sheffield we are working to a 20mph Speed Limit Strategy approved by Cabinet Highways Committee on 8th March 2012, so over 10yrs ago now.

The current policy in Sheffield is to introduce 20mph speed limit areas using only signs not traffic calming. This covers residential areas and excludes A and B class roads and includes the presumption against including C class roads. Where 20mph speed limits are introduced through signing alone the typical speed reduction is only in the region of 1.5-2mph, so the policy currently states that roads won't be included if speeds would not be commensurate with a 20mph speed following the introduction of signs. This means that where average speeds are closer to 30mph the speed limit isn't reduced on those residential roads – this aspect in particular needs reviewing.

The cost of introducing signed only zones in line with the current policy is significant and therefore the decision was to introduce the 20mph speed limits in residential areas on a phased approach. At present every 20/30mph speed limit boundary must be signed and there are repeater speed limit signs along each 20mph street.

Sheffield has been split into c.85 20mph areas and we are currently about 50% of the way through delivering these. Our annual Local Transport Plan budget, which up to this year has been c.£2.4m for the whole city, usually sets aside c.£350-450k for the 20mph programme and this has been able to fund between 3 to 4 20mph speed limit areas each year.

53 “sign only” 20mph schemes and 12 child safety zones have so far been installed in Sheffield. Following the Council budget decision to invest £4m into a locally determined Road Safety Fund funding was allocated to accelerate the 20mph programme a further 11 areas will have been delivered up to 2024/25.

Whilst a TRO could be promoted across the remaining areas of the city the cost to implement this in one go will be significantly beyond our current budget given that we can't sign it in the same way as Wales.

Our current strategy was updated on 8th January 2015, in part to better define how individual roads would be considered suitable for the introduction of a 20mph limit. Broadly speaking, residential roads on which average speeds are 24mph or below will automatically be considered suitable. The inclusion of roads with average speeds of between 24mph and 27mph will be considered on a case-by-case basis using current Department for Transport guidelines. Roads on which the average speed is above 27mph will not be included unless additional capital funding can be identified for appropriate traffic calming measures to help encourage lower speeds.

As we have identified from the data that was provided earlier in this document, a higher proportion of collisions are happening on A or B class roads. This has raised the questions of how 20mph speed limits could be used as a collision reduction tool on specific areas, such as the proposed A625 scheme, providing there is effective enforcement.

Action: Review 20mph area policy and update where necessary.

Action: Monitor and evaluate the effectiveness of 20 mph roads on road safety.

Action: Continue to deliver 20mph programme noting that the accelerated delivery of the current RSF programme won't be available after 2024/25.

Advisory 20mph speed limits Outside Schools

This project is for the installation of part-time advisory 20mph speed limits outside schools. It is proposed to spread the sites across the city and pilot different types of schools and locations, seven schools have been chosen initially. The schools have been selected and prioritised using a scoring system based on the number of pupils, lack of existing pedestrian facilities (both roadside and crossing) and number of collisions in the last 5 years.

We are using part-time 20 mph speed limits, as opposed to permanent 20 mph speed limit, to give a flexible and targeted response to identifies sites during specific targeted times of the day. This allows us to address safety concerns and reduce vehicle speeds when required, to improve safety for pedestrians and other vulnerable road users.

The advisory part time 20mph speed restrictions aim to reduce traffic speeds outside schools at the beginning and end of the school day when there are high numbers of child pedestrians in the area. There are already a number of schools across the city where these are in place. They are installed as part of a 20mph speed limit area scheme, if a school is located on a road that is otherwise unsuitable for a 20mph speed limit.

Speed significantly increases the chance of being injured in a collision and the implementation of part-time advisory 20mph speed limits outside schools aims to reduce vehicle speeds. There is clear evidence of the effect of reducing traffic speeds on the reduction of collisions and casualties, as collision frequency is less at lower speeds; and where collisions do occur, there is a lower risk of fatal or serious injury. These schemes are also generally well received by the schools, parents and residents living around the scheme area.

The schools were prioritised using a scoring system (shown in the table below) based on the number of pupils, lack of existing pedestrian facilities (both roadside and crossing) and number of collisions in the last 5 years.

There has been a total of 46 site identifies. The first seven sites will be implemented early 2024/25. The LACs will be funding another seven, and the additional 32 sites will follow on from this in subsequent years using the Clean Air Investment Fund.

Part Time Advisory 20mph outside schools scoring method	
Number of pupils at the school	Score 5 if more than 500, 2 if over 250. 1 if over 100, 0 if under 100
Crossing facility	Score 5 if no facility, 3 if raised/dropped kerb, 1 if zebra or 0 signalised crossing
School Crossing Patrol	Score 2 if vacant, 1 SCP in place
Footway width	Score 10 if under 2m on both sides either side of school entrance, 1 if over 2m on both sides. All others 5
Speed limit	Score 5 if 40 mph or over. 0 if 30 mph.
Child Casualties	Score 2 for each child casualty and score 1 for other casualties at or very near School Entrances in the last 5 years

Action: Finalise the installation of the initial advisory part-time 20 mph outside schools at the seven sites in early 2024/25

Action: Draw up a programme for the additional 32 part-time advisory 20 mph outside school's sites funding by the Clean Air investment Plan funding.

Safe Vehicles

Reducing risk posed by the most dangerous vehicles, and making sure vehicles are roadworthy. A large part of this pillar will cross over to the work we do in education and engineering as set out in this document, as well as working with SYSRP to engage audiences.

Action: Work with SYSRP to promote safer vehicle use, this includes promoting the benefits of regular vehicle checks, and black box technology.

Action: Continue to work with education establishments to educate new drivers of the importance of safe vehicle use.

Post Collision

Following a fatal collision the SCC Senior Road Safety Auditor and a similar representative from Amey visit the site and determine if there are any immediate issues with the highway that are likely to have been a contributory factor in the collision, and whether any immediate maintenance action or road safety engineering measures are needed to prevent similar collisions in future. A report is produced, and SCC follows the recommendations of the Early Action report.

The Early Action Fund

Setting aside a specific early action fund allows any such issues to be addressed in a timely manner, rather than waiting for the next year's funding allocation, thereby reducing the risk of further fatalities.

Action: We will continue to deliver Early Action Schemes at identified locations. Working with the partnership to make sure collision Investigation is undertaken collaboratively, with South Yorkshire Police's Serious Collisions Unit and Forensic Collision Investigation collecting and analysing data in the aftermath of fatal and severe incidents, working with local highways authorities on lessons to be learnt and compiling evidence for prosecutions and the coroner when required.

Personal Responsibility

While the Safe System approach has many elements to help SCC implement interventions to help people stay safe on our roads, individuals have a responsibility to adhere to traffic laws, drive safely, and be aware of their surroundings. Personal responsibility involves acknowledging our role in contributing to road safety and taking actions to mitigate risks.

Partnership Working

The lack of a national road safety strategy further challenges local authority's ability to deliver a coordinated and cohesive strategy. Addressing the lack of a national road safety strategy requires political drive, stakeholder engagement, and commitment to prioritising road safety as a public health and development issue. To address our road safety challenges and achieve shared goals we need to continue to build strong links within SCC, this includes working with public health, education, and parking enforcement, and collaboration among government agencies, private organisations', academic world, and other stakeholders to ensure a coordinated and effective approach to improving road safety.

Action: We will build strong links within SCC, this includes working with public health, education, and parking enforcement, and collaboration among government agencies, private organisations', academic world, and other stakeholders to ensure a coordinated and effective approach to improving road safety.

Action: Work with the South Yorkshire Safe Roads Partnership to build a wider network of local, regional, and national partners.

Measuring Our Success

A key part of moving forward will be the further investigation of data. Evaluating and assessing will be an integral part of measuring effectiveness and understanding if road safety interventions are achieving what they set out to.

We will work with the Safer Roads Partnership in aligning with the Safer Systems approach, as well as the aspiration of Vision Zero – that one collision is one too many. We will be focusing on casualty reduction targets, safety performance indicators, and outcome measures set out in the South Yorkshire Safer Roads Partnership Strategy.

Casualty reduction - 50 by 30 Target

Aspiring to a 50% reduction in KSI casualties (using a baseline period of 2017 to 2019) produces a 2030 **target for Sheffield of 179 KSI casualties**. As stated earlier, any death or serious injury is one too many and the long-term goal of SYSRP is to have zero people killed or seriously injured. However, recording fewer than 179 casualties in 2030 will mean that significant improvements in road safety have been made.



As can be seen from the graph above, whilst there was a large reduction in KSI totals through the COVID period in 2020, the two years hence have led to an increase in this type of injury being sustained again.

Even though KSI casualties have slowly fallen from 2016, see linear trend line, were this natural reduction left to continue without further concentrated local and national interventions, it is unlikely that we shall see significant further reductions in KSI casualties to achieve our Vision Zero ambition.

To reduce the number of KSI casualties in the short, medium, and long-term. Our immediate focus for these reductions is on:

- 0-16 years.
- 17–24-year-old car users.
- 25-59 years.
- 60+ years.
- 16–24-year-old P2W riders.
- pedal cycle riders
- pedestrians

Safety Performance Indicators.

This will be partners wide approach with the SYSRP leading. SCC will work with partners to get this work underway when the partnership is back up and running.

Outcome Measures.

Sheffield will be looking at areas such as:

- number of road users receiving interventions
- monitoring the impact of interventions on intentioned behaviours
- number of design and construction schemes delivered.
- monitoring the impact of schemes on casualty reduction

There are many other outcomes listed in the SYSRP strategy that partners will be responsible for, but SCC will work with partners where possible to achieve this.

Action: Work with the South Yorkshire Safer Roads Manager to align with the set targets agreed at the partnership level.

Action: We will work to the guidance in the SYSRP Strategy and implement monitoring and evaluation across road safety projects – these include casualty reduction targets, safety performance indicators, and outcome measures. These will be available for the public, along with our learning and steps to continue what is working and the changes we are implementing to target our resources more effectively. This aligns with SCC’s ambitions to be more transparent and open with the public.

Data Development

Currently, we use many systems such as Microsoft Power BI, Arc GIS, AccsMap, IRAP, Fflow, ANPR data, DfT traffic counts and ad-hoc traffic counts as well as basic spreadsheets and reports to analyse the available information. Much of this sits within different work teams and is often not cross-referenced or merged to show the bigger picture.

Other neighbouring LA are using other platforms developed by agencies such as Agilysis to show collision data, average speeds, and Fflow, which if available in SCC could be merged with existing information and enhance local casualty data to produce better “risk assessment” scenario for the Sheffield Road network.

The technology to make life easier is out there and available. We need a platform that does some of the heavy lifting when looking at KSIs, collision causations, collision hotspots, risk ratings, speed and flow, and collating and presenting the information in a format that can be quickly analysed to help target the programme of works and to allow us to dispel some of the misinformation.

Action: Our aim is to collate all this information into one data dashboard, that allows quick and easy analysis of all the trends on a Sheffield wide level, but also allows a more detailed look at LAC / ward level. This will require a dedicated resources to build a proper platform to host the information, which could be based on tools like Microsoft Power Bi and ArcGIS which already exist within the organisations, to allow the coordination of all information from different departments into one local resource.

Action: Experiment in Stratifying the data in different ways of working to help identify where funding and resources should be targeted.

Five Year Plan of Delivery Development

1-year plan (24/25)

Adding to the success already in place:

- Put the action plan into action.
- Continuously monitor progress towards goals and evaluate the effectiveness of interventions. Adjust the action plan as needed based on new data and insights.

3-year plan (April 2027)

Adding to the success of the last 3 years.

- Action plan implemented and delivering to targets.
- Monitor progress towards goals and evaluate the effectiveness of interventions. Adjust the action plan as needed based on new data and insights.
- A continued reduction in KSI's

5-year plan (April 2029)

Adding to the success of the last 5 years.

- Action plan delivered.
- Monitor progress towards goals and evaluate the effectiveness of interventions. Adjust the action plan as needed based on new data and insights.
- A continued trend on the reduction in KSI's
- Redraft plan as required.

Actions Listed, Coded with Timeline

- Key issue 1: Pedestrian casualties aged 10 -20 years old.
- Key issue 2: Pedal cycle casualties aged 12 to 19 years old.
- Key issue 3: Powered two-wheeler aged 16 to 35 years old.
- Key issue 4: Car drivers aged 18-34 years old.
- Key issue 5: Car passengers aged 16-20 years old.
- Key issue 6: All road users’ safety
- Key Issue 7: Data Development

Action	Key issues	Safe System Pillar or Other	Timeline Y1, Y3, Y5
1. Action: Using the 3-year pre-COVID period of 2017 to 2019 there were an average of 357 KSI casualties of all types in Sheffield. To align with the ambitious target of 50by30 set in the SYSRP Strategy – SCC will adopt an interim target to reduce KSIs to no more than 179 KSI’s of all types by the year 2030.	Key issue 6: All road users’ safety	Data development	Y5
2. Action: Review postcode data with DfT and SYP to correct old data and ensure that future data is correct to enable availability of accurate demographic information.	Key issue 6: All road users’ safety	Data development	Y1
3. Action: A deeper dive into demographic and modal collision data will be carried out in each category to enable specific targeted interventions related to ETP opportunities and more detailed programmes to be drawn up on completion of this initial process of getting the RS Plan agreed.	Key Issue 7: Data Development	Other - Data development	Y1

<p>4. Action: Conduct further surveys to help shape Road Safety in Sheffield.</p>	<p>Key Issue 7: Data Development</p>	<p>Other - Data development</p>	<p>Y1 - Y5</p>
<p>5. Action: Further investigation for a funding allocation for additional road safety measures will be considered during 24/25 with collaboration with members.</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Funding</p>	<p>Y1</p>
<p>6. Action: Use the committed initial £1m of CAZ surplus income to accelerate air quality improvement initiatives around schools and improve air quality for children traveling to school in a sustainable and safe manner</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1-Y3</p>
<p>7. Action: We will consider applying for additional road safety funding from the Road Safety Trust when grant rounds re-open to expand our capacity in delivery, as well as in the development and evaluation of existing and new projects.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>8. Action: The data shows that drivers are having more collisions on our roads up until their 30s. We will therefore look at opportunities to extend the young driver programme offer to include these ages.</p>	<p>Key issue 4: Car drivers aged 18-34 years old.</p>	<p>Safer Users</p>	<p>Y1</p>

<p>9. Action: The data shows that power-two wheelers are having collisions on our roads during the ages 16-25. We will therefore look at opportunities to extend the young driver programme offer to include a targets response for this user group, working with the South Yorkshire Safer Roads Partnership to extend our capacity.</p>	<p>Key issue 3: Powered two-wheeler aged 16 to 35 years old.</p>	<p>Safer Users</p>	<p>Y1</p>
<p>10. Action: To tackle the issue around child pedestrian KSI's we will continue to deliver our bespoke Crucial Crew, Transition, and Ghost Streets road safety session, but also develop a targeted Year 9 session.</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1-Y3</p>
<p>11. Action: Continue to deliver and develop road safety interventions targeting car passengers aged 16-20 years.</p>	<p>Key issue 5: Car passengers aged 16-20 years old.</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>12. Action: We are committed to designing effective in-class educational interventions that will influence intentions to safer behaviour. To help us achieve this we will follow evidence-based research and guidance such as the RAC's Using Behaviour Change Techniques: Guidance for the Road Safety Community [1].</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>

<p>13.Action: We will continue to champion learner-centered coaching techniques, using methods and theories to create an inclusive learning and training environment. We will strive to create rationales, training plans and evaluations to develop strategies and deliver inclusive diverse lessons, training, and interventions. We will use differentiation to include a range of approaches and resources to engage and include individuals and groups during sessions.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>14.Action: We will continue to develop educational approaches and explore opportunities in new ways of working digitally to increase our ability to reach more of our target audience.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>15.Action: Running effective evaluated road safety interventions can be an intensive and time-consuming activity. We will therefore seek out funding opportunities to increase our ability to do more targeted work around evaluation and research into new methods of delivery.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1</p>
<p>16.Action: We will work with stakeholders to target key demographics in providing updated and strategic messaging.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>17.Action: We will communicate and share more stories about what the Council is achieving and learning</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>

<p>18.Action: We will develop webpages that transparently communicate our ways of working and what we are trying to achieve.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1-Y3</p>
<p>19.Action: Continue to build on the delivery of Modeshift Stars to increase safer active travel modal shift.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Users</p>	<p>Y1</p>
<p>20.Action: Continue to deliver the Active Travel Challenge when capacity in the team allows.</p>	<p>Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>21.Action: Continue to work with Cycle North to hit our target to deliver Level 2/Level 1&2 combined training to 80% of year 6 children in Sheffield for 2024/25, which is 5396children.</p>	<p>Key issue 2: Pedal cycle casualties aged 12 to 19 years old.</p>	<p>Safer Users</p>	<p>Y1</p>
<p>22.Action: Look at opportunities to inform and educate parents on the dangers of parking outside school illegally and inappropriately, working with and building on the work ModeShift STARS officers do.</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1</p>

<p>23. Action: Work with our colleagues in Parking Services to target the levels of enforcement outside schools.</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1 - Y5</p>
<p>24. Action: We will review options to enhance enforcement including the potential use of additional camera enforcement as part of our School Keep Clear markings and School Street schemes.</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1</p>
<p>25. Action: We will work with the education team to explore parking outside schools' educational interventions for parents, that provide information on rules and regulations, as well as the dangers and benefits of safer more considerate behaviour.</p>	<p>Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Users</p>	<p>Y1</p>
<p>26. Action: We will continue to deliver our current programme in line with the Transport Strategy, assessing all transport schemes in terms of health impact and will prioritise schemes that will bring about the biggest benefits in terms of road collision reductions in KSI's.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1 - Y5</p>
<p>27. Action: We will progressively look at new ways to not only act on a worst-first approach but also incorporate approaches that rate the risk to assist with scheme design and site identification.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1& Y3</p>

<p>28. Action: We will continue to seek partnerships working with other core cities to maintain and develop best practices</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1 - Y5</p>
<p>29. Action: We will continue to seek out the best tools and resources for risk analysis to target the prevention of road traffic collision, and work with partners and global road safety professionals to identify and adopt more effective ways of working.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1 & Y3</p>
<p>30. Action: We have now successfully obtained TMA Part 6 powers and will continue to implement the first three sites proposed during 2024. We will then monitor and evaluate these to help us establish the best ways of working.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1</p>
<p>31. Action: Undertake further communications and publicity of the enforcement in advance of TMA Part 6 going live with the first three sites</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1</p>
<p>32. Action: We will develop a policy that helps us determine and prioritise further sites from both a road safety and road network perspective. This will be presented to TRC Cttee for approval in Autumn 2024.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y1</p>
<p>33. Action: Continue to deliver School Streets as outlined – this will be 2-3 a year with the current staff capacity.</p>	<p>Early Engagement for Key issue 1: Pedestrian casualties</p>	<p>Safer Roads</p>	<p>Y1-Y3</p>

	aged 10 -20 years old.		
34. Action: Increase capacity to evaluate Schools Streets effectiveness and if they align with the key aims and objectives.	Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.	Safer Roads	Y1
35. Action: Change our LSS assessment and identification approach to give more focus to KSI collision reduction of all types.	Key issue 6: All road users' safety	Safer Roads	Y1
36. Action: Commitment to assess LSS in 2024/25 on all spot sites in the city with 3 or more KSI collisions.	Key issue 6: All road users' safety	Safer Roads	Y1
37. Action: Develop LSS approach to target KSI collisions on a route basis, starting with A roads – this will be aligned to iRAP assessment so that we start with the highest ranked routes	Key issue 6: All road users' safety	Safer Roads	Y1

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38. Action: Work with colleagues to undertake road safety assessments whenever we are undertaking a route based strategic scheme such as a cycle corridor or bus priority corridor. Maximising the reach of road safety.	Key issue 6: All road users' safety	Safer Roads	Y1 - Y5
39. Action: Undertake public engagement for the Safer Roads Fund A625 scheme in early 2024	Key issue 6: All road users' safety	Safer Roads	Y1
40. Action: Bring the A625 proposals forward to committee for approval in late Autumn/Early winter 2024.	Key issue 6: All road users' safety	Safer Roads	Y1
41. Action: Develop and deliver the scheme to DfT and SCC specifications	Key issue 6: All road users' safety	Safer Roads	Y1
42. Action: We will assess areas to assign wardens to the most needed crossings outside primary school.	Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.	Safer Roads	Y1

<p>43. Action: Ensure that in line with best practice that we have documentary evidence that proves patrols have been instructed and trained adequately to carry out their duties safely and in line with safety protocols.</p>	<p>Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Roads</p>	<p>Y1</p>
<p>44. Action: Assess new sites as requested for consideration for SCPW.</p>	<p>Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Roads</p>	<p>Y1 - Y5</p>
<p>45. Action: Look at new innovative ways of recruitment to SCPW vacancies.</p>	<p>Early Engagement for Key issue 1: Pedestrian casualties aged 10 -20 years old.</p>	<p>Safer Roads</p>	<p>Y1</p>
<p>46. Action: Undertake site assessment for the vacant sites to determine whether there may be the potential to implement crossing improvements.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Roads</p>	<p>Y3</p>

47. Action: Continue to deliver Small Schemes, shifting towards prioritising city-wide road safety measures to target those areas that are seeing higher KSI rates.	Key issue 6: All road users' safety	Safer Roads	Y1
48. Action: Continue to develop the assessment process for Small Schemes that has been established to deal with requests in a consistent data-led approach.	Key issue 6: All road users' safety	Safer Roads	Y1
49. Action: We will continue to work with all stakeholders to implement safer speeds through education, engineering, and enforcement.	Key issue 6: All road users' safety	Safer Speeds	Y1 - Y5
50. Action: Continue to work with LACs on VAS rotations targeted local led locations	Key issue 6: All road users' safety	Safer Speeds	Y1 - Y5
51. Action: Review 20mph area policy and update where necessary.	Key issue 6: All road users' safety	Safer Speeds	Y1
52. Action: Monitor and evaluate the effectiveness of 20 mph roads on road safety.	Key issue 6: All road users' safety	Safer Speeds	Y1 - Y5

<p>53. Action: Continue to deliver 20mph programme noting that the accelerated delivery of the current RSF programme won't be available after 2024/25.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Speeds</p>	<p>Y1</p>
<p>54. Action: Finalise the installation of the initial advisory part-time 20 mph outside schools at the seven sites in early 2024/25</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Speeds</p>	<p>Y1</p>
<p>55. Action: Draw up a programme for the additional 32 part-time advisory 20 mph outside school's sites funding by the Clean Air investment Plan funding.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Speeds</p>	<p>Y1</p>
<p>56. Action: Work with SYSRP to promote safer vehicle use, this includes promoting the benefits of regular vehicle checks, and black box technology.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Vehicles</p>	<p>Y1 - Y5</p>
<p>57. Action: Continue to work with education establishments to educate new drivers of the importance of safe vehicle use.</p>	<p>Key issue 6: All road users' safety</p>	<p>Safer Vehicles</p>	<p>Y1 - Y5</p>
<p>58. Action: We will continue to deliver Early Action Schemes at identified locations. Working with the partnership to make sure collision Investigation is undertaken collaboratively, with South Yorkshire Police's Serious Collisions Unit and Forensic Collision Investigation collecting and analysing data in the aftermath of fatal and severe incidents, working with local highways authorities on lessons to be learnt and compiling evidence for prosecutions and the coroner when required.</p>	<p>Key issue 6: All road users' safety</p>	<p>Post-collision response</p>	<p>Y1 - Y5</p>

<p>59. Action: We will build strong links within SCC, this includes working with public health, education, and parking enforcement, and collaboration among government agencies, private organisations', academic world, and other stakeholders to ensure a coordinated and effective approach to improving road safety.</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Partnership working</p>	<p>Y1 - Y5</p>
<p>60. Action: Work with the South Yorkshire Safe Roads Partnership to build a wider network of local, regional, and national partners.</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Partnership working</p>	<p>Y1</p>
<p>61. Action: Work with the South Yorkshire Safer Roads Manager to align with the set targets agreed at the partnership level.</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Partnership working</p>	<p>Y1</p>
<p>62. Action: We will work to the guidance in the SYSRP Strategy and implement monitoring and evaluation across road safety projects – these include casualty reduction targets, safety performance indicators, and outcome measures. These will be available for the public, along with our learning and steps to continue what is working and the changes we are implementing to target our resources more effectively. This aligns with SCC's ambitions to be more transparent and open with the public.</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Evaluation and Monitoring</p>	<p>Y1 - Y5</p>
<p>63. Action: Our aim is to collate all this information into one data dashboard, that allows quick and easy analysis of all the trends on a Sheffield-wide level, but also allows a more detailed look at LAC / ward level. This will require a dedicated resources to build a proper platform to host the information, which could be based on tools like Microsoft Power Bi and ArcGIS which already exist within the organisations, to</p>	<p>Key issue 6: All road users' safety</p>	<p>Other - Data Development</p>	<p>Y1</p>

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allow the coordination of all information from different departments into one local resource.			
64. Action: Experiment in Stratifying the data in different ways of working to help identify where funding and resources should be targeted.	Key issue 6: All road users' safety	Other - Data Development	Y1

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