

Communities Committee

Item No.....

Report title:	Casualty Reduction Partnership Delivery Plan update – 2017/18
Date of meeting:	17 January 2018
Responsible Chief Officer:	Dr Louise Smith, Director of Public Health
Strategic impact Future development of the Road Casualty Reduction Partnership delivery plan will contribute to the delivery of the new county plan in relation to supporting the development of a local service strategy and offering smarter information and advice. It also contributes to the Public Health Strategy priorities, promoting healthy places through taking actions that reduce the number of people killed or seriously injured on Norfolk's roads.	

Executive summary

There is a requirement by statute to promote road safety, monitor, and respond to collisions. Reducing the numbers of killed and seriously injured people on our roads is a commitment made in partnership with enforcement, education and infrastructure partners, recognising the range of variables which are contributory factors in a collision.

This is through the Road Casualty Reduction Partnership (RCRP), which produces an annual delivery plan. The RCRP consists of agencies such as the Norfolk Constabulary, Fire Service and Office of the Police and Crime Commissioner. It operates via sub groups focussing on vulnerable groups such as young drivers and motorcyclists. For further details, please refer to the annual delivery plan update. See link in background section. In June 2017 the Road Safety Team and function was moved into public health.

Recommendations:

Members are recommended to:

- 1. Note the progress so far on the Road Casualty Reduction Partnership (RCRP) delivery plan for 2017/18.**
- 2. Endorse the development of performance measures and updated communications strategy in the delivery plan for 2018/19.**
- 3. Set up a Member Task and Finish Group to develop a revised strategy for road safety.**

1. Proposal

Local authorities are required by statute to promote road safety, to undertake collision/casualty data analysis and to devise programmes, including engineering and road user education, training and publicity that will improve road safety.

Every casualty or incident on the highway network has a negative impact on the county's economy and the health and wellbeing of the residents. The average cost of a fatal collision (2016) has been calculated at a national level at approximately £2m, and around £240,000 for a serious collision ([Gov.uk data](#)). The emotional and physical cost to the casualties, families and friends cannot be calculated.

Casualty Data

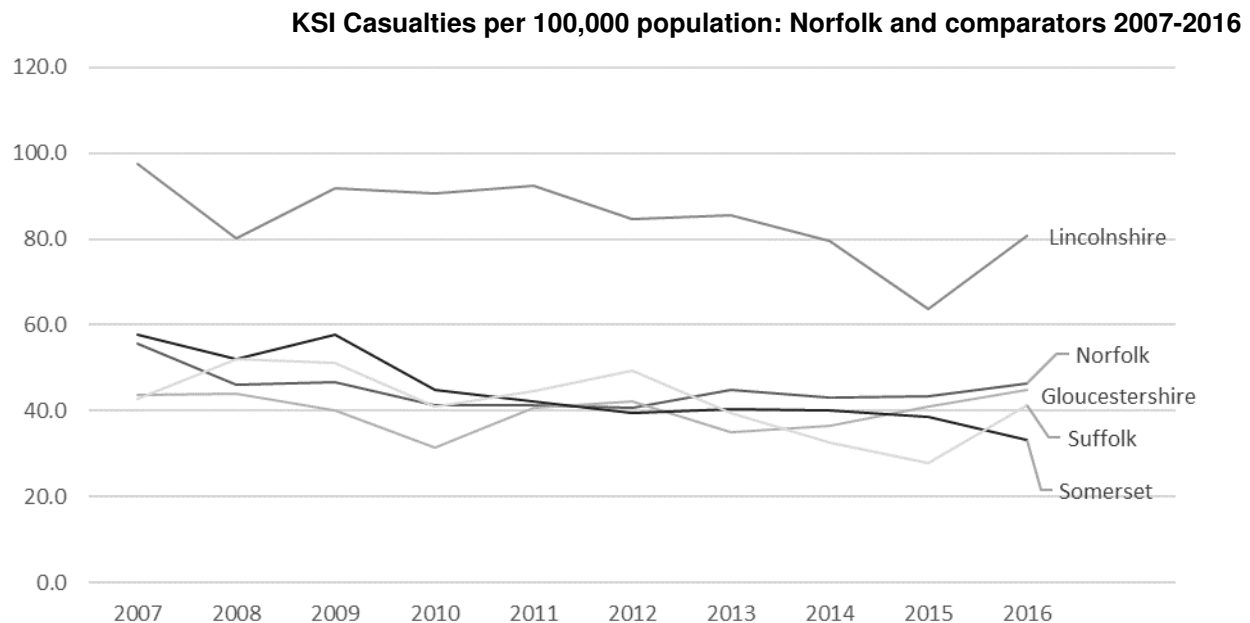


Figure 1

In Norfolk, a baseline target was set to reduce annual casualty figures by a third, from **462** in 2010 to **308** by the end of 2020. For most authorities, progress has slowed. Figure 1 reflects the current picture in the context of our comparator authorities of Gloucestershire, Lincolnshire, Somerset and Suffolk. Further charts can be viewed in Appendix B. There are a number of societal and technological reasons for this slow down, including a significant increase in mobile phone and cycle usage, balanced by enhanced vehicle and child seat technologies. Notwithstanding the increase in road use and population over the last two decades. From 2010 no national targets have been set, in recognition of the fact that there are variabilities in the factors which contribute to collisions including human behaviour, highways infrastructure and weather, making it difficult to effectively evaluate the impact of interventions.

The attached infographic (Appendix A) highlights the continuing emphasis on particular road user groups, namely vulnerable road users (cyclists / pedestrians), older drivers, younger drivers and motorcyclists. Our key delivery partners such as the Constabulary, the Office of the Police and Crime Commissioner (OPCC) and the Fire Service target initiatives at these specific groups.

Review of Progress

The RCRP Delivery Plan 2017-18 outlines the activities of Norfolk County Council's Road Safety Team and the wider partnership.

Highlights include:

- During the summer the Road Safety Team, supported by Fire and Rescue staff, visited eighteen venues and completed 1,469 child seat checks. Of these 40% were found to be wrongly fitted, nearly all of which were corrected at the time.
- The Road Safety Officer (Motorcycles) has had a successful season of engagement with the riding community, evidenced by an 82% increase in the take up of the Hugger's Challenge training offer.

- The Road Safety Team are projected to directly engage with over 32,000 drivers and riders during this delivery plan year in a combination of educational and training interventions.
- Via a network of over one thousand volunteers the Road Safety Team will have direct contact with over 34,000 young people in Norfolk, delivering essential life skills and facilitating prevention strategies.
- The ambulance service is currently embedded in Young Driver Education.
- Enforcement Task Group set up to include Norfolk County Council, OPCC and constabulary to lead enforcement elements of Vulnerable Road User Strategy – resulted in Close Pass and Helmet Camera pilots

Development of performance measures

The RCRP has reviewing our targets and ambitions in light of two key issues.

- Firstly, the vital sign reports outcomes in the form of raw monitoring data. We are therefore exploring opportunities to develop more sophisticated performance measures for agencies taking action to reduce casualties.
- Secondly, the national roll out of the electronic CRASH recording system has resulted in the Department for Transport announcing that it will not compare 2016 data to previous years.

Bearing in mind the key issues above, revisiting the target set in 2010 may be a useful future exercise.

Communications Plan

Communications planning for the Casualty Reduction partnership weaves together national and international programmes such as TISPOL (EU Roads Policing), the National Police Chief's Council, the Department of Transport Think! Output, Brake road safety campaigns, Road Safety GB and our own local initiatives.

The Communications Framework (Appendix C) includes early 2018 campaigns to discourage mobile phone use, motorcycle safety and seat belt use. For the new delivery plan year, a review of web pages and resources is planned as well as a comprehensive brand approach.

Development of a revised strategy

The public health strategy was reviewed by members in November 2017. It was agreed that we should review and update our approach to reducing those killed and seriously injured on our roads by developing a revised strategy for road safety. To take this forward we would like to set up a member task and finish group to work with officers across the council and members of our casualty reduction partnership such as the Police and Fire Service. If approved terms of reference and timescale will be drawn up with members of the task and finish group with a view to presenting findings back to committee in the autumn.

2. Evidence

The Department of Transport produces a report outlining annual national figures on potential causes of casualties and factors which influence them. Norfolk County Council and the Constabulary work together to provide data to monitor casualties, and regularly

analyse Killed and Seriously Injured figures which are reported to Communities committee as a vital sign.

3. Financial Implications

There are no direct financial implications arising from this report.

4. Issues, risks and innovation

A national issue is understanding and evaluating the impact of interventions against the number of casualties; particularly when taking into account the variables which are outside of the control of an agency.

5. Background

[Communities Committee Report November 2017](#)
[NRCP Delivery Plan 17-18](#)

Officer Contact

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APPENDIX A. KSI Road Casualties Norfolk

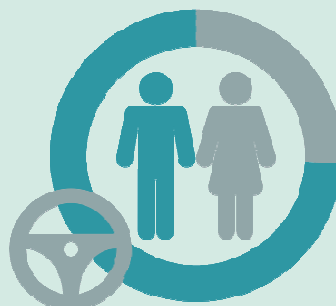
12 Months to
September 2015
408

12 Months to
September 2017
412

The rolling 12 month total number of people killed and seriously injured in Norfolk has changed little – with an average of 395 KSI casualties per rolling 12 month period, and a low of 357 KSI compared to a high of 423 KSI.



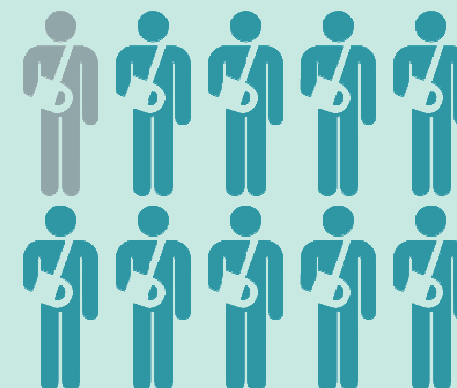
On average, approximately 402 people every year, or approximately 34 each month, are killed or seriously injured in collisions on Norfolk's roads.



Three in every four drivers or riders involved in a KSI collision on Norfolk's roads is male. One in every four is female.



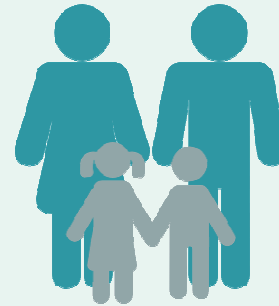
One in every six KSI collisions which is recorded on Norfolk's roads occurs on a Friday – more than any other day.



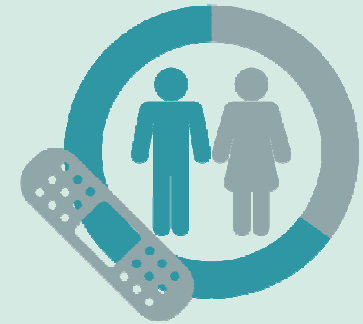
One in ten KSI casualties is a fatality



More than half of all KSI casualties are vulnerable road users – either pedestrians, pedal cyclists, or powered two wheeler riders.



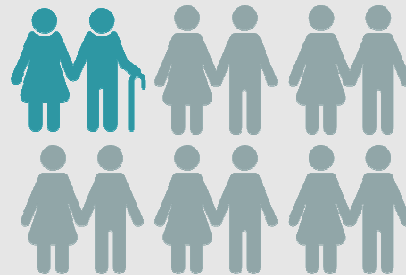
Less than one in every 20 KSI casualties injured in Norfolk is a child.



Two in every three KSI casualties recorded on Norfolk's roads is male. One in every three is female.



One in ten KSI collisions occurs at or around 17:00. One in three occurs during the morning and evening rush hours.



One in six KSI casualties is aged 65 or older.



One in every two KSI collisions recorded in Norfolk occurs on an urban road (20-40mph limit). The other occurs on a rural road (50-70mph limit)

Based on recorded road casualty data for the three-year period between October 2014 and September 2017 // Icons provided by Freepik through <https://www.flaticon.com>

APPENDIX B – ALL CASUALTIES DASHBOARD

QUICK STATS

CASUALTIES SINCE 2005	33202	CASUALTIES SINCE 2010	17194	CASUALTIES IN 2016	2478
KSI SINCE 2005	4944	KSI SINCE 2010	2631	KSI IN 2016	414

PERFORMANCE AGAINST THE BASELINE

05-09 BASELINE CASUALTIES	3202	05-09 BASELINE KSI CASUALTIES	463
2016 TARGET (33% BY 2020)	2522	2016 TARGET (33% BY 2020)	364
2016 CASUALTIES	2478	2016 KSI	414
DIFFERENCE FROM 2016 TARGET	▼ 44	DIFFERENCE FROM 2016 TARGET	▲ 50
ACTUAL CHANGE FROM B.LINE	▼ 22.6%	ACTUAL CHANGE FROM B.LINE	▼ 10.5%

Table 1: Annual casualties. Norfolk 2005-16

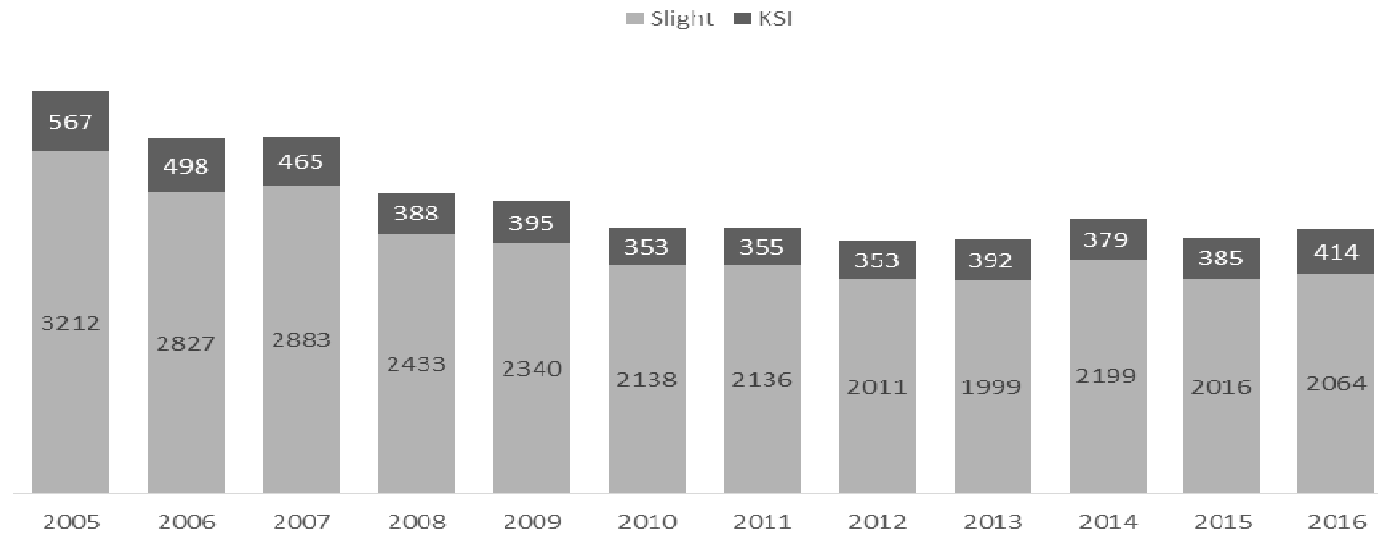


Table 2: Three year rolling average casualties. Norfolk 2005-16

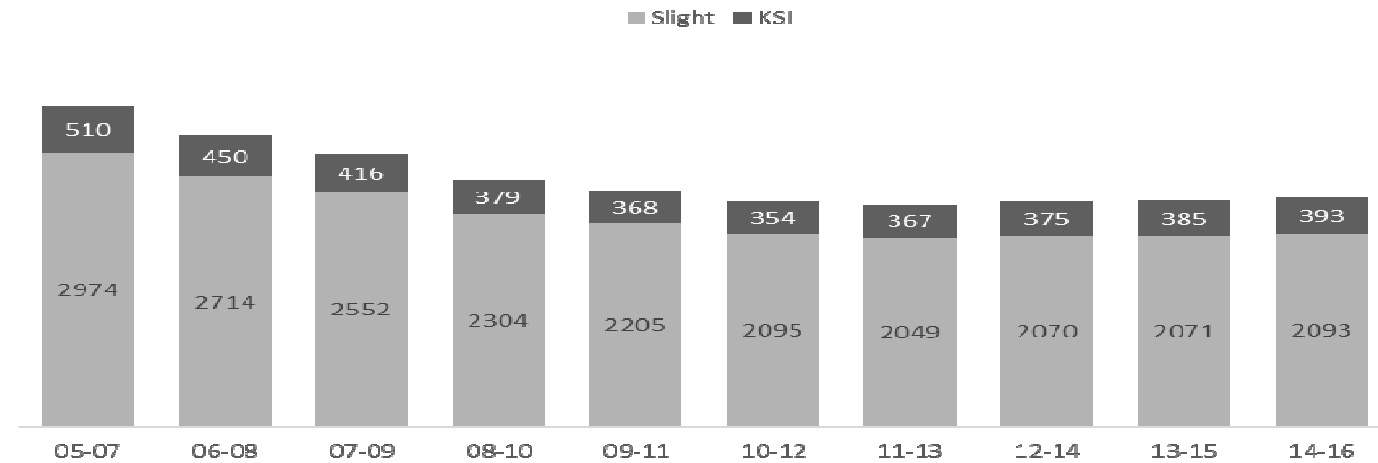


Table 3: Twelve month rolling casualties. Norfolk 2005-16

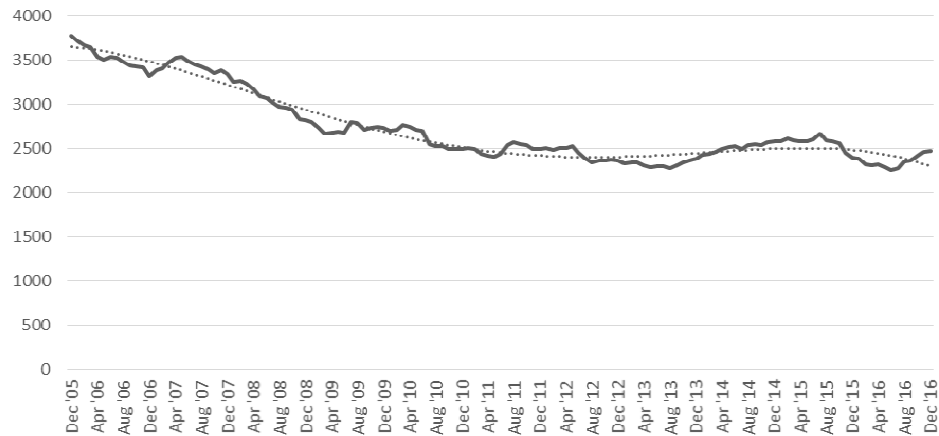


Table 4 Twelve month rolling KSI casualties. Norfolk 2005-2016

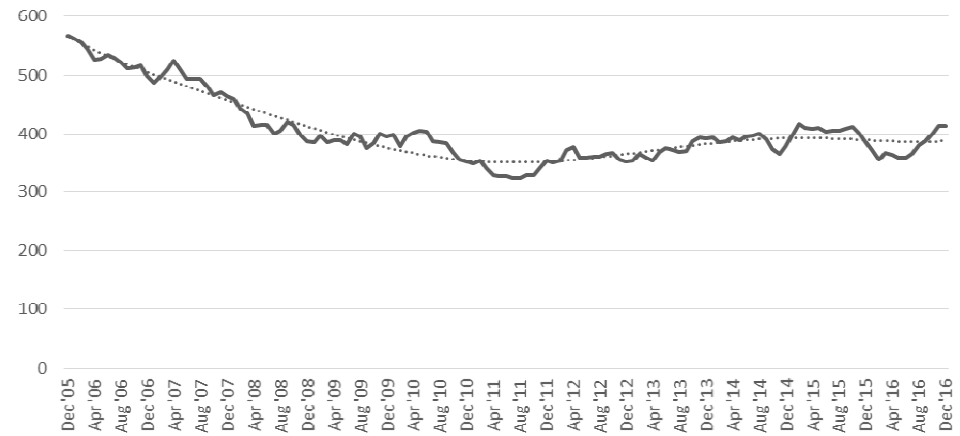


Table 5 Casualties per 100,000 population. Norfolk and comparators 2007-16

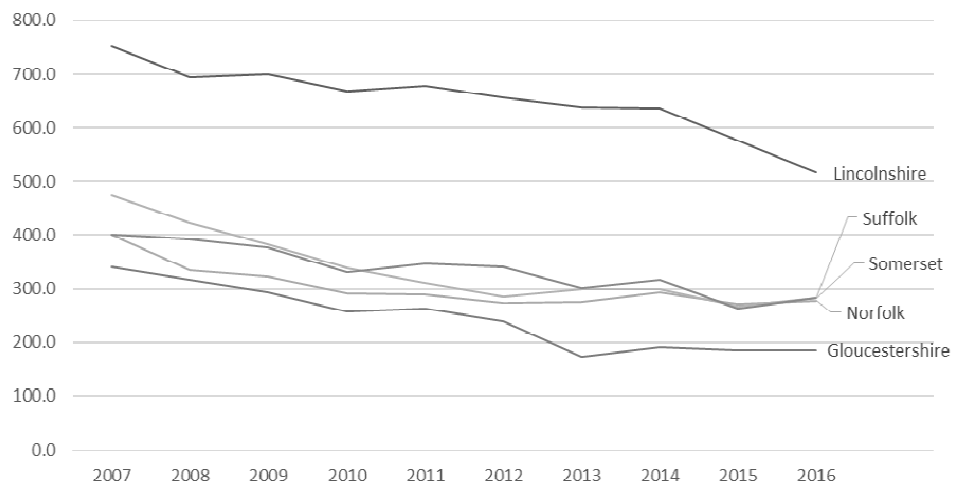


Table 6 Three year rolling average of casualties per 100,000 population. Norfolk and comparators 2007-16

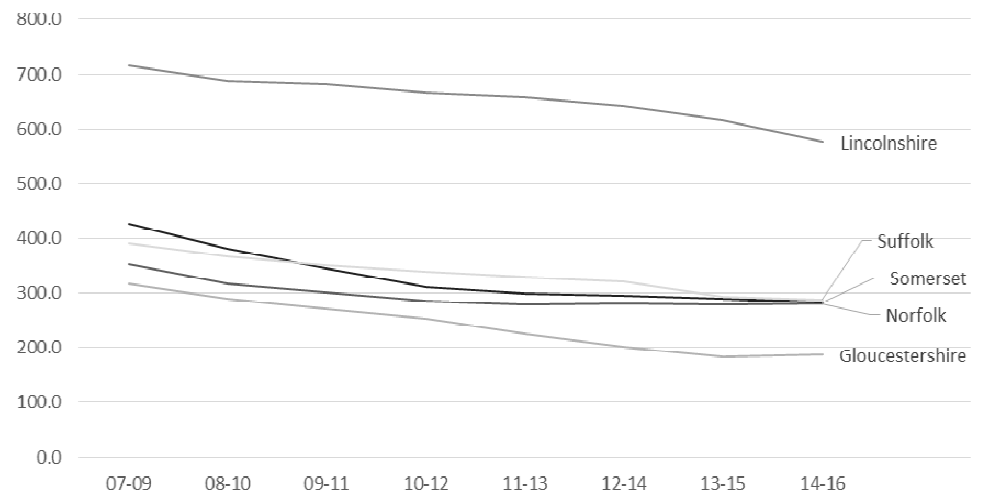


Table 7: KSI casualties per 100,000 population. Norfolk and comparators 2007-16

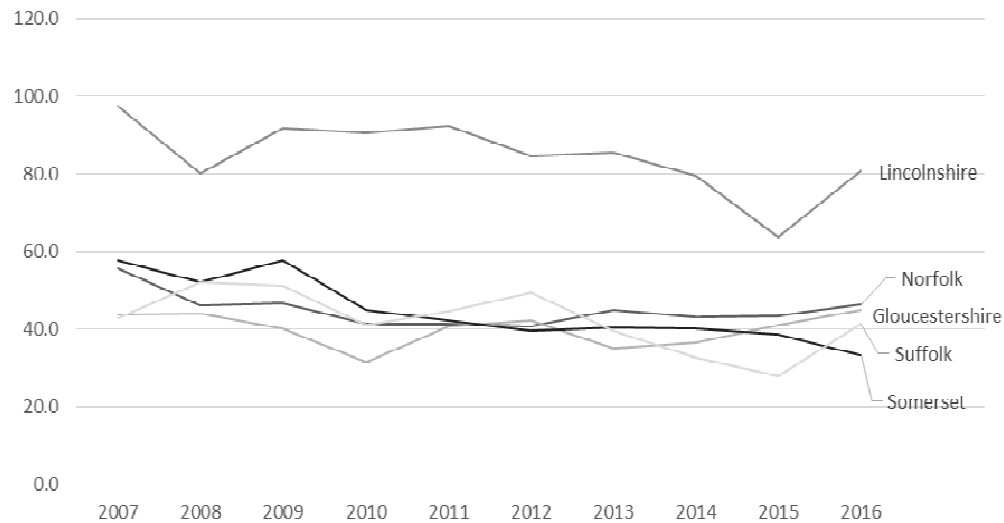


Table 8: Three year rolling average of KSI casualties per 100,000 population. Norfolk and comparators 2007-16

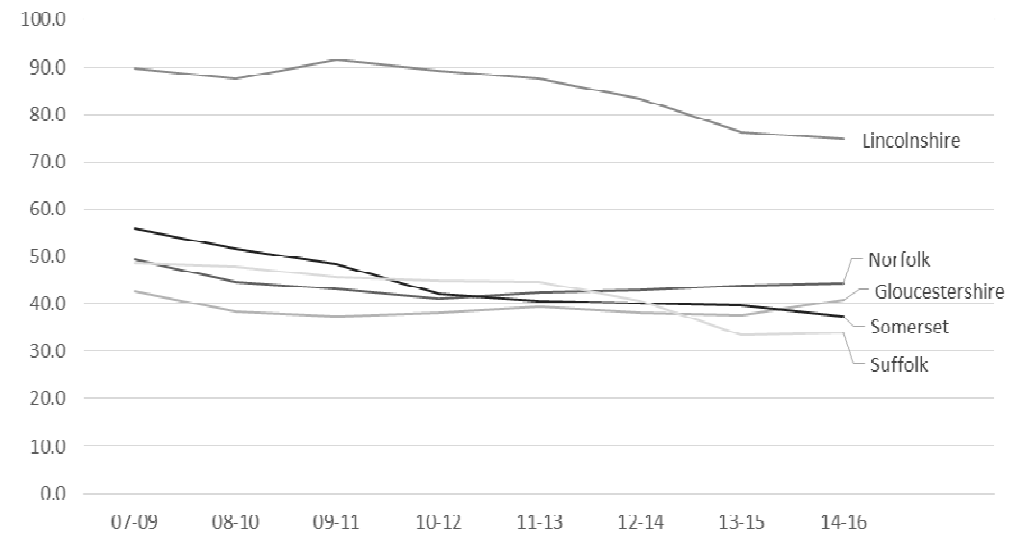
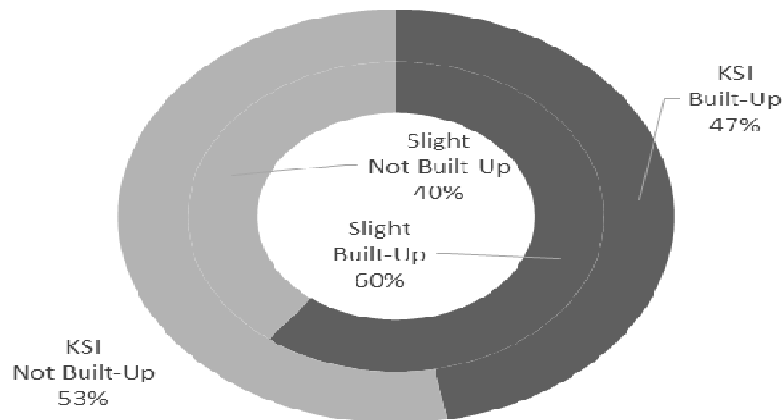


Table 9: Collisions by road type. Norfolk 2005-16



Appendix C - Road Safety Communications Framework

