

# Road Casualty Reduction Partnership Board

## Minutes of the Meeting Held on 01 November 2016 at 10am in the Edwards Room, County Hall

### Present:

Dr L Smith (Chair)                      Director of Public Health, Norfolk County Council

### Members:

Cllr Penny Carpenter	Health and Wellbeing Board
Mrs Jenny Chamberlin	Children's Services Committee, Norfolk County Council
Mr Jonathon Childs	Communities Committee, Norfolk County Council
Ms C Bowes	Environment, Development and Transport Committee, Norfolk County Council

### Officers:

CI K Barnard	Chief Inspector, Norfolk Constabulary
Mr G Collins	Head of Prevention and Protection, Norfolk Fire and Rescue
Mr R Snowden	Head of School Admissions, Children's Services
Mr M Tracey	Highways Network Manager, Norfolk County Council
Dr G Thompson	Director of Policy and Commissioning, Office of the Police and Crime Commissioner for Norfolk

### Others present:

Mr D Stephens	Manager for network management, analysis and safety, Norfolk County Council
Mr I Temperton	Manager for casualty reduction, education and development, Norfolk County Council
Mr M Staton	Road Safety Education Team Leader, Cambridgeshire County Council
Mr L Green	Police and Crime Commissioner for Norfolk

## 1. Apologies for Absence

- 1.1 Apologies were received from Mrs T Jessop (Mr M Tracey substituting), Mrs J Leggett (Ms C Bowes substituting), Mr R Harold (Mr G Collins substituting) and Supt. J Dodman (CI K Barnard substituting).

## 2. Minutes of last meeting

- 2.1 The minutes of the meeting held on the 26 July 2016 were agreed as a correct record and signed by the chairman.

- 2.2.1 It was noted that the sub-group appointed at the meeting on the 26 July agreed to meet with Ms Willis from Highways England to discuss the feasibility study focussing on casualty reduction on the A47. The Team Manager for Casualty Reduction, Education & Development provided an update from the sub-group that a meeting had been held; Highways England requested casualty data to identify improvements needed. Data had been shared with them and proposals were being awaited. An additional enquiry would take place investigating the involvement of powered two wheeler casualties on the A47.
- 2.2.2 Council Members had recently received a full briefing from Highways England and Norfolk County Council on improvements to be made to the A47. It was clarified that risk schemes would go to consultation in the new year, 2017.
- 2.3 It was **agreed** that Ms Willis from Highways England would be asked to attend the meeting on the 11 January 2017 to provide an update on progress and proposals.

### **3. Declarations of Interest**

- 3.1 None were declared.

### **4. Items received as urgent business**

- 4.1 No urgent business was received.

### **5. Evaluation of Young Driver Initiatives**

- 5.1.1 The Board received the external evaluation report, introduced by the Team Manager for network Management (Analysis and Safety), giving recommendations to enhance the quality of the Partnership's younger driver interventions and contribute to effective casualty reduction in the County.
- 5.1.2 The Road Safety Education Team Leader from Cambridgeshire County Council had been asked by the Team Manager for Casualty Reduction Education & Development to use his expertise and outsider view to review the young driver programme in Norfolk. He presented the findings of his review to the Board (see Appendix A):
- Collisions and the types of collisions young drivers were involved in had been reviewed;
  - Data regarding young drivers from Norfolk involved in collisions anywhere in the UK was used;
  - The data showed that the peak risk age for rates of Killed and Seriously Injured (KSI) casualties was at age 18, with a sharp increase from age 16;
  - The data showed that the younger of the drivers were at the highest risk;
  - Data was analysed by people types broken down by postcode and household type;

- Group G correlated to householders living in inexpensive homes in rural communities and was the most prevalent in Norfolk, showing the highest number of casualties; this meant it was over represented in the data;
- Group M was over represented in the young driver community and corresponded to householders living in urban areas;
- When analysing alongside the Index of Multiple Deprivation, the middle index hit the largest target audience, and was most over represented in collision data;
- Target behaviours were looked at in relation to the “fatal 4”. Speed related behaviours were the main areas of focus identified;
- “The honest truth” had been running for a year; it was unclear how many people had been reached through this programme;
- Skid car sessions could be useful in helping young drivers in skid conditions however, could also leave some young drivers feeling over confident in their ability to control their car in these conditions;
- The young driver education programme had near universal coverage across the county for 15-19 year olds and often reached young people several times;
- It was recommended that data was collected routinely to ensure that the courses were reaching the right demographic;
- The importance of achieving the correct branding was emphasised;
- To develop the young driver education programme it was recommended to consider targeting the delivery on the slightly older age group who are closer to driving.

5.2 The Police and Crime Commissioner arrived at 10:27am.

5.3.1 During discussion the following points were noted:

5.3.2 The proportion of attendees from “middle Norfolk” at courses was queried. It was clarified that this was predominantly anecdotal information; trainers perceived that attendees from “middle Norfolk” were not their target audience, however, the data from this research showed that they made up a large part of the target audience.

5.3.3 The Road Safety Education Team Leader from Cambridgeshire County Council suggested activities covering behaviour change technique theory, social approval and setting goals and long term support and development of safe driving behaviour could be built in to the Young Driver Courses.

5.3.4 Discussion was held around courses encouraging individuals to assess conditions and translate this into appropriate driving behaviours, and increased focus on the process of hazard perception i.e. “what would you do if”.

5.3.5 The crashed car demonstration being held in colleges in Norfolk was mentioned, which was being launched on 17<sup>th</sup> November aimed at 16-18yr olds, organised and lead by the Office of the Police and Crime Commissioner. The Chief Inspector explained that this centred around positive messages about driver

behaviour and he hoped this could be joined up with the work of the other Young Driver Programmes. The Police and Crime Commissioner shared that one of the cars would be accompanied by the 21 year old driver of the car; he hoped this would provide a powerful message to the young people. This would be tracked for 12 months to quantify whether it had an impact on KSI data; the Head of Prevention and Protection, Norfolk Fire Service, offered to bring a report back to the Partnership in due course.

- 5.3.6 It was queried whether KSI data related to young people who had attended Young Driver Programmes could be analysed, to identify their long term impact.
- 5.3.7 The role of parents as role models to children of road safety, when learning to drive and as young drivers was discussed. The Road Safety Education Team Leader, Cambridgeshire County Council discussed international guidance which suggested that learning about road safety from age 4 embedded the behaviours and skills associated with taking safe driving decisions in the future, for example starting with learning about when and how to cross the road safely.
- 5.3.8 The barrier caused by peer pressure and the impact it could have on some young drivers' behaviour and decision taking was highlighted.
- 5.3.9 The Director of Policy and Commissioning, OPCCN, clarified that the mosaic profiles showed the three identified demographic groups would access information services face to face.
- 5.4 The Board **AGREED** to acknowledge the evaluation report and advocated acting upon the report recommendations.

## **6. Review of implementation of cyclist KSI casualty reduction strategies.**

- 6.1 The Board heard a presentation by the Team Manager for Casualty Reduction Education & Development (see Appendix B) and **CONSIDERED** the activity co-ordinated and delivered by the Vulnerable Road User sub-group surrounding casualty reduction for cyclists:
- Analysis showed professional cyclists not to be significant in the KSI data;
  - "Urban cyclist commuters" made up the majority risk group in the KSI data;
  - The common features seen in "urban cyclist commuters" were:
    - Low expenditure on cycling equipment and accessories;
    - Maintenance of driving behaviours when cycling for example use of usual driving routes, which may not be suitable for cycling;
    - Most were also drivers;
  - It had been discussed and agreed with Norfolk Constabulary that there would be equitable policing of drivers and cyclists;
  - Analysis of data showed the main KSI risk area to be Norwich, followed by Great Yarmouth and Kings Lynn;
  - Cyclist KSI rates had increased due to increased use of cycling as a mode of transport and fitness, reflected in increased sale of bikes;

- Tuesday was the day with the highest rate of KSI with most seen during the week; a lower KSI rate was seen at the weekend;
- Department of Transport funding from the “pushing ahead” programme had been used for marketing of the “mind out for each other” campaign (shown in Appendix B slides 6-9). The aim of this campaign was to promote shared responsibility of the road and road safety between drivers and cyclists to help reduce KSI rates;

6.2.1 During discussion the following points were noted:

6.2.2 The Chair voiced her concerns over the trend of KSI rates among cyclists which continued to increase.

6.2.3 A member raised concerns regarding behaviour of weekend professional cyclists; he queried that while this was not reflected in the data, he believed there to be anecdotal evidence from his area that this was a problem on some roads.

6.2.4 A member queried the increase in KSI rates, and whether this was due in fact solely to an increase in cyclists, or whether less visible cyclists and cars or other factors could also be involved. (See paragraph 7.2.3)

6.2.5 The Team Manager for Casualty Reduction Education & Development raised the importance of even-handed enforcement for cyclists and drivers. CI Barnard discussed the difficulties of enforcing reported incidents involving cyclists, due to difficulty around identification. He spoke of the increased use of helmet and dash cameras which were useful and important in reporting and enforcement of this type of crime, and others such as mobile phone use while driving. An Inspector had been assigned to work with the vulnerable road users sub-group.

6.2.6 The Director of Policy and Commissioning, OPCCN, highlighted that the decision making process of the driver or cyclist were important factors to focus on and how to impact on this for positive change.

6.2.7 The Police and Crime Commissioner wished to gain support across Norfolk for the wearing of bicycle helmets, at least for Children. The Board was in agreement, and agreed to put a recommendation to the Sub-Group. The Commissioner agreed to discuss this further with the Team Manager for Casualty Reduction Education & Development outside of the meeting.

6.2.8 The Team Manager for Network Management (Analysis and Safety) clarified that Norfolk’s KSI data had been benchmarked against that of Cambridgeshire, Gloucestershire and Somerset; it was **agreed** that benchmarking would be included in the next report.

6.3.1 The Board **REQUESTED** a report looking at the impact of the vulnerable road users sub-group next year at the time of reviewing the budgets

6.3.2 The Board **RECOMMENDED** that the sub-group pursue supporting the wearing of bicycle helmets for children.

6.4 Data following on from the recent week promoting the older driver was **requested** on the next agenda.

## 7. Casualty Reduction Progress Update

7.1.1 The Board received the update introduced by the Team Manager for Network Management (Analysis and Safety) giving background on Norfolk's progress in reported KSI casualties since April 2016 against reduction targets.

7.1.2 The data had not continued in the positive trend forecast at the meeting on 26 July, except for that of powered two wheelers. Cyclist KSI involvement was continuing on the trend expected.

7.1.3 The targeted levels were not likely to be achieved by the end of the year, 2016.

7.2.1 During discussion the following points were noted:

7.2.2 The data related to older drivers, shown in the graph on p36 of the report, showed that the KSI rates for this group was up to 69, higher than the target of 50. A discussion was held over the contributing factors of these types of accident, the programmes in place across Norfolk such as GOLD, and whether or how their impact could be tracked.

7.2.3 In response to the query raised earlier in the meeting (see paragraph 6.2.4) the Team Manager for Network Management (Analysis and Safety) clarified that the analysed cyclist KSI data:

- Showed the largest proportion of KSI rates within the Norwich area followed by Great Yarmouth and then King's Lynn;
- Was consistent with increased levels of cycling;  
and
- Indicated most accidents occurred in daylight.

7.3.1 The Board **NOTED** the update.

7.3.2 The Board **REQUESTED**:

- The Sub-group to think about culture: the impact one's actions have on other people; how to change the culture of the use of roads to bring about a culture of safety.

### 7.4.1 Other Business

7.4.2 Cllr Childs requested a letter be written to the Internal Drainage Board (IDB) regarding draining the ditches on the Acle Straight section of the A47 in winter, to increase safety for drivers. The Highways Maintenance Engineer briefly spoke of the plans to move the ditches further from the carriageway, which was delayed due

to monitoring of Little Whirlpool Ramshorn Snails. The Highways Maintenance Engineer **agreed** to pass on this query to the IDB.

- 7.4.3 The Head of Prevention and Protection, Norfolk Fire and Rescue, suggested that analysing the effectiveness of incident detection could be useful; if the public felt that their report would be taken seriously and followed through, further people could be encouraged to report incidents of dangerous driving.
- 7.5.4 Cllr Childs requested a Social Media Campaign regarding mud on roads over the winter. The Team Manager for Casualty Reduction Education & Development suggested that a conversation could be held the Communications Team for a social media message to be sent.
- 7.5.5 The Police and Crime Commissioner spoke about a campaign regarding use of mobile phones while driving; he hoped to encourage a year without accidents related to mobile phone use while driving in Norfolk. This campaign which would be launched by the EDP.

## **8. To agree dates for meetings of the Road Casualty Reduction Partnership Board in 2017**

- 8.1 The dates of future meetings were confirmed as:
- Wednesday 11<sup>th</sup> January, 10am
  - Wednesday 15<sup>th</sup> March, 10am
  - Tuesday 25<sup>th</sup> July, 10am
  - Tuesday 31<sup>st</sup> October, 10am

The Meeting Closed at 12:03 PM

**CHAIRMAN**



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# A Process Evaluation of Norfolk Casualty Reduction Partnership's Young Driver Programme

Matt Staton

Presentation to Norfolk Casualty Reduction Partnership Board  
1 November 2016

## Outline

- Overview of the project
- What methodology was used
- Detail around the target audience and behaviours
- Summary of research findings
- Recommendations

## Overview

- Review of the following young driver interventions:
  - YDE
  - TREAD
  - The Honest Truth
- Three main research questions
  - Are the individual interventions reaching the right audience?
  - Are the interventions fit for purpose individually and as a suite?
  - Is there any scope for rationalisation of the branding?

## Methodology

- Review of data
- Observations of interventions
- Reference to Behaviour Change Theory
- Review of existing literature related to The Honest Truth



## Who are the target audience?

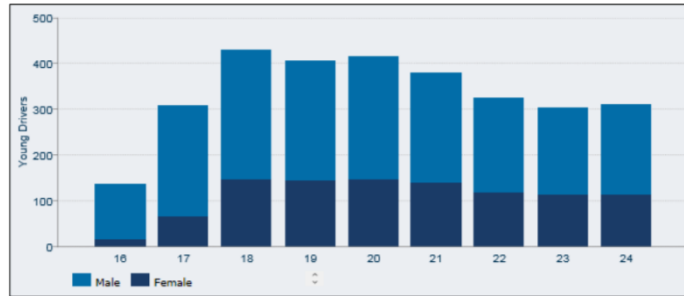


Figure 2 - Age and gender split of Norfolk resident drivers age 16-24 involved in collisions 2010-2014

[Source: MAST, 2016]

## Risk factoring in licensure

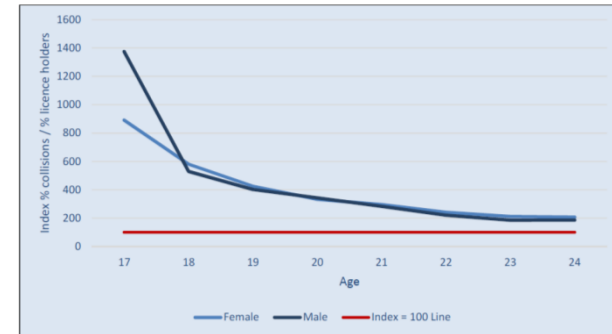
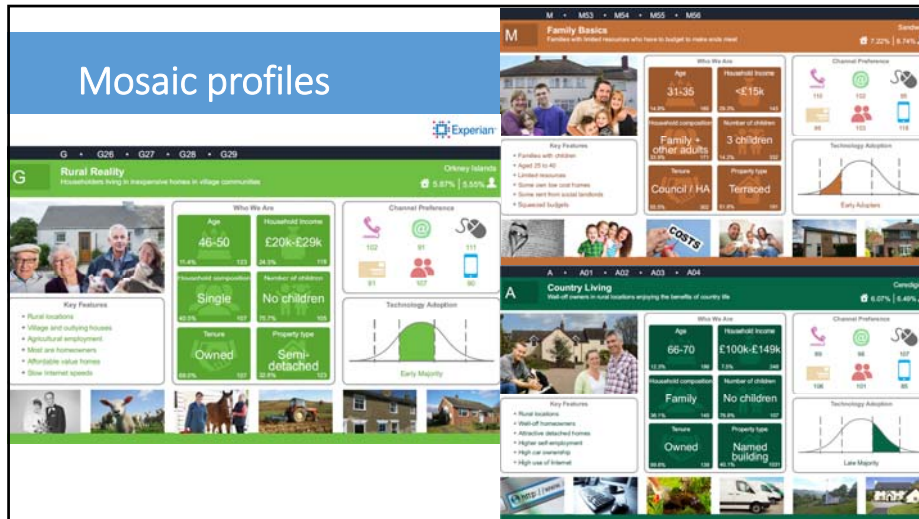


Figure 3 - Index of % drivers involved in collisions compared to percentage of licence holders by age

## Mosaic profiles



## Index of Multiple Deprivation



Figure 2 - IMD of Norfolk resident drivers age 16-24 involved in collisions 2010-2014 indexed against the Norfolk population

[Source: MAST, 2016]

## What are the target behaviours?

Young drivers are overrepresented compared to the rest of the population for these behaviours

- Loss of control (especially in wet/damp conditions)
- Exceeding the speed limit
- Driving too fast for the conditions

## Research findings - Reach

- YDE – most young drivers across Norfolk at some point age 15-19
- TREAD – small audience – “middle-Norfolk”
- THT – no information available

## Research findings – Behaviour Change

- Majority of the programme focuses on “giving information”
- The programme as a whole offers significant potential for behaviour change, particularly for speed/loss of control related behaviours
- Some amendments identified that could develop the potential for behaviour change further and reduce the possibility of negative outcomes

## Recommendation 1: Review content to maximise potential for behaviour change in target behaviours

- YDE
  - Shorten core presentation and focus on discussion around social (dis)approval
  - Focus YDE content on ‘giving information’, ‘teaching’, ‘planning’ and ‘agreeing’ behaviour change techniques (BCTs)
- TREAD
  - Reduce focus on ‘giving information’ and focus on ‘reinforcing’ and ‘managing’ BCTs
- The Honest Truth
  - Find out how recommendations from Devon and Cornwall review are being implemented nationally
  - Encourage ADIs to focus on speed and showing off characters

### Recommendation 2: Address potential for negative unintended consequences

- Don't normalise undesired behaviour – e.g. saying “see it all the time” – young driver group need to communicate this to presenters
- Review skid car session content and undertake robust outcome evaluation to ensure young male drivers do not leave the course overconfident in their (or their vehicle's) ability to recover a skid

### Recommendation 3: Reach the right audience

- Review targeting of YDE
  - Feedback from students suggests 15-16 is too young
  - Some students receive YDE 2-3 times over a number of years
- Routinely collect data on who is receiving TREAD and The Honest Truth and compare to target audience
- Review marketing of TREAD according to marketing preferences of the target audience

### Recommendation 4: Consolidate the branding

- Common branding, imagery and terminology across the interventions should maximise the potential for behaviour change
- Brand recognition of The Honest Truth is strong, however there are concerns this is being diluted by expansion of the brand nationally
- Careful consideration about the appropriate common branding is important

### Recommendation 5: Measure behavioural outcomes for each intervention

- Further research to examine individual changes in behaviour is a key next step in understanding the effectiveness of the interventions

### References

- Cummins, A. (no date) Evaluating the effectiveness of Devon County Council's 'Honest Truth' project on young drivers and their parents. School of Psychology, University of Plymouth
- Fylan, F. & Stradling, S. (2014) 'Behavioural Change Techniques used in road safety interventions for young people' *European Review of Applied Psychology* 64, pp.123–129
- Husband, P. & Fernández-Medina, K. (2015) 'The Honest Truth' Process Evaluation, *Published Project Report PPR 745*. Wokingham: Transport Research Laboratory.
- MAST (2016) MAST Young Driver Dashboard [online] accessed via <http://www.roadsafetyanalysis.org>
- McKenna, F. (2010) Education in Road Safety: Are we getting it right? *RAC Foundation report no. 10/113*. London: Royal Automobile Club Foundation for Motoring Ltd

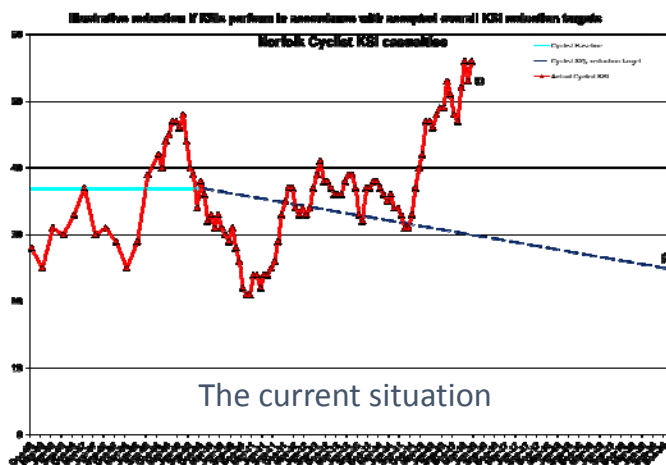
## Vulnerable Road Users Sub Group

### Update and planning brief for the Casualty Reduction Board

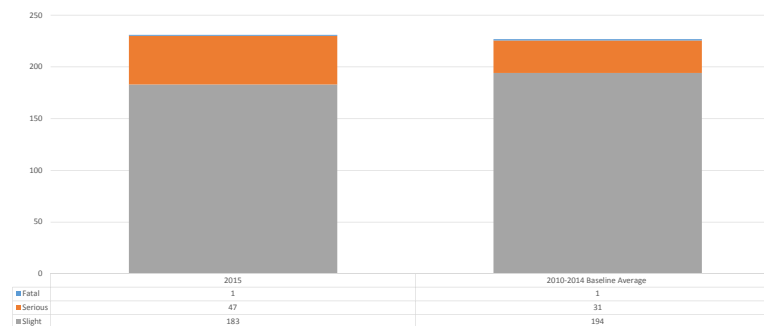
Nick Clarke - Public Health

## What are we trying to achieve?

- **Reduction of KSI** Vulnerable Road Users -primarily focused activity on reducing KSI in Cyclists
- Shift **attitude and behaviours** of both drivers and cyclists to 'Mind Out for Each Other' and be more 'Road Friendly'.
- **Enforce** the regulations / laws of the road – for **both** groups.
- **Educate and Engage** with vulnerable road users through groups we know to be more at risk (e.g. Commuters).
- Do all this whilst still promoting Norfolk as a **safe place** to cycle in order to continue to **increase cycle participation**.

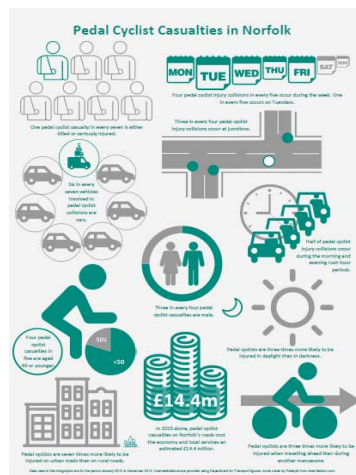


## Casualty Severity The current situation



### Targeted response

- Using evidence, data and mapping we can focus our activity to the right people.
- The infographic gives a snap shot of this.
- Who, what, where and when the incidents are occurring.
- This way we can target messages to both the victims and the offenders.



### 'Mind Out For Each Other' Campaign

- Paid advertising Campaign period 12<sup>th</sup> September for 6 weeks.
- Funded through joint bid to DfT with colleagues in CES.
- Will continue to promote via other channels until January.
- Focused on:
  - Not blaming one particular group;
  - Using evidence to design the messages e.g. Junctions;
  - Dual messaging – we are all people and most of us own a car and a bike!



Bus back – 6 week period in Norwich and Great Yarmouth (as hot spot areas).

A5 leaflet (1 of 2) and Student pocket guide advert. Distribution to Cycle shops, workplaces, UEA and automotive businesses.

Aim to reinforce key rules of the road and dispel myths e.g. Its not against the law to ride 2 abreast.



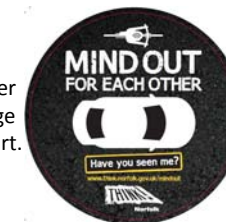
Street liner bus advert.



Air freshener – distributed to taxi firms, car companies and workplaces. Message focused on the fact that often we have both Cars and Bikes – but attitudes can change depending on chosen mode.



Car sticker – a pledge of support.





A4 poster – for display in bike repair shops, cycle dealerships, car dealerships and motor factor shops.

Also on all Park and Ride site screens and Bus Stop Screens.

Facebook Campaign targeted to victims specific demographics in here too.



We also sponsored Radio Norwich Travel Bulletins for the campaign period with 10 second soundbites of the key messages.

## Evaluation:

Campaigns can be hard to evaluate, however:

1. We will track reach of our media campaigns (e.g. facebook traffic and clicks through to website;
2. Working with the UEA we will aim to evaluate:
  1. Awareness of the Campaign (we will use a test site such as Park and Ride Site).
  2. Generic attitude measures in a number of questionnaires being used as part of a wider project.
  3. Longer term – impact on KSI figures amongst Cycling group.

## Next Steps:

- Further external funding for an animated ‘awareness and promotional’ video – November / December 2016. This will focus on enforcing the rules of the road and the need to be road friendly.
- Street Graffiti Campaign – Key messages in hotspot incident areas – March 2017.
- New Campaign launched for March / April 2017 – focused on being Road Friendly – Behaviour change – supported by funding from the board.