

Appendix 1

Norfolk Road Casualty Reduction Partnership 2017-18 Delivery Plan	
Aims:	Reduce the number and severity of road traffic casualties on roads in Norfolk. Increase public confidence that journeys, by foot, cycle or vehicular means, will be safe.
Targets –By December 2020 to:-	<ol style="list-style-type: none"> 1. Reduce the number of killed or seriously injured on Norfolk roads to 310 or fewer. 2. Reduce the number of motorcyclists killed or seriously injured on Norfolk roads to 74 or fewer. Reduce the number of children killed or seriously injured on Norfolk roads to 22 or fewer.
Budget:	Actions funded by Partner's service budgets unless otherwise stated. Norfolk Safety Camera Partnership funded by specific financial arrangements secured between Norfolk Constabulary and Norfolk County Council.

Norfolk Information Hub – Data (Virtual Group) – Dave Stephens - NCC					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Improved targeting of interventions to reduce involvements of Key Target Groups	Attendance at Sub-group Meetings to explain and discuss data results.	N Pennington	Quarterly or as required.	
2	Evaluation of current interventions.	Produce an Annual Report of Norfolk Road Casualties data analysis to support evaluation of measures.	Sub-group leads / N Pennington / Partners	December 2017	
3	Progress Monitoring	Quarterly Progress Monitoring reports, with comparative national, regional and other Local Authority trends, and	Dave Stephens	Quarterly and ad hoc as required by the Board	

		recommended Business Plan objectives			
4	Operational liaison with Highways England	Share data from Norfolk and liaise to ensure effective interventions are promoted.	Dave Stephens	Quarterly	
5	Regional Collaboration with data analysis functions to support current and developing interventions.	Arrange and host a regional forum.	Dave Stephens / Partners	Initial forum to determine on-going frequency	
6	Data management	Maintain/improve the collection and processing of STATS19 data.	Amy Frost / Laura Partridge - Police / J Fonseka		
7	Data management	Review and develop the quality of available data sources for targeting and evaluation of measures	N Pennington / Partners		

Communications (Virtual Group) – Richard Wiseman - NCC

Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Production and management of an Annual Communications Plan	Agreed Annual programme of communications and media campaigns and statements.	Richard Wiseman	Programme ready for start of Plan year.	

2	Publicity campaigns, including support for the Constabulary's 'Fatal Four' and the Council's 'Keep Your Mind on the Road' countywide campaigns which target increasing personal responsibility.	Improved standard of driving and awareness of the factors that can lead to road casualties. Increased community and business engagement in helping to reduce road casualties or the adverse effects of anti-social driving	Richard Wiseman	All campaigns delivered as scheduled.	
---	---	---	-----------------	---------------------------------------	--

Young Drivers – Insp John Chapman – Norfolk Constabulary					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Young Driver Training (TREAD)	Improved standard of driving and awareness of the factors that can lead to road casualties.	Iain Temperton, NCC	Programme of delivery included in partner's Service/Team Plans by 1 April 2017.	

2	Road safety education in schools, colleges and other establishments	<p>Increased awareness of the dangers involved in using the highway and increased level of skill and confidence.</p> <p>Increased involvement of RCRG partners, in particular Norfolk Constabulary and Norfolk Fire and Rescue Service, and volunteers in the delivery of schools and collage based training.</p>	Insp Jon Chapman	Programme of delivery included in partner's Service/Team Plans by 1 April 2017.	
3	Further development of the 'Honest Truth' programme	Continued roll out across county within service plan year.	Insp Jon Chapman	End Financial Year 17/18	
4	Stakeholder Engagement and continued development	Group Meeting Updates/Feedback.	Andrew Sykes	End Financial Year 17/18	
5	Tri Service Development	Group Meeting Updates/Feedback.	Pc Dave Reed/Andrew Nattrass/John Baker/Kristie Burdett	End Financial Year 17/18	
6	<p>To investigate the recent National work stream which has identified the potential for the following considerations and inclusion;</p> <ul style="list-style-type: none"> • Telematics • Parental contracts 	National update/feedback through liaison via Iain Temperton and resulting brief/document.	Insp Jon Chapman	End Financial Year 17/18 although this will be based on the development of the National work stream.	

	<ul style="list-style-type: none"> Enhanced learning process 				
--	---	--	--	--	--

Motorcyclists – Andy Micklethwaite - NCC					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	We will provide a comprehensive suite of training options to cover rider needs	Partnership working with police to administer/deliver Safe Rider. Hugger's Challenge training as required. Promote & facilitate i2i training up to 3 weeks during 2017.	Andy Micklethwaite	Safe Rider & i2i Courses completed by the end of October.	
2	We will actively promote the courses and road safety messages.	Through a presence at those bike shows that have proved productive in the past/dealer events/regular biker meeting places/planned visits to dealerships on Saturday's to engage with a different group of riders with assistance from our volunteer group. Continued promotion of the Think Bike message by use of roadside posters and increased distribution of Think Bike car stickers	Andy Micklethwaite	Full coverage of events and dealer visits concluding October 2017	

3	Work towards ongoing production/distribution of Norfolk & Suffolk Biker magazine 2017 edition funded by dealer advertising.	Gathering varied general interest material to populate the magazine in which our training options and road safety messages are carried.	Andy Micklethwaite	Initial distribution of magazine by end of April 2017 with ongoing distribution throughout the year at events/shows/dealerships	
4	<p>Working with a young rider, co-opted onto the group, to explore methods of reaching the younger demographic of predominantly non-hobbyist riders (on smaller bikes) with simple road safety messages via social media.</p> <p>Purchase & distribution of 'First Bike' magazine that carries road safety messages in a 'young rider format' This following positive market research by our young rider rep.</p>	<p>Ongoing exploration of the best means of social media contact</p> <p>Distribution of 'First Bike' to schools/ colleges/ dealers specialising in the sale of smaller motorcycles/Motorcycle Training schools</p>	Andy Micklethwaite	Magazines to be distributed by April with top-ups throughout the year at dealers/trainers.	
5	Positive enforcement and engagement with the motorcycle community alongside enforcement of offences by other road users that are threats to all road users (eg.mobile phone use).	Regular and consistent enforcement of all categories of road user through roads policing patrol work, engagement with bikers at public events and delivery of Safe Rider. Targeted patrol work near regular bike gathering venues and events	Sgt Mark Barney – Road Casualty Reduction Team	Ongoing enforcement. Scheduled attendance at events. Safe Rider successfully delivered by end of October.	

Vulnerable Road Users – Nick Clarke – Public Health

Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Develop a Strategic Framework for Vulnerable Road users.	Strategy commitments complete	Nick Clarke, NCC	Strategic Framework agreed by VRU sub Group – March 2017.	Strategic framework used to direct action plan.
2	Delivery of pedestrian and cyclist training for school age children.	Achievement of NCC training targets in service plan year.	Iain Temperton, NCC	Service plan target met at end of March 2017.	Currently projected to deliver to 12500 children
3	Delivery of adult cyclist training workshops in the business environment	Enhanced take up of adult cyclist workshops.	Iain Temperton, NCC	Increased delivery of workshops. Delivery of on road training to adult cyclists.	Workshops scheduled, including some internal delivery
4	Consistent and balanced enforcement of cyclists and drivers. Enforcement Task Group set up to include NCC, OPCC and Police to lead Enforcement elements of VRU Strategy.	Improved perception of enforcement regime amongst road user community. Joined up approach amongst Police and OPCC.	CI Palling / Dr Gavin Thompson	Re-briefing of SNT's during service plan year. Task Group set up and enforcement action plan agreed.	2 Enforcement projects / campaigns delivered in 2017/18. Helmet Camera project and pilot Close Pass.
5	'Mind out for Each other' campaign – Phase 2 (April 2017-May 2017) 'look both ways – why risk' Phase 2 (June 2017 – July 2017) Taking into account data and research to target those most at risk.	Number of people engaged in campaign. Click through's from SM to website. Evaluation with UEA – test attitude shift.	Nick Clarke, NCC	Campaign launch: April 2017 (KYMOR). June 2017 (LBW) Campaign designed and adapted, successfully delivered and evaluated.	Improved awareness of risk and behaviour change of pedestrians, vehicle users and cyclists.

6	Behaviour change (BC) ELearning Package. Designed for workplaces. Link to Mind Out For Each other messages – reminding both users of the rules of the road using scenarios and consequences. BC principles used in the course to promote attitude shift.	Number of unique visits and completions. Number of drivers / cyclists. Measure attitude shift.	Nick Clarke / Iain Temperton	ELearning Designed – March / April 2017. Launched May 2017.	Increased knowledge of rules of the road. Decrease negative attitude between user groups and decrease KSI.
7	Produce, promote and market an animation (1min 30sec) for a social media campaign. Balanced message.	Number of people viewed video / number of times shared. Click through to website.	Nick Clarke, NCC	March 2017 – script agreed. April 2017 – animation launched.	Increased awareness
8	Street Graffiti Campaign – pedestrian focused.	Number of in prints at key hotspot areas in Norwich. Social media hits to a # - photos on social media.	Norwich City Council	March 2017 – planned. Street campaign – April – May 2017.	Increased awareness of key hot spot pedestrian casualty areas. Decreased incidents at those locations.
9	Secure income from DfT grant and ensure projects within programme include Road Safety.	Funding secured	Nick Clarke, NCC	1. Funding secured. 2. Road safety in plan	Funding used for CRG VRU interventions.

Older Drivers – Pete Rowe – F&R					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
	No information or forward plan has been received from this sub-group.				

Norfolk Safety Camera Partnership – Anne Pointin – Norfolk Constabulary

Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	To ensure that targeted safety camera enforcement is undertaken.	The SLA and Sites selection criteria adhered to.	Anne Pointin, Norfolk Safety Camera Partnership	On going	Ongoing, with digitalisation programme under way.
2	Delivery of court diversion courses as an alternative to prosecution for relevant traffic offences	Improved standard of driving and awareness of the factors that can lead to road casualties. Promotion of the wider work of the Partnership in helping to reduce road casualties.	Iain Temperton, NCC	On-going	All schemes of work ongoing, predicted to deliver to 25000+ clients in this year. Due to change in Norfolk Constabulary's policy – diversionary courses are no longer offered for mobile offences.
3	Support local communities in their delivery of 'Community Speedwatch' and 'Enhanced Community Speedwatch' (includes SAM) schemes linking to Safer neighbourhood teams.	Community groups trained in the delivery of 'Community Speedwatch' and/or 'Enhanced Community Speedwatch'. Timely and transparent service. Help address community concerns and raise awareness and involvement in speed issues.	Anne Pointin, Norfolk Safety Camera Partnership	On-going	Provision of further SAM units to enhance support of Community Speedwatch Teams.

4	Implement new average speed system in to A149 (Knights Hill – Deresingham section) high casualty/collision site	Reduced KSI	Anne Pointin, Norfolk Safety Camera partnership		Implementation due to be completed 1st quarter of 2018
Highway Safety Engineering – Kevin Allen - NCC					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	<p>Develop and deliver a programme of local safety improvement schemes for known ‘cluster sites’ within NCC’s and Highways Agency’s agreed capital budgets.</p> <p>Local safety Schemes will also continue to focus on identifying areas/routes with a high vulnerable user accident problem.</p>	Highway infrastructure improved to address identified problems at selected ‘cluster sites’.	Kevin Allen NCC	<p>Feed into the production of the annual Highways Capital Improvement Programme (£240k annual Local Safety Schemes Programme).</p> <p>Schemes delivered in accordance with agreed programme.</p>	
2	<p>Assist/Liaise with the Camera Enforcement Team to identify potential new safety camera sites where there is an identified link between casualty numbers and traffic speed.</p> <p>Identify potential routes with high accident rate linked to traffic speed for potential average speed cameras enforcement.</p>	Speed Enforcement takes place at the most needy sites where casualty reduction benefits are greatest.	Kevin Allen NCC	List of potential schemes/enforcement sites provided by September 2017.	
3	Explore Road Safety Trust funding opportunities for a trial 40mph speed zone in North Norfolk.	DfT approved trial of new speed limit regime in north west Norfolk	Kevin Allen NCC	Implementation of a 40mph trial scheme in 2018.	

Other Issues – Iain Temperton - NCC

Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Deliver a targeted multi agency Road safety First event to raise awareness of road safety and secure compliance with relevant traffic laws.	Targeted multi agency enforcement based upon an operation order.	Chief Inspector Kris Barnard, Norfolk Constabulary.	Intervention delivered in a major urban areas or market town. Post campaign enforcement report to Management Group and Board before end of Plan year.	

Intervention	Age Group	Lead Agency	Delivery Style	Projected 17/18	Funding	Notes
Child Seat Checking	0 to 12	Norfolk County Council	Education	1449 seats checked	Norfolk County Council	Checks undertaken by NCC Road Safety staff, front of house activity by F&R. 1-2-1 interventions also offered, alongside partnership working with health agencies.
Children's Traffic Club	3	Norfolk County Council	Resource	9368 packs issued (actual)	Safety Camera Surplus	Ten Alps Communications procured to deliver this scheme of work
Bethany & Benjamin	4 to 5	Norfolk County Council	Education	8928 children educated	Norfolk County Council	Early years intervention delivered by Road Safety staff
Step On It	5 to 6	Norfolk County Council	Education / Training	7110 children trained	Norfolk County Council	Pedestrian training, delivered by Road Safety staff and community volunteers

Cyclist Training	7 to 11	Norfolk County Council	Education / Training	2951 children trained	Norfolk County Council	Delivered by Road Safety staff and community volunteers in the community setting
The Dims	9 to 10	Norfolk County Council	Education	7292 children educated	Norfolk County Council	Educational intervention covering behaviours around car passenger travel with specific reference to seat belts delivered by Road Safety staff
Going Places	9 to 10	Norfolk County Council	Education	5150 children educated	Norfolk County Council	Educational intervention addressing issues around transition to secondary education and enhanced independent travel delivered by Road Safety staff
Grim Reaper	11 to 13	Norfolk County Council	Education	6321 children educated	Norfolk County Council	Educational intervention addressing issues around transition to secondary education and enhanced independent travel delivered by Road Safety staff
Young Driver Education	15 to 19	Norfolk Constabulary	Education	12014 young people educated	Norfolk Constabulary	Educational intervention addressing issues around vehicle use for young drivers and passengers, based around the Fatal4, delivered by Roads Policing, Fire & Rescue and Road Safety staff
PedSafe	15 to 19	Norfolk County Council	Education	As required	Norfolk County Council	Educational intervention addressing issues around moped and motorcycle use for young riders, delivered by PTW specialists

Operation Impact	15 to 19	OPCC	Education		OPCC	Educational intervention addressing issues around young drivers and passengers.
School Parking Issues	All	Norfolk County Council	Behaviour Change	As required	Norfolk County Council	Acting on response to issues raised by schools and communities, co-ordinating response from partner agencies whilst promoting community ownership of the issues.
TREAD	17 to 25	Norfolk County Council	Education	158 young drivers educated	Norfolk County Council	Young driver workshop which includes specialised skid avoidance training. Designed to raise awareness of the risks faced by newly qualified drivers. Delivered by approved trainers
GOLD	55+	Norfolk County Council	Training	110 drivers trained	Norfolk County Council / Client funded	Older driver intervention working to keep people driving safer for longer. Medical referrals are dealt with in conjunction with families or GP. Delivered by approved trainers
Business workshops and policies	Adult	Norfolk County Council	Education	26 businesses engaged	Client funded	Working with businesses to design bespoke driving for work policies and follow up interactive workshops for employees. Delivered by road safety staff

D1 licence training	Adult	Norfolk County Council	Training	As required	Client funded	Practical training provided for full D1 licence acquisition. Delivery of rows 16 to 21 by approved trainers
Fleet Driver training	Adult	Norfolk County Council	Training	700 drivers trained	Client funded	Practical on road training with the main focus being occupational road risk
Court Diversion Schemes	Adult	Norfolk County Council	Education / Training	25347 drivers & riders educated	Client funded	Offered as an educational alternative to prosecution after committing a road traffic offence. Different courses available depending on specific offence
Skid Avoidance Training	Adult	Norfolk County Council	Training	100 drivers trained	Client funded	Theory and practical training in all aspects of skid avoidance. Delivered in a safe off road environment
Driver Enhancement Training	Adult	Norfolk County Council	Training	40 drivers trained	Client funded	On road driver development training offered to any driver who wishes to improve their current driving standard
EcoSafe Driving	Adult	Norfolk County Council	Training	As required	Client funded	Practical driving intervention aimed at promoting safety while reducing emissions and increasing fuel economy
Safe Rider	Adult	Norfolk Constabulary	Training	130 riders trained	Client funded	Joint police/NCC theory & practical project introducing riders to police riding practices.
Huggers Challenge	Adult	Norfolk County Council	Training	15 Riders trained	Client funded	1:1 customer focussed training/assessment
i2i	Adult	i2i MCIA	Training	94 riders trained	Client funded	Advanced machine control/handling skills based courses.

Social Media	Adult	Norfolk County Council / Norfolk Constabulary	Publicity		Norfolk County Council / Norfolk Constabulary	
Media Engagement	All	All partners	Publicity	N/A	N/A	Proactively or in response to requests from local media sources.
Publicity Schemes	All	Road Casualty Reduction Partnership	Publicity	Ongoing	Safety Camera Surplus	Delieverd by RCRP Comms group, some by NCC Comms on behalf of Road Safety Team and some by Police Comms on behalf of Roads Policing. Linked to TISPOL and DfT media calendars.
Road Safety 1st	All	Norfolk County Council / Norfolk Constabulary	Education / Enforcement	1 or 2 per year	Safety Camera Surplus	Multi agency enforcement and education intervention, delivered in a specific urban area. Numerous partners involved.