

Appendix 1

Norfolk Road Casualty Reduction Partnership 2016-17 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	Analysis of 10 years Hospital Evidence Statistics to determine morbidity indexes for Norfolk Target Groups	Report to RCRP Management Group	D Stephens	Awaiting provision of HES data.	
2	Data study to support targeting around drug-use involvement in KSI	Report to RCRP Management Group	D Stephens	TBC	
3	Strategic analysis around definition and targeting of the Older Drivers KTG	Report to RCRP Board	D Stephens	TBC	
4	Estimate of total cycle distance travelled for Transport for Norwich area.	Report to RCRP Management Group & Board plus inclusion in Bicycle Account	D Stephens	Bicycle Account March 2016	
5	Produce an Annual Report of Norfolk Road Casualties data analysis to support targeting of Key Groups	Report to RCRP Management Group and Board	N Pennington	December 2016	

6	Quarterly Progress Monitoring reports, with comparative national, regional and other Local Authority trends, and recommended Business Plan objectives.	Reports to RCRP Board	D Stephens	Quarterly	
7	Attendance at Sub-group Meetings to explain and discuss data results.	Report to RCRP Management Group plus Ad hoc updates.	N Pennington	Quarterly or as required.	

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.	Plan produced and ready for delivery.
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.	All relevant campaigns booked and delivered.
3	Redevelopment and ongoing refreshing of Think! Norfolk website.	Engagement of partner or agency to manage the website.	Iain Temperton	Website fully functional by Summer 2016.	New website complete and launched.

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 2016.	A limited programme of TREAD courses has been delivered due to issues at Scottow Enterprise Park. Changes are being made to the course as a result of the external evaluation, to place more emphasis on spend related issues. Predicted to engage with 73 young drivers.
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 2016.	Currently predicted to deliver to 12308 young people in this Service Plan year. Increased F&R delivery is being seen.

3	Further development of the 'Honest Truth' programme	Continued roll out across county within service plan year.	Insp Jon Chapman		Ongoing – ADI representative now included in sub group to drive this programme and ensure that it is being promoted and available to young drivers.
4	Stakeholder Engagement and continued development	Group Meeting Updates/Feedback	(Subject to Change)	End Financial Year 16/17	Ongoing - Change of Public Health personnel has delayed this element, will be revisited at next sub group meeting.
5	Tri Service Development	Group Meeting Updates/Feedback	Andrew Natrass (Subject to Change)	End Financial Year 16/17	Ongoing – Ambulance now attending the next sub group meeting and now included.
6	Product Development and Inclusion	Group Meeting Updates/Feedback	John Baker (Subject to Change)	End Financial Year 16/17	Completed – Presentations contain subtitles and now more inclusive of target audience and individual needs.

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	Andy Micklethwaite	Safe Rider Courses completed by the end of September	Courses all successfully delivered to date

		administer/deliver Safe Rider. Hugger's Challenge training as required. Promote & facilitate i2i training 9 days during 2016.			
2	We will actively promote the courses and road safety messages.	Through a presence at all major shows/dealer events/regular biker meeting places. With assistance from our volunteer group	Andy Micklethwaite	Full coverage of all events concluding October 2016	All relevant events covered by staff or volunteers Huggers Challenge article featured in EDP has generated enquiries
3	Work towards ongoing production/distribution of Norfolk & Suffolk Biker magazine 2017 edition	Gathering varied general interest material to populate the magazine in which our training options and road safety messages are carried	Andy Micklethwaite	Distribution of magazine by end of April 2016	Magazine published and successfully distributed across both counties
4	Motorcycle Industry Association Accredited Trainer Scheme involvement	Work to encourage motorcycle training companies to engage with the (voluntary but expensive) scheme	Andy Micklethwaite	Successful sign ups by at least 3 training bodies by end of 2016 season	Still under review
5	Positive enforcement and engagement with the motorcycle community.	Regular and consistent enforcement, engagement at public events and delivery of Safe Rider.	Sgt Andy Spall – Roads Policing	Ongoing enforcement. Scheduled attendance at events. Safe Rider successfully delivered.	RCRT has been visibly active on the network with very successful social media support.

Vulnerable Road Users – Nick Clarke – Public Health					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	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 2016.	Currently projected to deliver to 16000 children
2	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
3	Consistent and balanced enforcement of cyclists and drivers	Improved perception of enforcement regime amongst road user community.	CI Palling	Re-briefing of SNT's during service plan year.	
4	Re design of 'Keep your mind on the road' campaign – 'look both ways – why risk' taking into account data and research to target those most at risk.	Improved awareness of risk and behaviour change of pedestrians, vehicle users and cyclists.	Nick Clarke, NCC	Campaign launch March / April 2016.	Campaign designed and successfully delivered.
5	Inclusion of a Casualty Reduction Section in the upcoming Norfolk Walking and Cycling Strategy.	To help coordinate a joint strategic response to reducing KSI whilst still promoting Norfolk as a place to cycle and walk.	Nick Clarke, NCC and Member Officer Group for the Walking Strategy.	Draft CRD piece written and submitted to the working group. Strategy launched Spring 2016. Consultation from February 2016.	Ongoing scheme of work.
6	Creation of Infographics on vulnerable road users (one for cycling and one for walking). Using 5 year data to show the impact of KSI in Norfolk – to use as a tool for engagement and media.	1. Production of infographics 2. Use of infographics	Nick Clarke and Nile Pennington	March 2016	Complete

7	Creation of a new Cycle Safety campaign – focused on behaviour change amongst all road users. ‘We are Cycle / Road Friendly’. Focus on role reversal and sharing the road.	Reduction in Cycle KSI	VRG Steering Group	Summer 2016 launch to include: 1. Media Campaign 2. Social media 3. Targeted 4. Workplace Training	Campaign designed and successfully delivered.
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Older Drivers – Pete Rowe – F&R					
Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Promote the delivery of the Gold Scheme	Ensure events and campaigns are structured to direct older drivers to the scheme and all Media and Comms regarding Older drivers include a referral to scheme.	Pete Rowe – F&R	December 2016 Assess year end candidate numbers against same period 2015	Predicted to engage with 99 older drivers in this service plan year.
2	Analyse the process for referring to the GOLD Scheme	Identify trends in referrals and consider targeting other groups to inform and encourage course attendances	Pete Rowe – F&R	August 2016 Review nomination /referral process to date September 2016 Identify target audience for inclusion in training delivered for OD Campaign	No information provided.
3	Enhance data collection for Older Drivers to allow more effective targeting	Collect data during events that will allow future events to be bespoke by location and identify trends	Pete Rowe – F&R	June 2016 Finalise format and FAQ section for OD Survey September 2016 Ensure consistency in	No information provided.

				completing during event training	
4	Deliver a month long Older Divers Campaign	Introduce and maintain an annual event focussing on Older Drivers with the look and feel of the F4	Pete Rowe – F&R	<p>June 2016 Finalise event plan, locations and delivery team</p> <p>September 2016 Conduct training sessions and agree media plan</p> <p>October 2016 Deliver 4 week OD events</p> <p>December 2016 Deliver report of campaign to RCRP Management Group</p>	No information provided.
5	Create a robust package for the delivery of Older Driver events	Identify and procure key resources and conduct training to ensure a consistent approach to delivering an event and collecting data across all partner groups	Pete Rowe – F&R	<p>April 2016 Finalise product brief for visual aids</p> <p>June 2016 Identify suitable product and agree funding</p> <p>September 2016 Receive product and ensure they are prepared and available for OD events</p>	No information provided.
6	Create a SPOC for Older Driver information	Design, procure and distribute an older drivers pack	Pete Rowe – F&R	<p>April 2016 Finalise product brief for a leaflet wallet and ensure wallet contents can be secured</p>	No information provided.

				<p>June 2016 Identify suitable product and agree funding</p> <p>September 2016 Receive product and information from all partner groups to ensure they are prepared and available for OD events</p>	
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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	<p>Improved standard of driving and awareness of the factors that can lead to road casualties.</p> <p>Promotion of the wider work of the Partnership in helping to reduce road casualties.</p>	Iain Temperton, NCC	On-going	All schemes of work ongoing, predicted to deliver to 25000+ clients in this year.

3	Support local communities in their delivery of 'Community Speedwatch' and 'Enhanced Community Speedwatch' (includes SAM) schemes linking to Safer neighbourhood teams.	<p>Community groups trained in the delivery of 'Community Speedwatch' and/or 'Enhanced Community Speedwatch'.</p> <p>Timely and transparent service.</p> <p>Help address community concerns and raise awareness and involvement in speed issues.</p>	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 A17 high collision site	Reduced KSI	Anne Pointin, Norfolk Safety Camera Partnership		Implementation due to be completed and site go live January 2017

Highway Safety Engineering – Kevin Allen - NCC

Ref	Action	Measures	Lead	Planned Milestones	Outcomes
1	Develop and deliver a programme of local safety improvement schemes for known 'cluster sites' within NCC's and Highways Agency's agreed capital budgets.	Highway infrastructure improved to address identified problems at selected 'cluster sites'.	Kevin Allen NCC	Feed into the production of the annual Highways Capital Improvement Programme (£250k annual Local Safety Schemes Programme). Schemes delivered in accordance with agreed programme.	
2	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. Identify potential urban/village routes with high vulnerable user accident problem for potential average speed cameras enforcement/20mph speed limits.	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 2016.	
3	Implement a trial 40mph speed zone.	DfT approved trial of new speed limit regime in north west Norfolk	Kevin Allen NCC	Implementation of a 40mph trial scheme in 2017.	

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.	Delivered in September 2016 to coincide with Project Edward.

Intervention	Age Group	Lead Agency	Delivery Style	Projected 16/17	Funding	Notes
Child Seat Checking	0 to 12	Norfolk County Council	Education	1676 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	8471 children educated (projected)	Norfolk County Council	Early years intervention delivered by Road Safety staff

Step On It	5 to 6	Norfolk County Council	Education / Training	6763 children trained (projected)	Norfolk County Council	Pedestrian training, delivered by Road Safety staff and community volunteers
Cyclist Training	7 to 11	Norfolk County Council	Education / Training	4229 children trained (projected)	Norfolk County Council	Delivered by Road Safety staff and community volunteers in the community setting
Seat Belt Safety Presentation	9 to 10	Norfolk County Council	Education	8192 children educated (projected)	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	6212 children educated (projected)	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	6215 children educated (projected)	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	12308 young people educated (projected)	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
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	73 young drivers educated (projected)	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	99 drivers trained (projected)	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	41 businesses engaged (projected)	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	638 drivers trained (projected)	Client funded	Practical on road training with the main focus being occupational road risk
Court Diversion Schemes	Adult	Norfolk County Council	Education / Training	25560 drivers & riders educated (projected)	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 (projected)	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 (projected)	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	120 riders trained	Client funded	Joint police/NCC theory & practical project introducing riders to police riding practices.
Huggers Challenge	Adult	Norfolk County Council	Training	35 Riders trained	Client funded	1:1 customer focussed training/assessment
i2i	Adult	i2i MCIA	Training	36 riders trained	Client funded	Advanced machine control/handling skills based

						courses. Courses cancelled due to issues at Scottow BP.
Social Media	Adult	Norfolk County Council / Norfolk Constabulary	Publicity		Norfolk County Council / Norfolk Constabulary	
Publicity Schemes	All	Road Casualty Reduction Partnership	Publicity	Ongoing	Safety Camera Surplus	Delivered 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.