

Road Casualty Reduction Partnership Board

Date: **Wednesday, 05 April 2017**

Time: **10:00**

Venue: **Colman Room, County Hall,
Martineau Lane, Norwich, Norfolk, NR1 2DH**

Persons attending the meeting are requested to turn off mobile phones.

Membership

	Representing:
Cllr Penny Carpenter	Health and Well Being Board, Norfolk County Council
Cllr Jenny Chamberlin	Children's Services Committee, Norfolk County Council
Cllr Jonathon Childs	Communities Committee, Norfolk County Council
T/ACC Louisa Pepper	Norfolk Constabulary
Garry Collins	Head of Prevention and Protection, Norfolk Fire and Rescue
Tracy Jessop	Assistant Director, Highways and Transport
Cllr Judy Leggett	Environment, Development and Transport Committee, Norfolk County Council
Dr Louise Smith	Director of Public Health
Richard Snowden	Head of School Admissions, Children's Services
Dr Gavin Thompson	Director of Policy and Commissioning, Office of the Police and Crime Commissioner

**For further details and general enquiries about this Agenda
please contact the Committee Officer:**

Hollie Adams on 01603 223029
or email committees@norfolk.gov.uk

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A g e n d a

1. Apologies for Absence

2. Minutes

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3. Declarations of Interest

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is on your Register of Interests you must not speak or vote on the matter.

If you have a **Disclosable Pecuniary Interest** in a matter to be considered at the meeting and that interest is not on your Register of Interests you must declare that interest at the meeting and not speak or vote on the matter

In either case you may remain in the room where the meeting is taking place. If you consider that it would be inappropriate in the circumstances to remain in the room, you may leave the room while the matter is dealt with.

If you do not have a Disclosable Pecuniary Interest you may nevertheless have an **Other Interest** in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

If that is the case then you must declare such an interest but can speak and vote on the matter.

4. To receive items proposed as matters of urgent business

5. Casualty Reduction Progress Update

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A report by the Executive Director of Community and Environmental Services

6. Road Casualty Reduction Partnership (RCRP) Delivery Plan 2016-17 for information

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A report by the Executive Director of Community and Environmental Services

7. Road Casualty Reduction Partnership (RCRP) Delivery Plan 2017-18 for approval

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A report by the Executive Director of Community and Environmental Services

Chris Walton
Head of Democratic Services
County Hall
Martineau Lane
Norwich
NR1 2DH

Date Agenda Published: 28 March 2017



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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 17th 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 11th January, 10am
 - Wednesday 15th March, 10am
 - Tuesday 25th July, 10am
 - Tuesday 31st 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?

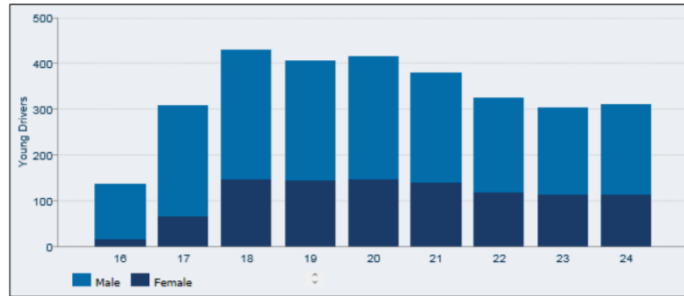


Figure 2 - Age and gender split of Norfolk resident drivers age 16-24 involved in collisions 2010-2014

[Source: MAST, 2016]

Risk factoring in licensure

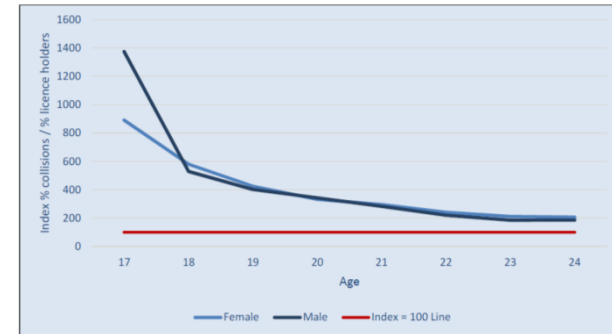
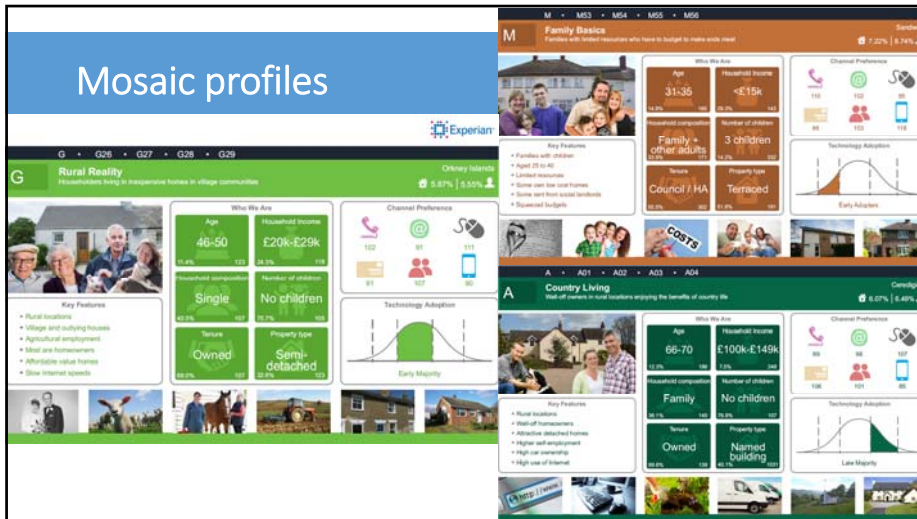


Figure 3 - Index of % drivers involved in collisions compared to percentage of licence holders by age

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

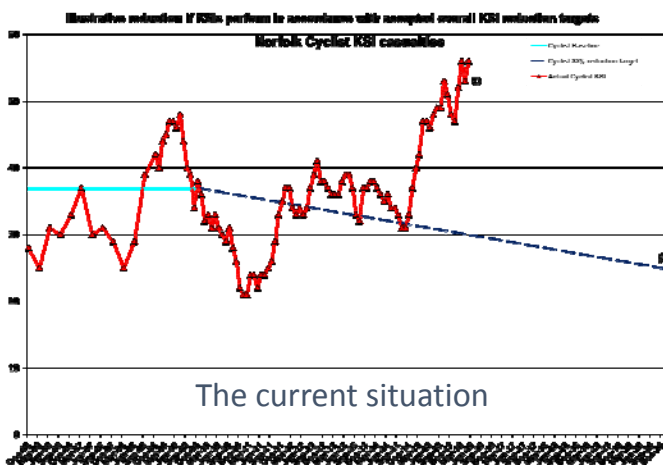
Vulnerable Road Users Sub Group

Update and planning brief for the Casualty Reduction Board

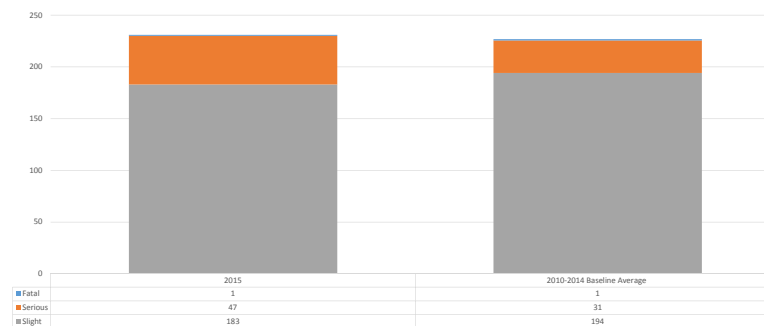
Nick Clarke - Public Health

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**.

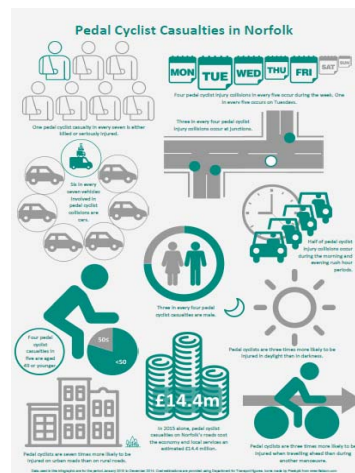


Casualty Severity The current situation



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 12th 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.



MIND OUT FOR EACH OTHER

Cyclists	Drivers
1. Be visible. Use your lights and wear your high visibility clothing.	1. Give a wide berth to cyclists. Remember, only you can see them.
2. Be predictable. Don't swerve or weave. Signal your intentions clearly.	2. Don't drink and drive. It's illegal and dangerous.
3. Don't drink and cycle. It's illegal and dangerous.	3. Don't drink and drive. It's illegal and dangerous.
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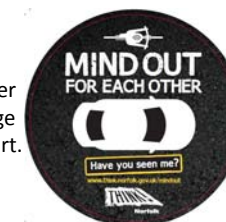
Street liner bus advert.



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.

Road Casualty Reduction Partnership Board

Item No.

Report title:	Casualty Reduction Progress Update
Date of meeting:	5 April 2017
Responsible Chief Officer:	Tom McCabe – Executive Director, Community and Environmental Services
Strategic impact While the Government's 'Strategic Framework for Road Safety' does not set specific targets for levels of road casualty reduction, Norfolk set a local target of 33% reduction on killed or seriously injured (KSI) casualties. Progress against the target is shown in the graphs in Appendix A.	

Executive summary

The latest available rolling twelve month figure for killed or seriously-injured (KSI) casualties is 418 to the end of January 2017, which represents a 10% reduction from the 2005-2009 baseline figure of 462.

However, the twelve month rolling KSI figure (January to January) represents a continued rise in KSI, which began in July 2016.

Increases in the number of KSI from the pedal cyclist and older driver casualty groups have contributed to this rising trend.

Recommendations:

Members of the Board are asked to comment on the report.

1. Proposal

1.1. Reported KSI Casualties in Norfolk

This report summarises trends in reported KSI casualties in Norfolk based on the latest available STATS19 data supplied from the police CRASH system.

1.1.1. All KSI Casualties

The current rolling twelve month KSI figure is 418 to the end of January 2017, which represents a 10% reduction from the 2005-2009 baseline figure of 462 KSI casualties. However, the rolling twelve month figure remains above the 33% reduction target for January 2017 of 363 KSI casualties.

January's twelve month rolling KSI figure represents a continued rise in KSI which began in July 2016.

1.1.2. Powered Two Wheeler KSI Casualties

The current rolling twelve month KSI figure for powered two wheelers is 94 to the end of January 2017, which represents a 15% reduction from the 2005-2009 baseline figure of 111 KSI casualties. However, the rolling twelve month figure is now above the 33% reduction target for January 2017 of 87 powered two

wheeler KSI casualties.

January's twelve month rolling KSI figure represents the continuation of a rising trend in the rolling figure which began in August 2016.

1.1.3 **Pedestrian KSI Casualties**

The current rolling twelve month KSI figure for pedestrians is 52 to the end of January 2017, which represents a 9% reduction from the 2005-2009 baseline figure of 57 KSI casualties. However, the rolling twelve month figure is above the 33% reduction target for January 2017 of 45 pedestrian KSI casualties.

January's twelve month rolling KSI figure represents a second month of reductions in KSI following a steady, albeit fluctuating, rise in pedestrian KSI casualties which began in March 2016.

1.1.4 **Pedal Cyclist KSI Casualties**

The current rolling twelve month KSI figure for pedal cyclists is 66 to the end of January 2017, which represents a 78% increase on the 2005-2009 baseline figure of 37 KSI casualties. The rolling twelve month figure is more than double the 33% reduction target for January 2017 of 29 pedal cyclist KSI casualties.

January's twelve month rolling KSI figure represents a continuation of the sharp increase in pedal cyclist KSI which began after November 2014.

1.1.5 **Younger Driver (17-25) KSI Casualties**

The current rolling twelve month KSI figure for collisions involving younger drivers is 97 to the end of January 2017, which represents a 29% reduction from the 2005-2009 baseline figure of 136 KSI casualties. The rolling twelve month figure is below the 33% reduction target for January 2016 of 107 KSI casualties resulting from collisions involving younger drivers.

January's twelve month rolling KSI figure represents the continuation of a steady trend of fluctuating younger driver-related KSI casualties above and below an average of around 94 KSI casualties.

1.1.6 **Older Drivers (70 years and older) KSI Casualties**

The current rolling twelve month KSI figure for collisions involving older drivers is 75 to the end of January 2017, which represents a 25% increase on the 2005-2009 baseline figure of 60 KSI casualties. The rolling twelve month figure is above the 33% reduction target for September 2016 of 47 KSI casualties resulting from collisions involving older drivers.

January's twelve month rolling KSI figure represents a continuation of a rise in older driver-related KSI casualties which began after August 2015.

1.1.7 **Slight Casualties**

The current rolling twelve month slight figure is 2069 to the end of January 2017, which represents a 25% reduction from the 2005-2009 baseline figure of 2742 slight casualties. Moreover, the rolling twelve month figure is below the 33% reduction target for January 2017 of 2153 slight casualties.

January's twelve month rolling slight figure represents a continuation of a rising trend in slight casualties from June 2016, however overall performance appears to be strong.

1.2. **Data Reporting Issues**

1.2.1 The latest available casualty numbers are for the 12 months ending in January 2017.

- 1.2.2 Issues which arose around data quality were taken-up by the Network Safety team with colleagues in the Constabulary. These issues have since been addressed, with corrections and amendments to collision and casualty data carried out by support staff in the Constabulary.
- 1.2.3 Monthly data quality checks continue to be carried out by the Network Safety team.
- 1.3 **Comparator Authorities**
- 1.3.1 Provisional KSI casualty figures from the Department of Transport for Norfolk's comparator authorities to the end of September 2016 indicate that Norfolk's KSI rate per 100,000 population is below that of Gloucestershire and Lincolnshire, although above that of Suffolk.

2. Evidence

- 2.1 The latest movements in killed and seriously injured (KSI), and slight casualties are shown in the graphs in Appendix A as follows:

A1 – All KSI casualties
A2 – Powered-two-wheeler (P2W) KSI casualties
A3 – Pedestrian KSI casualties
A4 – Cyclist KSI casualties
A5 – Younger Driver (17-25 years) KSI casualties
A6 – Older Driver (70 years and over) KSI casualties
A7 – Slight casualties
A8 – Key Target Groups Dashboard 2016
A9 – Key Target Groups Dashboard 2017
B1 – Comparator Authority Rolling 12-Month KSI Casualties Rate per 100,000 Population

3. Financial Implications

- 3.1. All measures are met from Partners' existing budgets.

Officer Contact

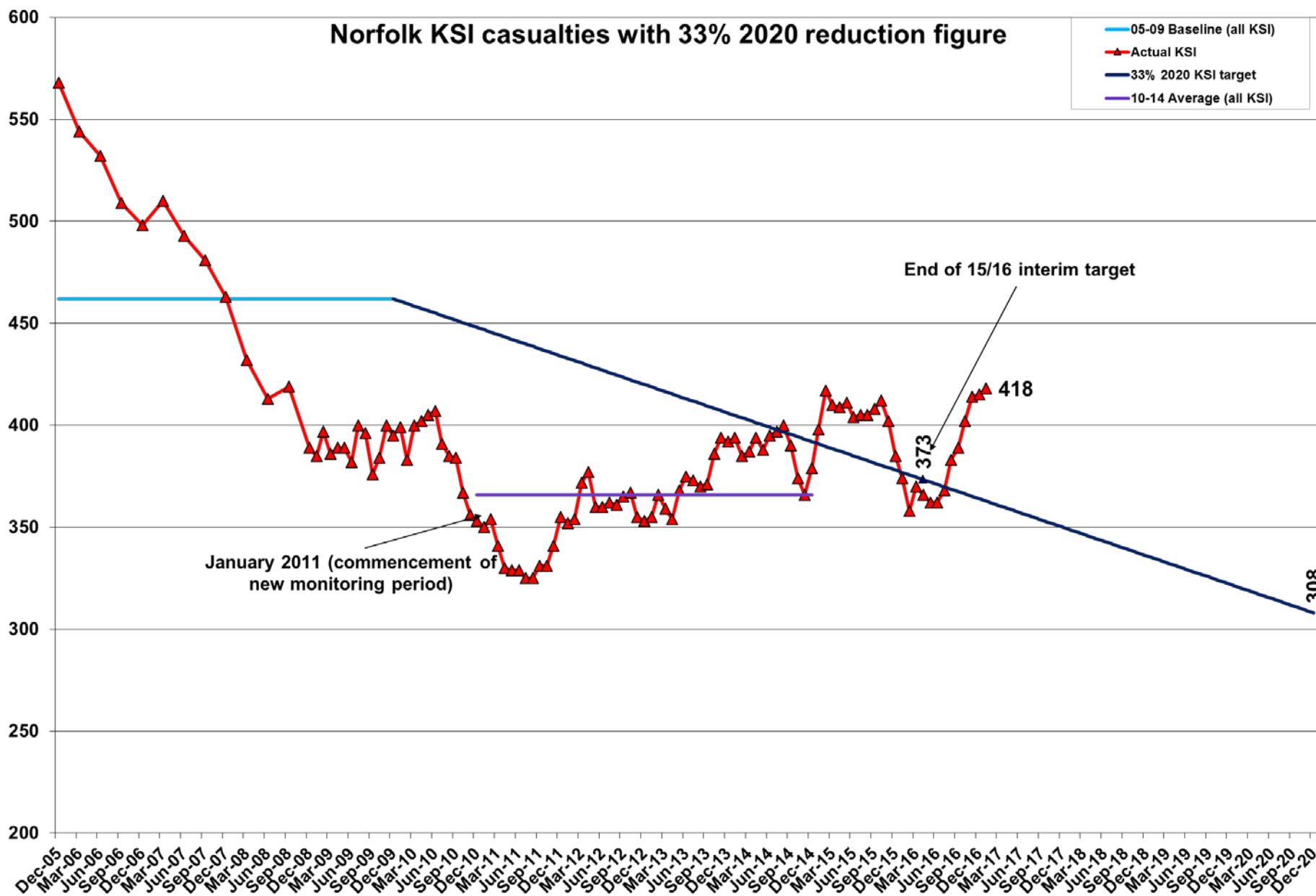
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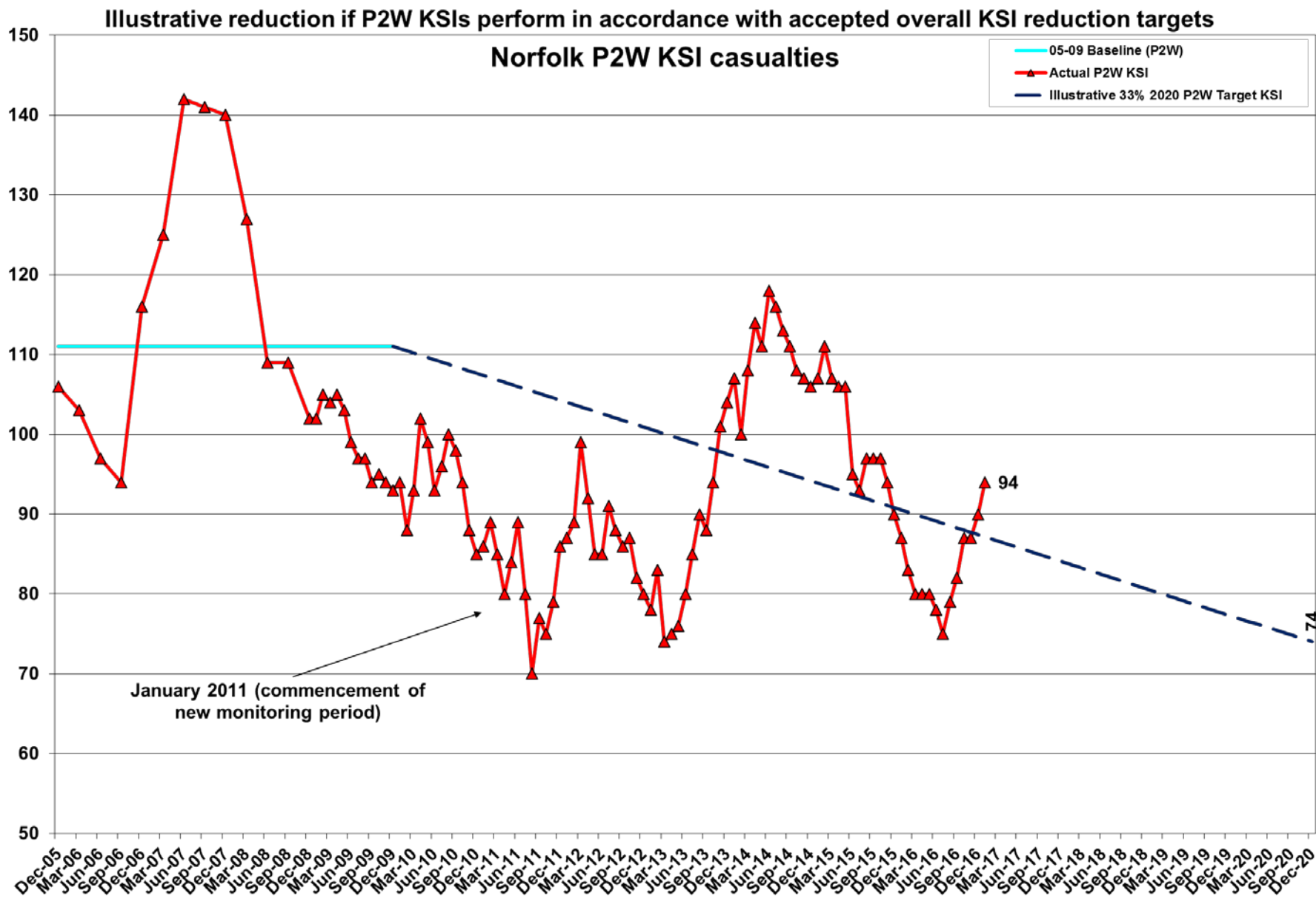
Officer name : Dave Stephens **Tel No. :** 01603 222311

Email address : Dave.stephens@norfolk.gov.uk

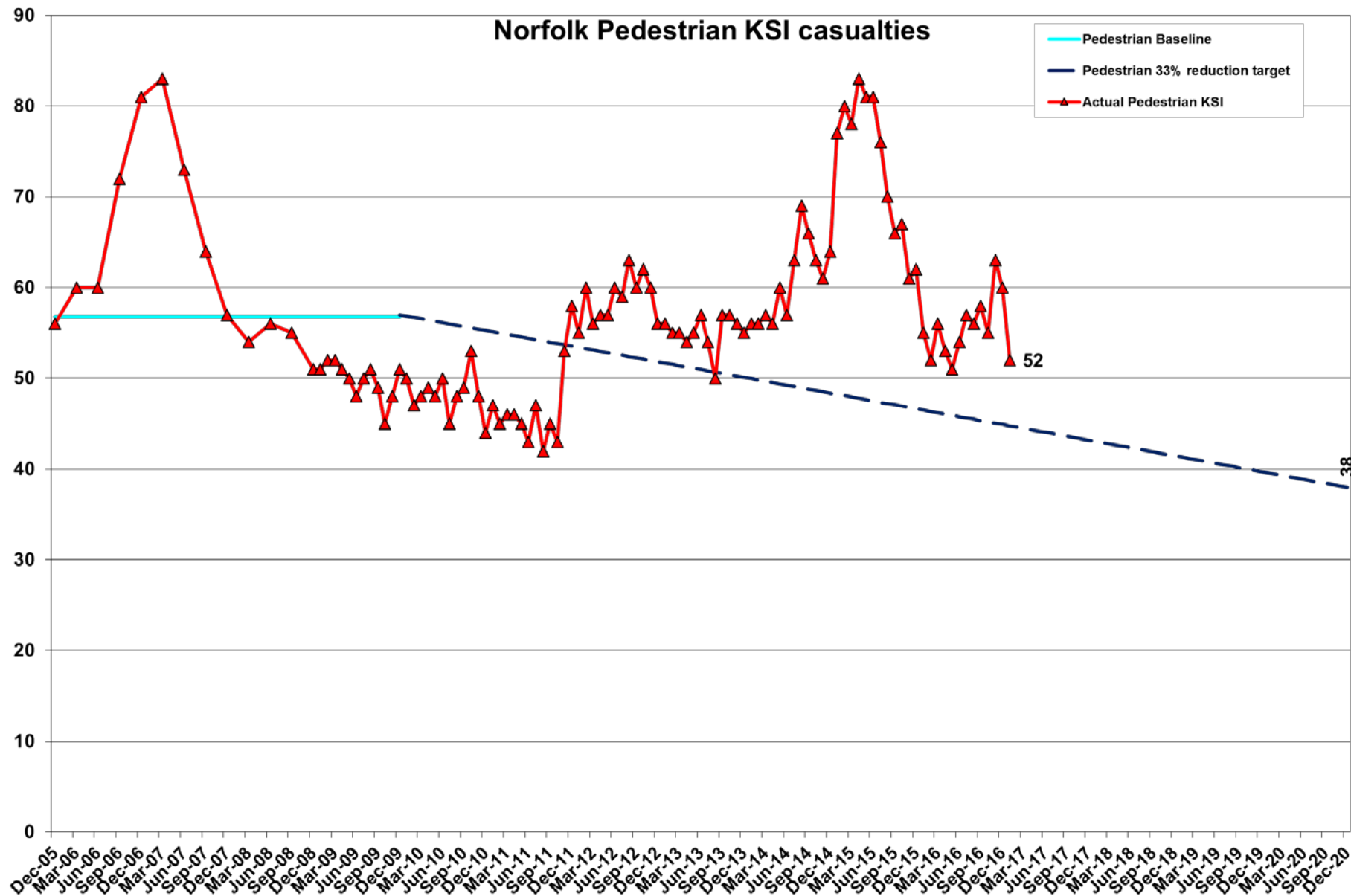


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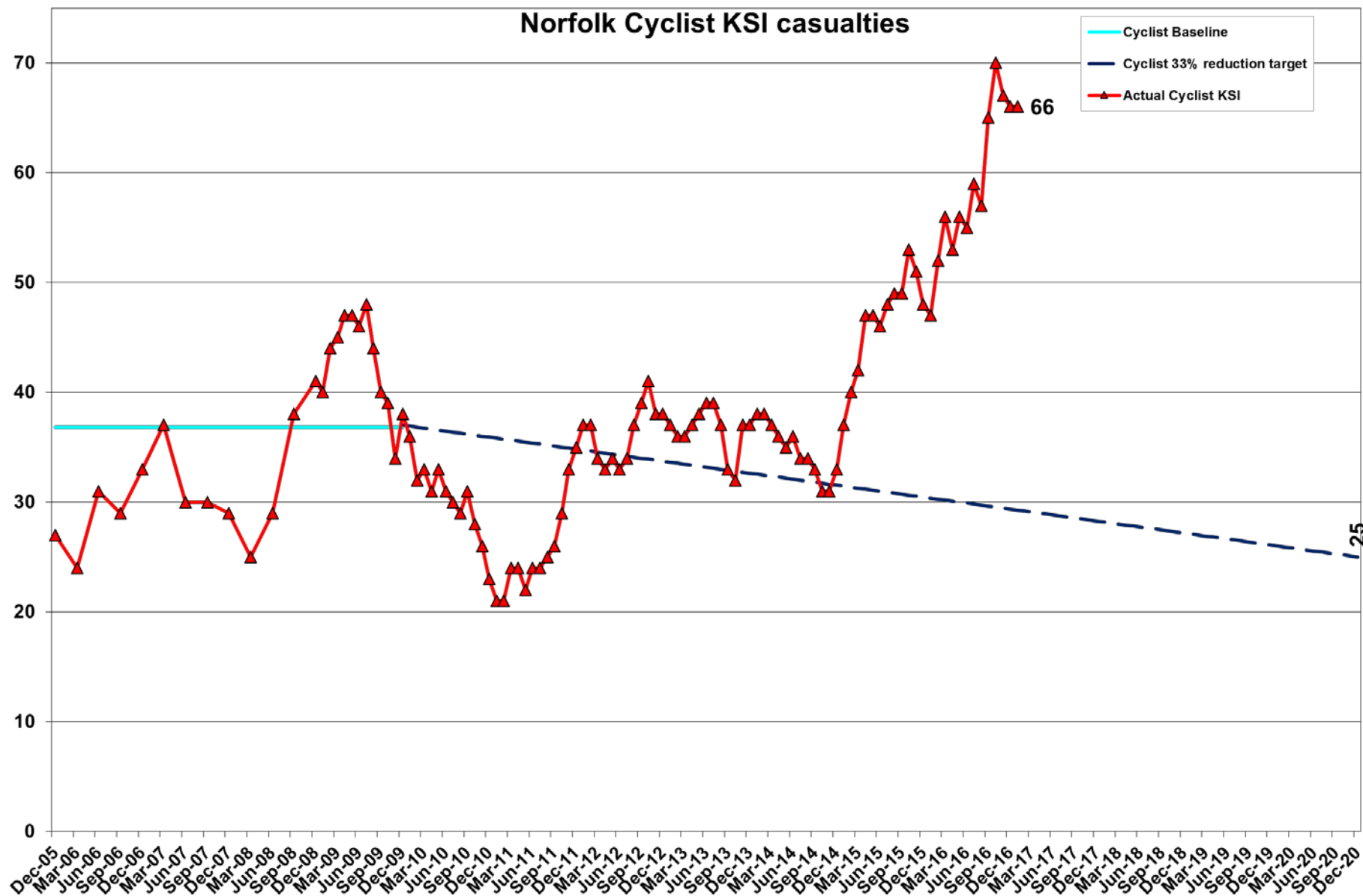




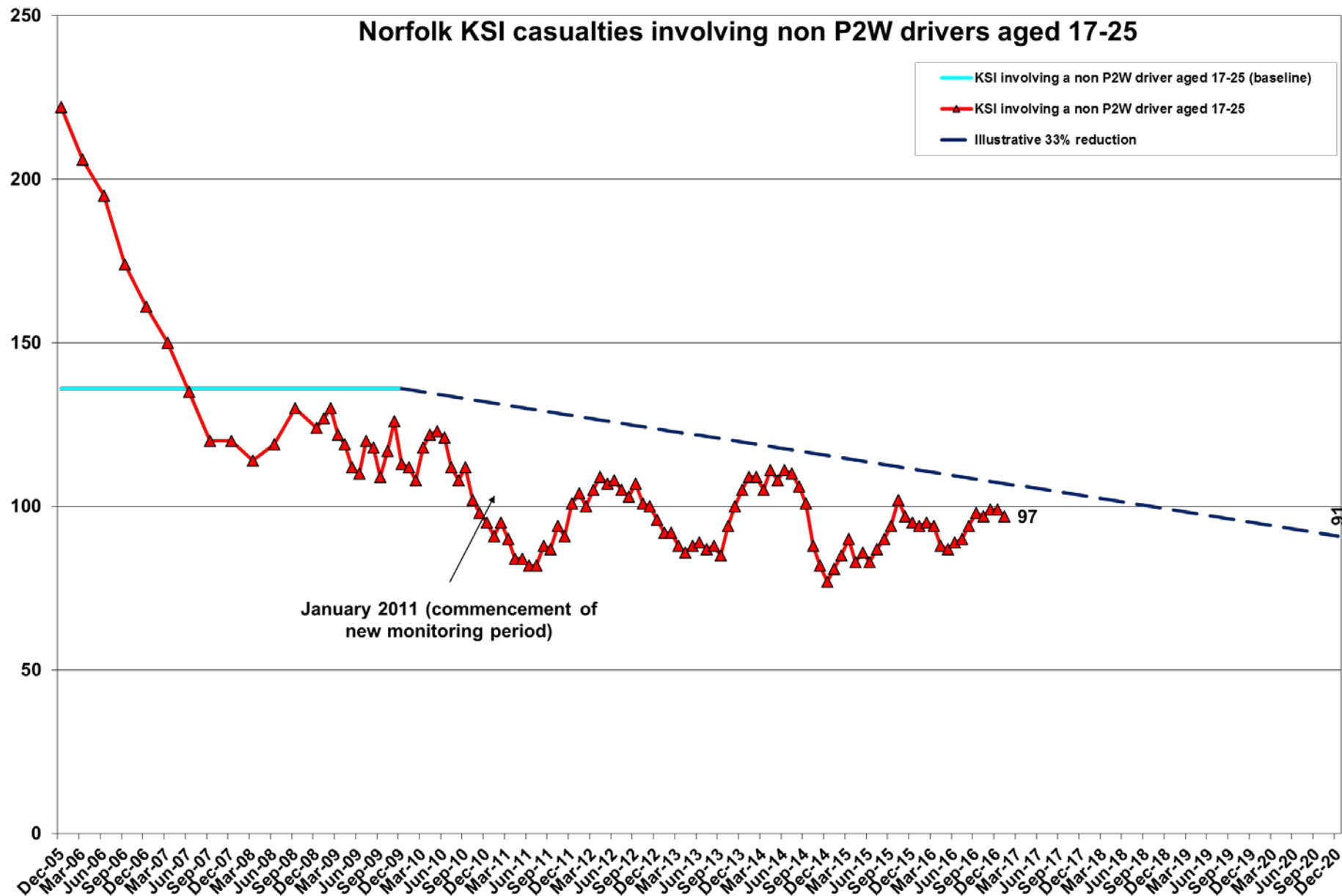
Illustrative reduction if KSIs perform in accordance with accepted overall KSI reduction targets



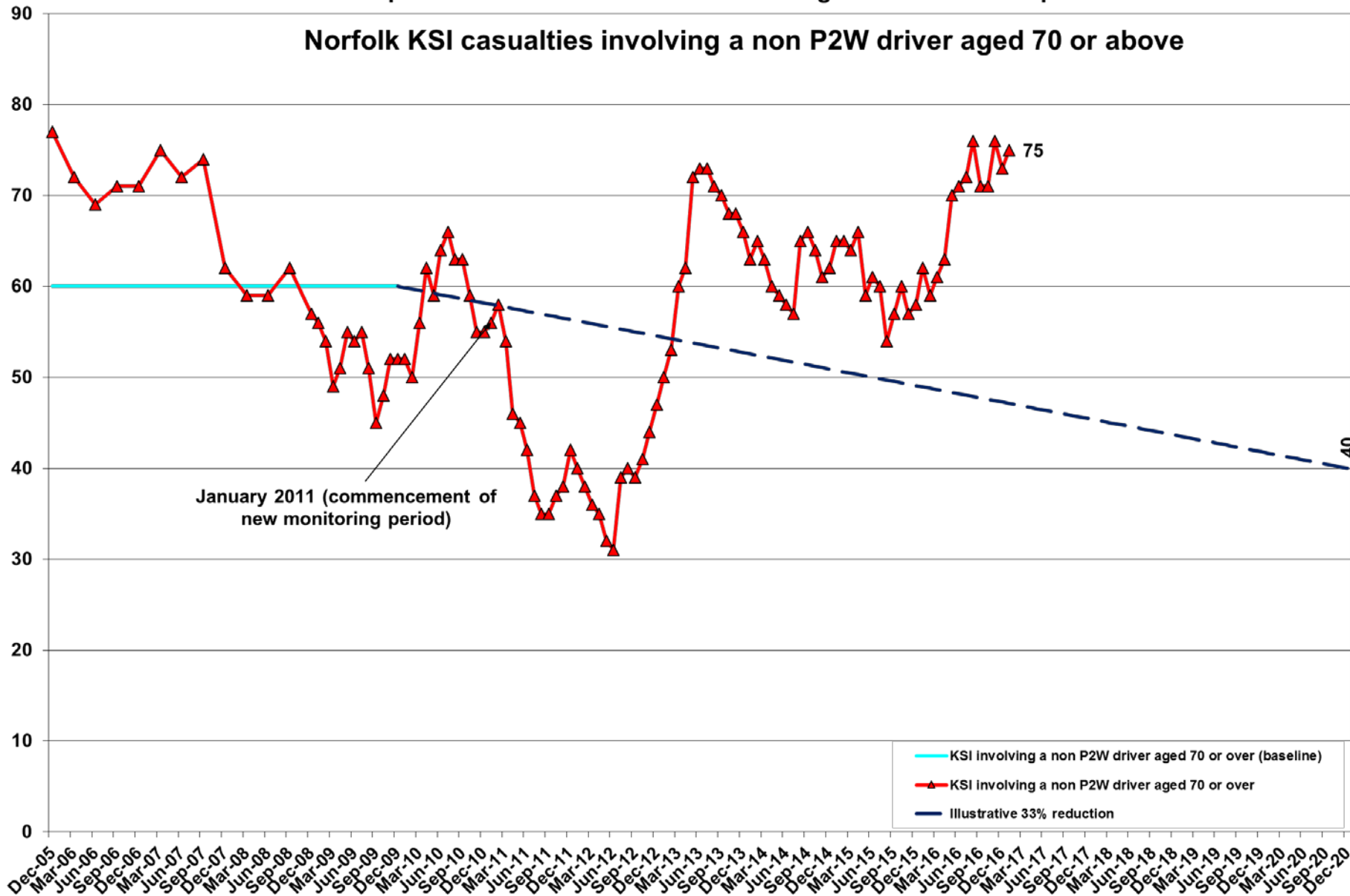
Illustrative reduction if KSIs perform in accordance with accepted overall KSI reduction targets



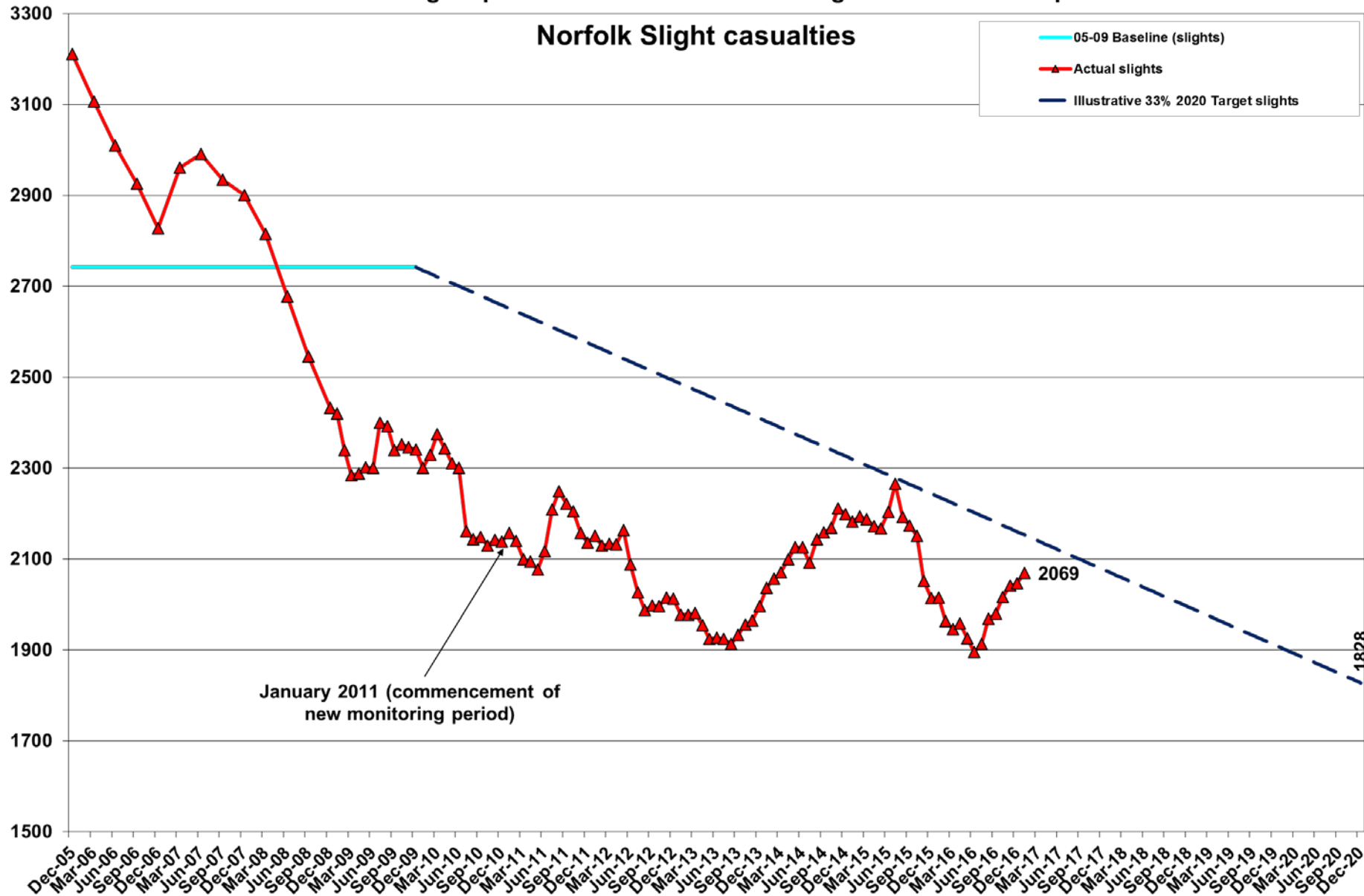
Illustrative reduction if performance is in accordance with target reductions accepted for KSI casualties



Illustrative reduction if performance is in accordance with target reductions accepted for KSI casualties



Illustrative reduction if slights perform in accordance with target reductions accepted for KSI casualties



Key Target Groups Dashboard - 2016

Key Group (KSI unless specified)	Norfolk 05-09 baseline average	Norfolk 2015	Comparison with national and regional progress			Projection to December 2016 from recent trend	December 2016 KSI and comparison with target
			Norfolk 2015	East of England 2015	Great Britain 2015		
All KSI	462	385	- 17%	- 23%	- 21%	365	415
P2W	111	90	- 19%		- 15%	80	90
Pedestrian	57	62	+ 9%		-21%	50	60
Cyclist	37	48	+ 30%		+32%	40	66
Young drivers ¹ 17-25	136	95	- 30%			85	99
Older drivers ¹ 70 and over.	60	58	-3%			50	73

¹casualties resulting from crashes involving a driver within age range (young 17-25, older 70+)

² Young driver 16-24 years of age (as per national reporting convention)

³ Senior driver/rider involvement (65 years and above as per national reporting convention)

Key to colours:

385	Figures in red are indicators for end of 2016 calendar year.
	At or below target
	Within +5% of target projection
	Above 5% of targeted projection

Key Target Groups Dashboard - 2017

Key Group (KSI unless specified)	Norfolk 05-09 baseline average	Norfolk 2016	Comparison with national and regional progress			Projection to December 2017 from recent trend	January 2017 KSI and comparison with target
			Norfolk 2016	East of England 2015	Great Britain 2015		
All KSI	462	415	- 10%	- 23%	- 21%	400	418
P2W	111	90	- 19%		- 15%	80	94
Pedestrian	57	60	+ 5%		-21%	55	60
Cyclist	37	66	+ 78%		+32%	60	66
Young drivers ¹ 17-25	136	99	- 27%			85	97
Older drivers ¹ 70 and over.	60	73	+22%			65	75

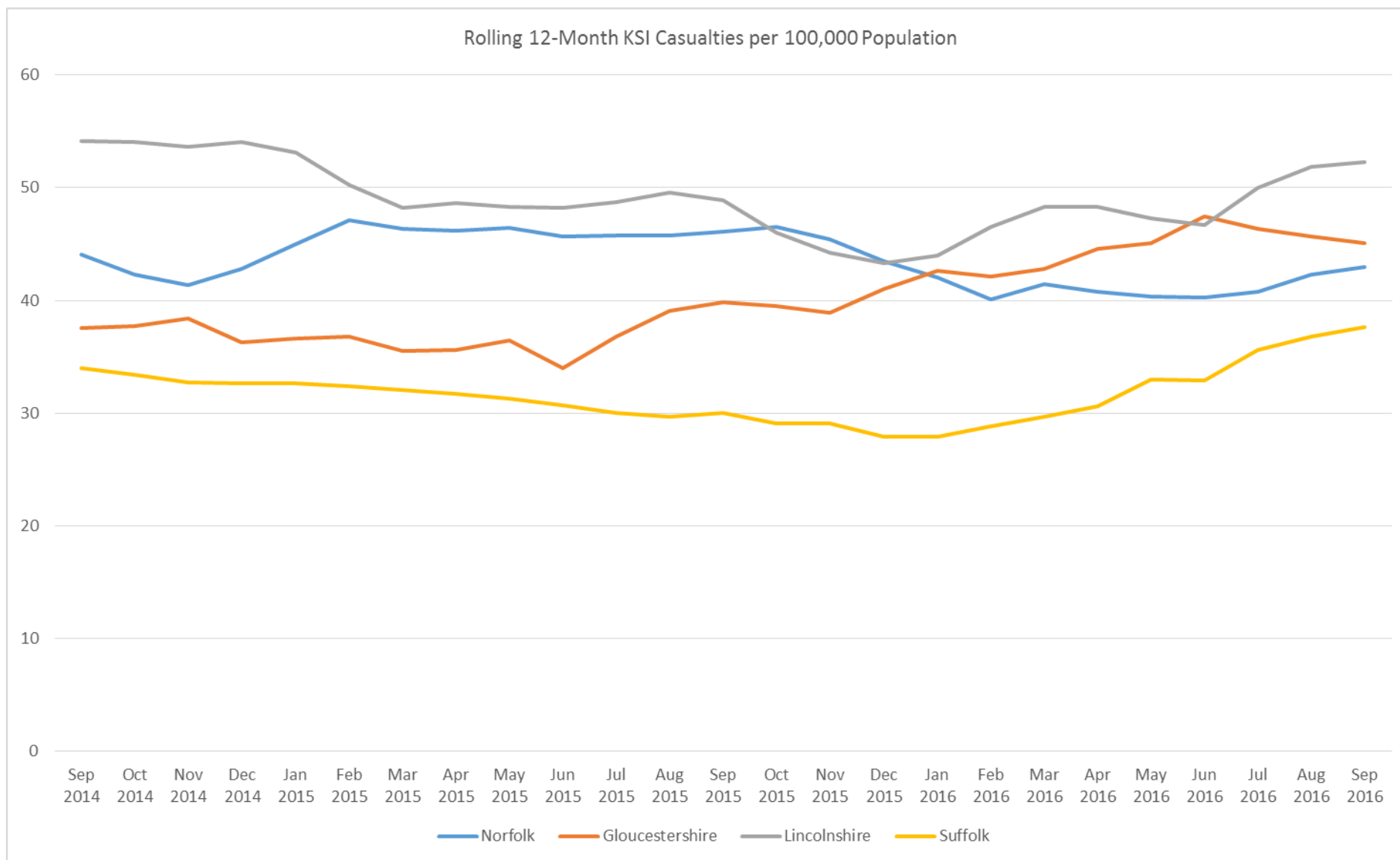
¹casualties resulting from crashes involving a driver within age range (young 17-25, older 70+)

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³ Senior driver/rider involvement (65 years and above as per national reporting convention)

Key to colours:

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	At or below target
	Within +5% of target projection
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Road Casualty Reduction Partnership Board

Item No.

Report title:	RCRP Delivery Plan 2016-17 for information
Date of meeting:	Wednesday 5 April 2017
Responsible Chief Officer:	Tom McCabe – Executive Director, Community and Environmental Services
Strategic impact Reduction of casualties on Norfolk's road network will not only reduce harm and suffering to residents and visitors but will enhance the economy of the county and reduce the burden on health and social care services.	

Executive summary

This report provides a summary of the activities of the RCRP sub-groups and other associated streams of work during the service plan year 2016-17. Appendix 1 contains narrative of partnership activity and a summary of all other related work carried out by partners.

Recommendations:

That the Board acknowledges and accepts the report.

1. Proposal

1.1. None

2. Evidence

2.1. Provided within Appendix 1.

3. Financial Implications

3.1. Funding secured via Safety Camera partnership surplus and the DfT Sustainability grant.

4. Issues, risks and innovation

4.1. N/A

5. Background

5.1. N/A

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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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:- 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.

Road Casualty Reduction Partnership Board

Item No.

Report title:	RCRP Delivery Plan 2017-18 for approval
Date of meeting:	Wednesday 5 April 2017
Responsible Chief Officer:	Tom McCabe – Executive Director, Community and Environmental Services
Strategic impact Reduction of casualties on Norfolk's road network will not only reduce harm and suffering to residents and visitors but will enhance the economy of the county and reduce the burden on health and social care services.	

Executive summary

This report provides a proposal for activities of the RCRP sub-groups and other associated streams of work during the service plan year 2017-18. Appendix 1 contains narrative of partnership activity and a summary of all other related work carried out by partners.

Recommendations:

That the Board approves the proposals for sub-group and associated activity.

1. Proposal

- 1.1. That the Board approves the proposals for sub-group and associated activity. The Board will need to consider the proposals in the context of casualty data provided in the earlier report and may wish to provide guidance as to emphasis within the range of activity.

2. Evidence

- 2.1. Provided within Appendix 1.

3. Financial Implications

- 3.1. Funding secured via Safety Camera partnership surplus and the DfT Sustainability grant. Officer time covered by partner contribution.

4. Issues, risks and innovation

- 4.1. N/A

5. Background

- 5.1. N/A

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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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 Fonseca		
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.	
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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 				
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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 sport 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	Develop and deliver a programme of local safety improvement schemes for known 'cluster sites' within NCC's and Highways Agency's agreed capital budgets. Local safety Schemes will also continue to focus on identifying areas/routes with a high vulnerable user accident problem.	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 (£240k 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 routes with high accident rate linked to traffic speed for potential average speed cameras enforcement.	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.