

DERBYSHIRE COUNTY COUNCIL

CABINET MEETING

10 September 2013

Report of the Acting Strategic Director – Environmental Services

**DERBY AND DERBYSHIRE ROAD SAFETY PARTNERSHIP
(JOBS, ECONOMY AND TRANSPORT)**

(1) **Purpose of the Report** To update Cabinet on developments affecting the Derby and Derbyshire Road Safety Partnership (DDRSP) and to seek approval for the proposed organisational and financial arrangements embodied in the attached Business Plan.

(2) **Information and Analysis**

Background

On 28 November 2006, Cabinet approved the establishment of a new road safety partnership. The aim was to work together with key partners (Derby City Council, the Police, the Fire and Rescue Service, the Highways Agency and the Health Service) to develop and implement a co-ordinated approach to road casualty reduction.

The Road Traffic Act 1988 places a statutory duty on local authorities to take steps to reduce and prevent road traffic collisions, and the involvement of these partners brings resources, skills and knowledge which are invaluable in pursuit of this.

The Partnership's work has continued and played a key role in the ongoing reduction of injuries on the area's roads. Between the start of the Partnership and the end of 2012, killed and seriously injured (KSI) casualties reduced by 29% (170 KSI casualties), and all categories reduced by 22% (973 casualties).

Even with these reductions, road traffic collisions remain one of the biggest causes of injury to most of the people of Derbyshire. In addition, some parts of the community suffer disproportionate risks; whilst young drivers (17-25 years of age) are about 10% of the population, they are involved in 34% of all car collisions. Motorcyclists account for around 3% of the traffic mileage on Derbyshire's roads, but suffer 28% of KSI casualties. The evidence shows that there is also an association between poverty and increased risk of injury

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on the road. The targeting of resources and investment is directed by risk but, because of this association, much investment is made in poorer areas. The Partnership work with young drivers follows this, as does the County Council's recently launched Children's Traffic Club, where the pilot scheme is taking place in the two districts with the highest child risk and which also includes significant areas of social deprivation. Additionally, all schools in the County have access to road safety resources and support. Using the Child Safety Audit, the County Council's Road Safety officers actively work in the areas with the greatest risk to children and, because of the link between poverty and road traffic casualties, inevitably, the Council's investment is in poorer areas.

The Department for Transport (DfT) estimates that the 'cost' to society of a fatal road traffic collision is in excess of £1.7 million, and a serious collision at more than £200,000. The monetary value of the Partnership's work is, therefore, significant. The effect of each collision on the victim, relatives and communities is incalculable. Continuing to reduce casualties therefore has financial benefits, social benefits and contributes to the objective of a healthier and safer Derbyshire.

Key elements of the Partnership's work include:

- An evidence-led approach based on a strategic intelligence assessment of the current situation. This has resulted in the Partnership targeting its efforts in priority areas.
- A Partnership Development Manager employed by the County Council and based at County Hall, Matlock
- A Motorcycle Project Officer.
- Derbyshire Fire and Rescue Service (DFRS) leading on work to reduce young driver casualties through workshops at schools and colleges provided by all the Partners.
- A Service Level Agreement with the County Council's Public Relations division and a dedicated Marketing and Publicity Officer.
- A regular programme of meetings and the development of action plans to maximise the contribution of partner organisations.
- The Casualty Reduction Enforcement Support Team (CREST), based at Police HQ, uses mobile and fixed speed cameras at identified high casualty locations. It also, in response to community concerns, performs roadside checks with uniformed staff.
- Increased level of Police enforcement targeted on routes with known collision problems.
- Working with businesses to reduce occupational road risk for workers.

The attached Business Plan gives more detail of the work of the Partnership and its organisation.

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A Partnership Development Manager is responsible for the day-to-day management of the Partnership and for reporting to the Safer Communities Board through the Safer Communities Tasking and Advisory Group (SCTAG). An Operating Group seeks to co-ordinate the activities of the partner organisations and ensure that they remain targeted on the Partnership's priority areas. Strategic direction is provided by a Managing Group comprising senior officers of partner organisations, and has been chaired by the Acting Strategic Director - Environmental Services.

It is now proposed that a new Strategic Road Safety Board be introduced, meeting twice yearly to provide strategic guidance to the Managing Group; the membership of this Board would be drawn from senior representatives of the partner agencies. Should other partners agree to the establishment of the Board, it is recommended that the County Council be represented by the Cabinet Member - Jobs, Economy and Transport, or a nominated deputy.

Financial Arrangements

The funding arrangement for the Partnership essentially comprises three elements. Derbyshire County Council and Derby City Council provide funding on a 4:1 ratio which covers minimum funding requirements for key services. In addition, the Police provide funding from the administration fee paid by AA Drivetech, the service provider for speed awareness courses. These courses are nationally approved and are alternatives to punishment by fixed penalty fines or court.

As part of the budget reviews undertaken by all departments, the Partnership has also reduced its costs significantly over recent years. In 2007/8, funding was set at £1,053,356 and in 2013/14 it is £300,000, net of speed awareness course income which provides the additional funding for CREST. Assuming no further reductions to budgets are made, and with the anticipated increase in income from speed awareness courses, this level of budget is sufficient to fund the current levels of work by the Partnership.

This funding is supported by reserves accrued by the Partnership, these amount to £1,082,000 of revenue and £161,510 of capital and have been maintained to provide short term continuity of service if income fell below the level required. As the Police have agreed to support local authority funding to a level where the Partnership is sustainable, it is now prudent to consider how best to use these reserves to support road safety work.

As the County Council was successful in meeting demanding casualty reduction targets, under the Public Service Agreement (PSA2) programme in 2009 it was awarded reward funding of £1,900,000 by the DfT. In May 2010 Cabinet approved it to be made available through the Road Safety Partnership to support Road Safety work.

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The Managing Group has considered bids for use of the reserves and reward funding, and approved a programme of work over the next three years. An indicative breakdown of this budget is shown in the attached Business Plan with details of the Partnership's programme.

These have focussed on key problem areas, such as motorcycle casualties, and efforts to improve the collection and analysis of data in order to ensure the most effective and efficient use of Partnership resources. A programme to digitise safety cameras to avoid obsolescence is also included. Other significant items of expenditure will be submitted for approval to the Cabinet Member, in accordance with the Council's financial procedures.

(3) **Financial Considerations** The proposed expenditure set out in the attached Business Plan can be met from various funding sources including reserves and the revenue budget.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** Attached DDRSP Business Plan 2013 including proposed spending plan. Officer contact details – Matt Pickard, extension 38657.

(7) **OFFICER'S RECOMMENDATIONS** That Cabinet:

- 7.1 Notes the progress made by the Derby and Derbyshire Road Safety Partnership in seeking to reduce road casualties on Derbyshire's roads.
- 7.2 Approves the organisational and financial arrangements for the Partnership, as set out in the Business Plan.
- 7.3 Approves the indicative budget and key projects set out in the Business Plan.
- 7.4 Subject to partners agreeing to the establishment of a Strategic Road Safety Board, that the County Council be represented by the Cabinet Member - Jobs, Economy and Transport or a nominated Deputy.

Mike Ashworth
Acting Strategic Director – Environmental Services

**Derby and Derbyshire Road Safety Partnership
Business Plan 2013/14**

Aims of this Plan

The Derby and Derbyshire Road Safety Partnership's (DDRSP and referred to as "the Partnership" in this document) Business Plan for 2013/14 provides a strategic framework which aims to improve road safety and, specifically, to reduce road casualties in Derby and Derbyshire. This Plan aims to set out the provision of a range of initiatives amongst a broad range of partners which will contribute to the further reduction of casualties on the roads. We wish to make Derbyshire safer and more enjoyable for all road users.

The Partnership

The Partnership was formed in April 2007 to coordinate road safety initiatives amongst key partners. Partners include Derbyshire County Council, Derby City Council, Derbyshire Police, Derbyshire Fire and Rescue Service, the Highways Agency and East Midlands Ambulance Service.

Department for Transport Strategic Framework and 2020 Trajectory for Casualty Reduction

The number of killed or seriously injured (KSI casualties) continues to be the key issue to monitor and, looking ahead to 2020, Derbyshire County Council is following the Department for Transport (DfT) aspiration of aiming for a 50% reduction from a 2005-09 baseline. Derby City Council is aiming towards a 40% reduction.

Risk and Threat Control Strategy

For the second year running, KSI road casualties were included in the top risk and threats for Derbyshire.

Casualty Statistics

In 2012 (calendar year), 3,551 people were injured on Derby and Derbyshire's roads as a result of Road Traffic Collisions (RTCs), which was the lowest number on record as was the number of fatalities at 25. The number of KSI casualties was 415; a decrease of 1.7% or 7 KSI from that recorded in 2011, and was the second lowest year on record. The Derby and Derbyshire Annual Casualty Report 2012 is published in parallel to this Business Plan and provides greater details on casualty trends.

Recognition of Achievements

The success of the Partnership's evidence-led approach, with improved information and targeting, is illustrated by the casualty reduction statistics. There has been a 26% reduction in KSI casualties in Derby and Derbyshire, from 2007 to 2013, when compared with 2001 to 2006. Since 2001, safety camera activity has seen reductions at fixed camera locations of around 50%. It is estimated that traffic collisions and their consequences cost Derbyshire

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around £200 million¹ per year and, therefore, casualty reduction work has a significant cost benefit in addition to reducing the devastating human costs.

The Partnership has improved the range of multi-agency casualty reduction work and it is recognised that a more collaborative approach is now taken amongst partners. For partnership work on motorcycle casualties, Derbyshire County Council was awarded a Comprehensive Area Assessment (CAA) Green Flag and also met its Public Service Agreement (PSA2) target which attracted £1.9 million reward funding which will be used to fund other road safety initiatives. Various media campaigns and approaches to motorcycle casualty reduction have received national recognition.

Looking Ahead

In 2013/14, we aim to continue to reduce casualties through the prioritisation of high risk groups. Areas for concern include motorcyclist, young driver and work related travel which collectively accounted for 234 KSI casualties in 2012. Delivery of road safety work will be coordinated through the Partnership's Operating Group and by using, where appropriate, the Fatal Four message. This concentrates on behaviours that cause death and serious injury; speed, drink and drug driving, seat belts and mobile phones.

A Speed Management Protocol is being developed to provide a single document to integrate all the elements of managing speed with safety cameras being seen merely as one tool amongst a range of assets, such as: Vehicle Activated Signs (VAS), which can be deployed to tackle local problems in the most appropriate way, engineering measures and community engagement through Community Speed Watch, for example.

Public Health

Public health staff and associated budgets are now under Local Authority control and this will bring new opportunities to develop road safety work. The Health and Well Being Board will have responsibility for public health matters.

The Public Health Outcomes Framework 2012 includes an indicator for KSI casualties under one of the four domains "Improving the Wider Determinants of Health".

Derbyshire Fire and Rescue Service (DFRS)

The DFRS are active members of the Partnership and lead on the work to reduce young driver casualties. This involves organising and administering the workshop sessions, in addition to providing staff to facilitate at the workshops alongside partner staff from Derbyshire County Council, Derbyshire Constabulary, Probation Service and Public Health.

¹ Using DfT TAG latest estimate

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Highways Agency (HA)

Working together, the HA and DDRSP have achieved, and can continue to achieve targeted casualty reduction, as well as delivering efficiencies through effective working.

Shared intelligence is key and is achieved by the continued presence of the HA at all DDRSP strategic meetings.

Examples of partnership working include:

Engineering

- Safety Schemes identified on the trunk road network within Derbyshire at locations where the HA's roads interface with those under the jurisdiction of Derbyshire County Council, for example M1 Motorway, Junction 29.
- Pinch Point schemes developed to reduce congestion (full signalisation of A38 Little Eaton and Markeaton Roundabouts, construction due in 2013 including full consultation with the Council's affected and input into Road Safety Audits).
- Major Projects such as the Managed Motorway scheme to be constructed on the M1 through Derbyshire between Junctions 28 and 31 (construction beginning Summer/Autumn 2013).

Education

- Joint bids for Road Safety Grants.
- Driver Information Pack DVDs developed and produced by the HA are available for DDRSP to utilise and distribute at any time.

Key priorities for 2013/14

i) **Motorcyclists** - Accounted for 28% of KSIs in 2012

A full-time Project Officer post at Derbyshire County Council supports the Partnership.

- BikeSafe – Derbyshire is now part of the national training scheme.
- Bike Plus and CBT Plus subsidised training continuing.
- Signed rural routes and the published 'Bikers' Guide'.
- Targeted enforcement on 14 high motorcycle casualty routes.
- Data collection project expanded.
- Bespoke VAS utilised.

ii) **Work-related casualties** - Accounted for 21% of KSIs in 2012

- Developing a package to support employers in managing occupational road risks.

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- Develop risk assessment tools and processes to identify high risk employees.
 - Improving training initiatives within the business sector.
- iii) **Young car drivers** - Accounted for 7% of KSIs, which has reduced significantly in recent years, but were involved in 17% of all KSI casualties in 2012.
- Multi-agency education package for young drivers in schools and colleges, which will be independently evaluated in 2013/14.
 - Multi-agency events at problem locations.
 - Targeted enforcement during shorter daylight months.
 - Pass Plus Extra scheme now countywide.

Other Partnership Activities:

Child car seat checks.

Drink Drive campaign at Christmas.

Communications and Publicity

A full-time Marketing and Publicity post within the County Council is funded by the Partnership. A communications and publicity network exists to discuss key messages and developments. A calendar to incorporate relevant campaigns is being developed and national campaigns are supported through this group.

Data and Information Group

This Group supports the Partnership by ensuring all work is evidence-led. The Group develops information and intelligence packages for the Operating Group and provides data on casualty trends. It also ensures that the partners collect and share information effectively and efficiently to support each other in delivering targeted, effective and efficient initiatives.

CREST – Casualty Reduction Enforcement Support Team (formally the Safety Camera Team)

The Partnership funds camera operations and has a Service Level Agreement with the Police who manage CREST. Camera operations continue to produce good results with an average of around 50% reduction in KSI casualties at camera sites since their installation. There are currently 110 fixed camera sites and 62 mobile sites throughout Derby and Derbyshire. These sites are reviewed regularly, in terms of speed and casualty data, with enforcement activity at 'problem' sites being prioritised accordingly.

Over 25,000 speeding offences were detected via cameras in 2012, 38% by fixed cameras and 62% by mobile cameras. The Partnership has reduced the costs of safety camera operations significantly whilst maintaining the activity at prioritised fixed and mobile sites. The Partnership does not receive funding directly relating to its safety camera activity, as the income from fines goes to

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the Government. The Partnership is developing a business plan to consider the benefits of digitisation of the majority of the current fixed cameras.

Since 2011, a levy for Speed awareness courses has been used to subsidise the costs of CREST and road safety activity. Around 15,000 people attended 'Speed Awareness' courses in Derbyshire during 2012. Around 88% of those caught speeding in Derbyshire are now offered a course as part of a national scheme. This course diverts drivers who have committed speeding offences within a specific band, from receiving points and paying a fine, into a workshop which aims to raise awareness of the consequences of speed, change behaviour and improve driving skills.

CREST has diversified its areas of operation to support the Partnership's priorities and has significantly contributed to its successes. Operation SafeDrive is a good example that involves intensive roadside checks being carried out at particular problem areas identified by the local community via the local Police. A wide range of behaviours which contribute to road traffic casualties, such as not wearing seat belts and mobile phone misuse, are targeted. Operations have a multi-agency approach with attendance from several Government Departments including the Vehicle Operator Services Agency, Driver and Vehicle Licensing Agency, Her Majesty's Revenue and Customs, and the Department for Work and Pensions.

Criteria for operational camera sites state that enforcement may be appropriate:

- where at least four injury collisions have occurred within the last three calendar years, of which at least two resulted in death or serious injury; and
- the 85th percentile is in excess of Association of Chief Police Officers (ACPO) guidelines for all or part of the day, or a significant number of vehicles exceed ACPO speed guidelines on an hourly basis.

Partnership Management and Reporting

Strategic Road Safety Board

A new Board is planned to bring together the senior representatives of all the agencies that feed into the Partnership. It is suggested that this Board would meet twice per year with an annually elected chair. The purpose of the Board would be to provide strategic guidance and to ensure our direction of travel is in line with the wishes of Senior Partners and their organisations.

Managing Group

The Partnership's Managing Group is chaired by Mike Ashworth, Derbyshire County Council's Acting Strategic Director - Environmental Services. Membership is made up from all the key partners at an appropriately senior

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level for them to make decisions for their organisations. This Group makes decisions on any key Partnership issues relating to strategy, policy and finance. Partnership performance is monitored here.

Operating Group

This Group is chaired by the Partnership Manager and membership is made up from representatives of partner organisations and key road safety professionals. This group coordinates and supports road safety activity for the Partnership. It formulates and directs task and finish groups where specific activities are required.

Financial Information

From April 2011, there has been no specific funding from Government for road safety partnerships. Derbyshire County Council and Derby City Council each provide funding towards the 'core' costs of the Partnership as outlined below. This is based on a four to one ratio which was how the previous DfT funding was allocated. In addition to those allocations, the Police receive monies from the Speed Awareness Course scheme which the Police contribute to the Partnership. Any initiatives requiring 'one off' funding would need to be considered by the Partnership as it holds reserves and underspends, or by the individual authorities.

Revenue Budget Summary	2013/14
Income:	
Allocation from Derbyshire County Council	£240,000
Allocation from Derby City Council	£60,000
Total Income:	£300,000
Estimated Expenditure	
CREST approved budget of £775,000 (less Speed Awareness levy estimate £653,000)	£122,000
Core Partnership costs (staff and miscellaneous) 1 Full-time equivalent Communications and Public Relations Officer 0.6 Full-time equivalent Partnership Manager	£80,000
Other costs. E.g. subscriptions (RSS, MAST), maintenance	£98,000
Total Expenditure	£300,000
Total Reserves from Previous Years	£1,082,000
Capital Reserves	£161,510

Budget reductions have reduced the Partnership's expenditure, the largest savings have been made to the CREST budget which has always been the Partnership's greatest area of expenditure.

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Derbyshire County Council also has £1.9 million PSA2 reward funding which may be allocated to road safety initiatives in the County (excluding Derby City) over the next three years.

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Appendix 1

Project Expenditure

DDRSP RESERVES

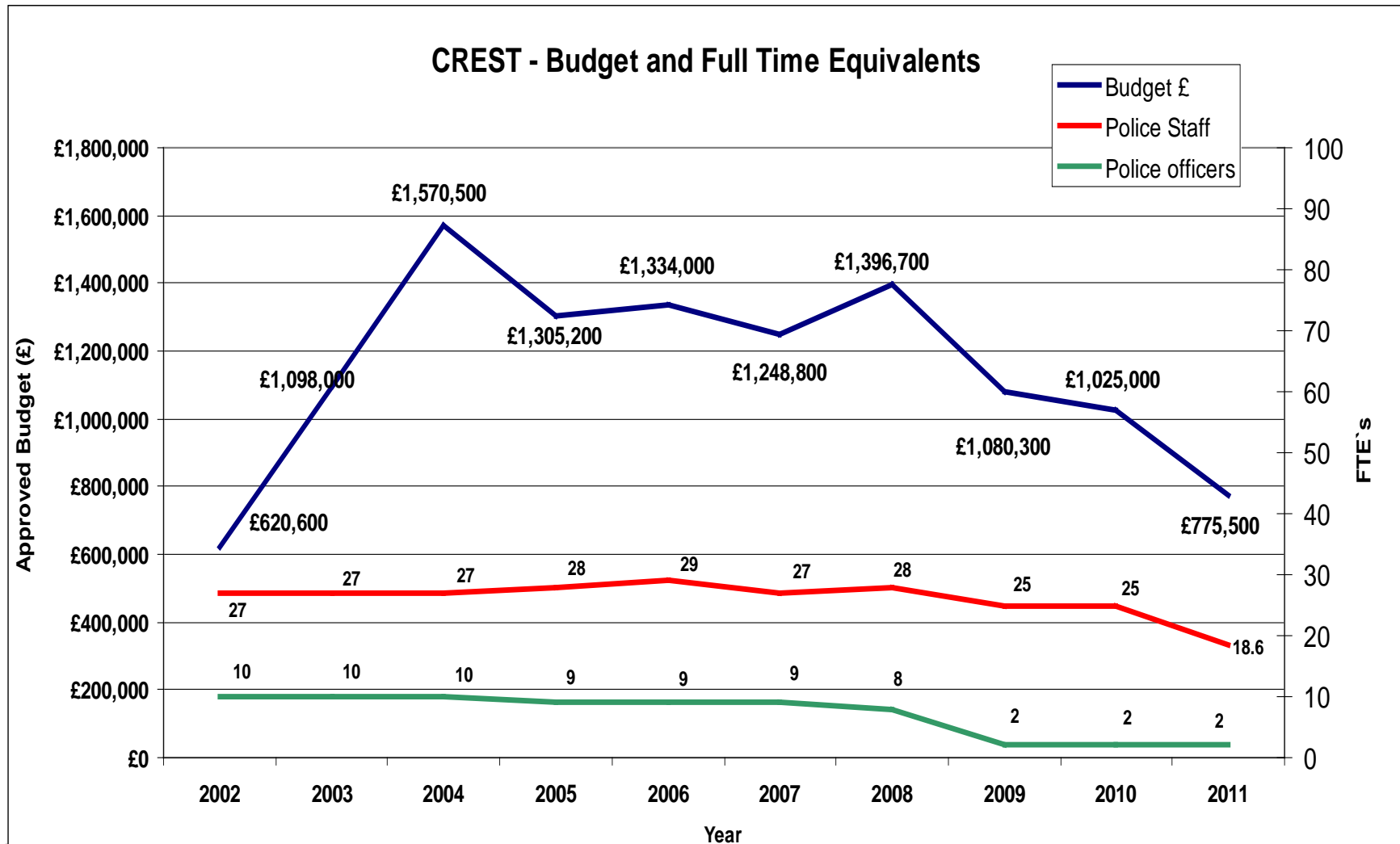
Project	Lead + Budget	Priority	2013/14	2014/15	2015/16
Joint City and County funding					
Operating reserves (one year operating costs to be held)	Rev R		110,000		
Communications and Public Relations - Annual Plan to cover key priorities of Motorcycles, young drivers and occupational road risk. Include Fatal 4 issues. Plan by F Ireson	County Rev R	All	20,000	20,000	20,000
Digitise County cameras Approximately 60 cameras to be digitised	County Rev R	Speed	200,000	400,000	
Digitise City cameras - Approximately 10 existing cameras to be digitised (plan to be developed)	City Rev R	Speed	350,000	100,000	
DFRS – Dying to Drive events	DFRS Rev R	Young Drivers	13,000	13,000	13,000
DFRS – Young Driver Education Package (YDEP)	DFRS Rev R	Young Drivers	12,000	12,000	12,000
YDEP Evaluation with Royal Society for the Prevention of Accidents (RoSPA)	County Rev R	Young Drivers	10,000		
Events budget	County Rev R	All	5,000	5,000	5,000
Police staff for up-skilling colleagues to develop road safety in the community via Safer Neighbourhood Teams.	Police Rev R	Fatal 4	10,000	10,000	10,000

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Reserves and 2013/14 carry forward underspends (Rev R)	1,082,000				1,050,000
Capital Funding					
Capital - Crest vehicle upgrades Vans and motorcycle require replacing due to age.	Police Capital	Fatal 4	30,000	50,000	50,000
Capital Reserves City and County (Capital)	161,510				130,000

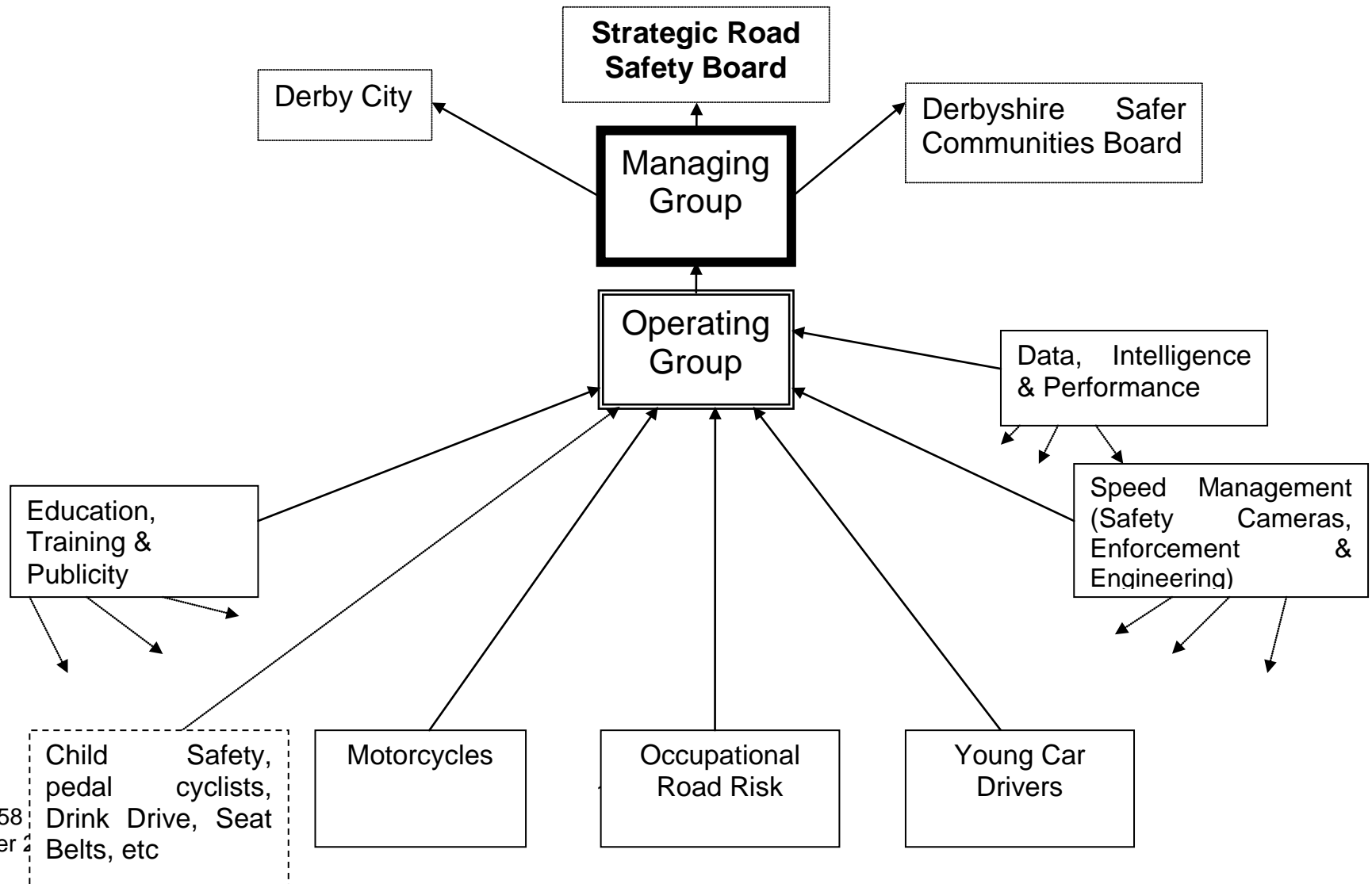
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Appendix 2



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Appendix 3 - Partnership organisation



Appendix 4

Road Safety Calendar 2013/14

Last update: June 2013

Month	Detail	Contact
April	Motorcycle campaign launch through to September	Andy Adlington
May	8 th Derby Royal Hospital event	Neil Porteous
June	24 th to 30 th Road Safety Week "Be a road safety hero"	Fiona Ireson
	30 th BikeSafe	Andy Adlington
July	2 nd Child Car Seat Checking Event – Asda, Long Eaton and Tesco, Ilkeston	Vanessa Ball
	3 rd – Young Driver Education (YDE) – Buxton Community School	Neil Porteous/ Maria Brown
	4 th – YDE – Alferton Grange Arts College	
	10 th – YDE – Mill Hill School, Ripley	
	15 th – YDE – The Long Eaton School	
	26 th Child Car Seat Checking Event – Tesco, Alferton and Asda, Langley Mill	Vanessa Ball
	28 th BikeSafe	Andy Adlington
August	4 th Operation Focus (Motorcycle) Event Matlock Bath	Andy Adlington
	12 th Child Car Seat Checking Event – Sainsburys, Chesterfield and Morrisons, (Chatsworth Road), Chesterfield	Vanessa Ball
	12 th BikeSafe	Andy Adlington
	16 th Child Car Seat Checking Event – East Midland Designer Outlet	Vanessa Ball
	19 th BikeSafe	Andy Adlington
September	1 st BikeSafe	Andy Adlington
	5 th Child Car Seat Checking Event –	Vanessa Ball

	<p>Sainsburys, Swadlincote and Morrisons, Swadlincote</p> <p>6th – YDE – Heanor Gate Science College</p> <p>15th Operation Focus (Motorcycle) Event Matlock Bath</p> <p>16th Child Car Seat Checking Event – Tesco, Heanor and Sainsburys, Ripley</p> <p>20th Child Car Seat Checking Event – Asda, Long Eaton and Tesco, Ilkeston</p>	<p>Neil Porteous/ Maria Brown Andy Adlington</p> <p>Vanessa Ball</p> <p>Vanessa Ball</p>
October	<p>PROVISIONAL: Urban motorcycle campaign</p> <p>2nd Child Car Seat Checking Event – Tesco, Glossop and Morrisons, Chapel-en-le-Frith</p> <p>2nd – YDE – The Pingle School</p> <p>17th Child Car Seat Checking Event – Tesco, Alfreton and Asda, Langley Mill</p> <p>22nd Young Rider Kirk Hallam School</p> <p>27th clocks go back – casualty spike requiring campaign/news release.</p> <p>29th Child Car Seat Checking Event – Sainsburys, Chesterfield and Morrisons, Staveley</p>	<p>Fiona Ireson</p> <p>Vanessa Ball</p> <p>Neil Porteous/Maria Brown</p> <p>Vanessa Ball</p> <p>Andy Adlington</p> <p>Fiona Ireson</p> <p>Vanessa BALL</p>
November	<p>PROVISIONAL: Young driver campaign</p> <p>14th – YDE - Trent College, Long Eaton</p>	<p>Fiona Ireson</p> <p>Neil Porteous/Maria Brown</p>
December	<p>ACPO - Drink and drug drive</p> <p>11th – YDE – Eckington School</p>	<p>Steve Wilson</p> <p>Neil Porteous/Maria Brown</p>
January	PROVISIONAL: Driving for work website launch	Fiona Ireson
February	PROVISIONAL: Smart Rider recruitment campaign	Fiona Ireson
March	PROVISIONAL: Adult cycle training campaign	Fiona Ireson

Appendix 5

DERBY AND DERBYSHIRE ROAD SAFETY PARTNERSHIP - Communications Plan 2013/14

Produced by Derbyshire County Council's Public Relations Division

This plan sets out some of the main communications activities that we will undertake to help reduce road deaths and injuries on Derbyshire's roads.

The proposed publicity spend for these campaigns is £80,000, which has been provided by Derbyshire County Council. An additional £20,000 of joint publicity funding has been allocated by the County and City councils to spend reactively on issues that emerge during the year.

The partnership has five key priorities which will provide the focus for our integrated communications campaigns. They are:

- Motorcyclists
- Young drivers
- Occupational road risk
- Adult cyclists
- Children

We will also seek to gain media coverage about a range of other road safety issues, including speeding, drink and drug driving, seatbelt use, mobile phone use, tiredness, winter driving, tyre safety, eyesight issues, the challenges facing older drivers and journey planning. We hope to raise the profile of the Partnership by issuing news releases outlining its reaction to developments within the world of road safety. This will include the Partnership's views on policy changes and the launch of new resources.

We will also provide public relations support for all Partnership activity e.g. events, projects run by the priority groups and publications, such as the annual plan and casualty report.

What partners can do to help

The success of the communications plan depends on input from everyone involved with the Partnership. We need you to help us by:

- providing up-to-date local statistics to support stories;
- identifying people who will be willing to share their experiences with the media (casualties, the bereaved and people who have successfully completed one of our training courses);
- taking part in media interviews;
- allowing us to promote all your road safety activities under the Partnership banner;

- providing us with the information we need to answer media queries in a timely fashion; and
- telling us about developments within the world of road safety which may help the Partnership to gain media coverage.

Planning and Evaluation Tools

The outcomes and outputs of each campaign will be monitored. When planning and evaluating publicity, we will use the following sources of support:

Police casualty recording system

This system is known as 'Stats 19' which is the name of the form that Traffic officers use to record crash details. Injuries are designated as fatal, serious or slight, and can be categorised using a variety of factors including road user group, age, time of day and engine size (if applicable).

MAST data

Using postcode data from Stats 19, MAST helps target safety campaigns effectively. It does this by identifying which of Mosiac's social groupings each casualty fits into. The DfT recently agreed that MAST can be expanded to include Stats 19 data relating to breath-test results and contributory factors.

E-valu-it

Developed by the DfT and the Royal Society for the Prevention of Accidents (RoSPA), this online toolkit helps anyone wanting to evaluate the effectiveness of road safety activities (roadsafetysafetyevaluation.com)

Road Safety Observatory

Launched by the DfT and partners in March 2013, this website provides access to academic research about a range of road safety issues (roadsafetyobservatory.com).

Evaluating Government Communication Activity: Standards and Guidance

Guidance published by the Government Communication Network

Link: https://gcn.civilservice.gov.uk/wp-content/uploads/2013/01/GCN-Evaluation-Book_v5.pdf

INTEGRATED CAMPAIGNS

MOTORCYCLISTS

Proposed publicity budget: £30,000.

The Challenge

In 2012, twenty-eight per cent of the people killed or seriously injured on Partnership roads were riders or their passengers.

The Partnership's data group will soon be publishing a review of motorcycle casualty data. The research is designed to inform future road safety activities and will help to determine how the marketing budget is used to reduce motorcycle deaths and injuries.

Early indications suggest that three audiences will need to be targeted – rural motorcyclists, urban motorcyclists and urban drivers. It is also likely that the Partnership will continue to offer training to the first two groups so promotion will be required.

Detailed plans for this priority will be developed as soon as the data review has been published.

YOUNG DRIVERS

Proposed publicity budget: £20,000.

The Challenge

In 2012, twenty per cent of the crashes in our area that resulted in a death or serious injury involved a young car driver.

The main causes of crashes among this group have been identified as:

- lack of experience, poor hazard perception, distraction and bad judgement;
- over-confidence and peer pressure;
- excessive or inappropriate speed; and
- driving in the dark and late at night – highest number of crashes occur between October and December.

The Partnership funds Pass Plus Extra, a scheme which allows 17-21 year olds to get a discount on Pass Plus training in exchange for attending a safety workshop designed to address some of the attitudinal barriers to safe driving which are mentioned above.

As a general rule, the area covered by Derby City Council is not covered by promotional campaigns as it does not contribute to the partnership marketing budget. However, it is proposed that the Pass Plus campaign should run in Derby because the City Council runs the countywide scheme.

Objectives

To raise awareness of Pass Plus Extra among young drivers
To encourage parents to invest in Pass Plus Extra training for their children
To highlight Pass Plus insurance savings
To raise awareness of common crash scenarios affecting young drivers

Audience

Young drivers and their parents

PROMOTIONAL MIX

Advertising – We will seek to re-licence our existing radio adverts promoting Pass Plus Extra and re-run the quarter page and classified newspaper adverts which formed part of the same campaign.

Public relations - We will seek to gain media coverage of:

- the benefits of Pass Plus Extra including improved skills and insurance discounts
- real life stories about people who have improved their skills using Pass Plus Extra
- real life stories about young drivers who have been who have been involved in crashes and their families (casualties and the bereaved)

Personal selling – We will provide flyers that driving instructors and road safety officers can use to promote Pass Plus Extra.

Evaluation - We will measure the success of the campaign by monitoring:

Outcome

- the number of young drivers killed or seriously injured on our roads

Outputs

- the number of people who apply for Pass Plus Extra;
- the number of our news items run by the media; and
- the number of driving instructors participating in the Pass Plus Extra scheme.

OCCUPATIONAL ROAD RISK

Proposed publicity budget: £10,000.

The Challenge

In 2012, eighteen per cent of the people killed or badly hurt on Partnership roads were driving for work or commuting.

Last year we began developing an online toolkit designed to complement the Partnership's work with businesses. However its launch was put on hold pending decisions about the future of this work.

The future of the Business Advice Service is still unclear. If it is discontinued, we believe it would be worthwhile to re-develop the toolkit into a stand-alone tool for businesses.

There is a strong financial incentive for employers to manage road risk effectively; estimates suggest that employers end up paying between £8 and £36 for every pound paid out to them for crash insurance claims.

Objectives

To reduce the number of people killed or injured while driving for work

To encourage employers to manage road risk effectively

Audience

Employers

PROMOTIONAL MIX

Online publication - We will produce a free online toolkit showing businesses how to manage their road risk. This will include a library of downloadable resources, including a driver safety handbook for employees.

Direct mail – We will produce a flyer promoting the toolkit to mail to businesses (if the Council decides to continue funding a publication for businesses, we may be able to use this instead)

Advertising – We will commission a print advert promoting the online toolkit for use in 'In Business' (the members' magazine produced by the local Chamber of Commerce) and the business sections of the Derby Telegraph and the Derbyshire Times.

Public relations - We will seek to gain media coverage of:

- the benefits of using the tool kit;
- real life stories about businesses that manage road risk effectively; and
- common crash scenarios affecting work drivers.

Personal selling – We will produce a display banner and flyers for Partnership staff to use when presenting to business organisations and attending events (if appropriate).

Evaluation - We will measure the success of the campaign by monitoring:

Outcome

- the number of work drivers killed or seriously injured on our roads.

Outputs

- the number of our news items run by the media; and
- the number of hits received by the online toolkit.

CHILD CASUALTIES

Proposed publicity budget: £10,000.

The Challenge

In 2012, 9% of people killed or seriously injured on Partnership roads were aged 15 or under. It is vital that children learn the skills they need to stay safe whether they are walking, cycling or travelling as a passenger. Cultivating the right attitude among young road users is also an investment in the future; safety-conscious youngsters will be less likely to take risks when they get their first set of wheels.

Partnership members support road safety training in schools, and one of the ways they do this is to provide free training for volunteer cycling instructors. There is currently a shortage of volunteer instructors and we believe we can strengthen the support that the Partnership offers to schools by running a recruitment campaign.

Objectives

To encourage people to help their communities by enrolling as a volunteer Smart Rider instructors.

Audience

People in areas where schools have Smart Rider instructor vacancies.

PROMOTIONAL MIX

Advertising – We will run an advertising campaign encouraging people to enrol as Smart Rider instructors.

Public relations - We will seek to gain media coverage of:

- real-life stories about existing Smart Rider instructors and the fulfilment they gain from helping child cyclists to stay safe and healthy;
- real-life stories about the enjoyment children get from cycling once they've completed their training; and
- real-life stories about children who have been who have been involved in crashes.

Personal selling – We will provide promotional materials to schools to help them advertise instructor vacancies

Evaluation - We will measure the success of the campaign by monitoring:

Outcome

- the number of children killed or seriously injured on our roads.

Outputs

- the number of people who enrol to become Smart Rider instructors; and
- the number of our news items run by the media.

ADULT CYCLISTS

Proposed publicity budget: £10,000.

The Challenge

In 2012 9% of people killed or seriously injured on Partnership roads were adult pedal cyclists. Cycling is growing in popularity, following the Olympics, and the Partnership wants to make sure people have the skills they need to stay safe.

The Partnership is developing a subsidised training scheme for cyclists. Once the details of this have been agreed, we will devise a promotional campaign encouraging people to enrol.

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Spring 2013