

Agenda Item No. 7(p)

DERBYSHIRE COUNTY COUNCIL

CABINET MEETING

24 March 2015

Report of the Strategic Director – Economy, Transport and Environment

**APPROVAL TO ADOPT THE DERBY AND DERBYSHIRE ROAD SAFETY
PARTNERSHIP STRATEGY (HIGHWAYS, TRANSPORT AND
INFRASTRUCTURE)**

(1) **Purpose of Report** To seek Cabinet approval for the adoption of the Derby and Derbyshire Road Safety Partnership Strategy following partner consultation and to the Council's contribution of £240,000 to the Derby and Derbyshire Road Safety Partnership. The Derby and Derbyshire Road Safety Partnership Strategy indicates what has been achieved and what is planned with regards to road traffic casualty reduction within the Derby and Derbyshire Road Safety Partnership (DDRSP) area. This includes the Derbyshire County Council area, the Derby City Council area, as well as the motorways and trunk roads in the whole of Derbyshire. The strategy will be used to guide casualty reduction work and will be reviewed in two years' time.

(2) **Information and Analysis** One of the most important priorities for Derbyshire County Council is to safeguard the people of Derbyshire, and as we know that the greatest risk many people face to their safety is from using the roads, our continued work to reduce road traffic casualties is a key part of making Derbyshire safer.

The Council Plan includes a specific priority to "*continue to work in partnership to further reduce the number of people killed or seriously injured on Derbyshire's roads.*"

The Derby and Derbyshire Road Safety 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, and the Highways Agency (soon to change to Highways England). The success of the Partnership's evidence led approach, with improved information and targeting, is illustrated by the casualty reduction statistics. Total casualties from January to September 2014 are still the lowest of the last 30 years, as the numbers of people only slightly injured are falling rapidly. In 2013, Killed or Seriously Injured (KSI) casualties were well on track (23% below) to meet the Partnership's 2020 target of a 50% KSI reduction from the 2005-2009 base-line. This was the lowest number of both KSI and overall casualties in 30 years.

However, by September 2014 (the latest data), KSI casualties were 12% above the pro rata milestone. This data shows that between September 2013 and September 2014 there were 31 people killed and 460 people seriously injured on Derby and Derbyshire's roads (including motorways and trunk roads). There were also a further 2,572 people slightly injured.

The human cost from an injury or death on the road is impossible to comprehend, but it is possible to calculate the cost to society in financial terms. The Department for Transport has estimated that the local cost to society from this number of casualties in Derby and Derbyshire is approximately £174 million.¹ This includes a valuation of casualties including the human costs and the direct economic costs. It includes an amount to reflect pain, grief and suffering as well as the lost output and medical costs associated with road collision injuries.

The DDRSP Strategy sets out a vision and a framework which will enable all of the partners to reduce the number of casualties on our roads. Partners will need to play their part by continuing to:

- enforce traffic law;
- encourage safer roads use;
- build and maintain safer roads;
- provide road safety training and education for children and young people;
- influence drivers and riders;
- provide for adult cyclists; and
- manage speed.

Cabinet has previously approved DDRSP Business Plans but this is the first time it has been asked to approve a Strategy in this format. Intended to provide a more comprehensive rationale for DDRSP activity, it is underpinned in Section 3 by detailed data which shows casualty trends; and where and who is most at risk on our roads. This data highlights that young drivers, motorcyclists, and commuters and people driving for work, should remain as priorities for targeted interventions. Older drivers and adult cyclists should also be priorities for further action by the Derbyshire County Council's Road Safety team, as these are groups where casualties are rising in the Derbyshire County Council area only. This strategy builds on previous business plans produced by the Partnership. Appendix 1 of the Strategy sets out the overall budget of the partnership. Many of the activities listed in Appendix 1 are extensions of activities already agreed by Cabinet at its meeting on 10 September 2013.

¹ Based on calculations per severity of casualty by the Transport Analysis Group, Department for Transport, August 2012

Following analysis of the data, the Derby and Derbyshire Road Safety Partnership Manager has met with senior representatives from the Police, Fire and Rescue, Derbyshire County Council and Derby City Council to discuss each partners' road safety priorities; their capacity to deliver road safety interventions and how they can work as part of the partnership to tackle the most pressing concerns. This intelligence gathering has been incorporated into the strategy. The activities outlined in the strategy have also been agreed by the Partnership's Operating Group and Managing Group. Separate Priority Action Groups for each of the highest risk road user groups, (motorcyclists, young drivers and occupational road risk), plus a Data Analysis group have discussed the strategy and, in particular, contributed to the ideas set out in Section 5.9.

(3) **Financial Considerations** The DDRSP is funded in a 4:1 ratio by Derbyshire County Council and Derby City. Currently, annual contributions of £240,000 and £60,000 are provided by Derbyshire County Council and Derby City respectively. Additionally, the nationally set levy from Speed Awareness Courses has exceeded the cost of speed limit enforcement for the first time this year. It is likely that this will continue, which will enable the partnership to deliver more road safety activity as outlined in the strategy. The DDRSP also receives funding from Highways England (previously known as the Highways Agency) for running camera operations on the motorway. Appendix 1 sets out the planned expenditure from this funding for the years 2015-16 and 2016-17.

PSA2 Reward grant is held in departmental reserves and will be used to ensure that road safety activity in Derbyshire can be maintained. The government gave this to Derbyshire County Council for meeting its road safety targets. It is proposed to draw on this reserve in a measured way over the following five years. A separate report will be submitted to suggest how this funding, as well as other road safety reserves, can be spent on further activities to enable Derbyshire County Council to meet its statutory commitments to road safety.

Additionally, at its 21 January 2014 meeting, Cabinet approved the use of £750,000 of the Partnership's reserves to digitalise its fixed cameras across the Partnership area.

(3) **Equality and Diversity Considerations** Analysis of data shows a clear correlation between areas of higher deprivation and higher numbers of road casualties. The strategy states that efforts will be specific work targeting these age groups will be implemented. Males are also over-represented in the casualty data – particularly those driving for work; motor-cyclists and pedal cyclists so initiatives targeting them are also planned.

(4) **Health Considerations** Clearly, reducing casualties on our roads will have health benefits. Road safety also impacts on public health outcomes relating to increasing healthy life expectancy and relating to health

inequalities. The public health domains road safety links to are: improving the wider determinants of health; health improvement; health protection; and preventing premature mortality. Encouraging safe and active travel also fits with many public health outcomes relating to healthy life-styles.

(5) **Environmental Considerations**

- The proposed Eco-Business Drive project will decrease vehicle emissions and the impact of driving on the environment.
- The cycle training and improved routes for cyclists will encourage people to cycle rather than drive and therefore have a beneficial effect on the environment.
- The speed management activity which encourages lower speeds will contribute to reductions in air pollution.

Other Considerations

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

(6) **Key Decision** Yes.

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

(8) **Background Papers** Held on file within the ETE Department. Officer contact details – Claire Molyneux, extension 38573.

(9) **OFFICER'S RECOMMENDATIONS** That Cabinet approves:

10.1 The adoption of the Derby and Derbyshire Road Safety Partnership Strategy.

10.2 A County Council contribution of £240,000 to the Derby and Derbyshire Road Safety Partnership for 2015-16.

Mike Ashworth
Strategic Director – Economy, Transport and Environment



DERBY AND DERBYSHIRE ROAD SAFETY PARTNERSHIP 'Making Your Roads Safer' STRATEGY 2015 - 2017

Contents

Making Your Roads Safer

Page

Section 1	Executive summary	2 - 3
Section 2	Structure, partners and governance	4 - 6
Section 3	Where we are now and what does the data tell us?	7 - 15
Section 4	Where do we want to be and how will we measure progress?	16
Section 5	How are we going to get there?	17 - 20

Appendix 1

Budget	21 - 22
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Executive summary

- 1.1 The Derby and Derbyshire Road Safety Partnership (referred to as "the Partnership" in this document) was formed in April 2007 to bring together a number of organisations already working to make Derby and Derbyshire's roads safer. The Partnership co-ordinates the work of partner agencies and facilitates developments in multi-agency approaches to road safety.
- 1.2 The success of the Partnership is evidenced by the casualty data which shows that slight casualties remain, in 2014, the lowest ever and that these, plus the levels of those killed or seriously injured, have also gone down year by year between 2005 and 2013. We are fortunate in Derbyshire to have a history of partnership working and the Partnership builds on this with:
 - recognition of the value of the contributions made by different organisations and activities towards the common objective of casualty reduction,
 - a commitment to continuous improvement.
- 1.3 The Partnership consists of:
 - Derby City Council
 - Derbyshire County Council (DCC)
 - Derbyshire Fire and Rescue
 - Derbyshire Constabulary
 - Highways England
 - Peak District National Park Authority
- 1.4 This strategy has been produced to outline the many ways that we can work together to achieve our casualty reduction targets. It sets out ways of working with a wide range of partners all of whom have an important contribution to make and all of whom also derive benefits from casualty reduction.
- 1.5 Continued budget constraints will mean that it will be more important than ever to ensure that all interventions represent best value. By working in partnership, we aim to make our stretched resources go further. Options for further income generation, including sponsorship, will be considered.
- 1.6 Emerging data from 2014 is showing that killed or seriously injured casualties (KSIs) are rising in all road user groups, except small bike riders and alcohol related casualties. It is therefore recommended that we continue to prioritise our work as outlined below but also look into what we could do more for older drivers, a group for whom casualties are rising at the highest rate (68% increase in 2014, as compared with the previous 3 years).
- 1.7 Best practice will be taken from across the country, and the rest of the world, and outlined in action plans on three key priorities to accompany this strategy. These will cover:
 - I. Motorcycle Casualties
 - II. Occupational Road Risk
 - III. Young Drivers

Executive summary

- 1.8 This strategy will also be integrated with the communications plans which outline communications activity to tackle the four most common causes of fatalities on the road which are speeding; driving under the influence of drink or drugs; driving whilst using a mobile phone and not wearing a seat-belt. Communications plans which target the three most at risk road user groups, as above, will be produced to complement this strategy.
- 1.9 The elements of education, enforcement and engineering will be utilised to form a coordinated and cohesive approach to road casualty reduction as no single element can achieve this in isolation.

Section 2 - Structure, partners and governance

Strategic Road Safety Board

- 2.1 A new Board was planned to bring together the senior elected representatives of all the agencies that feed into the Partnership. It was suggested that this Board would meet twice per year with an annually elected chair. The purpose of the Board was to provide strategic guidance and to ensure our direction of travel is in line with the wishes of elected members and their organisations. Since then, a review of the governance structures has led to the proposal that political endorsement is provided through the new structures to be developed under the Combined Authority. In the meantime, an annual report on the work of the Partnership will be fed through the reporting mechanisms of each Highways Authority (DCC and Derby City Council) and the Partnership Manager will meet the DCC Cabinet Member with responsibility for road safety on a monthly basis.

Managing Group

- 2.2 The Partnership's Managing Group is chaired by Mike Ashworth, Derbyshire County Council's Strategic Director, Economy, Transport and Environment. Membership is made up from all the key partners at an appropriately senior level for them to make decisions for their organisations. This steering group makes decisions on any key Partnership issues relating to strategy, policy and finance. Partnership performance is monitored here.

Operating Group

- 2.3 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 the priority action groups where specific activities are required.

Priority Action and Working Groups

- 2.4 These bring staff together from the partner organisations in order to share best practice and deliver activities relating to data collection and analysis, motorcyclists, young drivers and occupational casualty reduction.

CREST and the Roads Policing Unit

- 2.5 Derby and Derbyshire Road Safety Partnership has continued to support safety camera operations through the Casualty Reduction and Enforcement Team (CREST) and expand on the various multi-agency projects already in existence. The Partnership funds camera operations and has a service level agreement with the Police who manage CREST. The Speed Awareness Course levy will be managed by the Partnership. This funding will be used to support additional road safety activities. Partners can bid to access this funding and the Managing Group will prioritise which bids are supported.
- 2.6 The Roads Policing Unit conduct education and enforcement activities targeting priority road user groups and priority routes.

Public Health

- 2.7 Public Health staff and associated budgets are now under Local Authority control and this will bring new opportunities to develop road safety work. This will include primarily joint working on data gathering and analysis; promoting safer cycling; walking as a means to stay fit and joint work relating to healthy work-places, including making people safer whilst driving for work. The Health and Wellbeing Board will have responsibility for public health matters and road safety progress will be reported to this Board. The Public Health Outcomes Framework 2012 includes an indicator for killed and seriously injured casualties under one of the four domains "Improving the wider determinants of health".

Section 2 - Structure, partners and governance

Derbyshire Fire and Rescue Service (DFRS)

- 2.8 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, and Derbyshire Constabulary.
- 2.9 DFRS are also in the process of developing a simulator car to be used to show people how distraction can lead to collisions and what it is like to be involved in one. This will be used in schools, colleges, work-places, shopping centres and at events. They will also be involved in emerging work with businesses, including doing tyre checks and promoting the DDRSP driver training scheme whilst on call out to businesses.

Highways England (HE - this has replaced the Highways Agency)

- 2.10 Working together, HE and DDRSP have, 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 HE at all DDRSP strategic meetings.

Examples of partnership working include:

- 2.11 Hybrid Safety Schemes identified on the trunk road network within Derbyshire at locations where HE's roads interface with those under the jurisdiction of Derbyshire (M1 J29). A-one+ are currently investigating options for safety improvements at the A38/A610 junction at Hartshay.
- 2.12 Pinch Point schemes developed to reduce congestion (full signalisation of A38 Little Eaton and Markeaton Roundabouts, construction 2013 including full consultation with the Councils affected and input into Road Safety Audits).
- 2.13 Major Projects such as the Smart Motorway scheme to be constructed on the M1 through Derbyshire between Jct 28 - Jct 31 (to be completed in Autumn 2015) and the development of the A38 Derby Junctions Improvement.

The Highways Authorities

- 2.14 Derbyshire County Council and Derby City Council are the two local authorities responsible for road safety in the DDRSP area. They undertake road safety education and engineering activities and work with the Police to undertake collision investigation.
- 2.15 Due to budgetary constraints, the Probation Service and Ambulance Service are no longer involved.

Staffing

- 2.16 The Partnership employs a Partnership Development Manager; a Senior Communications Officer and a Motorcycle Project Officer to facilitate the groups above, support members of the Partnership and manage the day to day administration of the Partnership, such as developing strategies, plans, policies and procedures necessary to ensure the Partnership's activities are effective and efficient. Other posts may be recruited in order to implement this strategy.

Section 2 - Structure, partners and governance

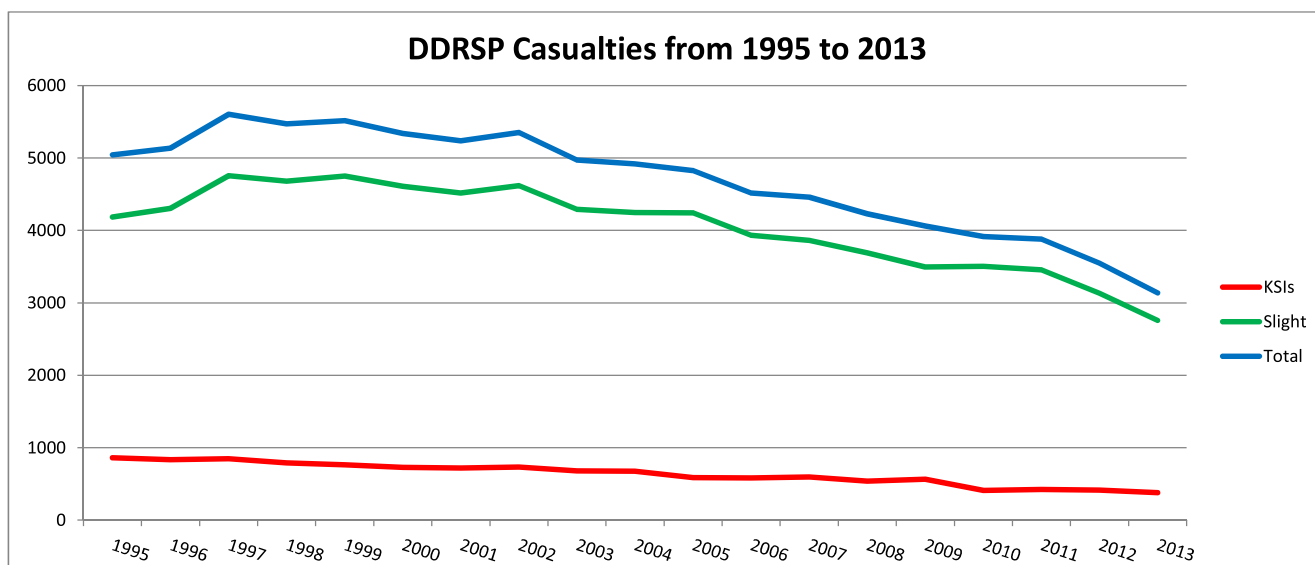
Governance

- 2.17 Derbyshire County Council is responsible for the financial management of the Partnership and acts as the 'Accountable Body'. Derbyshire County Council and Derby City Council, as Highway Authorities, provide funding to the Partnership which is managed as a single budget and, in addition, other partners contribute further in-kind resources.
- 2.18 In Derbyshire, the Managing Group is accountable to the Safer Communities Board and then in turn to the Derbyshire Partnership Forum. It is proposed that in Derbyshire, the Managing Group also report to the Health and Wellbeing Board so as to align the Partnership's activities more closely with the public health agenda.
- 2.19 In Derby, the Managing Group is accountable to the Safer City Group, then to the Derby City Partnership. The Partnership's progress in reducing road casualties is also reported through the Local Transport Plan process.

Section 3: Where we are now and what does the data tell us?

Total Casualty Data

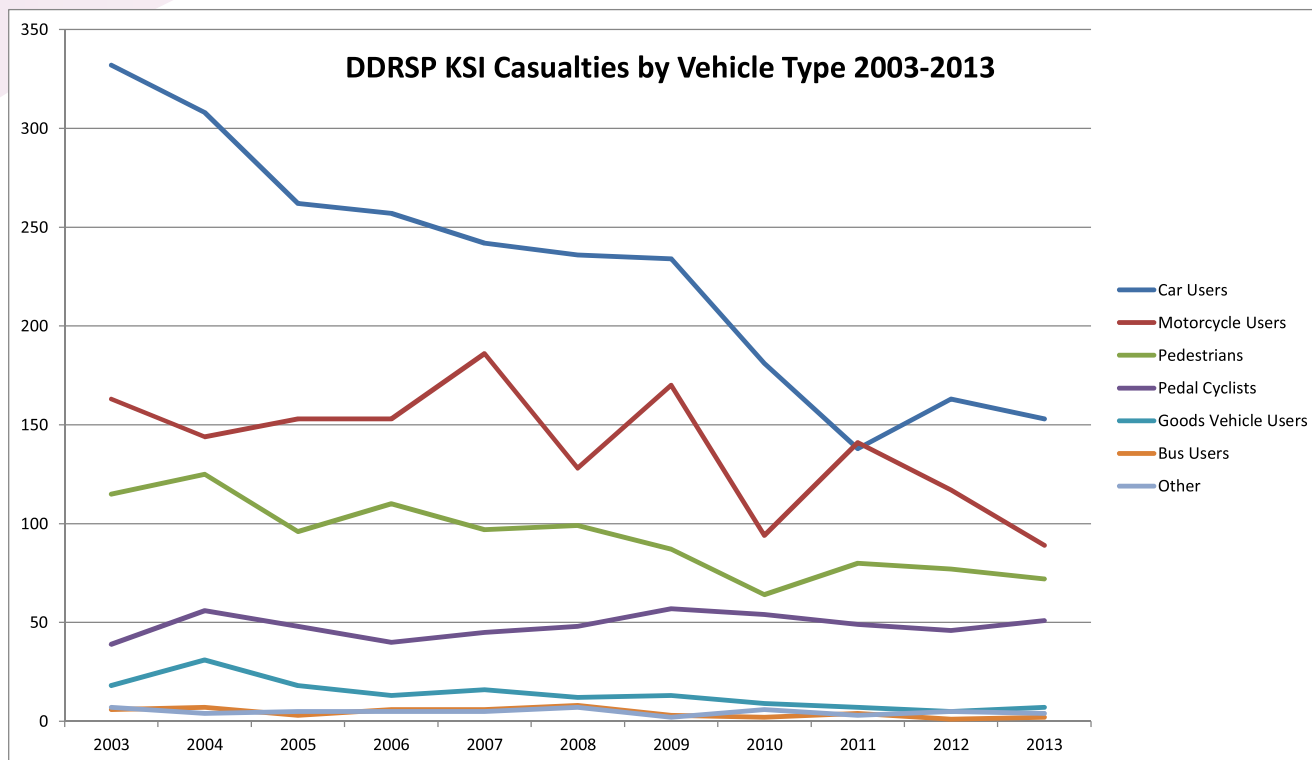
- 3.1 Moving people and goods is not risk free. According to the World Health Organisation among 10 to 24 year olds, road traffic injuries are the leading cause of death across the world. Motorised mobility can also contribute towards a sedentary lifestyle through a reduction in exercise and is a health risk. Transport facilities can expose people to real or imagined risk from public behaviour. Perception and anxiety about safety is a key issue and can affect people's willingness to travel, their chosen mode and quality of life.
- 3.2 Over the past 30 years there has been a significant reduction in the number of people killed and seriously injured (KSI) on all roads in the county and the city. The table below shows the trends in Derbyshire since 1995. This shows a steady decline in all casualties since 1995. In Derby and Derbyshire significant reductions in road traffic collisions (RTCs) have been achieved in the last few years, with 2011 to 2013 having the lowest number of casualties on record. This overall downward trend continued in 2014 with record low numbers of slight casualties (1,878 from January to September 2014 compared with 2,064 for the same period in 2013)¹. However, the number of people killed or seriously injured (KSIs) in RTCs has increased in 2014 from 272 from January to September 2013 to 385 for the same period in 2014. This is the first significant increase since 2005. This strategy looks at possible reasons for this increase and what we can do about it.



- 3.3 In the last five years to September 2014 a total of 152 collisions occurred where at least one person died. In both 2012 and 2013 there were 25 fatalities per year - the lowest annual level of fatal collisions since records began. Between January and September 2014 there has already been reported 36 fatalities.

¹ Data is currently only available until the end of September 2014.

Section 3: Where we are now and what does the data tell us?



Casualty Data per Road User Group

- 3.4 The graph above highlights that from 2003 to 2011, car user killed and serious casualties reduced at the fastest pace, although they increased from 2011. Motorcyclists killed or seriously injured fluctuated from year to year, which may partly reflect weather patterns. Pedestrian casualties have decreased gradually whilst pedal cyclist casualties have increased steadily. Goods vehicle casualties decreased after a peak in 2004. Casualty levels are inevitably linked to economic trends. The most recent data shows that killed and serious casualties have increased for all road user groups except for small bikes and pedestrians.

Young Car Drivers (17-25 Year Olds)

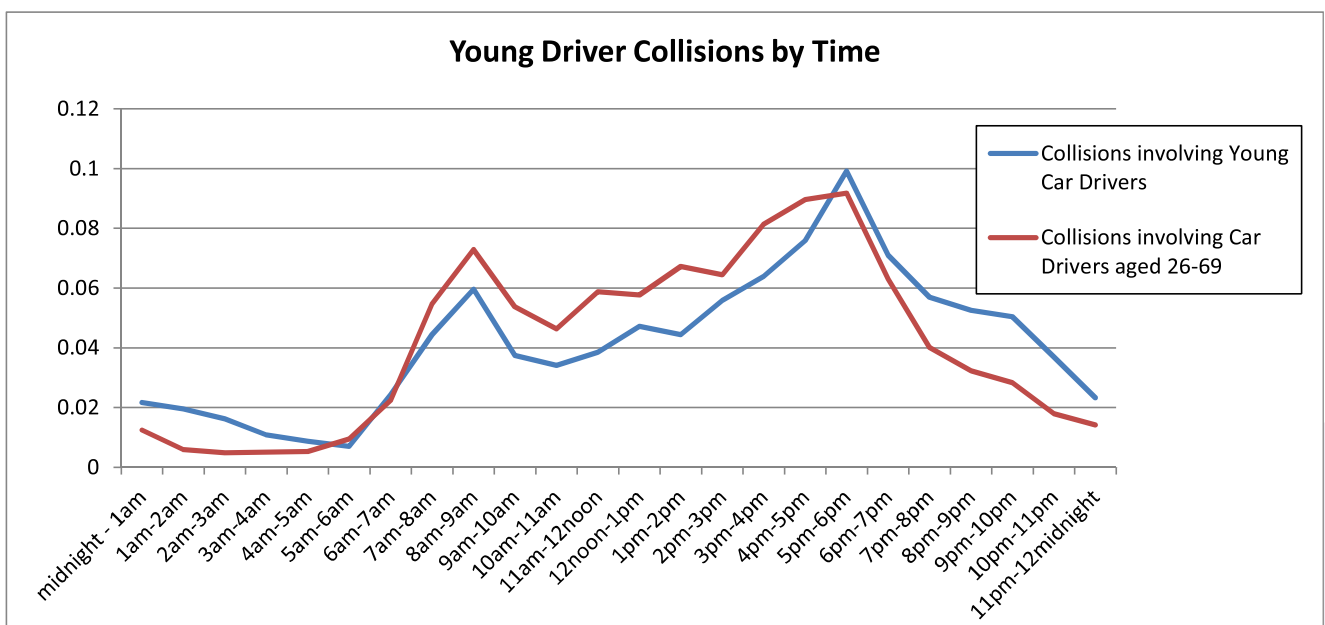
- 3.5 Since a peak in young car driver casualties in 2005 the overall trend has been a reduction with the fastest pace of reduction in the years from 2010 to 2013. In 2013 there was the lowest level of young car driver casualties and the second lowest level of killed and seriously injured casualties of the last thirty years at 54% below the 2005-2009 average. Data available in 2014 shows that there is a higher level of killed or seriously injured young car driver casualties with 28 casualties recorded up to September compared with 26 casualties in the whole of 2013.



- 3.6 In 2014, in Great Britain, 9% of licences were held by drivers aged 17 to 25 years. In the Partnership area, where the proportion is a little higher, young car drivers were involved in 26% of all collisions.

Section 3: Where we are now and what does the data tell us?


- 3.7 There has been a shift in the proportions of age groups of young car drivers involved in collisions due to a faster pace of reduction for the 17 to 18 year age group, particularly male drivers, with 19 to 21 year olds staying fairly level and 22 to 25 year olds increasing in 2012 to 2013 compared with 2009 to 2010.
- 3.8 In the last two years the majority of casualties were male for each young driver age group, except for 17 and 18 year olds, where females have overtaken males.
- 3.9 One reason for reducing casualties amongst the youngest car drivers is the increasing costs of running a car, which may delay the take up of learning to drive. However, research in 2014 by Towers Watson Consultancy found that the average price of fully comprehensive car insurance for 17 to 23 year olds fell by 21% from £2,512 to £1,983. This, they said, was due to the installation of black boxes which reward careful driving and are sold mostly to 17 to 21 year olds. The devices monitor a driver's actions behind the wheel. They keep track of speed, position on the road, driving style and time of journey. So careful driving, sticking to speed limits and avoiding the most risky times to drive (late evening/ night at weekends) can help young drivers to knock hundreds of pounds off their premiums by driving more safely and may account for the steady decrease in young driver casualties.
- 3.10 As proportions of all collisions in each district, Bolsover and South Derbyshire had the highest percentages of all young car drivers in collisions during the last three years (2011-2013) but for killed and serious collisions the worst proportions were in South Derbyshire and High Peak. A study of the most recent 5 year's collision data showed that areas with the highest proportion of young driver collisions compared with their 17 to 25 year old population were Hathersage and Hope Valley, Bakewell, Melbourne, Ashbourne, Tibshelf and Clay Cross, Matlock and Wirksworth. The high proportions may be because fewer younger people live in these areas. Also, national research shows that young drivers have more collisions on high speed rural roads.
- 3.11 Postcode analysis showed the most prevalent home driver locations were Derby, Brimington/ Staveley/ Clowne, Alfreton, Matlock/ Wirksworth/ Crich areas. 24% of young drivers in collisions in Derbyshire lived in Nottinghamshire and a further 19% in Sheffield.



Section 3: Where we are now and what does the data tell us?


- 3.12 Young car driver collisions of the following types were over represented compared with drivers aged over 25 years: higher speed roads of 60 and 70 mph, collisions on wet road surfaces and collisions in darkness. Young car drivers impaired by alcohol have reduced but are consistently a higher proportion than drivers over 25 years. Young car drivers are more likely to be involved in collisions in the evening rush hour, all through the evening and late night/ early morning than drivers aged over 26 years. Young car driver collisions are higher in the winter months, particularly November, December and January and Fridays and Saturdays are the worst days. See graph on previous page.

Pedal Cyclists

- 3.13 Over the last ten years the general trend was an increase in pedal cyclist casualties, and in particular adult pedal cyclists over the age of fifteen (88% of casualties were adults in the last 3 years). In 2013, killed and serious adult pedal cyclist casualties in the DDRSP area were 27% above the 2005-2009 average, whilst in the Derbyshire County Council area they were 42% above. During the last 6 years the annual level of adult pedal cyclists killed or seriously injured has overtaken that of both children and young car drivers.
- 
- 3.14 The district with the highest proportion of casualties being adult pedal cyclists is consistently Erewash where collisions are commonly on urban roads, weekdays, dry road surfaces, daylight hours, summer months, commuters, aged between late twenties to early forties and male.
- 3.15 The upward trend will continue to be monitored and evidence available to date, to September 2014, shows further increases and emerging trends. Analysis has been carried out into the impact of prestigious cycling events such as the Olympics and the Tour de France which passed through Derbyshire in July 2014. Evidence points towards an increase in adult "leisure" cyclists involved in collisions at weekends, possibly due to the take-up by new or inexperienced cyclists. Districts with the highest post-Olympics increase in weekend "leisure" cyclist collisions were South Derbyshire, Erewash and Derbyshire Dales, whilst High Peak had the largest increase in killed and serious collisions.
- 3.16 However, in Derby the pattern was different, with a decrease of over 50% comparing two years prior to the Olympics with two years afterwards. It should be noted that contrary to this trend an upturn occurred in Derby in July 2014.
- 3.17 Data shows that the level of cyclist casualties correlates with fine weather, and this is exaggerated in months just outside the traditional cycling season such as October 2011, November 2012 and March 2014. When these months are dry and sunny the level of adult pedal cyclist casualties tends to be higher than those in the summer months.

Section 3: Where we are now and what does the data tell us?

Older People 60 Years and Over, Especially Car Drivers 70 Years and Over

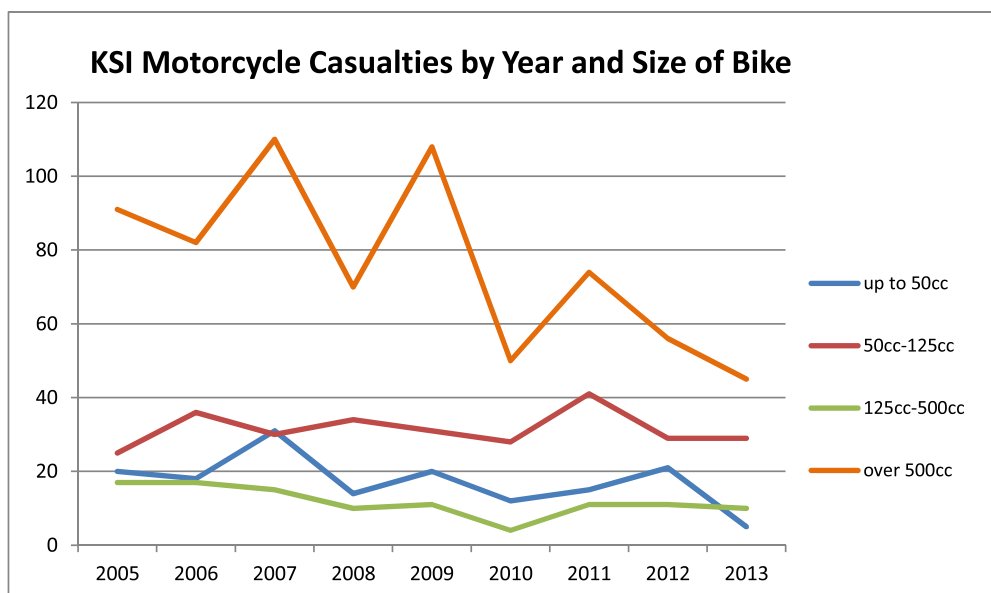
- 3.18 In the DDRSP area, casualties of older people aged 60 years and over dropped in 2008 compared with earlier annual levels, remained fairly static for three years then rose again in the last two and a half years. Latest available data shows that from January to September 2014 the level of killed and serious casualties for this group was 68% higher than the 2011 to 2013 average for the same months.
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- 3.19 Within this group, a faster pace of increase was evident for car drivers aged 70 years and over and with larger increases in the Derbyshire County Council area. Numbers of casualties in the older age bracket are likely to continue to grow with increased longevity and with those born in the post war baby boom swelling the population of particular age bands (those aged 65 to 69 years in 2015). Car drivers aged 81 to 83 years are most at risk. Publicity aimed at age 65 and over, would encourage good driving practices before drivers reach the most vulnerable age group.
- 3.20 A detailed analysis into the nature of older car driver (70 years and over) collisions since 2006, in Derbyshire County Council area is ongoing.
- 3.21 The Safer Neighbourhood Team areas of Bakewell, Hathersage and Hope Valley, Ashbourne, Matlock and Wirksworth, and Melbourne had the highest rates of older car driver casualties per hundred thousand population.
- 3.22 Individual factsheets have been produced for Safer Neighbourhood Team areas, and show that common patterns are males, daylight hours (especially 11am to 5pm), 'A' roads, T junctions, crossroads and turning right. Months and days of week vary with different locations.
- 3.23 Analysis by district showed that the largest number of collisions occurred in Derbyshire Dales. Almost 10% of collisions in Derbyshire Dales involved a car driver aged 70 or over. Other districts with higher proportions were High Peak and North East Derbyshire. In Derbyshire Dales, 16% of residents were aged 70 or more compared with 13% in the Derbyshire County Council area and 12% in Great Britain.
- 3.24 In 67% of collisions in the Derbyshire Dales the Police's most commonly accorded Contributory Factor to the older driver was "Failed to Look Properly". Driver home postcode analysis shows that a high proportion of older car drivers in collisions in Derbyshire Dales are tourists or day-trippers. A higher proportion of Contributory Factors were attributed to older car drivers who lived further away from the collision location (76% for drivers living more than twenty miles from the collision location). This highlights that unfamiliarity with the road can cause problems for older car drivers.
- 3.25 In the DCC area, clusters and routes with the highest concentrations of older car driver collisions have been assessed. Safety Schemes at sites where older car drivers are over represented have been proposed for the 2015/ 16 programme. The worst routes tend to be near popular tourist destinations such as Chatsworth and Bakewell.

Section 3: Where we are now and what does the data tell us?

- 3.26 It is evident that fine weather in spring or autumn encourages older car drivers to go out and about. This occurred in the very fine, dry and sunny March in 2014. Conversely, collisions were exceptionally low for the older car driver group in March/ April 2013, when the weather was cold, with ice and snow on the ground. It is apparent that travel (and the corresponding casualty level) is more weather dependant for car drivers aged over 60 years than for those aged less than 60 years.
- 3.27 Further analysis will be carried out into the socio-economic groups of the older car drivers to steer appropriate publicity.

Motorcyclists

- 3.28 Since a peak in 2007 the general trend has been a decrease in motorcycle casualties, although data available to September 2014 suggests a recent upturn. Rural casualties were reducing at a faster pace than urban casualties but urban casualties are a greater proportion (70%). In the last three years to September 2014 motorcyclist casualties comprised 27% of persons killed or seriously injured on Derbyshire's roads, and 10% of all casualties, yet they only account for 2% of traffic flow.
- 3.29 In the last three years to September 2014, injured riders of motorcycles under 50cc were predominantly aged 16 to 18 years whilst riders of bikes from 50cc to 125cc were most commonly aged 17 to 22 years. Together these two groups comprised 28% of motorcycle casualties. In the last year there has been a marked decrease in the under 50cc collisions although increasing numbers of collisions involved riders of bikes from 50cc to 125cc. This, combined with an upward shift in the age of young car drivers in collisions gives weight to the theory that riders in their twenties are keeping bikes of 50cc to 125cc for longer before moving on to cars. Injured riders aged 28 to 58 years on bikes over 500cc also comprised 28% of motorcycle casualties with the most common ages 46 to 52 years.



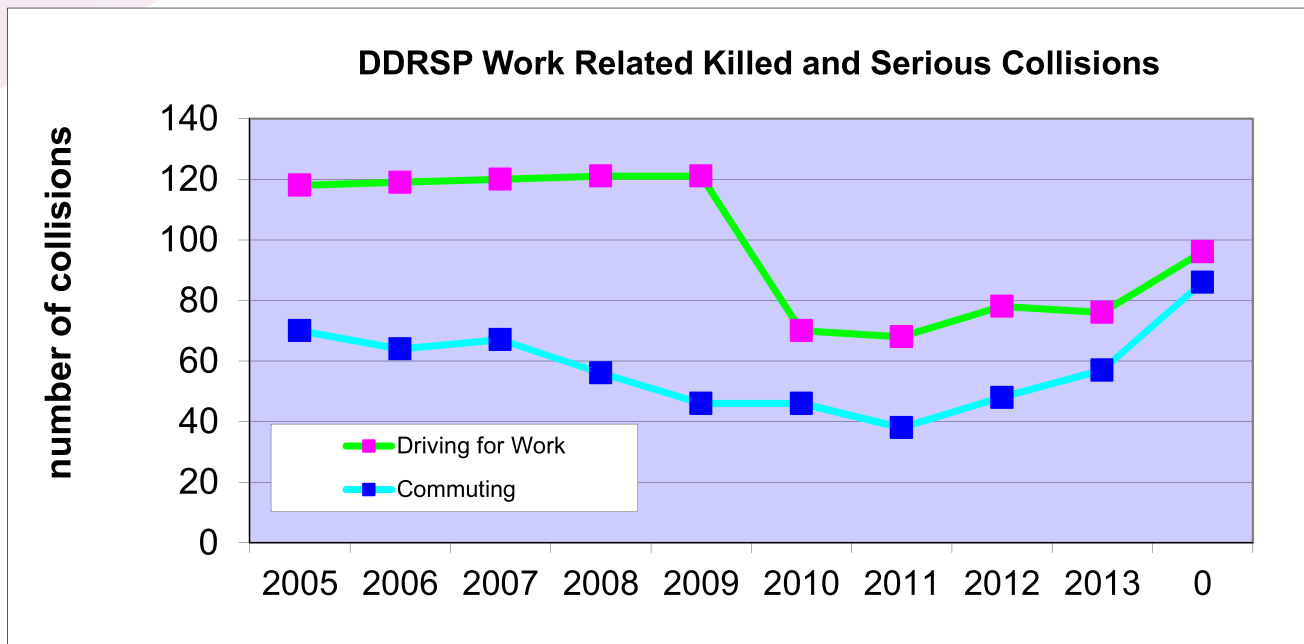
Section 3: Where we are now and what does the data tell us?

- 3.30 The characteristics of leisure and non-leisure bikers are different and locations of rural leisure collisions are more spread out. Analysis annually targets the worst leisure routes with higher numbers of killed and seriously injured casualties at weekends. However, there are greater concentrations of motorcycle casualties down the 'eastern corridor' of the county which consists of the more densely populated areas including Derby, Chesterfield, and the Ilkeston and Heanor areas.
- 3.31 Non-leisure bikers are younger, male, on bikes less than 125cc, mostly riding on weekdays, on urban roads with more collisions in summer and autumn and higher numbers in evenings than in mornings. Evidence shows that increased levels of collisions occur with the onset of darker mornings and evenings in October and in general at T and staggered junctions. 22% of urban motorcycle collisions occurred on the way to/ from work.
- 3.32 On urban roads, persons considered at fault in collisions are more evenly shared between different road users. In 40% of collisions the Contributory Factors were linked to the motorcyclist, 41% to other drivers, 17% to both motorcyclist and other driver and 2% to pedestrians. Most common Contributory Factors attributed to the motorcyclist were Failed to Judge Other Person's Path or Speed, followed by Loss of Control and Failed to Look Properly. The most common factors linked to the other vehicles involved were Failed to Look (42%) Failed to Judge Other's Path or Speed (16%) and Careless, Reckless, In a Hurry (6%).
- 3.33 Leisure bikers are predominantly male, on larger bikes, riding during summer weekends. Over 55% of riders of larger bikes involved in summer weekend collisions were from outside Derbyshire, particularly Nottinghamshire, Yorkshire and Greater Manchester.
- 3.34 On rural roads, in 61% of collisions, the Contributory Factors were linked to the motorcyclist, whilst 28% were linked to other drivers and 11% to both. The most common factors linked to the motorcyclist were Loss of Control, Failed to Judge Other's Path or Speed and Poor Turn, Manoeuvre. The factor most often linked to other drivers was Failed to Look.

Driving for Work/ Driving to/ from Work

- 3.35 In the last three years 2,935 collisions were work related which comprised 40% of DDRSP's collisions. A greater proportion of all collisions (27%) were part of work compared with 17% which were commuters.
- 3.36 From 2005 to 2011 casualties on the way to/ from work (commuters) have generally decreased but there has been an upturn in the last two years and data to September 2014 shows this trend continuing with increases in both killed and serious and slight casualties. This may be because commuters who have been made redundant may have to drive longer distances to their new place of work. (See graph on page 14).

Section 3: Where we are now and what does the data tell us?



- 3.37 It is evident that there is a different pattern for casualties as part of work which decreased from 2005 onwards. Data available to September 2014 shows there has been an increase in people killed and seriously injured whilst driving for work but a decrease in slight casualties. Although numbers of collisions driving for work have decreased, the proportion of total collisions compared with other road user groups has remained fairly static over the years. It is possible that the downturn in the economy has led to lower kilometres travelled by people whilst driving for work. Trends will continue to be monitored and may be influenced by a changing economic climate.
- 3.38 Excluding the motorway, Bolsover and South Derbyshire have the largest proportions of cars and Light Goods Vehicles involved in driving for work collisions of all severities followed by Chesterfield and Erewash.
- 3.39 The highest proportion of vehicles involved in collisions whilst driving for work were cars/ taxis (50%) followed by small goods vehicles/ vans (16%) buses/ minibuses (14%) and Heavy Goods Vehicles (11%). The proportion of Heavy Goods Vehicles involved, increases to 21% for killed and serious collisions.
- 3.40 80% of people injured whilst driving for work were male and the most common age group was in their forties. The worst month was November followed by October and September.
- 3.41 Analysis of drivers involved in killed or serious collisions whilst driving for work during the last three years, showed that those driving for work were at fault or jointly at fault in 54% of the collisions. Other drivers were at fault or jointly at fault in 42% and pedestrians in 11% of the collisions. In 42% of killed or serious collisions as part of work, a car driver was at fault. Heavy Goods Vehicle drivers were at fault in 17% of killed and serious collisions.

Section 3: Where we are now and what does the data tell us?

- 3.42 The most common Contributory Factors linked to car drivers in killed or serious collisions whilst driving for work were Failed to Look Properly, Slippery Road and Careless/ Reckless/ In a Hurry.
- 3.43 Further analysis into Driving for Work collisions is planned which may focus on collisions in a particular district or a particular user group.

Children Aged 0-15 Years

- 3.44 Since 2004 the general trend for all children injured and killed and serious casualties has been a reduction and in 2013 the lowest level of child casualties (223) of the last thirty years was recorded. In the last three years child casualties comprised 7% of all casualties and 8% of killed and serious casualties.
- 3.45 40% of children injured were car passengers, 40% pedestrians and 15% pedal cyclists. The most common ages of children injured were 12 to 15 years as pedal cyclists, 11 to 13 years as pedestrians and 14 to 15 years as car passengers.
- 3.46 Much road safety education has been focussed on children and the reduction in children injured is encouraging. To ensure that the downward trend continues, targeting child casualties will always be a priority for DCC and to this end a bi-annual Child Safety Audit is produced. The latest Audit related to data in the Derbyshire County Council area for 2008 to 2012 when 1,128 children were injured. A new Audit will be produced when all of the data for 2014 is available. Analysis showed that male child casualties peak at 12 years, whereas female casualties peak at 15 years. For pedestrian and pedal cyclist casualties, the younger the child, the more likely they were to be at fault.
- 3.47 For purposes of targeting road safety activities the county was divided by DCC into 18 geographical areas based on Safer Neighbourhood Team boundaries. A comparison with population indicated Ripley and Alfreton, Swadlincote, Ilkeston and Heanor, Brimington and Staveley and Chesterfield as priority areas.

Section 4: Where do we want to be and how will we measure progress?

- 4.1 The number of KSI casualties continue to be the key issue to monitor and looking ahead to 2020 Derbyshire County Council are following the DfT aspiration of aiming for a 50% reduction from a 2005-09 baseline. Derby City are aiming towards a 40% reduction.
- 4.2 In the Derbyshire County Council area this means reducing from the baseline of 464 killed and serious casualties to a level of 232 casualties by 2020. In 2013 killed and serious casualties were 23% below the annual milestone and on track to meet the 2020 target but by September 2014 there were 41 casualties (12% above the pro rata milestone). Derby's target for 2020 is a 40% reduction from a 2005-09 baseline. This equates to 66 killed and serious casualties by 2020. In September 2014 the level was ten casualties or 14% below the pro rata milestone.
- 4.3 Highways England has a new target of a 40% reduction in KSIs by the end of 2020 based on the 05-09 average.
- 4.4 By using an evidenced led approach the Partnership hopes to have a more effective impact on casualties. Further research is required so as to ascertain whether the increase in KSIs is a blip in the statistics or whether this is the start of a new upward trend.

Possible reasons for this upturn in KSIs are as follows:

- **A change in the way the statistics are compiled:** there has been no change between 2013 and 2014 in the Stats 19 form, which is the form the Police fill in at a collision and is the source of our casualty data. We are checking whether there has been any change in the way these forms are completed and processed. Since November 2013 there has consistently been a marked increase in KSIs, whilst slight injuries have fallen dramatically. This contradicts all previous trends and current national ones which show a marginal increase in all types of casualty.
 - **Speed:** the faster someone is driving when they crash the more likely the injuries will be serious. However, speed related Contributory Factors have not increased in crashes in 2014.
 - **Older drivers:** the data in section 3 states that there has been an increase in older driver casualties. Older drivers may be more susceptible to serious injury than their younger counterparts.
 - **Motorcyclists:** the rise in motorcyclist casualties contributed to higher numbers of KSI casualties as they are more vulnerable to serious injuries.
 - **Weather** patterns influence casualty levels, for some groups more than others, particularly motorcyclists, adult pedal cyclists and older car drivers. These are all vulnerable road users and more likely to be seriously injured than other road users. The weather was particularly mild in 2014 which brings more of these road users onto the roads.
- 4.5 Further research is taking place to see if these factors could account for an increase in KSIs whilst slight casualties are reducing. However, it must be highlighted that the overall casualty figures for 2014 are still the lowest ever recorded and that comparing KSIs between 2013 and 2014 is comparing 2014 with the lowest year ever.
 - 4.6 Three key priority areas for the DDRSP are identified in this strategy and are: Motorcycle Casualties; Occupational Road Risk and Young Drivers. Two other key priority areas are emerging for Derbyshire County Council, namely adult pedal cyclists and drivers aged 70+. DCC also continue to prioritise reducing child casualties.

Section 5: How are we going to get there?

- 5.1 We have made considerable progress over the years and to maintain this trend, whilst at the same time promoting economic growth and more activity, will be a significant challenge. As stated earlier, this strategy is founded on working together to focus on priorities identified by in-depth analysis.
- 5.2 With this in mind, our Plan will evolve and develop by pursuing activities and initiatives taking a combined approach of education, training and publicity measures; enforcement measures and engineering measures. The education, publicity and training activity will particularly focus on the three highest risk groups as outlined in section 3: namely young drivers; people driving for work or as part of their commute and motorcyclists. 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.
- 5.3 We are already undertaking many of the activities and the costed list setting out the Partnership's activities (see the budget in Appendix 1) is not comprehensive and needs regular review. Clearly the DDRSP level of resources available and their deployment will influence our priorities and our ability to deliver. The attached budget only sets out those activities funded for the partnership as a whole. Further details relating to road safety activity, funded separately by DCC, will be indicated in a later report.
- 5.4 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:
- 5.5 Enforcing traffic law:
- Ensuring sufficient resources to enforce road traffic law via;
 - Safety Cameras;
 - Local policing;
 - Campaigns on vehicle defects;
 - Drink/drug driving, speed, motorcycles, seat belts, dangerous driving etc;
 - Operation Safe Ride which targets speeding leisure bikers in the summer;
 - Priority routes for speed enforcement;
 - Referring drivers to Speed Awareness Courses and other driver improvement schemes;
 - Pursuing the expansion of education based course activity into other areas of errant driver/ rider behaviour.
 - Publicising enforcement work and emphasising the road safety benefits;
 - Implementing the Speed Management Protocol;
 - Digitalisation of fixed camera sites;
 - Taking advantage of the opportunities presented by the provisions in Part 6 of the Traffic Management Act (TMA) 2004 regarding local authority enforcement of some moving traffic offences.



Section 5: How are we going to get there?

5.6 Encouraging Safer Roads Use:

- Raising awareness through continuing to work in a multi-agency, partnership way with stakeholders like the Health and Education sectors, the Police, Fire and Rescue and Highways England;
- Engaging with local people through neighbourhood boards and Safer Neighbourhood Teams;
- Campaigns linked to evidence-based demographic and socio-economic factors to determine priorities;
- Coordinated links with national campaigns/promotions like 'Think!' and combining with the Association of Chief Police Officers and the Chief Fire Officers Association initiatives;
- Embedding Safer Roads in the public health agenda and Health and Wellbeing Boards;
- Coordinated activity with others involved in encouraging cultural and behavioural change.



5.7 Building and Maintaining Safer Roads:

- Integrating the principals of Safer Roads into individual council's Highways Asset Management Plans (HAMP);
- Maintain levels of investment in structural highways maintenance and continue with defined levels of cyclical maintenance;
- Carrying out regular inspections of the highway network to identify defects that are likely to cause road safety problems to pedestrians, cyclists and all other road users;
- A winter service that has the safety of all road users as a primary objective;
- Lobbying for adequate finance to support casualty reduction and community needs in transport and road safety;
- Continue with programmes of engineering schemes based on casualty data;
- Identifying junction improvements and other engineering work;
- Ensuring the highest quality lining, signing, lighting, traffic signals and other street equipment;
- An approach to speed management that considers all road users and local communities;
- Carriageway, pedestrian and cycling facilities to the highest possible standard;
- Improving awareness of motorcyclists' requirements;
- Developing road safety publicity that supports the programmes being undertaken;
- Identifying any general areas of concern e.g. passive safety, road surface skid resistance and implementing remedial measures.



Section 5: How are we going to get there?

5.8 Providing for Children and Young People:

- Continuing with road safety education both in schools and via on-line resources in Derbyshire and via on-line resources only in Derby City;
- Child pedestrian training in Derby City;
- Delivering 'Theatre in Education' type events for children and young people;
- Engaging with School Travel Plans;
- Providing child cycle training;
- Promoting seat belt wearing and child restraints/seats;
- Educating on mobile phone and other in vehicle equipment use;
- Tackling anti-social behaviour/ riding/ driving standards;
- Providing transition years information;
- Effective speed management particularly in residential areas;
- Embedding Road Safety in Local Strategic Plans, Neighbourhood Plans, Children and Young Peoples' Strategies and the Joint Strategic Needs Assessment.



5.9 Influencing Drivers and Riders:

- Establishment of a Driver and Rider Training Academy. This is a virtual umbrella organisation which will bring together and coordinate all training initiatives which aim to make people drive and ride more safely;
- Promoting driving skills and social responsibility initiatives like pre-driver training and Young Driver Events to ensure driving and riding does not cause danger or intimidation;
- Driver/ rider improvement and speed awareness training;
- Closer working with driving instructors and motorcyclist instructors;
- Launching our Occupational Road Risk web-site and procuring expertise in safer driving and organisational change for businesses;
- Promoting and supporting regional campaigns/ 'Think!' particularly those related to speed, seat belt wearing, mobile phone use, drinking and driving and drug use;
- Tackling anti-social driving and riding;
- Providing guidance on motorcycle safety and training requirements and funding the Motorcycle Project Officer including BikeSafe; Enhanced Rider Training (EHS) and CBT+ to come under the Driver and Rider Training Academy;
- Evaluating and expanding where justified the 'Young Driver' events and 'Learn Safe Drive Safe' and other initiatives aimed at young drivers and riders;
- Implementing the recommendations of the report on Older Driver casualties and developing new initiatives to target this road user group in Derbyshire.



Section 5: How are we going to get there?

5.10 Providing for Adult Cyclists:

- Pro-active analytical work focussed on collision prevention and reducing danger to those most at risk;
- Developing cycle routes and a Derby strategic cycle network;
- Expanding adult cycle training into Derbyshire.



5.11 Managing Speed

- Appropriate speed limits, both rural and urban;
- Enforcing speed limits;
- Implementing the Speed Management Protocol;
- Digitisation of Speed Cameras;
- Ensuring speed surveys are done when responding to community concerns;
- Ensuring Traffic Regulation Orders and signage are all legally compliant;
- Continuing with Driver Improvement and Speed Awareness Courses via CREST;
- Continuing with the use and monitoring of Vehicle Activated Signs and Speed Indicating Devices as appropriate and as part of the Speed Management Protocol;
- Purchase and deployment of speed detection kits for use by Community Speed Watch.



Appendix 1: Budget

The Derby and Derbyshire Partnership

	2015/2016	2016/2017
Income	£000	£000
Derbyshire County Council	240.00	240.00
Derby City Council	60.00	60.00
Highways England*	28.00	28.00
Nationally Set Speed Awareness Course Levy**	882.20	882.20
Total Income	1210.20	1210.20

Expenditure (administered by CREST)	£000	£000
CREST fleet replacement	40.00	0.00
CREST office costs	176.90	177.00
CREST staffing costs	654.40	667.50
CREST vehicle running costs	27.10	27.10
Road Safety Project Bids	10.30	3.60
Safety Camera equipment running costs	1.500	35.00
Total	910.20	910.20

Expenditure (administered by Derbyshire County Council)	£000	£000
BikeSafe 150 @ £5	0.75	0.75
Compulsory Basic Training packs	5.75	5.75
Driving Instructor training for young drivers	4.00	4.00
'Dying to Drive' events	4.00	4.00
Enhanced Rider Scheme 150 @ £120	18.00	18.00
IAM/RoSPA biker membership 40 @ £80	3.20	3.20
Laptop	0.35	0.35
Mast (casualty data profiling software)	3.00	3.00
Motorcyclist publicity	26.21	27.71
Occupational Road Risk publicity - commuters	18.00	15.00
Partnership and communications managers (including National Insurance and superannuation)	80.00	81.00
Partnership manager travel and mobile	1.80	1.80
Post test lessons	7.00	14.00
Publicity for 'Eco Business Drive'	27.00	26.30
Publicity for 'Learn Safe Drive Safe'	19.80	10.00
Road Safety Officer – 'Driver Improvement'	22.54	30.54
RoSPA/IAM for young drivers	5.00	5.00
Safety Camera equipment running costs	23.50	23.50
Theory sessions for young drivers	1.00	2.00
Van fuel for biker signage etc.	0.30	0.30
Young Driver communications plan implementation	16.80	17.80
Young driver workshops	12.00	12.00
Total	300.00	300.00

Total Expenditure	1210.20	1210.20
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Appendix 1: Budget

- * Based on current funding from Highways England. The introduction of the Highways Agency Digital Enforcement Camera System (HADEC) Smart Motorways will generate additional income based on an agreed national formula and the level of enforcement activity. A portion of this income, yet to be agreed with Highways England, will be paid to DDRSP. This additional income will supplement the amount that partners are able to bid for, to utilise on individual road safety projects.
- ** Based on 2014-15 nationally set levy income. This is a conservative estimate as the amount is likely to be higher due to camera digitisation.
- *** The maintenance cost of the digitalised cameras for one year are included in the conversion to digital cameras contract.

Any additional net income generated by CREST would be added to the Road Safety Project Bid Fund.

If total expenditure exceeds total income, the Partnership will draw down on its earmarked reserves to fund the deficit.



**DERBY & DERBYSHIRE
ROAD SAFETY
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