

ROAD SAFETY STRATEGY

2019 – 2022

AREA OF OPERATION



INTRODUCTION

We are all road users, be it as pedestrian, cyclist, horse rider, driver or motorcyclist, and we are all exposed to the risk of using our roads. This is why road safety should be of interest to all of us.

Safer Roads Humber is the regional road safety partnership.

Its mission is:

“To reduce the number of people killed and injured on our roads and maintain that casualty reduction through effective partnership working”

Following a long history of collaboration between police and local authorities, the partnership was founded in 2007 and is a non-statutory group of agencies involved in road safety, combining expertise from different organisations to reduce road casualties in the Humber area.

The partnership is made up of Humberside Police, East Riding of Yorkshire Council, Hull City Council, North East Lincolnshire Council, North Lincolnshire Council, Highways England and Humberside Fire & Rescue Service. We also work closely with the Defence School of Transport in Leconfield.

All partners have agreed to collaborate on casualty reduction in the Humber area, aiming to:

- ▶ **Constantly look to reduce the number of casualties occurring on the roads within the Humberside Police Force area, through a consistent approach to the intelligence led enforcement of road traffic violations and driver awareness.**
- ▶ **Improve road safety through the delivery of road safety education, engineering and enforcement.**
- ▶ **Maximise all communication channels in order to inform those who use the roads of the importance of a shared responsibility towards road and community safety.**
- ▶ **Achieve the most effective and efficient use of resources available to the partnership.**

Our main driver is to encourage a change in attitude and behaviour amongst road users so that the roads of Humberside are safer for all.



WHERE WE CAME FROM

Great Britain as a whole and Humberside on a regional level have seen substantial reductions in the number of road casualties, especially killed and seriously injured (KSI) casualties since the early 1990s, despite the number of licensed vehicles growing by about a fifth nationwide.

According to the Department for Transport (DfT), this significant progress in casualty reduction is due to several factors, including advanced vehicle safety, enhanced road safety engineering, improved driver training, better road safety education, improvements in post-accident care as well as reductions in free-flow traffic speeds combined with a decrease in the proportion of drivers exceeding the speed limit¹, even though recent DfT speed statistics indicate that these decreases have plateaued².

Collaborative working between key road safety partners such as the Police, Local Authorities, Fire & Rescue Services and other stakeholders has been crucial in achieving these improvements.

Although we have made excellent and continued progress in casualty reduction regionally and nationally, there is no room for complacency. Lower numbers of road casualties are of no comfort to the victims – there are still far too many families having to cope with the loss and injury of loved ones.

Apart from the harrowing personal consequences of road traffic collisions, there are also wider social and financial implications to the local community. The DfT estimates that the economic cost of preventing a fatal road collision currently stands at £2.13m³. The annual economic welfare cost as a result of injury collisions across Humberside is estimated at approximately £206m per year (2017 prices).

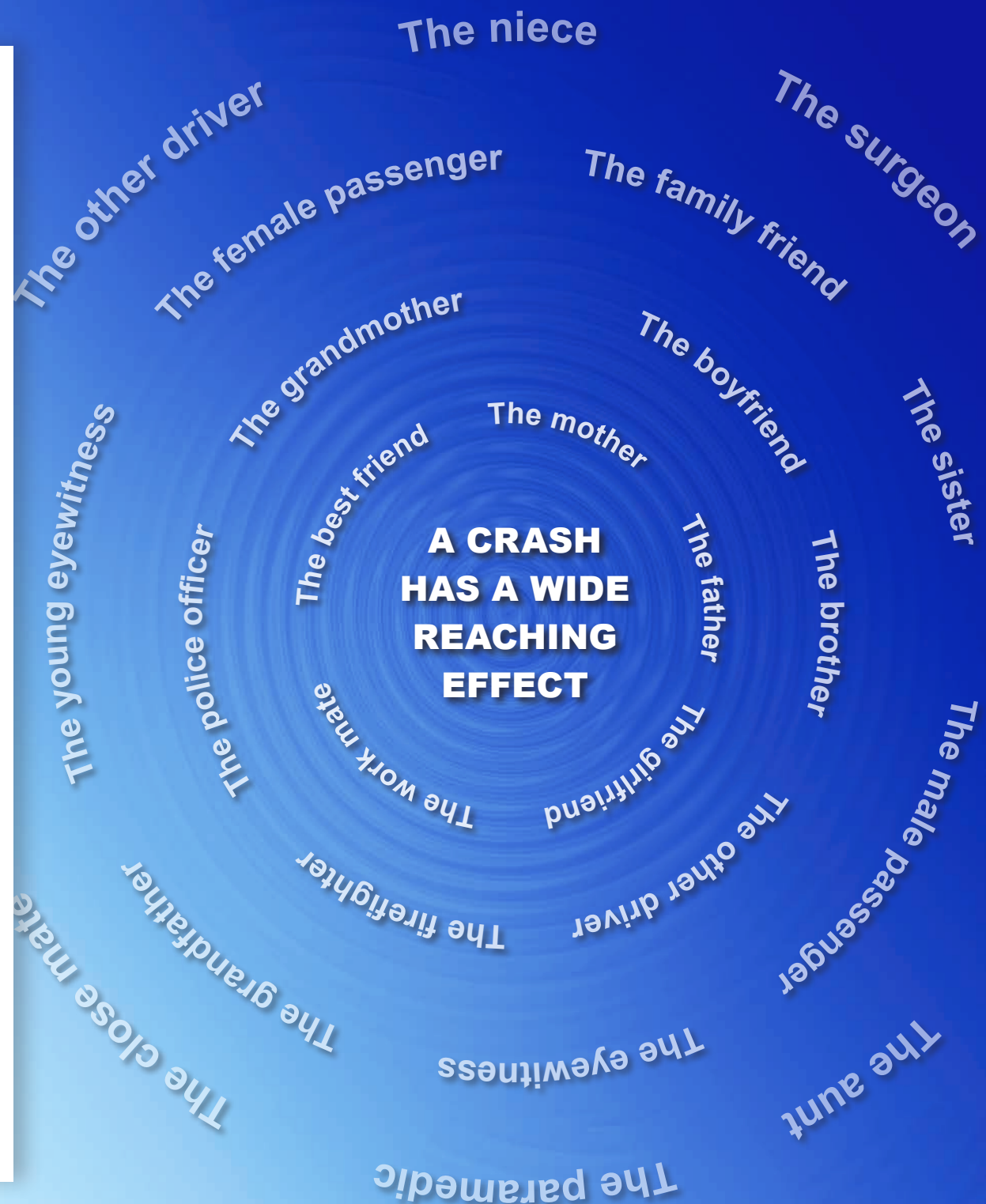
The sad reality is that the vast majority of collisions are preventable and each of the casualties represents untold sorrow and devastation. This is why it is so important for all road safety partners to continue to challenge perceptions and influence road user behaviour through a combination of different interventions, ranging from traffic enforcement, to road engineering and road safety education.

Although we have made huge reductions in the number of people killed or injured on our roads, there is no room for complacency.

¹ DfT (2016): Reported Road Casualties in Great Britain 2015 Annual Report - Factors Affecting Reported Road Casualties

² DfT (2018): Speed Compliance Statistics, Great Britain, 2011 - 2017, table SPE0112

³ DfT (2018): Reported Road casualties in Great Britain - Average value of prevention per reported casualty and per reported road accident, table RAS60001



A crash impacts on a wider circle than just the victim... family, friends and emergency services to name just a few.

WHERE WE ARE NOW

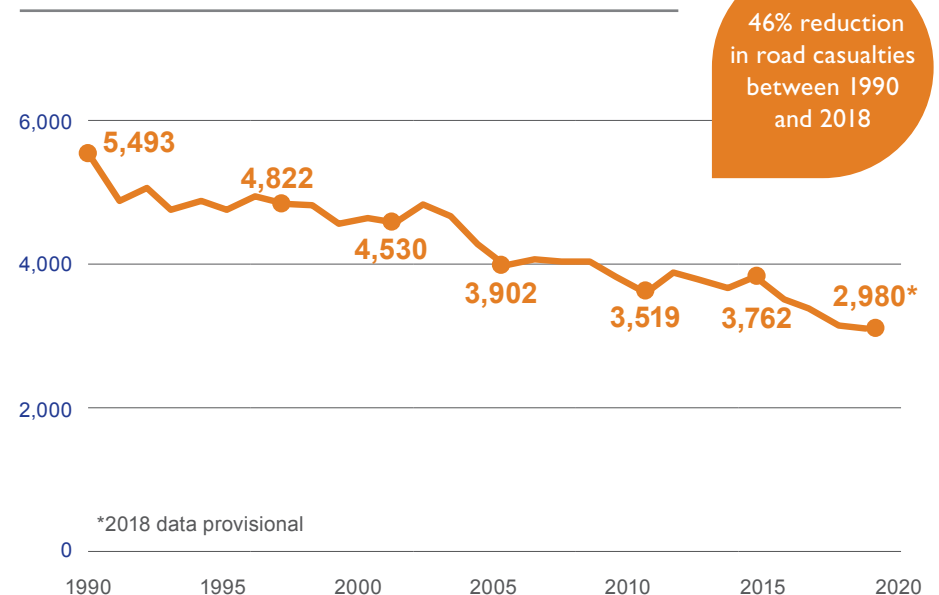
Since the early 1990s, the number of people injured on Humberside roads has almost halved, from 5,493 in 1990 to 2,980 in 2018. This represents a 46% reduction in injured road users, despite an increase in the number of vehicles on our roads and in the distance travelled by those vehicles.

Over the last 30 years, many of the collision hot spots and dangerous stretches of road have been treated and improved so that the return on roads engineering interventions is levelling off. The focus in road safety has therefore widened from making the roads safer to also encouraging people to use them more safely.

This broader approach focuses on groups of road users that are at particular risk of being involved in injury collisions. The analysis of collision and casualty data involves looking at three to five year trends to get a better understanding of which groups are most at risk and how socio-demographic and lifestyle aspects contribute to this risk.

Although we have made excellent and continued progress in casualty reduction, there are still too many people being killed or injured on our roads. As this also impacts on a wider circle of family, friends and the community, there is clearly more work to be done to reduce collision and casualty numbers even further.

Humberside: Road casualties since 1990



WHERE WE ARE GOING

In its 2015 Road Safety Statement, the Department for Transport decided not to reintroduce public casualty reduction targets. This, in conjunction with a shift in national casualty reporting procedures⁴ and a change in Safer Roads Humber's working model, made it necessary to undertake a mid-term review of the partnership's 'Road Safety Strategy 2017 – 2022' to reassess and update its strategic objectives and linked activity matrix.

Contrary to national policy, the partnership agreed to continue to work towards a joint performance indicator and to adopt two strategic objectives which will help to achieve its overall mission and reflect all partners' aspirations for road safety in the years ahead.

These strategic objectives are:

- ▶ **To further reduce the number of people injured in road traffic collisions on Humberside's roads.**
- ▶ **To focus casualty reduction initiatives on high risk and vulnerable road user groups.**

The partnership actively monitors the number of injury collisions and casualties on Humberside's roads, both on a regional and also on a local authority level. Three to five year trends as well as the current picture are discussed at quarterly Board (strategic), Working Group (practitioner), Engineering Group and local road safety meetings. Key casualty groups are identified by examining those that are at highest risk of being killed or seriously injured on our roads and road safety activities are directed at the identified target groups and areas.

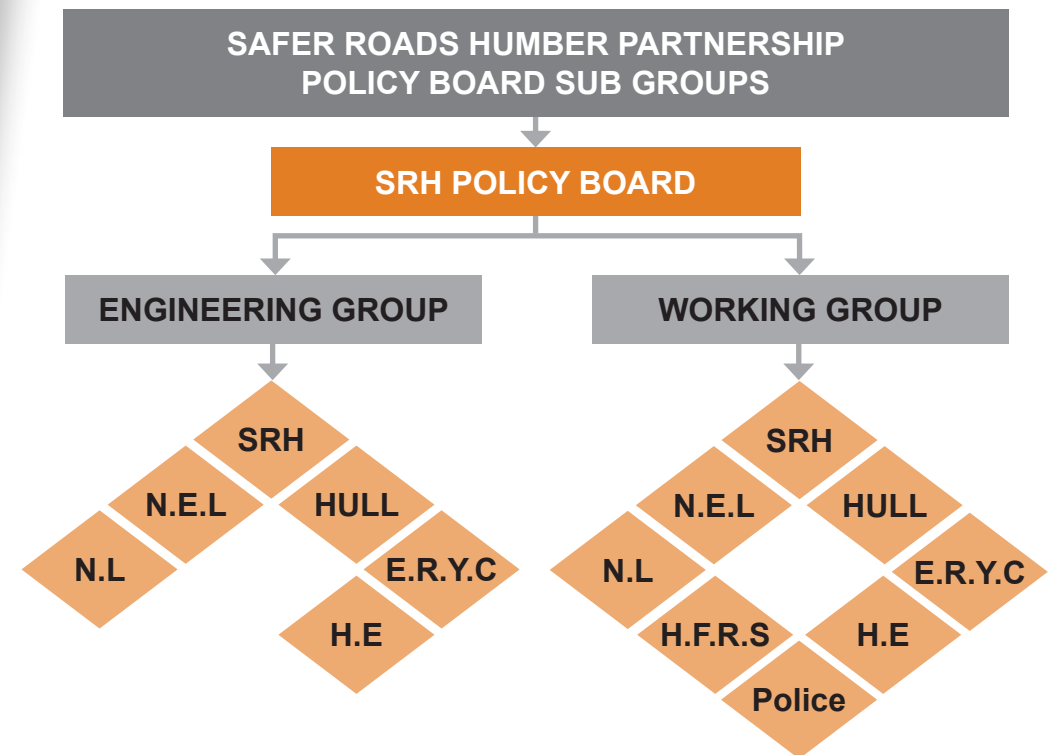
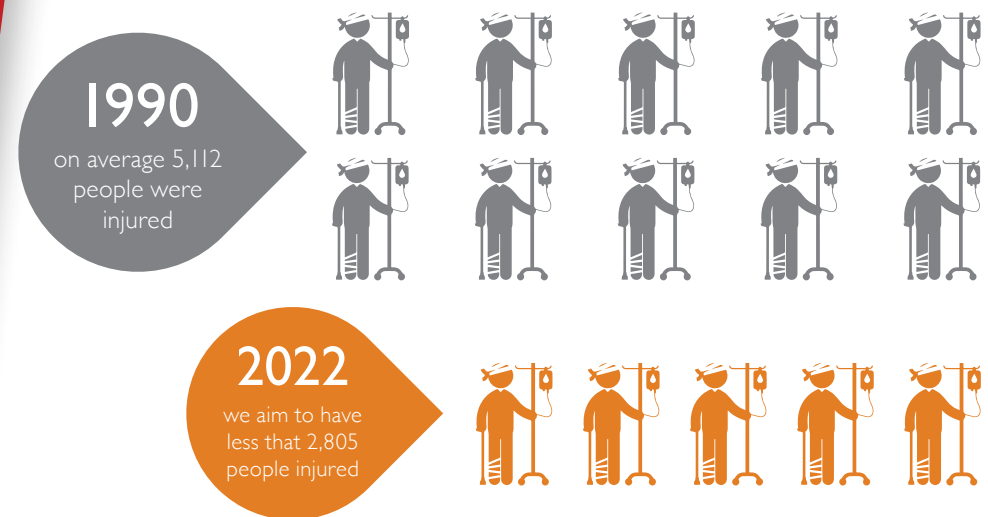
The main performance measure in order to achieve the above objectives is a:

- ▶ **Reduction of all casualties across the whole of Humberside to 2,805 by 2022 based on a three year rolling average.**

Using a rolling average gives a better idea of longer term trends as it ensures that short-term fluctuations, influenced by e.g. weather conditions and other factors, are smoothed out⁵.

⁴ The 2016 introduction of the national CRASH collision reporting system has resulted in inconsistencies in the severity reporting of injuries, which complicates the comparison of Humberside casualty statistics, especially of serious injuries, since 2016 with those of previous years.

⁵ 1990 – 1992 rolling average = 5,112, 2019-2022 rolling average = 2,805



N.L - North Lincolnshire Council, N.E.L - North East Lincolnshire Council, SRH - Safer Roads Humber, Hull - Hull City Council, E.R.Y.C - East Riding of Yorkshire Council, H.E. - Highways England, H.F.R.S - Humberside Fire and Rescue Service



HOW WE ARE GOING TO DO IT

In order to successfully reduce road traffic risk we need to implement a holistic approach to road safety. This looks at the traffic system as a whole and at the interaction between road, vehicle and road user in order to identify where there is potential for intervention. It recognises that human beings make mistakes and that the road traffic system needs to accommodate these errors.

Our aim is to mitigate the severity and consequences of injury by:

- ▶ Reducing exposure to risk
- ▶ Preventing road traffic crashes from occurring
- ▶ Reducing the severity of injury in the event of a crash

We need to implement a holistic approach to road safety. All aspects need to be considered, engineering, enforcement and education, as they overlap.

SAFER ROADS

The Road Traffic Act 1988 (Section 39) specifies that local highway authorities have a statutory duty to promote and improve road safety. This should include education, training and publicity programmes, engineering schemes and road safety audits, with the aim to reduce and prevent collisions and casualties.

In order to identify common factors and trends, the councils' road safety teams examine collision records over a period of time to look at locations, routes and road user groups that are overrepresented in the data. Any engineering, education, training and publicity activities are then targeted at the identified problem areas or issues.

Road safety engineering can range from simple schemes such as the improvement of road signs and road markings to significant change, e.g. a complete junction realignment. Road safety engineering can also be carried out in conjunction with general highways maintenance and improvement programmes.

If highway improvements are planned, road safety audits are carried out at design, construction and post construction stages to ensure that these schemes do not cause a casualty problem.

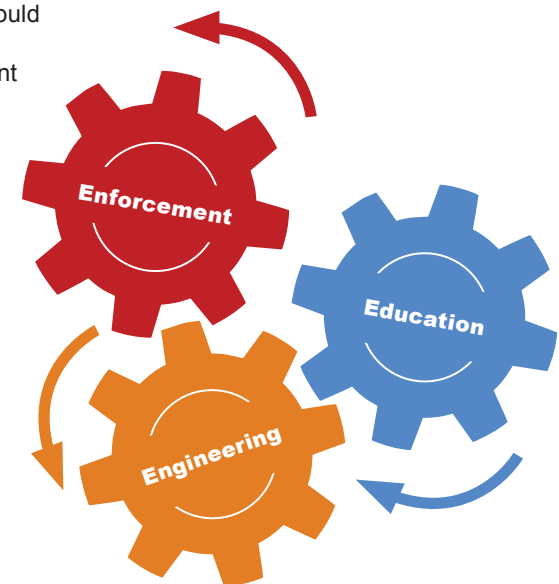




Image courtesy of Simon Kench

COMPLIANCE WITH ROAD TRAFFIC LAWS

It is important to challenge perceptions and influence road user behaviour through a combination of different interventions, with proportionate enforcement, also via cameras, being part of this toolkit.

The partnership operates speed management via fixed and mobile speed cameras at a number of locations throughout the Humberside area. The primary aim is to reduce casualties, but speeding is also an anti-social and intimidating activity which generates many complaints from Humberside residents each year. Depending on the scale of the collision and speeding problem, camera sites are classed as core, local concern and event based sites.⁶

Camera sites are identified by the relevant highway authority, which is either the local council or Highways England, and enforcement is undertaken by Safer Roads Humber on behalf of all partners. The highway authority is also the first point of contact for members of the public who have concerns about speeding in their local area.

Both collision and speed criteria determine whether a site qualifies for core or local concern status and whether fixed or mobile technology is more appropriate to address a collision and speed issue. As well as enforcing speed limits, cameras are also used to detect other traffic offences such as mobile phone misuse and seat belt non-compliance.

In line with the National Police Chief's Council's (NPCC) roads policing strategy, our enforcement activities prioritise the core offences of excessive or inappropriate speed, driving while distracted and driving while not wearing a seat belt, but we also work with Special Constables to undertake roadside enforcement activities e.g. on drink and drug driving.

Any targeted enforcement is intelligence and data led and takes place at sites that have been identified as having a high risk of collisions. Innovative methods of enforcement as well as conventional marked and unmarked vehicles are used, with the press being invited to report on different approaches in order to increase public awareness of road safety and the efforts to reduce casualties made by the partnership.

Humberside Police undertakes traffic enforcement on a daily basis. Safer Roads Humber supports these activities by allocating funding for targeted campaigns which follow both the national NPCC and the European TISPOL enforcement calendars. These campaigns focus on the four core offences as well as specific vehicle types such as motorcycles and HGVs. In addition, officers carry out regular road checks on vehicles carrying hazardous goods and general vehicle safety checks at the roadside.

⁶ More information on site selection and the different site types can be found in our 'Enforcement, Signing and Speed Management Policy' on the Safer Roads Humber website.



SAFER PEOPLE

Safer Roads Humber recognises that enforcement is only one tool in reducing collisions and casualties. The partnership dedicates substantial resources to other fields of intervention, such as driver and rider education. Educating road users to develop the right skills and attitudes to keep themselves and others safe is an important device to reduce the number of collisions and casualties on our roads.

We undertake a wide range of education activities, ranging from remedial education courses for those road users that make mistakes to direct interaction with high risk road user groups and general awareness raising campaigns.

Where possible, activities are developed based on behaviour change theory and focus on developing risk management skills rather than just presenting road safety information.

Diversion Schemes

These courses are designed to educate motorists who have committed low level traffic offences and are offered as an alternative to prosecution. They provide the skills and attitudes to change behaviour in order not to offend in the future.

We implement one of the recommendations of the 1988 Road Traffic Law Review by Sir Peter North QC who stated that:

“...it must be in the public interest to rectify a fault rather than punish the transgressor”, adding that the “retraining of traffic offenders may lead to an improvement in their driving, particularly if their training is angled towards their failings.”⁷

Face to Face Interventions

These are activities targeted at vulnerable road user groups such as young people, cyclists and motorcyclists. We use a wide range of delivery methods in order to appeal to the widest audience possible. This includes presentations, engagement activities and structured learning projects.

Marketing Campaigns

A wide range of media are used to promote a safer road use message. Again, different messages are targeted at different vulnerable groups. This includes the use of social media, radio, print and engagement events.

Evaluation

Each individual intervention has its own set of evaluation and performance outcomes. Where possible, the RoSPA E-valu-it⁸ framework is used for all major projects.

⁷ DoT and Home Office, Road Traffic Law Review Report, 12 April 1988.
⁸ www.roadsafetyevaluation.com



MAIN CASUALTY GROUPS AND CORE OFFENCES

Based on robust collision analysis looking at three to five year historical data and current trends and identifying those groups⁹ that are at highest risk of being injured on our roads, the priority casualty groups and areas of concern in Humberside have been identified as:

- ▶ **Young People (aged 16 – 24)**
- ▶ **Motorcyclists**
- ▶ **Cyclists**
- ▶ **Older drivers (65+)**
- ▶ **Pedestrians**
- ▶ **Core Offences: Speeding, Distraction, Non-wearing of Seatbelts and Drink and Drug Driving**
- ▶ **General Driving, including fitness to drive and vehicle maintenance**
- ▶ **Management of Occupational Road Risk (MORR)**

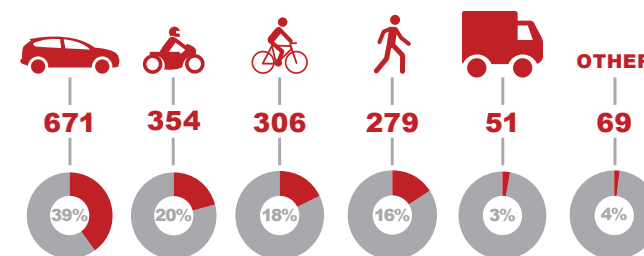
The partnership's road safety efforts will focus on these areas, while also monitoring any emerging trends. The issues surrounding key road user groups and offences are explained in more detail on the following pages.

Further information on key casualty groups and collision circumstances, both for Humberside and split by local authority area, can also be found on our interactive dashboard on the Safer Roads Humber website (www.saferroadshumber.com).

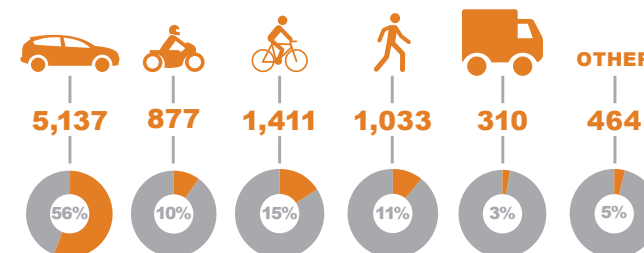
⁹ Based on 2016 - 2018 casualty data

¹⁰ KSI - Killed or Seriously Injured

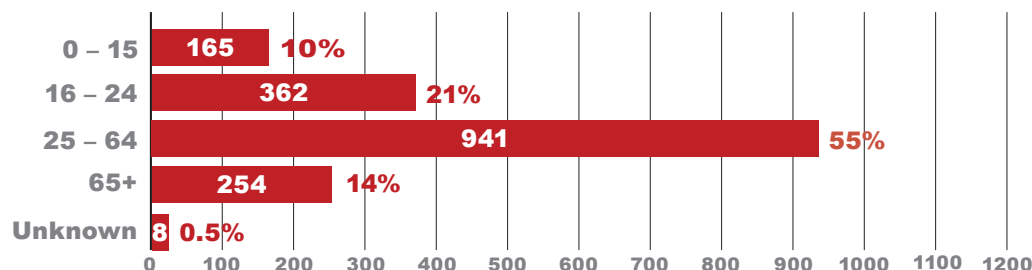
KSI¹⁰ casualties by road user type (2016 – 2018 data)



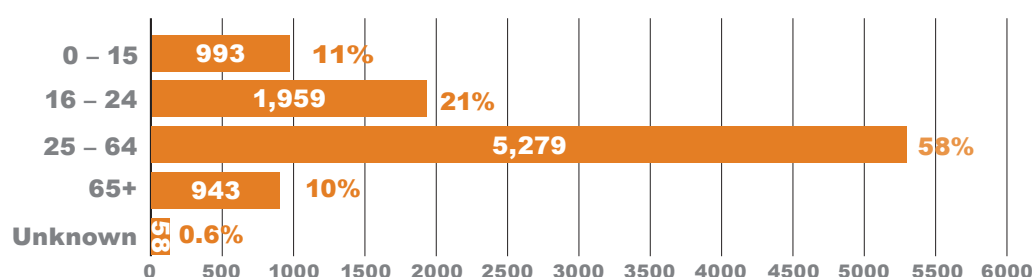
All casualties by road user type (2016 – 2018 data)



KSI casualties by road user age (2016 – 2018 data)



All casualties by road user age (2016 – 2018 data)



Young people represent 10% of the total population in Humberside but 21% of KSI casualties

On average 653 young people (16-24) are injured each year of which:



YOUNG PEOPLE

16 to 24 year olds are disproportionately represented in our Killed and Seriously Injured (KSI) casualty statistics. They currently make up only 10% of the Humber population and only 7% of full driving license holders nationally, but account for 21% of all casualties and also 21% of all killed or seriously injured people.

Especially young car drivers, motorcycle riders and their passengers are at risk of being fatally or seriously injured in collisions: 24% of all KSI collisions on Humberside roads involved a young driver or rider, regardless of fault or injury and one in five car occupants killed or seriously injured were young adults.

There are various reasons why young motorists are a high risk casualty group: lack of driving experience and poor hazard perception on the one hand, with an often too casual and over-confident attitude towards driving, low risk awareness and peer pressure also playing a role.

Research suggests that the frontal lobe, the part of the brain that is responsible for risk assessment and controlling impulses and emotions, is not fully developed until the mid-20s.



Engagement Events

The engagement team visit schools, colleges, businesses, community groups and attend a wide range of events across the region.

OLDER DRIVERS

Increasingly, older¹¹ drivers are behind the wheel: having driven all their adult lives, they want to continue to drive for as long as possible to maintain an active and independent lifestyle. Nationally, there were around 8.4m full driving license holders aged 65 and over in 2018, a 22% increase from 2012.

While older drivers are generally more experienced and safer than their younger counterparts, there has been a gradual increase in collisions involving mature motorists: over the last three years, more than 800 older car drivers were involved in injury collisions, meaning around one in seven or approximately 14% of all car drivers involved in crashes in Humberside were aged 65 or older.

An aging driving population causes a number of challenges: with advancing age, general health and fitness, including eyesight, hearing, physical condition and reaction times decline, leading to mature drivers potentially being at increased risk of being involved in a crash.

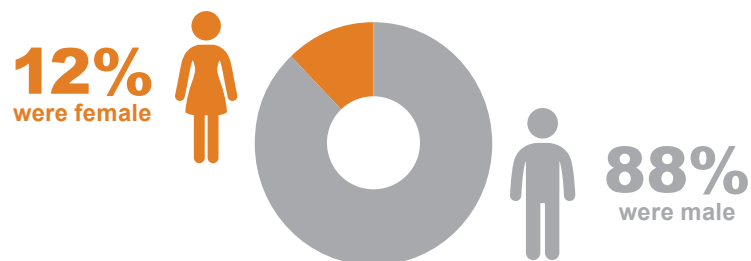
Simultaneously, the injuries sustained by older people tend to be more severe due to their increased fragility. It is therefore important that the partnership takes appropriate measures, in cooperation with Public Health and local authority social care services, to make older drivers and their families aware of their particular vulnerability.

Our aim is to maintain the safe mobility of older residents, while reducing their risk of being involved in collisions.

¹¹ World Health Organisation classification of an older person is 65 and older.



On average 292 motorcyclists
are injured each year of which:



MOTORCYCLISTS

Motorcycles only comprise 1% of traffic, but are associated with a significant collision and casualty risk: they represent a fifth of all KSI casualties on Humberside's roads.

A particular focus lies on bikes over 500cc as those riders account for 32% of all motorcycle casualties and almost two in five fatally or seriously injured motorcyclists. They tend to be middle aged riders who crash on our rural routes.

We are also focussing on smaller bikes (up to 125cc) who represent more than half of all motorcyclists injured on our roads and 46% of all motorcyclist KSI casualties. These are more often than not young adults who are most at risk in built up areas.

The vast majority of motorcyclists killed or seriously injured in Humberside also live in Humberside, but about 14% are from other areas, mainly from the rest of Yorkshire and the East Midlands.

It is very easy for road safety to just focus on the rider whilst in fact a successful intervention has to raise awareness amongst all road user groups, particularly car drivers, of the risks that riders face. This is why Safer Roads Humber takes a multi-faceted approach to motorcyclist casualty reduction.

The partnership has developed the 'Someone's Son' campaign which encourages riders to be visible and to undertake further training and also urges other motorists to 'look out for those on two wheels'.

Safer Roads Humber actively supports the national BikeSafe scheme which assesses riders' skills and encourages them to take post-test training. Locally around 40% of attendees go on to take further training, which is higher than the national average of 21%.

We have also signed up to the national 'Biker Down' initiative, which is delivered locally by Humberside Fire and Rescue Service. This classroom session focuses on 'first on scene management' and rider first aid, including safe removal of helmets. Biker Down complements BikeSafe perfectly and attendees are encouraged to take part in both courses.



CYCLISTS

Cycling is becoming a more popular mode of transport in Humberside, especially following the success of the Tour de France Grand Depart and the Tour de Yorkshire. More people cycling, either for commuting to and from work or school or for health and lifestyle reasons, also increases the potential of becoming involved in road collisions.

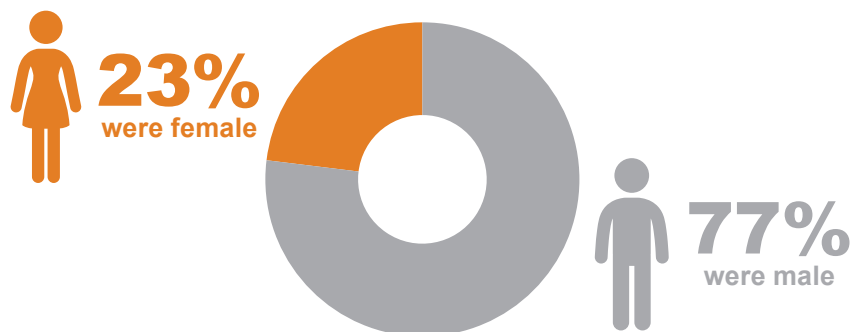
Cyclist casualties have levelled off since 2013, with 432 cyclists being injured in 2018, a 13% reduction compared to 2013. However, Cyclist KSI casualties have seen a gradual increase year on year: in 2018, 103 cyclists were killed or seriously injured in Humberside, a 7% increase compared to 2013. Cyclists now represent on average 18% of all KSI casualties.

As with motorcyclists, the partnership is actively seeking to raise awareness with drivers about the risks faced by cyclists, whilst encouraging cyclists to be visible and plan their routes.

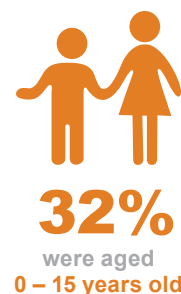
We need to explain the reason why cyclists need space and encourage everyone to 'share the road'. Working together across Yorkshire and the Humber to achieve economies of scale, the partnership has been actively involved in developing a range of products to help road cyclists 'upskill' their knowledge.

Cycling is being promoted across all four local authority areas as a sustainable and healthy form of transport, which is why we need to ensure that cycling is also perceived as a safe way of getting around.

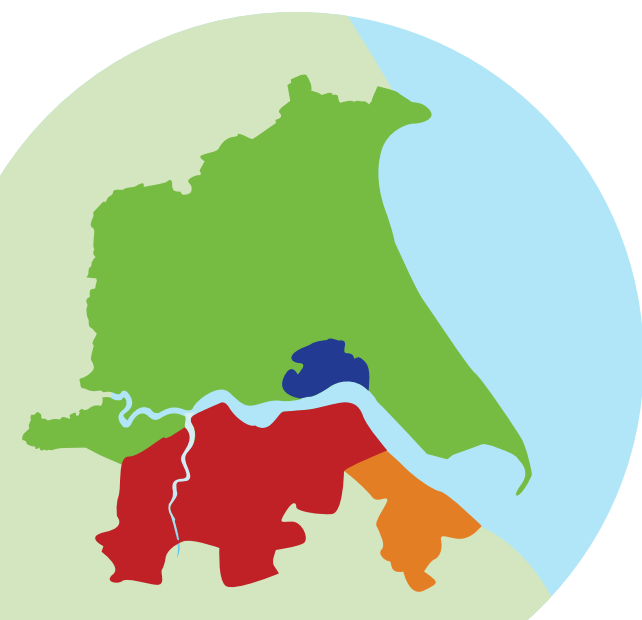
On average 470 cyclists are injured each year of which:



On average 344 pedestrians are injured each year of which:



Distribution of pedestrian casualties by local authority area:



EAST RIDING
OF YORKSHIRE

23%

HULL

42%

NORTH
LINCOLNSHIRE

15%

NORTH EAST
LINCOLNSHIRE

19%

PEDESTRIANS

All road users are pedestrians at some point. Pedestrians are especially vulnerable as they are not as protected from the forces of a road collision as vehicle occupants are. They are traditionally a hard to reach group as they are so diverse: they comprise all ages and abilities and we all travel on foot at least some of the time.

Pedestrians constitute 11% of all road casualties and 16% of all KSI casualties. Their overall casualty number has increased gradually since 2016, but the number of pedestrians killed or seriously injured rose by more than 50% between 2016 and 2018, especially due to an increase in seriously injured adult pedestrians aged 45 and over. Pedestrians are especially vulnerable in the urban area of Hull, with our more rural authorities having a much smaller pedestrian casualty issue.

Adults are most at risk at lunchtime and during the afternoon rush hour, but also while on a night out.

However, children, especially of school age, are at greatest risk of being killed or seriously injured as a pedestrian, with one in three pedestrian KSI casualties being under the age of 15. Children also accounts for a third of all pedestrians injured. Especially children aged 11 and 12 are at risk of becoming a pedestrian casualty: this age band only encompasses two year groups but represents almost 30% of all injured child pedestrians.

As children near the end of primary school and start their secondary education at the age of 11, they are at greater risk of becoming a pedestrian casualty due to walking to school independently and often also having to walk further. Contrary to popular belief, they are generally not injured near school, but in their free time.

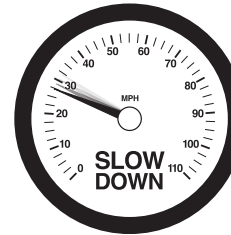
We are promoting the 'Be safe, be seen' campaign message via social media, but to raise awareness especially amongst children of how to be safe as a pedestrian, the partnership is also engaging with pupils across the area via drama workshops aimed at 9 – 11 years olds (primary school years 5-6) and the 'Kid Alert' project in Hull, which encourages year 6 children to reduce their risk around the road. We are furthermore exploring resources aimed at younger primary school children.

The partnership is actively researching national best practise regarding what interventions work to reduce pedestrian casualties amongst adult age groups.

Contrary to popular belief, children are not injured near school, but in their free time.

CORE OFFENCES - The 'Fatal Four'

In line with the National Police Chief's Council (NPCC) five year roads policing strategy we will be enforcing against errant motorists and educating them to influence the behaviour of all road users. Our focus will be on the 'fatal 4' offences of excessive and inappropriate speed, driving whilst distracted, the non-wearing of seatbelts and drink and drug driving.



Speeding

In 10% of collisions, the officer at the scene judged that excess or inappropriate speed played a role in causing the collision. What is more, speed is recorded as a factor in around one in five fatal collisions on Humberside roads.



Distraction

Using a mobile phone, sat nav or other device whilst driving is a significant distraction and increases the likelihood of crashing four fold. Collisions caused by distraction are likely to be vastly underreported as not every driver will admit to having used such a device behind the wheel.



Seat belts

It is estimated that 7% of injured vehicle occupants were not wearing a seatbelt, with the share of fatally injured drivers or passengers being even higher. Not wearing a seatbelt does not cause a crash, but it can influence the severity of injuries should a crash occur. National statistics show that those not wearing a seatbelt are twice as likely to die in a crash as those belting up.



Drink and drug driving

Approximately 5% of collisions that occurred in Humberside involved a motorist impaired by alcohol or drugs. Driving while impaired seriously affects vision, reaction times, concentration, coordination and attitude to driving.



MANAGING OCCUPATIONAL ROAD RISK (MORR)

Another area of concern is work related driving, including those commuting to work as well as those travelling for work purposes.

Cars, vans, heavy goods vehicles, buses and motorcycles, amongst others, are used for work purposes by millions of people every day and driving is likely to be one of the most dangerous activities that we do in a work day. Accessing motorists at their work places is therefore another approach that enables Safer Roads Humber to raise awareness about using the region's roads responsibly.

Although it is difficult to establish the exact number of collisions involving a person "driving for work" as the journey purpose is often not being recorded, almost everyone is driving for work at some point during their working week.

A range of initiatives are currently underway, with partnership staff visiting businesses to educate employers and employees on the dangers of committing the four core offences as well as to discuss the management of their grey and white fleets and modal shift options.

In addition, the partnership is promoting Highways England's national 'Driving for Better Business' (DfBB) programme which offers advice to organisations on how to manage their occupational road risk.



THE ROLES OF THE KEY PARTNERS



Over the last few years Safer Roads Humber has evolved into a multi-agency, fully integrated team of road safety professionals working on core road safety issues and delivering a wide range of road safety interventions to the communities across Humberside:

- ▶ Collision and casualty analysis and monitoring
- ▶ Enforcement at fixed and mobile camera sites
- ▶ Delivery of road safety education interventions and initiatives
- ▶ Delivery of road safety publicity campaigns

LOCAL AUTHORITIES

Highways Authorities for local roads: statutory duty to improve road safety as set out in 1988 Road Traffic Act, section 39.

- ▶ Traffic Management
- ▶ Collision investigation and prevention
- ▶ Local safety schemes
- ▶ Road Safety Audits
- ▶ Speed Management Procedures
- ▶ Identification of camera sites
- ▶ Maintenance of camera sites e.g. enforcement platforms, foliage, verges etc.
- ▶ School Crossing Patrols
- ▶ Delivery of road safety education interventions and initiatives to schools, colleges and businesses (e.g. pedestrian and cycle training)

HUMBERSIDE POLICE

Proactive enforcement and prosecution of core offences and other traffic offences

- ▶ Provide visible roads policing presence at identified collision locations
- ▶ Serious Collision Investigation
- ▶ Engage with communities through community policing teams

- ▶ Delivery of appropriate road safety advice to industry in relation to Managing Occupational Road Risk
- ▶ Administration and delivery of diversionary schemes
- ▶ Support of other road safety professionals

Staff from Humberside Police, Humberside Fire and Rescue Service and East Riding of Yorkshire Council are co-located at the partnership offices and work as one Compliance and Engagement team.

HUMBERSIDE FIRE AND RESCUE SERVICE

Reducing risk to our communities is a primary strategic objective of Humberside Fire & Rescue Service

- ▶ Delivery of road safety education interventions and initiatives by a team of dedicated Road Safety Advocates based in the Safer Roads Humber offices working alongside enforcement and marketing staff
- ▶ These activities are also supported across the service by additional staff suitably trained in road safety delivery
- ▶ The use of developing technologies to deliver intelligence led programmes

HIGHWAYS ENGLAND

Highways Authority for strategic road network (motorways and trunk roads) in accordance with the Infrastructure Act 2015

- ▶ Act in accordance with their license with the DfT
- ▶ Traffic Management
- ▶ Accident investigation & prevention
- ▶ Collision analysis and monitoring
- ▶ Post collision response
- ▶ Targeted enforcement and education interventions

SAFER ROADS HUMBER STRATEGY MATRIX

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
Young People	<p>Young adults aged 16 to 24 are overrepresented in the casualty stats: they only make up approx. 10% of the Humber population, but account for more than a fifth of all casualties and also a fifth of KSI casualties.</p> <p>Especially young car drivers, motorcycle riders and their passengers are at risk of being fatally or seriously injured in collisions: 24% of all KSI collisions on Humberside roads involved a young driver or rider, regardless of fault or injury and one in five car occupants killed or seriously injured were young adults.</p> <p>Research suggests that the frontal lobe, the part of the brain that is responsible for risk assessment and controlling impulses and emotions, is not fully developed until the mid-20s.</p>	<p>Safer Roads Humber has a robust programme of engaging with young people aged 16 – 24 which covers those who have passed their driving test, those learning to drive or ride and also young people who are passengers in young drivers' cars. We deliver activities in schools, colleges and work places including at apprenticeship level.</p> <p>The current programme of core activities includes Humberside Fire & Rescue Service's Drive 4 Life and Scoot 4 Life programme using virtual reality; three week Theatre in Education tours focussing on novice drivers and those learning to drive as well as those in lower secondary education (12 – 15 year olds) with a focus on safe travelling and being a safe passenger; and a range of presentations delivered in schools and colleges, at careers and fresher's fairs, youth clubs, uniformed groups, young farmers associations and other interest groups.</p> <p>It is estimated that more than 20,000 young people have face to face interaction with SRH core projects each year.</p>	<p>The partnership will continue to work with a wide range of organisations to further utilise virtual reality (VR) technology as it develops.</p> <p>Safer Roads Humber will continue to work with the 'Prison Me! No way!' external charity to deliver the road safety element of their Crime and Safety Awareness Day to year 9 students.</p> <p>The partnership continues to look to academic sources for advice on what interventions work with this type of audience and this will shape our future work. We will also develop a more robust monitoring and evaluation framework to measure the amount and quality of engagement with young people.</p> <p>We will continue to develop our programme of activities with secondary school children. We will also monitor the activities we undertake by school and age group to ensure that we are targeting those at greatest risk of being involved in road collisions.</p>

MATRIX CONTINUED

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
Older Drivers	<p>The proportion of older drivers is rising, which has road safety implications: between 2016 and 2018, more than 800 older car drivers were involved in injury collisions, equating to around 14% of all car drivers involved in crashes in Humberside being aged 65 or older.</p> <p>Furthermore, the injuries sustained by older people tend to be more severe due to their increased fragility. It is therefore important that the partnership takes appropriate measures to make older drivers and their families aware of their particular vulnerability.</p>	<p>After extensive research looking at what is available nationally for older drivers, the partnership developed its own road safety intervention aimed at this road user group. A two hour workshop educates mature drivers on how the natural aging process affects everyone's driving abilities and how motorists can keep driving safely for longer. Attendees can sign up for a free practical driving assessment to be taken on a date of their choice.</p> <p>We piloted the mature driver event in North Lincolnshire and most of the attendees undertook a driving assessment with RoSPA later on. A second event was held in Hull, with the Regional Driving Assessment Centre (RDAC), who undertake the DVLA assessment drives, delivering the practical element.</p> <p>The mature driver information is also being presented to a range of community groups such as the Women's Institute.</p>	<p>We intend to hold further mature driver events across the region.</p> <p>Mature driver information will also become part of our 'Share The Road' pop up road safety events.</p> <p>Following a request from Humberside Police's Roads Policing section who will be undertaking eyesight tests as part of their roadside checks, we will also expand the information provided on regulations around eyesight.</p>
Motorcyclists	<p>Despite only representing 1% of vehicles on our roads, more than one in five people killed or seriously injured in Humberside is a motorcyclist.</p> <p>Our main focus is on riders of high powered bikes with engine sizes of 500cc and over as they represent 38% of our motorcyclist KSI casualties. These tend to be middle aged riders who crash on our rural routes.</p> <p>Young people on smaller bikes are also a priority, as they make up 24% of motorcyclist KSI casualties. They are most at risk of crashing in built up areas.</p> <p>The vast majority of motorcyclists killed or seriously injured in Humberside also live in Humberside.</p>	<p>Safer Roads Humber runs the 'Someone's Son' campaign which encourages riders to be visible and to undertake further training while also urging other motorists to <i>"look out for those on two wheels"</i>.</p> <p>The partnership supports the local delivery of BikeSafe which engages with riders and helps them bridge the gap to post-test training. On average 70 riders attend a local BikeSafe session each year, 40% of which go on to undertake post-test training (the national average is 21%).</p> <p>Safer Roads Humber has reintroduced the RIDE diversion from prosecution course which is specifically tailored to motorcyclists. This course allows riders whose behaviour has brought them to the attention of the police to examine their approach to risk and aims to bring about a change in rider attitude and behaviour.</p>	<p>We will continue to promote safe rider messages to those who come to enjoy the area's roads. We will also develop a campaign focussing on young scooter and moped riders.</p> <p>We will roll out the national 'Biker Down' programme which focusses on 'first on scene management' and rider first aid.</p>

MATRIX CONTINUED

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
Cyclists	<p>The popularity of cycling as a mode of transport is increasing in Humberside, but this also poses road safety challenges.</p> <p>Cyclist KSI casualties have seen a gradual increase year on year since 2013: in 2018, 103 pedal cyclists were killed or seriously injured, a 7% increase compared to 2013, with cyclists now representing 18% of all KSI casualties.</p> <p>As cycling is being promoted across all four local authority areas as a sustainable and healthy form of transport, we need to ensure that cycling is a safe way of getting around.</p>	<p>Via radio and social media, the partnership is raising awareness with drivers about the risks faced by cyclists, whilst encouraging cyclists to be visible and plan their routes. We have been promoting the 'Ride the Routes' web platform which encourages cyclists to prepare for some of the major cycle routes across the region.</p> <p>The partnership is encouraging cyclists to become more visible with the distribution of cycle packs. We have also been working with the Refugee Council to help ensure adult migrants are given road safety information to prepare them for cycling safely on our roads.</p> <p>When delivering road safety interventions at primary and secondary schools, the partnership's engagement team also highlight how to stay safe as a cyclist. We use a range of equipment to demonstrate the importance of wearing a cycle helmet (such as 'egg' helmets), especially when talking to the younger age group, who respond best to visual and hands on learning.</p>	<p>We will continue to promote local council information about safe cycle routes that appeal to leisure and family cyclists.</p> <p>We will also continue to work with children and adults to promote safe cycling.</p>
Pedestrians	<p>Pedestrians represent about 11% of all road casualties and 16% of those killed and seriously injured. Overall pedestrian casualty numbers have increased gradually over the last few years and there has also been a notable rise in seriously injured pedestrians since 2016, particularly amongst those aged 45 and older.</p> <p>Children, especially of school age, are at greatest risk of being killed or seriously injured as a pedestrian, with one in three pedestrian KSI casualties being under the age of 15. The majority are injured outside school journey times.</p>	<p>With children being at greatest risk of becoming a pedestrian casualty, the partnership funded 'Street Safe', a project aimed at 9-11 year olds (primary school years 5-6), which was piloted in North Lincolnshire. A drama workshop uses role play to explore road safety messages, with a particular focus on how to cross the road safely.</p> <p>The partnership also sponsors Hull City Council's 'Kid Alert' programme that encourages children to reduce their risk around the road and in other circumstances. This project is unique to Hull and involves over 1,000 year 6 children from the majority of the city's primary schools.</p> <p>We are promoting the 'Be safe, be seen' campaign message via social media.</p>	<p>The 'Street Safe' pilot will be rolled out across the whole Humberside area following the publication of an independent evaluation by an external consultant.</p> <p>We will be using 'Animals can't scoot', an animated resource which explores using a push scooter safely. It is aimed at younger primary school children and can be used to raise awareness on a range of road safety messages.</p> <p>The engagement team will be working with the external 'Prison Me! No Way!' charity to deliver the road safety element of their 'Your Choice' days to years 5 and 6.</p> <p>The partnership is researching national best practice to reduce pedestrian casualties amongst adult age groups.</p>

MATRIX CONTINUED

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
Speeding	<p>Approx. 10% of collisions in Humberside involved a motorist exceeding the speed limit or driving at an inappropriate speed (or both).</p> <p>While speed is not always the key factor contributing to a crash, it plays a major part in the severity of injuries. We cannot defeat the laws of momentum and kinetic energy: the greater the moving speed the greater the thinking and stopping distance, the greater the impact speed the greater the severity of injuries.</p> <p>Apart from its influence on collisions and casualties, speeding traffic is one of the key concerns of Humberside residents as it affects their quality of life. This is reflected in the hundreds of speeding complaints that are received by Safer Roads Humber, Humberside Police and local authority partners each year.</p>	<p>Communication campaigns are run throughout the year using a wide range of methods to raise awareness about different speed limits, with a focus on 'streetlights mean 30mph' and national speed limits, as these are commonly misunderstood.</p> <p>Speed enforcement via fixed and mobile cameras is part of the partnership's core business and takes place on a daily basis at core collision and local concern sites across the Humber region. Our enforcement also complements the NPCC and TISPOL campaign calendars.</p> <p>The partnership is the local provider of the National Speed Awareness Course. This can be offered to drivers in lieu of prosecution. On average, more than 24,000 motorists attend such a course every year.</p>	<p>We will assist partners in developing and implementing speed management procedures in all four local council areas.</p> <p>The partnership will promote an overall safe driving and riding message which proactively encourages motorists to comply with all traffic laws, not just speed limits.</p>
Drink and Drug Driving	<p>Over the last three years, more than 300 injury collisions occurred where driver/ rider impairment by alcohol or drugs was thought to be a factor. This constitutes approx. 5% of all collisions. More than 100 of these were fatal or serious crashes.</p> <p>A driver does not have to be over the prescribed limit to be impaired – even a small amount of alcohol or drugs has an impact on fitness to drive.</p> <p>It can take a long time for alcohol and drugs to be processed by the body and therefore a driver/ rider could still be impaired (although not necessarily over the limit) for some time afterwards.</p>	<p>We are raising awareness of the effects of alcohol on driving, including the morning after, via printed material, radio and social media. We use the national Think! road safety materials where possible.</p> <p>The partnership is also focussing on the dangers of taking drugs and driving, by using a mix of different media. General awareness raising about the new drug testing kit to demonstrate to the public that drug driving is now easier to detect is also taking place.</p> <p>Enforcement of drink and drug driving is part of day to day policing. Routine enforcement is complemented by regular operations in line with the NPCC and TISPOL calendars. Safer Roads Humber supports these campaigns as needed.</p>	<p>We will work closely with public health teams to align impairment campaigns into the wider health agenda around substance misuse as drink driving is a symptom of a wider public health issue.</p> <p>Like alcohol, drug use needs to be considered as part of a wider public health agenda.</p>

MATRIX CONTINUED

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
Distraction	<p>Research shows that using a mobile phone, both hands-free or hand held, has hugely negative effects on motorists' attention to what is going on around them and increases the likelihood of being involved in a collision.</p> <p>Over the last three years, more than 30 collisions (8 of them KSI ones) in Humberside were recorded as having been caused while a motorist was distracted by a mobile phone.</p> <p>It is often difficult for an officer at the scene of a crash to determine if a mobile phone was being used, which is why this contributory factor is likely to be vastly underreported.</p>	<p>We run communication campaigns, incl. local radio and social media, targeting the use of both hand held and hands-free phones whilst driving, with a particular focus on how the use of smart phones can lead to a 'Not in proper control of a vehicle' offence.</p> <p>In 2017 the government increased the fine and penalty points for using a mobile phone whilst driving. The partnership has proactively raised awareness of the higher penalties, with a particular focus on the consequences that newly qualified drivers face if they are using their phone whilst behind the wheel.</p> <p>The partnership's speed cameras are utilised routinely to detect mobile phone offences as well as speeding.</p> <p>On average, more than 900 motorists attend a nationally devised 'What's driving us?' or 'Driving 4 Change' course, which are run by the partnership and are offered after committing a distraction offence, each year.</p>	<p>The partnership will continue to communicate the effects of distraction on a driver's concentration and ability to drive. We will also raise awareness of the impact of using mobile devices in other modes such as streaming and social media.</p>
Seatbelts	<p>It is estimated that more than 600 vehicle occupants were injured in collisions on Humberside roads over the last few years while not wearing their seatbelt. This equates to 7% of all road casualties.</p> <p>Recent research found that seat belts are 50% effective at preventing fatal injuries for drivers and 45% effective at preventing fatal injuries for front seat passengers (Road Safety Observatory www.roadsafetyobservatory.com/KeyFacts/vehicles/seat-belts).</p> <p>While the non-wearing of seatbelts does not contribute to collisions, it does play a role in the severity of injuries sustained should a collision occur.</p> <p>There are very high compliance rates regarding the wearing of seat belts amongst front seat vehicle occupants, but this tends to drop for rear seat passengers, especially amongst young people. We are also aware that the correct use of child car seats is an issue.</p>	<p>Our social media and radio campaigns focus on encouraging people to wear their seat belt. We also fund 'Good Egg' car seat clinics which provide expert advice to parents on the correct fitting of car seats and distribute the 'Car Seat Wheel' informing parents on which type of child car seat to use.</p> <p>When delivering road safety interventions at primary and secondary schools, the partnership's engagement team highlight the importance of being a safe passenger, including the benefits of wearing a seat belt. We use a range of equipment such as crash cars and catapults to illustrate the life-saving potential of this simple safety device. More than 6,000 children see the crash car demonstration every year.</p> <p>Apart from detecting speed offences, speed cameras are also used to identify motorists who are not wearing seat belts. Seat belt offences can be diverted from prosecution with the offer of an online diversion course. Almost 1,500 people detected in Humberside complete this nationally devised course each year.</p>	<p>The partnership will continue to raise awareness about the importance of using seat belts and the correct child car seats.</p> <p>It is planned for partnership staff to be trained by the 'Good Egg' team to run our own car seat clinics. This will enable us to increase the number of checks undertaken each year.</p>

MATRIX CONTINUED

	ISSUES	WHAT WE ARE DOING	FUTURE CONSIDERATIONS/ NEW PROJECTS
General Driving incl. vehicle maintenance	<p>We are all sharing the roads, be it as pedestrians, cyclists, motorcyclists or drivers. Understanding other road users and developing a spirit of mutual respect leads to less conflict on the roads and consequently improves road safety for everyone. All partnership activities are therefore aimed at encouraging all road users to look out for each other.</p> <p>Especially for those on four wheels, regular vehicle maintenance can help prevent collisions and reduce the chances of breaking down.</p> <p>Over the last few years, almost 90 injury collisions (including 27 fatal or serious crashes) involved vehicle defects which were thought to have contributed to the crash. Defects can range from broken lights, missing mirrors and defective tyres to faulty steering or brakes.</p>	<p>Safer Roads Humber staff have developed the 'Share The Road' campaign which encourages all road users to look out for each other. Pop up talks are delivered at a range of locations including visitor attractions, garden centres and big events.</p> <p>The partnership runs campaigns aimed at drivers keeping their vehicles fit for the road throughout the year. This includes our winter driving campaign which highlights the importance of getting your vehicle ready for the colder weather. In cooperation with Highways England and local policing, we carry out tyre safety campaigns and we also support the national Motor Insurance Bureau (MIB) campaign to encourage all vehicles to be insured.</p> <p>The partnership is the local provider of the National Motorway Awareness Course. This course aims to increase awareness of the new smart motorway laws including variable speed limits, red x's and the use of the hard shoulder and can be offered to drivers in lieu of prosecution. More than 1,600 motorists attend such a course in Humberside per year.</p>	<p>The partnership will continue to deliver the 'Share The Road' events across the region.</p> <p>We will also continue to raise awareness of the importance of regular vehicle maintenance and aim to make funds available to distribute complimentary giveaways such as ice scrapers.</p> <p>We will continue to support the national tyre safety and MIB insurance campaigns.</p>
Managing Occupational Road Risk (MORR)	<p>Work related driving, including those commuting to work as well as those travelling for work purposes, is also a focus as almost everyone is driving for work related reasons at some point during their week.</p> <p>Exact numbers of how many collisions involve someone driving for work are difficult to obtain as the journey purpose is underreported. However, of those injury collisions that have a journey purpose assigned, 22% are recorded as having occurred while driving for work (including driving as part of work and commuting).</p>	<p>The partnership has developed a range of education and awareness raising packs aimed at businesses around the management of occupational road risk. We have visited a number of organisations and have also attended events in cooperation with Highways England as we support their national 'Driving for Better Business' scheme.</p> <p>The partnership actively works with the Defence School of Transport (DST) in Leconfield. We support them in keeping their young military personnel safe through presentations and realistic crash extrication events. We also deliver a road safety input as part of their Master Drivers course to encourage military logistics staff to undertake road safety activities once they return to their home bases. We present to more than 200 Master Drivers each year.</p>	<p>We will continue to deliver the management of occupational road risk project across the region.</p> <p>We will also continue to work with the DST in supporting them as they start to roll out a new national road safety programme.</p>

PLEASE NOTE: This is a summary of our activities. More detailed plans are available on request.

The matrix will be reviewed and updated on an annual basis to:

- ▶ Evaluate the previous year's operations, campaigns and engagement initiatives
- ▶ Reflect any emerging collision and casualty issues and
- ▶ Determine the forthcoming year's priority areas.

The updated matrix will be a sub document to the overall strategy and will be considered by the Board to help inform decisions in relation to the following year's operational and engagement activities. This will then form the basis for directing the Working Group to deliver on the revised priorities.



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Image courtesy of Mark Lindstrom



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