

Revised Implementation & Action Plan September 2016 - 2019

Activity	Outcome sought	Draft Timescale
Joint Scrutiny Board.	Following Joint Scrutiny Board the Safer Streets report will be put in the public domain.	Complete
<p>Consultation with partners & stakeholders</p> <p>East Sussex Road Safety Partnership and SSRP</p> <p>Present the findings of the Safer Streets report together with the information contained in the March 2016 Scrutiny report and its appendices to the SSRP and the East Sussex Safer Roads partnership. The SSRP are key partners in this work and their views on our proposals are important in the successful delivery of this programme.</p>	Inform East Sussex Road Safety Partnership and SSRP of plan and approach, and seek feedback.	Complete
East Sussex Safer Communities Partnership.	Inform and seek feedback from Safer Communities Partnership of plan and approach.	Complete
<p>Appoint project manager (2/3 years).</p> <p>To lead, coordinate and oversee activity over next 3 years.</p> <p>Robust project management is important to work across partner agencies to ensure that the whole system is working together more efficiently to prevent road accidents.</p>	Additional capacity in place to oversee programme, September 2016. Appointed for 30 hours per week for at least two years. To be reviewed in Summer 2018	Complete
Detailed interventions are worked up by project manager in conjunction with programme board to develop, cost and finalise the action plan.	Clear direction provided for the Programme Board, milestones and risks identified	From Autumn 2016 and on-going
Commence further engagement with stakeholders and partners	Project manager to identify further key stakeholders and partners and engage with them.	Autumn 2016 – Spring 2017
Commission evaluation.	Robust evidence to determine which interventions are effective (and which are not).	Autumn 2016 – Spring 2017
Undertake further required data analysis	Detailed analysis of data from various sources such as the SSRP, NHS and Department for Transport (DfT)	Autumn 2016 – Spring 2017

Commence project delivery in areas identified below.	Evidence based strands of work are in place across partnerships.	
Behaviour change and education Circa £500,000	<p>Building on previous work through SSRP, identify groups at risk of being KSIs. Development of social marketing segmentation to address the needs of high risk groups. From evidence gained, develop road safety campaigns for East Sussex.</p> <p>Current identified East Sussex High Risk Groups:</p> <ul style="list-style-type: none"> • Non-motorised users (NMUs – pedestrians, pedal cyclists and mobility scooter users) • 16 to 24 year olds • Powered two wheelers (PTWs) • Occupational (where one of those involved in the collision was considered to be using the road as part of their occupation) • Speed (where some form of speed element was considered to be present in the causation of the collisions) <p>Undertake further research for the introduction of further behaviour change interventions to target reductions in the number of KSIs across the road network in East Sussex. Understand reactions and attitudes towards road safety interventions for different user types such as, vulnerable road users, young drivers, and older drivers. Develop behaviour change pilot schemes, specifically 20mph in selected areas, to gauge appropriateness and suitability for bringing about desired changes in driver behaviour with defined outputs for monitoring and review.</p> <p>Development of materials etc. for a number of different road safety campaigns focussing on priority groups and outcomes</p> <p>Evaluation of current education interventions for young people and review of resources available and dissemination methods (e.g. schools literature, wider work in schools).</p>	Spring 2017- Summer 2019

Partnerships and communities Circa £100,000	Work with local members and Parish Councils to inform development of self-sustaining community interventions for road safety (e.g. one off costs).	
Implementation of speed reduction measures Circa £250,000	Work with local members and Parish Councils to identify local need and demand for 20 mph speed limits. Evaluate this against detailed analysis of Sussex Police crash data. Evaluate results of existing 20 mph areas / zones in East Sussex to provide evidence of the impacts of the schemes against scheme objectives. Allocation of one-off resource to CET Department to enable prioritisation of schemes in priority areas (to include any required additional staffing and technical costs).	
Final evaluation. Circa £50,000 In line with best practice, allocate an appropriate budget for robust evaluation of partnership activities. This could be all interventions across partners if partners agree (not just work funded through £1 million) to inform recurrent spend on road safety interventions across the system to ensure maximum return on investment from the public purse as a whole.	Clear information on what works (and what does not) to inform future plans across partnership.	Summer 2019