

APPENDIX 2 Planned Behaviour Change Projects

This appendix provides further information regarding the planned work on behaviour change as referenced in the attached report.

1. Target Groups

This programme of work is data led and in order to determine the key issues and target groups which are at highest risk of collisions, a detailed analysis of validated police data was carried out with the support of the data analysis team at the Behavioural Insights Team (BIT).

From this data analysis it was determined that the following target groups have the highest number of casualties on East Sussex Roads and therefore a decision was made to focus work on the following:

- Motorcyclists
- Young Drivers (17-25)
- Drivers in relation to vulnerable road users (e.g. cyclists and pedestrians).

In addition we know that whilst speeding remains an issue particularly for younger drivers, over 90% of collisions are in fact caused by driver error and therefore focusing attention on driver behaviour through the application of behavioural insights is likely to reduce overall risk and improve road safety. Interventions informed by behavioural science research have benefitted many areas of policy and whilst there are few instances of such interventions being applied and robustly evaluated when it comes to changing driver behaviour, this is gaining interest across the road safety community with ESCC being seen as a leader in this area.

This detailed data analysis was important not only in determining these priority groups but also in countering some previous suggestions for high risk groups such as the elderly or those from outside Sussex (holidaymakers). Neither of these groups were at disproportionate risk of causing a collision.

2. Activities Planned

Following a workshop last year with key representatives including Highways Agency, East Sussex Fire and Rescue, Sussex Police and the Programme Board a list of proposed projects was agreed and subsequently endorsed.

There will be three main projects carried out in conjunction with the BIT, a further project in which BIT will provide advice and support to Sussex Police and ESCC and one project which will be entirely developed and led by the ESCC in house Communications team. Each of these projects will address one of the key target groups /issues identified and aims to reduce overall risk of collisions and incrementally support sustainable reductions in the number of KSIs in East Sussex.

The focus of work since the beginning of the year has been the development of an appropriate in depth legal data agreement between Sussex Police, ESCC and BIT to enable further data analysis to be conducted to develop each of the below trials in detail. This has taken some time due to the additional complexities of the upcoming new GDPR data regulations which are an important new set of legal requirements regarding the management and sharing of any personal information with much higher penalties for data breaches and

which applies from May onwards for all public and private sector organisations. This full and legally compliant data sharing agreement is now in place and work is in hand to transfer and access the necessary data to further develop these each of these trials.

Following the completion of this process (expected May 2018) it is anticipated that each of these projects will be ready for launch in June with emerging outcomes and learning from September 2018 followed by a fuller report on findings the following year.

Further information on each of these projects is included below.

2.1 Notice of Intended Prosecution (NiP)

A traffic offence is a critical touch point for influencing road user's behaviour. This has the potential to be a powerful teachable moment that may prompt the individual to adopt risk-reducing behaviours, as has been seen in the fields of education and public health, for example in influencing smoking cessation behaviour.

In addition it may be the last direct point of contact that the authorities have with the road user before they are involved in a collision. Previous studies have shown that those with driving violations are three times more likely to have a subsequent collision. This was supported by our local data analysis which showed that a significant proportion of collisions were caused by vehicles with at least one prior speeding offence.

Working with the West Midlands Police, BIT simplified the Notice of Intended Prosecution (NiP) that is sent to drivers, following an offence and redesigned the accompanying leaflet. The leaflet was adapted to include information on the children killed and seriously injured in collisions in the West Midlands and explain the rationale behind speed limits. This was found to decrease the likelihood of speeding re-offending within 6 months by 21 percent. It also increased the payment rate and reduced the prosecution rate, significantly reducing staff time and resource internally.

We aim to build on this with Sussex Police and following a review of all paperwork and processes related to the current NiP sent by Sussex Police, new drafts are being developed in line with behavioural insights and following completion of further background data work to finalise the trial, testing these new letters is expected to begin in June. Given the high number of speeding offences recorded in East Sussex in 2016 (over 96,000) it is possible that a full randomised control (RCT) trial will be possible. This is being explored currently as data is being analysed.

2.2 Operation Crackdown

Operation Crackdown allows members of the public to report instances of dangerous or antisocial driving with Sussex Police sending a letter to road user to inform them of the report. The repeat report rate to Operation Crackdown is currently above 10 per cent. BIT worked with DVLA to amend letters to those caught driving without road tax and found that the image of the vehicle increased payment rates by 20 percent.

Working with Sussex Police and BIT, we will test variations of this letter to increase the effectiveness of Operation Crackdown in changing subsequent road user behaviour. These could include increasing the credibility of the enforcement threat or adding an image of the vehicle to the letter. This may also include the possibility of including personal testimonies and tailoring this by target group. Our primary outcome measure for this evaluation would be detected traffic offences and secondary outcomes such as collisions.

Again following completion of current data analysis it is intended to launch this work in June.

2.3 Anniversary Project

It is likely that some drivers will have an aspiration to change their behaviour following a speeding offence or minor collision – but this aspiration does not always persist. Currently re-detected rates for speeding are around 8 percent within 12 months with the majority occurring around the 9-12 months mark.

Working with Sussex Police, the SSRP and BIT, we will test the effect of making a follow up contact with an individual on the anniversary of an offence to remind them of their aspiration to change their behaviour. The date at which this is likely to be most effective will be identified and the medium for optimum communication (text /email /physical 'card' etc.). The message will be developed by BIT based on behavioural insights experience and a subset of the available 60,000 minor traffic offenders annually will be selected to ensure this is focused on those at highest risk of a subsequent re-offence.

2.4 Consultancy support

In addition to the above detailed projects, a further piece of work will be carried out with BIT, to review and improve the way in which we engage with motorcyclists, a key risk group at the many 'biker' events which take place over the summer months. Currently Sussex Police and partners attend a number of these events at considerable cost in terms of human and financial resource and it is essential that these opportunities are used as effectively as possible.

The aim of this work is to review these events and with the support and advice of BIT apply evidence of successful behavioural insights approaches to ensure that these are targeting the correct cohorts of this risk group and are maximising opportunities to deliver sustainable improvements in driver behaviour and safety and reduce the risk of collisions for this particularly high risk group.

This work will take place over the summer months to tie in with the majority of these events within Sussex.

2.5 Social Media and Communications

In addition to the above work which will be supported by BIT, a social media project will be developed and led entirely by the ESCC Communications team to specifically target both young drivers and their passengers.

A draft specification has been drawn up to invite digital communications/marketing agencies to quote for the work to design, build and maintain cross channel tracking infrastructure and support the development of appropriate messages to measure and target young male drivers. The intention is to appoint this agency in May. It is planned that the social media campaign will include incentives as a further encouragement for young drivers to take the initial pledge to protect a loved one. The first phase of this work is intended to run from June to September.

The aim of this work is to test the effectiveness of a variety of messages and social media platforms by measuring the number of people who respond to the initial call for action and the persistence of their engagement. Sharing of content online and commenting on the campaigns assessed by sample surveying will determine reach and durability of this work and through raising awareness of the importance of driver and passenger safety, reduce over time the risk of serious collisions in this high risk group.

3. Timeframes

Currently and following agreement on the data sharing arrangement between all parties, work is taking place to analyse this and to plan out each of the project trials as outlined above.

It is anticipated that following the completion of this work and agreement on the final shape of all trials which will be presented to Project Board, work will begin from June /July onwards. Initial and emerging findings from this work will be expected around September 2018 with the production of a fuller report and outcomes around a year later.

The Project Board will continue to meet regularly throughout the implementation period to oversee progress and reports will be provided to Committee as required.

4. Targets and Expected Outcomes

One way in which we can better assess the success of our road safety work is through the success /outcome criteria set for both aspects of the Road Safety Programme, the behaviour change work and the speed management /road infrastructure element. Each of the projects within this programme will have their own outcome criteria set, subject to the specific trial being undertaken and will be assessed for interim outcomes in September 2018 and final outcomes the following year.

Whilst we cannot measure actual KSI reductions we can measure elements such as diversion from courts for offences towards speed management courses, reductions in offences such as speeding as indicators of likely future more serious traffic offences and reductions in rates of re-offending following any initial offence. All of these types of indicators are known to be strong predictors of safer driving behaviours which over time are likely to lead to less KSI collisions.

We will, therefore, measure reductions in rates of re-offending and diversion from court as these have been statistically evidenced as reducing the risk of a subsequent collision. In addition, we know that whilst the application of behavioural insights to other policy areas is likely to be incremental in terms of behaviour change, it is however sustainable and, therefore, over the longer term we can expect to see reduced collisions and reduced KSIs as a result of this work, together with other road safety initiatives.

5. Next Steps

As outlined, projects are expected to be finalised and launched shortly with initial findings emerging around September and fuller outcomes the following year. Reports on progress will be provided throughout this period as required and all work will be overseen by the Project Board.