

Overview and Governance

This strategy provides the agreed approach to reducing and preventing road casualties across Sussex through collaborative multi-agency working focussing on agreed aims and objectives.

The Sussex Safer Roads Partnership in accordance with its Memorandum of Understanding will agree partnership priorities and the annual Service Delivery Plan through the review of performance process.

Partner agencies will produce local programmes which implement this overarching strategy and the Service Delivery Plan.

Background

Crash investigation data indicates that the majority of road traffic crashes are due to human error. Making mistakes is part of the human condition, indeed evolution is based around learning and adaption leading to behavioural change.

In the 10 years to 2014 the overall trend nationally and in Sussex is a reduction of road casualties which, taking into account a rising population must be seen as very positive. However it is essential that partner agencies continue to work together, sharing knowledge and resources to ensure continued road safety improvement through education, engineering and enforcement.

Partners will develop more detailed statements and action plans setting out their commitment and involvement in a collaborative pan Sussex approach to future road safety activities thus ensuring consistent messaging, delivery and economies of scale for the residents of Sussex.

With road safety and many other issues which impact society as a whole, intervention activities take many years to effect change. Therefore strategies and plans should look both short and long term with 3, 5 or even 10+ year goals and it is also important to aspire to a challenging long term vision.

SSRP Vision – " Create a safer environment for all road users, significantly reduce life changing injuries and eliminate fatalities."

Where are we now:-

Building on information and experience gathered since the formation of the partnership, data and intelligence will continue to be used to set priorities and inform appropriate interventions through regular Strategic

Intelligence Assessments. All interventions will have defined objectives, outcomes and be evaluated to inform future or revised action.

Historically data has shown that there is not a uniform reduction or increase of casualties. Within a definable downward trend there are often noticeable peaks and troughs year on year, quarter to quarter and location to location. It is therefore essential to consider longer term trends against shorter term anomalies to ensure resources are targeted appropriately.

Where do we want to get to:-

Aims

The overall aim is the reduction of casualties within a multi-modal environment. Identifying the behaviour which results in harm and damage and influencing that behaviour, reducing human error and demonstrating that all types of user can coexist in a safer road environment.

How will we achieve this:-

By focusing resources, unifying messages, collaborating, choosing quality products and working collectively the partners can sustainably deliver safer roads across Sussex.

Identify strategic priority groups, those most at risk compared to their profile, through data analysis and develop collectively agreed intervention programs. Previously identified priority groups will also continue to receive ongoing assistance to ensure that the behavioural change process is maintained.

Strategic priority groups will be prioritised for specific activity. The data will be regularly reviewed and emerging trends identified for appropriate and proportionate action. Road safety activity will focus around these groups and representatives from each partner will form Programme Group teams which will consider and promote appropriate activity.

Education

The Partnership will work across all age groups supporting people in the 'life skills' to behave more safely on the road through targeted education and publicity campaigns.

Linking past, current and future road safety activities with appropriate messages consistently repeated and reinforced is essential to ensure behavioural change. Activities will be presented through a pan Sussex curriculum of road safety education initiatives and campaigns at each stage of life from birth through to 70+.

Each programme group is responsible for evaluating and developing current activities and looking at additional and innovative methods to deliver road safety education.

It is essential that road safety advice is delivered in a professional manner. Therefore all those involved will need appropriate training and on-going review and development to ensure an appropriate standard is reached and maintained.

Engineering

Generally engineering solutions focus on a particular location. Whilst the solution may be 'hard' engineering, such as changes to road markings or road signs, or changes to road alignments or junctions, the specific location will usually mean a bespoke design taking into account very local factors. With progress being made in reducing road traffic casualties over the years, it is now becoming increasingly difficult to identify specific locations where the introduction of low cost engineering measures can provide cost effective solutions to reduce these casualties. Generally engineering solutions will be for individual agencies to consider based on local need.

More effort is now being directed into ensuring routes present consistent messages to drivers, requiring the implementation of standard applications and mass action programmes to bring highway infrastructure up to standard.

Also, road safety data is increasingly used in the prioritisation of highway maintenance works.

Proactive measures are in place which helps produce a safer road safety environment through good design, independent checks on designs for new highways and a Road Safety Audit process to ensure that the new or revised highway layouts do not create unnecessary risk on the public highway.

Enforcement

Enforcement is an essential tool in reinforcing educational messaging and engineering measures. However enforcement needs to be proportional and targeted.

All types of enforcement will continue to play an important part by targeting priority groups and those displaying disregard for their own safety and the safety of others. Enforcement can also identify those displaying a lack of skill or poor judgment who may then benefit from further education.

Local involvement

Engagement with local community groups, volunteers, elected representatives, Community Safety Partnerships and others is essential to encourage and support local communities to 'self-help' and the delivery of road safety products at a local level.

External Factors

Vehicle safety features and legislation have undoubtedly played a significant part in the reducing the severity of injuries. To date most of these devices are only effective following a collision taking place.

However developments in vehicle information and anti-collision systems will play a significant part in achieving our vision by helping drivers to avoid collisions.

Outcomes

Outcomes and success will be monitored through evaluation and measured not only by casualty reduction but by quality of life, sustainability, equality and value for money.

Sussex Safer Roads

P A R T N E R S H I P

App 2.2

Delivery Plan 2015 to 2016

Indicator / Aim	Reduce the number and severity of road casualties across Sussex by the effective delivery of behavioural change road safety initiatives which target at-risk groups and locations through encouragement, educational and enforcement activities.				
Performance:	Baseline \ Calendar Year	2013	2014	2015	
Casualty Forecast for Sussex based upon the projections from the DfT document 'Strategic Framework for Road Safety' <i>Forecast by partner see appendix</i>	2005 - 09 average Killed - 84 Killed or Seriously Injured – 1010	Low Projection (actual) Killed – 70 (50) Killed or Seriously Injured – 826 (921)	Low Projection (actual) Killed – 66 (39) Killed or Seriously Injured – 780 (1012)	Low Projection Killed - 63 Killed or Seriously Injured - 735	
Indicator Lead:	Operations Manager SSRP - Phil Henty - phil.henty@westsussex.gov.uk				
Membership of SSRP:	Brighton and Hove City Council - East Sussex County Council - East Sussex Fire & Rescue Service - Highways England - Sussex Police (Lead Authority) - West Sussex County Council (includes West Sussex Fire & Rescue Service)				

Steering Group	SSRP Strategy & Resources Group (SRG) Meets every three months and is currently chaired by Supt, Roads Policing Unit
Target Groups:	<ul style="list-style-type: none"> • Those travelling at excessive or inappropriate speed • Work related road risk • Powered two wheelers • 16 to 24 year olds • Non-motorised road users
Links with Other Plans	Tie in with LHA road safety strategy and delivery plans (details to be supplied by LHA's)
Risks/Barriers	See SSRP Risk Register
Resources	Capital: Partnership Reserve Revenue: NDORS operational surplus
Evaluation	Each project will have its own form of evaluation and reviewed annually to ensure best practice in all areas.
Budgeting	A forecast budget for approval by SRG will be produced annually for each Programme Group and submitted in March to inform following year's activities. Any activities not included in this forecast will need to be submitted to Programme Groups and SRG as appropriate.

Programme Group - SAFER FOR DRIVERS

Project Title and Ref ID	Activity	Partner	Funding source	Delivery Partners	Named Link
NDORS Courses (D029)	Diversion courses aimed at drivers caught exceeding the speed limit, using mobile phones, not wearing seat belts etc. and offered as an alternative to a fine and points on a licence (minor infringements).	SSRP	SSRP	ESCC / WSCC Joint Service Delivery Team	Ian Jeffery Sussex Police Anjie Clark WSCC
Safe Drive Stay Alive (D004)	A presentation delivered to Y12 students in colleges across Sussex. The Safe Drive Stay Alive campaign will reach new and pre-drivers in an emotive and hard-hitting way, influencing behaviour and attitude on the roads	WSFRS&ESFRS	ESFRS, WSFRS, SSRP	All	Justin Goodchild ESFRS Jacqui Boyle WSFRS
New Driver Awareness (D005)	Programme to help pre and new young drivers increase their knowledge and skills on the road. Delivered through public sessions and in colleges across Sussex.	All	SSRP	All	Keith Baldock B and H
Graduate (D006)	Coaching sessions delivered to Advanced Driving Instructors to enable them to deliver road safety micro-lessons to learner drivers during driving lessons.	SSRP	SSRP	ADIs Ian Edwards (outside consultant)	TBC SSRP
Young Driver Events (D002)	Young driver focussed events in communities making use of SSRP simulators and encouraging interaction with target group.	SSP	SSRP	All	TBC SSRP
IMPACT (previous Hard Hit) (D007)	Aimed at young offenders a product delivering a hard hitting presentation to influence behaviour and attitude on the roads.	Fire & Rescue Service		WSFRS ESFRS Police	Sarah Adams WSFRS Phil Badman Sussex Police

Drink Or Drive (D018)	Annual Campaign to support TISPOL drink/drive campaigns, incorporating enforcement and educational activities	Sussex Police	SSRP/RPU	All	Carl Knapp Sussex Police
Case For Concentration (D024)	The aim of the project is to raise awareness of the consequences of careless driving amongst young and learner drivers/ passengers and moped riders (aged 16-19), and to talk about prevention strategies.	BHCC/WSCC/ ESCC	SSRP	Magistrates HMCTS	Matthew Thompson BHCC
Theatre In Education (D008)	A theatre performance delivered to Y11 students in priority schools across Sussex addressing passenger power and offering strategies to use to avoid risk.	All	SSRP	External provider	Matt Thompson SSRP
COSTS (D009)	A scheme to engage with businesses to help them develop robust and meaningful occupational road risk policies and reduce the number of collisions involving the business user.	Sussex Police	SSRP	BHCC, ESCC, WSCC External provider	Carl Knapp Sussex Police
Embrace Life (D011)	Video based campaign to promote the use of seatbelts.	SSRP	SSRP	Online Self help	Communications Officer SSRP
Older Drivers Booklet (D012)	A printed resource developed for older driver week 2012	SSRP	SSRP	Printed material	Communications Officer SSRP
Community Speed watch (D019)	Monitoring of vehicle speed by volunteers at sites selected jointly by the community & police run individually within communities and managed by NPT	SSRP	SSRP	Community involvement / NPT	Mark Dunn Ian Jeffery
Op Crackdown (D013)	Web based reporting tool for public.	Sussex Police	SSRP	Crackdown Team	Oliver Senior Sussex Police
Mocktails (D027)	A scheme to produce a toolkit for 10 schools across Sussex to deliver alcohol awareness sessions in Year 9 based on the successful	Horsham Matters	SSRP	Horsham Matters & Police/Fire	Carl Knapp SSRP Dann Morris

	pilot project started in Horsham.				Horsham Matters
Tyresafe (D020)	National campaign encouraging drivers to be aware of tyre safety	National Campaign	None	All	Phil Barrow Sussex Police
Programme Group - SAFER FOR POWERED TWO WHEELERS					
Project Title and Ref ID	Activity	Partner	Funding source	Delivery Partners	Named Link
Biker Down (P004)	The aim is to provide motorcyclists with an input and awareness of the skills they can employ being first at the scene of a motorcycle crash. Based on scheme introduced by Kent Fire & Rescue	ESFRS	SSRP	ESFRS, WSFRS Sussex Police Sussex Ambulance	Justin Goodchild ESFRS Glen McArthur, Sussex Police
BikeSafe (P005)	A nationwide scheme to reduce casualties amongst bikers by passing on tips and knowledge, to give an insight to safer & smoother riding and an awareness of possible hazards. Motorcyclists are assessed on their present skills and given helpful advice.	National Project	Fees from attendees	Sussex Police	Richard Hornsey Sussex Police
Sussex Biker (P006)	A magazine to support all SSRP PTW projects, to raise awareness and increase uptake and reduce risk of harm.	SSRP	SSRP	Printed material	Communications Officer SSRP
New Rider Awareness (P009)	Presentation to be delivered to school/college students across Sussex based around WSFR Scootsafe presentations.	WSFRS	SSRP	All	John Lainsbury WSFRS/Glen McArthur Sussex Police
PitStop (Biker Events)	An open invite event for motorcyclists to meet with police motorcyclists to get advice and learn about training schemes.	Sussex Police	SSRP	Sussex Police	John Bignell Sussex Police

(P003)	Links to events such as Brighton Biker Nights, Speed Trials, Ace Café, etc.				
Firebike (P007)	Two FRS liveried motorcycles branded with SSRP logos. Can be used for events.	ESFRS WSFRS	SSRP	WSFRS ESFRS	David Kemp ESFRS Nicki Peddle WSFRS
Scooter Skills (P016)	Resource supplied to schools	WSCC			Anji Clark
Scooterability (P017)	Delivered by cycle trainers in schools ages 6-7	BHCC			Keith Baldock
Stay a Hero (P001)	Video based campaign to promote safer motorcycle riding.	SSRP	SSRP	Online Self help	Communications Officer SSRP
Op Fork (P013)	May Day bank holiday A21 motorcycle rally to Hastings. Engagement and enforcement.	Sussex Police	SSRP	Police ESFRS HA	Steve Grace Sussex Police
Programme Group - SAFER FOR NON MOTORISED ROAD USERS					
Project Title and Ref ID	Activity	Partner	Funding source	Delivery Partners	Named Link
Pedestrian Training (N005)	Activity targeted at primary age students offering practical on-road training	LHA	Individual LA funding sources	BHCC, ESCC & WSCC	Liddy Leeding ESCC Andrea Keer BHCC Vacant WSCC
Bump To Toddler (N009)	A printed resource under review at present to look at opportunities for sponsorship of product.	SSRP	SSRP	Printed material	Communications Officer SSRP

BikeAbility (N008)	Cycle training for young people and adults to enhance road skills. Three levels to complete with certification available following each course.	National Project	Individual LA funding sources	LHA's	Liddy Leeding ESCC Dean Pocock WSCC Terry Nye BHCC
Cyclists Booklet (N004)	A printed resource to be distributed to cyclists across Sussex and for use at events.	SSRP	SSRP	Printed material	Communications Officer SSRP
Exchanging Places (N006)	An initiative based on TrL product began in BHCC and taken pan Sussex	BHCC	BHCC/SSRP	All	Keith Baldock BHCC
Transition Project (N014)	A programme of various activities and resources aimed at transition from primary to secondary school to include competitions, magazine, JRSO	LHA's	??	??	Carl Knapp SSRP Matt Thompson, Liddy Leeding, Penny Maher
INSPIRE (N010)	Educational resource used across schools in Sussex	Sussex Police			Caroline Adams Sussex Police
Cycling Clubs (N002)		ESCC			Liddy Leeding ESCC
School Parking - Parkwise (N018)	Scheme to encourage safer parking around schools. Banners and driver engagement	ESCC WSCC	SSRP		PS Munro Police Anji Clark WSCC
Cycle Maintenance Courses (N007)	Advice given to public re safe maintenance of cycles	BHCC/ESCC/ WSCC			Keith Baldock

SAFER FOR ALL (Products aimed at all road users)

Project Title and Ref ID	Activity	Partner	Funding source	Delivery Partners	Named Link
Piers Meerkat (A013)	Mascot used to promote road safety messages in Brighton & Hove	BHCC			Keith Baldock
Smarter Choices Roadshow (A014)	Delivered in schools to encourage sustainable travel?	WSCC			Anji Clark

University Design Competitions (A007)	Work with local university students on road safety ideas	BHCC			Keith Baldock
School Assemblies (A002)	Assemblies delivered by RSOs in schools	BHCC			Keith Baldock/Matt Thompson
Routes (A008)	Resource designed by SSRP and delivered by RSOs in schools only in BHCC	BHCC			Keith Baldock/Matt Thompson
Road Safety Competitions (A003)	Occasional competitions for schools/colleges	BHCC			Keith Baldock
Safety in Action Days (A003)	Students are put through a team game which involves a carousel of 9 or 10 ten minute workshops on various aspects of safety including school bus safety, stranger danger and road safety issues.	BHCC			Keith Baldock
SSRP Campaigns Event Planner (A002)	A series of campaigns designed to support behavioural change in the major behaviours such as distraction	SSRP	SSRP	TBC	TBC SSRP
SSRP Supported Events Materials (A002)	Events equipment to service SSRP supported events over 3 years	SSRP	SSRP	SSRP	Stewart Goodwin Sussex Police

	Severity	2005-09 average		2013	2014	2015
BHCC	Fatal	8	Low projection Actual	7 3	6 2	6
	KSI	157	Low projection Actual	129 145	122 155	114

ESCC	Fatal	33	Low projection Actual	28 17	26 16	25
	KSI	379	Low projection Actual	310 339	293 382	276

WSSC	Fatal	44	Low projection Actual	37 30	35 21	33
	KSI	474	Low projection Actual	388 437	366 475	345

Sussex	Fatal	84	Low projection Actual	70 50	66 39	63
	KSI	1010	Low projection Actual	826 921	780 1012	735