

**21 March 2013**

**Agenda Item:**

## **REPORT OF SERVICE DIRECTOR, HIGHWAYS**

### **ROAD SAFETY CAMPAIGNS & INITIATIVES 2013/14**

#### **Purpose of the Report**

1. To seek approval of the 2013/14 Road Safety campaigns and initiatives to support the reduction in road casualties on Nottinghamshire's roads

#### **Information and Advice**

2. The Nottinghamshire Decade of Action sets challenging targets for the reduction in the number of road casualties on Nottinghamshire's roads. A 40% reduction of the killed or seriously injured (KSI) and Child KSI compared to the 2005-2009 average to be achieved by 2020.
3. The Road Safety team are leading a programme of education and training campaigns designed to reduce the number of casualties on the County's roads. Activities are targeted at specific road user groups and ages according to need.
4. The programme has been developed by interrogating police accident data to establish accident trends and areas where casualties are increasing or reducing at a slower rate.
5. Research into specific behaviour and decision making by road users is undertaken to provide a more informed view. The circumstances and causation factors are examined to establish behaviour patterns to inform what specific behaviours to tackle such as seatbelt wearing or inappropriate speed.
6. Consideration is given to where, when and why accidents are occurring to aid targeting of the campaigns and initiatives. The timing of campaigns and training generally coincides with when, historically, higher numbers of casualties have occurred within a specific road user group and/or age band to maximise its likely impact on casualty numbers.
7. The design of the specific campaigns is undertaken with the support and advice of our Communications & Marketing team. Evaluation of previous projects and interventions provides an insight into the most cost effective methods and types of advertising.

8. An analysis tool called the Market Analysis and Segmentation Tool (MAST) draws together police accident data with Experian's MOSAIC which provides an insight into the socio-demographic of the communities and individuals most likely to be involved in a road traffic accident. This helps enable the design and method used in each campaign to be as effective and efficient as possible.
9. The proposed programme will commence with adult cycling sessions which will aim to improve skills and confidence of riders, with particular emphasis on road positioning and interaction with other road users. The training sessions will be run from five hubs around the county, namely West Bridgford, Hucknall, Worksop, Southwell and Newark. At the beginning of April we plan to run a campaign aimed at all road users. Over 4000 road users in Nottinghamshire 'failed to look' properly between 2007 and 2011 contributing to a road accident.
10. The summer will see a number of initiatives, with the initial activity focusing on drink drive. There will be advertising activity in public houses and to support this, road safety staff will run clinics in local supermarkets. We will then move our focus on to seatbelts, with advertising being undertaken as well as child car seat checks at supermarkets in each district of the county. During September we plan to run a child pedestrian campaign in primary schools, which will be supported by the Junior Road Safety Officer scheme and additional road safety education in schools.

### **Other Options Considered**

11. Alternative timings and methods may be considered but the programme has been designed to have the maximum impact possible on road casualty numbers with the resources available.

### **Reason/s for Recommendation/s**

12. The programme is designed to have the maximum impact on reducing the number of road casualties. Research and evaluation of past projects both locally and in other areas has provided an insight into the effectiveness of the types of intervention and their likely effect on behaviour.

### **Statutory and Policy Implications**

13. This report has been compiled after consideration of implications in respect of finance, the public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Implications for Service Users**

14. The campaigns and training programmes are designed to have a positive effect on behaviour of all road users. The programme aims to reduce the number of casualties in all road user groups.

### **Financial Implications**

15. Each campaign will be separately determined in relation to the most efficient and effective use of resources. The total budget allocated for the 2013/14 financial year is £40,000.

### **Safeguarding of Children Implications**

16. The welfare of children should be positively influenced by the campaigns and training specifically targeted at children and young people. In addition Road Safety Education & training is delivered by Road Safety staff in schools and colleges.

## **RECOMMENDATION/S**

17. It is recommended that approval is given to the proposed framework for Road Safety Campaigns and Training programme for the coming year.

**Andrew Warrington**  
**Service Director Highways**

### **For any enquiries about this report please contact:**

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### **Constitutional Comments (SHB 25/02/2013)**

18. Committee has the authority to approve the Recommendation.

### **Financial Comments (TMR 25/02/2013)**

19. The financial implications are set out in paragraph 15 of the report

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Appendix 1 – Road Safety Framework 2013/14

**Electoral Division(s) and Member(s) Affected**

All