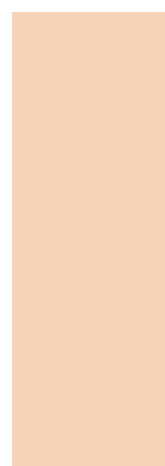
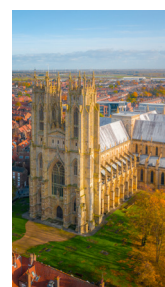
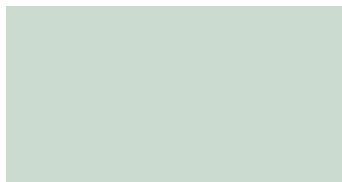


SAFER ROADS HUMBER

Road Safety STRATEGY



Foreword

The Safer Roads Humber partners all have road safety as a top priority, and we are proud to work more closely together with this ambitious plan towards Vision Zero as collisions are devastating for families and the community.

Our area has seen a significant drop in fatalities and seriously injured people over the last 20 years, but there is lots more for us all to do. Collisions are preventable and preventing road death must be our focus.

Each partner agency, the public and our stakeholders have responsibility to keep each other safe on the roads regardless of their mode of transport. With more education, engineering, and enforcement where necessary, we can together affect the changes in behaviour that will reduce casualties further. This requires commitment from every one of us.

It is time we changed attitudes into road death and injury, after all, we do not accept this in aviation, shipping or construction. To tolerate any number of deaths on the road is unacceptable. When our families leave the house, we expect them to return, not to have a knock on the door from a police officer giving the worst news imaginable.

Vision Zero also has much wider benefits. The reduction of casualties makes our community safer, but also reduces demand on the NHS, police, and other emergency services. It reduces demand in the criminal justice system and allows our communities to move around more freely without the road closures and delays. This reduction can save millions of pounds in our area.

This new Road Safety Strategy sets out our ambitions to 2035; our long-term goal of zero road deaths and severe injuries on the roads of the Humber region by 2050 and I commend the strategy and look forward to working with our partners in making our roads safer for everyone.



Ian Robertson

Safer Roads Humber partnership manager

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Introduction

The Safer Roads Humber partnership is comprised of four local councils (East Riding of Yorkshire, Hull City Council, North East Lincolnshire Council, and North Lincolnshire Council), Humberside Fire and Rescue Service, Humberside Police, and National Highways.

This new Road Safety Strategy sets out our ambitions to 2035; our long-term goal of zero road deaths and severe injuries on the roads of the Humber region by 2050; and explains how we will deliver on these ambitions, working with a wide range of stakeholders and partners.

Road safety should be important to us all – we are all road users, be it as a pedestrian, cyclist, horse rider, motorcyclist, passenger or driver. It means we are all exposed to the risk of using our roads. Even if we are not directly affected by a tragedy on the roads, we are likely to know people who have been. Congestion (and delays) caused by a collision, when emergency services are carrying out their invaluable work to save those involved, is something we all often experience. This costs society money, not only in the immediate emergency response, but also due to damage to property, insurance costs, road repairs, and economic costs of delays. And there are other benefits to having safe roads – if we feel safe, we are more likely to walk and cycle, helping us to keep healthy personally and contribute to reducing carbon emissions and improving air quality.

We are adopting the Safe System approach to road safety, which requires us to take a systemic approach to road safety, strengthening all parts of the system so

that when there are failures, the rest of the system can minimise the risk. It means we need Safe Speeds, Safe Road Users, Safe Roads, Safe Vehicles, and high-quality Post-Collision Response to eliminate death and severe injury.

No single organisation can do this alone. It requires those responsible for designing, building, maintaining, and using vehicles and roads to play their part. This approach is perfect for a road safety partnership such as ours, which involves highways authorities who lead on road engineering. Humberside Police are obviously the organisation responsible for enforcing traffic laws. All partner organisations have a role in educating road users on how to safely use the roads. However, there are actions which can help create a Safe System which are not in our remit. These sit with a wide range of organisations, from central Government to vehicle manufacturers to the NHS to communities and road users. We need to interact with all these other groups to coordinate, lobby, and convince them to play their part, and do so in a collaborative way so that we get the most out of our collective efforts.

This Strategy explains how we plan to deliver our ambitious goal, by setting out our priorities, our recent progress, and the devastating impact road trauma has to our communities. It details what the Safe System means for us and includes ‘mini-plans’ for the next five years, which are our immediate actions to start to deliver on this strategy. Lastly, it explains the way we are going to undertake this work. We look forward to working with you to make our roads safe for all.



Why Vision Zero?

Each year, on the roads of the Humber region, over 500 people are killed or seriously injured (KSI) in crashes. The most severe of these collisions result in around 35 people dying every year. This is the equivalent of half of a train carriage of passengers being killed, or a classroom full of children.

Between 2018 and 2022, on average, 1 child, 6 women and 28 men died on our local roads each year.

We don't tolerate death or serious injury in other areas of our life, and at Safer Roads Humber, we don't believe that anyone should lose their life whilst using our roads.

It is not acceptable that anyone's loved one heads out to work, school, to the shops, or off on holiday (whether they are walking, cycling, or as a driver or passenger in a motorised vehicle) and does not return home because of a preventable incident on our roads.

As a partnership, therefore, Safer Roads Humber is working towards **zero deaths or serious injuries** on local roads **by 2050**.

No human should be killed or seriously injured because of a road crash.

Working towards this goal changes the way we think about road safety. It means that crashes on our roads are not accepted as inevitable or 'an accident that just happens'. Every single incident happened for a reason, and we will work collectively to understand how we prevent something similar occurring again in the future.



Between 2018 and 2022, on average, 1 child, 6 women and 28 men died on our local roads each year.

Progress to date

Whilst we have accepted that no death or serious injury should occur on our roads, we also must acknowledge that achieving Vision Zero requires a substantial long-term commitment. We won't reach zero overnight and therefore we are adopting an interim target to help us monitor progress towards our goal.

Evidence shows that setting targets and measuring progress incentivises those working to improve road safety, helping to promote best practice, and increasing levels of accountability¹. There are currently no road safety targets in England, with the last formal national strategy ending in 2010. Individual road safety authorities and partnerships are adopting their own targets to help focus activities and Safer Roads Humber is adopting this approach to set ambitious goals for the next ten years, and the longer term.

There has been research showing that countries that have road safety targets have generally performed better than those without. The UN identified several reasons why road safety targets have proven to be beneficial:

- Setting targets communicates the importance of road safety.

- Targets motivate stakeholders and increases accountability for achieving results.
- Targets convey the message that the Government is serious about reducing road casualties.
- Sub-national targets widen the sense of ownership by creating greater accountability, establishing more partnerships, and generating more action.
- Targets raise media and public awareness and motivate politicians to support policy changes and to provide resources².

There are 17 Sustainable Development Goals (SDGs), adopted by all UN Member States in 2015, which are a call to action to end poverty, protect the planet, and improve the lives and prospects of everyone. Goal 3 is 'Good Health and Well-Being'. Specifically, Target 3.6 was:

By 2020, halve the number of global deaths and injuries from road traffic accidents³.

To follow the SDG Target (which ended in 2020), The Stockholm Declaration, made at the Third Global Ministerial Conference on Road Safety in Stockholm on the 19th and 20th February 2020, stated:

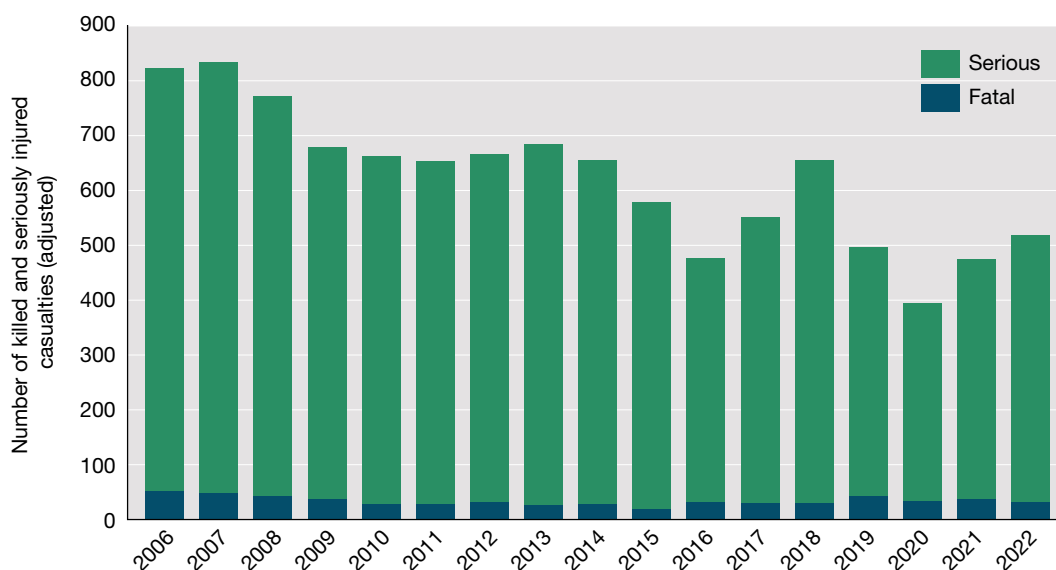
¹ PACTS, Policy Briefing – A Vision for Road Safety: The role of road safety strategy and casualty reduction targets since 2010.

² Towards Zero Foundation, 2020, p. 3

³ United Nations, 2020



Figure 1 Long-term KSI casualty trend in the Safer Roads Humber area (adjusted)



Reiterating our strong commitment to achieving global goals by 2030 and emphasizing our shared responsibility, we hereby resolve to;

Call upon Member States to contribute to reducing road traffic deaths by at least 50% from 2020 to 2030 in line with the United Nations High-Level Political Forum on Sustainable Development's pledge to continue action on the road safety related SDG targets, including 3.6 after 2020, and to set targets to reduce fatalities and serious injuries, in line with this commitment, for all groups of road users and especially vulnerable road users such as pedestrians, cyclists and motorcyclists and users of public transport⁴.

The '50 by 30' campaign⁵ to halve global road deaths and serious injuries by 2030 encapsulates this SDG,

with the European Union adopting this target to meet its long-term strategic goal of achieving Vision Zero by 2050⁶.

Recent trends

With our Vision Zero goal, one death or serious injury on our road network is one too many. We have, however, been working hard since the formation of the road safety partnership in 2003 to reduce casualties on our roads. In 2006 (based on adjusted figures⁷), there were 820 people killed or seriously injured on local roads. This has reduced by over a third to 518 in 2022 (the most recent year of published statistics). Figure 1 shows the general downward trend in adjusted KSI casualties over time, although more work is still required to achieve zero.

⁴ Towards Zero Foundation, 2020

⁵ European Commission, 2019

⁶ United Nations, 2020

⁷ New Police crash reporting systems have been introduced which changed the way in which injury severity is classified. The change involved moving away from the reporting police officer making a judgement of the severity of the injuries sustained to a system where the most severe type of injury is classified. This change has made comparing casualty numbers over time difficult, so the Office for National Statistics (ONS) Methodology Advisory Service completed analysis to determine the effect of the introduction of the new systems and have calculated 'adjusted' figures to show the numbers of serious casualties that it is expected would have occurred if injury severity had always been reported. Humberside Police introduced the CRaSH system in 2016 so all recent trends are based on reported data and not adjusted figures. However, long-term trends require the use of adjusted figures.

Very Serious (DfT definition)

Broken neck or back
Severe head injury, unconscious
Severe chest injury, any difficulty breathing
Internal injuries
Multiple severe injuries, unconscious

Moderately Serious (DfT definition)

Loss of arm or leg (or part)
Fractured pelvis or upper leg
Other chest injury (not bruising)
Deep penetrating wound
Multiple severe injuries, conscious

Measuring progress

The Department for Transport has introduced new police reporting systems that have changed how injury types are recorded. It is now possible to understand in much greater detail the types of injury sustained by casualties and to classify them beyond the broad 'seriously injured' category.

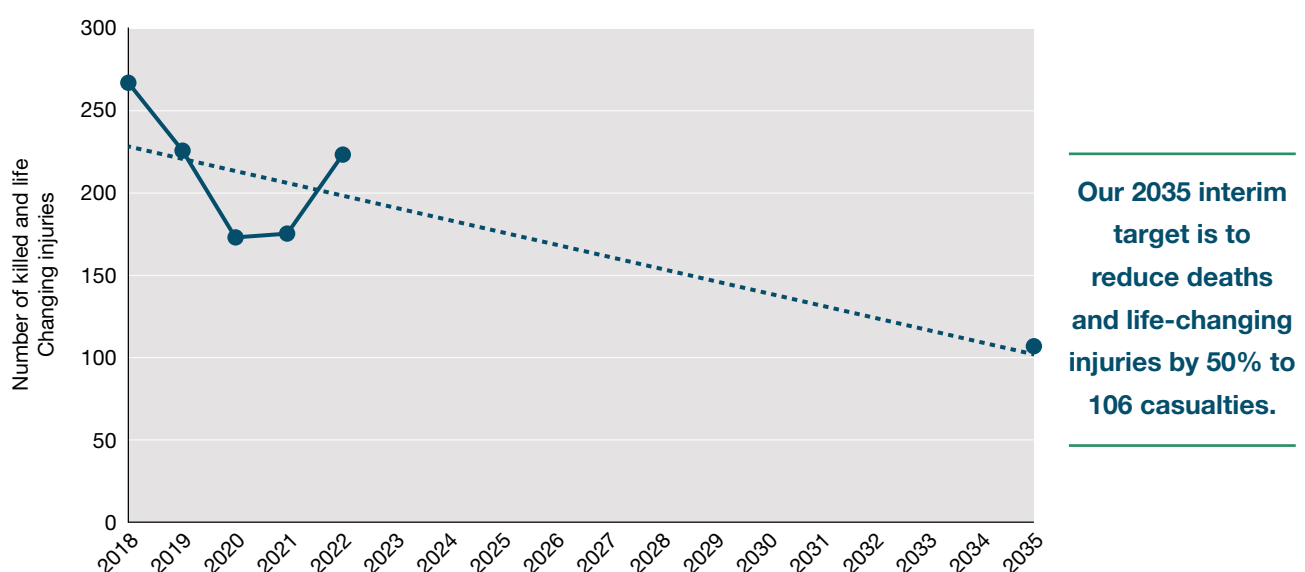
Humberside Police has adopted the CRaSH⁸ system which provides 21 different injury classifications. They range from those killed through to those suffering bruises or shock. We are most concerned with preventing 'life-changing' injuries and deaths. We are therefore proposing to adopt the following list of injury classification in our list of life-changing injuries, covering 'Very Serious' and 'Moderately Serious' injuries:

These injuries, together with those killed on the roads, will form our long-term Vision Zero. Between 2018 and 2022, the average breakdown by injury severity was:

Fatal	35
Very serious	76
Moderately serious	102

This leads to a baseline annual average of fatal and life-changing injuries of 213. To achieve zero from this number is challenging and we will closely monitor the numbers annually. To help set us on the right road to zero, we are setting an interim target for 2035 to reduce deaths and life-changing injuries by 50% to see 106 or fewer deaths and life-changing injuries.

Figure 2 Baseline and 2035 Target for Safer Roads Humber (Deaths and Life-Changing Injuries)



⁸ See Footnote 2

Mental Health Impact

The effects of road collisions are not limited to physical harm. It is difficult to quantify the impact on mental health from the police reported records, but it is clear that the effects can be far-reaching.

Research in Australia found that mental health problems, such as depression and PTSD, are common following a road crash. The prevalence of psychological disorder (40%) was much higher amongst those involved in collisions than the wider Australian population (<10%). It was found that experiencing elevated distress following a collision greatly affects the ability for a person to recover quickly, which in turn increases the risk of developing serious mental health disorders and of suffering from co-occurring physical problems⁹.

These effects will not only be felt by the individuals involved in the collision but will affect their family

and friends, and wider society through difficulties with returning to work and the need to access support services.

Safety performance indicators

Casualty data is, of course, critical to measuring success, but this is a lag indicator, relying on historic data to arrive before we can interpret and understand trends. We also require Safety Performance Indicators (SPI) that can inform us of risk and danger on our roads related to Safe System elements.

This approach has been pioneered in Europe with detailed guidelines now in place to monitor and compare these indicators across many countries¹⁰. Transport Scotland have developed a comprehensive set of SPIs which follow international best practice.¹¹ These indicators do not simply measure outputs (e.g.,

⁹ <https://australianrotaryhealth.org.au/ilaria-pozzato/>

¹⁰ <https://www.baseline.vias.be/en/about-the-project>

¹¹ Transport Scotland. (2021) *Scotland's Road Safety Framework to 2030: Annual Delivery Plan 2021-2022*



Table 1: Proposed Safety Performance Indicators for Safer Roads Humber

No.	Safe System Outcome	Safety Performance Indicator Description
1	Safe Speeds	Percentage of drivers/riders driving WITHIN the speed limits on high-speed roads (50mph or over)
2	Safe Speeds	Percentage of drivers/riders driving WITHIN the speed limits on local roads (40mph or under)
3	Safe Road Users	Percentage of drivers/riders who do NOT drive after consuming alcohol or drugs
4	Safe Road Users	Percentage of vehicle occupants using a seatbelt or child restraint system correctly
5	Safe Road Users	Percentage of drivers NOT using an in-car phone (hand held or hands free)
6	Safe Roads	Percentage of roads with an appropriate safety rating ¹²
7	Safe Vehicles	Percentage of new passenger cars achieving a sufficient safety rating or equipped with specific technologies ¹³
8	Post Collision Response	Percentage of emergency medical services arriving at collision scene within 18 minutes

number of traffic violations), but instead express known risk factors, or road dangers, as a compliance score. These scores can be benchmarked and measured at regular intervals across Safer Roads Humber. One of the first tasks in delivering this strategy is to explore how we will collect consistent data for these indicators.

Unequal risk¹⁴

Sadly, road risk is not equal, and despite us all having a right to mobility and a right to travel safely, there are many ways in which certain road users are at greater risk than others.

Different modes experience different levels of risk on the roads

Figure 3 shows the percentages of people killed or seriously injured in the Humber region by mode. These percentages do not consider how many miles are walked, cycled, ridden, or driven – measuring by mile travelled would show that vulnerable road users are at even greater risk. Whilst car¹⁵ drivers are the largest group of KSI casualties, over half (56%) of those killed or seriously injured were vulnerable road users (pedestrians, cyclists, and motorcyclists). A further 5% of KSI casualties were travelling by other modes, such as in goods vehicles or buses.

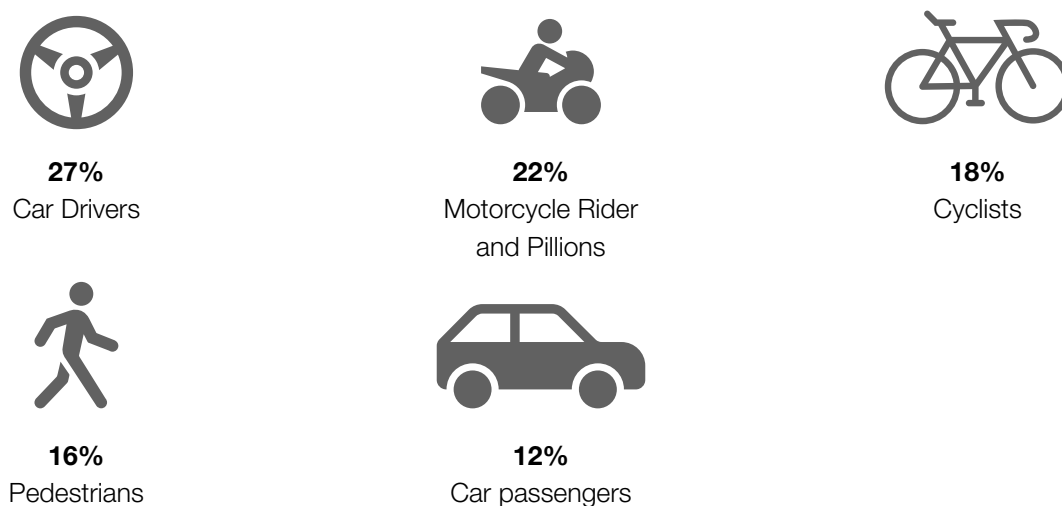
¹² There is no international standard on this indicator, although the iRAP system is widely used. In order to establish and monitor the percentage of roads that meet an appropriate safety rating, a phased approach is proposed. This means that the first stage of this indicator is to devise an appropriate methodology and determine what the baseline percentage of roads meeting the standard is.

¹³ This indicator cannot be measured for the fleet of vehicles using the roads in the Humber region at present and is not subject to an agreed international definition. One option, however, is to use the published Euro NCAP ratings for vehicles, or better still, the fitment of vehicle safety systems that align with Safe System principles.

¹⁴ Analysis in this section is based on reported, not adjusted figures.

¹⁵ 'cars' includes taxis and minibuses

Figure 3 Killed or Seriously Injured Casualties in Humber region by User Group (2018-2022)



The distribution of KSI casualties across different modes is not consistent across the local authority partners within Safer Roads Humber. Vulnerable road users are more prevalent in Hull and in North East Lincolnshire, whilst car occupants are the most common casualty type in the East Riding of Yorkshire and North Lincolnshire.

It shows that whilst we must work in partnership to provide a consistent approach to road safety across the Humber region, we need to recognise these differences and target risk accordingly. These differences in risk could be due to road design, modal choice, traffic levels, and travel alternatives so we need to explore these factors to understand what will be effective in each area.

Figure 4: KSI casualties across Humber region local authorities by road user group (2018-2022)

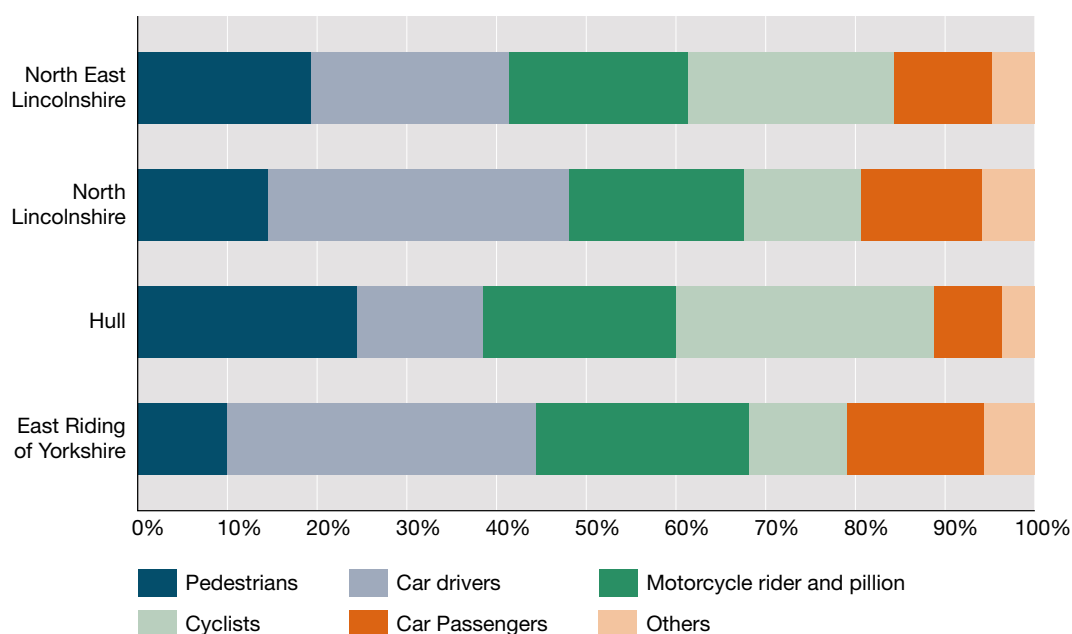


Table 2: KSI Casualties across Humber region local authorities by road user group (2018-2022)

Red arrows show where a local authority has a higher percentage than the Safer Roads Humber (SRH) average

	Pedestrians	Cyclists	Motorcyclists	Car Drivers	Car Passengers	All others
Safer Roads Humber	16%	18%	22%	27%	12%	5%
East Riding of Yorkshire	10%	11%	24% ↑	35% ↑	15% ↑	6% ↑
Hull	24% ↑	29% ↑	21%	14%	8%	4%
North Lincolnshire	15%	13%	19%	34% ↑	13% ↑	6% ↑
North East Lincolnshire	19% ↑	23% ↑	20%	22%	11%	5%

Table 3 on the next page) shows the relationships between those injured in road crashes in the Humber region, and the vehicles involved. The larger and the darker the circle, the more casualties were using the mode in the columns and were injured in a collision with the vehicle in the rows. Cars are the most common vehicle involved in collisions where pedestrians, cyclists, motorcyclists, and car occupants were injured. Car occupants were also frequently injured in collisions where there were multiple vehicles involved (at least three), and also where no other vehicle was involved (where the car might have impacted with a tree or roadside furniture). Motorcyclists were often frequently killed or seriously injured in single vehicle collisions. Aside from cars, the most common vehicle involved in collisions where pedestrians, cyclists, motorcyclists, and car occupants were most frequently killed or seriously injured is a goods vehicle.

Some roads users pose a greater risk to others

Vehicle type involved (rows) / Mode of the killed or seriously injured (columns). All collisions involved two parties aside from the last two rows.

People from our most deprived communities are most likely to be killed or seriously injured on the roads

Another way in which road risk is unequal is related to the communities in which people live. People from our most deprived communities are most likely to be killed or seriously injured on the roads, as shown in Figure 5. Deprivation can influence the way in which we travel – it may be that residents in these communities have no choice but to walk, cycle, or use a motorcycle, making them more vulnerable.

The environment and access to services can influence mode choice. We know residents from our most deprived communities are much less likely to have access to a vehicle. A quarter of households in the Humber region do not have access to a vehicle, and this will be higher in deprived neighbourhoods.

Even in households with cars available, not all members of the household may drive. It may be the case that even when more deprived residents own or have access to a car, it is more difficult to purchase

Table 3: Vehicles involved and who is injured in the Humber region (2018-2022)

Vehicle type involved (rows) / Mode of the killed or seriously injured (columns). All collisions involved two parties aside from the last two rows.

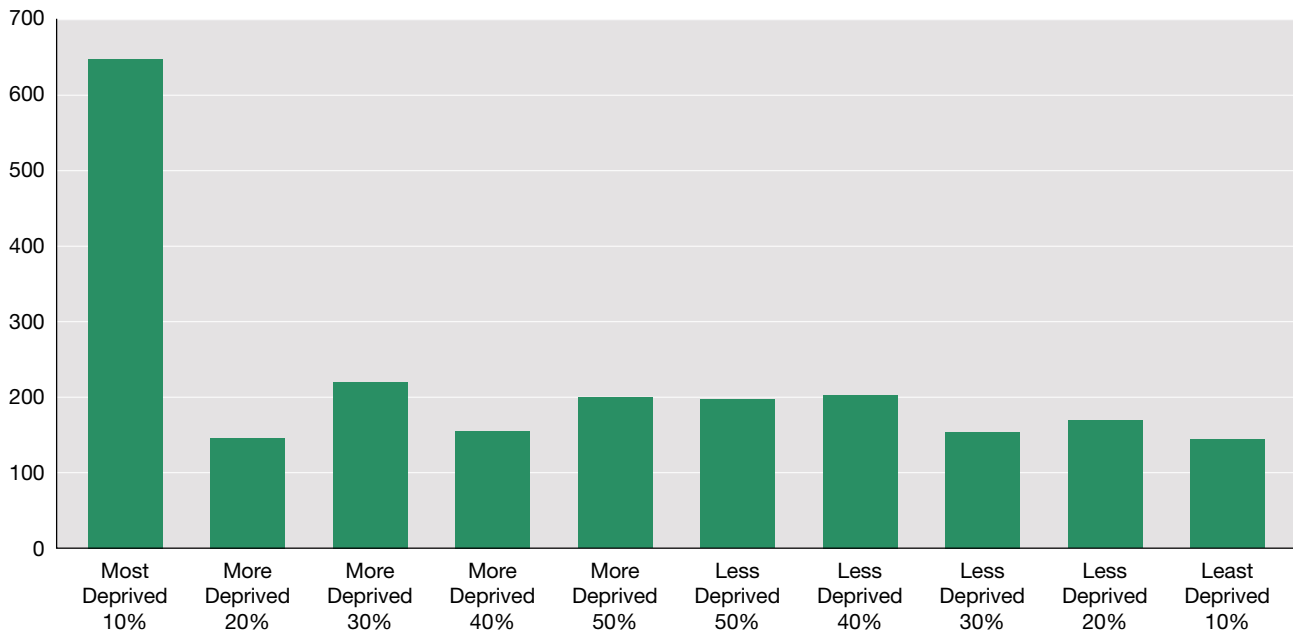
Vehicle Involved	Road User Killed or Seriously Injured					
	Pedestrian	Cyclist	Motorcyclist	Goods vehicle driver/passenger	Car driver/passenger	Bus driver/passenger
Car	323	351	286	17	396	3
Motorcycle	22	13	11	1	5	
Goods vehicle	39	55	48	13	78	2
Bus	12	7		1	6	
Cycle	10	3	2		4	1
Multiple Vehicles ¹⁶		16	47	12	182	
Only/single vehicle ¹⁷		14	144	25	290	9

Key: The darker and larger the circle, the more KSI casualties involved.

¹⁶ This denotes more than 3 or more vehicles.

¹⁷ No other vehicles were involved other than the vehicle in which the casualty was injured.

Figure 5: KSI casualties in the Humber region by home deprivation level (2018-2022)



more expensive vehicles with enhanced safety features. Road design may also be an issue, with these communities potentially having higher levels of traffic, leading to increased chances of conflict.

Young people (aged 16 to 24 years) are over-represented in KSI collisions

Risk is also unequal when it comes to age, as shown in Figure 6. Compared with the number who live in the

Humber region, young people aged 16 to 24 years, are greatly over-represented in road collisions as killed or seriously injured casualties. They make up 9.5% of the local population but 21% of those killed or seriously injured. Young people are most commonly riding a motorcycle or driving a car. Children under the age of 16 are most likely to be killed or seriously injured as vulnerable road users, especially as pedestrians.



Figure 6 Killed or seriously injured casualties from the Humber region by age and mode (2018-2022)

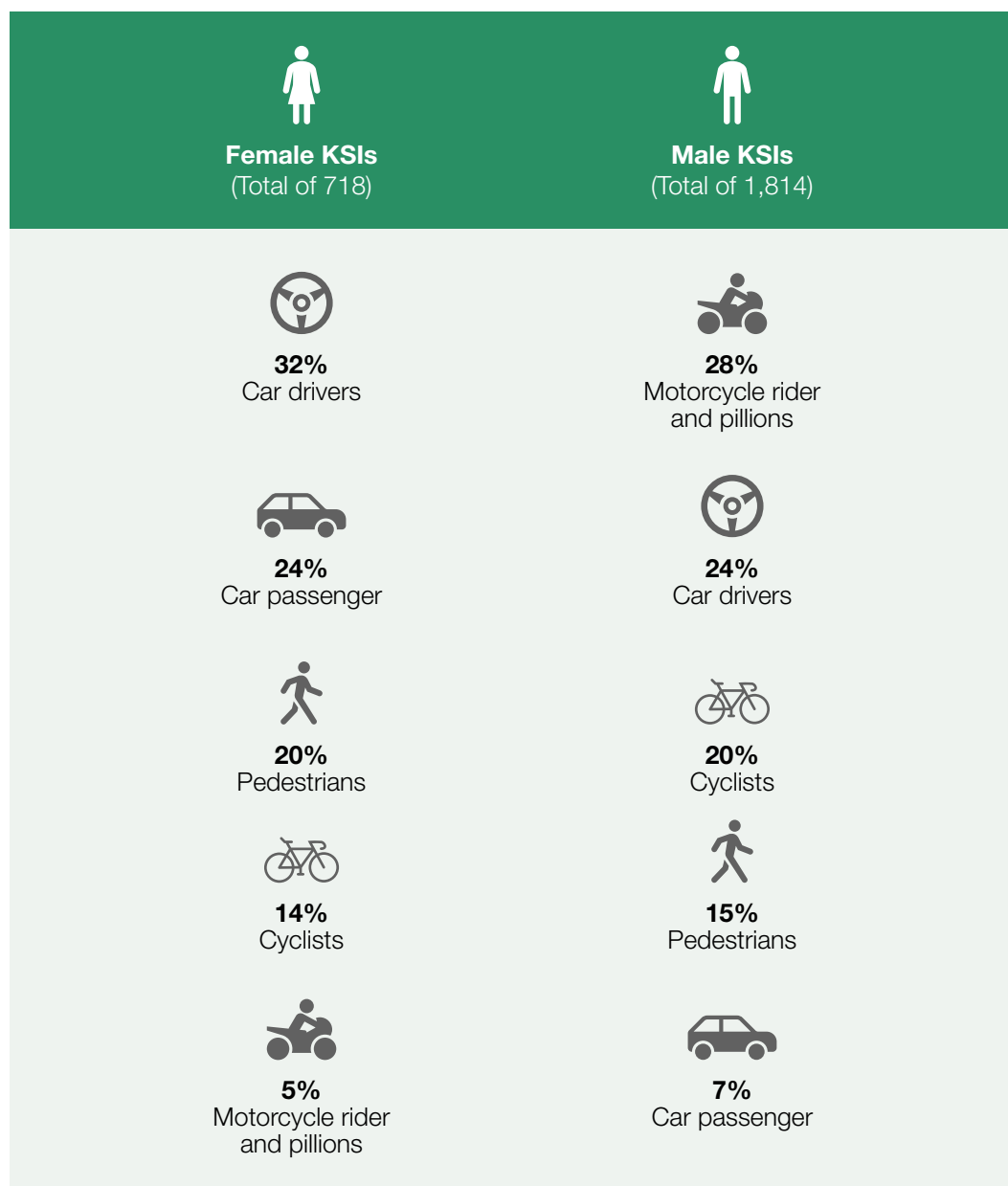


Nearly three-quarters of those killed or seriously injured in the Humber region were male. Between 2018 and 2022, there were 718 female casualties killed or seriously injured, but there were 1,814 males killed or seriously injured in the same period, two and a half times more.

Men are more likely to be killed or seriously injured on our roads

Perhaps surprisingly, the most common mode used by males who were killed or seriously injured was a motorcycle, with a quarter injured as car drivers. Conversely, over half of the female KSI casualties were car occupants, either drivers or passengers. Males were more likely to be cyclists, whilst females were more likely to be pedestrians.

Figure 7: Killed or seriously injured casualties in Humber region by sex (2018-2022)



The casualty analysis shows that different road users don't experience risk equally on our road network. There are inequalities based on the modes people choose to use (or have to use) in their daily lives. There are inequalities based on where people live or where they travel. And there are inequalities based on who they are, thinking about age and sex. We will acknowledge these inequalities and delve into the casualty statistics more so that we can deliver interventions to reduce

the differences in risk between the road users and residents of our area.

We will continue to analyse our casualty data to understand the circumstances of collisions, who is involved, and where they often occur. We will combine this with other evidence and data sources to understand risk.

How road safety helps communities

Having safe roads brings lots of benefits to communities. A safe transport network brings more travel choice to residents and visitors, supporting the environment, improving personal health, avoiding congestion, and bring cost savings to individuals. Road safety, as a priority, also helps to reduce crime by denying criminals the use of the roads.

It means that adopting a Vision Zero goal helps us to achieve other community priorities and help to make our neighbourhoods safer in many different ways. It also helps us to coordinate activities and get better value for money by pooling resources and working on these common goals together.

It is also a way of us listening to residents and road users about their concerns. In early 2024, we shared a survey across the Humber region, which was completed by 1,766 respondents. This survey found that road safety is important to the residents and road users of the Humber region, with respondents recognising the wider benefits of safer roads. Overall, enforcement is perceived positively and there are desires for more roads policing across traffic offences. Road maintenance is a concern for many respondents.

To pave the way for adopting a Safe System approach, there are already some opportunities. Respondents agreed that road safety involves a range of initiatives across the Safe System components of Safe Road Use, Safe Roads, Safe Speeds, Safe Vehicles, and Post Collision Response.

The concept of shared responsibility is already present, with respondents feeling that communities and road users should be involved in road safety. In fact, many of the respondents have already personally been involved and the vast majority were positive towards

the concept of submitting dashcam footage. There are some frictions between road user types, however, with eScooters and cyclists often seen as an issue, whilst conversely, horse riders did not always feel protected. Breaking down some of these barriers between road user types is important for embedding the concept of shared responsibility and emphasising responsibilities under the Highway Code's Hierarchy of Road Users. We will continue to reach out to communities throughout the lifetime of this strategy to involve residents and road users in road safety activities, embedding the concept of shared responsibility, and ensuring that we are aware of emerging issues.

Together, we can build safer, healthier, more sustainable places to live and work.

Active travel

Our local authority partners have strategies in place to encourage active travel. In Hull, this is being linked to a 10-year strategy to get the city active.¹⁶ There are specific challenges in the city, including:

- Physical activity rates in Hull are lower than the national average.
- Levels of poor health, life limiting illnesses and obesity are quite high compared to other places.
- It is estimated that physical inactivity costs Hull £35m a year and is responsible for 17% of deaths, which equates to more than 400 deaths per year in Hull.
- Research shows that physical activity can boost self-esteem, mood, sleep quality and energy, as well as reducing your risk of stress, depression, dementia, and Alzheimer's disease.

¹⁶ <https://gethullactive.co.uk/hull-10-year-strategy/>

- Getting more active, more often leads to a wide range of health and wellbeing benefits and is a really effective way to make people healthier to feel good.¹⁹

A key way of helping to get more residents more active is through a sustainable transport network that is accessible for all.²⁰ In the East Riding of Yorkshire, active towns (Pocklington, Market Weighton, Goole, and Howden) are being created to encourage and support communities and residents to be physically, mentally, and socially active.²¹ North Lincolnshire and North East Lincolnshire also have plans in place to encourage active travel through the setting of sustainable travel plans.

Safety, and the perception of safety, is key to helping us all become more active. Road infrastructure, traffic levels, vehicle speed, and the general behaviour of other road users, can all deter us from cycling and walking. On the other hand, increased participation in activities like cycling can reduce the risk of cycling, a phenomenon known as the safety-in-numbers effect.

Maximising participation in walking and cycling... therefore, necessitates that cyclists and pedestrians feel safe. Pedestrian and cyclist perceptions of safety will, in turn, be influenced by actual levels of safety.

As a partnership, we will collaborate to encourage safe active travel, so we can all improve our health and remain protected from harm whilst doing so.

Helping the environment

Our partners are all committed to reducing the carbon emissions produced in our region.^{23, 24, 25, 26} As with road safety, we all have a role to play in reducing the amount of carbon dioxide and other greenhouse gases we produce. Thinking about how we travel is one way we can play our part. Many of the local strategies prioritise net zero transport, such as walking, cycling, and electric vehicles. The plan is to encourage shifts to walking, cycling, and public transport for all shorter journeys and net zero means of transport for other journeys. This links back to personal health and wellbeing, affordable transport, and improving air quality, as well as benefiting the environment. It also contributes to the green economy locally. To make cycling and walking the first choice for travel, it needs to be safe.

Denying criminals the use of the roads

Policing road traffic offences is a key Safe System activity. Whilst we accept that road users make mistakes that lead to collisions occurring (and so we need to find ways to protect them when these mistakes do occur), we also need road users to obey the rules of the road. Most importantly, we need the drivers and riders of motorised vehicles (the modes who have the potential to do most harm) to be sober, alert, travelling within the posted speed limit, and using passenger

¹⁹ <https://gethullactive.co.uk/hull-10-year-strategy/>

²⁰ <https://www.travelhull.co.uk/>

²¹ <https://www.activeeastriding.co.uk/active-towns/>

²² https://assets.publishing.service.gov.uk/media/5ffb2ce6e90e0763a0c45d9f/Cycling_and_walking_safety_rapid_evidence_assessment.pdf

²³ <https://www.ohyesnetzero.co.uk/>

²⁴ <https://www.northlincs.gov.uk/your-council/a-green-future/our-strategy/>

²⁵ <https://www.nelincs.gov.uk/keeping-our-area-clean-and-safe/climate-change/net-zero-carbon-roadmap/>

²⁶ <https://downloads.eastriding.org.uk/corporate/pages/climate-change-what-we-do/Climate%20Change%20Strategy%202022-2030.pdf>

restraint systems (seatbelts and child safety restraints). To achieve this, we need to make sure that drivers and riders are aware of road traffic laws; that we will be enforcing these laws; and the penalties of choosing to break these laws.

Police officers, road safety partnership staff and volunteers carry out roads policing every day. It takes many forms including community speedwatch schemes, the use of speed cameras and police officers on patrol. Roads policing has evolved from 'traffic officers' who were mainly focused on enforcement of road traffic legislation, and dealing with road traffic collisions, to a wider concept of policing the roads. This wider concept includes the use of roads policing resources to target criminals who use the road network for their criminal purpose²⁷.

There are many studies which have shown the links between motoring offences and other offences. These studies have found that those convicted of motoring offences were more likely to have committed other types of criminal offence than the general public (about one quarter of motoring offences were found to have been committed by drivers who have also committed non-motoring offences) and that targeting serious traffic offenders could be used as a tool to disrupt mainstream crime²⁸. Looking at a study of 52,000

drivers from between 1999 and 2003, men who committed between 4 and 8 non-motoring offences committed, on average, 21 times as many serious motoring offences as men who committed no non-motoring offences.²⁹

The strongest relationship was found for the offence of driving while disqualified: on average, men who committed at least 9 non-motoring offences between 1999 and 2003 committed more than 100 times as many of these offences as men who committed no non-motoring offences.

Stolen cars are around four times more likely to be involved in a crash resulting in injury, than a legitimately driven car³⁰. Roads policing enforcement, therefore, can provide dual benefits of tackling crime and reducing risk on the roads. It should, however, be a priority in its own right and not merely a method to improve the police response to terrorist threats and serious and organised crime; many more people are killed by road collisions than homicides and terrorist attacks each year³¹. We take this threat to public safety seriously and will continue to enforce traffic laws on our roads, whilst working with colleagues from elsewhere in Humberside Police to reap the benefits of targeting criminals who commit traffic offences.

²⁷ <https://assets-hmicfrs.justiceinspectorates.gov.uk/uploads/roads-policing-not-optional-an-inspection-of-roads-policing-in-england-and-wales.pdf>

²⁸ <https://www.rospa.com/media/documents/road-safety/road-observatory/Compliance-and-the-law-Convictions-and-violations.pdf>

²⁹ <https://www.sciencedirect.com/science/article/abs/pii/S0001457506001333?via%3Dihub>

³⁰ <https://www.rospa.com/rospaweb/docs/advice-services/road-safety/roads/roads-policing-position-paper.pdf>

³¹ <https://www.police-foundation.org.uk/2023/07/with-more-road-deaths-each-year-than-homicides-and-terrorist-attacks-combined-we-need-a-greater-emphasis-on-road-safety/>

The Safe System

To deliver our goal of having no people killed or seriously injured in road crashes on the roads of the Humber region, we are adopting the Safe System approach. The Safe System is a concept in road safety which originated in Sweden and the Netherlands in the 1980s and 1990s.³²

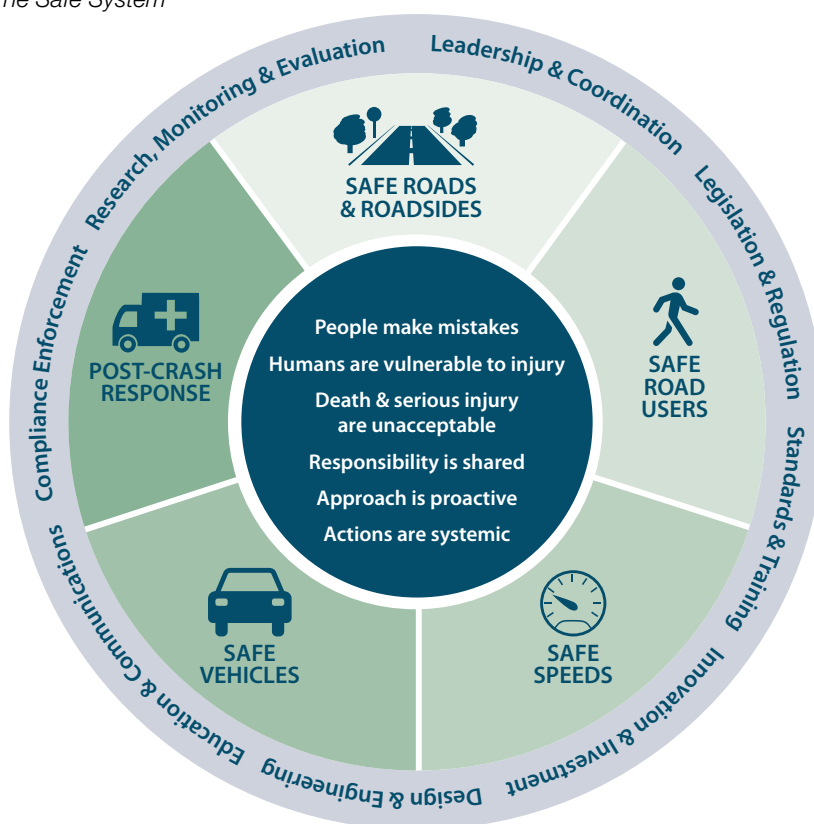
At the time, scientists and policy makers began to question the prevailing view that the safety of road users was, in the last instance, their own responsibility and that the task of road safety policy was thus primarily to influence road users' behaviour so they would act safely at all times. As the decades-long decreases in the number of road fatalities and severe injuries were levelling out, it

became clear a predominant focus on education, information, regulation and enforcement was no longer delivering progress. A rethink was needed.

Adopting a Safe System starts with accepting the validity of a simple ethical imperative: **No human being should be killed or seriously injured as the result of a road crash**³³.

The Safe System approach requires us to take a systematic approach to reducing road danger. In practice, this means we plan and prioritise interventions together and earlier, delivering across multiple elements of the Safe System so that improvements are implemented across the board.

Figure 8: The Safe System



Source: Agilysis, 2023, building on models from Canadian Council of Motor Transport Administrators, 2016; Loughborough University, 2017; New Zealand Transport Agency, 2019; Commonwealth of Australia, 2022

³² Proactive road safety management in the Netherlands is underpinned by 'sustainable safety', with Sweden pioneers in Vision Zero approaches, see SWOV (2018) *Sustainable Safety 3rd Edition – The Advanced Vision for 2018-2030*. The Hague, Institute for Road Safety Research.

³³ ITF, 2016, p.5

A Safe System is one where people, vehicles and the road infrastructure interact in a way that secures a high level of safety.³⁴ Seeing the road network as a 'system' helps us to see where there are systematic weaknesses and ways in which we can strengthen it as a whole to remove risk.

Principles of the Safe System

The Safe System is founded on six principles. These principles help us to think differently about how we seek to eliminate risk on our roads.

Figure 9: Safe System Principles highlighted in the centre of the diagram



Figure 9 highlights the principles in the centre of the diagram:

- People make mistakes
- Humans are vulnerable to injury
- Death and life changing injuries are unacceptable
- Responsibility is shared
- Approach is proactive
- Actions are systemic

Source: Agilysis, 2023

People make mistakes

It is important that road users are compliant with the rules of the road, but many fatal or life changing injuries are sustained because an error or lapse took place, and the road system could not protect those involved. It is almost impossible to eliminate all mistakes so instead, we need to build a system which combines to reduce their impact.



Humans are vulnerable to injury

We are not designed to withstand the forces involved in road collisions. This is particularly true for vulnerable road users who are cycling, walking, riding a horse or motorcycle, or people spending time in our streets, as they don't have the protection offered by cars, vans, buses, or trucks. Even within vehicles, the human body is fragile, and this is particularly true for children and the elderly.



Death and life changing injuries are unacceptable

Road traffic injury is not and cannot be tolerated as a by-product of mobility. The Safe System does not aim to just reduce deaths and life changing injuries but to eliminate them, hence the **Vision Zero** goal.

**Responsibility is shared**

The Safe System isn't about victim blaming. Instead, there is a recognition that a combination of factors lead to death and life changing injuries and that responsibility is shared amongst those who design, maintain, operate, and use roads and vehicles to eliminate risk. We all have a part to play.

**Approach is proactive**

Rather than reacting to specific incidents and working in isolation to reduce casualty problems, the Safe System is proactive. It is about adopting a systematic approach to building a safe road system, proactively identifying, targeting, and treating potential risk.

**Actions are systemic**

It requires a combined approach. The Safe System requires us to bring together multiple interventions to reduce the impact of collisions and eliminate the likelihood of death or serious injuries. Risk would still be present if we concentrated all of our efforts on replacing all motor vehicles with the safest available, without thinking about the road design, the speeds travelled, and the way road users behave.



The components of the safe system

To deliver on these principles, the Safe System requires a systematic, multi-disciplinary and multi-sectoral

approach to address the safety needs of all users. It requires a proactive strategy which places road safety in the centre of road traffic system planning, design, operation, and use.

Figure 10: Safe System Components highlighted in the middle ring of the diagram

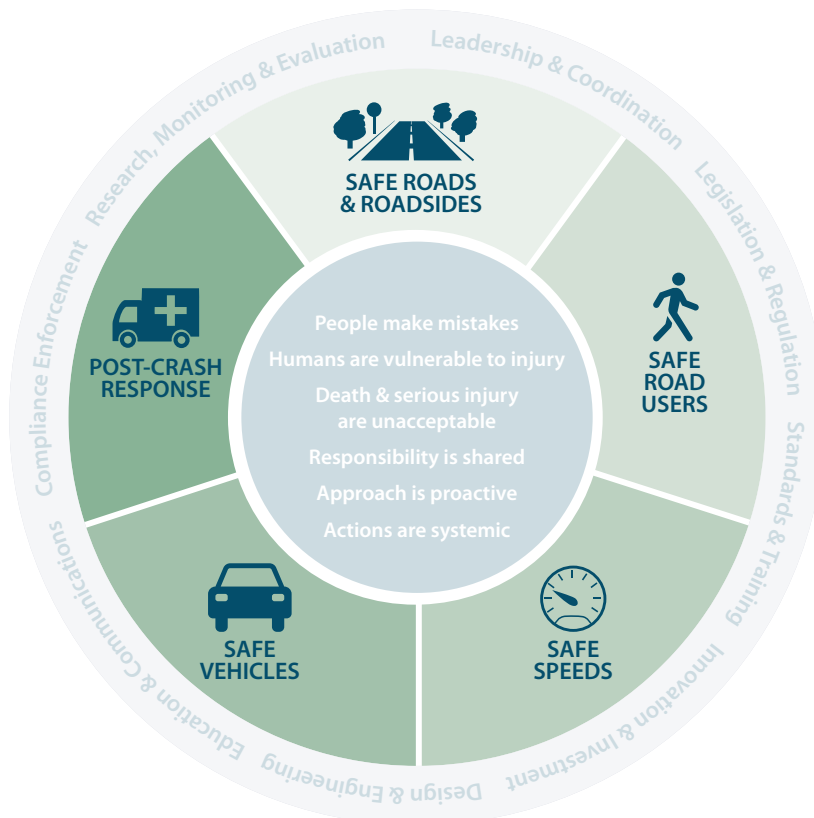


Figure 10 highlights the components in the middle ring of the diagram:

- Safe Roads and Roadsides
- Safe Road Users
- Safe Speeds
- Safe Vehicles
- Post-Crash Response

Source: Agilysis, 2023

The system needs to provide layers of protection through these components to prevent deaths and serious injuries.

To help build a safe road system that is forgiving of mistakes, investment needs to be made in the creation of Safe Roads, Safe Speeds, Safe Vehicles, Safe People and Post Collision Care to put layers of protection around people to keep them safe from death and serious injuries on the road. All parts of the road system must be strengthened in combination to multiply the

protective effects and if one part of the system fails, the other parts will still protect people³⁵.

The Safe System approach suits a multi-agency partnership well. It allows different organisations to lead on different components, playing to their strengths, core business and statutory duties. More details on the roles and responsibilities of Partnership members are shared in the Mini-Plans and How will we deliver this? sections of this Strategy.

³⁵ Towards Zero Foundation, 2020



Safe Roads and Roadsides

Road design serves two purposes: to reduce the likelihood of a collision occurring; and to reduce the severity of a collision when it does occur. This means that road design is used to proactively manage spaces shared by different modes to protect vulnerable road users, and undertaking network-wide improvement programmes, such as considering providing more cycle tracks and better footways.

It also requires that roadside infrastructure is forgiving so that the collision forces involved when a mistake does occur are limited and account for peoples' physical vulnerabilities. This is particularly necessary on faster roads, where a collision could result in vehicles leaving a carriageway and hitting roadside objects, such as trees, barriers, or ditches.

Good road design can reduce the likelihood of a collision occurring and reduce the severity of collisions which do occur.

Interventions for safe roads and roadsides should be based on understanding the levels of risk on our network; this doesn't mean just reviewing where collisions have occurred in the past but also looking at where collisions *could* occur and result in death or serious injury. There are methods to 'star rate' roads so that we can see where different combinations of road design elements lead to risky stretches of road. This includes speed; the modes frequently used; segregation facilities (between modes and between oncoming traffic, for example); junction types; and the presence of roadside objects.

We can also create safer roads and roadsides by thinking about the purpose of the road and the types of people using it. There are times when we want goods and people to travel quickly for economic purposes – on these busy roads, such as connector roads and the strategic road network, we can separate different road users and the focus will be on managing forces between motorised vehicles and with roadside infrastructure.

Conversely, there are places where the focus is on community, rather than the fast movement of traffic. In these spaces, such as neighbourhoods and high streets, the focus is on creating a safe shared place where people can walk and cycle to local amenities, children can play, and residents and visitors can enjoy their surroundings. On these quieter roads, we can lower speeds and provide safer facilities for vulnerable road users.



Safe Road Users

We use our road network for different reasons at different times, and we can choose to use different modes to travel. We might commute by car to work; drive a truck for our job; cycle with our children at the weekend; walk to the local shops; and ride a horse or motorcycle on country roads in the summer for leisure. What we do need to accept is that the levels of responsibility changes with the mode we are using, as set out in the Highway Code.³⁶ The 'hierarchy of road users', introduced in 2022, recognises that those in charge of vehicles have the greatest potential to harm others in the event of a collision, and as such, bear the greatest responsibility to take care and reduce the danger they post to others. This particularly applies to drivers of large goods and passenger vehicles, vans and minibuses, cars and taxis, and motorcycles. It does also mean that cyclists, horse riders, and drivers of horse drawn vehicles have a responsibility to reduce danger to pedestrians. However, one of the Safe System principles we're applying to our network is that of Shared Responsibility, which means that all road users, including pedestrians, cyclists, and horse riders, must have regard for their own and other road users' safety.

People are vulnerable and people make mistakes. There is a need to prevent collisions by having compliant, responsible road users, and there is a need to protect when a collision does occur.

We accept that people are vulnerable to the forces involved in a collision, and that people make mistakes. The vulnerability of human beings cannot be changed, although vehicles and road environments can be improved to protect human beings and reduce levels of vulnerability. It is impossible to completely prevent people from making mistakes, but it is necessary to encourage the correct use of the road network. It is also essential to highlight the shared responsibility for the creation of a Safe System – road designers and vehicle manufacturers will strive to create the safest roads and vehicles, but people need to ensure that they use them safely, and within the traffic laws.

There are two approaches to the delivery and development of interventions to encourage road users to be safe: ensuring that people know how to use the system correctly; and ensuring that people are compliant with the rules of the system. The first approach is about using training and skills-based education to assist road users to know the rules of the road and how to

³⁶ <https://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022>

physically use the facilities or vehicles provided. It can also involve road and vehicle design to protect in the event a mistake occurs. It is possible to legislate and regulate to restrict particular vehicles from interacting or requiring road users to adhere to certain standards of training to use certain vehicles. The second approach is about understanding why road users might not be complying with the rules of the road and identifying the correct mechanism for encouraging them to do so. This can involve enforcement of road laws and having suitable deterrents in place to encourage compliance. Using education and communication to explain road rules and the consequences of not following them is also important; highlighting that enforcement is happening and why (and detailing any changes to the law or punishments which can result), all help to increase the perceived risk of detection – if drivers feel there is a risk of being caught breaking traffic laws, they are more likely to stick to them.

Protect	Education & Communication	Prevent	Compliance & Enforcement
	Standards & Training		Legislation & Regulation
	Design & Engineering		Education & Communication
	Legislation & Regulation		



Safe Speeds

Speed is a cross-cutting risk factor. Road users' ability to avoid collisions and their survivability in the event of a collision are directly affected by the speed and energy involved. Even a 1% increase in average speed results in approximately a 3% increase in severe collisions and 4% increase in fatal collisions.³⁷ **The risk of being killed is almost 5 times higher in a collision between a car and a pedestrian at 30mph compared to the same type of collision at 20mph.**³⁸

Speed is also underreported as a factor in collisions. Recent analysis showed that 'at the scene reporting' (through STATS19 forms) identified speed-related contributory factors (either exceeding the speed limit or travelling too fast for conditions) in 26% of fatal collisions. However, this increases to 35% after further in-depth police investigations. This makes speed considerably more prevalent than any other single factor in fatal collisions³⁹.

³⁷ International Transport Forum (2018) Speed and Crash Risk. Paris OECD/ITF

³⁸ International Transport Forum (2018) Speed and Crash Risk. Paris OECD/ITF

³⁹ <https://www.gov.uk/government/statistics/contributory-factors-in-fatal-collisions-comparing-stats19-with-post-investigation-recording-2021-data/contributory-factors-in-fatal-collisions-comparing-stats19-with-post-investigation-recording-2021-data>

Ensuring safe speeds within the system involves a two-fold approach. Firstly, there is a need for appropriate and credible speed limits to be set. These need to be suitable for the desired function of the road, ensuring safety and encouraging compliance. Secondly, there is a need for drivers to obey these limits.

Speed determines the severity of crashes and injuries. It also affects the potential to avoid a crash, because higher speeds reduce drivers' capacity to stop in time, reduce manoeuvrability in evading a problem, make it harder to negotiate curves or corners, and cause others to misjudge the timing of approach vehicles. Even small increases in speed result in significant increases in risk. Speed management is increasingly recognised as a key mechanism for road safety.

Speed can be managed through many elements of the system, including sound road design and management, appropriate speed limits, speed limit regulation, and education on the impacts of vehicle speed. Speed also determines the level of safety features and physical separation between road users required in the transport system⁴⁰.

As such, safe speeds have links across the Safe System elements. It is possible to limit speeds to safe limits through the use of road design options, including the use of speed humps, chicanes, road narrowing, raised pedestrian crossings, and signs and gateways to stagger reduction to lower limits. Vehicle design can also play a part, by encouraging and advocating for vehicle-based speed limiting. It is essential that appropriate speed limits are set, accounting for modal mix, and the probability of survival in side-impact, head on, and off-road collisions. Lastly, both automated and police enforcement can discourage speeding, especially when delivered with strong communications in support of these programmes⁴¹.

Speed determines the severity of crashes and injuries and affects the potential to avoid a crash from occurring in the first place. Even small increases in speed result in significant increases to risk.

Many of these actions, such as speed limit setting and road design, sit with the local highways authorities rather than the road safety partnership itself. However, it is key that we all work together to co-ordinate a successful speed management plan, where enforcement, education, and engineering initiatives can work in tandem. There are also opportunities to work with local

⁴⁰ World Resources Institute and Global Road Safety Facility, 2018, p. 44

⁴¹ World Resources Institute and Global Road Safety Facility, 2018



communities on schemes like Community Speed Watch. Communications are important to ensure that drivers are aware of how to recognise speed limits; understand the reasons why speed limits are in place; and what the consequences are of not complying with them. Speed enforcement is obviously important for encouraging drivers to comply with the speed limit.

Safe Vehicles

Traditionally, Safe Vehicles has not been the main focus of work for road safety partnerships as vehicle manufacturers have led the way in this area. However, there are ways in which we can work collectively to improve the fleet used on our local roads.

Vehicles can offer a high level of safety to both occupants and other road users. Fundamental safety systems, such as seatbelts, are supported by more advanced active safety measures such as autonomous emergency braking and electronic stability control. Routine checks for all vehicles, (including commercial and privately owned motor vehicles and non-motorised vehicles, including cycles) ensure that they are maintained to the highest safety standards. We can provide information to the public on how to select the safest possible vehicles and equipment, when making purchasing decisions. We can also work with internal and external partners on the safety of the vehicles and equipment we all use; we use the roads as well so if our fleets are safe, they will influence the overall safety of the region.

Safe Vehicles involves the safety technology fitted, and the maintenance of vehicles to ensure all the systems work correctly. We can help the public and industry with purchasing decisions about safe vehicles, we can provide maintenance advice, and we can ensure our own fleets are safe when using the network.

Safe Vehicles is inextricably linked to Safe People, Safe Speeds and Post Collision Response. It encompasses all facets of ensuring that road users are accessing, maintaining, and correctly using safe vehicles on the network. This includes working with fleets and those who drive for work; heavy goods vehicle owners and drivers; motorcycles and equipment; lowering emissions and improving air quality; the use of safety equipment within vehicles; and the incorporation of automated vehicles/vehicles with automated features into the fleet.



POST-CRASH RESPONSE

Post-Crash Response

Post-collision response is an integral part of the Safe System, with survivability and the impact of a collision on a person's future way of life linked to the physical and psychological support received in the aftermath of a collision.

Post-crash response obviously requires prompt immediate emergency service attendance and transportation to specialist trauma care. It includes long-term rehabilitation, both physically and psychologically, and covers justice for those involved. It also requires learning from collisions to understand where and how the road system could be strengthened to prevent future tragedies.

In the event of an incident, emergency medical response should reach any injured parties quickly, transport them to high quality trauma care rehabilitation services which are readily available, and to places where victim support is on hand.

After the incident, data on the causes of the collision feed into systems to rehabilitate roads and evaluate how the system can be strengthened. To this end, investigations into the causes of each fatal and life changing injury collision will go beyond reviewing the data, to understanding what has happened and how we can prevent similar tragedies happening again. We regularly review our approach to supporting services and victims of road traffic collisions.

Safe System operators

The Safe System requires a new approach to road safety. Figure 11 compares the traditional approach to road safety with the Safe System approach. It shows how there is a shared responsibility for road safety in the Safe System, moving away from a focus on making








road users compliant. It continues to be important that road users comply with the rules of the system, but also that the system is forgiving when people make mistakes. Information giving and enforcement are still important, but they need to be coordinated with safe vehicle and road design, speed choice, and post collision response.

Table 4 - Comparing the traditional road safety approach and a Safe System (Source: (ITF, 2016))

	Traditional road safety policy	Safe System
What is the problem?	Try to prevent all collisions	Prevent collisions from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	Reactive to incidents Incremental approach to reduce the problem	Proactively target and treat risk Systematic approach to build a safe road system
What causes the problem?	Non-compliant road users	People make mistakes and people are physically fragile/ vulnerable in collisions. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behaviour
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers
How does the system work?	Is composed of isolated interventions	Different elements of a Safe System combine to produce a summary effect greater than the sum of individual treatments – so that if one part of the system fails other parts provide protection

It means that road safety can no longer rely solely on road or vehicle engineering, enforcement, or educating road users to achieve zero fatalities and serious injuries. It requires us to improve the road network through a range of approaches, including legislation, regulation, standards, training, innovation, and research. Safer

Roads Humber, as a partnership of organisations with a range of responsibilities, can deliver many actions within the Safe System. However, it brings a wider remit than previously, and it requires the involvement of other responsible actors.

	Leadership & Coordination		Legislation & Regulation
	Standards & Training		Investment & Innovation
	Design & Engineering		Education & Communication
	Compliance & Enforcement		Research, Monitoring & Evaluation

The following ‘mini plans’ set out our actions, as the short-term commitments to deliver this strategy. As technology, legislation, and risk change with time, we will regularly review our plans and develop new actions to reflect future developments, all while adhering to the principles of the Safe System.

Mini-plans

Each Safe System component has its own ‘mini-plan’, a five-year action plan, setting out immediate actions. There is an additional mini-plan under Road Safety Management, which covers activities required for the Strategic Board and Working Group, as well as for the Data and Communications Working Groups.

Each mini-plan includes a working group, comprised of different relevant members. It also sets out the priorities for the next five years and list the activities currently undertaken. These plans will evolve as the strategy and partnership matures in the coming years.

Safe Roads and Roadsides’ mini-plan



Hull
City Council

LEAD

**North
Lincolnshire
Council**



The Safe Roads and Roadsides Working Group will initially be led by Hull City Council, with the intention that the lead role will rotate between the four local highways authority partners. The Working Group also includes National Highways and Humberside Police and Safer Roads Humber, ensuring links to other Safe System components are integrated with road design and maintenance work.

Priorities

- Working with the Data Working Group to establish appropriate Safety Performance Indicators to monitor Safe Roads and Roadsides. This will include establishing a methodology for data collection and determining the frequency of monitoring.

- Investigate a prioritisation system for star rating roads, using a methodology like the International Road Assessment Programme (IRAP) to identify risk and appropriate mitigation measures.
- Creating a catalogue of road safety engineering schemes across the Partnership area, seeking to identify ways that schemes can be co-ordinated across local authority borders, and bringing consistency to design so that road users easily understand how to use roads across different parts of the Humber region.
- Consider how a 'functional hierarchy' might work in the Humber region, where intuitive road design is retrospectively applied across roads according to the way they are used.

 <p>SAFE ROADS & ROADSIDES</p>	<h2>Safe roads and Roadsides' activities</h2>
 <p>Leadership & Coordination</p>	<p>Safer Roads Humber's Engineering Sub-Group currently meets quarterly to discuss and resolve technical and site related issues around camera enforcement, speed monitoring and to share information on what is happening across the road network in terms of engineering.</p> <p>This group will evolve in to the Safe Roads and Roadsides Working Group, leading on cataloguing road safety engineering schemes across the Partnership area.</p>
 <p>Investment & Innovation</p>	<p>The Safe System requires proactivity, rather than relying on historical data to identify cluster sites; there is a need to develop a process to identify potential risk. The Working Group will explore road assessment/star rating programmes and explore methods to fund such a scheme.</p>
 <p>Design & Engineering</p>	<p>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.</p> <p>Road safety engineering can also be carried out in conjunction with general highways maintenance and improvement programmes, as investment in good engineering design will only be effective in the long term if the infrastructure is well maintained.</p>
 <p>Standards & Training</p>	<p>The Safe Roads and Roadsides Working Group will investigate how a functional hierarchy could be retrospectively applied across the region, based on road use.</p> <p>This approach cannot be applied overnight but the development of standards, to set out intuitive designs, forgiving roadsides, and appropriate speeds so that active travellers are prioritised and protected on quieter, community roads whilst connector roads can be faster but are segregated where there is a mix of traffic.</p>
 <p>Standards & Training</p>	<p>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.</p>
 <p>Leadership & Coordination</p>	<p>Representatives of partner organisations participate in a range of national groups, including the DfT Road Safety Panel, the Standing Committee on Injury Collision Statistics, the Road Safety Delivery group, CIHT, ADEPT and reviews covering safety cameras, STATS19 and road safety capacity. Continued leadership roles on the national stage help the partnership remain informed of road safety developments and help to set the future agenda.</p>

Safe Road Users' mini-plan



The Safe Road Users Working Group will involve all the main partners involved in Safer Roads Humber. We all have a part to play in educating and training road users, as well as using the whole system to influence road user behaviour so that they are compliant with the road rules and are encouraged to safely use the network. This, therefore, extends beyond education, communications, standards, and training, to include compliance and enforcement, legislation, and regulation, and to link to the other Safe System components, particularly vehicles, speeds, and roads.

Priorities

- Working with the Data Working Group to establish appropriate Safety Performance Indicators to monitor Safe Road Users. This will include establishing a methodology for data collection and determining the frequency of monitoring. Other partnerships have been using annual anonymous surveys to collect self-reported behaviour rates. Engaging with these partnerships will help to embed best practice.
- Undertake a gap analysis of Safe Road User activities to identify where there are opportunities to link to other Safe System components; encourage other stakeholders to participate in actions to prevent collisions from occurring and eradicate severe injury when they do; and pursue opportunities to go beyond the traditional approaches to push for legislation and regulation, and standards and training changes.

- Develop a comprehensive enforcement strategic plan for roads policing, involving Safer Roads Humber and Humberside Police and working closely with the Data Working Group to identify when and where there are the greatest levels of non-compliance with road traffic laws, compiling plans for delivering consistent roads policing activities.
- Collaborating with the Data Working Group to develop, or commission, evaluations of behaviour change interventions to ensure the effectiveness of activities, especially education schemes.

 SAFE ROAD USERS	Safe Road Users' activities
 Research, Monitoring & Evaluation	<p>Working closely with the Data Working Group, the Safe Road Users Working Group will establish Safety Performance Indicators to monitor road user compliance with key behaviours. In-depth casualty analysis will also help to understand where collisions occurred because there was some road user non-compliance and/or a mistake occurred, and the road system failed to protect those involved. By categorising the behaviour of road users into errors, lapses, mistakes, or violations, the Safe Roads Users Working Group can then collaborate with other Working Groups to determine the most appropriate responses. Mistakes can be supported through education, whilst violations require enforcement. Errors and lapses require support from elsewhere in the system through good road and vehicle design, and appropriate speeds.</p>
 Leadership & Coordination	<p>Safer Roads Humber funds three Humberside Fire and Rescue Service Road Safety Advisers, solely dedicated to delivering road safety activities across the four local authority areas. In addition, the partnership funds a Marketing Officer to manage and deliver campaigns across the partnership, leading on all major national campaigns for the region.</p>
 Education & Communication	<p>The partnership reports to the public through its website where it provides road safety advice, information on its engagement activities as well as on diversion courses and camera locations.</p> <p>Members of the public can also contact the partnership directly via social media (Facebook, X) as well as a dedicated email address published on our website. Requests for attendance at events, presenting at schools or other engagement activities can also be logged directly with our Engagement Team via an email address published on the SRH website. The same applies to requests to set up Community Speedwatch groups.</p>
 Standards & Training	<p>Bikeability is a cycle training programme giving young people the skills and confidence to cycle on the roads. Levels 1 and 2 are generally offered to children in Years 5 and 6, with Level 3 offered to anyone over the age of 11 years old.</p>
 Legislation & Regulation	<p>Young adults are at increased at being killed or seriously injured on our roads, particularly as motorcyclists and car occupants. In May 2024, a new Bill has been proposed in the UK Parliament⁴² to place restrictions on newly qualified drivers, based on international research of the effectiveness of the approach. Safer Roads Humber can support and lobby for such legislative changes and can update the public on the implementation of such a law.</p>

⁴² <https://www.ciht.org.uk/news/graduated-driving-licences-bill-progresses-to-second-reading/>

 Compliance & Enforcement	<p>In line with the National Police Chiefs' Council's (NPCC) roads policing strategy, Safer Roads Humber's enforcement activities prioritise the core offences of excessive or inappropriate speed, driving while distracted, and driving while not wearing a seatbelt.</p> <p>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, such as AI camera trials for spotting seatbelt and mobile phone offences, as well as conventional marked and unmarked vehicles.</p> <p>Working with the Data Working Group, the Safe Road Users' Working Group will explore how to undertake proactive enforcement, identifying sites where non-compliance is high (meaning risk is high) but not necessarily where there has been a history of collisions to date.</p>
 Education & Communication	<p>The Safer Road Humber engagement team has a range of education products for those aged under 25 years aimed at different ages starting from Key Stage 1 (Safe4Life) and concluding in further education establishments (DriveSafe). These products are age related and provide information on keeping safe whilst using the road and provide coping strategies. These products are also delivered in youth clubs and uniformed organisations.</p> <p>The Safer Roads Humber team also work with Prison Me No Way (an external organisation) to raise awareness of road safety issues to students from Year 5 – 7.</p> <p>Safer Roads Humber funds and supports the Under 17's Driving Club Pathfinder programme, which is aimed at young people aged 15 – 17-year-olds.</p>
 Education & Communication	<p>The Safer Roads Humber engagement team speaks to vulnerable road users on the street, encouraging them to be bright and be seen, and handing out high visibility items. The engagement encourages the wearing of cycle helmets and demonstrates this using a small cycle helmet which fits an egg.</p>
 Education & Communication	<p>The Safer Roads Humber team delivers Work Related Road Safety presentations, providing information on the causes of road traffic collisions and providing coping strategies. This signposts to the Driving for Better Business programmes.</p>
 Investment & Innovation	<p>Safer Roads Humber funds a wide range of projects submitted by partners, which would not happen or are over and above business as usual. It also funds research projects to improve the evidence base around road user behaviour; one university-led project explored the different eye movements and observation levels of different driver groups whilst another explored the use of virtual reality in road safety and its impact on road users.</p>
 Research, Monitoring & Evaluation	<p>Working with the Data Working Group and the Safer Roads Humber Board to establish a culture of evaluating road user behaviour interventions and sharing the results, linking the funding mechanisms to evaluation plans.</p>
 Compliance & Enforcement	<p>Commercial Vehicle enforcement is conducted by Humberside Police, working with National Highways and using an unmarked heavy goods vehicle to report drivers using their mobile phone, not wearing a seatbelt, or having an insecure load.</p>
 Standards & Training	<p>E-scooters are becoming increasingly popular but also of a growing concern for other road users. To support safety around the increased use of e-Scooters and e-Bikes, the partnership will work with other groups and agencies, such as Trading Standards, to ensure that future legislative changes concerning these vehicles are widely promoted and enforced.</p>

 Education & Communication	<p>All elements of the Fatal Four are included in our education products. We also use impairment googles to demonstrate the effect of alcohol, fatigue, drugs and medication on drivers.</p>
 Education & Communication	<p>The Safer Roads Humber team provides information on using a car seat and seatbelt to members of the public. In addition, Safer Roads Humber funds Good Egg Car Safety to provide car seat clinics across the region.</p>
 Compliance & Enforcement	<p>Humberside Police undertakes traffic enforcement on a daily basis. Safer Roads Humber supports these 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.</p> <p>Safer Roads Humber enforces other offences (mobile phone use, seatbelts and ghost plates, for example) from the safety camera vans.</p>
 Education & Communication	<p>The Safer Roads Humber team delivers presentation to drivers over 55-year-olds, which includes information on driver health and medication use, and explains how the body is affected by the ageing process. We have in the past funded 'Driving MOT' through RDAC (Regional Driving Assessment Centre).</p>
 Education & Communication	<p>Safer Roads Humber funds and runs the BikeSafe programme, which is a nationally run scheme for bikers, delivered by the Police. The idea is to help bikers explore their current ability level and discover ways to improve their skills, be safer, and get more out of biking.</p>
 Compliance & Enforcement	<p>Safer Roads Humber has taken part in the National Highways AI mobile phone and seat belt project and will be looking to use the equipment in the future.</p>
 Standards & Training	<p>RideFree is a free course, offered through the DVSA, to help learner motorcyclists to prepare of their compulsory basic training (CBT) and for riding on the road. This award-winning scheme helps with increasing knowledge of the riding skills and behaviour required and provides more time to focus on learning the practical skills in the CBT itself through the completion of five pre-course eLearning modules.</p> <p>Safer Roads Humber will encourage local trainers to participate in the scheme and promote take up amongst novice riders.</p>



Safe Speeds' mini-plan



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The Safe Speeds' Working Group will also involve all the main partners involved in Safer Roads Humber. Speed, as set out earlier, is a cross-cutting issue and links to Safe Roads, Safe Road Users, and Safe Vehicles. In a Safe System, we would strive for speeds where the functional speed, the credible speed, and the safe speed are all in alignment. The functional speed of the road is determined by how we want the space to be used - is this a place where motorised vehicles need to move quickly in a segregated way like a motorway, or is this a place where pedestrians, cyclists, horse riders, children, and old people will be moving about their daily lives? The credible speed is one where we have compliance – the cues and 'feel' of the road mean that motorised naturally choose to drive within the limit. And then lastly, we have the safe speed – based on the science of human tolerance to impact and knowledge of the layers of protection afforded to different types of road user. In principle, this would mean lower limits in places where the function of the road is for people to move about using active travel, and this would be reflected in the road design, posted speed limit, and use of vehicle technology to keep speeds low. Where we don't expect to have vulnerable road users, or where they can be segregated, we can design roads and set limits for higher speeds.

Priorities

- Working with the Data Working Group to establish appropriate Safety Performance Indicators to monitor Safe Speeds. This will include determining a consistent methodology to measure speed compliance levels over time, accounting for any further changes in speed limit setting.

- Working with the Safe Roads and engineering colleagues, coordinate a 'speed limit review' determining opportunities for going beyond Department for Transport speed limit setting guidance to explore the potential for a 'functional hierarchy' where speed limits reflect the function of roads, providing consistent cues and information back to drivers, encouraging compliance, and increasing safety across the whole Safer Roads Humber area.

 SAFE SPEEDS	Safe Speeds mini-plan activities
 Standards & Training	<p>Safer Roads Humber has tried and tested processes in place to investigate speed-related concerns, through the local authorities' Speed Management Procedures. Members of the public can report their concerns through a variety of routes, resulting in the collection of speed data to establish the scale of any potential problem and an assessment what, if any, road safety intervention may be necessary (including enforcement and/or engagement).</p>
 Standards & Training	<p>There is national guidance for speed limit setting. However, some speed limits are not intuitive to road users and can be set too high or too low for the function of the road or are not clear in terms of design about the expected behaviour of drivers and riders. Some authorities are exploring the creation of a 'functional hierarchy', which sets out the appropriate speed limits for each function of road, providing consistency across a region. This can then lead to a programme of speed limit reviews and changes, delivered in conjunction with appropriate engineering schemes.</p>
 Education & Communication	<p>Community Speed Watch is a scheme launched in 2019 in Humberside for communities to become police-trained volunteers in monitoring vehicle speeds on local roads, with the aim of changing the speed of those who drive above the speed limit. This is an example of a 'shared responsibility' scheme, with over 600 volunteers in Humberside trained to record the details of speed vehicles, which is then shared with the scheme coordinator for warning letters to be sent to the registered keeper.</p>
 Investment & Innovation	<p>Safer Roads Humber invests in the latest speed technology enforcement equipment. To respond to speed compliance issues, innovative methods of enforcement are used alongside conventional marked and unmarked vehicles.</p>
 Education & Communication	<p>We deliver a range of Safer Roads Humber engagement presentations, which cover the importance of adhering to speed limits and travelling at a safe speed for the conditions. Vehicle passengers are encouraged to speak up if a driver is travelling too fast, with a focus on young drivers and their passengers.</p> <p>The Theatre in education performance 'Braking Point' focuses on fatal four issues, which includes speeding. This is delivered to Year 10 – 13 students.</p> <p>The partnership supports Pathfinder and the engagement team deliver an interactive speed presentation at one of the sessions.</p> <p>The RideSafe presentation explains to young riders how speed can increase their risks of crashing.</p> <p>Mature drivers – this presentation has a refresh of the Highway Code, including identification of speed limits and driving safely within them.</p>

 <p>Research, Monitoring & Evaluation</p>	<p>The Safer Roads engagement team uses a mobile speed indicator board at locations which have been identified as potential risk areas, prior to them becoming formally assessed. This is used to gather data and to educate road users.</p> <p>Speed indicator devices and vehicle activated signs are also positive engineering solutions which act as 'nudges' to drivers to remind them of the speed limit and inform them of their current speed.</p>
 <p>Compliance & Enforcement</p>	<p>Safer Roads Humber enforces at safety camera sites which have been identified by the local highway authorities and then assessed against site selection guidelines. Each safety camera site has a site certificate giving the rationale for the enforcement.</p> <p>The partnership operates speed management via fixed and mobile speed cameras at locations throughout the Humberside area. Depending on the scale of the collision and speeding problem, camera sites are classed as core, local concern and event-based sites.</p>
 <p>Research, Monitoring & Evaluation</p>	<p>Monitoring of safety camera sites takes place using data on casualties, collisions, speed compliance, numbers of offences, and numbers of enforcement visits. This data is used to evaluate the sites to inform the enforcement strategy and identify sites for decommission.</p> <p>Annual camera site reviews are published on the partnership website and are based on the previous year's performance at all sites, including speed monitoring and casualty data against the baseline. Sites where safety and speed compliance have greatly improved or where the casualty and speed profiles show points of interest are discussed with the local authority roads engineers with a view to either decommission the sites or to identify ways how to resolve continuous casualty issues further, e.g. via engineering measures.</p>

Safe Vehicles mini-plan



LEAD



EAST RIDING
OF YORKSHIRE COUNCIL



Hull
City Council



HUMBERSIDE
Fire & Rescue Service









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Council

The Safe Vehicles Working Group also involves all the main partners involved in Safer Roads Humber. This area of the Safe System has often been less of a central focus for road safety partnerships than Safe Speeds, Safe Road Users, and Safe Roads and Roadsides. This is not surprising, given the role of legislation in setting vehicle safety standards and the highly technical and commercial nature of safety system development. However, there are actions that can be taken to support road users on the adoption and use of vehicle safety systems, stressing the importance of vehicle maintenance, and also maintaining partner fleets that bring increased safety to local roads.

Priorities

- The Safe Vehicles Working Group will look to expand the advice provided to the public beyond vehicle maintenance checks to promote vehicle safety systems and technology familiarity advice.
- It will look to support partner organisations with a review of fleet management processes and policies, including vehicle procurement and the staff use of their own vehicles.
- The Working Group will also seek to understand whether there are public service contracts where additional safety provisions can be included in the procurement process, giving additional weight to bids including safety technologies.
- Working with operators at the local docks, and the wider business community on promoting the adoption of voluntary safety standards.

 SAFE VEHICLES	Safe Vehicles mini-plan activities
 Leadership & Coordination	<p>Recently, a Manifesto for Road Safety was launched by PACTS and signed by more than 33 leading organisations set out four actions for the next government. One of these is to ‘adopt the latest Vehicle Safety Regulations, as will apply across the EU in 2024, to mandate fitting as standard proven safety technologies for vehicles sold in the UK. The UK was at the forefront of developing the EU’s General and Pedestrian Safety Regulations (GSR), which includes technologies such as Automated Emergency Braking and Intelligence Speed Assistance, with GSR having the potential to save 1,762 fatalities over 16 years.</p> <p>Safer Roads Humber could join with other organisations to lobby the next government to adopt these safety standards in the UK.</p>
 Education & Communication	<p>The Safer Roads Humber engagement team undertake vehicle check events (usually in partnership with National Highways), where they give advice to drivers regarding tyre safety.</p> <p>In the future, this could be extended to include advice on seasonal vehicle checks but also to provide support on vehicle selection, understanding various safety technology when purchasing a vehicle and technology familiarity sessions for members of the public existing vehicles.</p>
 Standards & Training	<p>The partners of Safer Roads Humber are all prominent employers in the region and operate their own fleets. Each partner has its own fleet purchasing policies and fleet management plans. Ensuring that vehicle procurement processes include requirements for safety features (where appropriate, as some emergency service vehicles will require exemptions) and that policies on staff use of their own vehicles cover maintenance and safety considerations is key to influencing the local fleet and setting a positive example.</p>

 <p>Investment & Innovation</p>	<p>In addition to operating their own fleets, partners also contract services from other fleet operators, including public service vehicles (PSV), refuse vehicles, school transport, and contracted freight operators. Safer Roads Humber will explore how it can support partners in emphasising safety within the procurement process and embedding safety requirements into service contracts. This can include far reaching policies, like that adopted by Transport for London, where all new buses will be fitted with Intelligent Speed Assistance (ISA), and other technologies by 2028. Another scheme in London is the Direct Vision Standard and HGV Safety Permit Scheme which requires operators of lorries to obtain a safety permit before entering and operating in most of Greater London.</p>
 <p>Standards & Training</p>	<p>Outside of our partners, there are many fleets operating on our network, especially given our logistical prominence with the ports of Immingham, Grimsby, Hull, and Goole. We can support fleet operators through voluntary safety standard schemes, such as the DVSA's Earned Recognition Scheme, the Fleet Operator Recognition Scheme (FORS), and/or National Highways' Driving for Better Business. There is also ISO 39001 Road traffic safety management and the FIA Road Safety Index.</p>
 <p>Education & Communication</p>	<p>All of our education products cover how using seatbelts and airbags can reduce injuries.</p>
 <p>Education & Communication</p>	<p>The Work-Related Road Safety presentation covers vehicle loading and ensuring that the vehicle is appropriate for the task being undertaken.</p>
 <p>Education & Communication</p>	<p>The Safer Roads Humber team delivers the Wheels4Life presentation to young drivers, with information and advice covering basic vehicle checks, tyre maintenance, MOTs, and servicing.</p>










Post-Crash Response mini-plan



Whilst the Post-Crash Response component often covers reactive activities which occur after the system has failed, and therefore there is a focus on the need to prevent these activities being required, there are also proactive activities which can be conducted in this arena. Given the large number of organisations involved in providing a post-crash response, this Working Group covers more partners, including those from health.

Priorities

- Working with the Data Working Group to conduct a data audit to understand how STATS19 (the police collision data) can be enhanced to provide greater understanding of collision risk, through aligning with other data sources.
- Consider the establishment of a 'Fatal Review Board', which is a multi-agency board to review fatal collisions to establish where strategic lessons can be learnt.
- Conduct a review of services available to those impacted by road collisions, including victims, drivers (and their passengers), families, and emergency services, with a view to ensuring a consistent approach to psychological and justice-related support.

 POST-CRASH RESPONSE	Post-Crash Response mini-plan activities
 Research, Monitoring & Evaluation	<p>The group will look to create a multi-agency fatal review board to collectively assess each fatal incident on the network to identify any lessons to be learned, looking across the Safe System components. The reviews would focus on fatal collisions primarily but could also include a subset of life changing or high potential (school bus, public bus, etc.). The discussions would be confidential and would use witness statements, officer notes, and photos presented in context but in confidence, with the findings limited to generic system learnings, not identifiable as related to any specific incident. The focus would not be on tactical site or incident specific learnings or to assess blame.</p>
 Research, Monitoring & Evaluation	<p>Work closely with the Data Working Group to undertake a data audit, looking beyond STATS19 data to forensic collision investigations, fatal incident studies, trauma and health data, coroners' reports, and academic research to understand how data analysis can be enhanced to direct proactive actions.</p>
 Standards & Training	<p>Safer Roads Humber supports the activities of RoadPeace and Brake as victims support charities. In some areas, access to such support is not uniformly available and this can negatively impact recovery from incidents, prevent victims seeking justice, and have ramifications for wider society. A review of service provision across the Humber region could be used to identify any gaps in access to victims' support services and a route for Safer Roads Humber to help improve support.</p>
 Standards & Training	<p>Safer Roads Humber funds and runs the Biker Down programme, which is a training programme to provide motorcyclists with essential life skills and the knowledge to help them cope should they encounter or be involved in a road traffic collision. The training covers incident scene management, casualty care, and methods to help motorcyclists be seen by other road users.</p>
 Standards & Training	<p>Safer Roads Humber delivers the 'Collisions' and 'First Response' presentation, which advises young drivers of what to do in the event of a collision (either their own or a third-party collision) and covers basic first aid.</p>
 Education & Communication	<p>The Humber region includes a high proportion of rural roads, where it can take longer for emergency services to be made aware of, and attend, a road traffic collision. Linked to Safe Vehicles, Safer Roads Humber could educate and promote the use of eCall within vehicles. eCall was made mandatory in new cars since 2018 and is a system which automatically contacts the emergency services in the event of a serious collision, sending location and sensor information. Many motorists are not aware of the technology within their vehicle or how it can be used, so an awareness campaign to educate drivers could be beneficial.</p> <p>For older vehicles, promoting the use of what3words to share location information if involved, or witness to, a collision could also help with emergency response.</p>



Road Safety Management mini-plan

Road safety management is undertaken by the Board, providing governance over all of the activities undertaken by the Safe System Working Groups.

Priorities

- Create a 'Safe System Grant Funding' scheme to invest in innovative Safe System projects, linked to evaluation and building up the evidence base.
- Undertake an exercise to explore available funding streams for road safety activities and research.
- Task the Data Working Group to create central processes for designing and commissioning evaluations and dissemination of the results, to ensure learning is embedded.

Data Working Group

As with the Post Collision Working Group, the Data Working Group contains a wide range of partners, who hold or use various road safety data sources.



Priorities

- Work with the various Safe System Working Groups to establish methodologies for monitoring Safety Performance Indicators, engaging with other road safety partnerships to learn from best practice.

- Work with the Post-Crash Response Working Group on the establishment of a fatal review board.
- Lead on the establishment of processes to design, commission, interpret, and share the results of evaluation studies.
- Work closely with the Communications Working Group to disseminate and analyse the results of annual public surveys which can be used to understand local priorities, engage with communities, and use as a basis for some of the Safe Road Users SPIs. Some suggested established questions are shared in Appendix D: Public Survey Questions.

Communications Working Group









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Priorities

- Work with the various Safe System Working Groups to ensure that communications are consistent across the Partnership area, bringing together the messages of the various elements of the Safe System and embedding the concept of shared responsibility.
- Lead on internal communications to keep partners engaged and updated on the activities of the partnership and the opportunities for collaboration, establishing the various roles and responsibilities of partners, and their contributions to the Safe System.
- Identify methods of improving relationships with local communities, finding ways to engage members of the public in road safety interventions, including education, communication, enforcement, and data collection activities.

- Work with the Data Working Group on the creation and distribution of the annual public survey, using the results to identify gaps in knowledge, and/or areas where attitudes and behaviours could be improved to increase compliance.
- Lead on sharing best practice and evidence from regional and national groups which could be implemented by the Safe System Working Groups.

 ROAD SAFETY MANAGEMENT	Road safety management mini-plan activities
 Investment & Innovation	<p>Create a 'Safe System Grant Funding' scheme, using reserves generated from Speed Awareness and other diversion courses to invest in innovative projects, aligned with the Safe System. The funded schemes would need to follow an approval process, detailing evaluation plans and how the work would align with the Safe System and add to the evidence base.</p> <p>Agility is important – a small grant process (of up to £2,000) can be agreed by the working group practitioner level, to deliver small scale or innovative projects, with funding over £2,000 being approved by the Board. An approval process is set out in Appendix B: Partnership grant application form.</p>
 Education & Communication	<p>Safer Roads Humber has a dedicated Marketing Officer who covers communication activities on social media feeds, the website, and in the press. The partnership also supports NPCC enforcement campaigns, Brake road safety week, RoadPeace, National Highways campaigns, and Project Edward with communications activities.</p> <p>The Marketing Officer will lead the Communications Working Group to ensure consistent coherent communication across the partnership area.</p> <p>The Marketing Officer is also the chair of Road Safety Great Britain's (RSGB) Yorkshire and Humber group and reports into the RSGB regional representatives' group. She also plays an active part in various national groups to ensure that the most up to date best practice is used.</p>
 Leadership & Coordination	<p>Work with partner organisations on aligning to other policy areas so that road safety can contribute to, and benefit from, initiatives supporting active travel, improving the environment, public transport provision, reducing congestion, and creating healthier communities.</p>
 Investment & Innovation	<p>Form a working group to explore other available funding streams which could be accessed/ applied to and used to support road safety activities and research.</p>
 Research, Monitoring & Evaluation	<p>Create a central function to design, deliver, or commission evaluations for road safety interventions delivered in the Humber region.</p>



**Research,
Monitoring &
Evaluation**

Safer Roads Humber has intelligence-led road safety at its core. Collision data, collected by police officers, provides insight into locations, the people involved, and the circumstances of the crash. This is used alongside offence data (both camera and non-camera enforcement) and speed data collected from permanent and temporary data sources. All of this data is analysed to produce in-depth standard and bespoke reports to inform partnership activities, deal with ad hoc queries, and share information with the public.

The data are also used to identify target groups for road safety education and engagement campaigns, identifying highest levels of risk in terms of location, road users involved (age, mode, home area), and behaviours.

The Road Safety Strategy and Action Plans are reviewed every five years to reflect changes in casualty trends and developments in technologies, policies, and the evidence around effective road safety activities.



How will we deliver this?

Safer Roads Humber is a well-established partnership with a strong structure. There are some changes required to embed this new Safe System way of working but we are in a good position to move forward.

Structure

The Safer Roads Humber Board is comprised of senior representatives from East Riding of Yorkshire Council, Hull City Council, Humberside Fire and Rescue Service, Humberside Police, National Highways, North East Lincolnshire Council, and North Lincolnshire Council. Its remit is:

- To provide strategic direction, resources, and support to the Safer Roads Working Group.
- The Safer Roads Humber Working Group is comprised of the same seven organisations, represented by practitioner level officers and its function is:
- To provide guidance, expertise, and support to the Safer Roads Policy Board.
- To research, consider and allocate financial support to road safety projects within its remit and financial rules.

Safe System Working Groups

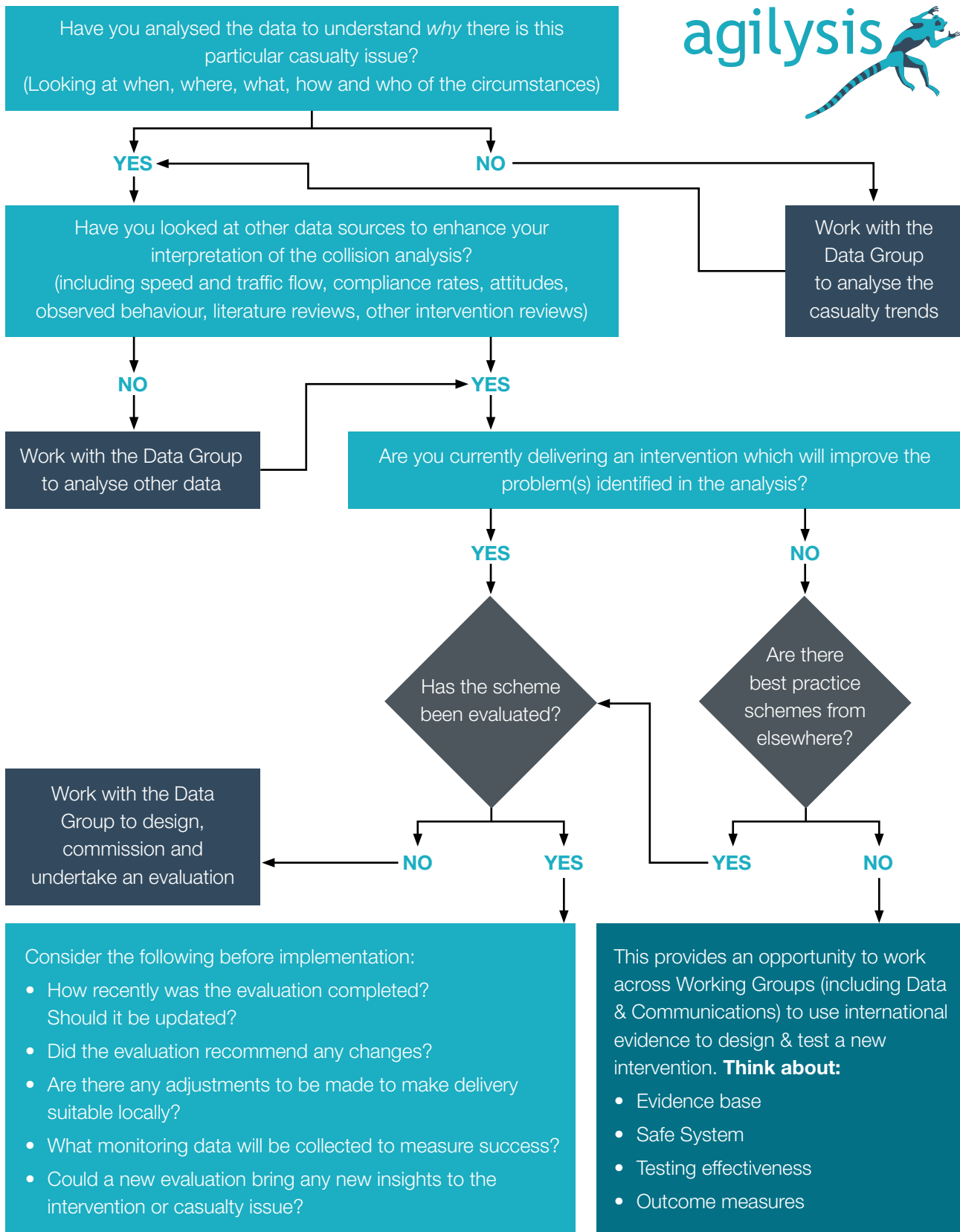
The Safe System Working Groups (including the Data and Communications Working Groups) are subsets of the Safer Roads Humber Working Group, who are leading on a specific area of the Safe System. However, it is imperative that activities are still coordinated at the Safer Roads Humber Working Group level to avoid silo working. The purpose is to work dynamically and collaboratively, and not to add a layer of bureaucracy, but instead to harness expertise and increase levels of ownership and focus, working together as business as usual. The various Safe System Working Group leads will report activity into the Safer Roads Humber Working Group, which in turn is accountable to the Board.

Governance

One area where we acknowledge that we could make the partnership stronger is our governance structure. We will establish a method of reporting to a 'scrutiny panel' of councillors from the four local authorities alongside the Police and Crime Commissioner. This will increase transparency and allow us to report our levels of activity and demonstrate how we are helping the communities of the Humber region.



Appendix A: Data processes



Appendix B: Partnership grant application form

This document is to be completed and approval obtained in writing for projects which are applying for funding from the Safer Roads Humber partnership.

Fund Scheme

- ☐ Small grants under £2,000
- ☐ Large grants over £2,000

Scheme Title

Scheme Owner

Scheme Description

What elements does your intervention include?
Please select all that apply and provide details of your selection(s) in the space provided.

- ☐ Large scale presentation
(e.g. Theatre in education)
- ☐ Small scale presentation (e.g. Presentation to a classroom of school children)
- ☐ Training courses (e.g. Older driver workshops)
- ☐ Stands at public events or in public places
- ☐ Poster or leaflet campaign
- ☐ Outdoor advertising
- ☐ Web-based publicity
(e.g. YouTube video clip / website)
- ☐ Highways Engineering
- ☐ E-learning
- ☐ Enforcement
- ☐ Diversionary measure (e.g. Speed awareness)
- ☐ Radio / TV / Cinema advertising
- ☐ Social media

- ☐ Self-selecting training
(e.g. Refresher driver training)
- ☐ One-to-one advice and / or training
- ☐ SMS messaging
- ☐ Lobbying
- ☐ Other

500 words maximum

Start writing here...

Justification

Why have you chosen to focus on this specific issue?
(i.e. how can you demonstrate that there is a need for an intervention). Please select all that apply and provide details of your selection(s) in the space provided.

- ☐ Anecdotal observation
- ☐ Systematic observation
- ☐ Research and evaluation reports
- ☐ Complaints from the public
- ☐ Local knowledge
- ☐ Traffic speed data
- ☐ Traffic volume data
- ☐ Recorded traffic offences
- ☐ Demographic data
- ☐ Public consultation
- ☐ Stats 19 / CRASH data
- ☐ Academic research

- ☐ Road Safety Observatory / Knowledge Centre
- ☐ There is no evidence yet
- ☐ Other

500 words maximum, to include evidence of need, data and research. Please attach relevant documents as appendices.

Start writing here...

Action Plan

Does your intervention link to any of the following subject areas? Please select all that apply and provide details as part of the detail in the space provided.

- ☐ Air quality
- ☐ Health improvement (including mental health)
- ☐ Active travel

1000 words maximum, to include details of funding requested, staff time required (with grade) and details of partner organisations' commitment. Please attach relevant documents as appendices.

Start writing here...

Intended Outcomes

What and who do you hope to change by your intervention? Your aim should relate to a **measurable** outcome. You should identify who or what you are trying to change or influence and who will benefit from it.

For example, are you trying to improve the knowledge, skills or attitude of your audience? Are you signposting to further training or promoting a specific change in behaviour? Is your goal to facilitate a change in a company policy or practice, or promote a different approach by a partner organisation?

500 words maximum, to feature any identified performance indicators. These should include quantitative indicators (numbers of people engaged) and qualitative outcomes (change to legislation).

Start writing here...

Budget Breakdown

Please outline a breakdown of the costs associated with this project

Start writing here...

Timescale

500 words maximum, to include details of significant milestones in the scheme.

Start writing here...

Evaluation

500 words maximum, to include details of proposed output & outcome measurement.

Start writing here...

Proposed by:

Name: _____

Title: _____

Organisation: _____

Date: _____

Approved by:

Name: _____

Title: _____

Organisation: _____

Date: _____

Appendix C: Evaluation stages

Evaluations are an integral part of measuring effectiveness and understanding if road safety interventions are achieving what they set out to. In road safety, many interventions are not evaluated and the results of those that have been are not always publicly available.

The design of an evaluation will differ, depending on a number of factors, including the intervention type, budget, stage of delivery and type of data that can be collected to measure effectiveness. For example, a high-cost re-engineering of a major stretch of road will use different evaluation methodologies to a small-scale trial of a schools-based educational intervention. It means that there should be flexibility when thinking about evaluations.

However, there are some standardised steps that should be followed when designing a new intervention.

1. Firstly, think about the purpose of the evaluation. Is it to:
 - a. Demonstrate success?
 - b. Inform policy decisions?
 - c. Improve delivery of an intervention?
 - d. Share best practice?
 - e. Show value for money?
 - f. Ensure the intervention does no harm?
2. It is likely that the evaluation will measure many (perhaps all) of these, but it is useful to think about why the evaluation is taking place, in order to think about how to design it. A process evaluation is examining how to improve the delivery process whereas an outcome evaluation is looking to show the effectiveness of an intervention, and these will use different approaches.
3. All interventions should start with the data, identifying what the problem is and what the solution might entail. Data analysis will influence the shape of the evaluation – if it transpires that the problem is a behavioural one (like speeding) and the evidence suggests that it is related to attitudes, then the evaluation will need to measure how attitudes might change as a result of the intervention.
4. This leads on to setting aims and objectives. Aims are the overall goal of the intervention and objectives are the measurable outcomes. These should be SMART⁴³ and directly related to what the intervention is seeking to achieve (e.g. a 20% improvement in attitudes towards driving at safe speeds after the intervention, compared to before).
5. It can be useful to work through creating a logic model, to set out the aims and objectives, inputs and outputs and what might affect the results.
6. Designing an evaluation is dependent on many different factors, including:
 - a. Where in the delivery cycle the intervention is at? If it is at the design stage, there will be an opportunity to collect baseline data, to compare with after delivery. This could be offending rates/attitudes/knowledge levels, for example.
 - b. What level of detail you want to learn from the evaluation? Qualitative data is rich, in-depth information collected from a small sample of people to get a deep understanding of the problem and/or the intervention. This could be used in trials to gain insight into how the delivery worked and what could be improved, including barriers to participation. Conversely, quantitative data is about collecting large amounts of data

⁴³ Specific, Measurable, Achievable, Realistic and Time-bound

to analyse differences between conditions, for example, the number of vehicles travelling over the speed limit before a vehicle activated sign is installed, compared to after the sign was in place.

- c.** Can you compare to other conditions/groups of people? Control and comparison sites or groups can be used to compare the intervention with what might have happened without the intervention. Control groups are randomly assigned, whereas comparisons are where characteristics are similarly matched (for example, re-designing a junction and monitoring red-light running in comparison to a similar site where no changes were made).

- 7.** There are many different types of evaluation design, depending on the answers to the questions above. These include:

- a.** Pre and post intervention (with or without a control or comparison group)
- b.** Post intervention only (with or without a control or comparison group)
- c.** Post then pre intervention
- d.** Randomised controlled trial
- e.** Case study

- 8.** There are also a number of research methods which can be used, including:

- a.** Questionnaires
- b.** Interviews
- c.** Focus groups
- d.** Observations
- e.** Automatic data collection of speeds and volumes
- f.** Roadside tests

- 9.** Other things to consider when designing include:

- a.** Calculating sample sizes
- b.** Recruiting and retaining participants
- c.** Using different sampling techniques
- d.** Timing of measurements
- e.** Creating questions (including using established question banks)
- f.** Ethical considerations
- g.** Incentives
- h.** Analytical techniques, including statistical testing

This website is a useful resource for assistance in planning evaluations in road safety:

www.roadsafetyevaluation.com

Appendix C: Public survey questions

Self-report questions

Drink driving questions

Question wording	Answer options	Source
Thinking about the last 12 months. How often, if at all, have you driven after drinking an alcoholic drink, even a very small amount?	Almost every day 5 or 6 days a week 3 or 4 days a week once or twice a week once or twice a month once every couple of months once or twice in the last 12 months Not at all in the last 12 month/never	ONS Omnibus: Drink Driving
(Again, thinking about the last 12 months.) How often, if at all, have you driven when you think you may have been over the legal alcohol limit, even if only by a small amount?	Almost every day 5 or 6 days a week 3 or 4 days a week once or twice a week once or twice a month once every couple of months once or twice in the last 12 months Not at all in the last 12 month/never	ONS Omnibus: Drink Driving
Thinking about the last time you drove when you thought you were over the legal alcohol limit <after drinking alcohol>. Where had you been drinking before you drove? Select all that apply	At home At someone else's home In a pub/pubs In a restaurant In a nightclub/club Outside in a public place (eg park, street) Other - please specify	ONS Omnibus: Drink Driving

(Still thinking of the last time you drove when you thought you could be over the legal alcohol limit) Do you think you were just a little over the legal limit, quite a bit over the legal limit or a lot over the legal limit?	A little over	ONS Omnibus: Drink Driving
	Quite a bit over	
	A lot over	
Which statement do you think most represents you?	No, I don't think I've driven while over the limit I think I've driven when over the limit the following morning after a night out I know I've driven when over the limit the following morning after a night out I know I've driven when over the limit shortly after having a drink(s) I think I've driven when over the limit shortly after having a drink(s)	RAC

Drug driving questions

Question wording	Answer options	Source
Thinking about the last 12 months How often, if at all, have you driven after taking illegal drugs?	Almost every day 5 or 6 days a week 3 or 4 days a week Once or twice a week Once or twice a month Once every couple of months Once or twice in the last 12 months Not at all in the last 12 months/Never take illegal drugs	ONS Omnibus: Drink Driving
In the last 12 months how often, if at all, have you driven when you think you may have been affected by or under the influence of illegal drugs?	Every day/almost every day A few times a week Once or twice a week Once or twice a month Once every couple of months Once or twice in the last 12 months Not at all Don't know Don't want to answer	Crime Survey for England and Wales

How frequently, if at all, do you do each of the following?	1 or more times a week	THINK!
Drive after taking class A drugs	Once a fortnight	
	Once a month	
	Once every 2-3 months	
	Less often	
	Never	
	Don't Know	
	Refused	

Mobile phone questions

Question wording	Answer options	Source
How frequently, if at all, do you do each of the following?	1 or more times a week	THINK!
Use a mobile phone to text whilst driving	Once a fortnight	
	Once a month	
	Once every 2-3 months	
	Less often	
	Never	
	Don't Know	
	Refused	
How frequently, if at all, do you do each of the following?	1 or more times a week	THINK!
Use mobile phones while driving without hands-free kit	Once a fortnight	
	Once a month	
	Once every 2-3 months	
	Less often	
	Never	
	Don't Know	
	Refused	
How frequently, if at all, do you do each of the following?	1 or more times a week	THINK!
Use mobile phones while driving with hands-free kit	Once a fortnight	
	Once a month	
	Once every 2-3 months	
	Less often	
	Never	
	Don't Know	
	Refused	

I make and receive calls while driving	Never	RAC
	Rarely	
	Sometimes	
	Most of the time	
	All of the time	
	Not sure	
I text, email, use social media or the internet while driving	Never	RAC
	Rarely	
	Sometimes	
	Most of the time	
	All of the time	
	Not sure	

Seatbelt wearing questions

Question wording	Answer options	Source
How frequently, if at all, do you do each of the following? Don't use seatbelts while sitting in the front of the car	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!
How frequently, if at all, do you do each of the following? Don't use seatbelts when sitting in the back of the car	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!

Attitudinal questions

Question wording	Answer options
<p>Please tell me how much you agree or disagree with the following statement:</p> <p>It is too dangerous for me to cycle on the roads</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>Please tick one box for each of these statements to show how much you agree or disagree:</p> <p>Speed cameras save lives</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>Speed cameras are mostly there to make money</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>There are too many speed cameras</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>People should drive within the speed limit</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>The number of speed cameras should be increased</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>It is perfectly safe to talk on a hand-held mobile phone while driving</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>

All use of mobile phones while driving, including hands-free kits is dangerous	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
All use of mobile phones while driving, including hands-free kits should be banned	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
The law on using mobile phones whilst driving is not properly enforced	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
If someone has drunk any alcohol, they should not drive	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
Anyone caught drink-driving should be banned for at least five years	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
Most people don't know how much alcohol they can drink before being over the legal drink-drive limit	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
If someone has taken any illegal drugs, they should not drive	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>

<p>Average speed cameras measure speed based on the time taken to travel a distance between two camera sites. Fixed speed cameras measure speed at a single site. Please tick one box to show how much you agree or disagree.</p> <p>Average speed cameras are preferable to fixed speed cameras?</p>	<p>Agree strongly</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Disagree strongly</p>
<p>How often do you cycle nowadays?</p>	<p>Every day</p> <p>More than twice a week but not every day</p> <p>Once or twice a week</p> <p>Once or twice a month</p> <p>Once or twice a year</p> <p>Less than once a year</p> <p>Never</p>
<p>How confident would you say you feel about cycling on the roads?</p>	<p>Very confident</p> <p>Fairly confident</p> <p>Not very confident</p> <p>Not at all confident</p> <p>Don't know</p>
<p>I would travel less by car if there more cycle lanes on roads</p>	<p>Strongly agree</p> <p>Tend to agree</p> <p>Neither agree nor disagree</p> <p>Tend to disagree</p> <p>Strongly agree</p>
<p>I would travel less by car if there more and better sited secure cycle parking facilities</p>	<p>Strongly agree</p> <p>Tend to agree</p> <p>Neither agree nor disagree</p> <p>Tend to disagree</p> <p>Strongly agree</p>
<p>I would cycle (more) if it was difficult to find somewhere to park the car</p>	<p>Strongly agree</p> <p>Tend to agree</p> <p>Neither agree nor disagree</p> <p>Tend to disagree</p> <p>Strongly agree</p>
<p>On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you score the overall quality of the cycling conditions in your area.</p>	<p>0-10</p>

What, if anything, would encourage you to walk or cycle for some of your journeys? (select up to 3 answers)

- Better street lighting
- Better maintained pavements
- More road crossings
- More CCTV cameras
- More cycle lanes on roads
- More cycle tracks away from roads
- Less traffic on the roads
- Lower speed limits
- Having more time available
- No car available
- Higher costs of motoring
- Higher public transport fares
- More traffic congestion
- More direct walking routes
- Adult cycle training
- More secure and convenient cycle parking facilities
- A cycle mileage allowance for journeys to work or for business
- Better driver attitudes towards cyclists
- More local shops and other facilities
- More publicity about the benefits walking and cycling has on health, the environment and congestion
- Nothing would encourage me to walk or cycle for some of these journeys

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