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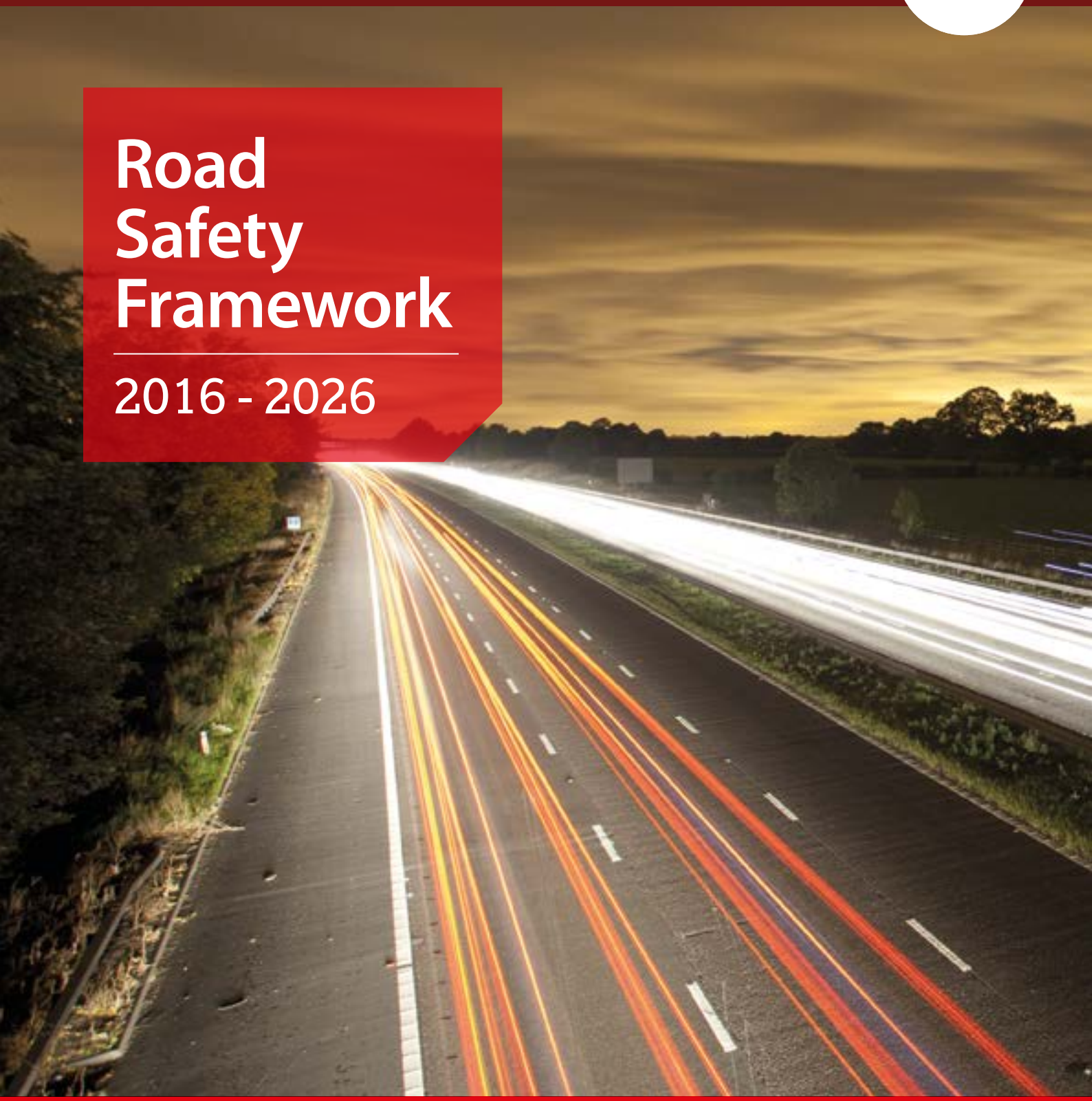


Road Safety Framework

2016 - 2026

west sussex county council

Road Safety Framework

Contents

Context

It can never be acceptable that people are killed or seriously injured when moving within the road transport system.

Vision Zero is a philosophy of road safety that eventually no one will be killed or seriously injured within the road transport system. It provides a vision for West Sussex of a safe road transport system which can be used to guide the selection of strategies and then the setting of goals and targets.

Vision Zero is not a target to be achieved by a certain date. It is a change from an emphasis on current problems and possible ways of reducing these to being guided by what the optimum state of the road transport system should be.

To achieve this vision, our aspiration is to reduce the number of people killed or seriously injured by 25% indexed against the national baseline average of 2005-2009 by 2020. Currently there are no national Killed and Seriously Injured (KSI) casualty reduction targets.

Meeting these aspirations will reduce our killed and serious injury toll from the baseline of 473 to fewer than 355 people a year by 2020. This means a reduction from 605 people killed or seriously injured per million population to below 414 people per million population.

Road deaths and injuries impose a terrible human cost and a heavy economic burden. How safe people feel in their environment also affects the lifestyle and travel choices they make. This in itself imposes a further economic and social burden on society. The communities of West Sussex, the County Council and our partners have a key role to play in improving this locally and influencing national debate.

West Sussex County Council intends to give children the best start in life, develop the economy and allow people to be independent for longer. Road safety is a key component of each of these priorities. This framework compliments the national context set by the Department for Transport statement on Road Safety (December 2015) and is a supporting document to the Local Transport Plan 2011-26

This framework for road safety in West Sussex therefore sets the context within which such work will be carried out.

What do we know?

Many of the things that lead to a road injury are not simply about the immediate circumstances of the crash, but have causal links that cut across many areas of public service and private industry.

It is therefore vital that all those that have a role to play in improving road safety do so effectively, whether that be by direct action or influencing other decision makers. Road safety initiatives have made West Sussex roads much safer but there's still plenty to do. This is because:

- **Over 90% of crashes are down to human error**
- **The calculated cost of road injuries in West Sussex is in excess of £144m a year – a cost that is largely hidden and shared between the public and private sector**
- **As the population increases and economic activity strengthens, the roads in West Sussex will become busier. This will increase people's exposure to risk on the transport network.**
- **The numbers of people killed and seriously injured in West Sussex increased from 438 in 2013 to 482 in 2014.**
- **More people are taking up cycling and choosing other more vulnerable travel activities, with an 110% increase in serious cyclist casualties from the base line of 46 to 96 in 2014**
- **Driving after drinking or taking drugs continues to be a problem.**
- **Many of the worst road layout problems have been dealt with so remaining engineering solutions are likely to be larger scale and linked with improved economic performance.**
- **In order to give children the best start in life and to allow people to live independently for longer the transport network needs to be safe and feel safe.**
- **Adopting sustainable travel choices improves general wellbeing, lowers the cost and impact of travel and gives a level of independence for those that cannot access a car.**
- **Increased devolution and transparency of decision making will lead to people taking a more active role in their community.**
- **Competing financial priorities for the Council and its partners presents challenges to funding road safety activity.**
- **Road users need to have the right attitude of mind and the skills to match. What we must be aiming for is to make behaviour inherently safer.**

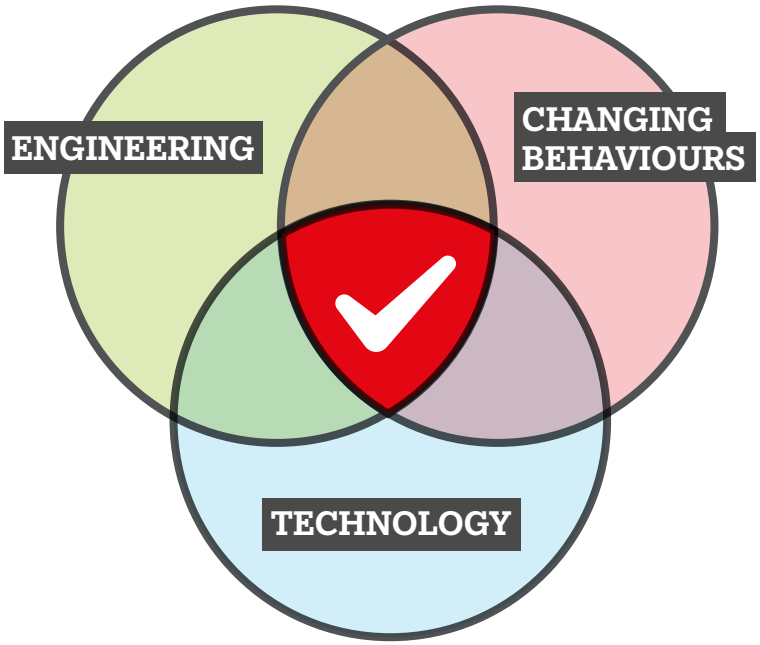
Road Safety – A Whole System Approach

Road safety and the outcomes for those involved in crashes could be improved by:

- **Reducing the contributing factors and chain of events that increase the risk of crashes happening in the first place**
- **Providing a safe road environment**
- **Minimising the severity of a crash once it's happening**
- **Making sure that the response to crash, once it has occurred, achieves the best possible outcomes**
- **Making sure that treatment and recovery are providing the best chance of survival and full recovery in the shortest possible time.**
- **Reviewing all of the above to ensure that any revisions to the operating model are identified and carried out.**

All of these points in the system are important. However, the further through the chain of events, the more reactive we are and the greater the cost, both financial and human. Early interventions are crucial to managing these costs.

Traditionally interventions have focused on either engineering a safer road environment, changing behaviours or technological solutions, often in isolation. Historically there has been a prevalence for public expenditure on road engineering, whereas in the future the most effective interventions will be a combination of these things.



What Does This Mean?

Reactive interventions aimed at reducing casualties are targeted on the highest risk groups or sites as defined by road crash statistics. We know this works and so it will continue in our future work, but cannot be the sole activity.

Simply focusing activity on crash statistics or other highway problems means the system is inherently re-active rather than pro-active. Achieving better outcomes and reduced costs requires earlier intervention, use of all data available to identify higher risk groups and joint working for all those involved in the system.

There are many examples of how this might work:

- **A GP surgery advising on healthy lifestyle – say to take up cycling -patients should be referred to WSCC or other agencies who carry out cycle training.**
- **A social worker or school may be able to identify risky behaviour in a child that we may be able to intervene in before that child is involved in a road accident.**

We need to make the best of all the opportunities that are available to us. In doing so we would seek to make road safety everyone's business and responsibility. This means:

- **Increasing our influence nationally, regionally and locally**
- **Commissioning services in the right place with stronger emphasis on locality.**
- **Making the most of existing local partnerships.**
- **Recognising the role of Public Health and the NHS.**
- **Developing the role of the business community.**
- **Only intervening when we are confident that there is a problem and we can make things better. This is particularly true of behavioural change activity where some messages can be counter-productive.**
- **Ensuring that solutions are delivered by the right people.**
- **Combining resources and funds to greater effect.**
- **Greater use of all data available to allow effective targeting.**
- **Agreeing priorities that allow focus on the right activities, review effectiveness, and measure progress.**

Behavioural Change

Education, Training and Publicity

This is about making sure that the best time to intervene is when there are changes in life experience. It makes sense therefore to operate a series of interventions that target key moments in life such as going to school, school changes, new drivers, different job, older residents etc. What is vital is that all partners take every opportunity to reinforce the key messages.

The need for regular interventions to reinforce safety messages and maintain desirable attitudes and behaviours cannot be ignored.

There needs to be a wide range of initiatives, reflecting different learning preferences and aims amongst different road user groups.

Although many of the risks are to older children who are becoming more independent, interventions with younger children can be more effective in the long term. Attitudes towards risk can be developed much more easily at a younger age and it is harder to influence teenagers after these attitudes have already been set. Brain development and the speed of learning is far faster in young children and this suggests that road safety interventions would be more effective during the early years.

There is always a concern that a busy school curriculum means that there is limited scope to address road safety issues and some frustration that road safety education is not given greater priority.

There is also the concern that school-based initiatives don't reach everyone, particularly those leaving school at 16. In addition, curriculum pressures mean that schools often have to scale down road safety education for years 12 and 13, a crucial time when young people are thinking about learning to drive.

Once young people leave school the opportunities for receiving road safety education reduce significantly.

In this context there is a need to look for opportunities to provide parallel messages through joint initiatives involving, for example, the health sector.

A focus on attitudes, peer pressure and passenger distraction was seen as being particularly important by the 21 to 25 year old participants.

Road safety messages should also be supported by education and training in wider travel issues, including the provision of cycle training.

Enforcement

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

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

Engineering and planning

Engineering interventions in the past have been largely based on small interventions to make alterations to the road environment to make it safer given an existing crash pattern. The majority of these low cost sites have now been treated. The public will need to be convinced that driving behaviour is the main cause of road collisions and that traditional engineering solutions will become increasingly difficult to identify, more expensive to deliver and less effective in reducing casualties.

The motorway network is the safest in this country due to its purpose built high engineering standards. EuroRap defines some of our roads as high risk e.g. A285. This is a good example of a road that is simply not designed to the modern standards, but the engineering solution to this is significant. Quite apart from cost, the visual and environmental impact of interventions such as central crash barriers, limited and grade separated junctions, straightening bends; removal of all hard road side objects (walls and trees) is unlikely to be achievable.

It is a different matter however when new development and other investment occurs when such opportunities should be taken to ensure high design standards are adopted. Road Safety Audits are intended to ensure that operational road safety experience is applied during the design and construction process of all highway improvement schemes in order that the number and severity of any future road traffic accidents occurring are kept to a minimum.

Maintenance works provide a positive contribution to road safety by ensuring standards of visibility, skid resistance, signing and lighting on the highway, and maintaining road surfaces in good condition.

It is also important that place and transport plans ensure that risk factors are minimised A key component is behavioural considerations. Development which does not take full account of human nature, and how people live their lives, is unlikely to be successful or minimise risk.

Technology

The largest single contribution to British road casualty reduction in the last decade has come from improvements in vehicle safety.

The majority of vehicles on the road now have good passive safety with airbags and crumple zones. Looking forward, advances in 'active safety' such as electronic stability control (ESC) will deliver significant benefits.

The continuing development of advanced technologies will help to avoid or mitigate much trauma on the roads.

Active safety systems seek to intervene in the pre-crash phase before the crash impact occurs so as to avoid the crash or reduce the severity of the impact. These advanced driver assistance systems use sensors, electronics and software to intervene and by the end of 2020, active safety systems will be incorporated into most vehicles on the road.

Where fitted, the contribution of these new systems is already impressive. Nonetheless, the national vehicle fleet has a slow turnover. The pace of improvement in new cars is offset by the long working life of vehicles before they are scrapped, typically around 13 years or more. For example, even though half the vehicles on the road in 2025 will have some basic form of self-steering capability, the other half will include the newer cars already on the road today.

Partnerships

The key to delivering this framework is the extent to which we collaborate with our partners:

Department for Transport (DFT)

DfT develop and led the national framework for road safety setting long term objectives. In addition DfT define annual road safety campaigns; West Sussex road safety interventions will work with and support the DfT's approach where appropriate.

Public Health

Safe transport is the issue that links road safety with public health. Road safety activities should be integrated with healthy activity strategies such as Getting West Sussex Moving. This strategy identifies the benefits to society of increased physical activity and recognises that road safety, whether actual or perceived is a barrier to increased physical activity.

Local Communities

It is essential that WSCC staff working within and supporting communities engage with local community groups, volunteers, elected representatives, Community Safety Partnerships, Parish and Town Councils and others. By encouraging and connecting communities to effective road safety tools, advice and possible sources of funding they will be equipped to address road safety concerns at a local level.

Local Road User Groups

WSCC will engage and work with local road user groups who are particularly vulnerable and most at risk of accidents. Officer will seek to work with representatives from cycle forums, on an off road pedestrian groups, passengers transport groups and young people's representative groups. This could be on an informal or formal basis.

Business Community

Reducing the number of people injured and incidents on our roads reduces cost to employers. National research suggests that up to 30% of road casualties happen during work time. Business road risk is therefore a significant contributor to casualty numbers and also reduces the economic welfare and productivity of West Sussex. It is therefore important that WSCC leads by example and engages with the business community.

Governance and Structure

To coordinate the delivery of road safety framework and supporting action plan West Sussex County Council will have a Road Safety Board comprising of representatives from the following internal areas:

- **Highways and Transport**
- **Operations (Fire & Rescue)**
- **Communities**
- **Public Health**

In addition the Board will co-opt members from other departments or external organisations and community representatives as required.

The Board will meet quarterly in order to review progress against the Strategic Action Plan.

The Board will provide an update on progress against the Strategic Action Plans on an annual basis to the relevant Select Committee.

Sussex Safer Roads Partnership (SSRP)

The SSRP consists of WSCC (including Fire and Rescue), East Sussex CC, East Sussex Fire and Rescue, Surrey and Sussex Police, Brighton and Hove Council, Highways England. The SSRP's vision is to "create a safer environment, significantly reduce life changing injuries and eliminate fatalities".

To achieve this, the SSRP have issued a Sussex-wide strategy that identifies encouragement, education, engineering and enforcement tools to reduce road casualties. West Sussex will continue be a member of the SSRP and contribute to its objectives.

Forecasting

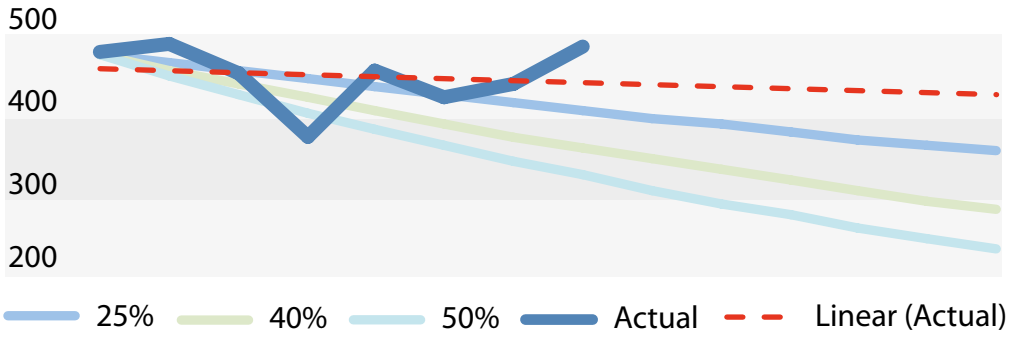
Currently there are no national road safety targets. The national Strategic Framework for Road Safety (May 2011) however details two forecasts, a central forecast and a low forecast that Central Government believe to be achievable. The central forecast predicts a 40% reduction in KSIs by 2020 on the assumption that existing road safety programmes and other partners measures continue to develop. The low forecast predicts a 50% reduction if the lower performing authorities were to improve their performance towards the level of the top performers. In this context West Sussex would be seen as a lower performing authority.

A 40% reduction in KSI casualties based on the average of 2005 to 2009 would seek to reduce KSI casualties to 284 by 2020, a reduction of 189 KSI from an average of 473.

A 50% reduction in KSI casualties based on the average of 2005 to 2009 would seek to reduce KSI casualties to 237 by 2020, a reduction of 237 KSI from an average of 473.

The improving economy, increasing population and traffic levels and pressure on funding are working against casualty reductions and so a more realistic milestone of 25% has been adopted. Against the baseline of 2005-2009 this means reducing KSI's to 355 by 2020. The latest outturn for 2014 is 482 which means we need to achieve a reduction of 127 KSI in the remaining six years of the first stage of the national Strategic Framework for Road Safety.

KSI Casualty Out-turns and % Reduction Targets



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
25%	473	463	453	443	433	423	414	405	396	388	379	371	363	355
40%	473	455	437	420	404	389	374	359	345	332	319	307	295	284
50%	473	448	425	403	382	362	343	326	309	293	278	263	249	237
Actual	476	485	451	373	455	420	438	482						

Evaluation

Monitoring and evaluation of any programme or intervention is essential to determine whether it is effective at improving road user safety, to help refine programme delivery, and to provide evidence for continuing support of the programme.

This may involve looking at changes in behaviour and contributory factors such as speeding and anti-social driving in addition to perception of safety. We will continue to develop our evaluation processes to inform evidence based practice to ensure future interventions are effective and an efficient use of resources.

Indicators

A number of key indicators have been proposed in the national Strategic Framework for Road Safety, published in May 2011, which will be used to monitor the progress of individual local authorities against the national picture.

These are:

- **Number of killed or seriously injured casualties**
- **Rate of killed or seriously injured casualties per million people**
- **Rate of killed or seriously injured casualties per billion vehicle miles**

We also intend to monitor as local indicators:

- **The number of child (0 to 15) KSI casualties**
- **The number of young persons (13 to 24) KSI casualties**
- **The number of pedal cycle KSI casualties**
- **The number of pedestrian KSI casualties**
- **The number of older people KSI casualties (70+)**
- **The number of KSI casualties in collisions involving car drivers aged 17-24**
- **The number of KSI single vehicle collisions involving a young car driver (aged 17-24)**

Our ability to deliver further improvements in road safety will be dependant not only on securing funding for programmes and activities, but also in ensuring our efforts are targeted at the key priorities using solutions with a proven track-record. Due to the continually changing nature of society and use of our roads we need to continue to develop improved road safety solutions and to maximise opportunities by working with a wider range of partners.

It is envisaged that this strategy will evolve through an annual refresh of our Action and Delivery Plans and a biennial review of our key target groups and locations.

Appendices

Introduction

The Road Traffic Act 1988 places a duty on local highway authorities to prepare and carry out a programme of measures designed to promote road safety and road safety education. This includes studying the occurrence of collisions, taking preventative measures and reducing the possibility of casualties on new roads (i.e. collision investigation, prevention and safety audit). A local road safety strategy is a vital part of the evidence that a local authority is discharging this duty.

The ability to deliver significant casualty reduction over the next decade will be dependent on funding, both in terms of capital for new engineering projects and revenue to deliver safety camera enforcement and to maintain a team of specialist staff. Irrespective of funding levels, the constant drive for efficiencies will require development of our ability to work in new ways to ensure that those resources put into road safety are used to best effect.

Road Safety is a complex issue which, in addition to those specifically dedicated to casualty reduction, is influenced by many service areas and programmes. A wide variety of partners, both internal and external play an important role in delivering road safety across West Sussex including:

Members, Road Safety Education, Publicity and Training Team, Safety Engineering Group, Area Offices, Community Safety, Adult and Children's Services, Sussex Safer Roads Partnership, West Sussex Fire and Rescue Service, Sussex Police, Community Safety Partnerships, NHS West Sussex, Highway Agency.

Background

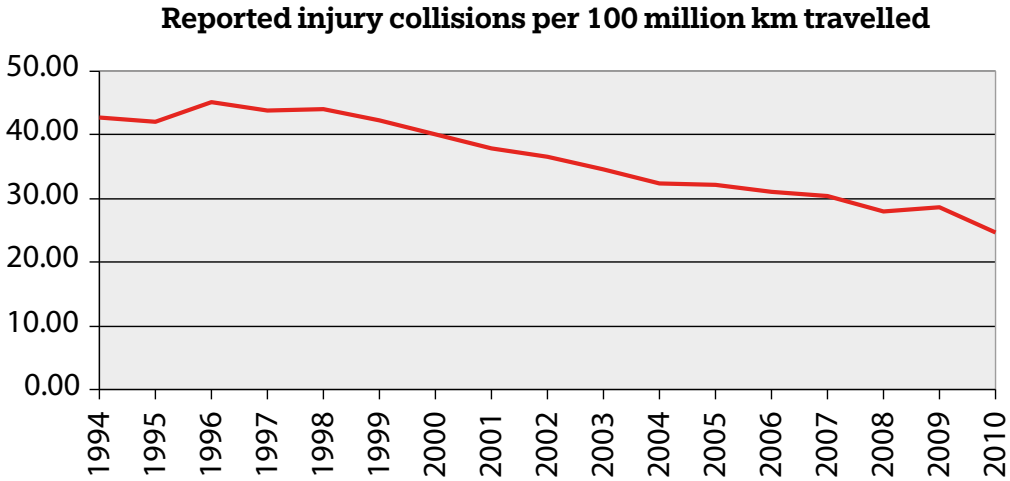
Reducing the human impact and cost of road traffic crashes remains an important aim for West Sussex. Traditional interventions have focused on the three 'E's' - engineering, education and enforcement. Whilst this basic framework is set to continue, it is generally accepted that this approach alone is no longer sufficient. As society, technology and the environment changes so must our response to dealing with road safety. Central to this approach is addressing road user behaviours, education and training at appropriate times in people's lives, helping the community to help to solve local problems and working more extensively with our partners.

The thing that does remain constant however is the ever increasing financial cost of road traffic crashes. Even though the number of people killed and seriously injured has fallen recently the problem is still considerable as illustrated in the table below.

Accident/ casualty type	£ June 2013		£ Cost of West Sussex casualties for 2014
	Casualty	Accident	
Fatal	1,742,988	1,953,783	36,602,748
Serious	195,863	223,870	90,292,843
Slight	15,099	23,544	34,214,334
Average for all severities	52,529	74,280	144,349,692
Damage only		2,096	

What Have We Achieved

In 2000, the Government announced a new road safety strategy and set new targets for reducing casualties by 2010. The national targets were set against a baseline of the 1994 - 98 average:



- **40% reduction in the number of people killed or seriously injured (KSI) injured in road collisions**
- **50% reduction in child KSIs injured in road collisions**
- **10% reduction in slight casualties per 100 million vehicle kilometres.**

In West Sussex we:

- **Achieved 37.5% reduction in all KSIs against a national target of 40%**
- **Achieved a 56.7% reduction in child KSI against a national target of 50%**
- **Achieved a 45% reduction in the slight casualty rate against a national target of 10% reduction per 100 million vehicle kilometres**
- **Achieved a 39.8% reduction in the slight casualty rate against a local target of 17% reduction against the 1994 to 1998 base line**

Significant reductions in overall collisions and resulting casualties in 2010 have meant that we came close to achieving the national 2010 Killed and Seriously Injured (KSI) road casualty reduction (RCR) target and surpassed the national Child KSI target. It should be recognised that final figures may have been influenced by the economic down and the extreme weather in 2009 and 2010.

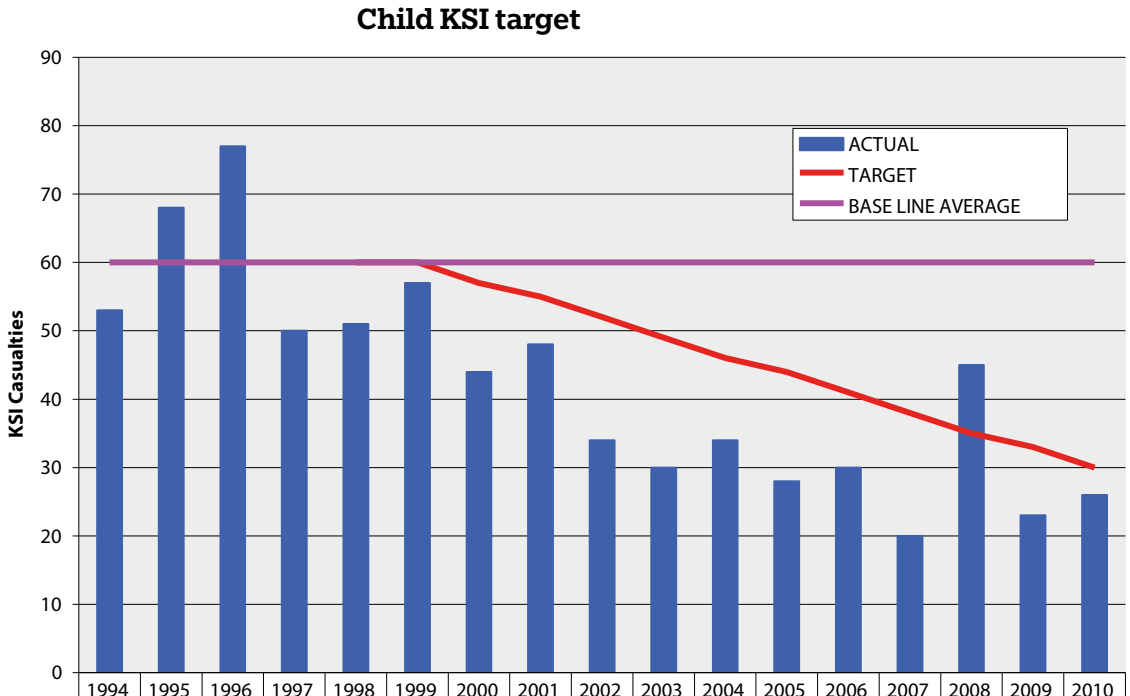
Reported injury collisions Rate per 100 million vehicle kilometres has reduced by 44.9% from the 1994 to 1998 baseline of 43.6 collisions per 100 million vehicle kilometres to 24.7 Rate per 100 million vehicle kilometres in 2010. Which indicates a significant reduction in number of injuries to road users despite an 8% in traffic levels* since the mid-1990s

* Road traffic growth: measured as 100 million vehicle kilometres

Child KSI Casualty Performance

Overall child casualties continued to show a strong downward trend from 203 in 2009 to 175 in 2010. There was a slight rise in child KSI casualties from 23 to 26. This has meant that while we have achieved the national 50% reduction target of 30 KSI casualties, the local stretched target of a 60% reduction to 24 KSI casualties was not met.

Currently, our overall performance is below the national average, however, overall casualty numbers across West Sussex continue to decline, but the trend for Killed or Serious injuries (KSI) presents a significant challenge, as this has not fallen as quickly as had been expected.



	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
ACTUAL	53	68	77	50	51	57	44	48	34	30	34	28	30	20	45	23	26
TARGET					60	60	57	55	52	49	46	44	41	38	35	33	30
BASE LINE AVERAGE	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60	60

Where Are We Now

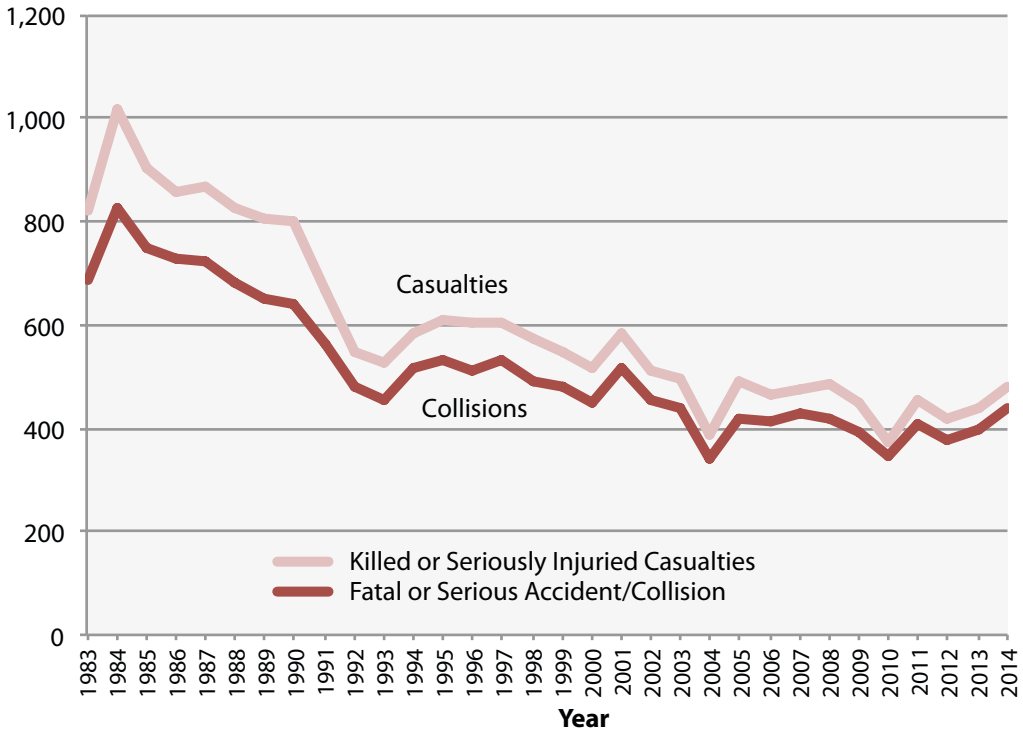
2014 saw an increase in the number of people reported as killed or seriously injured (KSI) in road traffic accidents in West Sussex compared to both 2013 and to the base line average.

There was a 10% increase in KSI casualties which rose by 44 from 438 to 482. The most significant increases were in pedal cycle users which have seen an increase of 110% against the base line average.

21 people were killed on our roads in 2014 compared to 30 in 2013, though given the relatively small numbers fluctuations can be expected year on year. However, 21 is a significant improvement when compared to the 2005 to 2009 average of 43 people killed.

Date	Casualties				
	Fatal	Serious	Slight	KSI	Total
2014	21	461	2266	**482**	2748
2013	30	409	2115	**439**	2554
2012	25	396	1976	**421**	2397
2011	33	422	2048	**455**	2503
2010	27	347	2009	**374**	2382
2009	39	412	2289	**451**	2740
2008	34	451	2371	**485**	2856
2007	36	440	2555	**476**	3031
2006	53	411	2712	**464**	3176
2005	56	433	2804	**489**	3293

Casualties and Collisions



What the Data Tells Us

Primarily road safety programmes in West Sussex are data led using a validate accident data from Sussex Police. Programmes are prioritised to those groups or locations that express the highest risk.

Analysis of the historic casualty data for West Sussex has been undertaken for the period 2009-13 from which a number of casualty groups and geographic locations are identified as particularly significant and which are identified as being our key targets groups and locations:

- **Vulnerable road users (VRUs)**
- **Young people between 13 and 24 years old**
- **Cyclists**
- **People in cars, particularly the young**
- **People on motorcycles and mopeds (also referred to as powered two wheelers or PTW)**
- **Rural routes (mainly A and B class roads with speed limits of 50 miles per hour (mph) and above)**
- **Main roads in urban areas (mainly A and B class roads with speed limits of 40mph and below)**
- **Urban residential and commercial areas**
- **Trunk Roads within West Sussex.**

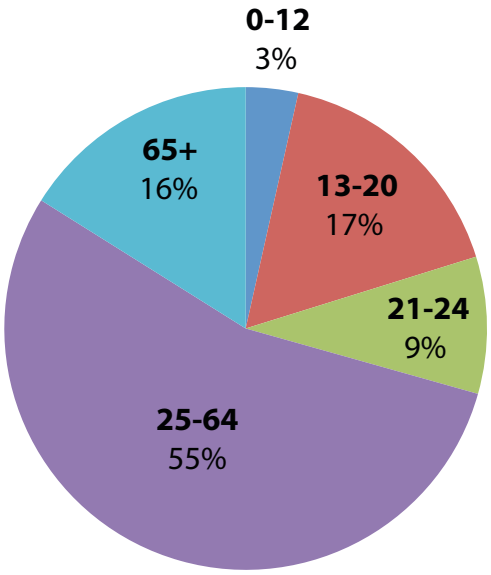
The use of the target groups ensures that we will target at-risk users, as well as at-risk locations, and achieve value for money.

Most significantly the risk of becoming a casualty varies widely by age and road user type. 26% of all KSI casualties are aged between 13 and 24, though they only make up 13% of the population.

Older children and young adults express the largest number of KSI casualties in all the major user classes with the exception of pedal cycles

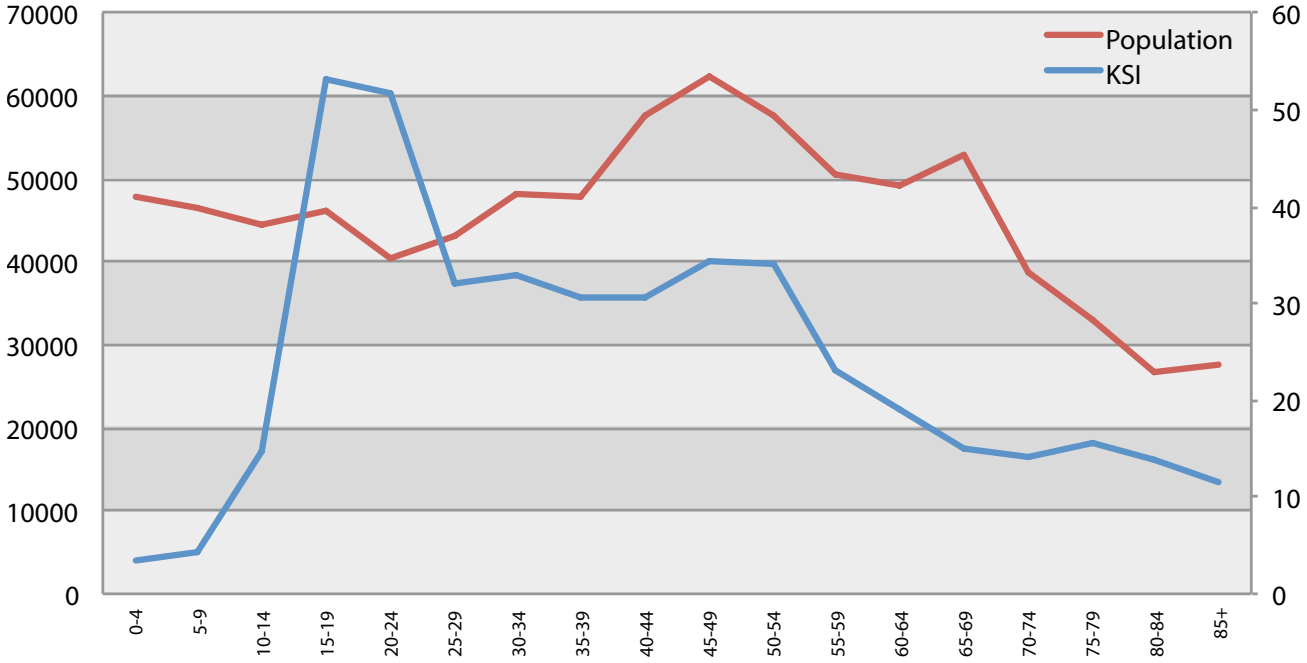
Safe road use as a pedestrian, cyclist or motorist is a life skill and it is vital that a coordinated approach, with each year's learning building on the last, is applied.

2010-2014 KSI RTA Casualties by age group



KSI Casualty Data v. Population Data

1 Year Average of 2010-2014 KSI
Casualties by age group



Just as we plan for changes in our school population this peak in teen and young adult casualties will require extra focus on all user groups in this age band as the increase in the young population matures, building on the success already achieved with the early years interventions. The need for regular interventions to reinforce safety messages and maintain desirable attitudes and behaviours should not be ignored.

There is a similar increase in older age groups who will require and expect to be independently mobile, especially in the face of the demands on public transport, and who will require an increase in tailored interventions coordinated across a range of service providers to be a safe as possible.

There needs to be a wide range of initiatives, reflecting different learning preferences and aims amongst different road user groups.

Group - users	Description	Key Data Results
Young People	Young people (age 13 to 24)	Twice as likely to be a KSI casualty as 25 to 64 year olds.
Vulnerable road users	Pedal cyclists All ages (but with predominance in 37 to 52 age band)	13% of total KSI, with males over 3 times at risk compared with females
All ages (but with predominance in 37 to 52 age band)	13% of total KSI, with males over 3 times at risk compared with females	2048
People in cars	Drivers and passengers, all ages	43% of all KSI 42% of fatals
People in cars	Drivers and passengers, age 17 to 24	28% of KSI car occupants and 15% of all KSI casualties
People in cars	Drivers age 17 to 24	27% of KSI car drivers
People in cars	Passengers age 17 to 24	87% of these KSI in car driven by young driver
People in cars	Passenger age 13 to 16	94% of these KSI in car driven by young driver
People on PTW	Young male moped riders	Low numbers but increasing KSI trend
People on PTW	Motorcyclists	25% of all KSI

In geographical terms there are four significant groups:

Group - Place	Description	Key Data Results
Rural Routes	Mainly A & B class roads, speed limits 50mph and above	39% of all KSI, (53% of fatalities).
Main roads in urban areas (including rural settlements)	Mainly A & B class roads, speed limits 40mph and below	30% of all KSI, (28% of fatalities).
Urban residential and commercial areas	C class or unclassified roads	23% of all KSI. (9% of fatalities)
Trunk Roads	A27, majority of A23 and M23	10% of all KSI casualties occur on the Trunk Road Network (16% of fatalities)

While allowances need to be made to take account of emerging trends it is expected that the majority of road safety and casualty reduction programmes and initiatives will be directed at the target groups.

Supporting Documents

http://teamspace.westsussex.gov.uk/teams/RS/Road%20Safety/Team/Forms/AllItems.

Interventions

Casualty reduction will have been achieved through a range and combinations of activities. At a national level for example, changes in vehicle specification and national road safety campaigns will have been beneficial. At a local level we can measure the casualty reduction benefits of engineering schemes (30 – 70% reductions) and speed cameras (average 70% reduction of casualties at camera sites). It is very difficult to measure the value of educational projects, but programmes such as "Safe Drive Stay Alive" (around 9550 school children attended an event in 2009/10) and school cycle training (8900 year 6 children trained in 2009/10) are widely accepted as continuing to improve road user behaviour.

Road Safety in West Sussex will continue to follow a three pronged approach,

Casualty reduction, comprising of reactive programmes, primarily engineering, to introduce road safety improvement schemes at sites expressing collision rates higher than average or statistically give rise for concern. Measures may include targeted ETP initiatives and enforcement.

Casualty prevention, primarily proactive and focused on education training and publicity programmes, but also recognising the importance of long term enforcement on driver behaviour, and that some engineering measures can be pre-emptive (e.g. anti-skid treatment on new pedestrian crossings)

Feeling safe, we recognise that the perception of road safety danger may have a significant impact on the wellbeing of communities. As well as tackling the need to reduce casualties, the strategy will aim to reduce the fear and concern expressed by individuals and community groups with regard to road safety. Community feedback, either directly or through avenues such as Community Safety Partnerships, "Operation Crackdown" and Neighbourhood Policing Teams informs practitioners of where pressures and concerns exist. These reports can lead to a range of responses from the three Es, with the most significant effort deployed of focus on the key target groups

Main Interventions

The Audit Commission in their 2007 report "Changing Lanes" reiterates that the most effective approach is to achieve a balance across the three Es of road safety: engineering; education, training and publicity (ETP); and enforcement. The report also recognises that the scope for improvement from road engineering is reducing, so changing road users' behaviour is essential to maintain progress. This means using both ETP and enforcement more effectively. The emphasis, therefore, needs to shift from making the roads safer, to making people use them more safely and sustainably.

As with previous WSCC strategies initiatives for road safety and casualty reduction are focussed on intervention through ETP, Engineering, and Enforcement, the latter by supporting Sussex Police who have the statutory enforcement role.

The behaviour of road users is influenced by ETP methods and engineering measures. Enforcement of the traffic legislation is necessary when that behaviour is irresponsible or dangerous. However the aim of ETP, engineering and enforcement measures is to encourage everybody to adopt safer practices when on their daily journeys.

The most direct form of intervention is through a variety of local safety improvement (engineering) schemes, targeted at locations or on routes where there is a history of casualties. The engineering side does not necessarily concentrate on the specific target groups, although specific measures for schools and other vulnerable road users i.e. pedestrians and cyclists may be targeted. The data from the accident database provides the basis for investigation, design and evaluation of measures. It is considered that around 40% of casualties may be targeted in this way. Engineering is generally measurable in terms of outcomes for casualty reduction.

Maintenance works provide a positive contribution to road safety by ensuring standards of visibility, skid resistance, signing and lighting on the highway, and maintaining road surfaces in good condition.

ETP is aimed at helping people to be aware of and to understand road safety issues and risks, and providing appropriate training to improve their ability to safely use of the road environment in a variety of modes. The emphasis for ETP is increasingly about how we change behaviours which lead to high risks or actual collisions resulting in casualties. This area of activity is clearly aimed at informing, educating, and changing behaviour, and up to 90% of casualty numbers could be influenced in this way. However, its impact is not directly measurable in terms of outcomes for casualty reduction.

Enforcement is targeted by Sussex Police at sites where assessment of casualty data, community feedback and intelligence indicates priority for intervention. Enforcement includes safety camera deployment introduced through the Sussex Safer Roads Partnership. This area of activity is aimed primarily at changing behaviour, with support in education and training, and it is considered that up to 50% of casualty numbers can be targeted in this way. The County Council will continue to work closely with Sussex Police in developing complementary strategies and action plans for enforcement, and in particular for speed management which is the highest priority in terms of public concern about road safety.

Locally we consider road safety to be a key quality of life issue and it is our aspiration to continue to improve by reducing the number of people killed and seriously injured as a result of road crashes measured against the base line average of 2005 to 2009 of 473 KSIs.

Glossary

Accident Data: West Sussex County Council (WSCC) only hold traffic accident data that has been; reported to the Police; occurred in West Sussex; occurred on the highway; involved an injured person. This data is known as Stats 19 data, the collection of which is defined by the Department for Transport (DfT). An accident (a.k.a. collision, a.k.a. crash) is an event in which one or more vehicles have crashed in the highway and involved an injured person; it will have been reported to the police within 30 days of its occurrence. Accidents are categorised as fatal, serious or slight. KSI may also be used to indicate the number of Fatal and Serious accidents. Damage-only accidents (accidents with no human casualties) or accidents on private roads or car parks are not included in Stats 19. The data can be collected by police at the scene of an accident or in some cases reported by a member of the public at a police station. This data will differ from those collected by other organisations such as hospital admittence data.

Fatal Accident: An accident in which at least one person is killed/died less than 30 days after the accident. Confirmed suicides are excluded.

Serious Accident: One in which at least one person is seriously injured. It may also include one or more persons with a slight injury but no persons who were fatally injured.

KSI: Killed or seriously injured, i.e. this simply is the total of Fatal and Serious.

Slight Accident: One in which at least one person is slightly injured but no person is killed or seriously injured.

Casualty: A person killed or injured in an road traffic accident. Casualties are sub-divided into killed (fatal), seriously injured and slightly injured. KSI may also be used to indicate the number of fatal and seriously injured. One accident may have a single or multiple casualties.

Fatal (Killed) Casualty: Human casualties who sustained injuries which caused death on or up to 30 days after the accident. Confirmed suicides are excluded.

Serious Casualty: A person receiving a serious injury.

Serious Injury: An injury for which a person is detained in hopital as an "in-patient", or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushings, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the accident. An injured casualty is recorded as seriously or slightly injured by the police on the basis of information available within a short time of the accident. This generally will not reflect the results of a medical examination, but may be influenced according to whether the casualty is hospitalised or not. Hospitalisation procedures will vary regionally.

Glossary - continued

Slight Casualty: A person receiving a slight injury.

Slight injury: An injury of a minor character such as a sprain (including neck whiplash injury), bruises or cuts which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment. An injured casualty is recorded as seriously or slightly injured by the police on the basis of information available within a short time of the accident. This generally will not reflect the results of a medical examination, but may be influenced according to whether the casualty is hospitalised or not. Hospitalisation procedures will vary regionally.

Child Casualty: A Person age 0 to 15 years inclusive

Trunk Roads are major roads maintained by the Department for Transport. In West Sussex these include the A27, the M23 and the section of the A23 outside of Crawley.

CLC: County Local Committee, in West Sussex there are 71 county councillors elected to represent their local communities in areas known as an electoral divisions. County Local Committees (CLCs) are our approach to involving local residents in decision making. There are 14 CLCs in action across the county, including 3 joint area committees in the Arun area.

LTP: Local Transport Plan. The West Sussex Transport Plan 2011-26 (LTP3) sets the strategy for guiding future investment in our highways and transport infrastructure. It also sets a framework for considering transport infrastructure requirements associated with future development across the county.

DfT: Department for Transport

SCPs: School Crossing Patrols

Whole System: A method of working that attempts to reduce both the likelihood and severity of road crashes by considering the factors that contribute to the occurrence of road crashes, the events during and response following a crash.

EuroRaP: European Road Assessment Programme. Based on real crash and traffic flow data, colour-coded maps show a road's safety performance by measuring and mapping the rate at which road users are being killed or seriously injured.

SCRIM: Sideway-force Coefficient Routine Investigation Machine