Road Safety Strategy 2012 – 2022

3 Year Review 2012-2015
This is the first review of the strategy since 2012 and captures a small, but significant, number of changes and updates that are required.

The aim of the partnership is to make the roads of Suffolk safer for all.

Within the strategy, the aims of the partnership are:
- to reduce the number of people killed and seriously injured (KSI) on the county roads
- to encourage behaviour change, deliver better education and provide a safe road network for all road users
- to provide a targeted and intelligence led approach to education and enforcement activities
- to reduce the cost to the partnership and beyond of the impact of collisions and future costs
- to address the impact collisions may have within Suffolk communities

In Suffolk the key groups of concern have been identified as:
- Motorcyclists – this includes young people on mopeds through to experienced riders on high powered vehicles
- Young drivers/ riders (16-24) – especially the inexperienced who have recently passed their test
- Pedestrians – a vulnerable user group, where perceptions of danger can also mean a reduction in frequency of walking
- Cyclists – including commuters and leisure riders
- Work related driving – including those commuting to work as well as for work purposes
- Speeding – excessive speed, inappropriate speed for the conditions, travelling above the posted limit and causing anxiety to communities
- Older drivers – in a county with an ageing population reliant on private cars to enhance and maintain their quality of life
National Policy

The Department for Transport’s (DfT) strategic framework sees education and enforcement as key elements to improve road safety.

- Making it easier for road users to do the right thing and going with the grain of human behaviour
- Better education and training for children and leaner and inexperienced drivers
- Remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points
- Tougher enforcement for the small minority of motorists who deliberately chose to drive dangerously
- Extending this approach to cover all dangerous and careless offences, not just focusing on speeding
- Taking action based upon cost benefit analysis, including the impact on business
- More local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities, and
- Supporting and building capacity by working with the road safety community on better tools to support road safety professionals

The following content shows the extent to which nationally, road safety is considered by the partner organisations within Suffolk RoadSafe Board.


Roads policing supports and complements road safety education and engineering, it provides this through deterring inappropriate behaviour of drivers, identifying offenders, investigating the cause of collisions, educating a range of road users and the elimination of dangerous vehicles using the roads.

The Chief Fire Officers Association’s Road Safety Strategy (2013–2016) outlines an eight step plan to support their visions of a ‘steady reduction in the numbers of those killed and seriously injured, with the ultimate vision of zero deaths and reduced injuries on the UK roads’.

The Highways England Delivery Plan 2015–2020 details how the organisation will deliver its strategic outcomes. Outcome 2; A Safe and Serviceable Network considers how the target of a 40% reduction in KSIs on their network will be achieved by 2020. A five year plan, Driving Forward Safely will be published in autumn 2015.

In 2014 the DfT issued a draft Cycling Delivery Plan, a 10 year plan for England. This is an outcome of previously published papers including the All Party Parliamentary Cycling Group 2013 report, ‘Get Britain Cycling’ and the All Party Commission on Physical Activity 2014 report, ‘Tackling Physical Activity: A Coordinated Approach’. The Cycling Delivery Plan supports the Government’s vision that walking and cycling become the natural choices for shorter journeys. This ambition includes targets to be achieved by 2025 of doubling cycling from 0.8 billion stages in 2013 (to 1.6 billion) and to increase the percentage of children aged 5–10 walking to school from 48% in 2013 to 55%.

Within the Cycle Delivery Plan there are four themes, one of which focuses on addressing ‘Safety and Perceptions of Safety’. Actions to support this with partners range from training through behaviour change projects to reviews of legislation and tackling cycle crime.

2 https://www.app.college.police.uk/app-content/road-policing-2/
3 http://www.cfoa.org.uk/14221
In 2015 the Government added section 21 to the Infrastructure Act 2015 that places into law a commitment on the Government to produce a Cycling and Walking Investment Strategy. This stipulates that the strategy must specify the objectives to be achieved and the financial resources to be made available to achieve them.

In response to the Cycle Delivery Plan, Suffolk County Council has written to the DfT with an expression of interest to work in partnership in delivering its walking and cycling ambitions.

Links to other strategies

Public Health
The main aim of the Joint Strategic Needs Assessment (JSNA) is to accurately assess the health needs of a local population in order to improve the physical and mental health and wellbeing of individuals and communities. The JSNA underpins the Health and Wellbeing Strategy, with local authorities and Clinical Commissioning Groups (CCGs) having equal and joint duties to prepare JSNAs and Joint Health and Wellbeing Strategy (JHWSs), through the Health and Wellbeing Board (HWB). The JSNA identifies core determinants of health as well as looking at the wider determinants (for example road safety). Public health and education can influence road safety, especially in terms of encouraging sustainable transport. Collision prevention and the promotion of healthy lifestyles reduces costs to the health service.

The Suffolk Local Safeguarding Children (LSCB) Board continues to support initiatives to increase road safety and makes specific recommendations regarding modifiable factors in road traffic accidents involving children and young people through the work of the LSCB Child Death Overview Panel.

The Suffolk Health and Wellbeing Board monitor road safety as part of its work to ensure Suffolk residents have access to a healthy environment and take responsibility for their own health and wellbeing. The Board reviews performance of local indicators as well as Public Health Outcomes Framework indicator relating to death and serious injury on Suffolk roads.

The Suffolk Public Health Framework contains the following outcomes:
Outcome 2 - ‘Suffolk residents have access to a healthy environment and take responsibility for their health and wellbeing’.

2.1 Creating an environment where it is easy to make healthy choices and take responsibility for own health

2.1.5 Decreased killed or seriously injured casualties on Suffolk roads

Walking, cycling and the importance of active travel

Walking and cycling are important because they promote health and the environmental benefits and can be quicker (for short journeys) and cheaper than travelling by car. Walking and cycling, also known as ‘active travel’ can be combined with public transport to allow longer journeys to be undertaken and enable physical activity to be incorporated into daily commuting and other journeys.

The key aim of the Suffolk Walking Strategy is to encourage more people to be active through walking. Embedding activity in daily routines is the most effective way to maintain an active lifestyle. As people are making fewer journeys by foot, the changes to commuting have been reflected across the whole of Suffolk.

The first Suffolk Cycling Strategy was published in 2014. With a growing population
which will place increasing pressure on our road network, we have to consider how best to encourage people to take to their bikes. There is strong evidence for effectiveness of cycling in providing many health benefits of physical activity. However, despite its popularity and recent relative increase in participation, cycling levels are in long-term decline due to a number of perceived and real barriers such as risk of injuries, road safety, environmental factors and infrastructural issues.

The Suffolk Local Safeguarding Children Board accepts the importance of the reduction of road collisions involving children and young people. A strategy which outlines the approach of the Suffolk RoadSafe partners to tackle collision involving young pedestrians, cyclists, riders and drivers was agreed by the Board in December 2011.

Suffolk’s Police and Crime Commissioner (PCC) is working with partners to support preventative and enforcement activity to improve the safety of our roads for all road users. In 2013, the PCC staged a public consultation to gauge their views about speeding. The response was overwhelming. As a result, the PCC has endorsed the Chief Constable’s plan outlining the forces’ approach to speed enforcement, to ensure that deployment takes account of community concerns and as well as analysis of accident data. Speed is one of the fatal four contributory factors to collisions alongside use of mobile phones, failing to wear seatbelts and drink/drug driving.

The Suffolk Fire and Rescue Service Plan (2014 – 2017) commits the service to a full range of prevention, protection and response activities that are aimed at making the communities of Suffolk safer. Underpinning this is the Community Risk Reduction Strategy (2015–2018) which outlines the service approach to fulfilling the priorities of ‘Community Risk Reduction and Community Capacity’.

Highways England has secured £0.9 million to provide a range of improvements for cyclists in Lowestoft. These improvements are to be delivered in 2015-16. Other opportunities for further improvements to their network for cyclists and pedestrians will continue to be identified and funds sought.

NHS Trauma Strategy for EoE

Cambridgeshire Trauma Audit & Research Project and the Regional Trauma Centre at Addenbrooke’s, have been discussing ways to ensure there is appropriate and sufficiently detailed data in order to target road casualty reduction measures more effectively. The main point that has been highlighted is the broad range of injuries encompassed by the severity category ‘serious’ and how collisions that are ‘severe’ and ‘fatal’ may be very different to those of a lower severity.

Suffolk has expressed an interest in further participation in this project to identify the wider implications of the very severe ‘serious’ injuries in the county.

Key roles of partners

Suffolk Constabulary
- Carry out proactive enforcement activities, with a focus on the Fatal Four contributory factors to collisions resulting in death or serious injury
- Provide focused visible police patrols at locations identified through partnership intelligence gathering
- Provide a visible roads policing presence on the county strategic road network
- Engage with communities at a local Safer Neighbourhoods Team level, ensuring that concerns around road safety are signposted to the most effective partner agency quickly and efficiently
- Make best use of technology to identify those road users failing to comply with the law (i.e. Automated Number Plate Readers, Mobile Speed Enforcement, Covert video vehicles)
- Investigate the causes of KSI collisions and ensure that where appropriate, lessons are learned and findings are shared with partners to help improve the design of Suffolk’s road network

Suffolk County Council
- Deliver driver diversionary courses on behalf of Suffolk Police
- Deliver appropriate engineering solutions to tackle issues identified and ensure that any planned highways schemes are audited by qualified personnel
- Support publicity campaigns organised by the Government’s Think Campaign and other road safety bodies
- Assess collision data to develop effective interventions whether through enforcement, education or engineering
- Monitor effectiveness of the Roadsafe strategy
- Work with Police Safer Neighbourhood Teams and other agencies to alleviate local road safety concerns

Highways England
- Highways England is committed to reducing collisions on the trunk road network (A11, A12 and A14)
- Provide Roadsafe with information about current safety schemes
- Work with partners to share best practice and technical expertise with regards to non-engineering measures
- Collaborate on engineering and education programmes where appropriate

Suffolk Fire and Rescue Service
Ensure that the risk to the community is reduced as far as is possible, through a wide range of appropriate intervention and education programmes;
- Safer Home visits; specialist community safety officers, firefighters and voluntary organisations to target those at greatest risk in their home
School Fire Liaison Officers are firefighters embedded in the educational system to engage with young people and provide guidance and advice of keeping safe, benefits of further education and assisting them into employment.

Firefighter Fit & Healthy educates families in the benefit of living a healthy lifestyle, reducing the burden on the health care system.

Targeted inventions for young drivers and motorcyclists; firefighters are trusted by the community as an emergency service who attends road collisions. This provides the service with an unrivalled opportunity to educate road users in order to reduce Road Traffic Collisions (RTC).

The Police and Crime Commissioner
Elected to set the strategic direction of the Constabulary, which is set through the PCC’s Police and Crime Plan. His other key roles are to hold the Chief Constable to account for

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**Speed Limit Policy**

Transport plays a major part in supporting economic growth and this needs to be in a sustainable and safe way and one that improves the quality of life for communities. A key objective for Suffolk County Council is to strengthen the Suffolk economy and the Suffolk Growth Strategy outlines how this will be achieved. This indicates that the effective movement of goods and materials and access to training and education are vital for future growth. Speed management including the setting of effective speed limits can support these objectives. Furthermore, tourism is identified as an important area and speed limits can support local initiatives including encouraging green tourism by supporting cycling and walking. Lower speed limits result in less severe injuries and provide an environment that is more attractive to walkers and cyclists.

Historically, Suffolk County Council has been proactive in introducing speed limits primarily on road safety grounds. Suffolk was the first county to introduce a comprehensive 30mph limits in villages in the 1990s. Generally it is considered that current speed limits are appropriate but it is recognised that in certain circumstance it is appropriate to review speed limits both in terms of their level and extent. It is considered that the principle of village 30mph limits remains appropriate and will not be changed.

In 2013 the Department for Transport (DfT) published Setting Local Speed Limits (Circular 01/2013) giving detailed guidance for traffic authorities. The new policy takes account of that guidance, as well as changes in technology and society over recent years. Within Suffolk requests for new speed limits can be made by communities and elected members. The new speed limits should be evidence-led and self-explanatory and seek to reinforce people’s assessment of what is a safe speed to travel. They should encourage self-compliance. Speed limits should be seen by drivers as the maximum rather than a target speed.

the delivery of an efficient and effective police service and to commission crime and disorder reduction projects and victims’ services. The Police and Crime Commissioner has a role to engage with communities about policing and community safety issues including road safety.

**Public Health**

Suffolk Public Health fully supports the work of the Roadsafe Partnership in their aim to reduce road traffic accidents, collisions and in improving environmental factors related to road usage. Public Health is committed to improving access for all road users and to reduce the risks of road use by non-motorised vehicle transport.

Suffolk Public Health commissions services that prescribe medication that impairs motor function, judgement and impedes reaction times. Therefore there is a need to commit to ensuring all commissioned services support clients to follow the national guidelines in relation to using machinery whilst prescribed sedative medication, or medication that impairs cognitive function in all its forms.

With regard to contributory factors; due to the new legislation regarding Drug Driving, officers are considering exploring the effects of drug impairment which potentially could contribute more than imagined. Especially including prescribed medicine. Most people ignore the ‘avoid using heavy machinery’ warning so it would be useful to find out the real picture of drug impaired driving in the county.

The impact of significant health conditions would also be an area to investigate further with regard to collision causation.
The number of people killed or seriously injured on Suffolk’s roads has significantly decreased over time, despite an ongoing increase in the number of vehicles and the distance travelled. It is estimated by DfT that each fatal accident costs over £1.6m.

Between 2001 and 2010, the average reduction per year in Suffolk was 19 KSIS with some volatility year on year. The same period between 2005 and 2014 shows an average reduction of 16, to a low of 241 KSIS achieved in 2014 (Figure 1). The relatively low number of KSI casualties in the county, the random spatial distribution of collisions and the variability in numbers of people involved suggests that there may be greater volatility in the years ahead. The graph below shows progress made to date in KSI reductions.

Figure 1 – Killed and Seriously Injured casualties in Suffolk (1991-2014)

More recently there has been a move towards focusing on vulnerable groups of road users. This approach will encourage safer travel, and full integration with Suffolk’s Local Transport Plan (LTP) 2011-2031.

The aim of the LTP is to support Suffolk’s economy and future sustainable economic growth and this road safety strategy will complement this by making travel safer and healthier.

Aiming to:
- reduce the dominance of motorised vehicles
- improve the conditions for cycling and walking
- shift the onus of responsibility onto the user of the vehicle that will do most damage, while accepting that all road users have a responsibility for road safety

This means that the partnership will continue to analyse collisions and focus interventions by type of user rather than by location alone. This will ensure that road safety activities make travel safer whilst at the same time encouraging use of sustainable travel.

In preventing collisions there is not a single solution, but an ongoing need to reduce risk to road users and to encourage users to reflect on the risk they may cause to others. This approach to road safety does not preclude the 3 E’s of Education, Engineering and Enforcement, but merely changes their focus to provide safer communities.

A number of reports based on collisions involving specific road user groups, such as motorcyclists and annual reports on collision data are available for public consumption on the web at [www.suffolkroadsafe.net](http://www.suffolkroadsafe.net).

The annual report which identifies collision and casualty trends in Suffolk is divided into two sections; covering risk to local residents and risk to road users on the network. It also includes trend analysis as well as...
comparisons against national figures and differences between districts and boroughs.

Social demographic casualty profiles reflect the predominance of rural communities across much of the county. The most numerous casualty type are rural families in affordable village homes who are reliant on the local economy for jobs, this group is also over represented in comparison to communities in Suffolk. Pensioners and those from mature households also make up significant proportions of casualties, although this reflects the demographic profile of the county.

Figures which identify some of the background to this data, include the fact that the number of men holding driving licences has remained stable since the early 1990s, whilst the proportion of women holding a licence has increased and is now at its highest level at 68% (see Figure 2).

Within the overall figures the number of young adults aged 17 –20 with a full driving licence has decreased since the early 1990s (when the peak occurred) falling from 44% in 1995/6 to 31% in 2013. The division between male &

female in this age group is roughly similar. Along with an increase in the number of older people holding a full driving licence from 39% in 1995/6 to 62% in 2013. In older women there is a distinct increase, for women aged 70+ this has increased from 22% in 1995/6 to 47% in 2013. (see Figure 2 below).

Road Safety Interventions

Education

With reduced levels of funding and staffing, it is imperative that road safety initiatives are delivered economically and effectively to maximise their potential to continue to reduce casualties. Education initiatives, the 3E’s, have previously been regarded as a ‘soft and non-scientific’ option when compared to road engineering. However, there has been a shift towards delivering education interventions that have a strong theoretical underpinning, subject to evaluation, so that the effectiveness of road safety work in Suffolk can be objectively measured.

Figure 2 – Full car driving licence holders by age gender: England, 1975/78 to 2013

Note: Figures for 1975/76 and 1985/86 are for Great Britain and are unweighted. Later years are for England residents only.
Another critical factor in successfully delivering the strategy will be an agreed joined-up approach to working between all the Suffolk Roadsaf...
Recognising the importance of a safe and secure environment for all Suffolk road users, the Constabulary will continue to engage with local communities making best use of its Safer Neighbourhood Teams (SNTs). These teams will act as a conduit for all citizens ensuring that local concerns and problems are directed to those best placed to help. Additionally, Suffolk Constabulary will continue to mentor and support those communities wishing to engage in locally funded community speed watch schemes.

**Engineering**

The analysis of the risk factors of a section of highway is a better guide to future accident occurrences than previous accident history. A move towards detailed analysis of the network by exposure rates would provide a projection of future risk across the county. Further linking this to the LTP strategic towns network and NALEP growth areas will enable the creation of a forward plan for intervention and monitoring.

The Safe System Approach to road safety recognises that humans will make errors within the road network and seeks to mitigate the effects of these errors elsewhere in the system to reduce the incidence of serious injury and death. To link with the Partnership approach of the RoadSafe Board, the collisions occurring on these routes will be considered by the types of road user being involved and injured, their relation to the vulnerable user groups and the type of journeys that are being made.

Integration of data from condition surveys to collision locations along with traffic flow and speeds will also be included within the annual review of collisions.

Safety Audits on all highways schemes are an ongoing process to ensure that they meet the highest possible road safety standards.

Figure 4 below shows that the majority of KSI injuries between 2009 and 2013 occurred on the rural non built up roads. However, a significant proportion also occurs on built up urban roads.

Careful use of this type of data further enhances the work of the partnership and allows scheme commissioners to ensure that there is an evidential use of data underpinning safety engineering projects.

**Figure 4 – Majority of KSIs between 2009 – 2013**

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<thead>
<tr>
<th>Type</th>
<th>A Roads</th>
<th>B Roads</th>
<th>C Roads</th>
<th>U Roads</th>
<th>Rural</th>
<th>All KSIs</th>
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<tbody>
<tr>
<td>Year 2009</td>
<td>31%</td>
<td>16%</td>
<td>7%</td>
<td>10%</td>
<td>64%</td>
<td>15%</td>
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<tr>
<td>Year 2010</td>
<td>30%</td>
<td>12%</td>
<td>8%</td>
<td>9%</td>
<td>60%</td>
<td>15%</td>
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<tr>
<td>Year 2011</td>
<td>40%</td>
<td>4%</td>
<td>5%</td>
<td>7%</td>
<td>55%</td>
<td>10%</td>
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<tr>
<td>Year 2012</td>
<td>60%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>45%</td>
<td>10%</td>
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<tr>
<td>Year 2013</td>
<td>30%</td>
<td>1%</td>
<td>6%</td>
<td>5%</td>
<td>30%</td>
<td>15%</td>
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Monitoring of the strategy and the development of the Suffolk RoadSafe Partnership is an essential part of the ongoing collision reduction programme.

The strategy is monitored in a number of ways by the partners, this includes the production of the Annual Area Profile. The Area Profile uses the most up to date information and analytical techniques to identify road safety collision and casualty trends in the county. It is divided into two distinct sections, covering risk to local residents and risk on the local road network.

The report also provides long term trend analysis and comparisons with national rates and between the districts. Suffolk County Council continues to analyse collision data using a range of techniques and methodology to identify sites or routes where KSIs are occurring. These are reviewed alongside the Area Highway teams, Suffolk Constabulary and the Suffolk Fire and Rescue Service to ensure that the best value in terms of collision reduction is obtained from the investments made.

Quarterly updates are made to the Board by partner members via meetings of key stakeholders, the face to face meetings assist with the forward delivery of the strategy, rather than an arm’s length approach.
## Delivery Plan

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<th>Enforcement</th>
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<td>Training</td>
<td>Publicity</td>
<td>Policy development</td>
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<td>Pedestrians (4 - 11)</td>
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<td>Cyclists (7 – Adult)</td>
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<td>Pre-drivers (16 – 17)</td>
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<td>Moped riders (16 – 17)</td>
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<td>Drivers (17 – 19)</td>
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<td>Motorcyclists</td>
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<td>Driving for work</td>
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<td>Older drivers</td>
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<td>Offending drivers</td>
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Figure 5 shows how interventions with road user groups falls into the categories of Education, Enforcement and Engineering. However delivering this continues to require a multi-agency approach. There are linkages between organisations in delivering education initiatives for example, but also between interventions.
To access the full Area Profile and other casualty reports, please visit www.suffolkroadsafe.net

The website also contains more information on Suffolk Road Safe and the work of its partners: Suffolk County Council, Suffolk Fire and Rescue Service, the Police and Crime Commissioner, Suffolk Constabulary, the Highways Agency, Public Health and the East of England Ambulance Service.

For more information about the content of reports and the work of partners, please contact suffolkroadsafe@suffolk.gov.uk