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Road Safety & Anti-Social Driving Strategy

For Consultation

Surrey Transport Plan 2011

November 2011

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Surrey Transport Plan 2011

Drive SMART Road Safety & Anti-Social Driving Strategy

For Consultation

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EXECUTIVE SUMMARY

Introduction

This document describes Surrey County Council's and Surrey Police's joint Drive SMART Road Safety and Anti-Social Driving Strategy. This strategy is one of the core strategies that make up the new Surrey Transport Plan and is presented here for consultation.

There is a statutory duty for local authorities to carry out a programme of measures to promote road safety, carry out studies into road collisions, and in light of those studies take measures to prevent the collisions. There is also a national road policing commitment to denying criminals use of the roads by enforcing the law; reducing road casualties; tackling the threat of terrorism; reducing anti-social use of the roads; and enhancing public confidence and reassurance by patrolling the roads. Investment and improvements to road safety resulting in fewer collisions will also have a positive influence on road congestion levels.

Although Surrey has been relatively successful in reducing casualties in recent years, speeding and anti-social driving have remained a prime concern of Surrey's residents. Therefore care has been taken in the development of this strategy to build upon the successful delivery of the recent Drive SMART initiative to tackle anti-social driving as well as casualties. Drive SMART has also been adopted as the official brand for measures to improve road safety and tackle anti-social driving in Surrey.

There have been strong reductions in road deaths in recent years across Great Britain, over and above the long-term downward trend, and this has also been the case in Surrey. The Department for Transport has advised that that is likely to be due in part to the economic downturn. A future challenge therefore will be to try to maintain these reductions in casualties when the economy becomes stronger again, despite the likelihood that there will be fewer resources available. Consequently effective arrangements to ensure that Surrey County Council (including Surrey Fire and Rescue Service) and Surrey Police work together effectively, high-level commitment from senior decision makers, and data led interventions and evaluation will be crucial to the success of this strategy.

Objectives, Targets and Indicators

The objectives of the Drive SMART Road Safety and Antisocial Driving Strategy are to:

- Reduce and prevent death and injury on Surrey's roads;
- Reduce and prevent anti-social driving on Surrey's roads;
- Increase public confidence that Surrey County Council and Surrey Police will work together to tackle anti-social driving; and to
- Increase customer satisfaction after complaining about anti-social driving to the police.

We propose that the level of casualty reduction in Surrey will be monitored using national indicators for casualties suffering death or serious injury, and that the performance in Surrey will be compared to that of other local authorities on an annual basis. We will also monitor the number of casualties associated with the behaviours,

road user modes and road user profiles that we have identified as a priority. Public confidence with respect to anti-social driving and customer satisfaction following police response to complaints of anti-social driving will also be monitored using Surrey's Joint Neighbourhood Survey and customer satisfaction surveys.

Priorities

It is proposed that the approach taken for the Drive SMART initiative in working with road users and communities to tackle errant driver behaviours, with the emphasis on education, should become the overarching theme of our future road safety strategy and activities. Within this it is proposed that there will be several countywide priorities. These priorities have been chosen not only because research has shown that they are commonly associated with collisions, but also because we believe that there are interventions available that we can implement that will tackle these priorities successfully.

Road User Behaviours

- Speeding
- Seatbelt wearing
- Drink and drug impairment
- Using a mobile phone while driving

Road User Modes

- Car drivers
- Motorcyclists
- Pedal cyclists
- Pedestrians

Road User Profiles

- Young people (16-24 years)
- Children (0-15 years)
- Older people
- Business drivers
- People from deprived areas

Collision Hotspot Investigation

- Engineering measures
- Enforcement measures

Interventions

The education, training and publicity, engineering and enforcement interventions that we propose to tackle the above priorities are as follows:

- Road safety engineering
- Police enforcement
- Driver rehabilitation courses
- Safety camera enforcement
- School crossing patrols
- School speed watch
- Road side education and enforcement days
- Community speed watch
- Pedal cycling education and training
- Pedestrian education and training
- Secondary school Theatre in Education
- Work Related Road Safety
- "BikeSafe" Advanced motorcycle courses
- "Safe Drive Stay Alive" stage performances
- "Ready to Ride" and "Ride it Right" motorcycling events
- School and work place travel planning
- Media and publicity campaigns

Governance and Coordination

A Drive SMART Partnership Board with senior representatives from each organisation will have responsibility for overall strategic direction and coordination of activities in Surrey to improve road safety and reduce anti-social driving. The Board will be responsible for scrutiny of the proposed indicators and targets, and approval of expenditure and monitoring of Partnership budgets.

1. INTRODUCTION

1.1. Background

1.1.1. The Transport Act 2000, as amended by the Local Transport Act 2008, requires local transport authorities in England (outside London) to produce and maintain a Local Transport Plan. Local Transport Plans set out the authority's strategy, implementation plan, and targets for improving transport in their community. The Surrey Transport Plan is the name of Surrey's third Local Transport Plan, and replaces the previous Local Transport Plan from April 2011.

1.1.2. This document describes Surrey County Council's and Surrey Police's joint "Drive SMART" Road Safety and Anti-Social Driving Strategy. This strategy is one of the core strategies that make up the new Surrey Transport Plan and is presented here for consultation. Although the overall Surrey Transport Plan is intended to cover the 15-year period to 2026, it is expected that individual strategies such as this will be updated every few years. Following consultation, the plan will be submitted to the Surrey Police Authority and then the County Council Cabinet for final approval.

1.2. National Road Safety Strategy

1.2.1. The Department for Transport (DfT) published the government's **Strategic Framework for Road Safety** on 11 May 2011. The document states that it "sets out the strategic framework for road safety and the package of policies that we believe will continue to reduce deaths and injuries on our roads".

1.2.2. Within their Strategic Framework for Road Safety the government's belief in localism is emphasised. The government believes that local authorities should have the freedom to make their own decisions on road safety so they develop solutions that best suit their own communities. This includes increased road safety information being made available to the public to help them hold their local authorities to account. There is also emphasis on improving education and training (for offenders for example) instead of resorting to more bureaucracy, targets and regulations. There are also a number of measures proposed to crack down on anti-social and dangerous driving. Surrey's Road Safety and Anti-social Driving Strategy presented here builds upon the measures described within the government's strategic framework.

1.3. Statutory Duty for Surrey County Council

1.3.1. Section 39 of the Road Traffic Act 1988 describes the powers of the Secretary of State and local authorities for giving road safety information and training. The Act requires that local authorities must:

- Prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.
- Carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads, within their area.

- In the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads.
- In constructing new roads, take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

1.3.2. Another piece of legislation, The Traffic Management Act 2004: 16: Network Management by Local Traffic Authorities, states that it is the duty of a local traffic authority to manage their road network with a view to achieving, so far as may be reasonably practicable having regard to their other obligations, policies and objectives, the following objectives:

- Securing the expeditious movement of traffic on the local authority's road network; and
- Facilitating the expeditious movement of traffic on road networks for which another authority is a traffic authority.

1.3.3. Research published by the RAC Foundation[1] estimates that road closures caused by collisions account for a quarter of all congestion and cost the country more than £5 billion a year. Hence investment and improvements to road safety resulting in reduced collisions will also have a positive influence on congestion levels.

1.4. National Road Policing Commitment

1.4.1. The national road policing commitment issued in 2005 sets out roads policing in the context of overall police work and establishes which issues are a continuing priority for road policing. The commitment states that road policing will focus on "denying criminals use of the roads by enforcing the law; reducing road casualties; tackling the threat of terrorism; reducing anti-social use of the roads; and enhancing public confidence and reassurance by patrolling the roads".

[1] Yass, I. (2010) Delays Due To Serious Road Accidents, Report Number 09/106, RAC Foundation, London (www.racfoundation.org)

2. PROBLEMS, CHALLENGES AND OPPORTUNITIES

2.1. Anti-Social Driving

2.1.1. Although Surrey has been relatively successful in reducing casualties in recent years, speeding and anti-social driving have remained a prime concern of Surrey's residents. Consequently in September 2009, Surrey County Council and Surrey Police launched a joint initiative titled "Drive SMART" to tackle speeding and anti-social driving. It was funded by £1 million from Surrey County Council and was originally intended to last for one year. The objectives were to:

- Reduce the level of anti-social behaviour associated with a small minority of motorists who disproportionately affect the quality of life for some communities;
- Increase the confidence of the public that Surrey Police and its partner agencies are working together effectively to deal with local issues around speed and anti-social driving; and
- Reduce the number of people killed and seriously injured as a result of road traffic collisions.

2.1.2. The approach taken by the initial Drive SMART initiative was deliberately designed to be sympathetic to the needs of both drivers and the local communities affected by anti-social driving. Whilst the initiative included enforcement action against the most dangerous drivers, greater emphasis was placed on education and training along with supporting publicity and media campaigns. For example, more speeding drivers are being offered training as an alternative to penalty points on their licence. Also when stopping a vehicle, the police will consider giving advice instead of taking enforcement action. The campaign places a strong emphasis on localism, including the involvement of local people in Community Speed Watch and School Speed Watch whereby drivers are provided with warnings or are offered advice rather than being automatically issued with a penalty.

2.1.3. After the first year of operation, monitoring has shown that good progress has been made against the objectives. As well as contributing to reductions in casualties (see Charts A1 to A4 within Appendix A), the Chart A5 in Appendix A also shows that public confidence associated with anti-social driving (as measured by the Surrey Joint Neighbourhood Survey) has improved following the launch of Drive SMART too. Following the success of the first year of operation a further £320,000 of county council funds has been allocated to the initiative for the financial year 2011/12.

2.1.4. It is not likely to be the case that the same levels of additional investment will be available in future years however. Tackling anti-social driving in addition to tackling casualties widens the scope of the objectives and activities of this strategy beyond those that are traditionally focussed on casualty reduction only. Therefore care has been taken in the development of this strategy to build upon the successful delivery of the "Drive SMART" initiative through the recovery of the costs of services through charging where possible in order to sustain this success into future years.

2.2. Reduced Resources and Diminishing Returns

2.2.1. There have been strong reductions in road deaths in recent years across Great Britain, over and above the long-term downward trend, and this has also been the case in Surrey. In their Strategic Framework for Road Safety the Department for Transport advise that:

"There are many factors which contribute to this trend in road deaths and it is difficult to isolate the effects of any particular factor….It is evident that there has been a greater reduction in deaths during periods of economic downturn….Fatal collisions involving young drivers appear to be particularly associated with the two latest periods of recession".

2.2.2. A future challenge therefore will be to try to maintain the recent reductions in road casualties that have resulted from factors outside of our control such as the economic downturn, and to continue this performance in future years through the continuation of activities that are shown to work and that are within our control. Continued casualty reduction could be harder and harder to achieve as the easier opportunities to reduce casualties diminish and require more and more investment. Despite this, there are likely to be fewer resources available in future years due to the need for the public sector to find savings in their budgets to tackle the budget deficit.

2.3. Working Together and High Level Commitment

2.3.1. Effective arrangements to ensure that the organisations involved in reducing casualties and tackling anti-social driving work together will be crucial in delivering a successful, coordinated programme of activities within Surrey. Continued commitment from senior decision makers in Surrey County Council (including Surrey Fire and Rescue Service) and Surrey Police will be required.

2.4. Data Led Interventions and Evaluation

2.4.1. It will be crucial to ensure that analysis is undertaken to identify the locations, behaviours, road user modes (e.g. car, bike etc) and road user profiles (e.g. age and gender) that are most frequently associated with collisions and anti-social driving. The aim will be to ensure that the right priorities are identified and then the right interventions are selected that will tackle these priorities. Reference will need to be made to national research and good practice in developing successful interventions.

2.4.2. We will need to ensure that we undertake evaluations of each of our interventions, and in doing so will need to define their objectives carefully. For many engineering and enforcement interventions it will be relatively simple to assess their impact on the level of casualties at a location for example. It is much harder to assess the direct impact on casualties of education training and publicity interventions, but assessments on their impact on road user awareness, knowledge, skills and behaviour will indicate their likely success in improving safety and reducing anti-social driving.

3. PROPOSED OBJECTIVES, TARGETS AND INDICATORS

3.1. Objectives

3.1.1. The proposed aims of the Drive SMART Road Safety and Anti-Social Driving Partnership are to:

- Reduce and prevent death and injury on Surrey's roads;
- Reduce and prevent anti-social driving on Surrey's roads;
- Increase public confidence that Surrey County Council and Surrey Police will work together to tackle anti-social driving; and to
- Increase customer satisfaction after making a complaint about anti-social driving to the police.

3.1.2. Anti-social driving could encompass a whole range of different behaviours, some of which will very much increase the risk of collision, and others that may not be very dangerous but may be the source of annoyance to other road users or residents. Therefore we define anti-social driving thus:

"Anti-social driving is careless or inconsiderate driving causing alarm, distress or annoyance".

3.2. Targets and Indicators

3.2.1. The national road safety strategy published in 2000 contained two main targets for reducing the number of collisions and casualties by the year 2010 compared with the average for 1994 to 1998:

- 40 per cent reduction in the number of casualties killed or seriously injured
- 50 per cent reduction in the number of child (under the age of 16) casualties killed or seriously injured

3.2.2. The Charts A1 to A4 within Appendix A show the progress that has been made within Surrey over the most recent five years towards these targets, along with the trend in the total number of casualties and fatal casualties. It is important to note that there can be random fluctuations in the level of casualties from year to year, especially when dealing with small numbers. Therefore performance should always be considered over the long term. From the Charts it can be seen that Surrey has been successful in reaching the national targets for 2010.

3.2.3. Within the new Strategic Framework for Road Safety published in May 2011 the government state that they do not believe that overarching national targets are the most effective way of monitoring road safety. Instead it is proposed that the following indicators are used to compare the progress of local authorities against the national picture:

- 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

3.2.4. In addition to the above, the government propose a more comprehensive list of indicators that are intended to monitor trends and patterns at the national level, some of which are still under development. It is not expected that these be used for monitoring at the local level, though this is not precluded.

3.2.5. Consequently we propose to monitor progress against other local authorities in the number of killed or seriously injured casualties by monitoring and comparing the percentage reduction against a baseline (the average for the period 2005 to 2009). The annual target would be to be in the top quartile of local authorities for percentage reduction in killed or seriously injured casualties against the baseline.

3.2.6. We do not propose to set a target for the rate of killed or seriously injured casualties per million people. This is because Surrey has a large volume of traffic compared to the number of people living in the county. There are a large number of journeys made by road users from outside the county and about 40 per cent of road casualties involve road users who live outside the county. Therefore we do not think that this indicator using population as a denominator provides a fair measure, because the population level in Surrey does not accurately reflect the level of road use and exposure to risk within the county.

3.2.7. Instead we believe that the indicator of the rate of killed or seriously injured casualties per billion vehicle miles provides a fairer measure as it more accurately reflects the level of road use and exposure to risk. Therefore we propose that we use this indicator to monitor progress against other local authorities and that the annual target would be to be in the top quartile of local authorities for the smallest rate of killed or seriously injured casualties per billion vehicle miles.

3.2.8. We also propose to monitor the ongoing trends in the monthly and yearly numbers of fatal casualties, young person KSI casualties (under the age of 18) and total casualties to monitor ongoing progress in casualty reduction. We will also monitor the number of casualties associated with the behaviours, road user modes and road user profiles that we have identified as a priority, and will take into account the number of slight injuries as well as those resulting in death and serious injury.

3.2.9. In addition to the level of casualties, we also propose to continue monitoring public confidence with respect to anti-social driving using Surrey's Joint Neighbourhood Survey and the level of customer satisfaction following police response to complaints of anti-social driving. However we do not propose to set a target in relation to these indicators as there are no national standards to compare against, and it is not clear what level would be considered successful and achievable.

3.2.10. The Table 1 below summarises our proposed targets to the same format as presented in other Surrey Transport Plan strategies:

Table 1: Drive SMART Targets

Indicator	Description	Target	Rationale
RS1: Top quartile for percentage reduction in killed or seriously injured casualties.	A measure of the number of casualties suffering death or serious injury and to calculate the annual percentage reduction against a baseline.	The target will be to be in the top quartile of local highway authorities for the annual percentage reduction in casualties suffering death or serious injury. The baseline will be the average for the period from 2005 to 2009.	To be in the top quartile of local authorities follows the county council's corporate objective. This target is clear and measurable using police collected data, is achievable and will be reported annually.
RS2: Top quartile for lowest rate of casualties killed or seriously injured per billion vehicle miles.	A measure of the number of casualties suffering death or serious injury, and to take into account the volume of traffic.	The target will be to be in the top quartile of local highway authorities for the lowest rate of casualties killed or seriously injured per billion vehicle miles.	To be in the top quartile of local authorities follows the county council's corporate objective. This target is clear and measurable using police collected data, and data from the Department for Transport on traffic volumes, is achievable and will be reported annually.

4. PROPOSED STRATEGY

4.1. Proposed Priorities

4.1.1. It is proposed that the approach taken for the Drive SMART initiative in working with road users and communities to tackle errant driver behaviours, with the emphasis on education, should become the overarching theme of our future road safety strategy and activities.

4.1.2. Within this it is proposed that there will be several countywide priorities (listed below). These consist of a combination of road user behaviours we aim to change (e.g. speeding), as well as road user profiles (e.g. young people) and road user modes (e.g. motorcyclists) that we intend to focus our activities upon. These priorities have been chosen not only because research has shown that they are commonly associated with collisions, but also because we believe that there are interventions available that we can implement that will tackle these priorities successfully.

4.1.3. It is also proposed that analyses continue to be undertaken to identify locations or routes that have a high incidence of collisions or complaints over anti-social driving, to assess the extent and the nature of the problem at each site. This will enable the implementation of a programme of engineering or enforcement measures at the very worst collision hotspots with the greatest potential for casualty reduction, or where there is the greatest concern over anti-social driving.

Road User Behaviours

- Speeding
- Seatbelt wearing
- Drink and drug impairment
- Using a mobile phone while driving

Road User Modes

- Car drivers
- Motorcyclists
- Pedal cyclists
- Pedestrians

Road User Profiles

- Young people (16-24 years)
- Children (0-15 years)
- Older people
- Business drivers
- People from deprived areas

Collision Hotspot Investigation

- Engineering measures
- Enforcement measures

4.2. Proposed Interventions

Introduction

4.2.1. The table in Appendix B lists the interventions that we propose to undertake, which organisations are responsible for delivering them, and which of the priorities described above that each intervention will address. Interventions in road safety traditionally consist of one of the “three Es” (Education training and publicity, Engineering or Enforcement). In addition to this a forth “E”, Evaluation will be crucial to ensure continuing success. The interventions were also assessed for their compatibility with policy, cost and funding opportunities, deliverability and risk. A description of each of the proposed interventions is provided below.

Road Safety Engineering

4.2.2. Road safety engineering involves the identification of sites with a continuing history of collisions and then investigating the extent and nature of the problem. Road improvements are then developed to reduce the risk of the collisions taking place, and/ or to reduce the consequences. Interventions may include typically low cost measures such as anti-skid road surfacing and vehicle-activated signs, or more substantial improvements such as traffic calming or safety fencing. Schemes are prioritised based upon the likely level of collision savings for expected cost of the scheme. The county council Cabinet have allocated an annual central budget of £200,000 for this purpose. In addition to this there are 11 local committees, one for each District and Borough, to whom a budget is provided for highway improvements. The local committees decide how their budget is spent in their area and will weigh up other factors such as congestion and accessibility in deciding which schemes to invest in.

4.2.3. The county council’s road safety engineering team also undertake road safety audits of new highway schemes. Road safety audits are independent checks at consecutive stages of highway scheme development to ensure that the safety of all road users is taken into account in the design of the scheme and subsequent implementation.

Police Enforcement

4.2.4. The police undertake enforcement via a variety of methods. The enforcement is focussed at sites or routes based upon casualty levels, speeding problems, and community concerns. It can be broken down into the following main areas:

4.2.5. **Neighbourhood teams** consist of Neighbourhood Specialist Officers, Casualty Reduction Officers (both Police Constable roles), Police Community Support Officers, and Roads Police Community Support Officers. Neighbourhood Specialist Officers and Police Community Support Officers are assigned to specific areas within each borough, whereas Casualty Reduction Officers and Roads Police Community Support Officers have a borough-wide remit. Neighbourhood Specialist Officers and Police Community Support Officers identify hot spot areas through engagement with the community and partners, for targeting as part of their wider responsibilities in their area. They target these

through a mixture of enforcement (e.g. tickets (Neighbourhood Specialist Officers only) and reporting for summons) and education at the roadside. The Casualty Reduction Officers and Roads Police Community Support Officers have a similar role in this respect, however this is their core role so their whole time is spent on related activity, based on requests for assistance from Neighbourhood Specialist Officers and Police Community Support Officers, and from other sources they have (e.g. speed management plans). Neighbourhood officers actively assist the Community Speed Watch and School Speed Watch Schemes.

4.2.6. **Road Policing Unit** provides force-wide cover for incidents on strategic roads and serious road traffic collisions. They have more powerful cars and higher trained drivers. When not responding to incidents, they target hot spots that are flagged to them by the Neighbourhood teams, for example locations of speeding or other anti-social vehicle use. Their tactics for enforcement and education are the same as for Neighbourhood teams. However, their vehicles are also equipped with recording equipment and are calibrated to measure speed, so they are able to draw upon another evidential tool.

4.2.7. **Targeted Patrol Teams** provide the main 24/7 response policing across the county. Each rota (of which there are 15 across the county) has a Drive SMART champion for every borough that is covered in their area. These champions have extra training around use of speed guns and tactics to deal with poor driving, through attachments with the Roads Policing Unit and close work with the Casualty Reduction Officer on their aligned borough. They also specifically target hot spots identified by their Casualty Reduction Officer, and use their skills to assist other team members around driving matters. Their tactics for dealing with these are the same as for the other departments.

Driver Rehabilitation Courses

4.2.8. Surrey Police operate two main diversionary driver rehabilitation courses. The National Driver Alertness Course is offered to car drivers who have been involved in a road traffic incident and there is sufficient evidence which indicates that they have been "Driving Without Due Care and Attention", or "Driving Without Reasonable Consideration for Other Road Users" or other similar offences. The course is offered as an alternative to having the incident referred to the Crown Prosecution Service, which usually results in a summons to attend court where they may receive a fine and penalty points on their driving licence. The courses are one and a half days long and involve a mixture of driving theory, utilising the latest research on low-risk driving techniques, combined with modern training methods in practical on-road driving.

4.2.9. Speed Awareness Courses are offered to speeders in lieu of the usual £60 fine and three penalty points on the driving licence. The four-hour classroom based presentation follows a nationally approved syllabus and aims to generate a better understanding of the consequences of speeding and raise awareness of the importance of driving within posted speed limits. The course also helps drivers recognise speed limits and provides instruction on hazard awareness and driving more carefully. The courses are only offered to low-end speeders and those detected substantially exceeding the speed limit are issued with usual

penalty. Part of the fee charged for attending the course can be recovered to contribute to the cost of providing the enforcement.

Safety Camera Enforcement

4.2.10. Permanent fixed speed cameras are deployed only at the very worst collision hotspots where speeding or red light running has been confirmed as a problem. There are several types of fixed safety camera that are used in Surrey to discourage speeding or jumping red traffic signals:

- Fixed location speed cameras are deployed at sites that have suffered a history of collisions and casualties over a shorter stretch of road and where speeding has been confirmed as a problem.
- Red light cameras are deployed at traffic signal junctions with a history of collisions and casualties associated with red light running and can detect red light violation offences.
- Combined speed and red light cameras can detect speeding or red light violation offences and are deployed at traffic signal junctions with a history of collisions and casualties associated with red light running and where speeding has also been confirmed as a problem.
- Average speed cameras work by recording the time at which a vehicle enters and exits a zone to measure the average speed. They are typically used on temporary road works schemes on major roads to discourage speeding through a temporarily reduced speed limit.

4.2.11. In addition to the fixed cameras described above, mobile speed camera enforcement consists of a speed camera vehicle that is deployed at the roadside at different locations at different times. A camera is then operated by hand by the police officer from within, or next to, the vehicle. Mobile speed camera enforcement units provide greater flexibility than fixed cameras, though do not have a continual presence at a location and are limited by the need to have a safe roadside location to deploy to. They are usually deployed on stretches of road where the collisions are spread over a longer distance, in response to community concerns over speeding, or to supplement the enforcement provided by fixed cameras.

School Crossing Patrols

4.2.12. School crossing patrols (“lollipop” men or ladies) are provided at sites outside schools to assist children, parents and other pedestrians in crossing the road safely. The county council provides funding for staff costs, training, risk assessments and equipment for all Surrey’s 87 approved school crossing patrols. All existing crossings are have been assessed and designated as being either high, medium or low risk (assuming the crossing patrol was not provided) depending upon the level and nature of traffic and pedestrians, and the characteristics of the site. The council will continue to provide funding for all sites, but will take the opportunity to review any low risk sites that happen to become vacant. This review will include consultation with local councillors and the school to check their views as to whether the patrol needs to be replaced or whether the patrol could be discontinued because the risks are low.

School Speed Watch

4.2.13. School Speed Watch involves police officers stopping drivers who are detected speeding. The drivers are then offered the opportunity to be questioned by school children under the supervision of county council Community Travel Advisors rather than being issued with the usual penalty. The school children ask the drivers about their driving behaviour, and the potential consequences of driving too fast with the aim of encouraging them to change their behaviour in the future. If the speeding offence that has been detected is high, then police officers will issue a penalty in the usual way rather then offering the educational option.

Roadside Education and Enforcement Days

4.2.14. Roadside Education and Enforcement Days (REEDs) involve police officers providing roadside enforcement and pulling in drivers who are detected speeding, using a mobile phone or not wearing a seatbelt. The drivers are offered the opportunity to receive an education session at the roadside provided by county council Community Travel Advisors to highlight the potential consequences of their driving behaviour, instead of being issued with the usual penalty. For some REEDs other government agencies such as the Vehicle and Operator Services Agency have also taken part in REEDs, and police colleagues are also able to enforce other vehicle defect or document offences.

Community Speed Watch

4.2.15. Where there are significant community concerns over speeding and road safety, one of the options is to invite local residents to take part in a community speed watch. This involves Surrey Police providing local volunteers with equipment and training to be able to monitor vehicle speeds and note the details of speeding vehicles. The police then issue letters to the keepers of vehicles who have been detected speeding to provide a warning against speeding at that location. Further police action may then be taken against motorists who are detected speeding several times.

Pedal Cycling Education and Training

4.2.16. “Bikeability” is the national standard for practical cycle training. Surrey County Council has a registered scheme with accredited Instructors. Three different types of courses are provided:

- Level 1: basic control skills, taught in the playground. At the time of writing, two instructors are allocated to teach classes of 30 trainees.
- Level 2: cycling on quieter roads. At the time of writing, two instructors are allocated to teach classes of 12 trainees.
- Level 3: cycling skills on busy roads. These are typically delivered as a customised course on a one-to-one ratio, and are often provided to adult trainees.

4.2.17. Currently most of the cycle training courses that are provided are Level 1 and 2 courses delivered via schools. It is expected that the number of Level 3 courses

will increase in the future as this is thought likely to be a growth area. The cost of providing cycle training is partly covered by a “Bikeability” grant provided by central government, and partly through the fees charged to trainees.

4.2.18. In addition to the “Bikeability” practical training, the county council also provide self-help educational resources for use by teachers as part of the national curriculum to improve their pupil’s knowledge of road safety and safer pedal cycling as part of this. Interactive online Personal Learning Assessments are also offered for use by individuals to improve their knowledge of road safety and safer cycling.

Pedestrian Education and Training

4.2.19. Surrey County Council’s Community Travel Advisors facilitate the provision of child pedestrian education and training through the distribution of a set of pedestrian road safety skills booklets to all of Surrey’s primary schools. The booklets are designed to run parallel to a practical roadside training programme that is designed to enhance children’s perception of the dangers of traffic, to give them a clear understanding how to become a responsible pedestrian, and to provide them with the necessary skills to cross a road safely.

4.2.20. The training provided by the Community Travel Advisors is focussed upon groups that have been identified as having the greatest need. Training can also be provided by parent volunteers and teaching assistants who have been trained by Community Travel Advisors to deliver the course. In addition, the county council’s Community Travel Advisors also provide self-help educational resources for use by teachers as part of the national curriculum, and interactive online Personal Leaning Assessments for use by individuals to improve their knowledge of road safety.

Secondary School Theatre in Education

4.2.21. Road safety education is delivered to secondary school aged pupils through the provision of Theatre in Education (TIE) drama workshops within schools. A professional drama workshop company is commissioned by the county council to provide the TIE performances. It is expected that small charges will be introduced in future years to recover the costs of providing the service. The performances are provided to three main year groups and follow an overall strategy of drip-feeding road safety education to schoolchildren over a number of years.

4.2.22. **Year group 7** (ages 11 to 12): This year group is important because it is a transition year from primary to secondary school when pupils gain greater independence, and is considered as an age group more prone to risk taking.

4.2.23. **Year group 9** (ages 13 to 14): For this age group the workshop tackles the increased risks faced by a young person as a passenger of a young inexperienced driver and the strategies that can be used to keep themselves safe.

4.2.24. **Year group 11** (ages 15 to 16): In addition to providing students with strategies to keep themselves safe and influence the actions of other road users, the key messages that are focused on include speed, drink & drugs, seat belts and distractions in readiness to them becoming new drivers or motorcyclists. The workshops provided to this age group then lead on to the Safe Drive Stay Alive stage performance described below.

Work Related Road Safety

4.2.25. Driving is the single biggest cause of death at work in the UK. Employers therefore have legal duties to ensure its drivers are safe under both the Road Traffic Act and under the Health & Safety at Work Act. The Corporate Manslaughter and Corporate Homicide Act places extra emphasis on the seriousness of offences committed by organisations that could lead to the death of an employee.

4.2.26. The county council is therefore undertaking a work related road safety project to ensure the council is following best practice in driver management, from licence checking, to individual risk assessment, to practical driver improvement. This will enable the council to reduce its costs from insurance claims, as well as ensure it is discharging its duty under the various Acts. Following successful implementation, opportunities to encourage and assist other organisations to implement work related road safety schemes will be investigated.

“Bikesafe” Motorcyclist Courses

4.2.27. Bikesafe motorcycling training courses are provided by Surrey Police to motorcyclists with at least a few months of riding experience. The aim of the training is to reduce motorcycle casualties through enhancing motorcyclist’s skill levels while at the same time being enjoyable for the participants. Advanced Police Class 1 motorcyclists provide the training activities with assistance from accredited Institute of Advanced Motorists and RoSPA observers and attendees pay a fee to cover the cost of the course.

Safe Drive Stay Alive

4.2.28. Surrey Fire and Rescue Service are the lead organisation responsible for the award winning Safe Drive Stay Alive stage show. The stage show is performed a number of times each year to audiences of young people (primarily aged 17 or 18, but not younger than 15) so that it reaches nearly all of the target age group throughout Surrey. The show is based around a filmed reconstruction of a road traffic collision delivering hard-hitting messages about the dangers associated with driving. This high impact performance traces events leading up to a road traffic collision and then follows the actions of the emergency services dealing with the incident. At appropriate moments the film is paused whilst police, ambulance, fire and rescue and accident and emergency staff speak of their own experiences at the scene and of the aftermath. Volunteer members of the public also take to the stage with personal stories about how their lives have been affected by a fatal collision. Up till now the cost of Safe Drive Stay Alive has been met through the generous donations provided by corporate sponsors. It is hoped that this will continue in future years, though the introduction of a

nominal fee for attendance may be considered in the event of insufficient sponsorship being obtained.

"Ready to Ride" and "Ride it Right" Motorcycling Events

4.2.29. Surrey Fire and Rescue Surrey Fire and Rescue Service colleagues at Haslemere Fire Station have traditionally organised two, one-day motorcycling events at the Haslemere Fire Station. The "Ready to Ride" event takes place in spring time before the main motorcycling season, and is aimed at any rider - whether novice or experienced - who wants to further develop their riding skills, learn about the maintenance of their bike and what to do in the unlikely event of an accident. The "Ride it Right" event takes place later in the season and also provides an opportunity for motorcyclists to improve their riding skills and learn about safe motorcycling. Advanced motorcyclists and experts present their workshops at each event in an informal and relaxed style, and the events are also attended and supported by a number of local motorcycling related companies which results in motorcyclists travelling from around the region to attend.

School and Workplace Travel Plans

4.2.30. Surrey County Council has a statutory duty to undertake school travel planning. Workplace travel plans are often required through the planning development process, and there are also a number of voluntary plans too. In almost every case, road safety is a prime concern of those travelling to school and the workplace. Consequently Travel Plans can be an effective tool for developing road safety interventions that have the support of the local community. They address road safety issues at the same time as promoting sustainable and active travel.

Media and Publicity Campaigns

4.2.31. Communications activity has played a key role in supporting the Drive SMART initiative. The work has helped to highlight risky and anti-social driving behaviours and educate drivers to stimulate a change in behaviour, whilst also providing reassurance to residents that Surrey County Council and Surrey Police are working in partnership to tackle the issue. Consequently it is proposed that the Drive SMART branding will be adopted across all future road safety and anti-social driving communications activity.

4.2.32. It is proposed that there will be a number of main campaigns each year that will be designed to tackle the priorities that have been identified within this strategy. The campaigns will continue to be delivered in partnership by a joint group of communications specialists from both the police and county council. Individual plans will be developed for each campaign detailing the aim, objectives, key messages, target audience and insight into effective methods to reach the audience. Evaluations will be undertaken following every main campaign, the results of which will inform future campaigns. The main campaign plan may change from year to year as different issues are identified, however it is expected that the main priorities that are likely to be tackled will include:

- The use of hand-held mobile phones whilst driving
- Drink and drug driving
- Speeding
- Safer motorcycling
- Safer pedal cycling
- Aggressive driving

4.2.33. In addition to the main campaigns, it is also proposed that there will be ongoing proactive media-relations activity in support to other interventions and ad hoc support in the supply of materials and promotional items for events attended by police and county council road safety colleagues.

5. DELIVERY OF PROPOSED STRATEGY

5.1. Funding

5.1.1. Funding sources for the delivery of the preferred strategy will be drawn from:

- Local Transport Plan capital funding
- Revenue funding
- Developer contributions
- Any future government grants or challenge competitions
- Recovery of costs through charging for road safety education and training services

5.2. Partnership

5.2.1. Surrey Police and Surrey County Council (including Surrey Fire and Rescue Service) are the main organisations that are responsible for reducing road casualties and anti-social driving in Surrey. Surrey Police and Surrey County Council have joined together to create the Surrey “Drive SMART” Road Safety and Anti-Social Driving Partnership. A Partnership Board with senior representatives from each organisation meet every two months and have responsibility for overall strategic direction and coordination of activities in Surrey to improve road safety and reduce anti-social driving. The Board will be responsible for monitoring success through scrutiny of the number of reported casualties on Surrey’s roads, public confidence associated with road safety and anti-social driving (as measured by the Surrey Joint Neighbourhood Survey), and customer satisfaction following police response to complaints of anti-social driving. The Board will also be responsible for approving expenditure and monitoring of Partnership budgets.

5.2.2. The Highways Agency is responsible for the strategic road network of Trunk Roads and Motorways. Though not a core member of the Partnership, the Highways Agency will be consulted and included in Partnership activities where appropriate.

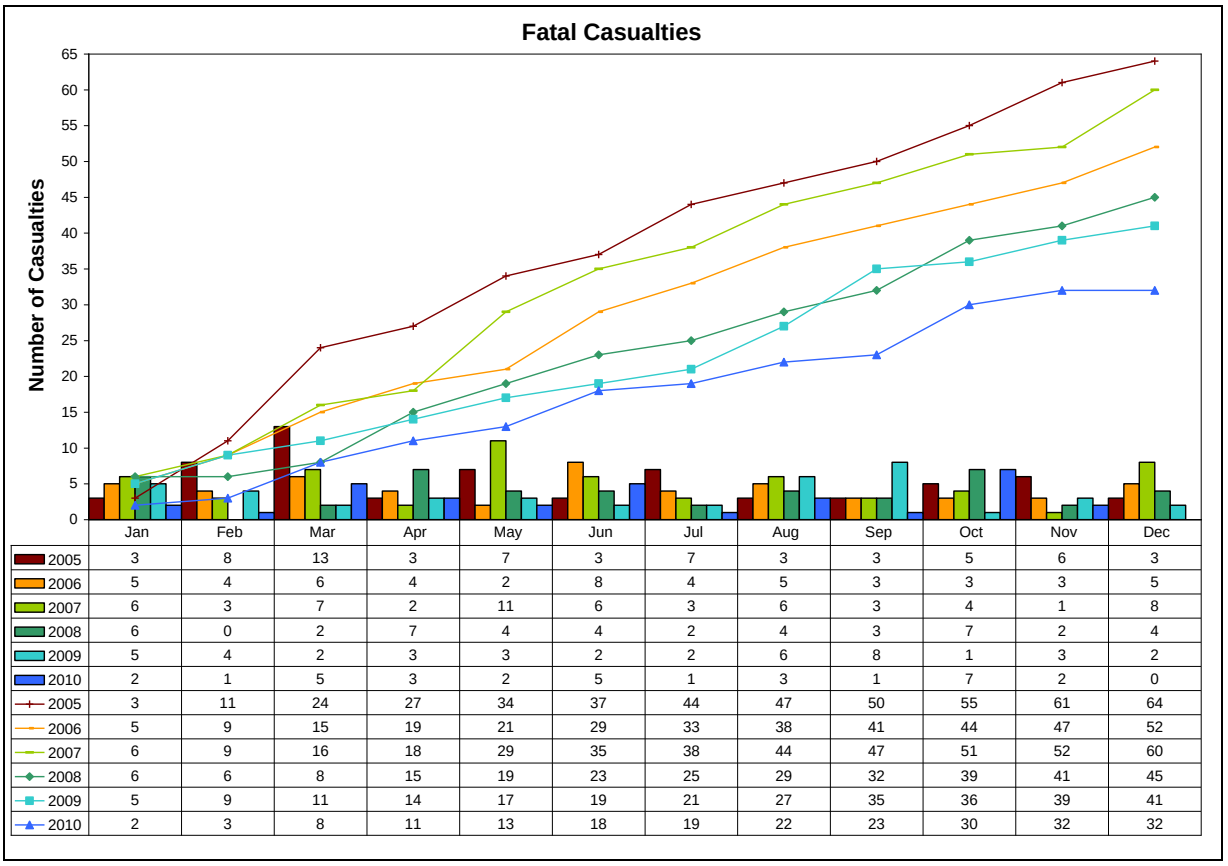
6. CONCLUSION

6.1.1. This Drive SMART Road Safety and Anti-Social Driving Strategy presented here will form one part of the Surrey Transport Plan that began in April 2011. It defines the main challenges and priorities for tackling road casualties and anti-social driving in future years. It describes how the main partners Surrey County Council (including Surrey Fire and Rescue) and Surrey Police will work together, what activities will be undertaken, and by whom. Following consultation the plan will be presented to Surrey Police Authority and then Surrey County Council's Cabinet for final approval.

6.1.2. An equality impact assessment and a strategic environmental assessment have been completed and will be published as separate documents alongside this strategy.

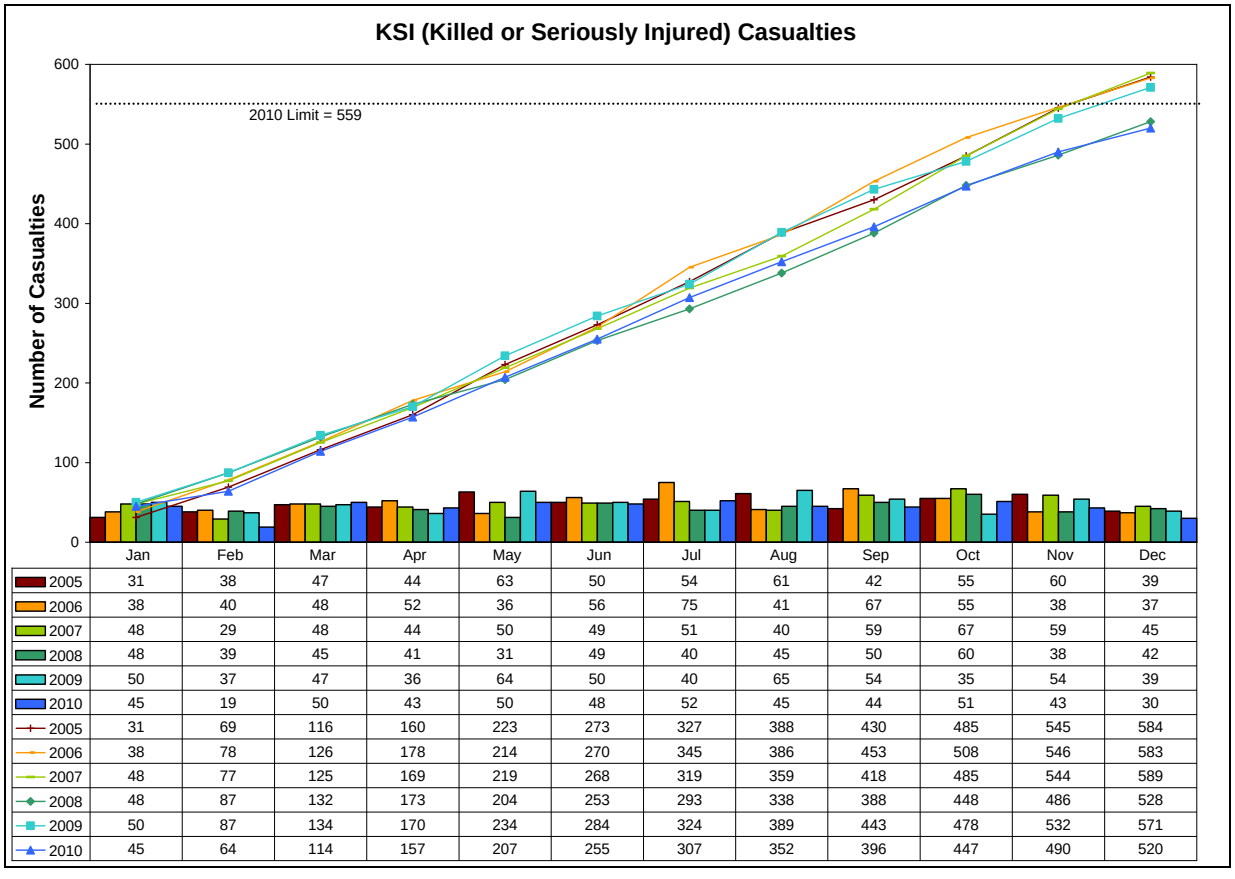
APPENDIX A: Casualty Reduction and Public Confidence to the End of 2010

Chart A1



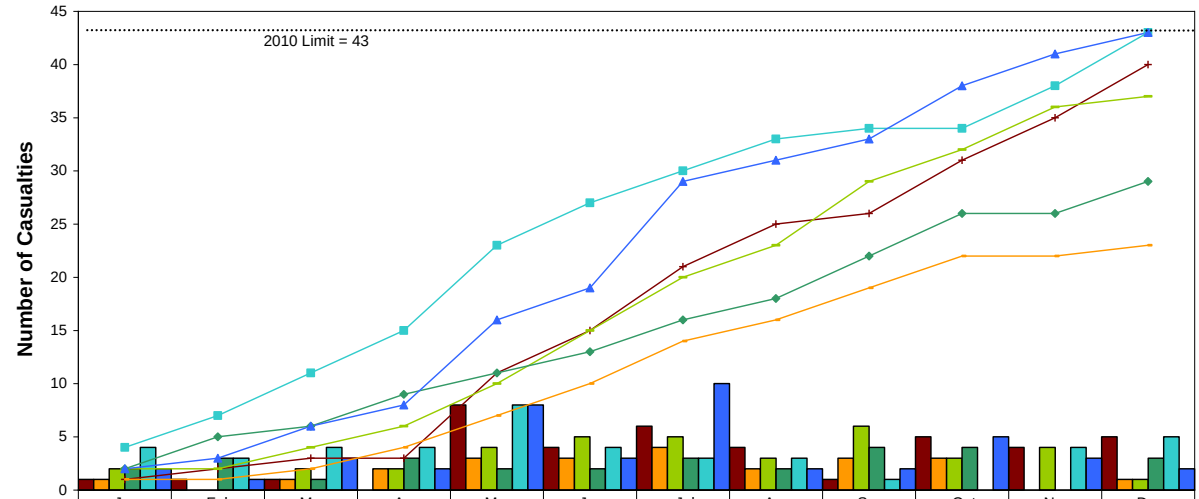
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	3	8	13	3	7	3	7	3	3	5	6	3
2006	5	4	6	4	2	8	4	5	3	3	3	5
2007	6	3	7	2	11	6	3	6	3	4	1	8
2008	6	0	2	7	4	4	2	4	3	7	2	4
2009	5	4	2	3	3	2	2	6	8	1	3	2
2010	2	1	5	3	2	5	1	3	1	7	2	0
2005	3	11	24	27	34	37	44	47	50	55	61	64
2006	5	9	15	19	21	29	33	38	41	44	47	52
2007	6	9	16	18	29	35	38	44	47	51	52	60
2008	6	6	8	15	19	23	25	29	32	39	41	45
2009	5	9	11	14	17	19	21	27	35	36	39	41
2010	2	3	8	11	13	18	19	22	23	30	32	32

Chart A2



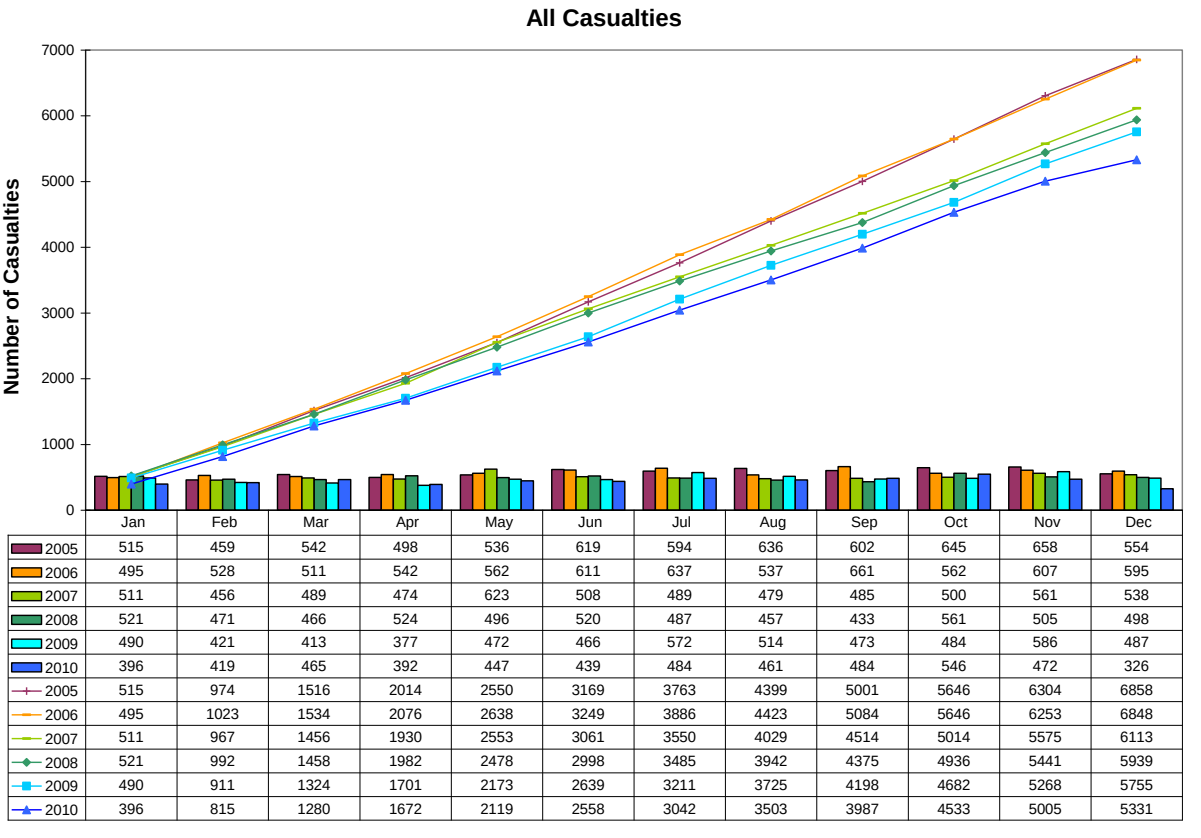
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	31	38	47	44	63	50	54	61	42	55	60	39
2006	38	40	48	52	36	56	75	41	67	55	38	37
2007	48	29	48	44	50	49	51	40	59	67	59	45
2008	48	39	45	41	31	49	40	45	50	60	38	42
2009	50	37	47	36	64	50	40	65	54	35	54	39
2010	45	19	50	43	50	48	52	45	44	51	43	30
2005	31	69	116	160	223	273	327	388	430	485	545	584
2006	38	78	126	178	214	270	345	386	453	508	546	583
2007	48	77	125	169	219	268	319	359	418	485	544	589
2008	48	87	132	173	204	253	293	338	388	448	486	528
2009	50	87	134	170	234	284	324	389	443	478	532	571
2010	45	64	114	157	207	255	307	352	396	447	490	520

Chart A3



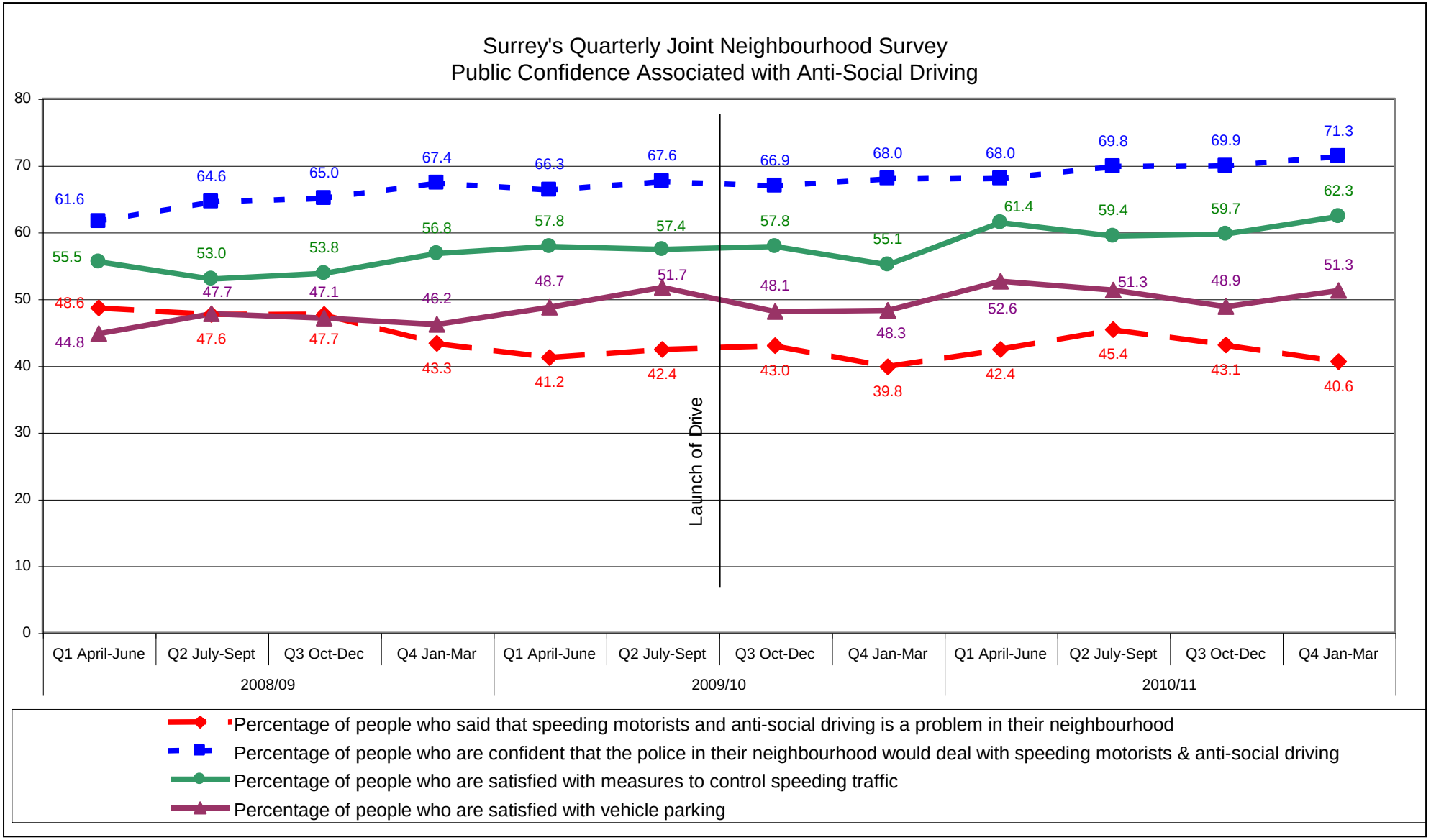
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	1	1	1	0	8	4	6	4	1	5	4	5
2006	1	0	1	2	3	3	4	2	3	3	0	1
2007	2	0	2	2	4	5	5	3	6	3	4	1
2008	2	3	1	3	2	2	3	2	4	4	0	3
2009	4	3	4	4	8	4	3	3	1	0	4	5
2010	2	1	3	2	8	3	10	2	2	5	3	2
2005	1	2	3	3	11	15	21	25	26	31	35	40
2006	1	1	2	4	7	10	14	16	19	22	22	23
2007	2	2	4	6	10	15	20	23	29	32	36	37
2008	2	5	6	9	11	13	16	18	22	26	26	29
2009	4	7	11	15	23	27	30	33	34	34	38	43
2010	2	3	6	8	16	19	29	31	33	38	41	43

Chart A4



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005	515	459	542	498	536	619	594	636	602	645	658	554
2006	495	528	511	542	562	611	637	537	661	562	607	595
2007	511	456	489	474	623	508	489	479	485	500	561	538
2008	521	471	466	524	496	520	487	457	433	561	505	498
2009	490	421	413	377	472	466	572	514	473	484	586	487
2010	396	419	465	392	447	439	484	461	484	546	472	326
2005	515	974	1516	2014	2550	3169	3763	4399	5001	5646	6304	6858
2006	495	1023	1534	2076	2638	3249	3886	4423	5084	5646	6253	6848
2007	511	967	1456	1930	2553	3061	3550	4029	4514	5014	5575	6113
2008	521	992	1458	1982	2478	2998	3485	3942	4375	4936	5441	5939
2009	490	911	1324	1701	2173	2639	3211	3725	4198	4682	5268	5755
2010	396	815	1280	1672	2119	2558	3042	3503	3987	4533	5005	5331

Chart A5


Surrey's Quarterly Joint Neighbourhood Survey
Public Confidence Associated with Anti-Social Driving
80
70
60
50
40
30
20
10
0
Launch of Drive
61.6
64.6
65.0
67.4
66.3
67.6
66.9
68.0
68.0
69.8
69.9
71.3
55.5
53.0
53.8
56.8
57.8
57.4
57.8
55.1
61.4
59.4
59.7
62.3
48.6
47.7
47.1
46.2
48.7
51.7
48.1
48.3
52.6
51.3
48.9
51.3
44.8
47.6
47.7
43.3
41.2
42.4
43.0
39.8
42.4
45.4
43.1
40.6
Q1 April-June
Q2 July-Sept
Q3 Oct-Dec
Q4 Jan-Mar
Q1 April-June
Q2 July-Sept
Q3 Oct-Dec
Q4 Jan-Mar
Q1 April-June
Q2 July-Sept
Q3 Oct-Dec
Q4 Jan-Mar
2008/09
2009/10
2010/11
Percentage of people who said that speeding motorists and anti-social driving is a problem in their neighbourhood
Percentage of people who are confident that the police in their neighbourhood would deal with speeding motorists & anti-social driving
Percentage of people who are satisfied with measures to control speeding traffic
Percentage of people who are satisfied with vehicle parking