

Supplementary Agenda

We welcome you to
Runnymede Local Committee
Your Councillors, Your Community
and the Issues that Matter to You

Supplementary Agenda

Item 4: Petition response

Item 11: Safe Drive, Stay Alive profile for
Runnymede



Venue

Location: The Council
Chamber, Civic
Centre, Station
Road, Addlestone
KT15 2AH

Date: Monday, 19 February
2018

Time: 6.30 pm



SURREY

SUPPLEMENTARY AGENDA

4 PETITIONS & LETTERS OF REPRESENTATION (Pages 1 - 12)

To receive any petitions in accordance with Standing Order 65. An officer response will be provided to each petition.

11 COMMUNITY SAFETY FUNDING AND MEMBERS' ALLOCATIONS [FOR INFORMATION] (Pages 13 - 24)

An end of year report on the committee's community safety funding and Members' Allocations.

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SURREY COUNTY COUNCIL

LOCAL COMMITTEE (RUNNYMEDE)

DATE: 19 FEBRUARY 2018



LEAD OFFICER: ANDREW MILNE – AREA HIGHWAYS MANAGER (NW)

SUBJECT: VEHICLE SPEEDS AND ROAD SAFETY IN FORDWATER ROAD – PETITION RESPONSE

DIVISION: CHERTSEY

SUMMARY OF ISSUE:

The Local Committee has received a petition signed by 67 residents concerned about the speed of vehicles in Fordwater Road, Chertsey. The petition states: “Stop the speeding vehicles at Fordwater Road”. Residents have also submitted a number of comments in support of the petition. These highlight the following concerns in addition to speeding:

- Problems with noise and vibrations in properties (caused particularly by large vehicles).
- Vehicles failing to stop at the zebra crossing near the junction with Stepgates and Mead Lane.

Residents have suggested the introduction of a variety of measures to reduce vehicles including a speed camera, 20mph speed limit and traffic calming.

RECOMMENDATIONS:

The Local Committee (Runnymede) is asked to note that:

- (i) Fordwater Road/Weir Road is an existing site on the Runnymede speed management plan but is not currently being prioritised for speed enforcement or other measures.
- (ii) Fordwater Road/Weir Road will be retained on the speed management plan and vehicle speeds and collision rates will be continue to be monitored.
- (iii) That new beacons using halo LED lighting will shortly be installed at the zebra crossing on Fordwater Road.
- (iv) An order has been placed to carry out a repair to a defect identified in Fordwater Road once new budget allocations are received in April 2018.

REASONS FOR RECOMMENDATION:

The County Council receives many complaints about speeding traffic but there are only limited resources available to be able to respond to these. A process has therefore been established in partnership with Surrey Police for investigating concerns raised by residents and prioritising sites for action.

An assessment of speed data and collision rates for Fordwater Road and Weir Road indicates that there are a number of other sites that have both a lower level of compliance with the speed limit and a poorer safety record. As such, Fordwater Road and Weir Road are not currently being targeted for enforcement or other measures since the limited available resources are being targeted at other sites with more severe problems.

The installation of new beacons using halo LED lighting will help further increase the conspicuousness of the zebra crossing on Fordwater Road.

1. INTRODUCTION AND BACKGROUND:

- 1.1 Fordwater Road is a B-class road (B387) that has a junction with the A317 Eastworth Road/A318 Chertsey Road at its southern end and a junction with Stepgates/Mead Lane at its northern end. Weir Road is effectively a continuation of Fordwater Road and extends north from the Stepgates/Mead Lane junction to the B375 Bridge Road. A location plan is attached below as figure 1.
- 1.2 Fordwater Road and Weir Road carry a significant volume of traffic, partly because they are on a route to and from Chertsey Bridge (which is one of a limited number of locations where motorists can cross the River Thames).
- 1.3 Residential properties predominantly line either side of both roads. Some of these properties are located relatively close to the edge of the carriageway. There are a number of residential side roads located off both Fordwater Road and Weir Road. In addition, Fordwater Road provides access to the Fordwater Trading Estate.
- 1.4 Along parts of Fordwater Road there are parking areas marked along the western side of the road. In addition there is a zebra crossing located on Fordwater Road immediately south of its junction with Stepgates/Mead Lane.

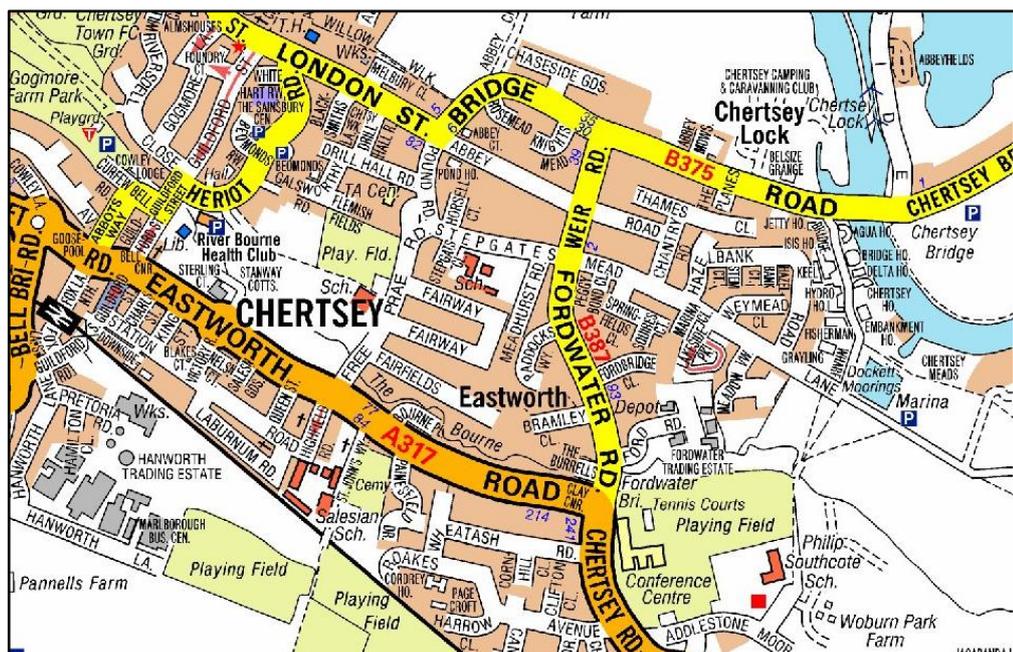


Figure 1 – Location Plan

2. ANALYSIS:

Road Safety Record

- 2.1 Personal injury collision records have been examined for Fordwater Road and Weir Road for the 3 year period between 1 November 2014 and 31 October 2017 (latest available data).

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- 2.2 Over this period there have been a total of 7 personal injury collisions. One of the collisions resulted in serious injuries being sustained whilst the remainder of the collisions resulted in slight injuries.
- 2.3 There were no collisions that involved pedestrians being injured when using the zebra crossing on Fordwater Road. However, a cyclist using the crossing was involved in one of the collisions and sustained slight injuries.
- 2.4 Excessive speed was not recorded by the Police as a contributory factor in any of the collisions.

Vehicle Speeds

- 2.5 A number of speed surveys have been carried out by Surrey Police in Fordwater Road. The latest survey was undertaken from 12 to 19 January 2018.
- 2.6 A summary of the results of the surveys is shown in table 1 below:

Date of survey	Average vehicle speed
7-14 October 2014	29mph
23 February – 1 March 2016	31mph
12 – 19 January 2018	30mph

Table 1 – Speed Survey Data

- 2.7 A more detailed examination of all 3 sets of survey data indicates that the average vehicle speed over the peak periods in the morning and afternoon is generally lower than the overall 24 hour average (which would be expected due to the increased flows and resulting congestion at these times).
- 2.8 During the day time off-peak period, average vehicles speeds are generally consistent with the overall 24 hour average speed.
- 2.9 During the late evening and early hours of the morning the average speeds are typically higher than the overall 24 hour average. This would be expected since traffic flows are much lower at these times so there is the opportunity for a small number of inconsiderate drivers to travel at higher speeds. However, this is the same for most roads and it would not be appropriate to design highways on the basis of a relatively small number of antisocial drivers.

Speed Reducing Measures Introduced

- 2.10 The following measures have previously been introduced to help reduce vehicle speeds in Fordwater Road:
- A vehicle activated sign has been erected near the Snow and Rock store. The sign displays the “30” symbol to drivers when it is activated.

- A combined speed and red light violation safety enforcement camera has been installed at the junction of Chertsey Road with Eastworth Road and Fordwater Road. The camera enforces speed in the northbound direction and therefore helps reduce the speed of vehicles joining Fordwater Road from Chertsey Road. In addition there is a vehicle activated sign on Chertsey Road in advance of the camera which again helps reduce the speed of vehicles as they join Fordwater Road.



Figure 2 – Existing vehicle activated sign in Fordwater Road

Safety at Zebra Crossing

- 2.11 The zebra crossing has been designed in accordance with the relevant design standards and includes the following features to help highlight its presence to motorists and improve safety for pedestrians:
- standard black and white markings on the carriageway at the crossing as well flashing belisha beacons.
 - warning signs on both approaches to the crossing.
 - buff coloured antiskid road surfacing on both approaches to the crossing (which helps highlight the crossing as well as giving improved braking for vehicles).

Noise and Vibration

- 2.12 Fordwater Road and Weir Road are busy B-class roads that carry a substantial volume of traffic including a significant number of large vehicles due to the strategic importance of the route (although the 18 Tonne weight limit on Chertsey Bridge helps reduce the number of especially large vehicles that use the roads). Inevitably properties situated close to such a route will suffer from a commensurate level of traffic noise and there is also the potential for vibrations.

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- 2.13 The level of noise and vibrations experienced in properties due to traffic depends on many factors including the condition of the road, vehicle weight and suspension system, vehicle speed, soil type, distance of property from the road and the type of building.
- 2.14 A number of the properties in Fordwater Road and Weir Road are older buildings and are located close to the edge of the carriageway. As such, they may potentially be more susceptible to experiencing problems with noise and vibration.
- 2.15 The road surface in Fordwater Road and Weir Road is in reasonable condition and there are currently no proposals to resurface these roads. Due to the nature of the roads they are inspected monthly (which is the maximum inspection frequency).
- 2.16 A small depression in the road surface has been identified by a resident as possibly contributing to increased levels of noise and vibration at a specific location in Fordwater Road. This depression does not meet the criteria for a repair to be undertaken on the basis of it being a safety defect. As such, the Local Area Highway Team has raised an order for a repair to be carried out once new budget allocations are received in April 2018.

3. OPTIONS:

- 3.1 Residents have suggested a number of measures should be introduced to help reduce vehicle speeds and improve road safety. The below comments refer to these suggestions as well as a number of alternative measures that could also be considered.

20mph Speed Limit

- 3.2 The desire for lower speeds has to be balanced against the need for reasonable journey times and the position of the road within the county council's Strategic Priority Network. As such, we would not generally consider introducing a 20mph speed limit on roads of the nature of Fordwater Road and Weir Road.
- 3.3 It should also be noted that, in accordance with the county council's speed limit policy, if a 20mph speed limit is to be introduced on a road where the average speed exceeds 24mph then it is necessary to introduce traffic calming measures to reduce speeds down to this level (see further comments below about traffic calming measures).

Traffic calming measures

- 3.4 It would not normally be considered appropriate to install traffic measures (such as speed tables/cushions, chicanes or pinch points) on roads of the nature of Fordwater Road and Weir Road. Any proposal to install such measures would also be likely to generate significant objection and the cost of the scheme would significantly exceed the total annual capital budget currently received by the Local Committee.

- 3.5 Further to concerns raised by some residents about issues with noise and vibration, it should be noted that the introduction of either speed cushions or speed tables is likely to increase the severity of any such problems already experienced.

Vehicle Activated Signs

- 3.6 As noted above, there is an existing vehicle activated sign in Fordwater Road. There is no budget currently available to install a further sign(s). Furthermore, even if there were a budget available it would be difficult to justify the site as a priority for further measures in the context of other sites in Runnymede having more severe problems with excessive speed.

Mobile speed enforcement

- 3.7 Surrey County Council and Surrey Police have a partnership called Drive SMART which aims to tackle concerns over speeding and anti-social driving. As part of this initiative local speed management plans have been developed for each District and Borough to identify the sites with speeding problems. When residents raise concerns about vehicle speeds at a particular location a speed survey is undertaken to determine the level of speeding taking place. Depending on the results of the survey, the road will then be added to the Runnymede Speed Management Plan and, in conjunction with Surrey Police, alternative appropriate options to reduce vehicle speeds are considered (which could be enforcement, education or engineering measures).

- 3.8 In response to concerns previously raised about vehicle speeds, Fordwater Road/Weir Road is one of the sites included on the Runnymede Speed Management Plan. As such, speeds are periodically monitored along this length of road. However, based on the results of recent speed surveys (see table 1 above) it is not a site currently being prioritised for Police enforcement since the limited resources available are being targeted at other sites assessed as having a more severe problem with excessive speed.

- 3.9 However, specialist road safety officers from Surrey County Council and Surrey Police meet regularly to reassess the priority of sites on the speed management plan. Fordwater Road and Weir Road will therefore be retained on the speed management. As such, vehicle speeds and collisions rates will continue to be monitored and assessed relative to other sites to determine whether the location should be targeted for speed enforcement or other measures.

Permanent Speed Enforcement Camera

- 3.10 There are currently no proposals to install new fixed site speed cameras in Surrey because the available funding is being used to undertake a programme of upgrading existing cameras. Many of these cameras still use film and are relatively old (with many parts now obsolete). As such, they are gradually being replaced by modern digital cameras.

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- 3.11 Even when funding is available to install new cameras, we would only consider installing new fixed speed cameras at the very worst collision hotspots where there has been a continuing history of collisions and where speeds have been measured and found to be excessive. This is because new digital fixed speed cameras are very costly to install and then require ongoing maintenance and processing of offences. (All the fines from cameras go to central government via the courts).
- 3.12 Whilst there is a history of personal injury collisions occurring in Fordwater Road and Weir Road, there are a number of other sites on the Runnymede speed management plan (and also the speed management plans for other Boroughs and Districts) that have poorer safety records. As such, these sites would be considered a higher priority than Fordwater Road and Weir Road if funding was currently available to install new speed cameras. In addition, the current guidance on the use of speed cameras includes criteria about specific levels of personal injury collisions occurring. The installation of speed cameras would only be considered at locations where these criteria are met. Fortunately, Fordwater Road and Weir Road do not have such a poor safety record that they meet the criteria.

Community Speed Watch

- 3.13 Community Speed Watch is an initiative that enables volunteers to work within their community to raise awareness of the dangers of speeding and to help control the problem locally. The leaflet attached at Annex 1 provides more details about the initiative.
- 3.14 Residents have been provided with information about Community Speed Watch and encouraged to consider forming a group. If they decide to do so then Surrey Police would provide all required training as well as ongoing support.

Improvements to Zebra Crossing

- 3.15 Some residents have suggested that the existing zebra crossing should be upgraded to a signal controlled crossing to help improve safety for pedestrians. In response to this suggestion the following points should be noted:
- Typically, the cost of installing a new signalised crossing is about £100,000. In this case, you would also have the cost of removing the zebra crossing. The total cost of such a proposal would therefore significantly exceed the total annual capital budget currently received by the Local Committee (the total capital allocation for 2017/18 was £36,363).
 - No pedestrians have been injured at the crossing over the last 5 years. However, there will occasionally be collisions at most controlled pedestrian crossings as well as “near misses”. This applies for both zebra crossings and signal controlled pedestrian crossings.
 - The minimum recommended distance that a signalised crossing should be installed from a junction is greater than for a zebra crossing. Due to this fact and the position of property accesses, a signalised crossing would potentially have to be sited some distance from the existing zebra crossing. This would move it away from the desire line for some pedestrians.

- 3.16 Further to the above comments, there are currently no proposals to replace the zebra crossing with a signalised pedestrian crossing. However, the existing belisha beacons at the zebra crossing will shortly be replaced by a new style of beacon that uses halo LED lighting to make it more conspicuous to drivers in all conditions. This will help further highlight the presence of the crossing. The new beacons are being funded by the county council's Road Safety Team and are expected to be installed before the end of March 2018.



Figure 3 – Example of beacon using halo LED lighting

4. CONSULTATIONS:

- 4.1 Surrey Police and Surrey Safety Camera Partnership have been consulted in the preparation of this report.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 There are no financial implications for Local Committee budgets resulting from the recommendations of this report.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 The Highway Service is mindful of its needs within this area and attempts to treat all users of the public highway with equality and understanding.

7. LOCALISM:

- 7.1 This report responds to a petition from residents about an issue of local concern.

8. OTHER IMPLICATIONS:

Area assessed:	Direct Implications:
Crime and Disorder	No significant implications arising from this report
Sustainability (including Climate Change and Carbon Emissions)	No significant implications arising from this report
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	No significant implications arising from this report
Public Health	No significant implications arising from this report

9. CONCLUSION AND RECOMMENDATIONS:

- 9.1 An assessment of speed data and collision rates for Fordwater Road and Weir Road indicates that there are a number of drivers that exceed the 30mph speed limit and that a number of personal injury collisions have occurred. However, there are a number of other sites on the Runnymede speed management plan that have both a lower level compliance with the speed limit and a poorer safety record. The limited available resources are therefore being targeted at a number of these sites and Fordwater Road is not currently being prioritised for attention.
- 9.2 However, specialist road safety officers from Surrey County Council and Surrey Police meet regularly to reassess the priority of sites on the speed management plan. Fordwater Road and Weir Road will therefore be retained on the speed management. As such, vehicle speeds and collisions rates will continue to be monitored and assessed relative to other sites to determine whether the location should be targeted for speed enforcement or other measures.
- 9.3 There are already a significant number of measures in place to highlight the zebra crossing on Fordwater Road to drivers. However, new beacons using halo LED lighting will shortly be installed to help increase the conspicuousness of the crossing.

10. WHAT HAPPENS NEXT:

- 10.1 Fordwater Road/Weir Road will remain on the Runnymede speed management plan and vehicle speeds and collisions rates will continue to be monitored.
- 10.2 New beacons using halo LED lighting will be installed at the zebra crossing on Fordwater Road.
- 10.3 Surrey Police will provide training and support if residents wish to proceed with forming a Community Speed Watch Group.

Contact Officer:

Jason Gosden – 0300 200 1003

Consulted:

Annexes:

Annex 1 – Community Speed Watch Leaflet

None

Sources/background papers:

None

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Safe Drive Stay Alive

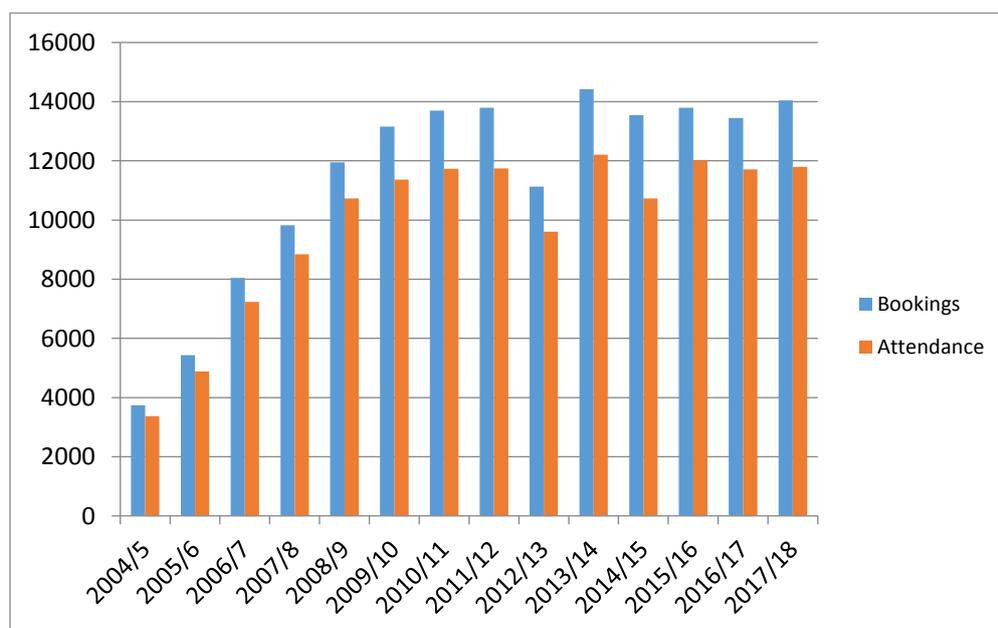


Overview

SDSA aims to positively influence the attitudes and driving behaviours of young people, reducing the frequency and severity of road traffic collisions and, therefore, the number of deaths and injuries on Surrey’s roads. Over the last 13 years we have invited, received and collated a large amount of feedback from students, teachers, parents, VIP invited guests, partner agencies and financial supporters (you can see some of these at www.safedrivesurrey.org) and this has been overwhelmingly positive, supporting the SDSA team’s belief that SDSA has a positive influence on young people’s attitude to driving and risk.

November 2017 performances

11 800 people attended the 19 performances in late October and early November, bringing the total audience, since April 2005, to just under 138 000. Our audience comprised 11 700 students, teachers/tutors/instructors, from over 90 schools, colleges, youth groups and the British Army, and over 100 invited VIP guests.



NB: Charging of £2.50 per person in 2012 affected booking numbers and attendance. Attendance in 2014 was affected by the cancellation of a performance, due to 500 students from Strodes College not being able to attend due to an accident on and partial closure of the M25.

Attendance - Schools from Runnymede Borough

Organisation - Name	% Attendance	Total Attendance	Total Booked	Adult Attendance	Adults Booked	Student Attendance	Students Booked
ACS Egham	91.80%	56	61	6	6	50	55
Fullbrook School	93.94%	93	99	4	4	89	95
Salesian Roman Catholic School	94.44%	170	180	10	10	160	170
Sir William Perkins School	97.06%	66	68	6	6	60	62
St George's School	98.54%	135	137	7	7	128	130
Strode's College	88.26%	466	528	16	18	450	510
Total	91.89%	986	1073	49	51	937	1022

Selection of feedback - November 2017

My daughter came to your performance at Dorking Halls with Reed's School recently and I wanted you to know that it really did impact on her and also her friends. She was really struck by the people who had been bereaved by dangerous/drink driving and how brave they were to speak to them so openly. I also wanted to say thank you for the Young Driver's magazine she came home with. What a great resource for new drivers and their parents. Thank you again to all involved. She passed her test on Saturday and I feel more confident that she understands the responsibility of being behind the wheel having heard your speakers.

Susie Horwood
Mother of attendee

I have rarely, if ever, attended such a powerful, hard hitting, perfectly organised, impactful event – congratulations to everyone involved with this excellent initiative. Particular thanks to the contributors on stage, who provided such moving personal stories in a way which reached the hearts and minds of everyone in the audience, young and not-so-young alike!

Jim Glover
High Sheriff in Nomination

Once again, a big thank you to yourself and your team for organising Safe Drive. I've heard so many conversations about it afterwards, which is a great sign and also I've had some really positive feedback from students and their parents about its impact.

Daniel Guyte
Head of Year 12
Woking College

On behalf of myself and my colleagues Sienna and Emily, we would like to thank you for allowing us to attend the Safe Drive, Stay Alive event yesterday in Dorking.

All three of us came away taken aback by the true impact of irresponsible driving, due to making poor choices, which can have life changing outcomes for those present at the RTC and the ripple effect impact on those closest to them.

Using real life stories and the public sector speakers made it all very real and present which drilled the core principles of the event into those watching in the audience. It is most certainly a great way to deliver the message. Previously attending a similar event whilst I was at College, 3 or 4 years ago, it struck me how much the presentation of stories has developed over the years with a much more diverse approach to how these RTC's can happen as a result of a range of poor decisions.

Every single one of the speakers are incredibly brave and inspirational to be using their pain into a positive approach to helping others, something many of us struggle with.

Holly Marks, Sienna King, Emily Corning
Surrey Family Services Interns

I wanted to thank you and the rest of the team behind Safe Drive Stay Alive for the presentation on Thursday 2 November at the Dorking Halls. Both myself and Simon Brown, the Road Safety Programme Manager for the Hertfordshire Road Safety Partnership, attended the morning session and found the event was very powerful and well put together, and very much welcomed the opportunity to network with guests. It was incredibly useful to look at ways in which we might refresh and improve the Hertfordshire programme of Learn 2 Live in the future. Please pass on my compliments to all the speakers and people who bring it together.

Katherine Ware
Senior Officer
Hertfordshire Road Safety Partnership

Thank you very much for you and your team for last night's presentation. With what I have heard from individuals it has been an eye opener and they also have mentioned about how professional the presentation and your team was throughout. If your team conducts any other presentation then we would be more than happy to take this opportunity and your support.

Sgt J Gore
The Princess Royal Barracks, Deepcut, Surrey

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Went to Safe Drive Stay Alive with my son last night in Dorking. What an amazing, enlightening and moving event. Thank you so much to all involved. Total respect for you all. It absolutely works. He is telling all his friends to go to the next one

Peter Bush
Business Improvement
Kier Highways

The performance was extremely well put together, it was real and to the point. It really touched me and many ways, I will never forget it that's for sure. It has made me aware of so many things, I admire all of the people that spoke and made the performance truly meaningful and heart-tugging. It was so beneficial and would recommend to all!!

Bethany Fowler
Student (via website feedback)

Runnymede locality feedback - From a previous year

I would like to take the opportunity to thank you for an amazing production, it is such a worthwhile project that has a very hard hitting message and a huge impact on the students that attend. Thank you.

Kind regards

Sandy Simpkins
Student Support Administrator
Fullbrook 6

Thank you - it's such a great performance and we're really keen for our students not to miss out.

Regards,

Caroline

Caroline Hewlett
Head of PSHE
Sir William Perkins's School

Online questionnaire - November 2017 - selection of results

How would you rate the quality of the overall educational experience of Safe Drive Stay Alive?

	Teachers	Students
Excellent	61%	47.6%
Very good	30%	33.1%
Good	9%	16.2%
Fair	0%	5.2%
Poor	0%	0.01%
Very poor	0%	0.01%

Do you feel your students/you benefitted from attending Safe Drive Stay Alive?

	Teachers	Students
Yes	96%	83%
No	0%	8%
Not sure	4%	9%

Would you recommend SDSA to other schools and colleges?

	Teachers
Yes	100%
No	0%
Not sure	0%

Results are based on 23 responses from teachers across 16 schools and colleges and 290 students/young people from 34 schools and colleges and 'others'.

12 month Independent Evaluation - Road Safety Analysis November 2015 performances - Report extracts - March 2017

Overview

The new films commissioned for use in November 2014 in Surrey were also used in the inaugural year of SDSA in Greater Manchester. Given the use of the same film in both areas and the partnership that has developed between the two sets of SDSA performances, it was deemed appropriate that the two areas jointly commission an independent evaluation of SDSA (Road Safety Analysis).

Methodology

Pre and post attendance questionnaire design used with 3 stages - October 2015, March 2016 and October 2016.

Pre stage captured views and attitudes of the young people before they attended SDSA. The questions were asked again 2 to 3 months after SDSA to see if any differences could be observed after attendance at the performance. Many interventions aimed at young people don't assess long term effect as it can be difficult to retain contact with them. We used Year 12 students for Stages 1 and 2 so that we could go back to them in Year 13 (Stage 3, October 2016) and see if any changes were still observed 11 or 12 months after SDSA.

We also used a comparison group of non-attending students to assess attitudes and opinions without SDSA attendance. These students that have participated in all 3 stages are there to assess natural change or the effect of outside influences. Without a comparison or control, we cannot be sure that any observed changes are not down to growing up, asking the questions more than once or external influences such as the learning to drive process, adverts on TV, a high profile local crash or even a storyline on a soap opera. A control group couldn't be used as this would involve randomly assigning students to attend or not attend – this wasn't practical. So comparison schools/colleges were chosen who had decided not to attend SDSA, or who were sending Year 13 students or were from neighbouring authorities who do not attend. Every effort was made to ensure the comparison students were as similar to attending students as possible.

The same questions were asked of both Greater Manchester and Surrey students, although for all 3 stages Surrey used paper questionnaires and for stage 1 and 2 GM used an online version. For stage 3, they have switched to paper copies as well.

Sample sizes - Surrey & Greater Manchester

Intervention group and Comparison group

October 2015 (pre) - 2166 and 308

March 2016 (post 1) - 1909 and 482

October 2016 (post 2) - 1096 and 479

Questions

There were 11 questions at the pre stage which asked them some basic demographic information (which we could use to match respondents in the various stages) as well as whether they planned to learn to drive. One question asked them about their levels of agreement with a variety of driving statements, focused on risky behaviour, which were designed to test their attitudes. The other 6 questions were based on a behaviour change theory called the Prototype Willingness Model (PWM).

This particular model was created to predict adolescents' behaviour and suggests that intentions are not always the best indicator of actual behaviour for adolescents as their behaviour, whilst willingly undertaken, is often not planned or intended. It is suggested that adolescents can find themselves in situations which facilitate risky behaviours and once in those situations, their willingness to engage in the behaviour will determine if they actually do it. Social norms and their views of the types of people who engage in risky behaviours shape their behavioural willingness as do their perceived

personal vulnerability – whether or not they think they will be able to get away with the risky behaviour.

The PWM questions focused on 7 risky behaviours: drinking and driving, using a mobile phone while driving, taking drugs and driving, not wearing their seatbelt and speeding in towns, on motorways and on rural roads. One question asked about their willingness to engage in the behaviours; others asked how likely their parents and then their friends were to engage in the behaviours; what were the chances of them being involved in a crash if they engaged in these behaviours; and how much their family and their friends would approve if they engaged in the behaviours.

The post questionnaire includes the same questions but with additional questions about what they thought about SDSA, for Surrey, the use of the Young Drivers Guide, and follow up work. The comparison group did not receive the additional questions.

Results

Many of the measures had high baselines – i.e. that the respondents were positive **BEFORE** SDSA. So we measured net change - of those that were negative at Stage 1, how many improved at Stage 2. **Whilst the percentage changes seem small, with high baselines, it is difficult to improve. These are, therefore, positive results.** We also undertook **statistical testing** on the mean scores for each question to determine if the difference between Stage 1 and Stage 2 was within the normal expected range or was greater than expected. **These results were all statistically significant**, based on those tests. Social norms were tested in how they saw the behaviour of others.

We didn't expect big changes in their views of their parents and family as they have not been exposed to the intervention. **It was very positive to see improvements in likelihood of friends, which suggests that they think their friends were affected by SDSA**, that they no longer want their friends to be the types of people who engage in these behaviours and/or **is a proxy for their own behaviour. All measures for friends' likelihood saw statistically significant improvement, apart from taking drugs and driving.** As with friends' likelihood, it is positive to see improvements in social norms. Something to note and think about for future – strong focus on driver behaviour that is potentially confusing their thoughts on how they should behave as passengers. **In summary, there were statistically significant differences between intervention and comparison groups.**

Evaluation results - 3 months

Safe Drive Stay Alive positively affected:

- Willingness
- Friends' Likelihood
- Family approval
- Friends' Approval
- Attitudes

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Many measures for each showed statistically significant differences between the Intervention Group and Comparison Group.

Safe Drive Stay Alive did not effect:

- Vulnerability
- Parents' Likelihood
- Passengers

Evaluation results - 12 months

'Success' was based on finding three conditions using ANOVA statistical tests.

13 questions met all three conditions, showing statistically significant improvements. These were:

- ❖ Willingness to use mobile phones
- ❖ Willingness to speed on rural roads
- ❖ Willingness to speed on the motorway
- ❖ Friends' likelihood to drink and drive
- ❖ Friends' likelihood to use their mobile and drive
- ❖ Friends' likelihood to speed on the motorway
- ❖ Friends' likelihood to speed on rural roads
- ❖ Friends' likelihood to speed in town
- ❖ Friends' approval if the respondent sped on the motorway
- ❖ Friends' approval if the respondent sped on rural roads
- ❖ Friends' approval if the respondent sped in town
- ❖ Attitudes towards being able to handle one drink and drive
- ❖ Attitudes towards friends making fun of them driving sensibly

"The evaluation has provided a unique insight into the efficacy of Safe Drive Stay Alive, through:

- the employment of large sample sizes
- consistent monitoring over time
- the use of a comparison group and
- utilising an adolescent-based behaviour change model to measure against.

Many evaluations of young and pre-driver education do not employ all or most of these elements.

Many of the successes from the 1st report are still present ...the improvements at 12 months in social norms, attitudes and willingness are all really positive”

Key findings & recommendations

Passenger related behaviours

- ❖ Did not improve to a statistically significant extent
- ❖ The intervention should be adapted to include more passenger focus.

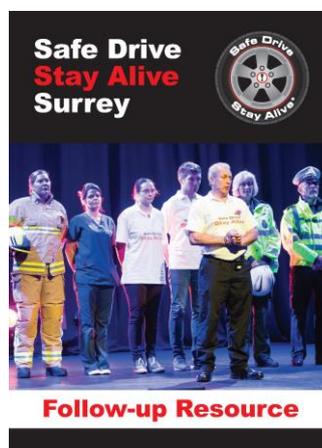
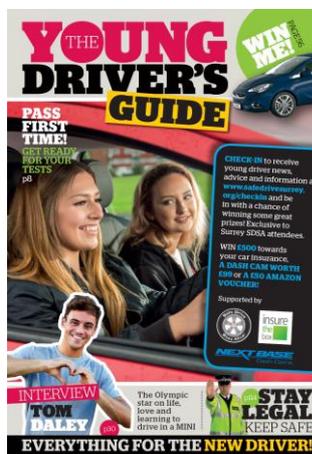
Personal Vulnerability

- ❖ Did not increase to a statistically significant extent
- ❖ Highlighting the alternative consequences of risky behaviour could be effective - such as loss of freedom and mobility and the resulting social stigma
- ❖ Credible coping mechanisms could be provided - either through SDSA itself or follow up lessons.

These recommendations have been a focus for development in 2016, 2017 and will be into 2018, This work includes extending learning through the Young Driver’s Guide, the Follow Up Tutor Resource Pack, incorporating additional Behaviour Change Techniques, and, most recently, Road Safety GB Connect.

Extended learning

In 2017, every attendee received a copy of the Young Driver’s Guide (see below), a SDSA trolley/locker coin key ring and SDSA wrist band and were encouraged to ‘check in’ to register their details www.safedrivesurrey.org/checkin in order to receive driver and road safety information updates (by email via RSGB Connect managed database) in the 12 months post performance. All schools have received copies of the Follow Up Tutor resource (see below) to support follow up work on Impulsivity, Distraction, Peer pressure, Mobile phones and Drink/Drug driving (see below).



ITEM 11

SDSA Greater Manchester shared this resource, with SDSA Surrey free of charge, having commissioned Dr Fiona Fylan, Leeds Beckett University, to guide and advise on how to construct the resource, incorporating activities, in four modules, that draw upon the latest Behaviour Change Techniques (BCT) research. Dr Fylan is a Health Psychologist who specialises in understanding the decisions that people make that affect their health and wellbeing and how to help people make more appropriate or less risky decisions. Fiona's research addresses a wide range of health related behaviours and focuses on two main areas: driving and vision. Her research on driving explores why people drive the way they do, the way in which they think about driving and how to change the decisions they make when driving, in order to increase safe and responsible driver behaviour.

Surrey roads - Killed or seriously injured

Young drivers & passengers of motor vehicles, whose drivers were aged 17 to 24, killed or seriously injured by year.

Year	Number	Year	Number
2004	122	2011	95
2005	110	2012	84
2006	124	2013	88
2007	119	2014	99
2008	114	2015	103
2009	114	2016	72
2010	61	2017	tbc

Breakdown by mode is shown below.

	Motorcyclists	Car Occupants	Goods Vehicle Occupants	Total
2004	27	89	4	122 - includes 2 Other Vehicles
2005	40	69	1	110
2006	39	80	2	124 - includes 3 Other Vehicles
2007	30	85	0	119 - includes 4 Other Vehicles
2008	30	80	1	114 - includes 3 Other Vehicles
2009	36	77	1	114
2010	17	43	1	61
2011	38	54	3	95
2012	39	44	0	84 - includes 1 Other Vehicle
2013	26	62	0	88
2014	53	44	1	99 - includes 1 Other Vehicle
2015	49	51	3	103
2016	38	30	3	72 - includes 1 Other Vehicle

Source: Surrey County Council

Delivery costs - November 2017

Transport (coaches)	£67 535
Venue (Dorking Halls)	£13 880
Young Driver Guides (12 000)	£6 650
Key rings (12 000)	£4 235
Wrist bands (12 000)	£2 160
Road Safety GB Connect - online database	£2 900
Amazon vouchers (RSGB check-in prizes)	£500
Catering (9 days for 25 people + VIPs)	£5 350
SDSA polo shirts	£308
Photographer (VIP)	£330
Total	£103 848

Equates to a cost of £8.80 per attendee, based on 11 800 attendees, compared to an estimated cost of £1.8 million for a road traffic collision fatality.

Performances planned for 2018

- 19 performances, across 9 days at Dorking Halls
- Tuesday 30 October - Friday 2 November
- Monday 5 November - Friday 9 November
- Includes VIP performance on Thursday 1 November - 10:30am
- Evening performance on Wednesday 7 November - 7:30pm

Web: www.safedrivesurrey.org

Email: safedrive@surreycc.gov.uk

Mark Taylor
Education & Youth Diversion Manager
Surrey Fire & Rescue Service
February 2018

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