



Economic Prosperity Environment and Highways Board
14 July 2016

Road Safety Trends and Interventions in Surrey

Purpose of the report: Scrutiny of Performance

Following an increase in road casualties in Surrey in 2014, a motion was debated by the Council on 13 October 2015. It was highlighted that the Economic Prosperity, Environment and Highways Board is the place for Member scrutiny of the council's road safety activities. This report describes the work undertaken by the council and partners to reduce road death, injury and anti-social use of Surrey's roads.

Introduction

1. Following an increase in road casualties in Surrey in 2014, a motion was submitted to the Council on 13 October 2015 expressing concern and requesting that a road safety task group be created in order to reduce the numbers of people killed and seriously injured on Surrey's roads. Following debate the council resolved via an amendment to the motion that:

"The council recommends that Cabinet requests that the Drive SMART Board continue to review the casualty data and come forward with recommendations about any further actions to tackle the casualty problem, noting that the Economic Prosperity, Environment and Highways Board is the place for Member scrutiny of this Council's road safety activities".

2. The report presented here describes the work undertaken by Surrey County Council and partners to reduce road death, injury and anti-social use of Surrey's roads. The report highlights the additional interventions funded by the Drive SMART road safety partnership to target particular groups identified as a priority in light of analysis of road safety casualty data recorded by the police.

Aims and Objectives

3. Surrey County Council's corporate strategy for 2016 to 2021 includes "Resident Experience" as one of three strategic goals so that "residents in Surrey experience public services that are easy to use, responsive and value for money". As part of this there is an aim to "work with partners to make residents safer". Reducing road casualties is an important part of this.
4. Reducing road casualties also supports the economy by reducing the amount of congestion that would otherwise take place in the aftermath of road collisions. Making roads *feel* safer (including locations where there may not be a large history of collisions) also influences a number of other corporate goals. For example, making roads feel safer can help to encourage more walking and cycling. This also helps to reduce congestion, makes communities more pleasant places to live, improves public health, and helps sustain local shops and businesses.
5. As well as the pain, grief and suffering associated with road collisions, the Department for Transport provide an estimate of the economic value of preventing road collisions for use in cost benefit analysis. The savings derive mainly from the lost economic output of the victims, the burden on emergency and health services and damage to property as summarised below:

• Fatal collision	£2,066,732
• Serious collision	£235,791
• Slight collision	£24,887
• Average for an injury collision	£77,825
6. Within Surrey the Drive SMART Partnership was renewed in 2015 with the following aims:
 - Reduce and prevent death and injury on Surrey's roads
 - Work with road users to reduce and prevent anti-social use of Surrey's roads
 - Provide oversight and scrutiny of the Surrey Safer Camera Partnership
 - Inform the strategic direction of casualty reduction in Surrey

What does the data tell us?

- Annex 1 contains an annual report of the trend in road casualties in Surrey by severity (killed, serious, slight), road user type and age, and by types of road. Where appropriate, Surrey's performance has been compared against the five-year baseline average from 2005 to 2009. This is the baseline set by the Government's Strategic Framework for Road Safety published in 2011. Casualty data for Great Britain for 2015 is expected to be published by central government later in the summer of 2016, after which our analysis will be updated to provide a comparison between Surrey and Great Britain. In the meantime the main findings are summarised below.

Headline figures

- There has been a reduction in fatal, serious and slight casualties in 2015 compared to 2014 when there had been a large increase. However the totals for fatal and serious casualties in 2015 were still higher than other recent years.
- Long term performance in reducing fatal casualties appears to be fairly good. There were 28 fatal casualties in 2015, which was 47 per cent lower than the baseline average.
- Long term performance in reducing KSI (killed or seriously injured) casualties has not been good in recent years. In 2015 there were 679 KSI casualties, which was 19 per cent higher than the base line average.
- Long term performance in reducing the total number of casualties in Surrey appears to be good. The total for 2015 was 5,099, which was 19 per cent lower than the baseline average and lower than any year since modern records began.

Road User Type

- Long term performance in reducing car occupant casualties appears to be generally good compared with other road user types.
- Long term performance in reducing pedal cyclist casualties has not been good.
- There has been an increase in motorcycle and pedestrian casualties in recent years.

Road Type

- Over two thirds of KSI casualties took place on built-up roads (with speed limits 40 mph or less). This is the only category of road and severity with an increase in casualties.

- The analysis has highlighted that there have been increases in casualties to vulnerable road users consisting of pedal cyclists, pedestrians and motorcyclists, and that most of the increase in KSIs took place on built-up roads (those with a 40 mph speed limit or less).
- Factsheets that provide more detailed analysis on these specific road user groups and topics are produced separately. These highlight in more detail the predominant types of people, circumstances and locations for these casualties so as to inform upon suitable interventions.

10. International and national data and research is also used to determine the priorities and interventions within Surrey. For example, we know that speeding, drink or drug driving, using a mobile phone, not wearing seatbelts and tiredness are key behaviours associated with increasing the risk and consequences of road collisions.
11. The Department for Transport have also highlighted that there was an increase in casualties across the whole of Great Britain in 2014, and that this was thought highly likely to be due in the most part to the extreme weather patterns experienced during that year.

How do we work together? The Drive SMART Partnership

12. Surrey County Council (including Surrey Fire & Rescue Service), Surrey/Sussex Police, the Office of the Police and Crime Commissioner for Surrey, joined together to renew the Surrey Drive SMART Road Safety and Anti-Social Driving Partnership in 2015.
13. The Partnership is governed by a Board chaired by the Cabinet Associate for Community Safety Services, Cllr Kay Hammond, and is attended by the Deputy Police and Crime Commissioner, Surrey/Sussex Police Assistant Chief Constable and the Chief Fire Officer. The Drive SMART Board has responsibility for overall strategic direction of activities in Surrey to improve road safety and reduce anti-social driving. The Board is responsible for monitoring success through scrutiny of the number of reported casualties on Surrey's roads and public confidence associated with road safety and anti-social driving.
14. All safety (speed and red light) camera operating costs are now fully recovered from part of the fees charged to offenders for attending diversionary courses instead of receiving the usual fine and penalty points. Any further surplus is reserved for investment in road safety interventions. The Drive SMART Board is responsible for monitoring the financial sustainability of the partnership, as well as approving bids for investment of the surplus funds.
15. A Drive SMART working group comprising county council and police road safety specialist coordinate the day to day running of partnership activities, analysis, evaluation, and develop bids for investment in road safety.
16. The county council road safety team also host road safety working groups for each of the 11 district and borough areas in Surrey, each meeting twice a year. These meetings involve police road safety specialists, local highways colleagues and sustainable school travel colleagues. The meetings review personal injury collision data for each district or borough to identify any collision hotspots which might be addressed by highway or enforcement intervention, developing and agreeing schemes to tackle them. Local speed management plans are also reviewed and amended by the working groups.

17. The table in Annex 2 lists the interventions that we currently undertake, which organisations are responsible for delivering them, and which issues each intervention addresses. Interventions in road safety traditionally consist of one of the “three Es” (Education training and publicity, Engineering and Enforcement). In addition to this a fourth “E”, Evaluation will be crucial to ensure continuing success. A description of each of the interventions is provided below.

Road Safety Highway Engineering

18. Road safety engineering involves the identification of sites with a continuing history of collisions, including investigating the extent and nature of the problem. Road improvements are 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, reduced speed limits, redesign of junctions or crash barrier safety fencing on high speed roads. Schemes are prioritised based upon the likely level of collision savings for the expected cost of the scheme.
19. The county council has allocated an annual central budget of £200,000 for this purpose. In addition each local committee has an annual budget provided by the county council for highway improvements. The local committees decide how their budget is spent in their area and will weigh up other factors such as safety, congestion and accessibility in deciding which schemes to invest in. Funding deriving from developments can also be used to contribute to road safety highway improvements. Collision hotspots have also been tackled as part of major schemes funded by the Local Enterprise Partnerships.
20. Over the last four years from 2011/12 to 2015/16 a total of 97 highway road safety schemes have been implemented using the central budget (supplemented by other funding described above). These have been implemented at sites that have together suffered a total of 1,295 casualties in the three years prior to scheme implementation. Monitoring of the 42 schemes (out of 97) for which a full 3 year after period has elapsed has demonstrated an average casualty reduction of 40 per cent at these sites.
21. The county council’s road safety engineering team also undertake road safety audits of new highway schemes. Road safety audits fulfil a statutory duty to provide 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 Road Traffic Enforcement

22. Some of Surrey's roads suffer road casualties and speeding, with some roads suffering more than others. To address this we have developed local speed management plans for each Surrey boroughs or districts to make sure we direct our resources to the roads that need them the most.
23. These plans list all the roads that have been raised as cause for concern by local communities, the number of road casualties and the extent of the speeding at each site. Where speeding has been confirmed the plan will describe the work that will be undertaken to try to tackle the problem at each site. This may include additional police traffic patrols, police roadside enforcement or deployment of vehicle activated signs.
24. Some sites may be suitable for community speed watch where police work with local residents to record speeding vehicles. The plans also help to highlight any highway engineering improvements that may be possible to address the problems being experienced. The police undertake enforcement via a variety of methods:
25. **Neighbourhood teams**, including dedicated Casualty Reduction Officers, are able to provide enforcement by pulling vehicles over and providing advice to drivers or issuing penalties at the roadside. There are six Casualty Reduction Officers covering Surrey. Speeding vehicles can be detected using a hand held laser, after which drivers will be stopped at the roadside. Safety cameras operated by police officers can also be used to record speeding vehicles, after which a notice of intended prosecution will be issued through the post to the registered keeper of the vehicle.
26. **The Roads Policing Unit** provide force-wide cover for incidents on strategic roads and serious road traffic collisions. This unit has more powerful cars and highly trained drivers. When not responding to incidents, they target hotspots 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.
27. **Area Patrol Teams** provide the main 24/7 response policing across the county. A number of colleagues within the Targeted Patrol Teams are trained in the use of hand held lasers and tactics to deal with poor driving. They also target hotspots identified by the Casualty Reduction Officer on their aligned borough or district.

28. **Fixed safety 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. There are 26 speed camera housings in Surrey.
 - 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. There are nine red light camera housings at nine different junctions in Surrey.
 - 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. There are seven combined speed and red light camera housings in Surrey at five different junctions (two junctions have two cameras).
 - Average speed cameras record the time at which a vehicle enters and exits a zone to measure the average speed. There are two permanent schemes on Highways England roads on the A3 through the Hindhead Tunnel and on the M3 junction with the M25. The first permanent scheme on Surrey County Council roads is due to be installed on the A217 Reigate Road between the M25 and Banstead crossroads in the coming months.
29. In the three year period prior to enforcement there was a total of 111 KSI casualties and 840 casualties in total at these 40 fixed safety camera sites in Surrey (excluding the average speed camera schemes on Highways England roads). The enforcement has contributed to a reduction of 52 per cent in KSI casualties and 37 per cent in the total number of casualties at these sites.
30. All police and county council costs associated with the operation of fixed safety cameras are recovered from part of the fee charged to drivers who are detected by camera and are then offered and attend a rehabilitation course (described below) rather than the usual penalty points and fine. This also provides a source of funding to upgrade the old wet film cameras (which are becoming obsolete), with new digital cameras. It also allows for a fund to be set aside for the Drive SMART Board for reinvestment in road safety.
31. Fixed speed cameras are also used to enforce the variable speed limit on the M25 managed by Highways England. The primary purpose of the variable speed limit is to regulate and improve traffic flow. A reduction in casualties is a likely additional benefit.
32. **Mobile speed camera** enforcement consists of a speed camera vehicle 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 are limited by

the need to have a safe roadside location to deploy to, and cannot operate at night, so should not be seen as an alternative to fixed cameras. Instead they are deployed to supplement the enforcement provided by fixed cameras on stretches of road where the collisions are spread over a longer distance or in response to community concerns over speeding where there aren't any or very few collisions meaning that investment in a permanent fixed camera could not be justified.

National Driver Offender Retraining Courses

33. Surrey police offer a range of courses through the National Driver Offender Retraining Scheme. Over 39,000 offenders attended courses in Surrey in 2015. The national courses are designed to change the behaviour of low level motoring offenders instead of imposing the usual penalty points and fine. The offenders have to pay to attend and when a person has successfully attended and completed a course their details are kept on a national database. This ensures that if a person is caught committing the same type of offence within three years from the date of the original offence they cannot be offered another course. The courses are designed by a national development group that includes leading behavioural-change and transport academics. A summary description of the courses is provided within Annex 3.

Community Speed Watch

34. 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. As of April 2016 there were a total of 221 approved sites, with the majority situated in Waverley (56), Tandridge (44) and Guildford (42). A total of 2,192 letters were issued during the first quarter of 2016. Ten drivers were detected as third time offenders and will be subject to a visit from a Casualty Reduction Officer if traced locally.

Roadside Education and Enforcement Days

35. Roadside Education and Enforcement Days 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 meet with county council officers at the road side who will provide an education session to highlight the potential consequences of their driving behaviour, instead of being issued with the usual penalty. For some events other government agencies such as the Vehicle and Operator Services Agency have also taken part, and police colleagues are also able to enforce other vehicle defect or document offences. At the current time one event is held within each district or borough per year.

School Speed Watch

36. School Speed Watch involves police officers stopping drivers who are detected speeding in the vicinity of a school. The drivers are then offered the opportunity to meet with school children under the supervision of county council officers 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 than offering the education option. At the current time there are two school speed watch events for each district or borough during the summer school term.

School Crossing Patrols

37. 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 patrol sites. The county council’s policy is to continue to provide funding for all high and medium risk sites, but will take the opportunity to review any low risk sites that become vacant over time. This will provide an opportunity to assess what solution would be the most effective to improve road safety before taking a decision on whether to recruit a replacement.

Pedestrian Education and Training

38. Surrey County Council’s School Sustainable Travel Officers 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 enhances children’s perception of the dangers of traffic, giving them a clear understanding in how to become a responsible pedestrian, and to provide them with the necessary skills to cross a road safely.
39. Training can also be provided by parent volunteers and teaching assistants who have themselves been trained by council officers to deliver the course. In addition, the council’s officers also provide self-help educational resources for use by teachers as part of the national curriculum, along with interactive online Personal Learning Assessments for use by individuals to improve their knowledge of road safety.
40. Although road safety services are provided and offered to all Surrey’s schools, a more proactive approach to sustainable travel and road safety is taken with schools that have a high number of journeys over a short distance, and where the school and pupils are located within an area with a high index of multiple deprivation. This is because analysis has shown a link between deprivation and increased incidence of road casualties.

Pedal Cycling Education and Training

41. "Bikeability" is the national standard for practical cycle training. Surrey County Council has a registered scheme with 70 accredited Instructors. Three different types of courses are provided:
- Level 1: basic balance and control skills, taught in the playground currently for year 5 (ages 9 to 10). Currently two instructors are allocated to teach classes of 20 trainees. About 4,000 pupils were trained in Surrey in academic year 2015-16.
 - Level 2: cycling on quieter roads, for year 6 (ages 10 to 11). Currently two instructors are allocated to teach classes of 8 trainees. About 6,100 pupils were trained in Surrey in the academic year 2015-16.
 - Customised cycle training: this includes a range of training outside of our 'certificate' training. It is made available to adults as well as young people - Learn to Ride, Family Cycle Training, Adult Refresher. It also includes the Level 3 certificate, cycling skills on busy roads. These are typically delivered on a one-to-one ratio. About 400 people were trained in Surrey in the academic year 2015-16.
42. Currently most of the cycle training courses that are provided are Level 1 and 2 courses delivered via schools. 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. Consequently the cycle training service operates on a cost-recovery basis.

Secondary School Theatre in Education Drama Workshops

43. Road safety education is delivered to secondary school aged pupils through the provision of Theatre in Education drama workshops within schools. A professional drama workshop company is commissioned by the county council to provide the workshops. The performances are provided to the following two year groups so as to follow an overall strategy of drip-feeding road safety education to schoolchildren over a number of years:
44. **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. About 7,500 pupils attended this in the last academic year 2014-15.
45. **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 (such as mobile phones) in readiness to them becoming new drivers or motorcyclists. About 7,500 pupils attended this in the last academic year 2014-15. The workshops provided to this age group then lead on to the Safe Drive Stay Alive stage performance described below.

Safe Drive Stay Alive Stage Show

46. Surrey Fire and Rescue Service are the lead organisation responsible for the award winning Safe Drive Stay Alive stage show. This is currently performed at Dorking Halls 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. Over 10,000 have attended each year.
47. The show is based around filmed reconstructions of road traffic collisions 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 or serious injuries.
48. The cost of Safe Drive Stay Alive has been met through the generous donations provided by corporate sponsors, a grant from the Police and Crime Commissioners Community Safety Fund, and funding from the Drive SMART Board. In 2011 a nominal fee was introduced but this negatively affected attendance and so was removed.

School and Workplace Travel Planning

49. Surrey County Council has a statutory duty to undertake school travel planning. Workplace and school travel plans are often required through the planning development process (such as the school expansion programme), 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. There are over 100 active school travel plans associated with the school expansion programme.

“BikeSafe” Motorcycling Courses

50. 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 observers from the Institute of Advanced Motorists. Attendees pay a £50 fee to cover the cost of the course and there were a total of 205 attendees in 2015 which was the highest number of any force outside London.

Community Engagement Events

51. **The “Ride it Right”** annual motorcycling event is hosted by Surrey Fire and Rescue Service. The most recent event took place on the 8 May 2016 at Guildford Fire Station. The event is similar to a trade fair for motorcycling enthusiasts with a number of the major motorcycle manufacturers being present. The event provides an opportunity to engage with the target audience of motorcyclists on road safety issues including free tyre safety checks and demonstrations from experts from the medical profession on accident scene management and first aid for oneself or others if involved in a crash.
52. **Children’s Trust Super Cars, and Wings & Wheels** are large events for motoring and aircraft enthusiasts held at Dunsfold aerodrome. Surrey Safety Camera Partnership will join forces with Sussex Safer Roads Partnership to provide a stand at both shows in order to engage with the public on various road safety topics with supporting merchandise and information to help deliver road safety messages.

Pre-School “Playbox”

53. Surrey County Council developed and issued 80 road safety "Playboxes" to nurseries across Surrey in 2011. Research has shown that a child’s brain goes through a tremendous acceleration of development from an early age and they respond quickly to learning through practical interactive play. Small children have very little road safety knowledge until they attend school at age five. Therefore the “Playbox” was developed to in order to introduce basic road safety skills to pre–school children as early as possible. Due to popular demand the Drive SMART Board have agreed to fund £2,000 toward the purchase of another 80 “Playboxes” during the current financial year.

Main issues and Drive SMART investment for 2016/17

Safety Camera Digital Upgrade

54. The existing “Gatso” brand safety cameras used in Surrey have been effective in reducing road casualties, but are becoming obsolete. They use old fashioned “wet” camera film which has to be changed regularly and then developed for offence images to be viewed. The supplier has advised that the technology is now so old that they can no longer guarantee that spare parts will still be available. Replacement of the existing cameras with digital technology will maintain the reduction in casualties that has been achieved at sites that had previously suffered a history of collisions. New improved camera technologies (such as average speed cameras) also provide the opportunity to enhance the enforcement deterrent and achieve an even greater reduction in casualties.
55. During the current financial year a budget of £400,000 derived from driver offender retraining course fees along with £400,000 from the C2C Local Enterprise Partnership will be invested in upgrading safety cameras to digital technology at no cost to the police or county council.

The latter is being used to replace three “Gatso” brand spot speed cameras with an average speed camera system on the A217 Reigate Road between the M25 and Banstead. As well as enhanced casualty reduction, this investment will ensure that camera enforcement across Surrey will continue to be self funding. It will also allow for any surplus funds to continue to be invested in additional road safety interventions via the Drive SMART Board.

Pedestrian Casualties

56. Analysis of collisions in Surrey has highlighted that there has been an increase in pedestrian casualties in recent years - the total number of KSIs in 2015 was the highest for at least 15 years. The majority of pedestrian casualties (over 80 per cent) occur within urban areas on 30 mph speed limit roads. Child pedestrian casualties are the only age groups for which there has been a decrease in the total number of casualties compared with the baseline.
57. National research and best practice highlights that pedestrian safety can be improved through slower vehicle speeds in urban areas. Analysis of pedestrian casualties across Surrey earlier this year identified a number of clusters of pedestrian casualties (where the casualties took place within 20 m of each other). The road safety engineering team are seeking to address these where possible as part of major schemes funded by the Local Enterprise Partnerships. For example a cluster at the junction of Waterloo Road with the High Street in Epsom is being improved as part of Epsom “Plan E”. It is hoped that another cluster at the junction of Bridge Street with Onslow Street in Guildford will be addressed in the long term by a bid to the Local Enterprise Partnership for improvements to the Guildford town centre gyratory.

Road Safety Initiatives Funded by the Drive SMART Board

58. In the current financial year the Drive SMART Board had a budget of £127,000 from fees from driver retraining courses. Following consideration of the collision data and issues the Board have so far agreed to provide £112,000 for the following initiatives:
 - Cycling Safety Media and Publicity Campaigning (£35,000)
 - Secondary School Theatre in Education Drama Workshops (£60,000)
 - Young Motorcycling Casualties (£15,000)
 - Pre-School Play-box (£2,000)
59. Analysis has highlighted a general increase in the number of cycling casualties in recent years in Surrey. This is not likely to be because cycling has become more dangerous, rather it is more likely to be due to an increase in the amount of cycling in recent years.
60. Detailed analysis has shown that a large proportion of cycling casualties involve motorists pulling out in front of cyclists at junctions (including roundabouts). There are also concerns expressed by Surrey residents regarding anti-social behaviour of sports cyclists. Therefore the Drive

SMART Board have allocated £35,000 to campaigns that will try to address these issues. This will be combined with £10,000 from the county council's central communications budget and a £1,500 contribution from Mole Valley District Council. The campaigns will include a social media based campaign to engage with sports cyclists, and a campaign to promote safety messages to everyday cyclists (those who may not be sports cyclists). This will be combined with messages to drivers on how to share the road with cyclists and advice to cyclists on being considerate to other road users on shared paths.

61. Theatre in Education workshops (described above in paragraphs 43 to 45) have been provided in Surrey's secondary schools for the past seven academic years. The Drive SMART Board have allocated £60,000 to maintain this service for Year 7 (aged 11-12) and Year 11 (aged 16-17). Without the Drive SMART investment in Theatre in Education there would be no other road safety intervention delivered to secondary school pupils in Surrey.
62. Analysis has highlighted that there has been an increase in motorcycling casualties in Surrey in recent years. Although there was a reduction in KSIs in 2015 compared to 2014, the numbers in these two years were the highest for at least 15 years. More detailed analysis has highlighted that about one third of KSIs were in the 16-14 age group, overwhelmingly male, and predominantly in urban areas on 30 mph roads on lower powered motorcycles. The Drive SMART Board have agreed to provide £15,000 funding towards a media and publicity campaign. This will deliver messages such as:
 - Wear appropriate clothing (not a "hoody", shorts and flip flops...) instead a protective jacket, gloves, boots and trousers, otherwise the consequences are not attractive...
 - Watch out for vehicles pulling out in front of you from side roads
 - Take care when filtering/overtaking
 - Don't speed and take risks

Conclusions

63. There was a reduction in road casualties in 2015 compared to the high numbers experienced in 2014 in Surrey. The Department for Transport have highlighted that there was an increase in casualties across the whole of Great Britain in 2014, and that this was thought likely to be due in the most part to the extreme weather patterns experienced during that year. Despite the reduction in 2015 compared to 2014 in Surrey, analysis has highlighted that there have been general increases in cyclist, pedestrian and motorcycling casualties over recent years.
64. Last year Surrey County Council (including Surrey Fire & Rescue Service), Surrey/Sussex Police, and the Office of the Police and Crime Commissioner for Surrey, joined together to renew the Surrey Drive SMART Road Safety and Anti-Social Driving Partnership.

65. This has resulted in all the costs associated with safety camera enforcement being recovered from part of the fees charged to offenders for attending driver retraining courses. Money from these fees has also contributed to investment in an essential upgrade of safety cameras to digital technology. This will maintain the reduction in casualties that has been achieved at these sites and will ensure that camera enforcement across Surrey continues to be self funding.
66. This will also allow for any surplus funds from driver retraining courses to continue to be invested in additional road safety interventions via the Drive SMART Board to supplement the existing engineering, enforcement and educational interventions already undertaken by the county council and police. This will be informed by continuing analysis of road collision data to ensure that initiatives are intelligence led and evaluated to ensure value for money.

Recommendations:

67. The Economic Prosperity Environment and Highways Board are asked to note that:
 - Although there was a reduction in road casualties in 2015 compared to 2014, there have been general increases in cyclist, pedestrian and motorcycling casualties over recent years.
 - The Drive SMART partnership has been renewed, and this will ensure that safety camera enforcement will be self funding. It will also allow any surplus funds from driver retraining courses to be invested in additional road safety interventions.
 - The road safety interventions delivered in Surrey are based on analysis of local and national data and research to ensure that they are intelligence led and evaluated to ensure value for money.

Next steps:

The Drive SMART Partnership will continue to monitor the number of casualties, and will continue to invest, monitor and evaluate road safety interventions based upon analysis of road collisions, national research and best practice.

Report contact: Duncan Knox, Road Safety Team Manager

Contact details: 0208 541 7443 duncan.knox@surreycc.gov.uk

Sources/background papers:

- Annex 1: Interim Road Casualty Report 2015
- Annex 2: Road Safety Interventions
- Annex 3: National Driver Offender Retraining Courses

This page is intentionally left blank