

**North East  
Regional Road Safety Resource**

**Project Report: 21**

**2009/10 Monitoring Report**

**March 2010  
By Daniel Barker**



## **Purpose**

The purpose of this report is to review and evaluate the performance of the North East Regional Road Safety Resource over the past 12 months, particularly looking at how a change in funding and governance affected its work.

## **Background**

The North East Regional Road Safety Resource (hereby known as the 'project') was set up and funded under the Department for Transport's (DfT) road safety grant scheme on 1 April 2007. Under the scheme, the projects life span was set at two years and after this time the DfT funding element ceased.

Over this initial 2 year period the project's aim was to support data led education, training and publicity (ETP) campaigns by identifying and targeting issues of concern, facilitating programme planning, and supplying information to inform ETP's. This was primarily done at a regional level, working with groups such as Road Safety GB NE and the North East Road Safety Forum.

The success of the project over its first two years was rewarded with continued funding from three road safety organisations within the region. The Northumbria Safer Roads Initiative, Durham County Council, and the Cleveland Strategic Road Safety Group agreed to carry on funding the project for a further two years, from 1 April 2009.

Monitoring and evaluation are areas that have been built into the work programme of the project since its set up in 2007. This report looks to analyse the performance and workings of the project over the past 12 months, i.e. since the change in funding.

## **New Funding Arrangements**

The project was set up under the DfT grant funding scheme in April 2007. The funding lasted until March 2009 and till this time the project fell under the governance of the scheme. From April 2009, thanks primarily to a successful evaluation report, the project secured funding from 3 local organisations; the Northumbria Safer Roads Initiative, Durham County Council, and the Cleveland Strategic Road Safety Group. The funding split was based upon the KSI casualty figures for the 1994-98 baseline period; in line with the current 2010 strategy. The funding split for 2009/10 stands at:

- Northumbria Safer Roads Initiative - £30,605 (58.6%)
- Durham County Council - £12,430 (23.8%)
- Cleveland Strategic Road Safety - £9,192 (17.6%)

With the change in funding came a change in governance and a slight change to the project's remit. Under the DfT funding scheme the project could only

function at a regional level and primarily worked with and for regional bodies only. However, over the past 12 months the project has expanded its remit and worked closely with several local authorities (for example Durham County Council and Hartlepool Borough Council) and sub-groups (for example the Northumberland Young Driver toolkit) on the planning and implementation of smaller ETP campaigns.

Funding for 2010/11 has already been agreed with the same three funding partners.

## **Project Website**

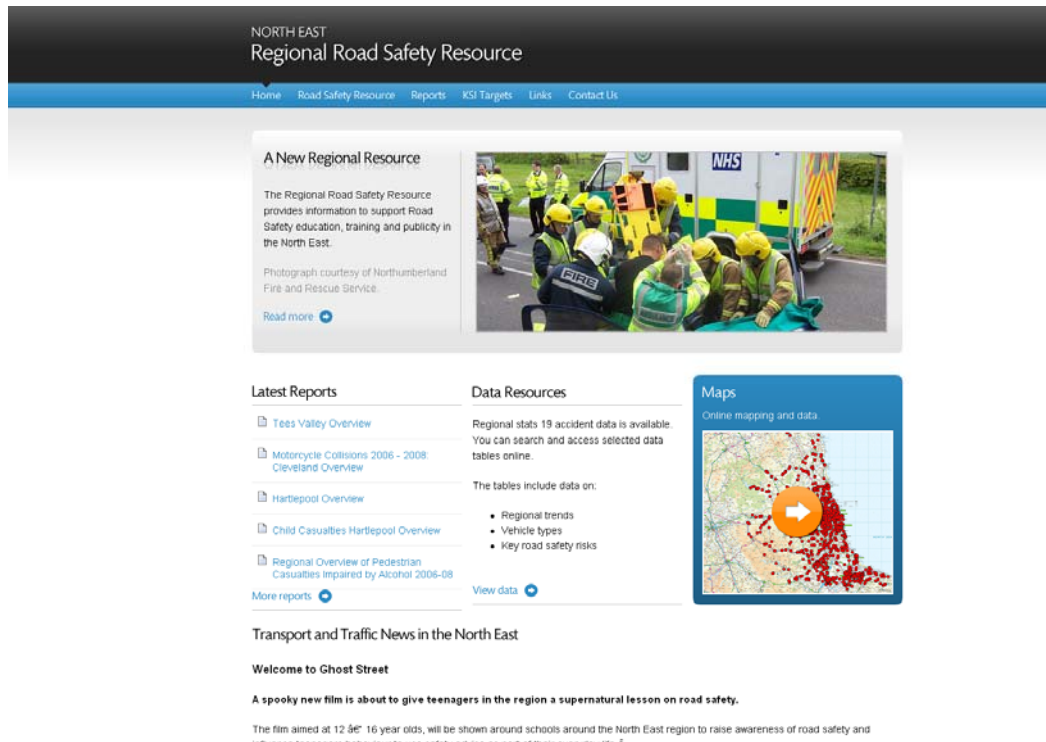
The project website ([www.neroadsafety.org.uk](http://www.neroadsafety.org.uk)) has been live for around 2 years and still provides the ideal platform to disseminate the majority of the work carried out by the project. Over the past 12 months it has been developed further to provide a better service to users and provide even more data and information. The following are key changes/updates that have been made to the website over the past 12 months:

- A further 9 project reports have been added to the website, which cover a variety of different road safety issues, for example 'Drink Driving'.
- The mapping element of the website was developed to allow users to view some restricted information about each individual collision, for example date and time, as well as a base map of higher definition.
- The campaign calendar was updated to show the events of 2009-10 and the format changed so that users could see further details of the individual events being held around the region.
- All collision/casualty figures were updated with the verified 2008 Stats 19 data.

Website usage remains high within the region and many road safety practitioners have contributed to its content with updates and additional information. A recent survey of users shows that the vast majority (92%) of road safety practitioners in the region have visited the website and used one or more of the many resources available. Reports and data tables are the most commonly used resources on the website. However, the success of the website relies upon the support of its users, as the data aspects of the site can only take it so far. With this in mind the website has been further advertised around the region at various road safety meetings, in an effort not only to bring new users to the site but also to keep the information online current and relevant.

On a wider level the website has received attention from several organisations outside of the region. Seen as an example of good practice, the project was visited by representatives from RSS and Merseyside Police who were keen to learn the full functionality and mechanics behind the website. Both went away with new ideas on how they too could display road safety information on the internet.

In the coming year it is planned that the website will be developed even further to become a more enhanced 'show case' for not only the project but all road safety work taking place in the region. Possible changes include individual force area and HA pages. The plan is to make the website a totally integral part of ETP planning and implementation in the region; where possible featuring best practice and guidance to road safety practitioners both regionally and nationally.



## Reports & Data Requests

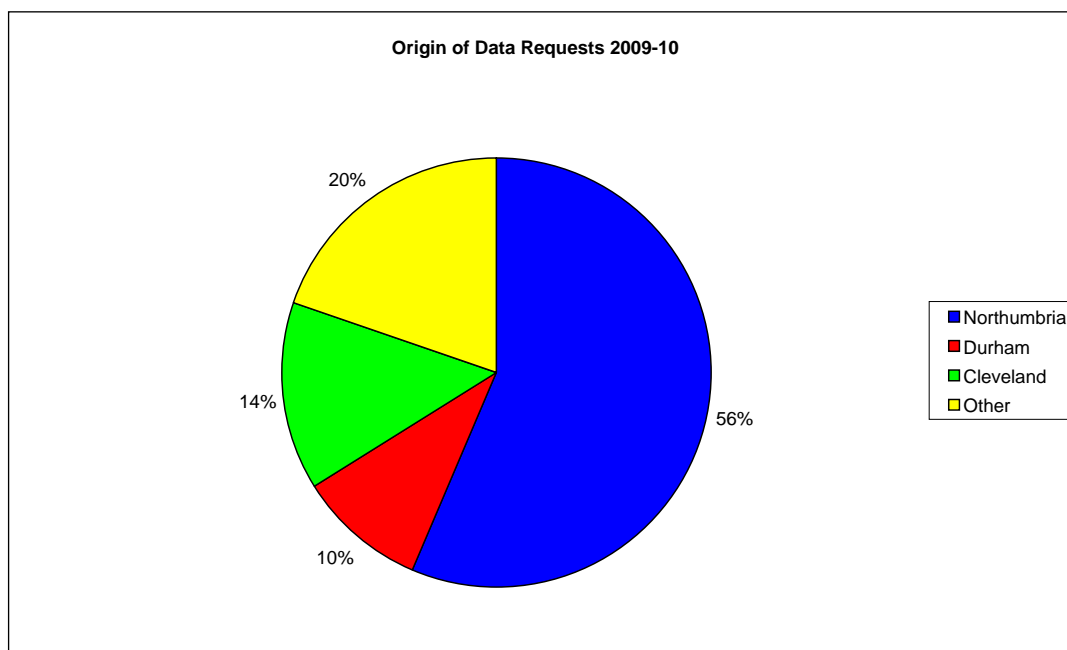
Built into the work programme of the project over the past 12 months were regular casualty reports. Each report is aimed as an overview of a different road safety issue in the region, and supplies detailed data analysis and information regarding a particular issue. Road safety practitioners can use the reports as information tools to better inform the planning and implementation of their ETP and enforcement campaigns. All reports are published on the project website ([www.neroadsafety.org.uk](http://www.neroadsafety.org.uk)). The recent survey of users showed that the overview reports are the most used resource that the project offers and one which is regularly used to inform ETP and enforcement campaigns.

Over the past 12 months the project has written 9 different reports. The topic of each was either at the request of a road safety practitioner/organisation in the region or an area of interest of the project itself. The majority of the reports have been regional overviews but under the new funding arrangements several reports were written specifically for a local authority or police force area. The 9 reports are listed below

- Bus Passenger Casualties (Regional Overview)
- Drunken Pedestrian Casualties (Regional Overview)
- Elderly Pedestrian Casualties (Regional Overview)
- Hartlepool Casualty Overview
- Child Casualties (Hartlepool Overview)
- Deprivation (Regional Overview)
- Drink Driving (Regional Overview)
- Motorcycle KSI Casualties (Cleveland Overview)
- Tees Valley Casualty Overview

Data requests are one of several work streams that come into the project on a regular basis. Requests are generally ad hoc and come in from road safety practitioners based around the region and on occasion national sources too. The user survey showed that around 86% of road safety practitioners have requested data/information over the past 12 months. Since the change in funding arrangements the project has received 71 different data requests. This is an increase of 62% compared to the previous 12 month period. Virtually all of these requests have been for region-wide data and information; however, there has been an increase in localised requests since the funding change. The project has all the tools and data to carry out analysis at a local level.

The majority of requests have come in from road safety practitioners working within the Northumbria police force area and a significant number have come in from regionally based organisations (for example GONE, RSGB NE, and the Highways Agency). However, it should be noted that requests from the Cleveland force area have been on the increase in recent months, and that the project contributed heavily to an overarching road safety strategy document in Durham (which encompassed all road safety issues).



## **New Data Sets**

Primarily the work of the project focuses on Stats 19 collision data, which is supplied by the 3 police forces in the region. Since the start of the project this data has been analysed thoroughly, identifying various trends and patterns where possible. Whilst the Stats 19 data holds a host of information relating to the conditions of a collision, and who was involved, it is restrictive in other ways, for example it does not give ways to interact and communicate with the road users involved. The project recognised the need for further data relating to the marketing and interaction with certain groups of people and in early 2009 purchased the Mosaic Public Sector software. Mosaic is based on a host of different datasets relating to the population and the various different areas in which they live. The software uses postcode data as the key reference to determine the characteristics of a said group of people. This is where the project was able to link Mosaic with the Stats 19 collision data. Casualty and driver postcodes are held within the Stats 19 data and the project has been able to link these with Mosaic. This link has proved to be extremely valuable to the planning and implementation of ETP campaigns in the region over the past 12 months. It has allowed road safety practitioners to target specific groups with relevant media and messages so that all campaigns have the maximum impact possible, examples include a regional young driver campaign and a regional elderly driver campaign by RSGB NE. The project plans to carry on working closely with Mosaic over the next year and further explore its capabilities as a road safety tool.

Another data set which the project explored over the past 12 months was the Index of Multiple Deprivation (IMD). The IMD explores the various factors that contribute to deprivation (for example Income and Health) at a lower super output level. This data is the main national scoring used to determine the levels of deprivation in a given area. Research around the country has proved that there is a link between vulnerable road user casualties, for example child pedestrians, and the more deprived areas of the country. The project carried out a similar study for the region, comparing both collision location and casualty address with the IMD scoring system using GIS software. The results clearly showed that with the region there was links between some road user groups and deprivation levels. A full report of the findings can be found on the project website ([www.neroadsafety.org.uk](http://www.neroadsafety.org.uk)). The project plans to further investigate the links between deprivation and casualty levels by looking separately at the seven factors which make up the overall IMD scoring.

As part of the recent user survey the question was asked what further data sets did users require for their work in road safety. Most responses indicated that no further new data sets are currently needed by road safety practitioners; more of the same was the general response. However, the project will always endeavour to develop its work further and stay current to meet the needs of users. The survey also showed that the need for regional data was highest amongst road safety practitioners in the region, however, there is also a need for more localised data and the project meets this need too.

## Regional Calendar

The project has continued over the past 12 months to co-ordinate, inform and promote the regional campaign calendar. This work has involved, not only pulling together information regarding individual road safety events, but also supplying data and information so that organisations launch events/campaigns at the correct time of year. For example, all 4 of the RSGB NE campaigns ran this year were based and timed on the data and information that the project supplied. In this way road safety campaigns in the North East can be data/intelligence led and therefore have a maximum impact on the target audience. The regional calendar is available on the project website ([www.neroadsafety.org.uk](http://www.neroadsafety.org.uk)) and updated regularly.

Since the change in funding arrangements the calendar has been developed further to include more localised campaigns and events, as well as still maintaining both the regional and national campaigns. Working closer with local authorities the project has helped plan and implement smaller road safety campaigns and incorporated these into the regional calendar. For example, the project supplied data in relation to young driver casualties within the region to the Gateshead road safety team, who used the data to co-ordinate a training programme they wished to run with this age group. Therefore not only was this programme data led it fed into the regional calendar of events too. In this way the calendar has kept all road safety practitioners better informed of all campaigns in the region and also promotes, to a certain degree, joint working when two or more organisations wish to run a similar campaign at the same time of year.

There are plans in the coming months to further develop the campaign calendar. This work will primarily concern the usability and aesthetics of the calendar, looking at calendar software and online examples to find the most appropriate way to display this information for users.

North East Road Safety Activity 2010-11

Legend:

- Road Safety Week
- Road Safety Week - Road Safety Week
- Road Safety Week - Road Safety Week
- Road Safety Week - Road Safety Week

Please note, Public Events will indicate specific dates, whereas others and weekly events will be indicated by a shaded area.

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## Meetings & Conferences

Meetings and conferences have proved in the past to provide much work for the project and have been an excellent platform to promote this work to a variety of different organisations. Over the past 12 months the project has had an increased presence at road safety meetings around the region. Under the new funding arrangements the project has had the flexibility to address more localised needs and attend more localised meetings. As a result the project gave presentations at the Durham Casualty Reduction Group and the Cleveland Casualty Reduction Group, gaining a regular invite to both in the process. The presentations highlighted the work of the project and what resources the project could offer each group. In addition to these meetings the project was also invited to attend the Tees Valley Casualty Reduction Group, the Road Safety GB NE Publicity Group, and the Highways Agency NE Partnership Forum. The project regularly attends the following meetings:

- NE Road Safety Forum - quarterly (regional)
- RSGB NE - monthly (regional)
- RSGB NE publicity group - monthly (regional)
- RSGB National Conference - annually (national)
- Durham Casualty Reduction - quarterly (Durham force area)
- Cleveland Casualty Reduction - quarterly (Cleveland force area)
- Cleveland Data Group - monthly (Cleveland force area) not currently running
- Northumberland Casualty Reduction - quarterly (Northumberland LA)
- Northumbria Safer Roads Initiative Steering Group - quarterly (Northumbria force area)
- Northumbria Safer Roads Initiative Working Group - bi-monthly (Northumbria force area)
- MAST Project Steering Group - quarterly (national)
- AccsMap User Group - annually (national)
- Project Steering Group - 2 per year (regional)
- Project Technical Group - as needed (regional)

In addition to these scheduled meetings the project had several ad hoc meetings with local authorities, sub-groups, and individuals offering assistance where required. Examples include meetings with Stockton Borough Council, Hartlepool Borough Council, and Northumberland Young Driver Sub-group.

In November the project was present at the RSGB national conference in Cambridge. The event was deemed a resounding success by its delegates, with some excellent speakers presenting. For the project it proved an excellent way to learn of new road safety campaigns and ETP techniques, and provided good networking opportunities.

## Conclusions

The North East Regional Road Safety Resource is an integral part of road safety work within the region. Over the past 12 months it has continued to operate successfully under new funding arrangements and has developed to further meet the needs of road safety practitioners at all levels. Away from the restrictions of the DfT scheme, the project now operates at a regional, force and local level.

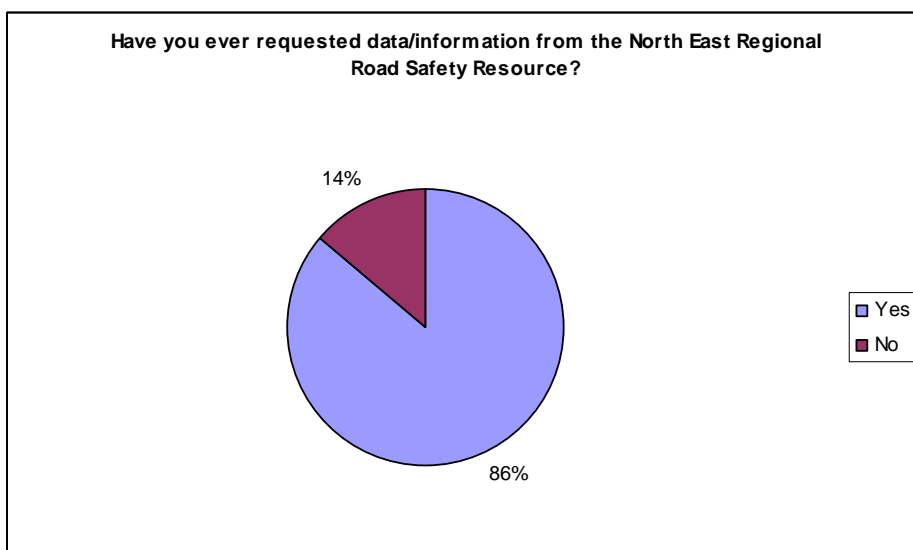
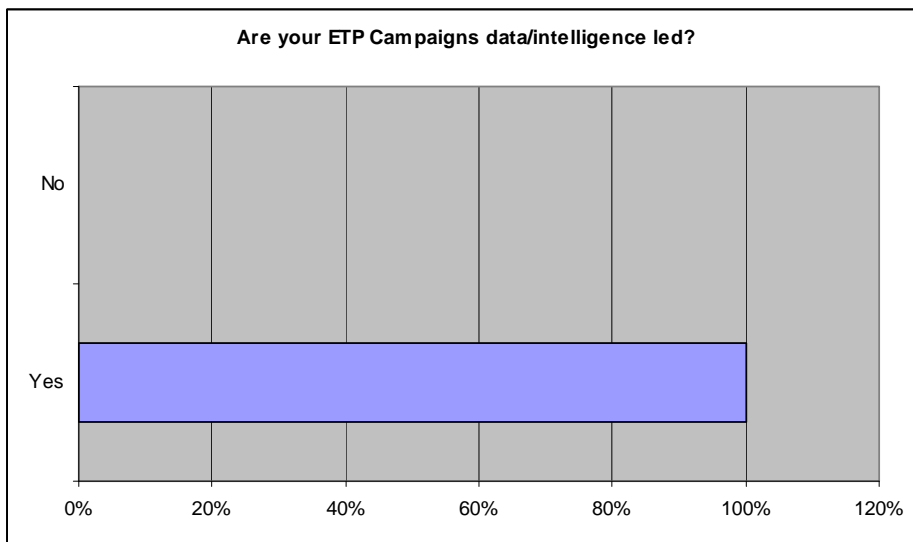
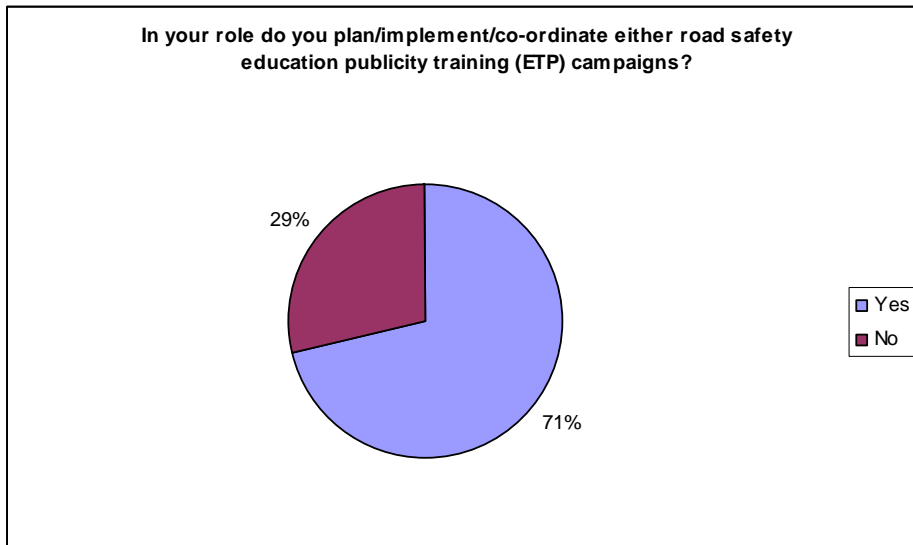
Promotion of the project has been very apparent over the past 12 months, with data requests at their highest levels since the project started in 2007. Primarily this is thanks to an increased presence at a variety of road safety meetings where the project had never attended before, giving presentations at some. As a result of promotion, data requests, and attendance of more road safety meetings, the project now works with more road safety practitioners than ever before.

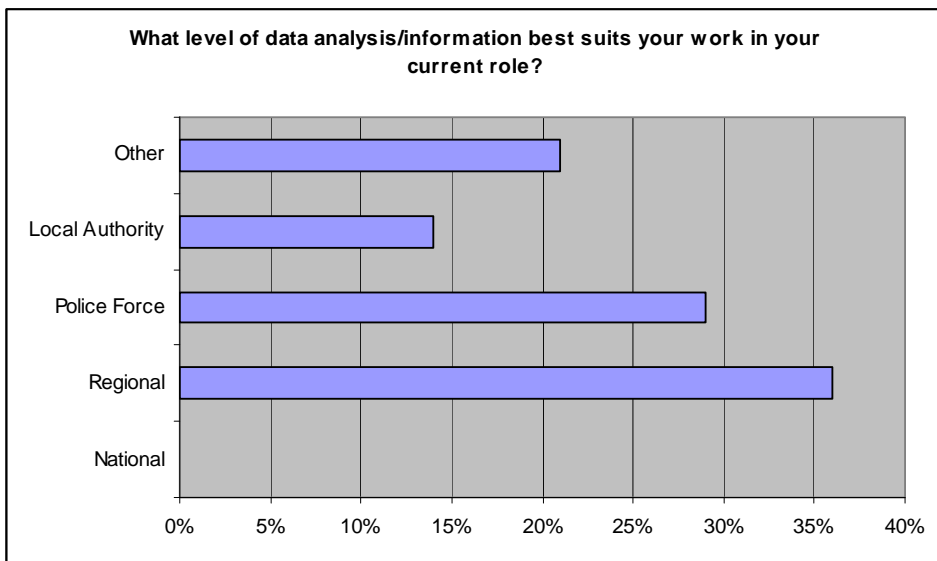
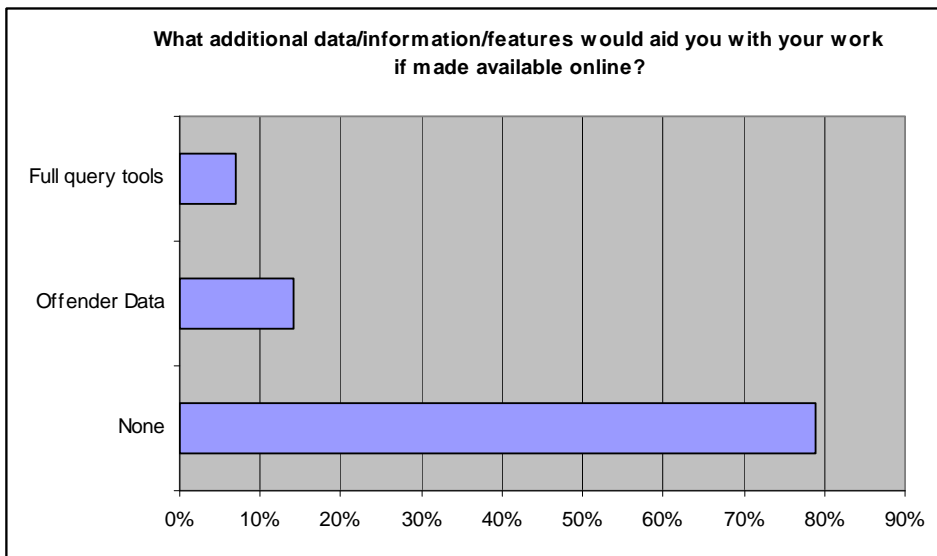
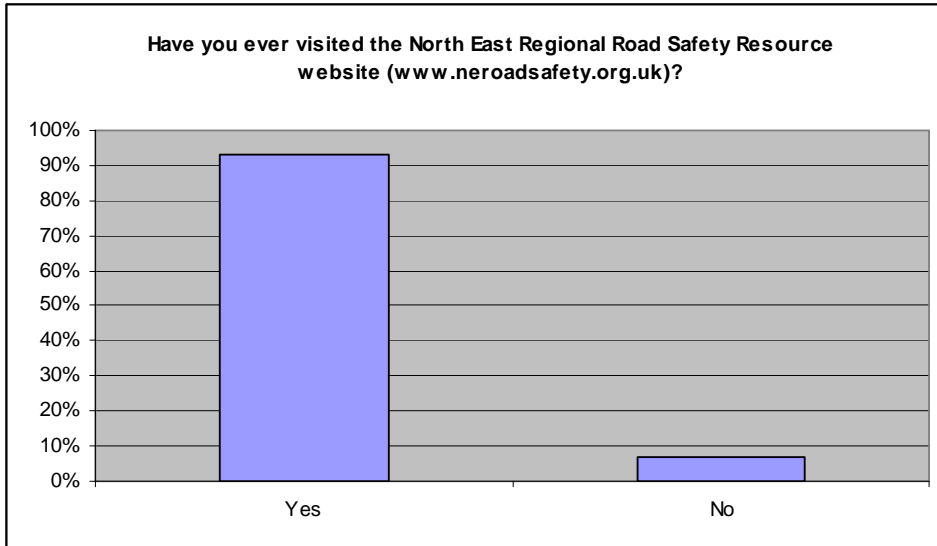
Working with new data sets, for example Mosaic, the project has evolved to offer users even more in terms of data analysis and campaign strategy for road safety ETP. In this way the project has stayed current and tailored to meet the ever increasing demands of its users. Mosaic, in particular, has proved to be a very popular and useful addition to the project's work, and has become the much needed link between collision data and road user engagement.

The project website ([www.neroadsafety.org.uk](http://www.neroadsafety.org.uk)) continues to work as the ideal platform to disseminate the project's work and other road safety information. Over the past 12 months several functions of the website, for example the mapping, have been developed further, as well as new reports added too. The website is promoted at many road safety meetings around the region and usage remains high amongst road safety practitioners. Further developments of the online campaign calendar are planned for the future.

Funding for 2010/11 has been confirmed from the same 3 regional sources; Northumbria Safer Roads Initiative, Durham County Council, and the Cleveland Strategic Road Safety Group. The level of funding will remain at the levels seen in the previous 12 months. However, after March 2011 funding has not been confirmed and over the next year one of the key objectives of the project will be to secure funding beyond this date.

## Appendix 1: Survey Results





**With the DfT's 2010 casualty reduction targets less than 12 months away, will your working practices or campaigning change in an attempt to meet them?**

