



Report to Children, Young People and Family Support Scrutiny & Policy Development Committee

Report of: David Caulfield Director of Regeneration and Development Services

Subject: Road Safety for Children & Young People in Sheffield

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Summary:

This report is in response to a request from Councillor Rosling-Joseph

This report provides:

- An overview of the South Yorkshire Safer Roads Partnership and the Education, Training and Publicity Action Plan
- An update on road safety for children and young people in Sheffield including an update on fatalities over the past 10 years and any resulting action taken by the partnership
- An overview of on-going work around 20mph zones and the School Keep Clear Review

Type of item: The report author should tick the appropriate box

Reviewing of existing policy	
Informing the development of new policy	
Statutory consultation	
Performance / budget monitoring report	
Cabinet request for scrutiny	
Full Council request for scrutiny	
Community Assembly request for scrutiny	
Call-in of Cabinet decision	
Briefing paper for the Scrutiny Committee	x
Other	

The Scrutiny Committee is being asked to:

Note the report and its contents

Background Papers:

South Yorkshire Safer Roads Partnership Making South Yorkshire Roads Safer
'The Way Forward' an Education, Training and Publicity Action Plan (2015)
Sheffield 20MPH Speed Limit Strategy Individual Cabinet Member Decision
Report 8th January 2015

Category of Report: OPEN

Report of the Director of Regeneration and Development Services

Road Safety for Children and Young People in Sheffield

1.0 Introduction/Context

- 1.1 Roads are essential to our everyday lives. We all use them in some way, by driving, riding, walking or travelling as a passenger, and we depend on them to obtain goods and services. Unfortunately, this comes at a price, which includes people being killed and injured.
- 1.2 Local highway authorities have a duty under the Road Traffic Act 1988 and the Local Government and Public Involvement in Health Act 2007 to prepare and carry out a programme of measures designed to promote road safety, to carry out studies into accidents and, in light of these studies, to take appropriate action to prevent such occurrences.
- 1.3 Globally, road traffic injuries are a leading cause of accidental death among 0-16 year olds. Although the numbers of children killed and seriously injured on our roads is falling, we still strive to reduce this further in a bid to eliminate the pain, grief and suffering that is associated with each and every road traffic collision. In addition, the number of young people aged 17-24 years being injured on the roads is disproportionate when compared to the makeup of this age group in the general population. This report sets out what is being done across South Yorkshire and, in Sheffield, to address road safety for children and young people.

2.0 Road Safety for Children and Young People in South Yorkshire.

- 2.1 An overview of the South Yorkshire Safer Roads Partnership and the Education, Training and Publicity Action Plan
- 2.2 The South Yorkshire Safer Roads Partnership (SRP) is a multi-agency, multi-functional organisation whose aims are to reduce the number of people injured on South Yorkshire roads as a result of road traffic collisions and to make South Yorkshire roads safer. The SRP is made up of:
 - Barnsley, Doncaster, Rotherham and Sheffield Councils
 - Highways England
 - South Yorkshire Passenger Transport Executive (SYLTE)
 - The University of Sheffield
 - The Yorkshire Ambulance Service
 - Public health bodies

- South Yorkshire Police (including South Yorkshire Safety Cameras)
- Peak District National Park Authority
- South Yorkshire Fire and Rescue.

2.3 The Partnership employs a range of activities in a bid to reduce road traffic collisions based around the 3 Es of Engineering, Enforcement and Education, delivered in an integrated way. The SRP adopted a safer roads and casualty reduction strategy in 2011. Its aim is to support our philosophy that we need to move from just treating locations where some have already been injured, more towards systematically identifying the specific causes and high risks and applying actions that are most likely to address these, thereby preventing injuries in the years ahead.

2.4 Under the 'Education' banner we have adopted an Education, Training and Publicity (ETP) Action Plan "Making South Yorkshire Roads Safer – The Way Forward" to co-ordinate road safety activity across South Yorkshire and to ensure that we focus our efforts where they are most needed.

2.5 The strategy employs a "worst first" approach to delivery, prioritising activity in those areas where most casualties occur and targeting those road users who are most frequently involved in collisions. The aim of the plan is to make best use of the SRP assets by co-ordinating activity across the partners, ensuring that a consistent message is being delivered and making sure that any gaps in delivery are covered and duplication is minimised. Partners are supported with generic materials, resources, use of SRP assets such as the Subaru community engagement vehicle and central staff resources such as the Safer Roads Education Manager and countywide road safety officers.

2.6 The ETP Action Plan identifies key road user groups to target:-

- Young drivers (17-24 years);
- People driving for work;
- Powered two wheelers (machine capacities < 125cc and > 125cc);
- Cyclists (adults and children);
- Pedestrians (0-16 years and 17-24 years)

2.7 Action plans have been developed for each key user group and officers have been identified to take a theme lead approach and co-ordinate activity for their respective user group.

Through data analysis we also have details of the priority postcodes across South Yorkshire where significantly more casualties are injured. This data informs our delivery programme, especially in supporting the local authority road safety teams and helping them to target priority schools and educational establishments to receive interventions. (See appendix A)

2.8 Examples of activity/interventions by the SRP partners can be found in appendix B

2.9 Child casualties (aged 0-16 years) in South Yorkshire have also been showing a downward trend over the last 10 years. In 2014 there were

545 children injured on roads in South Yorkshire which, for the first time since 2005, represented a small increase in child casualties, although child killed and seriously injured casualties were down by 8%. Of the total child casualties, 40% were injured as pedestrians, 46% were injured as vehicle passengers and 14% as driver/riders.

In 2014, in South Yorkshire, there were 1050 young people (aged 17-24 years) injured in road traffic collisions. Of these, 731 (70 %) were injured as car users and 101 (10%) were injured as riders/passengers of powered two wheeled machines. Given their make-up in the driving and riding population as a whole, young people aged 17-24 years are massively over represented in the casualty statistics. Nationally, this age group makes up approximately 10% of the driving population, but accounts for 32% of all the drivers killed in car crashes. This situation is mirrored in South Yorkshire.

2.10 Across South Yorkshire, funding for the delivery of road safety Education, Training and Publicity activity comes from a variety of different sources:

- Local authority revenue funding (including funding sourced internally from public health and Children, Young People and Families;
- Safer Roads Partnership funds generated from the surplus money available following the delivery of driver improvement courses;
- Local Sustainable Transport Fund from the Department for Transport.

A significant risk to the continued delivery of priority road safety activity in future years will be the end of the LSTF programme of activity in March 2016. To date the Government has yet to announce any future funding programmes, but it seems likely that these will focus on promoting more active travel such as walking and cycling, leaving a funding gap to address the issue of safety for young drivers and riders.

2.11 **Safer Roads Restructure** Chief Executives have agreed to pursue a 'shared service' for road safety education, training and publicity activity through one local authority and have accepted Rotherham's offer to lead this work. Officers have been developing the shared service option and are currently in the process of consulting the Chief Executives in Barnsley, Doncaster and Sheffield on a draft of a shared service agreement.

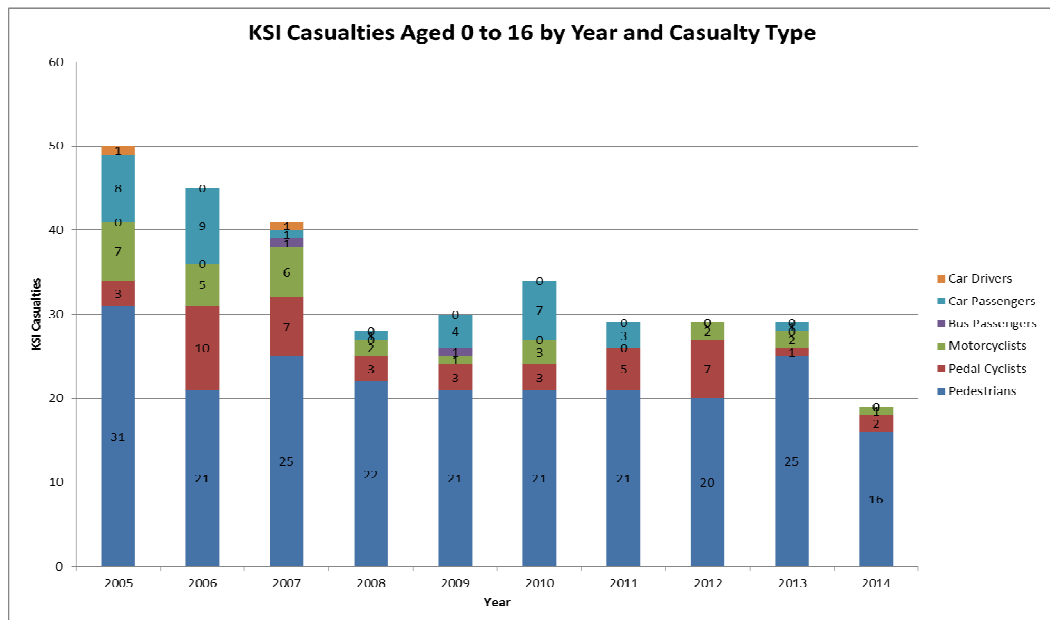
Road safety education, training and publicity activity will be delivered from a shared South Yorkshire Hub based in Rotherham and, at present, the draft agreement has been developed to cover a period of 3 years. The Hub will focus its resources against the priorities of the South Yorkshire Safer Roads action plan with the principles of being 'evidence-led' and 'worst first across South Yorkshire'. Efficiencies and consistency will be created from the central hub approach.

3 An update on road safety for children and young people in Sheffield including an update on fatalities over the past 10 years and any resulting action taken by the partnership

3.1 Children and Young People Killed or Seriously Injured in Road Collisions in Sheffield between 2005 and 2014

3.2 Child Casualties (0 – 16) In the 10 years since 2005, the number of 0 to 16 year olds killed or seriously injured in road collisions in Sheffield has fallen, quite dramatically, from 50 in 2005 (the highest in the last 10 years) to 19 in 2014, which is the lowest by a long way. The previous lowest figure was 28 back in 2008. Of all the 0 to 16 year old KSI casualties, pedestrians accounted for the highest proportion each year, making up 67% of all 0 to 16 year old KSIs in the last 10 years. The number of 0 to 16 year old pedestrian KSI casualties fell from 31 in 2005 to 16 in 2014. More details of 0 to 16 year old casualties by year and type can be seen in Chart 1.

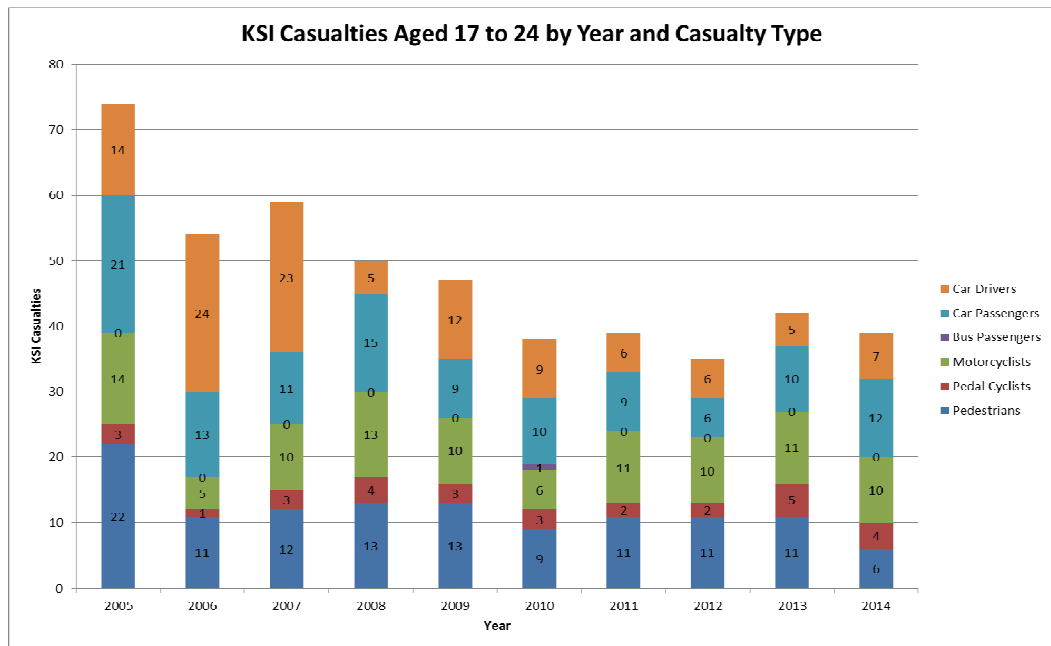
Chart 1: KSI Casualties Aged 0-16 by Year and Casualty Type



3.3 During the 10 years between 2005 and 2014, 7 children aged 16 and under were killed in road collisions in Sheffield. Five of the fatal accidents happened between 2005 and 2007, there were no fatal accidents involving children between 2008 and 2012 and there was one fatal accident in 2013 and one in 2014. Four of the fatalities were pedestrians, three boys and one girl. Two of the fatalities were car passengers, both boys. The remaining fatality was a 14 year old boy riding a motorcycle.

3.4 Young Person Casualties (17 - 24) During the last 10 years the number of 17 to 24 year olds killed or seriously injured in road collisions in Sheffield has fallen from 77 in 2005, which is the highest number in the last 10 years, to 39 in 2014. The only years that saw fewer 17 to 24 year old KSIs were 2012 (35 KSIs) and 2010 (38 KSIs). The casualty types are more evenly spread in the 16 to 24 year age bracket than is the case with 0 to 16 year olds and can be seen in more detail in Chart 2.

Chart 2: KSI Casualties Aged 17 to 24 by Year and Casualty Type



3.5 During the 10 years from 2005 to 2014 there were 23 collisions in Sheffield in which 27 young people aged 17 to 24 were killed. Just over half of the fatalities were car passengers (14), of which 9 were male and 5 were female; Six of the fatalities were car drivers (4 male and 2 female); Four of the fatalities were motorcyclists (all male) and three of the fatalities were pedestrians (2 female and 1 male). There was an additional car passenger casualty aged 33 years who was also fatally injured in one of the 23 collisions

3.6 Trends Although there may be some minor fluctuations, overall the numbers of 0 to 16 year old KSIs and 17 to 24 year old KSIs have fallen over the last 10 years. 2005 saw the highest number of KSIs for both age groups in the last 10 years. Last year saw the lowest number of 0 to 16 year old KSIs and the number for 17 to 24 year olds was one of the lowest we have seen in the last 10 years. Whilst these reductions may be expected due to the overall fall in the total number of KSIs for all ages, there has also been a small reduction in the proportion of 0 to 16 year olds and 17 to 24 year olds being killed and seriously injured, when compared with all ages of KSI casualties, from 2005 to 2014. The total KSIs for both age groups by year and the percentages for both age groups when compared with all KSIs can be seen in Charts 3 and 4.

Chart 3: KSI casualties Aged 0 to 16 and 17 to 24, by Year

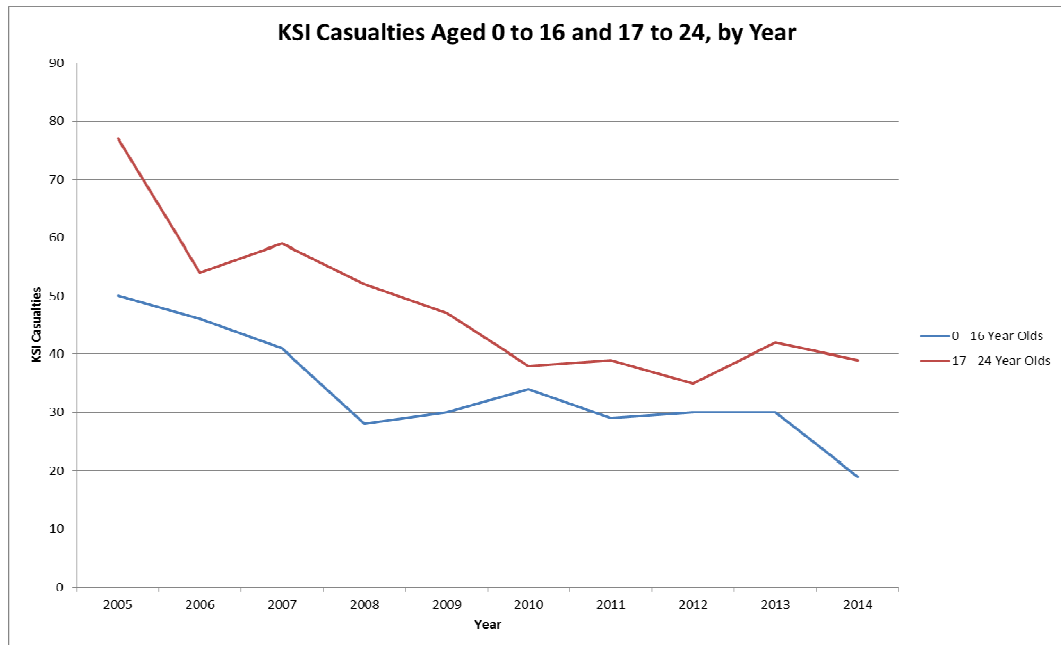
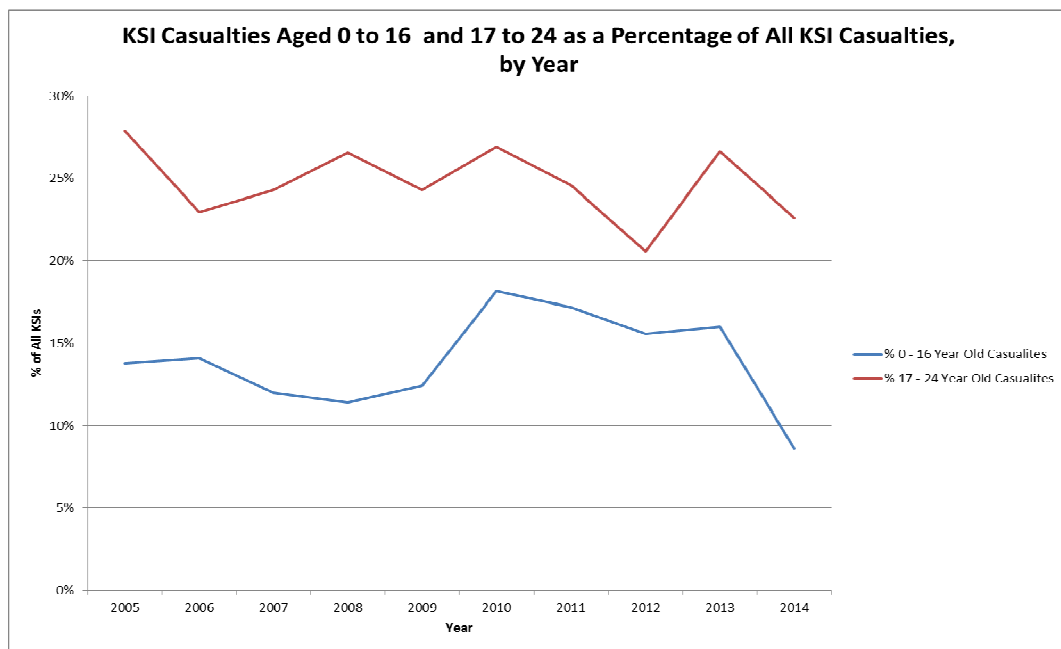


Chart 4: KSI Casualties Aged 0 to 16 and 17 to 24 as a percentage of all KSI Casualties, by Year



3.7 In accordance with the South Yorkshire Action Plan the Sheffield ETP Team target areas where most casualties live. Charts 5, 6 and 7 show the wards in Sheffield where children and young people have been involved in a collision live. This gives an indication of where there is most risk for children and young people. Chart 8 is the Overall index of Deprivation (2010) for Sheffield and the correlation between the 20% most deprived areas in Sheffield and the wards where most children and young people live who have been involved in a collision is very strong with a significant trend towards more casualties coming from more deprived areas.

A child living in the North East of the city is, for example, five times more likely to be involved in a pedestrian road traffic collision than a child living in the South West. Therefore, to target our resources to the children at most risk, we prioritise our work in schools based on post-code child pedestrian casualty data.

Chart 5: Number of Casualties (all categories) Aged 0-24 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in Sheffield.

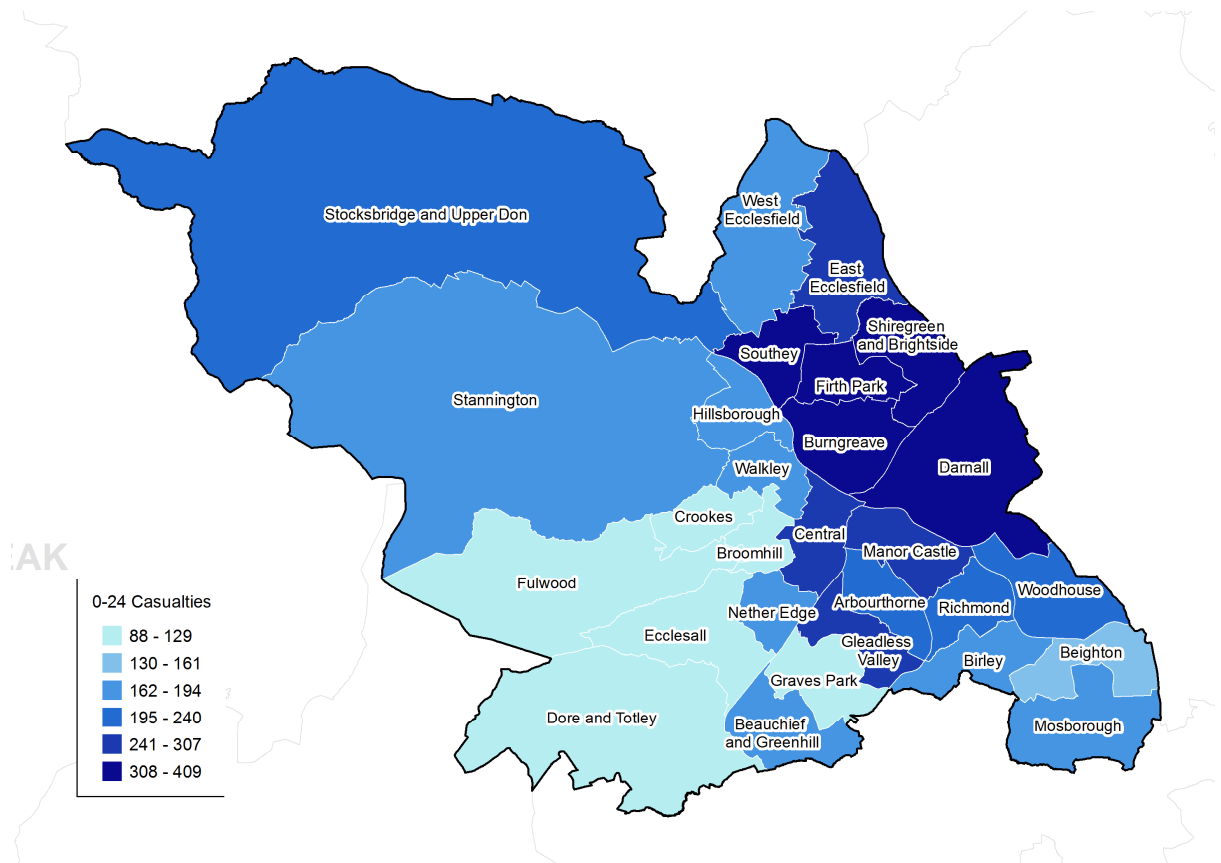


Chart 6: Number of Casualties (all categories) Aged 0-16 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in Sheffield.

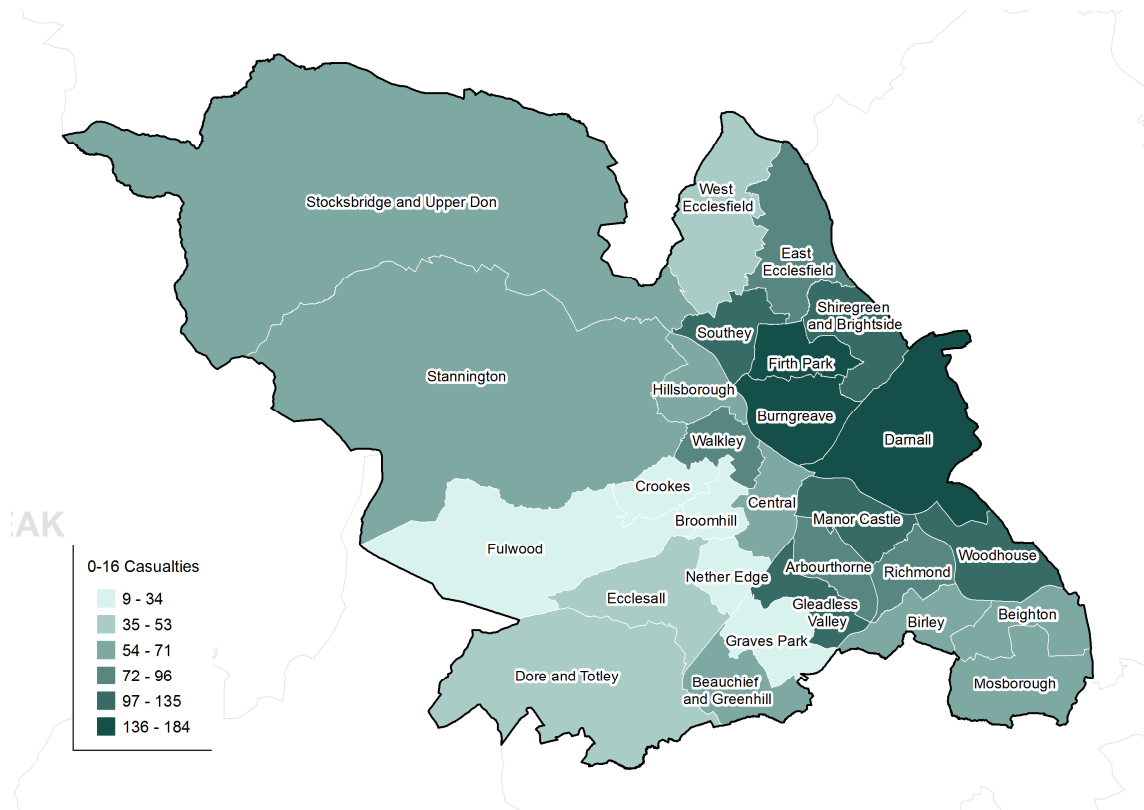


Chart 7: Number of Casualties (all categories) Aged 17-24 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in Sheffield.

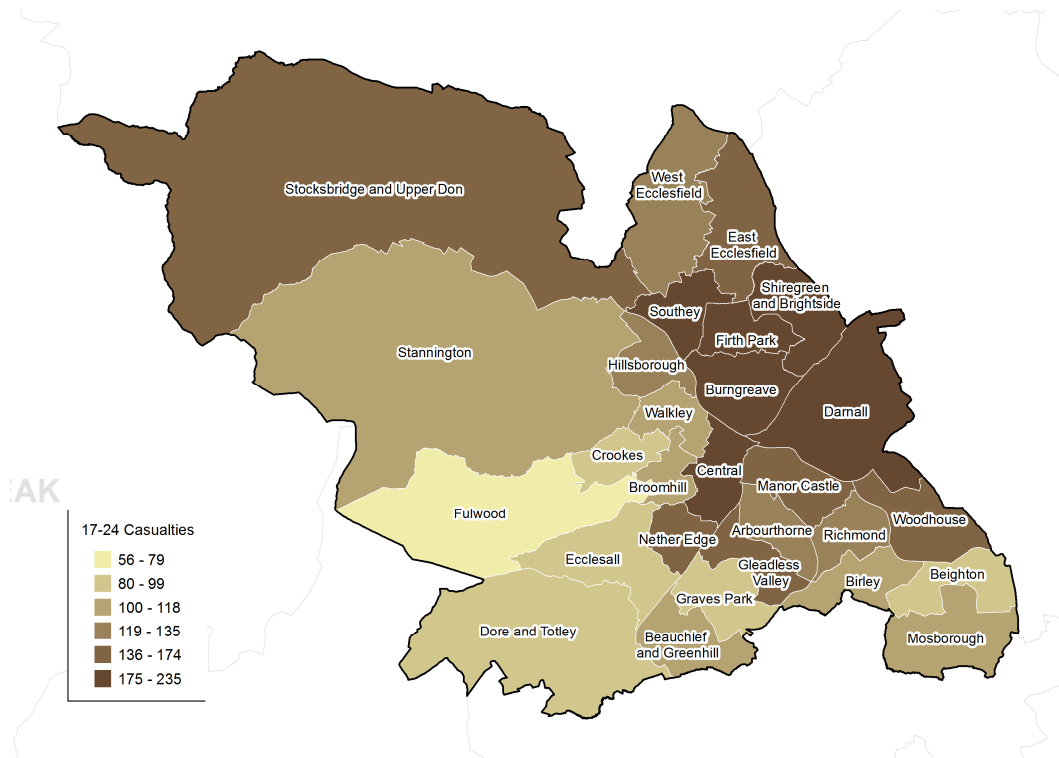
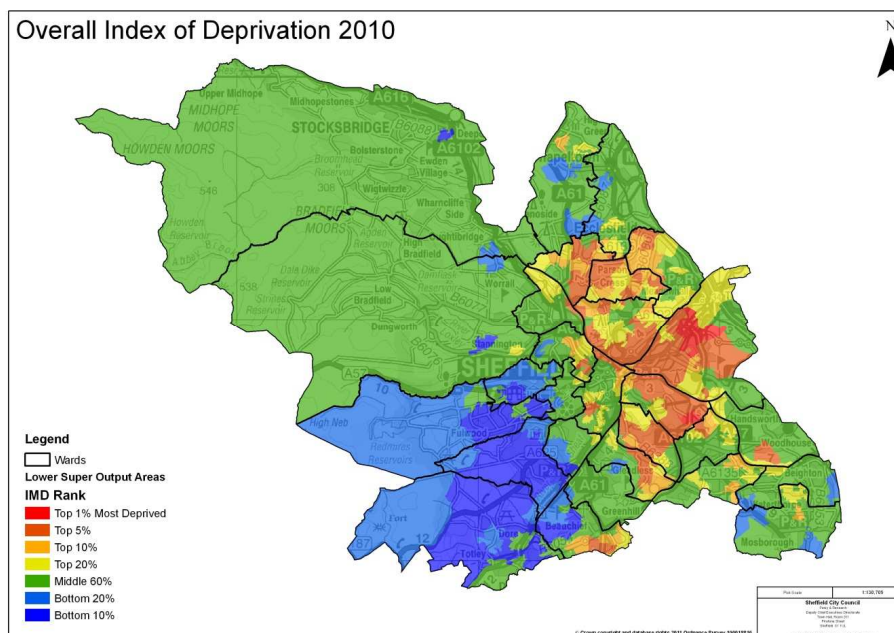


Chart 8: Overall Index of Deprivation Sheffield (2010)



3.8 Resulting Action

Early Action. After a fatal or life changing collision has occurred an inspection of the collision site is carried out by the 'Early Action' team, which consists of a Senior Road Safety Engineer and a South Yorkshire Police Officer. The Early Action team provides a rapid response at the scene of fatal or life changing collisions to review the need for measures in response to the collision. Following the inspection, a report is produced and if any recommendations for highway improvements are made, then these are carried out as soon as possible (subject to available funding). This is funded from the LTP.

3.9 Protocol following a fatal RTC involving a young person aged 4-18 years

–the Safer Roads Partnership on 5 June endorsed a countywide protocol which ensures a consistent approach across South Yorkshire to dealing with educational establishments (schools and colleges) in the provision of road safety ETP activity following a fatal RTC involving a school age young person. All SRP partners have been asked to adhere to this procedure in future.

Local authorities have a duty to follow due legal process and care needs to be taken in how we immediately respond following a fatal RTC in advance of the Police concluding their investigations and the Coroner holding an inquest, so as not to prejudice the investigation and any potential outcomes

4.0 Road Safety for Children Aged 0-16 Years Old in Sheffield

4.1 **Schools work.** Since 2006, the Children, Young People and Families Service has provided funding to the Road Safety Education, Training and Publicity team to conduct road safety education in schools across Sheffield. The schools' team targets schools in the areas where most pedestrian child casualties live, in line with the South Yorkshire ETP action plan. Schools are designated either a high, medium or low priority depending on the number of casualties in their postcode area. Based on the last statistics available there are

currently 45 high priority, 30 medium priority and 60 low priority primary schools and 14 high priority, 6 medium priority and 5 low priority secondary schools. All schools in a high or medium priority band are allocated a named Road Safety Officer who works within each school to deliver a comprehensive programme of road safety education. This prioritisation has meant that we do far more proactive work with schools in the higher risk areas. There is a strong correlation between the Index of Multiple Deprivation and child casualty rates (see charts 5-8)

4.2 High and medium priority schools are offered the following: Visits, talks, role-play equipment and support for staff, parents/carers and children covering foundation stage to Key Stage 4. These are delivered in a variety of ways such as:

- Class sessions
- Year group/KS sessions
- Assemblies to parents
- By peers
- Through curriculum areas
- In conjunction with engineering colleagues where physical measures are implemented near schools, such as in the 20mph speed limit areas
- In conjunction with other agencies

All sessions are specifically tailored to the needs of each school and to any particular needs of the children in those schools. Our aim is to visit each high and medium priority school at least once every academic year. We approach road safety education in the same way as any other subject is taught in schools. Our key messages are age specific and build on previous knowledge. This enables young children to develop skills and knowledge throughout their life enabling them, hopefully, to become good road users and provide them with skills for life. Our services are free to all educational establishments in Sheffield and can be linked to the National Curriculum, Healthy Schools and can support the five aims of Every Child Matters.

In general schools, particularly primary schools, welcome our input and acknowledge the importance of road safety education. However secondary schools can be very difficult to engage with; they are reluctant to take students off timetable to receive road safety interventions, find it difficult to fit road safety into an already packed curriculum and contacting the appropriate member of staff can be time consuming and problematic for the road safety team. However once engaged the response is positive

4.3 **Crucial Crew** All year 6 pupils across South Yorkshire are invited to attend Crucial Crew. This is an interactive learning experience that takes place at the purpose built Lifewise centre at Hellaby. The children take part in a variety of scenarios to practice real life situations about safety and citizenship. The road safety scenario highlights that children 10 – 13 years are more likely to be involved in a pedestrian collision (see appendix C); this is due mainly to them undertaking independent journeys for the first time. Stopping distances of vehicles and distractions such as mobile phones are discussed. The children are shown a copy of the graph of child pedestrian casualties in Sheffield for the last 5 years

(see appendix c) which shows a sharp increase of casualties at around the age of 12. They are asked why they think this is. Every year on average 95% of all Sheffield year 6 pupils attend Crucial Crew.

4.4 **Junior Road Safety Officer (JRSO)** The Junior Road Safety Officer scheme is a South Yorkshire wide initiative where two or more year 5 or 6 pupils become road safety ambassadors in schools. The JRSOs are provided with a pack containing ideas and information and schools are asked to provide a member of staff to support them. They are sent regular newsletters and can ask road safety officers for help and advice. At the end of the school year the JRSOs are asked to send in a folder of the work they have done over the year and a prize is awarded for the JRSO of the year. In the last academic year 34 Sheffield schools recruited Junior Road Safety Officers.

4.5 **Pedestrian Training** Pedestrian training is a practical scheme where year 3 or 4 pupils are taught road safety skills at the side of the road. Children are taught three practical skills:

- Finding safer places and routes to cross the road
- Crossing safely at parked cars
- Crossing safely near junctions

Pedestrian training has many benefits which include improving children's awareness to road safety, enabling children to build up their pedestrian skills and developing good habits for later life. Each year up to 2000 Sheffield children receive pedestrian training.

4.6 **Early Years** Road safety education for children aged 0-4 year of age is extremely important. It helps to provide a grounding for the rest of a child's life. Children's Centres and nurseries are targeted using postcode statistics in the same way as schools are. They are offered advice and sessions for both children and parents focussing on what parents and carers can teach their children.

4.7 **Bikeability Child Cycle Training** Road Safety has organised children's cycle training in Sheffield Schools for many years. Originally it was through the ROSPA cycle proficiency scheme and more recently through the Bikeability programme. Since the Bikeability programme commenced in 2007 Sheffield has applied to the Department for Transport for a grant to support this training. This year Sheffield has received a grant of £73,920 to support the free training of 1848 Sheffield pupils, aged 9 to 11 years, to the National Standard level 2. The training is contracted out and the present training provider is Cycle Experience.

This year Sheffield has also applied for 100 places to deliver Bikeability level 3 in Secondary Schools. This is much more extensive, covering busier roads, traffic lights and multi-lane roads. It is hoped that this training will equip these secondary school children to ride their cycles to school. School engagement can be difficult though, as the time constraints on schools often make it very difficult for them to offer extracurricular activities.

4.8 **RS 'OSCARS'** Although a South Yorkshire wide project the RS'Oscars' is hosted by Sheffield at the City Hall Ballroom and Sheffield schools take part. The project consists of secondary schools being invited to develop a road safety drama piece that must include particular road safety messages that are relevant to their peers. The schools are asked to perform their piece to all students in their school. A film of one of the performances is submitted and participating students are invited to an Oscar's style ceremony where awards are given in a variety of categories. As well as the participating schools local dignitaries and V.I.P.s are invited to attend. At the last event in March 2015 the ceremony was compered by The Chuckle Brothers and there were other performances from local acts. The third running of the event is now being planned and will again take place at The Ballroom Sheffield City Hall in March 2016

4.9 **South Yorkshire Fire & Rescue** South Yorkshire Fire & Rescue have developed two road safety initiatives for secondary school students in Sheffield and across South Yorkshire. They are:

- Learn & Live – a hard-hitting PowerPoint presentation, delivered by Fire Officers, that demonstrates the dangers and consequences for all road users, including pedestrians, cyclists, scooter riders and vehicle passengers, of being involved in a road traffic collision. Its target audience is 14 – 15 year olds.
- Collision – A DVD with lesson ideas about a group of teenagers that end up the centre of a road traffic collision. The accompanying activities are designed to draw out key perceptions, opinions and attitudes on road use and the potential risks involved. Collision has been distributed to all secondary schools in South Yorkshire and is delivered by school staff.

South Yorkshire Fire and Rescue don't deliver road safety interventions in primary schools as their priority with this age group is fire safety.

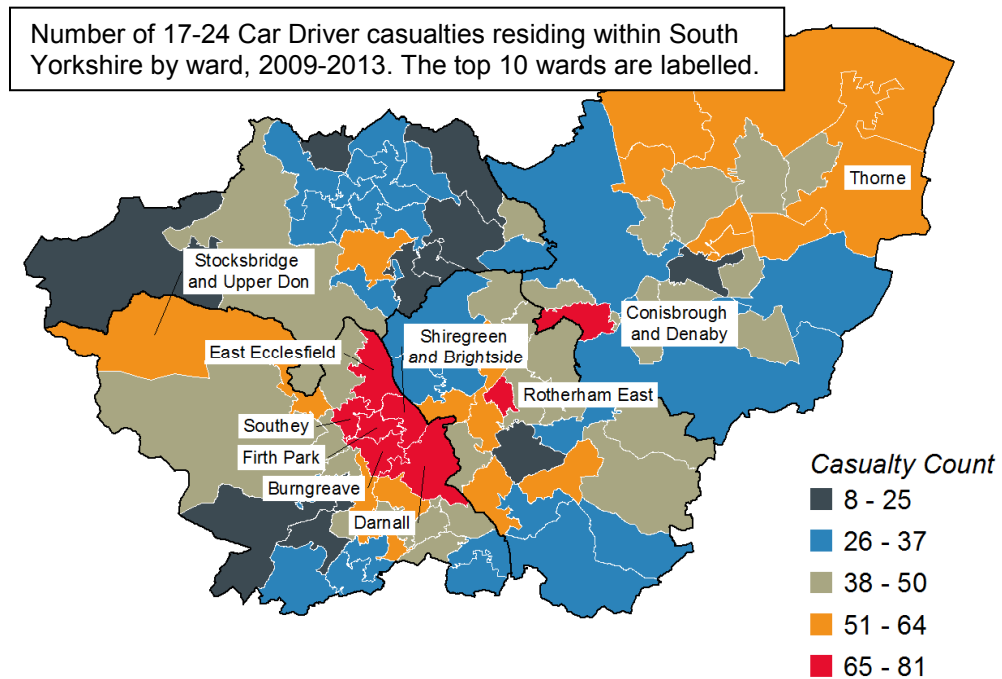
5.0 **Road Safety for Young People Aged 17- 24 Years Old in Sheffield**

5.1 All of the following activities/interventions are delivered across South Yorkshire with Sheffield Road Safety Officers taking the lead on young driver, young adult pedestrian and driving for work projects. SYFR leads on powered two wheelers and a combination of partners leads on cyclists and PR and communications led by a combination of SRP partners.

5.2 **Young Drivers** Young drivers are one of our priority target groups as a result of the poor collision record for this group of road users. A suite of interventions is available for young people via schools and colleges to highlight the particular risks faced by young and novice drivers and encourage young people to consider the consequences of their poor decisions and unsafe behaviour. We have also developed a number of behaviour change modules and trained approved driving instructors to deliver these as part of the driving lesson. All young driver interventions focus on topics that are strongly linked to novice driver crashes, namely;

- Fatigue
- Self-evaluation
- Alcohol
- Distraction
- Peer pressure
- Speed choices
- Drugs
- Seat belts

Chart 8 shows the number of 17-24 car driving casualties residing in Sheffield by ward.



5.3 The areas with the highest numbers of casualties are also those with the highest levels of deprivation. ~The following interventions target drivers from these areas when possible.

- Drive for Life Event - delivered by a multi-agency team of presenters from the emergency services and local authority road safety teams in sixth forms, colleges, youth training organisations and young apprenticeship schemes Approximately 2,000 attendees per year in Sheffield. An interactive presentation, it aims to influence the attitude and behaviour of young drivers. It tackles issues which contribute towards collisions involving young drivers, making young people aware of their responsibilities as drivers. It includes first-hand accounts from people who have been involved or affected by collisions and is a hard-hitting, emotional and thought provoking session. Drive for Life also covers, when appropriate, risks faced by young motorcyclists/scooter riders and those driving for work;
- Learn Safe, Drive Safe – delivered by specially trained approved driving instructors using coaching techniques in-car as part of normal driving lessons, the scheme encourages young drivers to consider

the risks they will face as novice drivers. The scheme includes parental involvement in lessons, e-learning modules, phone apps and post-test training. Each year approximately 4,000 Sheffield learner drivers receive driving lessons from instructors who have received LSDS training, with over 200 novice drivers taking advantage of the free post-test practical lessons which cover rural, motorway, night time driving and eco-driving. LSDS has been rolled out in other areas across the country with the title of 'Engage'. Under the 'Engage' banner the scheme was awarded a Prince Michael of Kent International Road Safety Award in 2014;

- Driver Theory sessions – weekly sessions covering driver theory and road safety looking at key issues such as close following & hazard perception, speed choices, blockers(alcohol, time, fatigue, distractions, peer pressure), vehicle maintenance, overtaking and road signs delivered by LSDS approved driving instructors in sixth forms, colleges and youth training organisations;
- Subaru community engagement - South Yorkshire Fire and Rescue (SYFR) team and vehicle encouraging interaction with young people at events and meeting places. Audio visual equipment in the boot of the car enables road safety films to be shown to prompt discussion with young people about relevant issues. A schedule of regular night time engagements has been drawn up to visit key locations where young drivers gather such as supermarket and town centre car parks. This schedule focuses on priority post code areas for young driver casualties as part of the “worst first” approach;
- We work closely with the Psychology Department of the University of Sheffield on the development and trialling of innovative young driver safety interventions. The evaluations of these interventions are published globally.

5.4 Powered Two Wheelers (P2W) The SRP motorcycle intervention officers have developed a suite of initiatives for powered two wheeler riders; from presentations and skills development sessions for young scooter riders, Biker Down first on scene, first aid instruction, through to more advanced motorcycle training for those on higher powered machines, offered in conjunction with local providers. The motorcycle intervention officers continue to engage with powered two wheeler (P2W) riders of all ages through colleges and youth training organisations, employers, retailers, P2W clubs and meets to convey appropriate road safety messages. Also delivered is Twist and Go which gives skills training for young riders on low power machines. Signs are put up on a temporary basis (April to Oct) on key routes across South Yorkshire which have experienced high levels of motorcycle crashes. The Someone's Son motorcycle safety campaign also runs each year which encourages drivers to look out for motorcycle riders.

5.5 Young Adult Pedestrians Sheffield sees many more young adult pedestrian casualties than other South Yorkshire Local Authorities. One possible cause for the higher totals in Sheffield could be due to the large amount of students that attend Sheffield Hallam and the University of Sheffield, which have a combined total intake of approximately 63,000

students each year. A large number of the pedestrian casualties in Sheffield occur along roads frequented by students at night. A young adult pedestrian safety campaign runs in the autumn that uses posters placed in late night bars and clubs. Autumn also sees the Be Bright Be Seen campaign which gives out free hi-visibility accessories for students, pedestrians and cyclists.

5.6 **Key Challenges** Despite the activity underway a number of key challenges remain and potentially limit the future effectiveness of interventions to address young driver safety. These include:

- Funding – as noted previously currently most young driver interventions, and some staff involved in delivering the activity, are funded from LSTF. This source of funding is only available to the end of March 2016 and hence consideration needs to be given to how this priority work can be funded in 2016/17 and beyond.
- Difficulties in engaging with further and higher education establishments – 6th forms in particular are notoriously difficult to get into, given the already packed curriculum. 6th forms often fail to see road safety as a high priority for their students until something happens. This is witnessed by the number of 6th forms who have taken up the offer of Drive for Life sessions, who previously had not been interested, after fatal collisions involving their own pupils.
- Whilst engaging with students who attend further and higher education establishments can be difficult, once young people have left these establishments (which covers most of the 17 -24 age group) it is extremely difficult to get them to participate with any of the activities we provide. An example is the low uptake of free post-test driving lessons that are offered to all novice drivers despite extensive promotion.
- Difficulties in engaging with parents – parents can have a big influence on young drivers, not least because they often help to finance their son or daughter's car. We feel that more could be done to encourage parents to instil into their children the need to be responsible drivers and encourage them to take up additional training opportunities once they have passed their test to enhance their driving awareness and skills.
- Lack of national intervention – in March 2013 the Government announced its intention to launch a consultation green paper on improving the safety and reducing the risks to young drivers. Amongst the proposals being considered was a Graduated Driving Licence (GDL) type scheme, whereby certain restrictions are placed on young drivers. In December 2013 ministers announced that the policy document had been put on hold indefinitely stating that the issues needed to be considered further.
- In March 2015 The Department for Transport published some qualitative research to better understand the views and perceptions of young driver safety amongst 3 key audiences:
 - Young drivers

- Parents of young drivers
- Employers.

Whilst GDL was resisted by all groups, by contrast, mandatory driving lessons were supported: they were seen as worth the investment, and assumed to make a significant difference to road safety. This sits well alongside the very positive feedback we have had to date from new drivers who have completed the LSDS Post Test sessions.

6.0 **An overview of on-going work around 20mph zones and the School Keep clear review**

6.1 **Overview of 20mph** On 8 March 2012, the City Council Cabinet Highways Committee approved the 'Sheffield 20mph Speed Limit Strategy', the long-term aim of which is to establish 20mph as the maximum speed in appropriate residential areas of Sheffield.

The 20mph speed limit areas are prioritised by a city-wide comparison of the number and severity of accidents in suitable areas, with a view to introducing the new speed limit into residential areas on a 'worst first' basis. In order to coordinate this with the PFI Streets Ahead programme, schemes are still prioritised by their accident record, but limited to those areas included in that year's Streets Ahead programme.

There are currently 110 potential 20mph areas in Sheffield. Since 2012 seventeen sign only 20mph areas have been introduced.

The 20mph speed limit areas consist of a speed limit change but no physical measures to reduce vehicle speeds within the areas. Drivers are alerted to the speed limit by 20mph speed limit repeater signs. 20mph speed limit areas are identified by entry signs to the area together with smaller repeater signs throughout the area.

6.2 **Prioritisation procedure** The programme has been determined by choosing the areas with the highest accident records, whilst also co-ordinating the delivery with the Streets Ahead programme where possible. Potential areas suitable for a 20mph speed limit have been identified on maps of each local area partnership showing the classified road network, school locations, existing 20mph areas. The current Council policy is that there is a preference for 20mph areas to include at least one school. The number of schools in each area is listed. It should be noted that where a 20mph does not include a school, there is likely to be one nearby and there will be children making the school journey within that area. This is funded from the South Yorkshire Local Transport Plan.

6.3 **Accident Savings Scheme Priority rating** The Council receives numerous requests for road safety measures from local residents and ideally we would like to be able to respond to most of them. However, the limitations on our resources mean that we have to assess and prioritise locations for measures according to a certain criteria. Although we cannot know where the next accident may occur, it is more likely to happen at a location having a history of previous accidents than one with

few or none. In this way we can focus our attentions effectively on locations where measures are most urgently needed.

The accident savings scheme criteria agreed by the Council's Cabinet in 2003, involves a site scoring points based on accident types and numbers. Lengths of road and particular locations (such as a junction or a bend, known as a spot) are prioritised separately. The sites are then listed in priority order with the highest scoring sites first. These sites are then subject to a more detailed analysis of the accident problems and feasibility study to see if there is scope for road safety measures that could be implemented.

In Sheffield we currently implement around two to three accident savings schemes each year. This is funded from the Local Transport Plan.

- 6.4 **School Keep Clear Review** A review of the school 'keep clear' markings at every school in Sheffield. The aim of this project is to determine what interventions are required to allow them to be legally enforced and determine how any necessary remedial works can be programmed most effectively to take account of the 'Streets Ahead' core maintenance programme with Amey.

Traffic regulation orders have been advertised in phases. We have completed phases 1-4. There are now 52 schools that have been completed. Also there are the schools that were already done prior to this project starting (37 schools on the list) so a total of 89 in Sheffield have markings which can be enforced by parking services. Parking services have 2 CCTV enforcement vehicles, 1 of which focusses on enforcement around schools.

Unfortunately, the budget for the School Keep Clear review in the 2015/16 year has been reduced significantly, and work has now been delayed until the start of next financial year.

7.0 **What does this mean for the people of Sheffield?**

- 7.1 Road safety education and engineering bring about a reduction in the number and severity of road traffic collisions, thus helping to create safe and secure communities. Delivering the interventions described in this report will contribute to the creation of a safer residential environment and a Great Place to Live. The activities contribute to the working better together value of the Council's Corporate Plan Standing up for Sheffield.

Outcome & Sustainability

The introduction of the road safety measures described in this report will contribute to the delivery of:

- the 'sustainable and safe transport' objective of the Corporate Plan;
- Policy W of the Sheffield City Region Transport Strategy 2011-2026 (To encourage safer road use and reduce casualties on our roads)

- ;the Council's Vision For Excellent Transport In Sheffield (a better environment; a healthier population; a safer Sheffield);

8. Recommendation

- 8.1 We ask the committee to note the extensive range of interventions being delivered in Sheffield and across South Yorkshire to address road safety for children and young people.

Appendix A

Figure 1. Number of Casualties Aged 0-24 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in South Yorkshire.

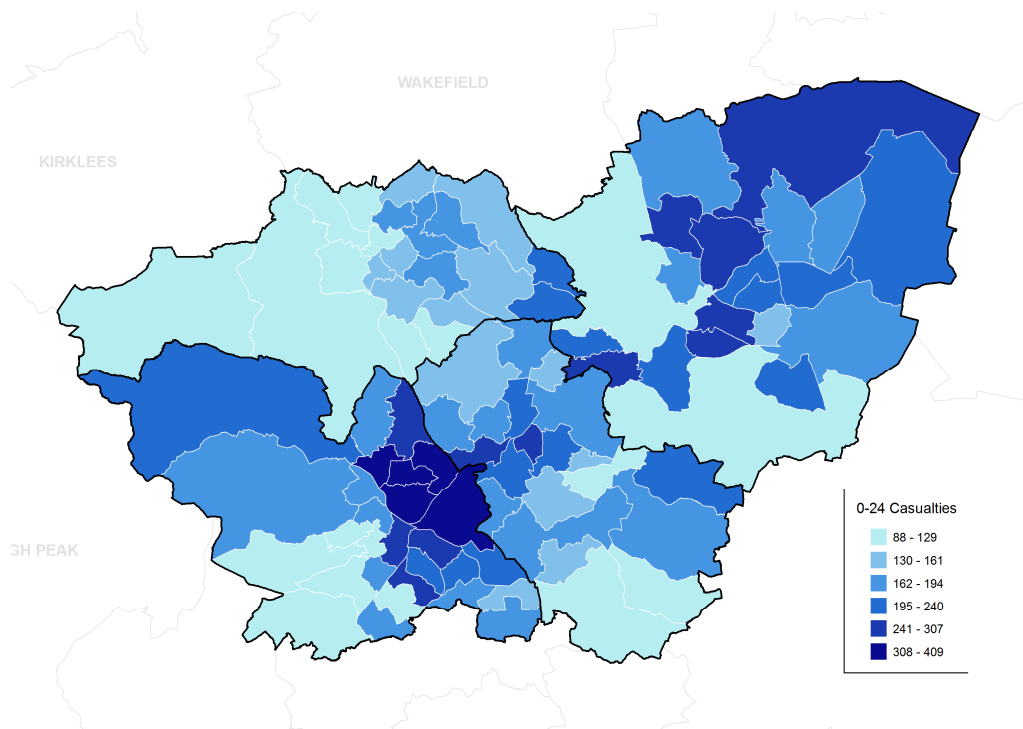


Figure 2. . Number of Casualties Aged 0-16 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in South Yorkshire.

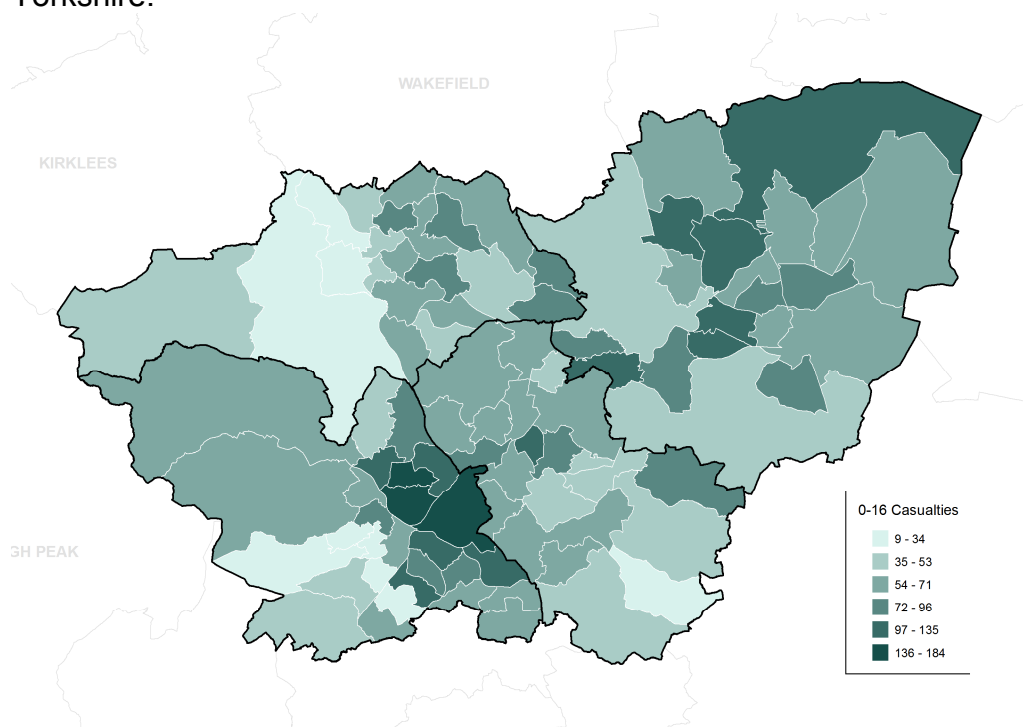
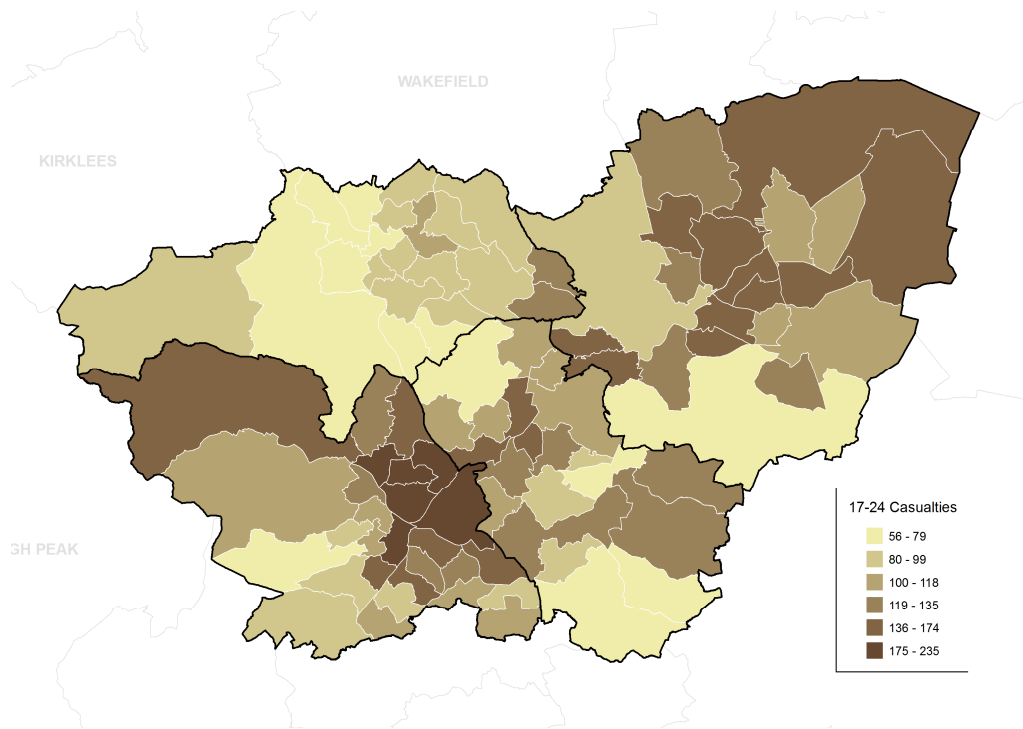


Figure 3. Number of Casualties Aged 17-24 year old Living in Each Ward Who have been involved in a Collision 2005-2014 in South Yorkshire.



Appendix B

Examples of activity and interventions by the SRP partners

Young Drivers:

- Drive for Life Event delivered by a multi-agency team of presenters from the emergency services and local authority road safety teams in sixth forms, colleges, youth training organisations and to young apprenticeship schemes;
- Learn Safe, Drive Safe – delivered by specially trained approved driving instructors as part of the driving lesson, including parental involvement, free post-test driving lessons, e-learning modules and use of black box technology;
- Subaru community engagement vehicle to encourage interaction with young people at events and meeting places;
- Learn and Live delivered to Y10 pupils in schools by SYFR looking at the risks faced by young people when travelling by different modes of transport.

Powered Two Wheelers

- Dedicated motorcycle casualty reduction officer employed by SYFR on behalf of SRP;
- Bikesafe and Skills for Life advanced motorcycle training;
- Sharp Rider enhanced motorcycle training;
- Twist and Go skills for young riders on low powered machines;
- Biker Down first on scene/first aid training for riders;
- Biker Beware signs put up on a temporary basis (April to Oct) on key routes across South Yorkshire which have experienced high levels of motorcycle killed and seriously injured casualties;
- Someone's Son motorcycle safety campaign to encourage drivers to look out for motorcycle riders.

Driving for Work

- Safer Driving at Work sessions held at Lifewise centre – bespoke sessions looking at on-road risk and the responsibilities for businesses who have employees who drive for work;
- Eco-driving training for businesses;

Cyclists

- Bikeability training for Y6 school pupils;
- Urban commuter cycling DVD;
- Tour de France app showing routes for each stage and giving safety advice for cyclists and group riding;
- Look out for each other campaign to urge drivers to look out for cyclists.

Pedestrians

- Practical pedestrian training in schools;
- Y6 transition lessons for pupils moving up to secondary school;
- Y6 attendance at Crucial Crew to receive a series of personal safety interventions including a road safety session;
- Be Bright Be Seen campaign run in autumn with free hi visibility accessories for students, pedestrians and cyclists.

Older road users

- Scooter Safe - mobility scooter training;
- Drive safe @ 60+ for older drivers.

PR and Communications

- Annual schedule of road safety campaigns including cycle safety, powered two wheeler safety, young driver safety, don't drink and drive, Be Bright, Be Seen;
- Support for national and international campaign weeks promoted by external organisations e.g. UN Global Road Safety Week, Child Accident Prevention Trust's Child Safety Week, Brake's National Road Safety Week;
- Road safety information available online via the Lifewise999 website at <http://www.lifewise999.co.uk/road-safety>;
- Use of social media with a Safer Roads Facebook page and Twitter account;
- Press releases issued on a regular basis to promote the work of the Safer Roads Partnership;
- Calendar of events with SRP staff attending shows, fetes and galas across South Yorkshire and hosting road show events at prominent locations in support of key campaigns.

Appendix C

Graph of Child Pedestrian Casualties (All Severities) aged 0-16 years in Sheffield 2010 – 2014

