



POLICE & CRIME  
**COMMISSIONER**

Serving  
Hampshire  
Isle of Wight  
Portsmouth  
Southampton

# **Road Safety Report**

## **What do we know?**

## Acknowledgements

We would like to thank our partners in working with us to provide this overview of road safety across Hampshire, Isle of Wight, Portsmouth and Southampton. With the sustained efforts of all those involved we can keep our communities SAFER.



Data presented in this report has been supplied by each participating authority and organisation, and reflects their specific geographical areas covered.

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# 1 Summary

It is clear that there are many interconnected facets to road safety, many of which are interconnected. Road safety is not only about the physical aspects of driving such as the type of car, time of travel, or the weather conditions, but also increasingly about education and behaviour change.

The influence of technology such as SatNavs, in-car Bluetooth, touch screens and multimedia in cars, can all be a factor in leading to a lapse in concentration and in the worst cases a fatal collision. Environmental factors such as road design and road signs, roads conditions (e.g. pot holes), glare and view obstructions can also feature.

Road safety efforts combine the work of several agencies. Each organisation brings their expertise, a different perspective and innovation in how to raise awareness of road safety and reduce road casualties. We fully support the Hampshire County Council's Economy Transport & Environment Select Committee Road Safety Task & Finish Group: Outcomes Report<sup>1</sup> and seek to work in partnership to further support and enhance the work already being undertaken.

The number of vehicles on the roads continues to increase. Since 2011, the number has increased by about 1.6 million in England, 142,000 in Scotland and 69,000 in Wales. With local and leisure drivers to commuters and tourists both from the UK and abroad, the driving experience of each person behind the wheel varies greatly, leading our roads to be unpredictable in nature.

What we have seen is the variance in the boundaries that different authorities operate within. The only authorities covering the whole of Hampshire, Isle of Wight, Portsmouth and Southampton are the Police and Crime Commissioner's Office and Hampshire Constabulary. The Police and Crime Commissioner's plan is structured to deliver work that strengthens partnership working, acting as a facilitator between authorities to keep our communities SAFER. It is the Police and Crime Commissioner's vision that Hampshire, the Isle of Wight, Portsmouth and Southampton are amongst the safest places to live, work and visit, with the PCC working to keep you, your family, your community SAFER<sup>2</sup>.

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<http://democracy.hants.gov.uk/documents/s14840/Road%20Safety%20Task%20and%20Finish%20Outcomes%20Report.pdf>

<sup>2</sup> <https://www.hampshire-pcc.gov.uk/plan>

## 2 Introduction

Hampshire, Isle of Wight, Portsmouth and Southampton contain extensive road networks, as highlighted in the Cutting the Cost of Dangerous Roads: Full British EuroRAP 2017 results report. The road infrastructure across our region must withstand the wide variety of travel from residents, commuters, tourists and business to name a few. Hampshire has over 5,300 miles of roads, 1.9 million residents<sup>3</sup> and an average of 39.75million<sup>4</sup> day tourists visiting our region every year.

The impact of road safety to families and communities who have lost someone to a fatality on the roads is immeasurable. What we can measure are the number and severity of accidents on our roads, enforcement activity (tickets issued, speed enforcement etc.), road improvements made following an accident and other recordable outcomes related to road safety.

Hampshire has both a diverse rural and urban population. The contrast of lifestyles is mirrored on our roads, generating operational challenges for each authority responding to road safety and incidents. For example the Fire and Rescue service are concerned with the age of the vehicle as this affects the methods of rescue, and the severity of injury and risk to life following a collision.

Where appropriate, Hampshire County Council will be able to facilitate the development and implementation of traffic management enhancements on a full cost recovery basis. All proposals are subject to assessment in order that any new measures are consistent with those implemented by the County Council across the Hampshire County Council area.

Traffic management enhancements Town and Parish, District and Borough Councils can consider in their local communities include:

- Village gateways
- Enhanced village place name signs
- Traditional finger post signing
- Sign de-clutter works
- Temporary electronic Speed Limit Reminder signs
- Minor signs and carriageway lining alterations
- Bollards to prevent footway overrun
- Informal crossing points for pedestrians

Keeping our communities SAFER is central to the delivery of the work being undertaken by the Police and Crime Commissioner's office. Our PCC is committed to strengthening partnerships to work together to reduce crime, promote public safety and create vibrant, inclusive communities. Collaborative working with relevant authorities can strengthen and align good practice, raising the profile of road safety

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<sup>3</sup> 2017 mid-year is 1,969,000

<sup>4</sup> [www.tourismsoutheast.com](http://www.tourismsoutheast.com)

through the Police and Crime Commissioner's office. The findings will allow for consultation and form the basis for steering collaborative activity and campaigns.

This report aims to summarise key areas of road safety for different authorities, look at differences between our local authority areas and public perception of road safety.

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### 3 Methodology

Road safety 'What do we know?' has been produced in recognition of risk of harm to Hampshire residents. Road safety impacts all our local authority areas and the topic sits across:

- Enforcement (Police)
- Rescue (Fire and Rescue)
- Accident and emergency (South Central Ambulance Service)
- Local authorities (prevention and enforcement)

We coordinated and instigated this report through directly contacting partner agencies and requesting road safety data and information, utilising our public survey and open source information. Each relevant authority has a different operational response to road safety, and therefore different data. Efforts of each are relevant to and can be streamlined by aligning information.

The Performance and Information team at the PCC's office collated and analysed the information, and chaired a joint meeting to review the proposal to ensure a comprehensive report plan.

We have used Police data<sup>5</sup> (KSI Report for RPU<sup>6</sup>) and YouGov Profiles Data (market-based research). A data visualisation programme 'Tableau' has been utilised to visually represent some of the data gathered and public perceptions of road safety:

[https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow\\_0/Story1](https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow_0/Story1)

Each contributory authority has been summarised.

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<sup>5</sup> Business Objects

<sup>6</sup> Killed and Seriously Injured report for Roads Policing Unit

## 4 What do we mean by road safety?

Road safety can have many interpretations. Public understanding of road safety and road incidents can vary widely. Each authority taking part in the report provided their interpretation on what they believe constitutes road safety and killed and seriously injury (KSI).

Key definitions used by the Department for Transport<sup>7</sup> are widely adopted by authorities:

**Accident:** Involves personal injury occurring on the public highway (including footways) in which at least one road vehicle or a vehicle in collision with a pedestrian is involved and which becomes known to the police within 30 days of its occurrence. Damage-only accidents, with no human casualties or accidents on private roads or car parks are not included. Each accident is classified according to the severity of the injury to the most seriously injured person involved in the accident. An injured casualty is coded as killed or as seriously or slightly injured by the police on the basis of information available within a short time of the accident.

**Casualty:** A person killed or injured in an accident. Casualties are sub-divided into killed, seriously injured and slightly injured.

**Fatal accident:** An accident in which at least one person is killed; other casualties (if any) may have serious or slightly injuries.

**Killed:** Human casualties who sustained injuries which caused death less than 30 days.

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<sup>7</sup> <https://www.gov.uk/government/organisations/department-for-transport>



## 5 Hampshire Constabulary

### 5.1 Data analysis

Hampshire Constabulary has a dedicated Roads Policing Unit (RPU) which forms a part of the Joint Operations Unit (JOU) in collaboration with Thames Valley Police. This specialist policing unit focuses on keeping our roads safe and deploying an active presence across our communities. With 3 bases covering north, east and west of Hampshire and a combined Roads Policing/Firearms team on the Isle of Wight. There are three teams at each base covering our roads 24/7 with cover extending to the Isle of Wight out of hours.

For 2016/17 RPU dealt with 33,000 calls for service for road related incidents and attended 17,000 additional calls for service in support of local policing. RPU were deployed to one in five of all Hampshire Constabulary's emergency incidents, with an average response time of 13 minutes. From April 2017 to March 2018 the department saw a reduction of 39 response officers. This was associated with the Constabulary uplifting its number of firearms officers whilst at the same time restructuring against the backdrop of a reduction in the police budget. Nevertheless across RPU there remains in excess of 100 officers on the department, from response to specialist collision investigators.

Over the period of the reduction RPU maintained an attendance to 73% of all injury collisions, with a 5% reduction (n291) in the number of incidents attended in support of local policing. With fewer resources police attendance to collisions is prioritised against the seriousness of the incident, but the Constabulary aim to attend all injury collisions. Road Policing officers have the authority to implement road closures where necessary.

Hampshire, IOW, Portsmouth and Southampton	2012	2013	2014	2015	2016	2017
Persons killed	42	55	42	45	57	43
Persons seriously injured	957	976	1008	993	1011	969
Persons slightly injured	5006	4487	4604	4334	4395	4074
<b>Total Casualties:</b>	<b>6005</b>	<b>5518</b>	<b>5654</b>	<b>5372</b>	<b>5463</b>	<b>5086</b>

A report by the Road Safety Foundation in 2017, found that Hampshire and the Isle of Wight have two key roads in the top 10 persistently high risk roads in Britain. The A32 in Gosport saw KSI collisions increase from 28 (2010-12) to 38 (2013-15). The A3055 on the Isle of Wight saw KSI collisions increase from 31 (2010-12) to 36 (2013-15).

## Risk rating

- Low risk roads
- Low-medium risk roads
- Medium risk roads
- Medium-high risk roads
- High risk roads
  
- === Motorway
- === Single and dual carriageway
- Unrated roads



Map taken from the Road Safety Foundation, South East Region Cutting the cost of dangerous roads<sup>8</sup>

Risk rating is calculated by comparing:

- the frequency of road crashes that result in death and serious injury on every stretch of road with;
- how much traffic each road is carrying

It is important to acknowledge the many factors that can contribute to a collision such as: weather, type of vehicle, number of occupants, skill of the driver, price of fuel to name a few. With a reduction in the number of RPU officers and an increased support to local policing, proactive enforcement of road traffic offences has fallen over the past two years. Enforcement however remains a key part of the Constabulary's road safety strategy and activity is now aligned to intelligence and a national campaign calendar.

The Tactical Tasking and Coordinating Group (TTCG) works with partners through the analysis of KSI figures to identify high risk roads across our region, RPU officers are tasked with patrolling these routes where possible to reduce road casualties.

Road closures can have a significant impact upon drivers, which can lead to people travelling on roads they are unfamiliar with. RPU work with partner agencies such as the Highways England who manage the closures and diversions on our strategic road networks.

<sup>8</sup> <http://roadsafetyfoundation.org/cutting-cost-dangerous-roads/>

The Constabulary's Roads Policing strategy aligns to the national perspective with a focus on four aspects:

- **ROAD SAFETY:** Enforcement, Driver Education, Partners & Campaigns
- **DISRUPTION:** Tackle Criminal & Anti-Social use of the roads
- **RESPONSE:** Manage KSI Collisions & Incidents and keep Strategic Roads open
- **INVESTIGATION:** KSI Collisions and Serious Offences on the roads

In addition to the Roads Policing strategy the Constabulary have undertaken a Strategic Threat and Risk Assessment (STRA) which identifies specific areas of risk on our roads often impacting disproportionately on the most vulnerable, including young drivers, cyclists (for example adult male pedal cyclists have historically recognised as a 'hard to reach' group), motorcyclists (for example urban motorcyclists commuting) and pedestrians. Another significant area of risk is the movement of Heavy Goods Vehicles (HGVs) on our strategic road networks. Whether linked to national security or the movement of waste indents involving HGV's by their very nature and size have the potential to be some of the most serious.

Across the five counties covered by the JOU Roads Policing Unit it is estimated there are 48,000 uninsured vehicles. The RPU are currently leading a national initiative known as Operation Tutelage to tackle this issue. Research from the Motor Insurance Bureau (MIB) suggests that a person is three times more likely to be involved in a fatal collision with an uninsured driver than an insured one. Between March 2017 and January 2018, Operation Tutelage led to the reinsurance of over 5,000 uninsured vehicles across the two force areas.

Two established initiatives Hampshire Constabulary continue to address are:

- 'Young drivers' which is addressed via Safe Drive Stay Alive and also through education in schools.
- 'Older drivers' which is addressed by the 'Older Drivers' Forum and other initiatives. Work here will continue to be developed to build upon the existing well respected foundations.

## 5.2 Tackling road safety

Prevention has to be a partnership approach. Hampshire Constabulary is no different from other authorities experiencing restructure and budgetary reductions, while continuing to keep our residents safe. Effective targeting of road safety messages while also identifying vulnerable road users is key.

Hampshire Constabulary have adopted the nationally developed "Fatal 4" campaign targeting the top four factors for fatalities on our roads (drink and drug driving, the

non-wearing of seatbelts, excessive speed and driving whilst distracted). A short awareness and prevention film is being developed by the Hampshire Police Communications team.



RPU have developed a road safety calendar targeting different aspects of road safety, aligning local campaigns, operations and awareness with national ones. <sup>9</sup>

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<sup>9</sup> Hampshire Constabulary look to national best practice, utilising the right skills and equipment while also aligning resources to threats such as utilising the Commercial Vehicle Unit and restructuring shift patterns, this all contributes to the RPU's efforts to reducing KSI's on our roads.

## 6 Hampshire County Council

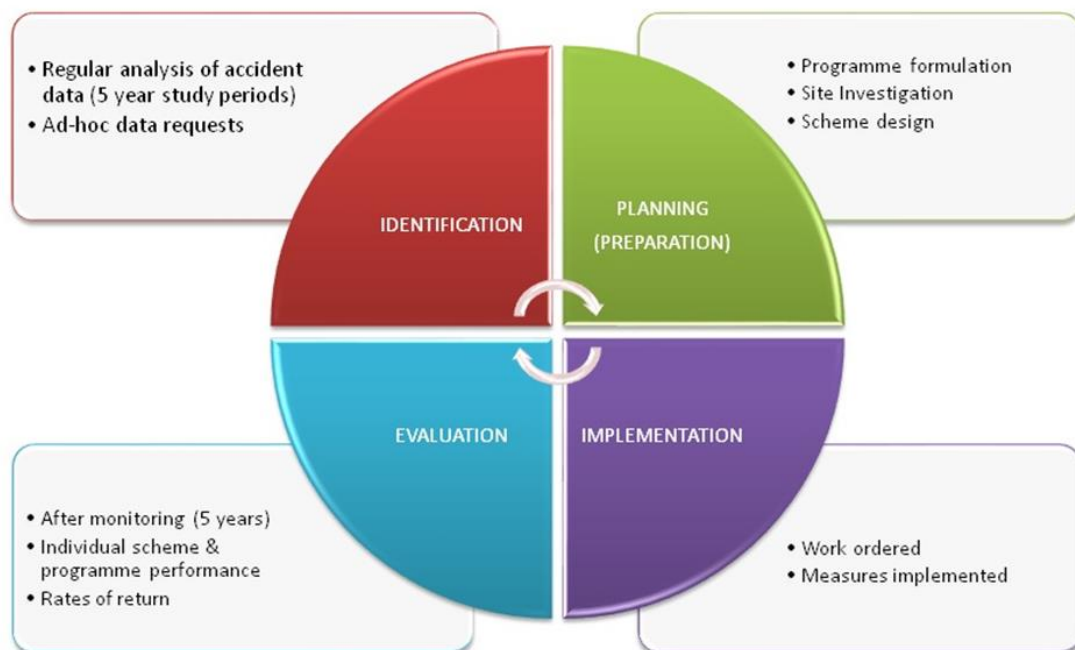
### 6.1 Data analysis

Hampshire County Council (HCC) have specialist staff who regularly analyse injury accident data, as supplied to them by Hampshire Constabulary, to identify collision hotspots, where potential safety measures are considered against the evidence to determine what interventions may need to be introduced. The analysis of collision data also helps target the County Council's road safety publicity campaigns.

A specialised computer software package called KeyAccidents is used to manage the injury accident data records stored by the County Council. This software enables the identification of road traffic accident cluster sites, analysis of geographic areas, detection of common causes and the opportunity to breakdown the characteristics of those involved in collisions.

HCC uses injury collision information to try to understand what, why and where the dangers on the highway network are, and then try to make them safer. Expertise within this team allows the causes and contributory factors of road accidents to be fully investigated as part of the planning stage. Road safety engineers analyse, plan, design, and install safety engineering schemes. Safety Engineering measures that are implemented are then evaluated by monitoring their effectiveness and the whole identification, planning, implementation and evaluation process is a continuous cycle as shown in the diagram below.

### The Casualty Reduction cycle



HCC's Local Transport Plan includes aims to reduce casualties as follows:

- To reduce the number of people killed or seriously injured in road traffic accidents on Hampshire's roads by 20% from the 2004 to 2008 average, by 2020
- To reduce the number of children killed or seriously injured in road traffic accidents on Hampshire's roads by 20% from the 2004 to 2008 average, by 2020.

The following table summarises the yearly number of casualties by severity that have occurred on the highway network that HCC maintain.<sup>10</sup>

**Summary of annual casualty figures- Hampshire**  
(excluding IOW, Portsmouth, Southampton)

<b>Year</b>	<b>Fatal</b>	<b>Serious</b>	<b>KSI</b>	<b>Slight</b>	<b>Total</b>
2011	35	634	669	2871	3540
2012	24	573	597	2730	3327
2013	42	581	623	2438	3061
2014	30	648	678	2417	3095
2015	22	610	632	2392	3024
2016	34	607	641	2415	3056

KSI - Killed or seriously injured



The casualty picture for Hampshire's maintained network of roads presents a mixed message. Across all severities, there is a downward trend which shows a strong and clear message of improvement. The most serious casualty numbers are, however, less encouraging. There are many reasons thought to be behind the upward trend in KSI severity casualties seen across Hampshire from 2012 onwards, including the increased population in the County, the popularity of cycling and the rise in road user distraction as the result of mobile technology such as iPod/smartphone use. The cost of fuel and weather conditions are also considered to have an influence on casualty rates. The following 2016 casualty statistics are for Hampshire maintained roads.

<sup>10</sup> Accidents and casualties that occur on the Motorway and Trunk Road network and those that have occurred within the Cities of Southampton, Portsmouth and on the Isle of Wight are not included because HCC have no local highway authority responsibility for those roads. The Motorway and Trunk Road network is the responsibility of Highways England.













## Killed and Serious Casualties by nature of road (urban/rural) 2016



*Killed and Serious Casualties by District/Borough in 2016 (Total = 641)*

District/Borough	KSI casualties in 2016	 Urban	 Rural
<b>Winchester</b>	<b>94</b>	<b>27</b>	<b>67</b>
<b>New Forest</b>	<b>96</b>	<b>41</b>	<b>55</b>
<b>Eastleigh</b>	<b>42</b>	<b>32</b>	<b>10</b>
<b>Test Valley</b>	<b>59</b>	<b>29</b>	<b>30</b>
<b>Basingstoke</b>	<b>75</b>	<b>35</b>	<b>40</b>
<b>Hart</b>	<b>47</b>	<b>21</b>	<b>26</b>
<b>Rushmoor</b>	<b>36</b>	<b>35</b>	<b>1</b>
<b>Gosport</b>	<b>39</b>	<b>39</b>	<b>0</b>
<b>Fareham</b>	<b>47</b>	<b>44</b>	<b>3</b>
<b>Havant</b>	<b>44</b>	<b>40</b>	<b>4</b>
<b>East Hants</b>	<b>62</b>	<b>19</b>	<b>43</b>

### ***Killed and Serious Casualties by Vulnerable road users***

Vulnerable road user	KSI casualties in 2016	2012-2016 trend
<b>Young Drivers 17-24</b> 	<b>22</b>	
<b>Pedestrians</b> 	<b>96</b>	
<b>Motor cyclists</b> 	<b>188</b>	
<b>Pedal cyclists</b> 	<b>123</b>	
<b>Children</b> 	<b>45</b>	
<b>Older Drivers (60+)</b> 	<b>128</b>	

#### 6.2 Tackling road safety

Hampshire County Council has a statutory duty under the Road Traffic Act 1988 to:

- Prepare and carry out a programme of measures designed to promote road safety
- Carry out studies into accidents arising out of the use of vehicles on roads
- Take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training.

HCC breaks down tackling road safety into two areas: Safety Engineering and road safety education and publicity.



## Safety Engineering

### *Casualty Reduction Partnership*

All fatal and potentially fatal (life changing) accidents which occur on roads maintained by the County Council are the subject of an individual investigation by the Casualty Reduction Partnership (CRP). The CRP consists of officers from the County Council, the relevant District/Borough Council and Hampshire Constabulary. The circumstances of the collision / other collision records and concerns from officers, police and the public are also taken into account as part of the investigation. Measures are implemented as necessary.

### *Low cost programme*

Safety schemes utilising relatively low cost measures such as signing, lining, bollards, high friction surfacing and vehicle activated signs. This applies to schemes of less than £50,000.

### *Carriageway surface treatment programme*

Carriageway surface treatments are used as a tool to reduce loss of control and skidding-related accidents by improving the skidding resistance of the carriageway surface for roads with a higher than average proportion of accidents that occurred in the wet, to run alongside the standard maintenance programmes.

### *Routes Assessment programme*

This programme consists of route based measures such as signing and lining improvements coupled with links to education and enforcement if appropriate. The level of different types of accidents such as those which have occurred in the wet or dark or involve pedestrians, pedal cyclists and motor cyclists are considered to target specific remedial action as appropriate.

### *Major safety schemes*

Major safety schemes such as the introduction of traffic signals, new roundabouts or major junction improvements. These are generally considered once potential low cost solutions are exhausted and other measures have proved unsuccessful. Major schemes are usually subject to securing the appropriate funding.

Following the Road Safety Foundation report in 2016, HCC have been working with the Road Safety Foundation to produce bids on three specific sections of route in Hampshire identified by them within the top fifty and which are in the top ten of high risk routes in Britain. These routes are:

- A27 – Delme roundabout to Portsmouth City boundary
- A32 - Fareham to Gosport
- A36 - Southampton boundary to junction 2 M27

Bids have recently been submitted to the Department of Transport (DfT) Safer Roads fund initiative who will consider funding the safety improvements identified. HCC are awaiting the outcome from the DfT on the successfulness of the bids.

## **Road safety education, training and publicity**

HCC's road safety team offer a range of education, training and publicity resources to people in Hampshire targeting key audiences with key messages focusing on attitude and behavioural change. This is planned annually considering local priorities and forms the planning process of the working group of partners in Hampshire who meet quarterly. Membership currently includes all local authority road safety teams in Hampshire and IOW, Hampshire Constabulary, Hampshire Fire Rescue Service and Highways England. Calendars have been aligned to national calendars including the National Police Chiefs Council and Think!, increasing opportunities to extend campaigns and work together in sharing resources.

The working group at these meetings plan joint campaigns and share good practice. Examples of this recently would be 'Your Time To Shine', a campaign led by HCC which included key messages and activities for schools which was available to all partners who promoted and shared in schools increasing participation across all areas, cycle operations led by Hampshire Constabulary which included officers from local authorities assisting 'Close Pass' and 'Be Bright' events. The last two summer drink drive campaigns have been planned by the working group which meant by sharing resources all ferry ports in Hampshire received engagement events. Messages and resources were agreed in advance and all members had tasks to do so the events were co-ordinated, risk assessed with consistent messages and all staff were briefed beforehand. The scale of these campaign events could not have happened if good practice wasn't shared and planned jointly.

### *Streets Ahead*

The Streets Ahead pedestrian training scheme is aimed at children aged five to seven, and is led by volunteers from each school. The course involves practical sessions, which include using the Green Cross Code, what to wear and how to behave, keeping safe on the pavements as well as finding the safest route.

### *Bikeability cycle training*

The County Council offers Level 2 Bikeability to primary schools and Level 2 and 3 to secondary schools, giving children the opportunity to develop new skills, improve confidence and gain a sense of pride and achievement. The Road Safety Team currently have funding for and are training approximately 7600 children across Hampshire annually.

### *Walk to School Week*

Walk to School Week supports the national Living Streets campaign. The Road Safety Team offer material to all schools free of charge; children receive stickers and a certificate if they walk to school for the whole week. This is a fantastic opportunity to reduce congestion outside schools, promote healthy living as well as teaching pedestrian skills.

### *StreetSense*

'StreetSense' is aimed at secondary school students aged 11-16yrs and highlights the dangers of being distracted at the roadside. The aim of the programme is to educate both teenagers and preteens about keeping safe as they travel on foot or by bike,

particularly to and from school; reminding them of the dangers of listening to music, mobile phones as well as conversations with friends whilst crossing the road.

#### *Think First*

Think First is the County Councils young driver programme aimed at 17-24 year old drivers. The elements of the programme include interactive activities, presentations, Fresher's Fayres as well as Safe Drive Stay Alive (led by Hampshire Constabulary).

#### *Driver Training*

The County Council's road safety team offer a range of practical and office based driver training courses and assessments to meet the needs of all businesses, whether they are looking to meet health and safety requirements or increase their fuel efficiency by better driving. Driver profiling and driver theory workshops are also available.

#### *Drivers Skills Scheme 60+*

A confidential driving appraisal in the customer's own vehicle, for those over the age of 60 who wish to update their driving skills. The County Councils aim is to help people stay safe on the road for as long as possible. The assessor looks at the way the driver deals with various traffic situations on roads that he or she normally drives on and makes recommendations to help ensure ongoing safety.

## 7 Hampshire Fire and Rescue

### 7.1 Data Analysis

An ever increasing role for the Fire service is responding to RTCs. The HFRS are called upon by blue light colleagues for their expertise in RTCs whether that be first aid (e.g. use of spinal boards), cutting open vehicles and person extraction or utilising their specialist capabilities (e.g. Hazmat).

HFRS base their analysis on their data and additional data supplied by Hampshire Constabulary as they attend all RTCs.

The number of people killed in RTCs reduced by one during the period April to March 2018 (23 fatalities) compared to the previous year (24 fatalities). May had the greatest number of fatalities (4), the other months were lower.

The number of people seriously injured in RTCs in Hampshire remains above the national average<sup>11</sup>. The number decreased by 28 in April 2017 to March 2018 (426 people) compared to the previous year (454 people). The number of seriously injured casualties fluctuated over the twelve months.

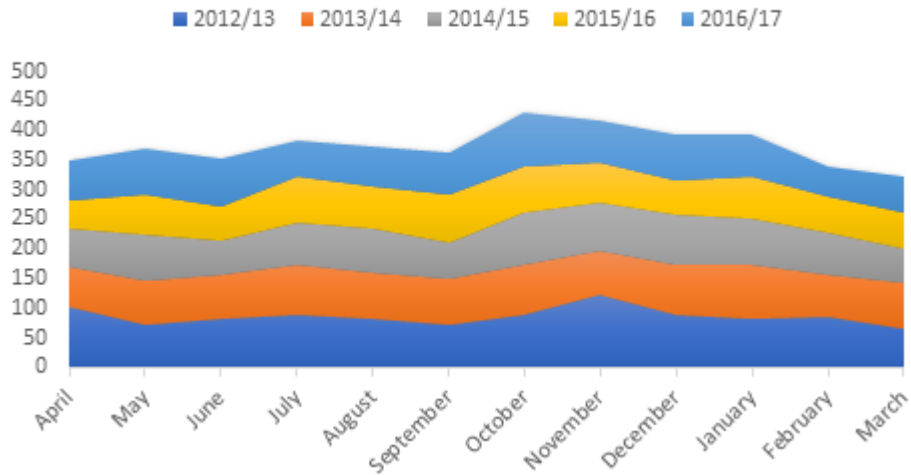
HFRS do not attend all RTC's. HFRS attended 836 in the year 2015/16 and 888 in 2016/17.

HFRS measure and monitor the number of RTC's that they respond to and analyse this data to look at issues such as where incidents are occurring, what time of day and what the road conditions were. Road casualty data currently gives limited information about behaviour. There are many arterial commuter routes that run through the geography of the group, and therefore it is a challenge to address and educate potential victims due to many drivers residing outside of the location, and possibly even further afield.

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<sup>11</sup> <http://democracy.hants.gov.uk/documents/s9485/Performance%20Report%20appendix%20A.pdf>

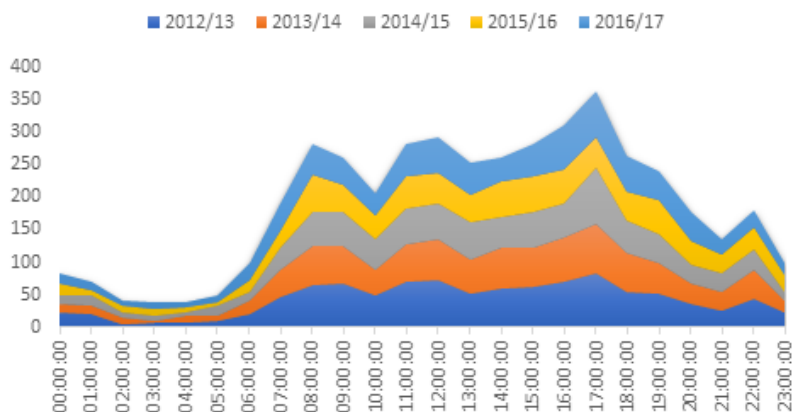
## RTCs in Hampshire by Month



HFRS provide localised analysis to HFRS teams so that they can target their risk reduction activities.

As expected, peak commuter times are when the majority of RTCs occur. A steady number of RTCs continue to occur throughout the evening hours of the day. The majority of the RTCs have occurred in the main arterial roads throughout the county and the access points to these roads. Roads that have the majority of RTCs are those with speed limits of either 30mph or 60mph.

## RTCs in Hampshire by Time of Day





## 7.2 Tackling road safety

HFRS work in partnership with the Police, Local Authorities, the Blue Lamp Trust and other public agencies to deliver road safety campaigns. One of the most popular education initiatives with partners this year was the “Safe Drive - Stay Alive” campaign which reaches new and pre-drivers in an emotive and hard-hitting way, influencing behaviour and attitude on the roads.

HFRS promote the #FriendsDriveSafe campaign the central road safety themes of "The Fatal Four".

HFRS is a member of the Hampshire road safety partnership which determines direction through intelligence led collaboration and national guidance. Key stakeholders in this partnership are; Hampshire County Council, Hampshire Police, Southampton and Portsmouth City Councils, HFRS, IOWFRS and Highways England.

A road safety practitioner lead acts as single point of contact within the service ensuring a mechanism is in place to disseminate information and resources to all those engaged in road safety activities and allow opportunity for local intelligence and innovation to be fed into the road safety agenda.

### *HFRS Schools education team*

Deliver road safety at key stage 1 (5 to 7yrs) and 2 (7 to 11yrs). They target messaging based on fire and road safety statistics from the road safety partnership and categorise schools by risk. Where there is an identified road safety risk, input is biased towards pedestrian safety, passenger car safety and bicycle safety. The syllabus for road safety was developed in conjunction with Hampshire County Council and HFRS educators utilise HCC Junior Road Safety Officers when embedded at a school to support the sessions.

### *Fire Station personnel*

Carry out targeted campaigns and participate in events when invited by partners or as part of station risk reduction measures. This is often in conjunction with wider initiatives such as Thames Valley Police “Safe Drive Stay Alive” and Brockenhurst College “Drive Safe” where for many years HFRS have been a key contributor

highlighting a range of road safety issues including the impact of animals, particularly important in rural areas and our highest animal casualty risk area, the New Forest.

#### *HFRS Volunteers*

Actively support partner campaigns through Junior Citizens events, for instance targeting IOW festival goers at ferry terminals and at Older Drivers Forums.

#### *Project Pictogram*

This is a nationally recognised campaign to advertise the “fatal four” through nudge messaging by applying branding to fleet vehicles. This is available through the HFRS website and users may download artwork free of charge.

#### *Princes Trust and Phoenix*

Educational initiatives run by HFRS contribute to the education of students/delegates in road safety.

HFRS have set up a collaborative working group with Police and partner analysts that has enabled research to be carried out on the conditions and causes of RTCs. Using this knowledge, HFRS can help ensure joint campaigns and targeted initiatives deliver the right messages at the right time of year.

HFRS also have a Knowledge Sharing Forum with the Police, PCCs office, Hampshire County Council, Southampton City Council, Portsmouth City Council and the Public Health Board. This forum helps facilitate joined up analysis on a wide range of issues facing our communities.

Within the Blue Light Collaboration Pilot, HFRS is working with South Central Ambulance Services (SCAS) and Police Analysts investigating joint response, which include RTCs.

## 8 Isle of Wight Fire and Rescue

### 8.1 Data analysis

As with the mainland, the Isle of Wight Fire and Rescue service are increasingly responding to road traffic collisions. The IWFRS has statutory duties to respond to fires and road traffic collisions, as well as other emergencies, and to also promote fire safety. While the IWFRS are not called to all incidents, some of the incidents IWFRS are required to attend do not result in casualties.

Year	Killed & Seriously Injured	RTCs attended by IWFRS
2016/17	77	72
2015/16	83	65
2014/15	69	65

IWFRS analyse casualty data on a monthly basis.

In 2015 there were 81 KSI collisions resulting in 83 KSI casualties. This is up from 66 collisions and 69 KSI casualties in 2014. Nationally there was a 2.9% decrease in serious collisions between 2014 and 2015. There were 5 fatalities in 2015, up from 2 in 2014. The 2011-2014 average was 2.75 per year.

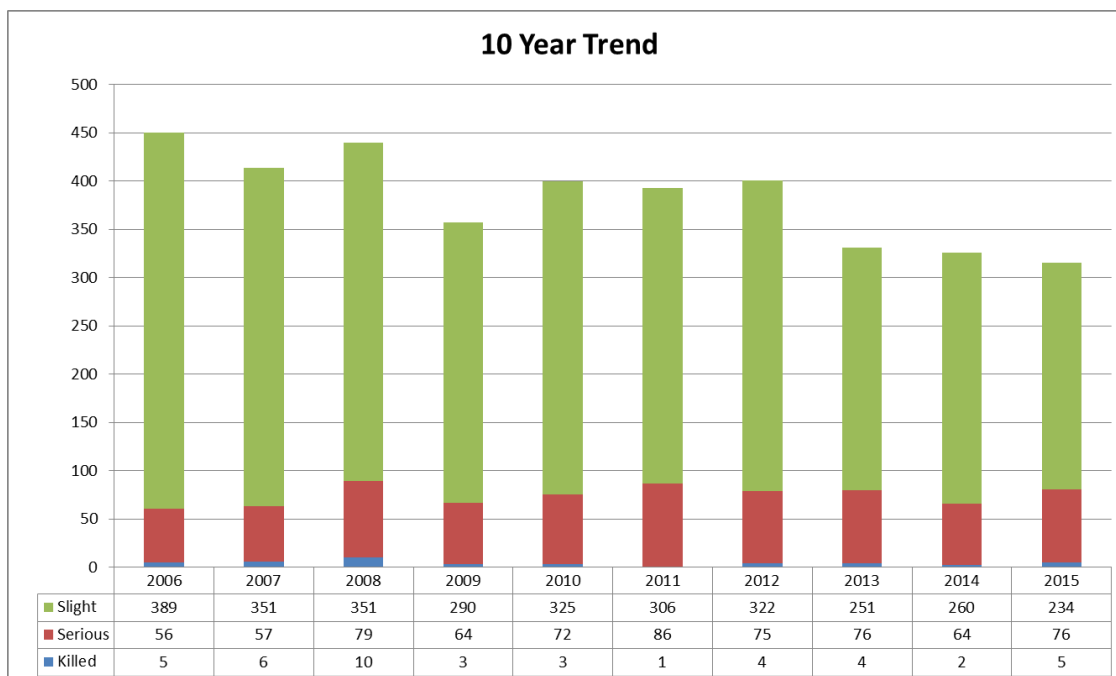
Nationally there has been no clear trend in fatal collisions since 2011. All of the fatal collisions in 2015 occurred on national speed limit roads. In three of the collisions a motorcycle rider suffered fatal injuries. There were 315 collisions that resulted in 422 casualties of all severities in 2015. This is down from 326 collisions and 427 casualties in 2014.

Vehicle traffic levels increased by 2% across the network between 2014 and 2015 (based on DfT figures). Up to the end of July 2016 there have been 185 recorded personal injury collisions: 1 Fatal, 41 serious and 143 slight. At the same point last year there had been 169 recorded collisions: 3 fatal, 39 serious and 127 slight.<sup>12</sup>

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<sup>12</sup> Island Roads- Isle of Wight Reported Road Casualties, September 2016





## 8.2 Tackling road safety

IOW FRS have a number of programs and initiatives to tackle road safety across the Island. A Road Safety Forum is active, meeting bimonthly to discuss initiatives and interrogate data. This is a collaborative forum with the membership including Police, Ambulance, the local Emergency Department, Island Roads, Rights of Way, a local Councillor and the Data & Risk Co-ordinator who drives initiatives forward.

### *Head On*

This is a multiagency initiative delivered annually across all secondary schools on the Island. Police, Ambulance and Fire perform an extrication scene, then dividing the students into classroom, sessions are undertaken to discuss any contributing factors and how to deal with them safely.

### *Safe Drive*

Is an annual theatre based project delivered in partnership with Hampshire Police and the local bus company.

### *Bikeability*

This is a road training course, delivered to over 280 14 to 16 year olds each year. This is grant funded by Department of Transport.

### *Biker Down!*

This is a nationwide scheme that devised to provide the tools to help bikers if they're involved in a crash. This biker educational initiative led by IOWFRS with support from the IOW Ambulance Service.

### *Child Pedestrian Training*

This on road pedestrian training is offered to children aged 5 and 6 years, educating young children how and where to cross the road safely, in and around the immediate vicinity of their school. School education is offered to school years 2 and 5 to further enhance road safety on the island.

### *Driver Awareness Training*

This classroom based education program is aimed at individuals with speeding offences in partnership with Hampshire Police.

### *Respect Programmes*

Sharing the road respectfully is an initiative to address the visibility of cyclists along with the behaviour of drivers, to raise the awareness of 'close passing' next to cyclists on the roads.

DRAFT

## 9 Portsmouth City Council

### 9.1 Data analysis

By March 2018 Portsmouth City Council will have spent £2.5m over three financial years to improve the safety of cycling in the city, this is just under half of what Portsmouth City Council spend overall on local transport improvements.

The city council has seen a 44% reduction in funding from central government over the last six years and increasing pressures on services for adult social care. Subsequently, although the City Council can progress some cycling-improvements there is not the ability to fund the scale of transformation needed to reach the potential as a cycling city.

About 108 people are killed or seriously injured on Portsmouth's roads each year. Of these, eight are children. The majority of road traffic incidents are on 30mph roads.<sup>13</sup>

Portsmouth was the first British city to implement a 20mph speed limit on almost all residential roads to reduce road casualties and protect pedestrians and cyclists.

There is currently a high reliance on using the car for short trips, with 16% of all car trips starting and finishing in Portsmouth being 'short trips' of less than 3kms in lengths (i.e. 9,352 out of a total of 57,691 trips).

The number of collisions involving cyclists in the city has been going down since 2011 based on data from Hampshire Constabulary and importantly the actual number of serious/fatal incidents fell from 44 in 2011 to 26 in 2015. 2016 has shown a sharp increase towards the 2011 figures, rising to 38.

Portsmouth has a high number of cyclists, the potential for more accidents involving cyclists is greater. The 2011 census data shows 7,148 (4.7%) regularly commute by bike in Portsmouth. This is double the Hampshire average (2.2%). Portsmouth has one of the highest levels of cycle participation.

### 9.2 Tackling road safety

Through road safety education, engineering projects and effective traffic management, the council aims to achieve a safer road network for the people of Portsmouth.

Portsmouth has three key campaigns for cycle safety:

Be Bright is an initiative where cyclists without lights are stopped by the Police. Cyclists are given the opportunity to avoid a fine for cycling without appropriate lights (£50) if they purchase and install lights at one of four partner retailers within 28 days.

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<sup>13</sup> Portsmouth City Council, Public Health Annual Report 2016

Exchanging Places aims to educate and inform drivers and cyclists on vehicle blind spots to address the trend of accidents involving cyclists at junctions, demonstrating cyclists' vulnerability to other road users. In Portsmouth the majority of cycle collisions occur at junctions and this trend is increasing 2011 to 2015 78% (722 out of 920) and in 2016 84% (143 of 171) occurred at junctions.

Near miss is a joint operation between Hampshire Constabulary and Portsmouth City Council to promote safe driving in relation to cyclists. The initiative aims to target drivers who fail to follow the Highway Code rules on passing distances when overtaking cyclists, sometimes referred to as a near miss or close pass, which put cyclists at risk.

Behavioural change programmes:

#### *Pompey Monster*

The Pompey Monster Walk to School Challenge is designed to encourage primary age children to walk to school. Seen as beneficial for the environment, for health and improves road safety as it decreases the number of cars in the school area.

#### *Modeshift Stars and Junior Road Safety Officers (JRSOs)*

Providing JRSOs the opportunity to help their school to work towards a nationally recognised award.

Modeshift Stars is a national scheme in which schools enter details of their road safety activities online and work towards achieving Bronze, Silver and Gold awards.

All schools are encouraged to take part in this scheme and schools who are working towards an award with their JRSOs will be prioritised for Road Safety training such as Scootability, assemblies and training days, funding, resources and initiatives such as the Pompey Monster Walk to School Challenge.

#### *Family Cycle Training*

To encourage parents to take children on family cycle rides – combining training for adults with learn-to-ride training for young children on balance bikes. The initiative also provides bike grants for low income families.

#### *Bike Ability*

Level 1 - new riders learn to control and master their bikes in a space away from traffic such as a playground or closed car park. Trainees will usually be trained in a group of 3 to 12.

#### *Bike Doctor*

Bike servicing and Maintenance.

#### *Scootability*

An animated Scootability presentation, book bag flyers and Scoot keyrings were created. These can now be used to deliver Scootability training to all primary schools.

### *Family Journey planning*

Encourage healthy and sustainable travel, by increasing awareness of active travel routes and encouraging walking, cycling and public transport use for short trips.

### *Transition training*

Pedestrian and cycle safety programme to educate pupils in tasks to highlight key distractions, journey planning and behaviour exhibited by their age group in casualty records.

### *Street Skills*

Pedestrian and cycle safety programme aimed at pupils ages 13 to 14yrs. Session aims to educate pupils who undertake travel to school independently through a class-based safety training package which engages pupils in tasks which highlight key distractions and behaviour exhibited by their age group in casualty records.

### *Myjourney Portsmouth*

Web based travel planner and resource portal for Road Safety and Active travel.

### *Quieter Routes*

Portsmouth City Council has developed a 60.5km network of quieter cycle routes. These routes utilise Portsmouth's citywide network of 20mph roads. The routes that have been selected have slower traffic, a lower volume of traffic and low casualty rates. The quieter routes are ideally suited to less confident cyclists. This wayfinding innovation aims to increase new cycle trips and reduce casualties through removing safety concerns as a barrier to cycling and encouraging cycling trips to be made across the quieter roads in the city.

## 10 Southampton City Council

### 10.1 Data analysis<sup>14</sup>

Since 2010 Southampton City Council has seen traffic levels on the city's roads reduce by 1.6%, with motorised traffic down 2.4% and cycling up 7%. Reported road injury collisions have reduced between 2013-16.

Over this period the annual number of collisions fell from 870 in 2000, to a low of 532 in 2016; a reduction of nearly 39% from 2000, and a fall of 10% from 2015. The annual number of casualties fell from 1,089 in 2000 to a low of 650 in 2016; a reduction of over 40% from 2000 and a fall of a little under 5% from 2015.

Although there has been a decrease in both collisions and casualties, the percentage of casualties fatally or seriously injured (in three year pooled periods) has increased over time. One in six casualties (17.3%) were KSI in 2014-16 compared to one in ten casualties in 2000-02 (10.5%). The increase seen in 2014-16 is higher (although not significantly so) than the five previous three year pooled periods from and including 2009-11.

The number of deaths from RTCs has gradually fallen over time from 20 fatalities in 2000-02 to 8 fatalities in 2014-16. In 2014-16, 1,762 road collisions were reported in Southampton, 10% of these collisions occurred between 17:00 and 17:59 - this was the peak hour for collisions. The next peak hour for collisions was between 08:00 and 08:59 where 9% of recorded collisions occurred. In 2014-16, 71% of collisions occurred in daylight, 76% of collisions were when the road surface was dry and 86% were in fine weather conditions.

Over half (54%) of Southampton's collisions in 2014-16 occurred on unclassified roads (not classed as 'A' roads, 'B' roads or motorway). Over the same period, there were 357 KSI collisions in Southampton, the peak hour for KSI collisions was 17:00-17:59 (12% of recorded KSI collisions) and the next peak hour was also between 0800 and 0859. Over half occurred at a 'Give Way' sign (53%) and 1 in 4 occurred at automatic traffic signals (19%).

*Reported road killed or seriously injured (KSI) casualties in Southampton collisions, by priority road user group 2014-16*

KSI Casualties	2014		2015		2016		2014-2016	
	n	(%)	n	(%)	n	(%)	n	(%)
Young person (16-24)	29	23%	38	30%	23	19%	90	24%
Pedal cyclist	27	22%	32	26%	27	22%	86	23%
Powered-Two-Wheeler	38	31%	29	23%	31	26%	98	26%
Non-motorised user*	58	47%	78	62%	65	54%	201	54%
Older person (60+)	16	13%	17	14%	22	18%	55	15%

<sup>14</sup> Information taken from 'Southampton Safe City Strategic Assessment, 5.8 Road Safety: <http://www.publichealth.southampton.gov.uk/images/safe-city-strategic-assessment-2016-17-v1.2.pdf>

Child (0-15)	16	13%	13	10%	12	10%	41	11%
Pedestrian	31	25%	45	36%	38	31%	114	31%
Occupational**	15	12%	13	10%	18	15%	46	12%
<b>Total KSI Casualties</b>	<b>124</b>	<b>100%</b>	<b>125</b>	<b>100%</b>	<b>121</b>	<b>100%</b>	<b>370</b>	<b>100%</b>

\*Non-motorised user - Casualties who are a pedestrian, pedal cyclist or mobility scooter user

\*\*Occupational - casualties were in a collisions involving a driver/rider were recorded as driving for work or driving a goods vehicle (bus, taxi, minibus, agricultural vehicle, goods vehicle, van)

Older people in their 60's have a higher occurrence in the casualty dataset than older casualties aged 70 years and over. In the 2014-16 period, of the 256 older person (casualties aged 60 years and over) reported road casualties, 102 were car drivers (56 casualties were aged 60-69 years old) and 57 were pedestrians (30 older pedestrian casualties were aged 60-69 years old). Sixteen of the 19 older person cyclist casualties were aged 60-69 years old. Over one in three (37%) of all reported road casualties in 2014-16 are aged 21-35 years old. Three-fifths (59%) of all reported road casualties are male, with 67% of 0-10 year old casualties and 65% of 16-20 year old casualties being male.

Seventy-one per cent of KSI casualties were male, with males generally being over represented in the road user groups; KSI cyclists (76%) and KSI PTW riders/pillions (82%). The majority of KSI casualties for both these groups, males and females, are aged 21-35 years old (49% and 51% respectively). Similar to the patterns seen for all casualties, KSI older person casualties are increasing. In 2014-16, there were 55 KSI older person casualties in Southampton, of these 15 were car drivers and 23 were pedestrians.

Pedal cycle casualties are well understood as a result of previous analysis, and can be summarised as male commuter pedal cyclists being injured on urban roads. This is evidenced locally within Southampton as during 2014-16, there were 382 pedal cyclists involved in collisions, of which 79% were male. One in four (23%) cyclists were aged 26-35 that was the most common age band. Likely due to their vulnerability, 24% of were involved in KSI collisions. Fifty-eight percent of cyclists involved in collisions were mid junction; on a roundabout or on a main road. In 2014-16, of the 153 pedestrian KSI casualties in Southampton, the most frequent vehicle type involved in collisions were cars (75%), the next most frequent vehicle involved in a KSI collision were buses/coaches (7%). One in four pedestrian KSI casualties (26%) were aged under 16 years and one in five (20%) were aged 16-25 years old. The peak hour for KSI pedestrian casualties are 15:00-15:59 (16 KSI pedestrian casualties) – just under half of these were aged 6 to 15 years old and occurred on a week day (not in August) which may relate to school finishing times.

In 2014-2016, 3,247 vehicles were involved in collisions on Southampton roads. Three percent of licensed motor vehicles nationally and 4% of licensed vehicles in Southampton are powered-two wheelers (PTWs).

*Vehicle types reported in injury collisions in Southampton 2014-16*

<b>Vehicles reported in all collisions</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2014-2016</b>
Car	68%	66%	66%	67%
Pedal cycle	11%	12%	12%	12%
Powered-Two-Wheeler	9%	10%	9%	9%
Van / Small goods	5%	6%	5%	6%
Bus or coach	3%	2%	4%	3%
Taxi/Private hire car	2%	2%	1%	2%
Heavy goods vehicles	1%	2%	2%	1%
Minibus	0%	0%	0%	0%
Other vehicle	0%	0%	0%	0%

Data from Southampton City Council/Balfour Beatty Traffic Management team shows 63 collisions (4% of all collisions) in 2014-16 involved the contributory factor 'driver impaired by alcohol', 1% of drivers gave a positive breath test with 2% not able to provide a test for medical reasons. Alcohol was linked to 4% of all casualties where the contributory factor 'Driver impaired by alcohol' was attributed to one or more drivers in those collisions. In 8% of pedestrian casualties, the pedestrian was reported as 'impaired by alcohol'.

### 10.2 Tackling road safety

Since 2000, Southampton City Council has invested in highway schemes at known casualty 'hot spots', promoted and campaigned for better road safety and been involved in working in partnership with Hampshire Constabulary to enforce locations where there is excessive speeding.

Schemes introduced include speed calming measures in Sholing, zebra crossing facilities on Spring Road, Lodge Road and Highfield Lane and the placing of vehicle activated signs and vehicle message signs at junctions or recorded accident hotspots. Safer Route to School schemes have been implemented at or in close proximity to schools across Southampton along with crossing patrols at schools to support the safe crossing of children and their families and school keep clear zig-zags at school gates which are also enforced by a camera car.

The road safety engineering programme is delivering improvements to the road network based on injury accident records and their contributing factors. Major changes have been brought in at Saltmarsh Junction at the western end of Itchen Bridge to improve road, pedestrian and cycle safety. Whilst casualties on Southampton's roads have reduced over this time period, around 100 people are still killed or seriously injured on Southampton's roads every year. The pedestrian crossing programme reviews sites that are monitored for the requirement of pedestrian / cycle crossing facilities.



In 2017 Southampton City Council adopted its ten year Cycling Strategy which aims to transform Southampton into a true cycling city that is safe and easy for people to get around by bike<sup>15</sup>. Schemes implemented recently to help cyclists include:

- Second Avenue two-way cycle route
- Church Street, Shirley
- First Avenue two-way cycle route
- Kingsbridge Lane public realm
- Funding secured for cycle infrastructure on Bursledon Road, The Avenue, Millbrook Road East, Quayside Road-Bitterne Village and develop the quiet ways concept in Sholing.

SCC Safe City Partnership continues to find ways of challenging the attitudes and behaviour of road users through targeted campaigns and training events. Road user behaviour is the biggest common factor in most casualties and behavioural change approaches may be beneficial.

Campaigns and initiatives undertaken across Southampton include:

*Safe pass* – drivers are stopped if they pass cyclists too close, without giving enough safe space to pass, these drivers are then provided with information about road safety risks and passing cyclists with care.

*Be Bright Be Seen* – cyclists who are not wearing bright clothing are stopped and advised of the road safety risks, and also provided with free high visibility clothing, reflectors and short term lights.

Driver education events are held in the city that specifically targeted older drivers providing sight and driver reaction time tests. This is held in partnership with the Hampshire Constabulary. Information on safe driving for longer distance and details of alternative modes of transport were provided.

Delivery School Travel Plan measures have been put in place such as new crossing facilities or speed calming in vicinity of school. As part of the My journey sustainable travel programme SCC work with Modeshift who provide an active travel rewards scheme for demonstrating a percentile change in the number of students walking and cycling to school. As part of the My Journey sustainable travel programme SCC:

- Provide travel planning services for schools and work places
- Recruit Junior Road Safety Officers (JRSOs)
- Scootability - training for safe use of scooter
- Bike doctors – free bike safety checks
- Cycle maintenance workshops for safer bikes on roads
- Behaviour change campaigns to sign post to services and reduce the number of cars on the road

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<sup>15</sup> <http://www.southampton.gov.uk/roads-parking/transport-policy/cycling-strategy.aspx>

- Cycle Savvy events: ensuring the bicycle is safe for use and advice of road positioning
- Walk to School week: Encourage active travel to school and modal shift
- Bike Ability training
- Walking and cycling maps promoting quieter routes
- Child car seat events – using specialists Good Egg in public car parks offering free checks on the fitting of car seats and answering other related questions to ensure the safe use.
- Online journey planner for planning journeys on quieter or more established routes

SCC operates a VAS (vehicle-activated sign) programme at sites where speeding issues have been identified but there is no supporting injury collision evidence. VAS units display '30 slow' and three pairs of units are rotated around identified sites on a monthly basis - visiting each site at least twice a year. SCC also promotes the Police-led Community Speed Watch programme, with a ring-fenced budget to purchase equipment for residents' groups. Collisions data is reviewed by Joint Operations Roads Policing analysts which informs enforcement activity (static vans and mobile). In addition, Neighbourhood Teams carry out activities that are directed by a Roads Policing Tasking process, in response to community concerns.

# 11 South Central Ambulance Service NHS Foundation Trust

## 11.1 Data analysis

SCAS as immediate responders can be deployed to all manner of incidents. The six most common major injuries that SCAS attend are:

- Road Traffic Collisions (RTCs)
- Falls under two metres
- Falls over two metres
- Burns
- Stabbing / Penetrating injury
- Hanging

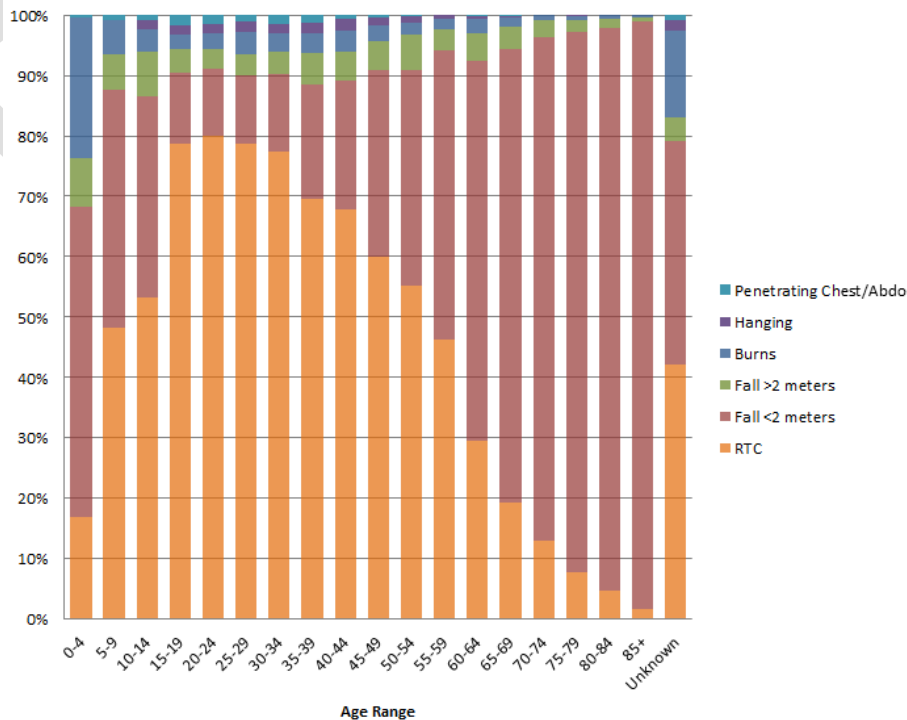
### Road Traffic Collisions

There is an excess of 35,000 trauma patients over this 18 month period. RTCs have seen an increase in the younger age ranges (10yrs-14yrs) and in the 35yrs to 39yr olds, compared to a decrease on the 60 to 64 age group. Year on year (2016-17) there has been an increase in the proportion of males recorded in RTCs.

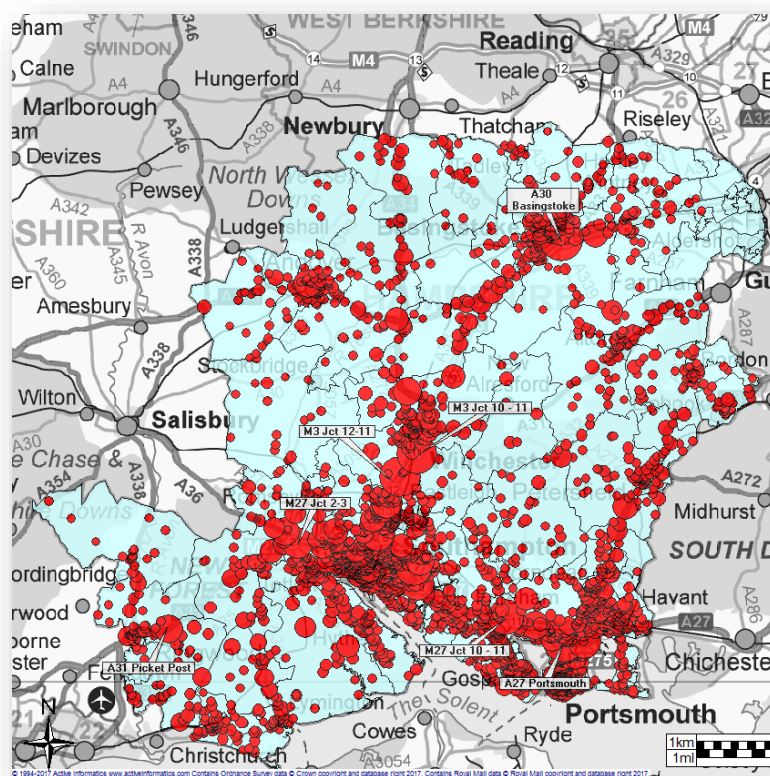
SCAS have analysed the calls they received and a pattern has emerged where peak demand for RTCs appear to occur on a Wednesday and Friday morning during rush hour periods.

The weekend profile shows the peak time to be on a Saturday at midday.

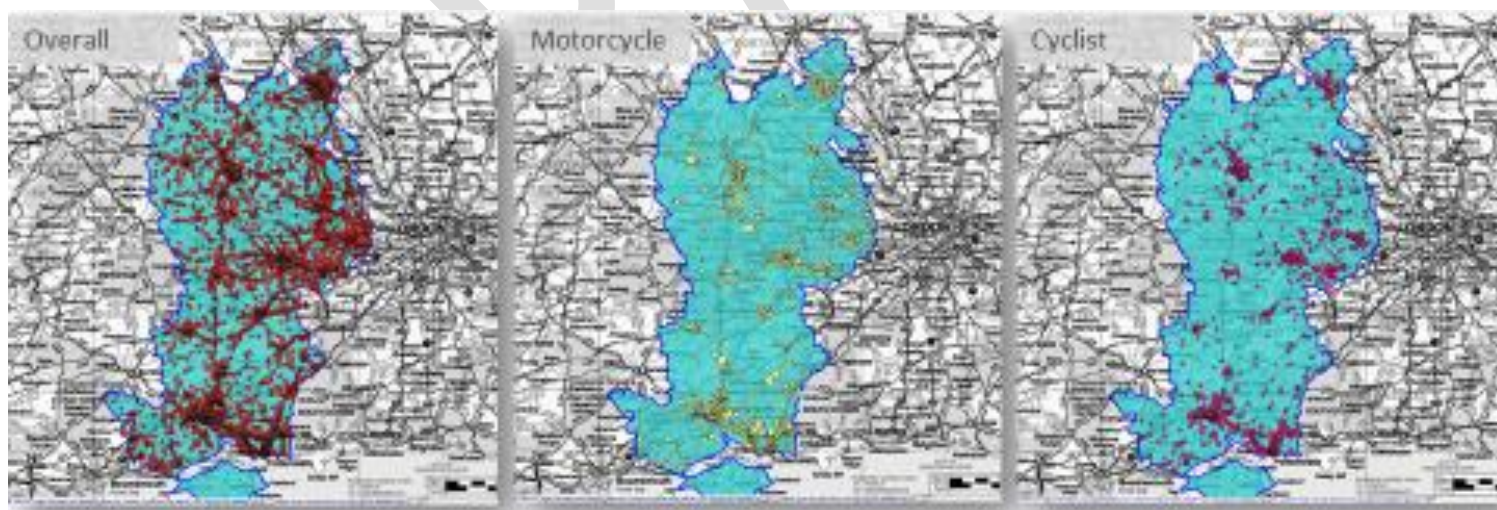
Trauma patients by age range and type - Jan'16 - Jun'17



## Geographical area demand



Peaks in demand



### Overall – peaks in demand

Season - Autumn  
 Month - December  
 Hours - 08:00 & 17:00  
 Day - Wednesday & Friday

### Motorcyclist – peaks in demand

Season - Autumn  
 Month - May  
 Hours - 12:00 & 15:00  
 Day - Sunday

### Cyclist – peaks in demand

Season - Summer  
 Month - May  
 Hours - 08:00, 17:00 & 18:00  
 Day - Thursday, Monday & Tuesday

## 11.2 Tackling road safety

SCAS actively support both local and national road safety campaigns. In 2015, across the South Central region 111 people were killed in road traffic collisions and 1,915 people seriously injured. All these incidents were ones that SCAS staff attended – coming both by road and air.

SCAS feel strongly that the vast majority of road traffic collisions they go to could be avoided if people signed up to all the pledges of Road Safety Week, and doing so would mean that they would have to deal with far less fatalities and seriously injured patients.

SCAS have developed a number of campaign materials to support their road safety messaging.



South Central Ambulance Service **NHS**  
NHS Foundation Trust



**DARREN**  
**PARAMEDIC MANAGER**

- > 22 years' experience
- > Attended hundreds of road traffic collisions

"I was one of the first responders on scene at a serious road traffic accident in August of this year on the A34. It was a scene of utter devastation involving a number of cars and lorries.

One car was severely crushed and it was obvious that there was nothing we could do for the woman and three children inside who all lost their lives. It later transpired that the accident was caused by a lorry driver hitting a queue of stationary traffic whilst he was looking at his mobile phone.

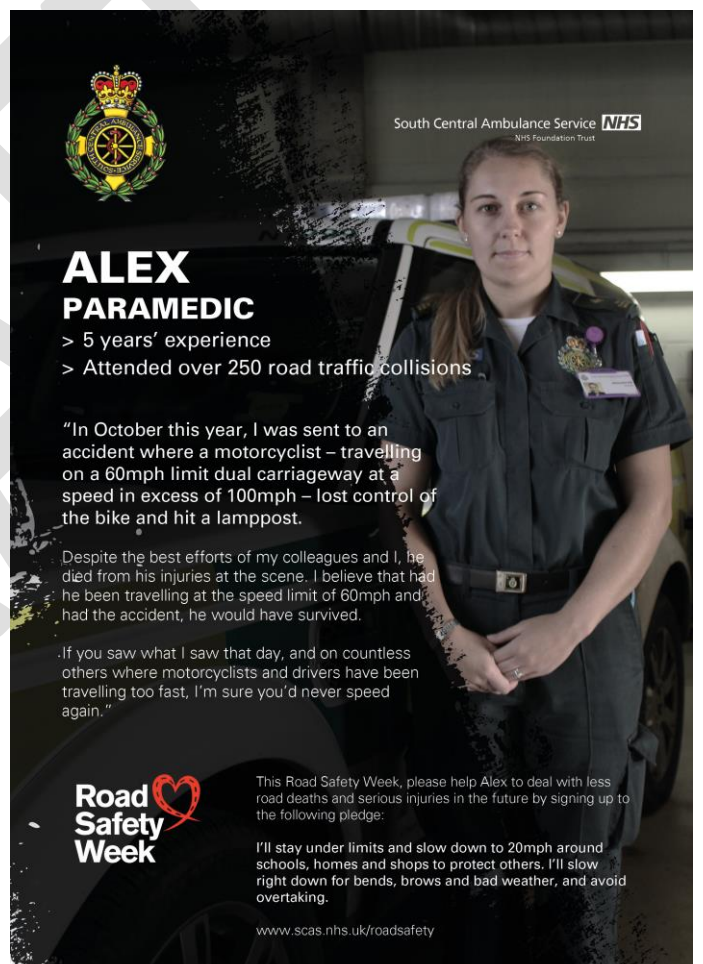
If you saw what I saw that day, and then have to be the one to tell other family members at the scene that their loved ones had died, I'm sure you'd never again even consider using your mobile phone whilst driving."

**Road Safety Week**


This Road Safety Week, please help Darren have to deal with less road deaths and serious injuries in the future by signing up to the following pledge:

I'll never take or make calls, read or type when driving. I'll put communication devices out of reach and stay focussed on the road.

[www.scas.nhs.uk/roadsafety](http://www.scas.nhs.uk/roadsafety)



South Central Ambulance Service **NHS**  
NHS Foundation Trust



**ALEX**  
**PARAMEDIC**

- > 5 years' experience
- > Attended over 250 road traffic collisions

"In October this year, I was sent to an accident where a motorcyclist – travelling on a 60mph limit dual carriageway at a speed in excess of 100mph – lost control of the bike and hit a lamppost.

Despite the best efforts of my colleagues and I, he died from his injuries at the scene. I believe that had he been travelling at the speed limit of 60mph and had the accident, he would have survived.

If you saw what I saw that day, and on countless others where motorcyclists and drivers have been travelling too fast, I'm sure you'd never speed again."

**Road Safety Week**

This Road Safety Week, please help Alex to deal with less road deaths and serious injuries in the future by signing up to the following pledge:

I'll stay under limits and slow down to 20mph around schools, homes and shops to protect others. I'll slow right down for bends, brows and bad weather, and avoid overtaking.

[www.scas.nhs.uk/roadsafety](http://www.scas.nhs.uk/roadsafety)

## 12 SpeedWatch

### 12.1 Data analysis

Community SpeedWatch (CSW) was set up in 2011 as a scheme for the public to volunteer alongside the police to monitor the speed of passing traffic. The intention of CSW is an educational tool and not enforcement.

The scheme initially was restricted to 20mph, 30mph, later on it was agreed that the groups could be active on 40mph zones. However for the last 12 months the scheme has reverted back to 20mph and 30mph roads only.

Volunteers use equipment that can monitor the speed of passing traffic and record details. Vehicle checks are undertaken by the police and letters are sent out to the registered keepers, advising them of the speed. Each scheme is managed by a local Neighbourhood Police Team Special Point of Contact (SPOC).

Hampshire have a standardised process for all CSW schemes and in the main volunteers adhere to it. There is no national SpeedWatch guidance, each force works independently. Hampshire Constabulary work in collaboration with Thames Valley Police, in the next 12 months a review will be conducted of both the Hampshire and Thames Valley CSW schemes. This will enable the two forces to have a standardised process, working to align both schemes as much as possible.

Currently CSW has 112 registered schemes with just under 1000 volunteers. CSW has 649 approved roads and it is down to the volunteers to decide which approved roads they are active on.

#### **CSW Data**

- Number of letters sent (01/02/16 – 11/12/17) = 38,664
- Number of Escalations (01/02/16 – 11/12/17) = 1,341
- Number of Rejections (01/02/16 – 11/12/17) = 7,347

*Letters sent* - a letter is sent to the registered owner (RO) informing that their speed was in excess of the speed limit.

*Escalation* - RO details are passed to the Neighbourhood Policing Team's (NPT) point of contact for the scheme for one of two reasons;

- A third occasion of a VRM being recorded.
- An excessive speed recorded (e.g. 50mph or more recorded on a 30mph road)

There are a number of options open to the NPT to take further action:

- If the RO lives locally, NPT can pay a visit to discuss the situation and give driving advice.
- If the RO does not live locally the Sergeant could send a further letter.
- NPT can undertake enforcement action on any roads where they are seeing persistent offenders.

- NPT can request the road be added to the Safer Roads camera van activity.

*Rejection*- the record of the incident is not accepted on a number of grounds, the most common being:

- No Trace – no trace of the vehicle registration number being found on the Police National Computer (PNC).
- Offence overdue – the volunteers have 14 days to send in their data, for it to be uploaded and the PNC check to be completed.
- PNC Mismatch and PNC Rejected – this is where the vehicle details input by the volunteers does not match the description on PNC.

## 12.2 Tackling road safety

CSW have an active presence across communities in Hampshire and the Isle of Wight. This visible presence can act as a deterrent for speeding drivers. CSW brings volunteers and communities together to have a positive impact across their own communities.

## 13 Survey 500

### 13.1 Data analysis

Here at the PCC's office we wanted to see the public perception of flashing (Vehicle Activated Signs) VAS. 500 residents, demographically weighted across all our 14 districts were asked upon noticing a VAS (either for speed, crossroads, cyclists or sharp bend) does it influence driving behaviour?

An overwhelming majority (average of 81.6%) stated that it does make drivers check their driving behaviour and change if required. What this does not tell us is the change to driving behaviour as being within the recommended limits e.g. maintaining the speed limit, as opposed to reducing speed but still being over the speed limit.

Drivers were then also asked to think about how long they were aware of their driving behaviours after noticing the relevant VAS. Both speed (41%) and cycling (44%) VAS led to residents being more aware of their driving for some of journey, but not all of it. With crossroads (45%) and sharp bend (45%) respectively being selected as only being more briefly aware after the sign. This could be due to the fact that a sharp bend and crossroads are static road fixtures, whereas speed and cyclists are much more unpredictable.

Again it was speed (26%) and cyclists (27%) which made drivers more aware of their driving behaviour for the rest of the journey.

Residents were also asked about when should refresher driving lessons take place, the top three options selected were:

- If diagnosed with a medical condition/taking medication that may affect driving (average 57.31%)
- When reaching a particular age(s) (average 60.33%)
- Following an accident that was their fault (average 60.35%)

Utilising our YouGov Profiles Data<sup>16</sup> we also explored driving habits of 9,597 residents across our region for leisure driving, commuting and motorway driving. We found that leisure driving with between one to two times a week, being the highest for the districts of the New Forest and Winchester. Commuting five days was the highest for the districts of Hart and Rushmoor. Residents that drive on motorways 5 days a week are more likely to be from Fareham, Hart and Eastleigh.

### 13.2 Tackling road safety

Through exploring our road safety dashboard we can see the predicted driving habits of each of our 14 districts. It is hoped that this tool can help communities and

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<sup>16</sup> YouGov Profiles GB 2018-01-28



authorities see how best to influence driver behaviours in reducing road casualties and raising the profile of road safety.

*InterAct*

[https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow\\_0/Story1](https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow_0/Story1)

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## 14 Summary

It is clear that there are many interconnected facets to road safety, many of which are interconnected. Road safety is not only about the physical aspects of driving such as the type of car, time of travel, or the weather conditions, but also increasingly about education and behaviour change.

The influence of technology such as SatNavs, in-car Bluetooth, touch screens and multimedia in cars, can all be a factor in leading to a lapse in concentration and in the worst cases a fatal collision. Environmental factors such as road design and road signs, roads conditions (e.g. pot holes), glare and view obstructions can also feature.

Road safety efforts combine the work of several agencies. Each organisation brings their expertise, a different perspective and innovation in how to raise awareness of road safety and reduce road casualties. We fully support the Hampshire County Council's Economy Transport & Environment Select Committee Road Safety Task & Finish Group: Outcomes Report<sup>17</sup> and seek to work in partnership to further support and enhance the work already being undertaken.

The number of vehicles on the roads continues to increase. Since 2011, the number has increased by about 1.6 million in England, 142,000 in Scotland and 69,000 in Wales. With local and leisure drivers to commuters and tourists both from the UK and abroad, the driving experience of each person behind the wheel varies greatly, leading our roads to be unpredictable in nature.

What we have seen is the variance in the boundaries that different authorities operate within. The only authorities covering the whole of Hampshire, Isle of Wight, Portsmouth and Southampton are the Police and Crime Commissioner's Office and Hampshire Constabulary. The Police and Crime Commissioner's plan is structured to deliver work that strengthens partnership working, acting as a facilitator between authorities to keep our communities SAFER. It is the Police and Crime Commissioner's vision that Hampshire, the Isle of Wight, Portsmouth and Southampton are amongst the safest places to live, work and visit, with the PCC working to keep you, your family, your community SAFER<sup>18</sup>.

### Key points

Most RTCs occur during dry weather with speed limits of either 30mph or 60mph. This could be due to roads being dry most of the time, and therefore does not suggest that dry roads are the most hazardous conditions. There are a very low number of RTCs recorded on icy/frosty roads. Again, this could be due to fewer days with this weather condition, but might also suggest that motorists take extra care and are more vigilant during these conditions.

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<sup>17</sup>

<http://democracy.hants.gov.uk/documents/s14840/Road%20Safety%20Task%20and%20Finish%20Outcomes%20Report.pdf>

<sup>18</sup> <https://www.hampshire-pcc.gov.uk/plan>

There has been an increase in casualties year on year between 2014 and 2016, with a fall in 2017 bring the overall figures down to their lowest in the last six years. In line with RTCs the number of people taken to hospital with serious or slight injuries has increased in 2016-17, although there was a slightly declining overall trend for these types of casualties over the last five years. As safety improves in new vehicles it should contribute to the slowed increase in RTCs and casualties. The policy of scrapping older vehicles without these safety features could also be a contributory factor.

Portsmouth has a high number of cyclists, the potential for more collisions involving cyclists is greater. The 2011 census data shows 7,148 (4.7%) regularly commute by bike in Portsmouth. This is double the Hampshire average (2.2%). Portsmouth has one of the highest levels of cycle participation.

SCAS state that the vast majority of road traffic collisions they go to could be avoided if people signed up to all the pledges of Road Safety Week, and doing so would mean that they would have to deal with far less fatalities and seriously injured patients.

When looking at our YouGov data an overwhelming majority (average of 81.6%) stated that it does make drivers check their driving behaviour and change if required. What this does not tell us is the change to driving behaviour as being within the recommended limits e.g. maintaining the speed limit, as opposed to reducing speed but still being over the speed limit.

Data visualisation:

[https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow\\_0/Story1](https://public.tableau.com/profile/police.and.crime.commissioner.for.hampshire.isle.of.wig#!/vizhome/Roadsafetywhatdoweknow_0/Story1)

## 15 Recommendations and road safety priorities

- To scope and review the relevant meetings, panels and review boards looking at road safety covering Hampshire, Isle of Wight, Portsmouth and Southampton. To see which organisations and authorities attend, their purpose and frequency, this in turn will help identify any gaps relating to road safety and data sharing. If deemed necessary a working group should be set up following the publication of Road Safety what do we know? Report. Road safety is a priority area for the OPCC, key local authorities, agencies and our local communities.
- Continued working between the communications teams across authorities to ensure consistent messaging, reinforcement and targeted appeals. Where resources are stretched, continued collaboration is essential.
- Active data sharing between authorities in relation to road safety. We have found that as different authorities have a different operational response to road safety, and therefore different data, there is no central point for collation or analysis.
- Engagement forums to be set up and coordinated to bring together interested community groups, local leaders and local residence to have the opportunity to share good community practice, local concerns and work in partnership to tackle road safety issues.
- Further exploration of the behaviours of drivers and what would influence attitudinal change to in turn leading to safer driving behaviours. Utilising this evidence to better target the extensive road users both locally and nationally.

## 16 Next Steps

This is the first report from the OPCC looking into road safety across our region. The intention is to review and refresh this report to build upon and develop what we know about road safety.

There is a commitment from the Police and Crime Commissioner to keep our communities SAFER, and road safety is a part of that commitment. By working in partnership with authorities who are also directly working to reduce the incidents on our roads and promote road safety we can better our efforts, pool together resources and harness the information to develop a robust, collaborative, strategic plan for the coming years.

If deemed necessary, a working group be set up and held between the PCC's office, enforcement (Police), rescue (Fire and Rescue), accident and emergency (South Central Ambulance Service) and local authorities (prevention and enforcement). On a rolling basis we would have an invite extended out to the Highways England, Speed watch, Blue Lamp Trust and Neighbourhood Watch.

We have seen from the report that due to the diverse and challenging nature of road safety, to tackle this in isolation is neither practical nor constructive. Each authority brings a unique perspective to road safety and it is our aim to fully maximise productivity within this field.



## 17 References

Cutting the Cost of Dangerous Roads: Full British EuroRAP 2017 results report  
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<http://www.roadcrashindex.org/results/hampshire/safety-rank>

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Office of the Police and Crime Commissioner  
<https://www.hampshire-pcc.gov.uk/>

South Central Ambulance Service- Road Safety  
<https://www.scas.nhs.uk/news/campaigns/roadsafety/>

Southampton City Council  
<http://www.publichealth.southampton.gov.uk/healthintelligence/jsna/community-safety.aspx>

Portsmouth City Council  
<https://www.portsmouth.gov.uk/ext/roads/roads-apply-report-or-comment>