

Area Safety Action Plan Guidance Note 2008



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Section 1

Background - Purpose of the Guidance

In 2003, the Agency developed the Strategic Safety Action Plan (SSAP), this document set out the 23 key actions needed to support the Agency in delivering the 2010 casualty reduction PSA targets. The plan identified the need for the Agency to provide better information and also support the strategic shift towards working with our partners to deliver new measures to counter the diminishing returns from traditional engineering measures.

Key Action 10 of the SSAP set out the need to 'Develop generic advice so that Area Teams could produce an Area Safety Action Plan (ASAP) taking account of the wide range of safety measures and approaches available, and their Area's performance'. This framework was first introduced in 2005 in the form of a template and then updated in 2007.

This version has been written following feedback gathered from both ASAP workshops and more recently Safety clinics and builds upon advice previously provided and captures best practice from the production of previous ASAP's.

Area Performance Teams (APTs) need to commence development of their ASAPs by November each year, ready for draft submission in February and final submission in April.

ASAPs for DBFO's should be submitted as an appendix to the APTs ASAP. Due to micro nature of DBFO's it is difficult to draw any statistical significance for any one user group. Consequently, the Safety Team will not be marking DBFO ASAPs separately.

This guidance note prescribes the basic structure of the ASAP, it is not intended to restrict the precise contents of each Area's document. That being said there is basic information that each ASAP must include and a process in terms of completion and delivery of the ASAPs that must be completed. It is the responsibility of the APT in conjunction with their delivery partners to decide what additional information is appropriate for their area.

This Guidance Note sets out the timing of ASAPs, their governance (including reporting) and what each ASAP will need to include. Each ASAP produced by the APTs will need to meet these basic guidelines.

The Agency must ensure that all of its resource decisions are evidence led and the ASAP process informs some of those decisions and as such should also be evidence/intelligence led.

As described in the revised AMM - 107/09, ASAPs may now contain various types of data irrespective of end user audience however validated data should always be the primary source which can then be supplemented by other data types. If unvalidated or provisional/operational data has been used this must be clearly identified and an appropriate caveat inserted.

Section 2

Assessment and Reporting

Assessment

Submission of the 1st draft of your ASAP is due by the end of the first full week of February each year i.e.

- Friday 6th February 2009
- Friday 5th February 2010
- Monday 7th February 2011

Following this submission date the NOG DT and NetServ Safety panel will review each ASAP and score them against the 'Assessment Criteria' detailed at [Appendix A](#).

Feedback will be provided on the 'ASAP Feedback form' which is included in the Assessment Criteria Appendix and will be in the form of detailed comments along-with scores awarded in accordance with the 'Assessment Criteria' described above.

Feedback will be available within four weeks of the submission date i.e.

- Friday the 6th of March 2009
- Friday the 5th March 2010
- Monday the 7th of March 2011

and will be sent electronically to 'Safety Coordinator's'.

Safety Clinics will be offered to Area Performance Teams who have not scored 3 (Good Start) or above and these teams will normally be expected to resubmit their ASAP's for final review within 2 weeks of the feedback i.e.

- Friday the 20th of March 2009
- Friday the 19th March 2010
- Monday the 21st March 2011

The completed version of the ASAP will need to be in place by the 1st of April each year and final scores will be communicated to safety coordinators, Area Performance Managers, Regional Performance Managers, Regional Divisional Director's and NO Central.

The NO/NetServ safety panel will only review ASAPs once a year as described above. However, ASAPs should be treated as a live document and reviewed periodically (to be determined by teams) to ensure that information is up to date and relevant.

Safety Clinics

Safety Clinics are not just for teams whose initial feedback has indicated that they are falling short. They are available to all Areas who require them and are a useful forum for Area Teams to focus on areas they wish to develop with the assistance of the Panel.

Best Practice - Beacon Awards

Whilst reviewing the ASAPs the panel will be looking for examples of 'Best Practice'. Beacons will be awarded to areas of 'Best Practice' demonstrated within the ASAP and results will be communicated to senior managers and also the wider safety community to share the work.

Reporting

Safety Engineering Reporting

Engineering reporting, which focuses primarily on LNMS Safety & Economy Schemes will continue to be reported by PPTT's as part of the Reliability Target reporting process. Under this process the PPTTs report progress against delivery of LNMS schemes each month on the NOG online reporting page on the Portal. Progress against this is highlighted on the Safety PSA Target and the Reliability Delivery Plan Dashboards.

APTs will need to include in their ASAP details of engineering schemes they plan to take forward during 09/10. It is recognised that the full programme of schemes may not have been confirmed at the time of drafting the ASAP, however it is expected that teams will have an indicative list (See Initiatives section 5 for more details on requirements). This information will be used to formulate baseline figures on the Safety Dashboard, on which progress will be monitored. Teams will be asked to confirm their LNMS profile in readiness for the first NOG report of the financial year in May.

Safety Education Reporting

Reporting on educational initiatives will remain the focus of the ASAP safety reporting. Under this reporting process each Area Team will report once every four months, on progress against their ASAPs. If a DBFO has an educational initiative plan, this should also be included with the relevant Area Teams update. APTs due to report are required to update the Educational Initiative reporting template on the Portal by working day 4. The ASAP Reporting Cycle can be found in [Appendix A](#). Please refer to Section 4 Mandatory Sections and Forms – Initiatives for more information.

As described in Section 3 of this guidance note Evaluation is now an integral part of the reporting process and information on the progress of evaluations will be captured and reported to Senior Managers.

NOG Delivery Team will take the information from the ASAPs submitted in April to populate the reporting templates with the educational initiatives planned to be undertaken by the Area Team over the life of the ASAP.

Section 3

Evaluation

Many people think of *evaluation* as taking a snapshot of outcomes at the end of a program to prove to a funder in this case NOG and the HA board that it worked or failed.

Evaluation can, and should, be used as an ongoing management and learning tool to improve effectiveness.

Evaluation refers to a periodic process of gathering data/intelligence and then analyzing or ordering it in such a way that the resulting information can be used to determine whether your program is effectively carrying out planned activities, and the extent to which it is achieving its stated objectives and anticipated results.

In order for the Agency to understand how resources are being deployed and share best practice it is important that as well as identifying evidence led interventions; these interventions are then measured in terms of their success. Consequently a specific mandatory section has been built in to the revised ASAP framework to accommodate this.

Evaluation Plan

The APT will need to include an evaluation plan (see [Appendix B](#) “Mandatory sections”) setting out;

- how they will evaluate the impact of each intervention/initiative
- and measure the success of the change towards the predicted outcome.

In some instances it will be appropriate to group initiatives/interventions that although separate; target the same user group, in the same or a similar way together, under one evaluation plan.

Evaluation Method

It will be for each APT to decide how best to evaluate their interventions/initiatives, each evaluation should be targeted to fit the intervention it is focused upon.

This may take the form of a questionnaire an example of one previously used has been provided in Best Practice (see Examples of Best Practice) however this has been provided for indicative purposes only and it will not be appropriate to use this method all of the time.

Where possible evaluation should be measured in the form of casualty reductions but, where this is not possible some immediate outcomes such as media coverage or road users/safety partners subjective views of the interventions value should be used (See section Examples of Best Practice for an example).

Reporting

Details of the evaluation should be reported on the Educational Initiative Report (See Mandatory Section and Forms) that is updated on a quarterly basis. Once the evaluation has taken place, a more detailed review will need to be provided to the NOG DT so that results can be captured and reported to Stuart Lovatt and NOG, and also fed into TRL as part of their long term evaluation on interventions.

Section 4

Mandatory Sections and Forms

The Safety management team (NOG DT/NetServ) wish to encourage innovative approaches to tackling safety problems upon the network and then presenting these within the ASAP, however for review, reporting and comparison purposes it is important that each ASAP contains certain standard sections. Within those sections, there is a requirement for certain mandatory forms and tables; these are described below as follows, for ease of reference all of the mandatory forms have been compiled in [Appendix B](#), electronic versions of these forms will be made available through SHARE.

- **Introduction**

In this section you should introduce the Managing Agent, provide contact details and describe the Area in general terms regarding its location (including a map showing routes within the MAC and boundaries of responsibility), history, users and stakeholders.

You should also outline the key objectives of your ASAP, how the document is structured and what each section contains.

- Area Safety Action Plan Overview including key objective
 - Area X Contact Details – Principle contacts within the APT, Service Provider or other partners/stakeholders
 - Area X Network – this should comprise a map supported by a descriptive table entitled 'Network summary'. For reporting purposes the information should be based on the 2004 Network. Where there are issues regarding changes in responsibility of routes, information can be provided in a separate table to explain the current situation.
 - Area X DBFO Network (if relevant) - this should comprise a map supported by a descriptive table entitled 'Network summary'
- **Performance Summary:** In ALL instances the revised regional baselines and targets provided in Section 5 must be used when providing a summary of the performance of the routes that fall in your area using **Validated Stats 19 data.**

This section will comprise of various tables, accompanied by explanatory text explaining how performance will guide activities for the next year.

The required tables have been described below and it should be noted that they refer to both the 'PSA Safety Target (which is to reduce by 1/3rd the number of people killed or seriously injured upon the HA network) and the Safety Performance Indicators (SPI): this dual reporting methodology allows APTs to demonstrate their progress against the original target whilst also providing an update against their contribution to the SPI. The term PIC is

used to refer to Personal Injury Collisions which replaces PIA since it is widely accepted there is no such thing as an accident.

- Area X Targets and Performance Indicators
 - Table 1 - Performance over last 3 years by route, against both KSI target and SPI including RAG status.
 - Table 2 - Summarise the collisions by route. *Since there is no formal target for reducing collisions, the RAG status should be based on a benchmark of a 1/3 % reduction.*
 - Table 3 - Summarise casualties by route
 - Table 4- Summarise casualty rates (per vehicle-km)³. *As best practice you may want to include a table for Killed casualties and Seriously Injured casualties, because in 2010 we will have a disaggregated target for each casualty group.*
 - Table 5 - Ranking of Routes in Safety Performance Terms (for instance 2005-2007)
- **Area X Accident and Casualty Trends Report:** Monitoring trends and patterns using a variety of intelligence sources (i.e. Provisional/Operational, Unvalidated and any other source) and comparing with national and regional trends to aid identification and assessment of problem areas. You may choose to display the data in tables and/or graphs and/or maps, as appropriate.

For the whole area

- Area X Collisions and Casualties – National/Regional Trend Comparisons
- Area X DBFO Collision and Casualty Trends (if relevant)
- Intelligence Summary - A summary of all other supporting information that has also been used by the APT to reach its conclusions
- Put the statistics into a national context - ie the contribution to the safety of the entire English trunk road network.
- Consider trends, in terms of national casualty reduction targets and in terms of key user groups within the Strategic Safety Action Plan².
- Plot accidents/accident rates for roads in the whole Area to highlight clusters³
- Plot severity ratios⁴ to enable comparisons between routes.
- Overview of data sources and limitations

² Take care to account for any changes in the network. For example, you must include data for all roads that are included in the base (1994-1998 average) year data, otherwise comparisons will be meaningless.

³ This will also help to cross-reference problems with particular areas (such as parishes, health regions or areas of social deprivation etc.)

⁴ Calculate as $(100 \times (\text{number of fatal and serious accidents}) / \text{total number of accidents})$

For every Route in the Area

- Carry out (and document here the key results of) a detailed accident analysis.
- Identify problem locations (sites, routes and sub-areas) and any disproportionate accident types, including any particular user groups.
- Shape and prioritise future investigation and treatment programmes using the results of the accident analyses together with any information from the previous.
- Managing Agents, particularly regarding recent treatment programmes. These actions should be detailed more fully in the Initiatives section below.
- Detail any issues for which you require further information or research to be carried out before you can tackle them

Priority Areas/Road User Groups: Identification of what priority areas/road user groups ASAPs will try and address based on safety data or the Area Performance Reports. Provide an overview of the general issues affecting users, identification of priority user groups and key issues for the area. Include a strategy and action points to address the needs of each of the identified road user groups. Identify any additional user group's specific to the Area (Examples of Best Practice contains an example of how this has been done well).

- Priority Areas/ Road User Groups
 - Car Drivers & Occupants
 - Pedal Cyclists
 - Commercial Vehicle Drivers & Occupants
 - Equestrians
 - Elderly Road Users (70+)
 - Young Road Users (16-19)
 - Children (1-15)
 - Motorcyclists
 - Pedestrians
 - Bus & Coach Drivers & Passengers
 - Workers on the Network
 - People with Reduced Mobility (Including the Visually Impaired)
 - Agricultural Traffic
 - Residents of Disadvantaged Communities
- **Working with partners:** The partners that the Area Team will work with both internal and external and how the APTs will work with the Casualty reduction Partnerships. Include information on meeting schedules/ newsletters/ planned workshops etc where possible. Examples of various flow charts and schedules can be found in [Appendix B](#)
 - Partnership Working
 - Partner Identification
 - Working Groups

- Interest Groups
- Key Events/ Programmes

- **Initiatives:** Outline objectives, both in terms of individual programmes of work, along with proposed joint initiatives and management objectives. In this section the following should be Included;
 - A list of Engineering Initiatives detailing LNMS Safety and Economy schemes using the LNMS Safety & Economy form in Appendix B. Teams only need to provide information for schemes that will be delivered during 09/10.
 - Details of educational initiatives APTs intend to undertake within the financial year need to be completed on the Educational Initiative Report in [Appendix B](#).
 - Details of how much APTs intend to spend on engineering and educational initiatives (e.g. DIPs) should be outlined.

- **Evaluation:** As detailed in section 3, APTs should complete a plan (Appendix B) to outline the impact of each intervention and measure the success of the change towards the predicted outcome. Details of evaluations for educational initiatives should be summarised on the Educational Initiative Report shown in [Appendix B](#).

Section 5

Regional and Area Baselines and Targets

The table below provides detail of the revised baselines and targets that were identified as a result of the Agency moving from 5 regions to 7.

There are two levels of target the first being the original 1/3% reduction and the second being the Safety Performance Indicator (SPI) in all instances target % reductions have been rounded up or down, so that the end target figure is an integer value i.e. a whole number of casualties.

The SPI figure was rolled out because the Agency recognises that not all APTs routes are the same, some will have a higher percentage of single carriageway routes, whilst others may be made up almost entirely from motorways. Because of this disparity as well as the distribution of traffic, rate of traffic growth and collision incidence, a methodology that took all of this into account as well as the ability to influence performance was devised; and consequently APTs and Regions were asked to work towards the SPI figures as well as the original 1/3% reduction.

Regional targets

New Region	Baseline	1/3 % Target Reduction	SPI % Target Reduction	SPI Target
E	652	437	-31.3%	448
EM	226	151	-47.4%	119
NW	381	255	-38.0%	236
SE	872	584	-32.3%	591
SW	285	191	-13.5%	247
WM	459	307	-38.7%	281
YNE	487	326	-33.9%	322

Area Targets

Old Region	Area	Baseline	1/3 % Reduction Target	SPI % Reduction Target	SPI Target	New Region
EME	Area 6	266	178	-36.9%	168	E
	Area 7	226	151	-47.4%	119	EM
	Area 8	317	212	-29.2%	224	E
	A1M DBFO	16	11	-19.3%	13	E
	M40 DBFO	53	39	-19.3%	43	E
N	Area 10	198	133	-16.2%	166	NW
	Area 12	235	157	-41.8%	137	YNE
	Area 13	183	123	-61.7%	70	NW
	Area 14	118	79	-38.3%	73	YNE
	A69 DBFO	33	22	-16.2%	28	YNE
	A19 DBFO	56	37	-16.2%	47	YNE
	M1/A1 DBFO	11	7	-16.2%	9	YNE
	A1 Darrington to Dishforth DBFO	34	23	-16.2%	28	YNE
SE	Area 3	229	153	-13.4%	198	SE
	Area 4	281	188	-41.6%	164	SE
	Area 5	341	228	-37.0%	215	SE
	A249 DBFO	15	10	-34.6%	10	SE
	A282 Dartford Crossing MAC	6	4	-34.6%	4	SE
SWWM	Area 1	79	53	-15.4%	67	SW
	Area 2	140	94	-19.5%	113	SW
	Area 9	275	184	-48.3%	142	WM
	Area 11	170	114	-26.6%	125	WM
	A50 DBFO	10	7	2.5%	10	WM
	A417/A419 DBFO	19	13	2.5%	18	SW
	A30/A35 DBFO	46	31	2.5%	45	SW
	M6 Toll Road DBFO	4	3	2.5%	4	WM
	Second Severn Crossing	1	1	2.5%	0	SW

Section 6

Best Practice Sections

The following list contains advice on further optional sections that may be built in to the ASAP in addition to the mandatory sections; some of which have been identified as best practice from previous editions of ASAPs i.e. have been identified as beacon initiatives. Examples of tables and forms can be found in [Appendix C](#).

- **Introduction**
 - Statement of ownership with partners
- **Performance Summary**
 - Local Authority Strategies and Targets
 - Police Strategies and Targets
 - Safety Camera Partnership Strategies and Targets
 - Fire and Rescue Services' Strategies
 - Casualty Reduction Partnership targets

Any other targets identified
- **Resources and Skills** - Overview of how the Area will work with the different internal stakeholders including other areas, MACs and Traffic Officers
 - Highways Agency
 - MAC
 - Traffic Officers (TOs)
- **Evaluation**
- **Beacon Examples** – Examples of work identified from previous ASAPs that can be used to enhance content.

Appendices

Appendix A

Assessment and Reporting

Assessment Criteria:

1 - Falling Short: at least one *mandatory* (key) area has not been included, further work is needed

2 - Needs Work: all mandatory area included, but further detail/information is needed across several *mandatory* areas

3 - Good Start: all *mandatory* areas have been covered to a good level of detail; additional information in specific areas would be beneficial

4 – Excellent: all *mandatory* areas have been included and evidence of *'best practice' either suggested or new has been demonstrated*. No further work is necessary at this stage

Generic Feedback Points:

Analysis:

- ensure TRL baselines are being used
- include analysis of user group trends as well as progress against overall targets
- clearly label data sources used for graphs/tables
- make good use of graphs (rather than tables) to demonstrate information/trends

Priority Areas/User Groups:

- ensure clear identification of “problem” user groups – including worsening trends in the area and comparison to national figures
- ensure action analysis of user groups relates to the user groups which are being targeted through educational initiatives

Working in Partnerships:

- ensure partners are identified and describe how the area team will work with them, including rough schedules for meetings
- identify that specific user groups can be targeted through partnership working

Initiatives

- include the number of LNMS schemes being delivered in FY09/10, and the number of estimated PICs attributed to those schemes

Appendix A

- include a calendar of events for educational initiatives, including information for internal education/ events and campaigns:
 - user groups being targeted (this should link to previous user group analysis)
 - rough timescales for when initiative will occur
 - partners who will be used
 - DIPs which will be used

ASAP Feedback Form

XXX Region -

ASAP Score:
Revised ASAP Score:

Date:
Date:

Areas of Review	Panel Comments	Reference Point	Area Team Comments
★ Performance Summary			
Quality of performance analysis			
Data Quality			
Informing 08/09 Activities			
★ Priority Areas/ User Groups			
What priority areas/user groups are being targeted?			

Appendix A

Areas of Review	Panel Comments	Reference Point	Area Team Comments
★ Working in Partnership			
Which partners are the Area team planning on working with			
How are they planning on working with the partners?			
★ Initiatives			
How many LNMS schemes are planned and what is their estimated overall PIA contribution?			
What external educational initiatives are planned?			
How much are they planning on spending on educational initiatives?			

09/10 ASAP REPORTING CYCLE

Month	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
1 3 6 9	06-May				04-Sep				07-Jan			
2 10 11		04-Jun				06-Oct				04-Feb		
4 7 12 13			06-Jul				05-Nov				04-Mar	
5 8 14				06-Aug				04-Dec				06-Apr

Each Area Team to report to NOG every 4 months.
 Updates are to be uploaded onto the NOG online reporting page by WD4.
 Information from the reports is included on the NOG Safety Dashboard.

Please send queries to the NOG_ProgrammeDelivery@highways.gsi.gov.uk inbox
 fao Michelle Stewart.

Appendix B

Mandatory Sections

And

Forms

Section - Performance Summary

RAG Status applied to Routes

The following tables in this Section use the traffic signal system to indicate progress towards the current PSA targets. The following key indicates the meanings adopted;



Red – If current year figure is greater or equal to the 1994-98 Average



Amber – If current year figure is less than the 1994-98 average baseline, but is higher than the current year target



Green – If the current year figure is less than the less than the current year target.

Table 1 – Casualties

Route	94-98 Average Baseline	KSI Annual Performance			KSI 3 Yr Average	Current Year 1/3 % Reduction Target (B)	% Diff between current annual performance (A) & Current year 1/3% target (B) with RAG Status	Current Year SPI % Reduction Target (C)	% Diff between current annual performance (A) and current year SPI % target (C)
		2005	2006	2007(A)					
Total Network									

Table 2 - Collisions

Route	Collisions										% Diff to 94-98 Average with RAG status	
	94-98 Ave	Current Year Target	2000	2001	2002	2003	2004	2005	2006	2007		
Total Network												

Table 3 - Casualties

Route	Casualties										% Diff to 94-98 Average with RAG status
	94-98 Ave	Current Year Target	2000	2001	2002	2003	2004	2005	2006	2007	
Total Network											

Table 4 – Casualty Rate (100m.veh.kms)

Route	Casualties										% Diff to 94-98 Average with RAG status
	94-98 Ave	Current Year Target	2000	2001	2002	2003	2004	2005	2006	2007	
Total Network											

Table 5 - Ranking of Routes in Safety Performance Terms (2005-2007)

Ranking	Route	Progress to Achieving KSI Targets	Progress to achieving Slight Casualty Rate	Number of Significant Interventions Levels Exceeded	Accident Severity ratio Average 2004-2006	07 / 08 LNMS Safety Schemes	07 / 08 Discrete Schemes
1	M1			15	7.58%	1	7
2	A1(T)			15	9.23%	2	-
3	A63 (Selby)			15	28.57%	3	-
4	M621			14	13.01%	-	2
5	A628			14	26.37%	1	2
6	M180			11	16.67%	2	-
7	M62			11	15.04%	6	2
8	A64			11	29.18%	8	2

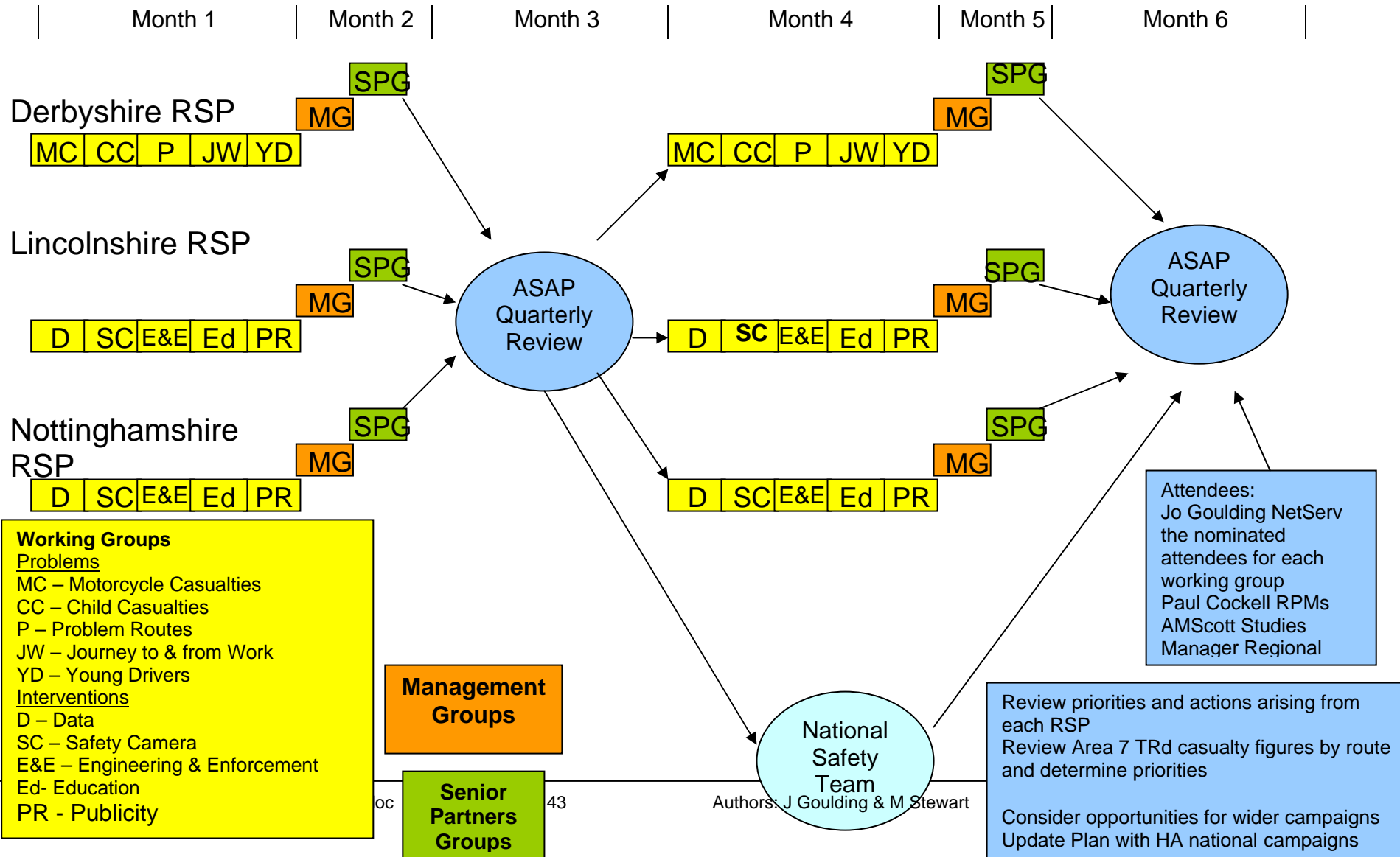
Appendix B

Section - Priority Areas/Road User Groups

Road User Group	Current Situation		Plan of Action
	National	Area	

Section – Working with Partners

Partnership Working Cycle



Appendix B

Meeting Calendar

200x/xx Casualty Reduction Meeting Calendar (included Safety Camera Partnerships, Police, HA and other Liaison)

Meeting/Event	Lead	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Buckinghamshire County Council Casualty Reduction Partnership	BCC												
Dorset Safety Camera Partnership	Dorset SCP												
Wiltshire Safety Camera Partnership	Area 3												
Hampshire Safety Camera Partnership	Hants SCP												
Hampshire Police Liaison	Area 3												
Thames Valley Police Liaison	Area 3												
Thames Valley Safer Roads Partnership	Area 3/TVP												

Appendix B

Educational Initiatives

Area X - Educational Initiative Report

Please complete all sections and provide your RAG status from the drop down menu



Red	Highly problematic, needs urgent & decisive action
Amber	Cause for concern, needs attention
Green	Good, might need some refinement

Report last updated by:

Report last updated on:

General Comments (e.g. explanation of RAG status, update on partnership groups, overall progress on safety in area)

User Group being targeted	Type of initiative e.g. campaign/ event	Initiative Name	Aims & Objective(s)	Partnership Group Involved	Materials to be used e.g. specific DIPs	Start Date	End Date	Status	Evaluation Date	Update & comments on progress and evaluation outcome since the last report	Initiative included on NOG dashboard?

Key risks to partnerships (which have not yet occurred)

Risk Description	Likelihood of risk occurring	Impact of risk	Mitigating Action being taken

Evaluation

Evaluation Plan Template

Evaluation Plan			
Date		Area Team	

User group being targeted	
Initiative (or collective initiative) Name	
Cost of Initiative (£,000)	
What are the Aims & Objectives for the Initiative?	
What are the Benefits of this Intervention?	
How will Success be measured?	
What Evaluation Methodology will be used?	
Commentary on Outcomes	
How will Outcomes inform future planning of similar interventions?	

Appendix C

Examples

Of

Best Practice

Appendix C

Best Practice

Statement of Ownership

We the undersigned have contributed to the development of this document to identify the important safety issues for Area XX. We have declared our commitment to work together to carry out the strategies outlined in the document, to address the issues and reduce casualties in Area XX.

Stakeholder	Organisation	Signature	Date
Stakeholder 1			
Stakeholder 2			
Stakeholder 3			
Stakeholder 4			
Stakeholder 5			
Stakeholder 6			
Stakeholder 7			
Stakeholder 8			

Evaluation

Example –Evaluation Form from a ‘Are you Safely Fitted’ intervention

Evaluation

We would be very grateful if you could complete and return the short questionnaire. Your feedback will help us to keep our efforts focused on the needs of ensuring the correct car seats are being fitted and are a valuable part of our development process.

1. How useful is the ‘Are you safely fitted’ DVD for parents?

Extremely Very Reasonably Not Really

2. How relevant is the information delivered by the DVD?

Extremely Very Reasonably Not Really

3. What did you think about the content of ‘Are you safely fitted’?

Excellent Good Average Poor

4. Which section of the DVD did you find most useful and why?

.....

.....

.....

5. Which section of the DVD did you find least helpful and why?

.....

.....

.....

6. What was the most valuable thing you learned from the DVD?

.....

.....

.....

7. Do you plan to use any of the advice/techniques/tips you’ve been given?

Yes No

8. Would you recommend ‘Are you safely fitted’ to your friends/family?

Yes No



In accordance with our responsibilities under the Data Protection Act, you should be aware that the personal information you choose to provide will not be passed to any person or organisation outside the Highways Agency but will be held by selected staff in the service area relevant to your comments. If you do not wish for your details to be held by the Highways Agency, please tick the box.

F080064

M05TEN HERE

Example of Evaluation of an intervention by gathering subjective views

Learn 2 Live – Feedback

Tell us how the event has influenced you:

- Think about driving more safely and cautiously.
- Made me aware about dangerous driving
- To think more when driving
- Made me think how RTA's affect more people than those involved in the crashes
- It really upset me and worried me about learning to drive and being in a car altogether
- Made me realise the wrong effects dangerous driving can have and to be more careful
- I don't ever want to drive because of fear of killing someone. The fireman was well cool. I don't know how he managed to speak about his friend without crying
- I will think in future how my actions affect those around me
- It made me see that not only one persons life is ruined
- I found it emotional to see the victims and the relative of victims, I was interested with the process of the fire dept, paramedics and hospital roles

Learn 2 Live

Comments:

- I think it should be compulsory for all year 11+ students
- Keep doing this shizzle it's really effective!
- Even though it was emotional it had a really good effect
- You guys should totally do it again! It was good!
- The man who spoke at the end made me cry and I'm a man.
- It has opened my eyes to what really happens in reality and that it is not people just making things up. Thank you!!
- Very informative
- The speakers touched me most of all, was very upsetting to hear, you don't realise what it is really like out there.
- Good, moving and emotional
- It was very influencing

Appendix C

ASAP BEACON REPORT – MAY 2008

Area Team	Beacon	Comments
Area 1	Logical layout and flow of information – ASAP was easy to read and assimilate	We have ensured that our guidance incorporates these elements.
Area 3	Meeting and Event calendar clearly shows when and who meetings are taking place with.	The table produced by Area 3 has been replicated for use in the 'working with partners' section. An example of the table can be found within the mandatory section – working with partners – Appendix B.
Area 7	Good demonstration of partnership working across the board.	The table produced by Area 7 has been included in the Mandatory section and forms section. An example of the table can be found in the Mandatory section – Partnership working – Appendix B.
Area 8	We like the idea of the newsletter – keep us informed.	Area 8 produce a regular newsletter. A copy of the latest newsletter produced in Summer 2008 can be found in Best Practice – Appendix C
Area 9	Really positive stakeholder engagement by organising and inviting them to the Safety Conference.	Area 9's example relating to their Safety Conference can be found in Best Practice – Appendix C.
Area 12	Ranking and RAG status of routes provides really clear information on route analysis.	The table produced by Area 12 has been replicated in the mandatory sections and forms. An example is located in the mandatory section – performance summary – Appendix B.
Area 12	Road User Group Analysis and Comparison – Thorough analysis and comparison provided, demonstrating knowledge of issues that need to be addressed.	Area 12's summary for Road user group and comparison has been included in the Best Practice section – Appendix C.
Area 13	Demonstration/Acknowledgement of working with other Area Teams to ensure stakeholder engagement is not duplicated	Area 13's partnership working flow chart has been included in the Best Practice section – Appendix C.
Area 14	Accidents by Route – The RAG status applied to routes provides an easy way to identify issues.	The table produced by Area 14 has been replicated in the mandatory sections and forms section. An example is located in the mandatory section – performance summary – Appendix B.

Example – Newsletter

Safe roads, Reliable journeys, Informed travellers



Area 8 Safety Action Plan

Summer 2008
 Newsletter No 3

Welcome to the third Newsletter published since the launch of the Area Safety Action Plan (ASAP) in May 2007. The ASAP outlines how road safety is managed, coordinated, identified and delivered across the Area 8 Network by the Stakeholder Partnership. This newsletter aims to provide an update on activities the Stakeholder Partnership is currently working on and what is planned for the next 6 months.

Area 8 Safety Engineer Programme LMNS 2008/9

Carillion-URS is currently preparing the Area 8 Annual Accident Review 2007 which will be published shortly. Studies identified in ASAP (Table 12/4) are programmed for completion by March 2009 and include: -

- Speed Limit Reviews for the A14, A43, A45
- A45 Route Safety Review
- Area 8 Age Related Review
- A1(M) TWMV Accident Review

Works Completed Since November 2007

A14 Layby Improvements: Safety improvements to 8 laybys, the conversion of 10 laybys to emergency use only and the permanent closure of one layby.

A428 Eltisley B1040 to Biggleswade NMU Crossing: Improved pedestrian crossing facilities across the A428 from the B1040 (South) at Eltisley.



A1(M) Jct 6 –10: Installation of glass dome studs at 9m centres, nearside, offside and centre line to make the road more conspicuous to the driver



A1/A421 Black Cat improvement to road marking layout
A14 Marker posts in segregated lays

Hertfordshire County Council – Road Safety Unit

Revive & Survive

This is a unique driver tiredness campaign is being run over the summer. The RSU has developed a Driver Rest Session, believed to be the first of its kind, to allow them to get maximum benefit from a 20-minute break. The session is available on CD or as a download from:



www.hertsdirect.org/roadsafety.

Bagging the Safety Message

In June bakeries/sandwich shops handed out their goodies in specially designed bags, which featured the message 'No Excuses, Wear Your Seatbelt' and were distributed by 25 shops throughout Hertfordshire. It was a way of targeting van drivers, who are over-represented in the figures for those not wearing seatbelts.

Distracted motorists are driving us up the wall – The RSU has completed its month-long monitoring exercise to see what local drivers really do when they're behind the wheel of a car – and the results are shocking. Their findings showed:

- 194 people on hand-held mobile phones
- 34 people texting
- 37 people drinking hot drinks
- 53 people eating breakfast
- 34 people reading
- 12 people applying make-up

Other distractions included two people with dogs on their laps, one person playing the harmonica, and one person with a phone in one hand and a sandwich in the other.

Works Programmed to start in the coming months

A14 Lolworth junction improvements

M1 Driver Location signs between J10 & J9

A45 Installation of marker posts

A43 Barley Mow roundabout safety improvements

Appendix C

Example - Key Stakeholders

The Key Stakeholders that have been identified for consultation on the Area Safety Action Plan are listed in Table xxx. These include all organisations that have a direct responsibility for road safety issues in Area X.

Developing contacts with these key Stakeholders has been a major priority during the past 12 months. We have established good working relationships with all the Local Authorities within Area X. Regular meetings are held with many Authorities and we will seek to expand on this. Good progress has also been made in developing contacts with Fire and Rescue Services, who have an evolving role in reducing casualties on our roads. Liaison with Police Forces on traffic issues was already well established and we will endeavour to work closer with them on road safety issues in the future.

Much important work in road safety is now undertaken within the framework of Casualty Reduction/Road Safety Partnerships, which have superseded the previous Safety Camera Partnerships. Area X is represented at the Warwickshire Casualty Reduction Partnership, the Safer Roads Partnership in West Mercia and on the West Midlands Casualty Reduction Partnership Technical Group. A full role is undertaken in the activities of these groups, and attendance at regular Partnership meetings ensures that the majority of stakeholders are met at least every six weeks. Other Partnerships are supported as required. The DSA and VOSA are also regarded as key stakeholders.

In order to acknowledge the essential contribution that these key stakeholders make to road safety in Area X, they were invited to a Conference to launch the Area Safety Action Plan in May 2007. Attendance was extremely encouraging and one of the outcomes was constructive suggestions for future initiatives to improve road safety. These are referred to in detail in Section X.

In view of the success of the Conference our stakeholders have suggested that it should be an annual event. Consequently a Conference has been arranged on 12th May 2008, to which all our key stakeholders have been invited. The Conference programme is currently being finalised, but it will include workshops on issues of importance within Area X.

Example - Road User Groups Analysis And Comparison

The road user groups analysis outlined below provides a focus for action in reducing the number of car occupant KSI casualties and motorcycle and heavy goods vehicles related casualties in Area X, which were identified as areas of concern in the Area X Performance Report, published by the Highways Agency in December 2007.

Car Drivers and Passengers

CURRENT SITUATION

- In terms of accidents per unit of distance travelled, car occupants are amongst the least vulnerable of users on the trunk road network.
- Nationally, car drivers and passengers form the biggest group of casualties (58% for all roads in 2006).
- Nationally, in 2006 there were 840 fatalities and 6,349 KSI casualties involving car drivers. Passenger casualties were lower with 298 fatalities and 2,445 KSI respectively.
- Because this group is the largest they make up the majority of KSI casualties in Area X. Therefore, trends in car occupant KSI casualties have a pronounced impact on the Area's overall KSI figures.

PLAN OF ACTION

- To improve on these in 2008 / 09 the Area X MAC will support national safety initiatives and use communication technology (e.g. MIDAS) to provide information on road conditions to our road users.
- Improved methods of identifying, analysing and prioritising route problems have been developed in the Area X MAC and will be deployed as part of the 2008 / 09 ASAP. As a result more emphasis will be given in Area X to KSI accident sites and in developing mass and route actions, although the MAC will continue to analyse and identify individual cluster sites with 4 or more accidents within 50m.
- Stakeholders with routes which have been identified as those which could benefit from the Forging Network initiative (expanded on in Section 6 of this document), will be encouraged to become involved in the project, which will commence in May 2008.

These include :

- A64 - North Yorkshire Council, Selby District Council, York City Council, Ryedale District Council, Scarborough District Council, North Yorkshire Police and Fire Service and the 95 Alive Partnership
- A628 - Derbyshire County Councils, High Peak District Council, Barnsley Metropolitan Borough Council,

Appendix C

- A63 - Selby District Council and the 95 Alive Partnership
- A1 (T) –Doncaster Metropolitan District Council, Wakefield District Council, South Yorkshire Police and Fire Service and South Yorkshire Safety Camera Partnership.

It is intended that a programme of presentations marketing the 2008 / 2009 Area Safety Action Plan, the Forging Network initiatives and all the Driver Improvement Programme materials available, will commence in April / May 2008.

Appendix C

Example - Partnership Working
