

North Cumbria
Casualty Reduction and Safer Highways



Crime Reduction & Community Safety Group

Tilley Awards 2007

Application form

Please ensure that you have read the guidance before completing this form. **By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance.** Please complete the following form in full, **within the stated word limit and ensuring the file size is no more than 1MB.** Failure to do so will result in your entry being rejected from the competition.

Completed application forms should **be e-mailed to tilleyawards07@homeoffice.gsi.gov.uk**

All entries must be received by noon on **Friday 27th April 2007**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811. Any queries regarding publicity of the awards should be directed to Chaz Akoshile on 0207 035 1589.

Section 1: Details of application

Title of the project: **North Cumbria Casualty Reduction & Safer Highways Group**

Name of force/agency/CDRP/CSP: **Cumbria Constabulary, North Cumbria Casualty Reduction & Safer Highways Group.**

Name of one contact person with position and/or rank (this should be one of the authors):

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If known please state in which Government Office area you are located e.g. Government Office North West, Government Office London etc: **Government Office, North West**

Name of endorsing senior representatives(s):

Neil Rhodes

Name of organisation, position and/or rank of endorsing senior representatives(s):

Cumbria Constabulary - Assistant Chief Constable.

**North Cumbria
Casualty Reduction and Safer Highways**

Full address of endorsing senior representatives(s):

Cumbria Police HQ
Carleton Hall
PENRITH
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CA10 2AU

Please tick box to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):



Section 2: Summary of application

In 2003 and in an effort to manage and direct activity on the Governments road casualty reduction targets for 2000 - 2010, local Cumbrian agencies formed a countywide strategic group and 3 x tactical partnership groups based around the 3 geographical police Basic Commands Units. These multi-agency groups were named as follows:

Strategic Group

Cumbria Road Safety Partnership (CRSP)

3 x tactical groups

North, South and West Casualty Reduction and Safer Highways (CRASH)

The Tilley award entry will concentrate on the activities of the North Cumbria CRASH group. This particular multi-agency group has developed significantly over the last 18 months and has led on improving and enhancing the local partnership operating framework and accountability, raising of the groups profile within the community and ensuring community representative involvement in problem solving. This has been achieved via a number of new key initiatives that have emanated from the group, as follows:

- Utilisation and development of a NIM and Problem solving based Tactical Assessment document for use at the monthly meetings which co-ordinates agency activity and accountability and analysis of current performance against our priorities and against the local targets. This has been adopted as best practice by the other two tactical groups.
- Consultation and involvement of community representatives within the group when dealing with particular issues i.e.: motorcycle collisions and fatalities involving horse drawn vehicles by members of the Gypsy and Traveller community
- Monthly review of all KSI's in the area to establish if there are immediate issues to be initiated by the group or inclusion within our current priorities
- Raising the profile of the CRASH group within the community by media engagement, presentations to local community groups, liaison with local MP's and councillors, so that the group is recognised as a focal point for contact regarding road safety issues.
- Distribution and accessibility of the groups activities in the community by placing the Tactical Assessment document on the Safer Roads for Cumbria website
- Further co-ordination of the local Road Awareness Training that is delivered by the Cumbria Fire and Rescue service to ensure that consistent messages are given to young people and no ad-hoc presentations are given by other agencies.

This has resulted in the CRASH group meeting all of its assigned local targets for road casualty reduction for 2010 by the end of 2006 and contributing greatly to the overall casualty reduction across the county.

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Objectives of the project

National road safety targets were introduced as a result of 'Tomorrow's Roads: Safer for Everyone' a document published by the Department for Transport in March 2000. New targets were set out in the Government's paper 'Transport 2010: The Ten Year Plan' and were developed to provide guidelines so that successes in reducing road casualties could be evaluated. The target date for the reductions to be reached is the year 2010. The aims of the Government in terms of casualty reduction are:

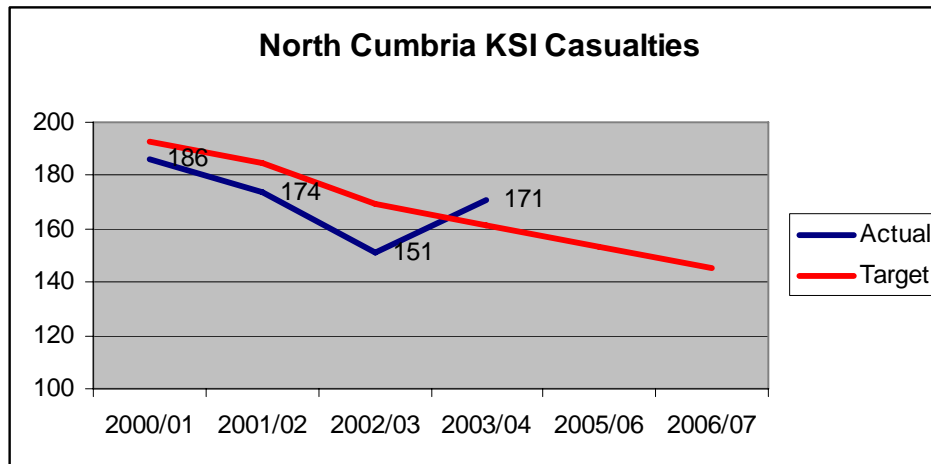
- a 40% reduction in the number of people killed or seriously injured [KSI] in road collisions;
- a 50% reduction in the number of children killed or seriously injured;
- a 10% reduction in the slight casualties, expressed as the number of people slightly injured per 100 million vehicle kilometres [MVKm]

All the targets being measured against the baseline of average annual casualty totals for the years 1994 to 1998.

When the 1994/98 averages are applied to North Cumbria area, which is coterminous with the boundaries of the Eden and Carlisle District Councils, the following targets are set to be reached by the year 2010: -

Category	1994/98 average	2010 target
All KSI	204	122
Child KSI	21	10
Slight/100MVKm	13.66	12.99

During the period 2000 / 01 to 2003 / 04 the number of KSI casualties in North Cumbria reduced in line with the trend line for the 2010 target, however during 2004 / 05 KSI's began to rise and direct action was needed to reverse this trend.



Definition of the project

This multi-agency group is chaired by the BCU Superintendent and in North Cumbria there are representatives from Cumbria County Council, Cumbria Fire & rescue service, Cumbria Safety Camera Partnership, the Highways Agency, Amey Mouchel [HA agents], Cumbria Highways, Capita-Symonds Road Safety Officers, parents of bereaved families, local driving instructors association, Motorcycle Action Group and the Institute of Advanced Motorists. The group also invites other agencies, individuals or groups who can contribute to their meetings when dealing with particular issues.

During 2004 a statistical data base was developed within Cumbria Police for the recording of all injury collisions [Stats 19]. This enables intense and enhanced analysis to be undertaken by police Traffic Management Officers that can highlight occurrence patterns and causation factors, which can then be presented pictorially by geographical

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mapping or via statistical tables. This is analytical and intelligence lead approach forms the main hub of the group's priorities and actions.

Using this data it highlighted User groups i.e. Young Drivers, Motorcyclists and Horse Drawn vehicles being involved in high incidences of KSI collisions, together with the A6 road between Penrith and Carlisle as a route with a similar occurrence.

It was decided that there was a need for a document for use at the monthly meetings which co-ordinated and captured agency activity and accountability together with analysis of current performance against priorities and local targets. From this the Tactical Assessment was developed.

Tactical Assessment document

The CRASH group meet on a monthly basis to discuss and set action plans to address emerging and current road safety issues. To make the group positive and proactive in casualty reduction the partners have produced a Tactical Assessment document using a series of intelligence led processes based on the principals of the National Intelligence Model and Problem Solving, which utilises the headings of Education, Enforcement, Engineering and Analysis. The Tactical Assessment document has become a widely distributed document and is now publicly available and accessible via the Safer Roads for Cumbria Web site "saferroads4cumbria.org.uk"

This document informs the group of;

- The overall picture of fatal and serious collisions in the North Cumbria area and our current performance against the targets;
- The impact of current education, engineering and enforcement activity on the number of fatal and serious casualties
- Emerging trend issues
- Future national and local campaigns

This allows the group to:-

- Make informed decisions on current and future targeted approaches
- Identifies specific role managers for each identified task.
- Acceptance that the activity decisions become binding on the partners for action.

This document is designed to deal with road policing and casualty reduction measures and is prepared within the Constabulary Traffic Management Department for the relevant area. Their staff maintains day to day control of the document updating all changes to activity, action and results. The Traffic Management Officer (TMO) for North Cumbria services the group with regular data updates and activity evaluation, showing the effectiveness or otherwise of any actions being undertaken and reporting trend patterns and changes. As the lead data provider the TMO uses a very effective collision recording and analysis program which is making the provision of intelligence on collisions almost a "real time" proposition with only very minor delays in data input.

The effectiveness of this activity is exemplified by an every increasing demand from partner organisations for information and intelligence. The ability to provide 'real time' information has encouraged partners to attend and participate more frequently and actively in the partnership meetings. They are now able to progress this intelligence data into their own organisations quickly and efficiently. This has promoted a positive two-way flow of information leading to increased and proactive targeting by greater numbers of partner agencies.

Consultation and involvement of community representatives

In early 2006 the group recognised that their connectivity and accountability to the local community regarding their involvement in road safety issues was very limited. In an effort to overcome this specific issue, community members were invited to attend the group and contribute to its activity. Two local council members joined and the group also added additional members of the public.

A member of the local motorcycling community has attended when the group have discussed the activities of riders on the A686 and has enabled the group to make informed decisions regarding engineering and/or enforcement activity on this route. The group also utilised a local motorcycling website to ask for views on road improvements on the A686. Whilst all their ideas were listened to not all of them were adopted but the CRASH group ensured that they were responded to by issuing the results of their deliberations on the website, thus generating a two-way flow of information.

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In June 2006 a member of the Gypsy and Traveller (G and T) community was killed on the A66 when his horse drawn vehicle was struck by a car on the A66, prior to the start of Appleby Fair. Community tensions were raised immediately as this was the second such collision in the last 3 years and was further exacerbated by the driver of the vehicle being a Cumbria Police employee. The initial tensions were managed by the police but the CRASH group recognised that there was a need to develop a response to this issue. As part of that response immediate contact was made with the local G and T representatives and a questionnaire sent out to owners of horse drawn vehicles at the Fair for their views on reducing the risk to their safety. A series of multi-agency meetings was held with agencies that included G and T representatives so that they are part of the problem solving process and understand the reasons why certain initiatives are adopted or not. This has resulted in new initiatives being introduced for the Fair in 2007 that centre on the visibility of the horse-drawn vehicles, increased signage, raising awareness in the media and increased enforcement activity.

The group have introduced 2 members of the public who are parents of young people who have died in road collisions. This was in an effort to ensure that their views were considered when we were discussing the issues around young drivers and also that it assisted in the overall co-ordination of our education delivery; as we were finding that certain victim's families were wanting to help other bereaved families and often gave talks to local groups. By embracing them in the CRASH group it has enabled us to develop our education response and send out consistent messages to the public plus one of the members is a local representative for the national BRAKE charity that supports the families of bereaved road collision victims. This has enabled the group to be directly linked to other victim initiatives on a national basis.

Monthly review of all KSI's

At every CRASH meeting an assessment is prepared of the previous months KSI's. This enables all the individual collisions to be discussed and decisions reached as to whether it forms part of a wider priority for the group, such as education and/or engineering or enforcement or whether it is down to a singular specific issue. The group are very specific that we are not investigating the collision as this is a matter for the police but are analysing the potential causation factors and whether we can take positive and immediate action to reduce the chance of a similar type of collision occurring again.

Raising the profile of the CRASH group within the community including the distribution and accessibility of the groups activities

In early 2006 the group identified that their profile within the community was very limited and that the public did not know or understand the group's activity. A specific strategy was developed to raise their profile by a combination of media engagement, presentations to local community groups and Neighbourhood Forums and liaison with local MP's and councillors. By way of an example when a fatality occurs the chair of the CRASH group ensures that a CRASH viewpoint is added to the press release to enable the wider issues of road safety to be raised. Also, there is encouragement to the community by way of press releases and discussions with local councillors for them to contact the CRASH group rather than a single agency, which enables any issues that are raised to be discussed or analysed in the tactical assessment or meeting minutes. These are then accessible on the Safer Roads for Cumbria website, so that the results can be seen in an open and accountable format.

Further co-ordination of the local Road Awareness Training

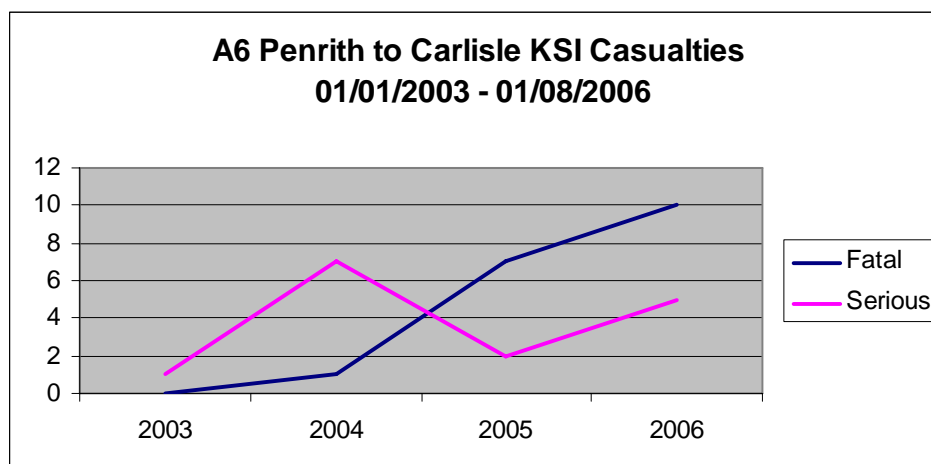
This is delivered by the Cumbria Fire and Rescue service primarily to young people via schools and colleges. The group established that other ad-hoc presentations were being given by other agencies, especially the police via local motor patrol officers, or various other agencies or individuals, such as victim's families. There was a need to co-ordinate this activity so that all the county road safety messages were consistent. This was achieved by bringing into the group the main victim family representatives who gave awareness and educational talks and also by ensuring that all agencies reported to an educational CRASH sub-group to co-ordinate their input.

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Response to the problem

1. A6 Carlisle to Penrith KSI reduction.

From 01/01/2003 the A6 road, subject to the national speed limit, between Carlisle and Penrith had developed a poor collision history.



The A6 is a straight, wide high speed road which follows the line of a 'Roman Road' and prior to the construction of M6 motorway was the Anglo / Scottish route. A number of collisions had involved vehicles of multiple occupancy; two fatal collisions each at sites at Plumpton Old Hall and Scalesceugh had in both cases resulted in a total of 16 fatal casualties. A number of these collisions involved drivers and passengers from the 16 - 25 year age group.

This was accepted as an 'emerging issue' in July 2006 and placed onto the Tactical Assessment, which resulted in the following actions;

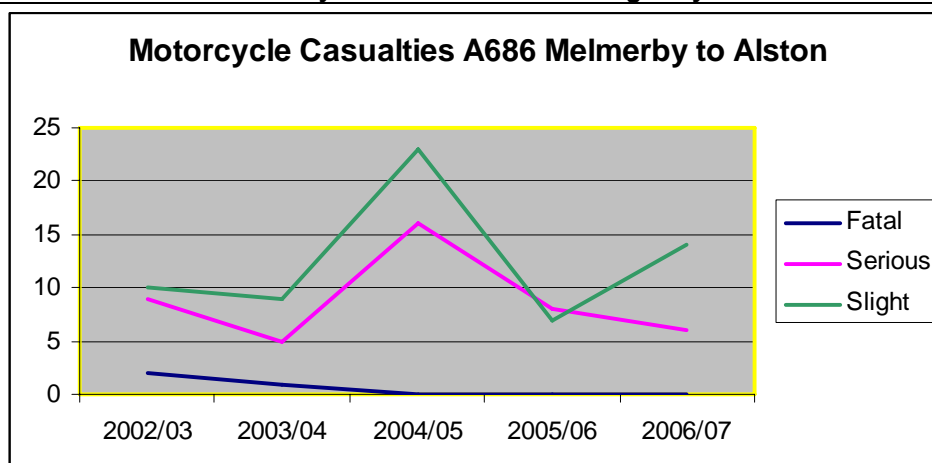
- Proactive policing by members of the Roads Policing Unit and BCU staff.
- Enforcement at mobile sites by the Cumbria Safety Camera partnership.
- Progress engineering solutions through traffic calming and signage. This resulted in the traffic calming and reduction from the National speed limit to a 40 mph speed restriction through the village of Plumpton, which encompassed the area where two collisions had resulted in 8 fatal casualties. Erection of Interactive 'Bend' signs at the collision site at Scalesceugh again where two collisions had resulted in 8 fatal casualties.
- Erection of Shock Boards at either end of the A6 highlighting the number of KSI casualties.
- Increased media coverage in respect of Young Drivers.
- Liaison with the local community at a public meeting following the multiple fatal collision at Plumpton.

All the above engineering tasks have been completed. The village of Plumpton now has a 40 mph speed restriction. Prior to the speed restriction a Traffic Data Unit survey revealed at the average speed of vehicles traveling through the village was 48 mph with an 85th percentile speed [the speed at or below which 85% of all vehicles travel, or looking at it another way the speed that only 15% of drivers exceed] was 57 mph. A recent survey showed that the 'After' results were - Average speed of 36 mph and the 85th percentile speed of 41 mph. Since the end of July 2006 there have been no further KSI collisions on this section of the A6 road. This task has been removed from the Tactical Assessment; however a monitoring brief will be maintained.

2. A686 Penrith to Alston KSI reduction aimed at the recreational motorcyclist. - Problem

The A686 is a highly publicised and challenging high mountain pass route which attracts thousands of leisure motorcyclists each year where the riders ability is tested by the nature of the road i.e. hair pin bends, short sections of straight road with limited visibility and results in a high incidence of motorcycle casualties. Analysis shows highest concentration of riders is usually at weekends during the summer season, the period between Easter and the end of September and these collisions tend to occur during the period of 1200 - 1700 hours.

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The A686 Task reflects this activity and is adapted to the Tactical Assessment during this summer period.

This has resulted in the following actions;

- Proactive policing at weekends by BCU and Roads Policing Unit motorcycle patrols.
- Regular and dedicated Cumbria Safety Camera activity through usage at mobile sites.
- Provision of resources and facilities for the input of 'Bikesafe' lectures.
- Erection of seasonal signage 'Think Bike' highlighting the presence of motorcycles, especially for motorists joining the A686 at junctions and 'To Die For' signs highlighting to motorcyclists themselves the presence of bends and the need to adjust their speed and style of riding to negotiate them.
- Consultation with Motorcycle Action Group, through CRASH, in respect of carriageway markings.
- Review of roadside fences and liaison with farmers in relation to straying livestock - a problem with sheep especially after the lambing season with straying onto the carriageway.
- Media campaigns i.e. 'Don't Crunch after Lunch' leaflet. Analysis shows that collisions occur in the afternoon between 1200 - 1700 - after lunch - when riders can become tired after a long ride and their concentration lessens. Radio campaigns targeting motorists i.e. 'Think Bike' highlighting presence of seasonal motorcyclists and also 'SMIDSY' - Sorry Mate I Didn't See You - a campaign to raise the awareness to motorists when entering main roads at junctions to look out for approaching motorcycle.
- Progression of multi agency 'Bikesafe' event on the A686 as part of a regional motorcycle safety event.

Recreational motorcycling continues to be a popular pastime and this route attracts more riders each 'season', through intervention KSI casualties have fallen from the high figures of 2004/05 however it is acknowledged that slight casualties remain an issue.

This seasonal Task was reinstated to the Tactical Assessment as from March 1st 2007, prior to the Ester period. One motorcycle collision resulting in 1 slight casualty occurred during March.

3. Collisions involving horse drawn vehicles traveling to the Appleby Gypsy Horse Fair held annually in June - Problem

Since June 2003 there had been three incidents in respect of horse drawn vehicles either traveling to or from Appleby Gypsy Horse Fair on the A66 trunk road being involved in KSI collisions.

Following the fatal collision in June 2006 this was raised as an 'emerging issue' at the CRASH meeting and was accepted as a task.

Initial intelligence, to identify problems encountered and requesting ideas to improve the situation, was gathered by the preparation and circulation of pro forma questionnaires to users of horse drawn vehicles as they left the 2006 Fair. Of the 90 forms handed out 30 forms were returned. A further request was placed both in the 'Travellers' Times' and 'The Big Issue'. This initial analysis needed to be undertaken prior to the travelers leaving the fair it make it meaningful, otherwise, due to the owners of horse drawn vehicles being a very hard to reach group, it would mean delaying the survey until the following year.

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As the section of road also included the A66 in the Durham police area a multi agency meeting involving representatives from Cumbria, Durham, Durham County Council, Highways Agency, Amey Mouchell and the travelling community was held.

From analysis of the collision data all three occurred on the dualed carriageway section of the A66 and involved slow moving vehicles being struck to the rear by a vehicle on a high speed section of road. This had resulted in 3 fatal, 1 serious and 1 slight casualty a decision was taken therefore to focus on the A66 Scotch Corner to Penrith and prioritises the area from Bowes to Coupland beck - the dualed high speed section east of Appleby.

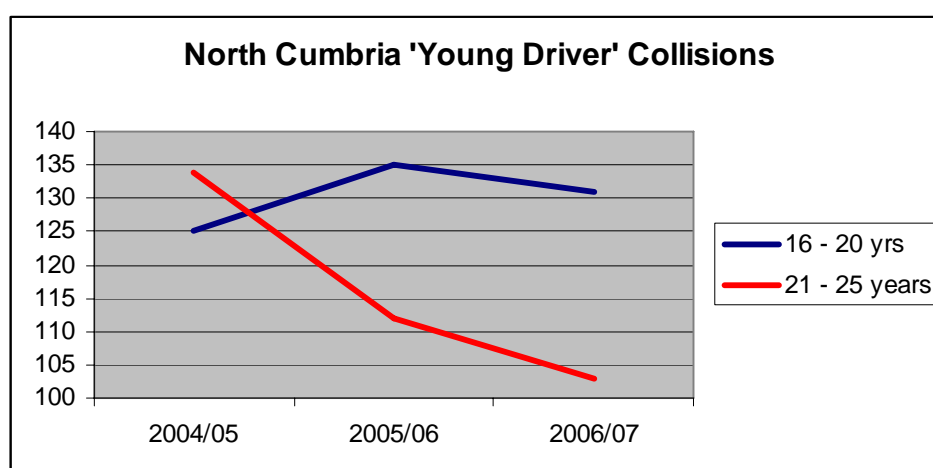
Further analysis of suggestions from the completed pro formas was discussed by the group.

- The escorting of horse drawn vehicles. This was discussed and a decision was reached by the Highways Agency that they are not, at this time, willing to provide escort facilities. However it may be reconsidered dependant on any further issues.
- Provision of high visibility material to highlight the presence of horse drawn vehicles. This was agreed and is ongoing, the high visibility sheet is to be distributed both to vehicles traveling to the Fair and also at the Fair together with a Best Practice for users of these vehicles.
- Increased signage. Fixed and VMS signs highlighting the vehicles will be in place on the A66 prior to and following the Fair. Sites have been identified.
- More enforcement and high visibility police patrols. Mobile operating sites by both Cumbria and Durham Safety cameras have been identified and programmed for use and high visibility patrols will be tasked to the area during the period when these vehicles are traveling.

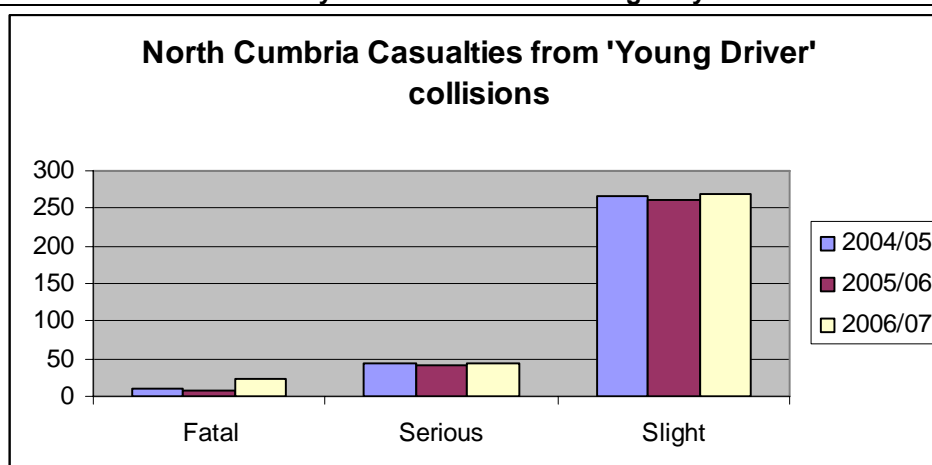
The above actions are now in hand for the Gypsy Fair to be held in June 2007 following which a further meeting, involving the above agencies, will be held to evaluate the outcome of the event and to take forward recommendations for future years. However, the inclusion of the representatives and views from the G and T community at the earliest possible stage in our planning has enabled them to be part of the potential solution rather than having initiatives imposed on them.

4. 'Young Drivers'.

Young Drivers i.e. those in the age groups 16 - 20 years and 21 - 25 years feature predominately in KSI collisions not only in North Cumbria, but the whole of Cumbria and in fact the entire country is affected. Collisions involving this age group are invariably ones where there are multiple KSI casualties from multiple occupancy and in many cases one vehicle is involved. In North Cumbria there has been instances where there has been in 7, 6 & 5 KSI casualties resulting from a single collision. Newly qualified drivers too feature highly in these collisions.



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'Young Drivers' features as a target on the Tactical Assessment and has led to the following actions;

- Education. Road Awareness Training by Fire & Rescue Service provided on a rolling programme to schools, colleges and groups i.e. Young Farmers throughout North Cumbria.
- Multi agency RAT presentation to be piloted in the Eden area specifically targeted at the parents of Young Drivers.
- Pass Plus Plus scheme being developed and funding in place, £30000, to provide a subsidised Pass Plus scheme to newly qualified 17 - 20 year olds. Having completed the compulsory RAT presentation at the end of the scheme then they will receive half of the cost, £60, in return.
- Presentation given to Driving Instructors in the area, two of which now sit on the CRASH group. They are now able to pass on advice to their students.
- Media Campaigns: Radio adverts i.e. PRATS - Potential Road Accident Threats targeting the Young Driver. Local paper articles 'Whose Taking Your Child Home Tonight' relating to awareness by the parent of where and what their child is doing and who with.
- Cumbria Safety Cameras are researching 'Viral Marketing' - examining the use of text messaging and 'You Tube' to get messages over to the youth of the county.
- The inclusion on the CRASH group of two members both of whom were parents of children killed in road collisions. They are both able to engage with the group from that perspective and also to take part in multi agency presentations.
- Enforcement through 'Operation Laburnum' by the Roads Policing Unit and BCU officers aimed at both the manner of driving and also in car safety i.e. seat belts, mobile phones etc.
- Seizure of vehicles where no insurance is held or through manner of driving

Over the last 12 months North Cumbria has seen little improvement in overall casualty numbers. There has in fact been an increase of KSI casualties involving Young Drivers from 50 last year [2005/06] to 66 this year.

This means that last year 50% of all KSI casualties in North Cumbria resulted in collisions involving a driver between the ages of 16 and 25 as opposed to 31.5% two years previously. This is a complete reversal in the general KSI reduction trend in North Cumbria.

It should be noted however that there is a steady downwards trend relating to collisions involving drivers 21 - 25 years and this may be attributed to those drivers who have had the benefit of receiving the Road Awareness Training by the Fire & Rescue service.

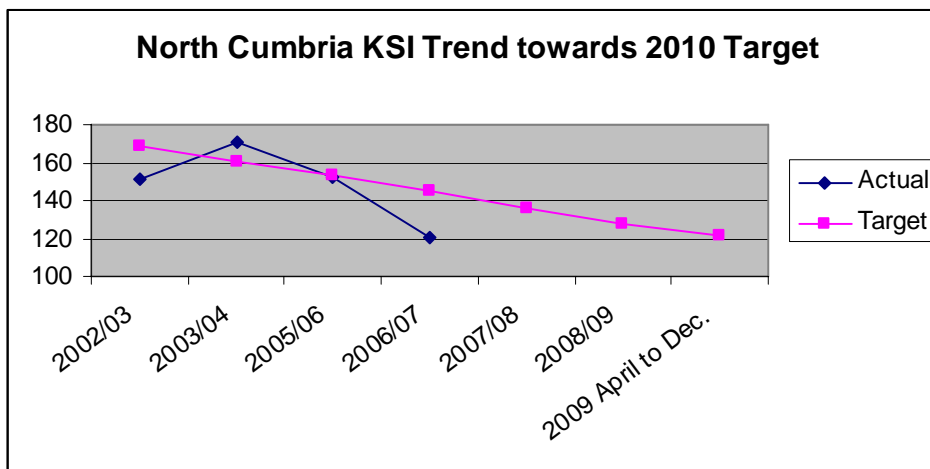
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Evaluation of the intervention

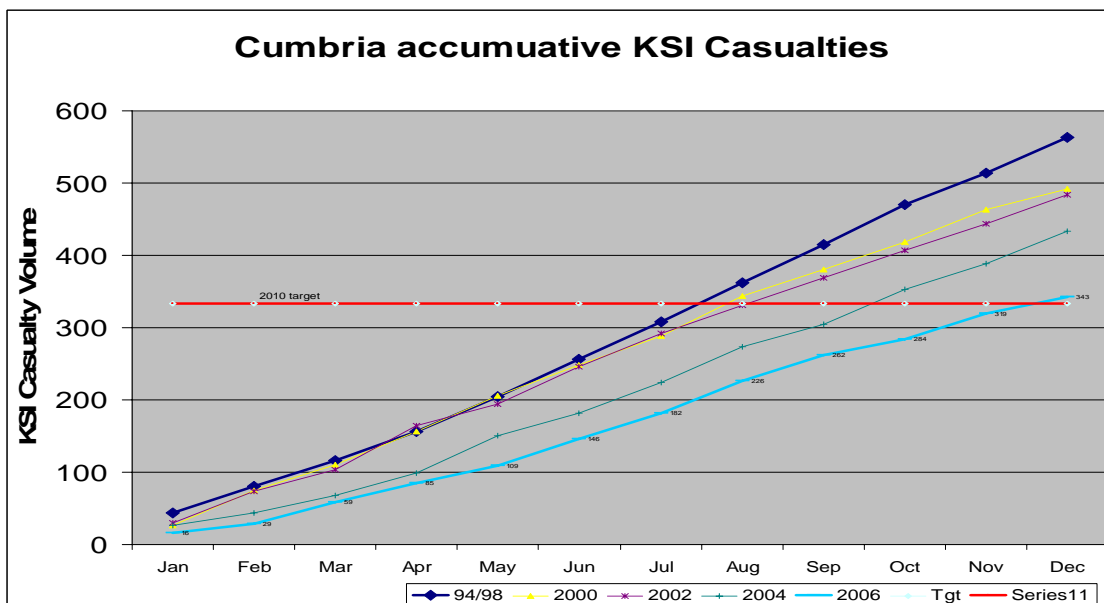
The North Cumbria CRASH provides an efficient team working environment where real progress in casualty reduction is being made over a very broad front. One of its major benefits in terms of organisational partnership working is that there has not been the need to have any major financial investment initiated at the local level. The results have been achieved via improved and co-ordinated partnership working within an intelligence led and problem solving framework that has ensured accountability to the public and each agency. The results now show the effectiveness of this groups work towards casualty reduction with the statistics recorded for the end of 2006 indicating the group's achievements against the Government 2010 targets.

Category	2006 final total	2010 target	Commentary
All KSI	121	122	2010 target met
Child KSI	8	10	2010 target met
Slights/100MVKm	11.79	12.29	2010 target met

The 2 below graphs demonstrate the performance for North Cumbria and the county in relation to KSI's only.



This can be compared with the overall performance in the county regarding KSI reduction which is highlighted by the below graph and demonstrates year on year reductions in KSI's



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There is an understanding within the group that a lot of the work that we are undertaking is very long term, especially in relation to the main issue of education regarding young drivers. However, the framework that now operates has enabled real progress to be made in reducing KSI's on our roads and when this is linked to specific issues at particular locations i.e.: A6 or A686 motorcycle route we can demonstrate how our interventions have contributed to casualty reduction. Not everything has been initially successful i.e. 'Young Drivers' but the constant analysis via the tactical assessment document has enabled us to adapt or adopt different approaches.

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Section 4: Endorsement by Senior representative

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