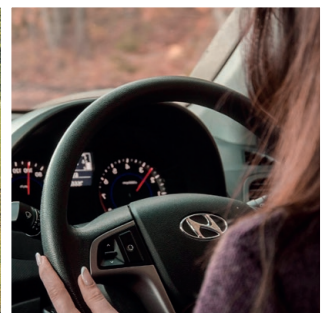


OUR STRATEGY TO 2030

Moving forward,
safer together



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■ ABBREVIATIONS

ASC	Average Speed Cameras	iRAP	International Road Assessment Programme
COM-B	Capability, Opportunity, Motivation and Behaviour Model	KSI	Killed or seriously injured (casualties)
CRASH	Collision Reporting and Sharing system	NCAP	New Car Assessment Programme
CSW	Community Speed Watch	ONS	Office for National Statistics
CWG	Communications Working Group	OPCC	Office of the Police and Crime Commissioner
DC	Derbyshire Constabulary	PCC	Police and Crime Commissioner
DCC	Derbyshire County Council	SPI	Safety Performance Indicator
DfT	Department for Transport	VAS	Vehicle Activated Sign

■ HISTORY

The Derby and Derbyshire Road Safety Partnership (DDRSP) drew together all organisations in Derby and Derbyshire that had an involvement in improving road safety. The aim was, and remains, to ensure that the various partners’ work was co-ordinated and delivered effectively to ensure the best use of available resources, specialist skills and experience.

The original representatives were:

- Derby CC
- DCC
- Derbyshire Fire and Rescue
- Derbyshire Police
- Highways England
- Peak District National Park Authority.

The success of the Partnership depended to a significant extent on the enthusiasm and support of the people already working in the field of road safety and casualty reduction.

We are fortunate in Derbyshire to have a history of partnership working and the Partnership hoped to build on this with recognition of the value of the contributions made by different organisations and activities towards the common objective of casualty reduction.

Following analysis of casualty trends the Partnership focused its activity through ‘priority action groups focusing on:

- Motorcyclists
- Occupational Road Risk
- Young Drivers

The priory action groups activity were also supported by:

- Data and analysis Group
- Casualty Reduction Enforcement Support Team (CREST)

Prior to the Partnership review partners included:

- DCC
- Derby CC
- Derbyshire Police
- Derbyshire Fire and Rescue
- National Highways

Partnership Successes

The Derby and Derbyshire Road Safety Partnership has been successful in delivering casualty reductions, these successes have been delivered in several ways including:

- Motorcycle Priority Group – working together to deliver post-test training, including CBT Plus and ERS training and route signing along our rural and urban routes.
- Young Driver Group – working together to present the Young Driver Education Programme in Sixth Form Colleges.
- Data Group – working together to provide an evidence-led approach and provide data on casualty trends to support the priority action groups
- Speed Management Protocol - a single document to integrate all the elements of managing speed with safety cameras being seen merely as one tool amongst a range of assets, such as: VAS, which can be deployed to tackle local problems in the most appropriate way, engineering measures and community engagement through CSW, for example.
- CREST – CREST is the enforcement arm of the Partnership, operating several fixed and mobile camera sites, as well as cameras enforcing the speed limit on the smart motorway between Junctions 28 to 30 of the M1. CREST has also diversified its areas of operation to support the Partnership’s priorities and has significantly contributed to its successes.

CONTEXT

This Strategy is about setting out the structure and objectives of the DDRSP for the coming years. In the last ten years, there have been consistent reductions in the numbers of people injured on the roads of Derby and Derbyshire, as shown below in Figure 1.

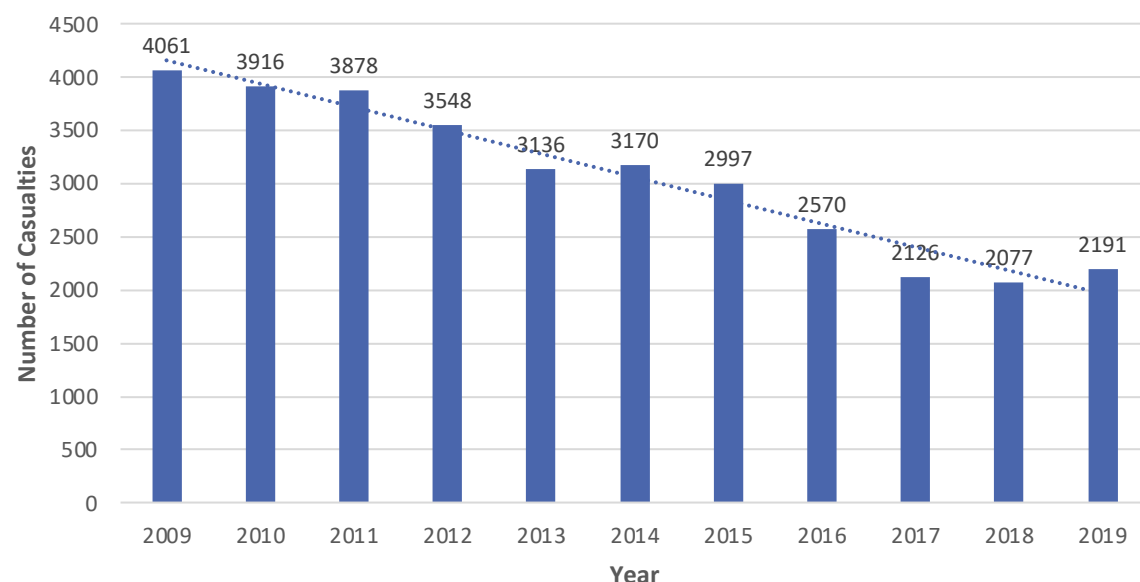


Figure 1 - All Casualties by year in DC area

However, Figure 2, below, shows the numbers of people killed or seriously injured (KSI) on Derbyshire’s roads, with annual reductions being less pronounced.

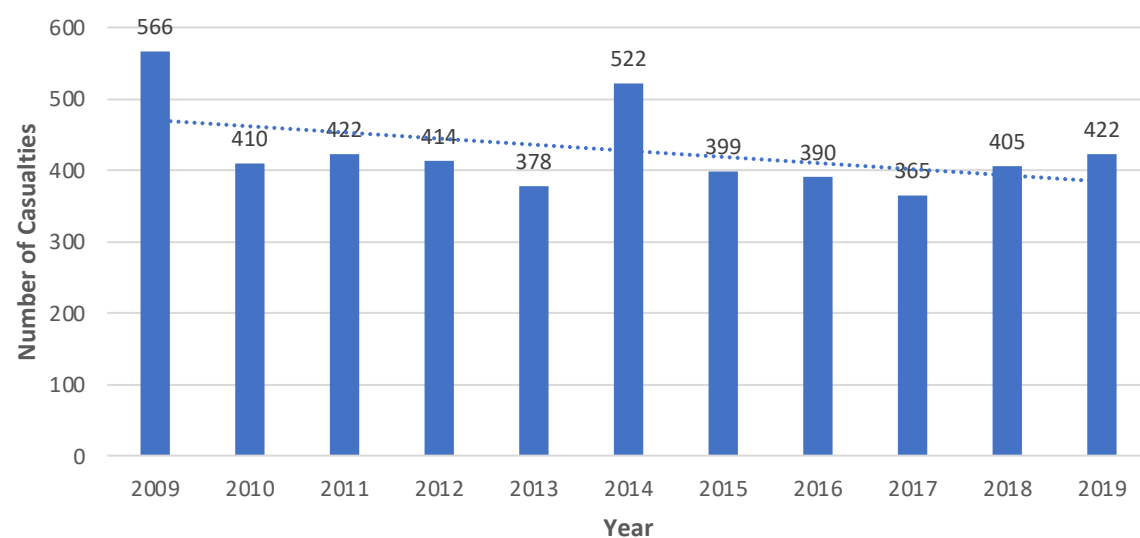


Figure 2 – KSI by year in DC area

Every death and life changing injury which has occurred on local roads, or amongst local residents because of a road collision, is one too many, with devastating impacts to those involved or close to those involved, and the social and economic burdens felt by the wider community.

There are clear benefits of working together to reduce road risk, this new Strategy provides an opportunity for the Partnership to take new approaches and strengthen existing ones, to reduce the likelihood of these most severe injuries being sustained.

Partnership Review

The Strategy has been created after an independent review. Representatives of partner organisations, both at officer and manager levels, were interviewed individually to understand their future visions for the Partnership, identifying strengths and weaknesses, opportunities and barriers of current working practices. The outputs from these interviews were thematically analysed to build a picture of where the Partnership was and where it should be headed. These findings were presented at Board and Operational meetings for discussion.

The local community was also consulted through a public survey. There were:

- **1,352** responses
- **95%** of those who responded lived in Derby and Derbyshire
- **68%** of respondents regularly driving on local roads.

Respondents were asked to rank a number of local issues, where ‘road safety’ was placed in the top position, followed by ‘crime’ and ‘anti-social behaviour’. It should be remembered it was a survey about road safety, so those with an interest will have been the ones to complete it.

When asked what road safety issue should be high priority, the following issues were the highest five:

1.	Speeding
2.	Road maintenance
3.	More police enforcement
4.	Drink-drug driving
5.	Mobile phone use

These priorities demonstrate the benefits of a partnership approach; no one organisation can tackle these issues alone.

Two-thirds of respondents had not personally been involved in road safety activities, but a third had, showing there are resources within the local community for the Partnership to work with. Activities undertaken by respondents include CSW, campaigning, publicity work and attending or organising road safety events.

Survey respondents were asked who they think should be involved in improving road safety in their area, with the results emphasising the power of Partnership. Over 50% of respondents felt that the Police, local authorities, parish/town councils, the local community, National Highways and road users should all be involved in improving road safety, with respondents thinking primary responsibility should fall to local authorities, the Police and National Highways.

The relevance of road safety was apparent in the final question, with 41% of respondents stating that they, a family member or a close friend had been involved in a serious road traffic incident.

PARTNERSHIP VISION

The aim of the Partnership is:

To reduce the number of road users being KSI through a coordinated approach.

To achieve this aim, the Partnership has set a number of objectives:

- To reduce the numbers of people KSI on Partnership roads each year, working towards a target reduction of 40% by 2030, with a review of progress in 2026.
- To identify specific road user groups and deliver targeted initiatives to reduce their road safety risk, working collaboratively as a partnership, with the local community and external partners.
- To work within the Safe System to improve all elements:
 - o Safe Roads
 - o Safe Road Users
 - o Safe Vehicles
 - o Safe Speeds
 - o Post Collision Response
- To share data and evidence across partner organisations to inform activities and evaluate effectiveness.

Safe System Approach

The Partnership is working towards a Safe System approach. The Safe System is a concept in road safety which originated in Sweden and the Netherlands in the 1980s and 1990s.

At the time, scientists and policy makers began to question the prevailing view that the safety of road users was, in the last instance, their own responsibility and that the task of road safety policy was thus primarily to influence road users’ behaviour so they would act safely at all times. As the decades-long decreases in the number of road fatalities and severe injuries were levelling out, it became clear a predominant focus on education, information, regulation and enforcement was no longer delivering progress. A rethink was needed.

Adopting a Safe System starts with accepting the validity of a simple ethical imperative: **No human being should be killed or seriously injured as the result of a road crash.** (ITF, 2016, p. 5)

The rationale behind the approach is that the whole traffic system will be designed to prevent people being killed or seriously injured and that the whole is greater than the sum of its parts.

There are four principles which are central to a Safe System:

- First, people make mistakes that can lead to road collisions.
- Second, the human body has a known, limited physical ability to tolerate collision forces before harm occurs.
- Third, while individuals have a responsibility to act with care and within traffic laws, a shared responsibility exists with those who design, build, manage and use roads and vehicles to prevent collisions resulting in serious injury or death and to provide post-collision care.
- Fourth, all parts of the system must be strengthened in combination to multiply their effects, and road users are still protected if one part fails. (RoadSafe, 2020)

The system needs to provide layers of protection through the different components in order to prevent deaths and serious injuries.

To help build a safe road system that is forgiving of mistakes, investment needs to be made in the creation of Safe Roads, Safe Speeds, Safe Vehicles, Safe People and Post Collision Care to put layers of protection around people to keep them safe from death and serious injuries on the road. All parts of the road system must be strengthened in combination to multiply the protective effects and, if one part of the system fails, the other parts will still protect people. (Towards Zero Foundation, 2020)

The creation of a Safe System requires the adoption of a different way of thinking. It is well-suited to a Partnership approach, with the acknowledgement that no one player can reduce road risk for all and that all parts of the system need to be improved. However, it does mean that a change of approach is required; it is not possible to create a Safe System through all players in a partnership continuing with the traditional approach to road safety.

There has to be a shared responsibility for road safety, moving away from an emphasis on making road users compliant. It is important that road users understand and comply with the rules of the system, but the system, as a whole, needs to be forgiving when people make mistakes. Work needs to be done to ensure road and vehicle design (and maintenance) are as safe as possible, improving speed choice and post collision response, alongside training and enforcement of road users. Table 1 below, compares the more traditional road safety approach with the Safe System philosophy.

A Safe System cannot be created overnight, this Strategy sets out how the Partnership will work towards adopting Safe System principles, strengthening its activities over time, in line with international best practice.

	Traditional road safety policy	Safe System
What is the problem?	Try to prevent all collisions	Prevent collisions from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	Reactive to incidents	Proactively target and treat risk. Systematic approach to build a safe road system
What causes the problem?	Incremental approach to reduce the problem Non-compliant road users	People make mistakes and people are physically fragile/vulnerable in collisions. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behaviour
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers
How does the system work?	Is composed of isolated interventions	Different elements of a Safe System combine to produce a summary effect greater than the sum of individual treatments – so that if one part of the system fails other parts provide protection

Table 1 - Comparing the traditional road safety approach and a Safe System

Source: (ITF, 2016)

Casualty Reduction Targets

Road safety targets can be a useful tool for focusing activities and prioritising actions. Whilst the United Kingdom does not currently have national road safety targets, National Highways and many local highways authorities and partnerships have adopted their own targets, to provide a goal to aim for and a means of checking progress.

The House of Commons Transport Select Committee has reviewed the Government's road safety strategy twice since 2010. In its 2012 report the Committee confirmed that

“Road safety targets have played an important role in driving the UK's positive road safety record”

(Transport Select Committee, 2012: 13). (Amos, Davies, & Fosdick, 2015)

There has been research which has shown that countries which have road safety targets have generally performed better than those without. The UN identified several reasons why road safety targets have proven to be beneficial:

- Setting targets communicates the importance of road safety.
- Targets motivate stakeholders and increase accountability for achieving results.
- Targets convey the message that the Government is serious about reducing road casualties.
- Sub-national targets widen the sense of ownership by creating greater accountability, establishing more partnerships and generating more action.
- Targets raise media and public awareness and motivate politicians to support policy changes and to provide resources. (Towards Zero Foundation, 2020, p. 3)



2030 Casualty Reduction Target

Many countries, supranational organisations and UK highways authorities are working towards new target reductions in deaths and serious injuries by 2030.

Figure 3 shows the numbers of KSI casualties which occurred in the Partnership area between 2009 and 2019, and the dashed line shows the number of KSI casualties that would be expected if the trend continued. The forecast line suggests that there would be 305 people killed or seriously injured on Partnership roads in 2030 if that trend continued, although there are a large number of factors which influence whether collisions occur, with many of these beyond the control of the Partnership.

In the five years between 2015 and 2019, there were, on average, 396 KSI casualties on the roads of Derbyshire. This average has been used as the baseline to calculate a 33% reduction by 2030, shown by the blue line and culminating in a target of 265 in 2030.

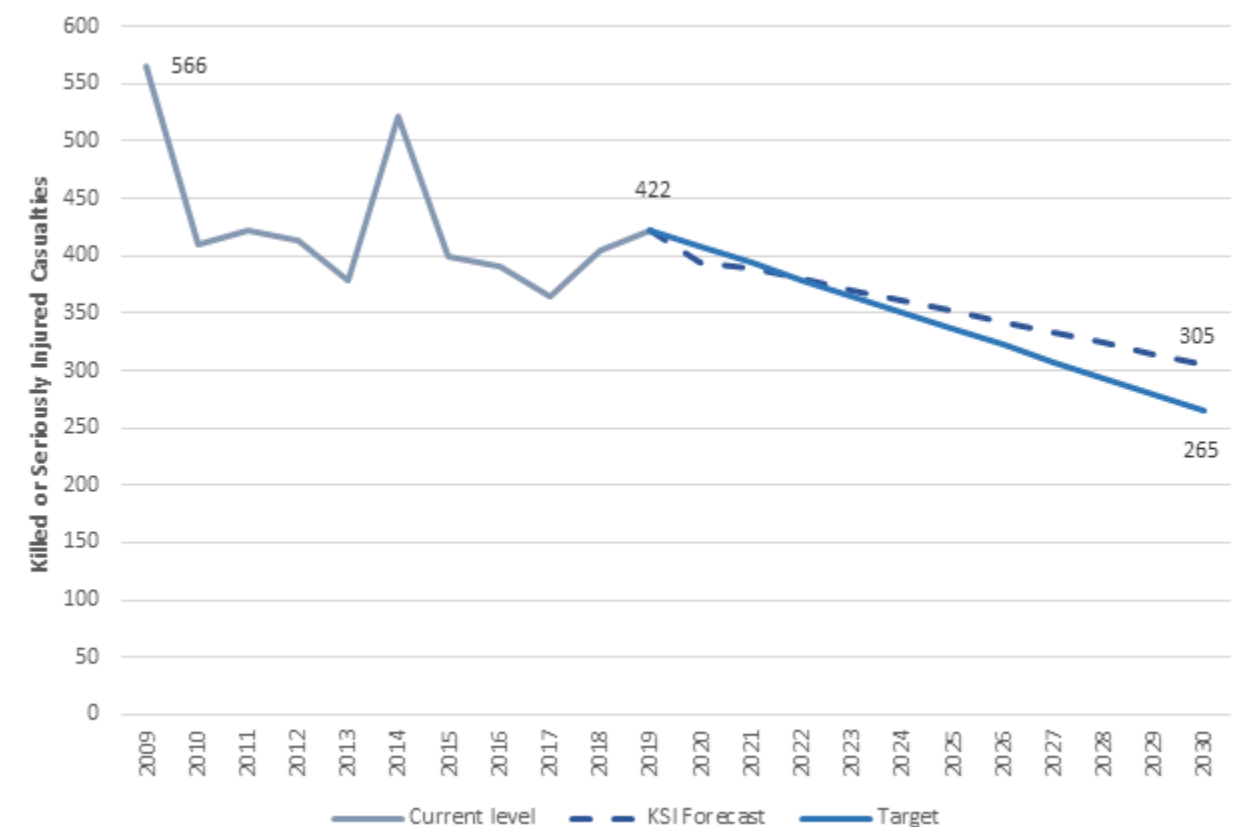


Figure 3 - Target reductions in KSI casualties in Derbyshire and Derby

As stated earlier, one death or serious injury is one too many and the setting of targets is not to detract from an overall goal to reduce road risk by as much as possible. Setting a local target allows partners to measure progress and to identify when additional effort is required.

Ambition Statement

Our vision is to improve road safety by reducing the number of killed and serious injuries (KSI) in Derbyshire by 33% by 2030 compared to the five-year baseline figure for 2015 to 2019. Through Partnership working and an evidence-led approach – combining engineering, education, and enforcement – we will make Derbyshire roads safer for all.

The 2030 target will be reviewed in 2025-26, with an ambition to reduce KSIs by 40% by 2030. We will seek to reduce road deaths and serious injuries and work together to avert them, or to reduce their severity, by helping develop a safer road system, particularly where more sustainable forms of travel are encouraged. We hold this ambitious vision and invite all key stakeholders in road safety to share in and work towards making it a reality.

Strategy Review

This Strategy is initially a five-year plan, working towards the 2030 target. The changes implemented as a result of this Strategy will take time to become business as usual and the Partnership has committed to a review in 2026 (or earlier) to reflect on progress made by that time, in casualty reduction, other performance measures and partnership practice.

Annual Plan

The annual plan will be presented to both the Operational Group and Strategic Board at the beginning of the new financial year. The annual plan will provide partners with an update on:

- activities undertaken by each Working Group in the previous year
- planned Working Groups activities for the year ahead
- update of progress towards 2030 casualty reduction target

TERMS OF REFERENCE

The Partnership operates with three levels:

- Strategic Board
- Operational Group
- Road User Working Groups.

This structure provides clear governance and guidance from the Board level and provides a clear distinction from those delivering road safety activities at the Operational Group and Working Groups level. The same partner organisations will be represented at the three levels, but aside from a nominated representative from the Operational Group who will provide updates to the Strategic Board, no individual representatives will attend both Strategic Board and Operational Group meetings.

The Partnership funds a Partnership Coordinator role. This is a 0.4 Full time equivalent (FTE) post delivered alongside the DCC Road Safety management function. The role of the coordinator is to support the Partnership in terms of communication, administration and liaison. As such the Partnership Coordinator will attend both Strategic and Operational meetings. It is important to remember that ownership of the Strategy, targets and performance lies with the Strategic Board, Operational and Working Groups, not with the Partnership Coordinator.

Scope

The Partnership will focus on reducing road casualties on the roads of Derbyshire and Derby. Previous iterations of the Partnership have specifically addressed matters of liaison between DCC and DC concerning safety camera operation and funding. These will be dealt with separately by the two parties, but can reported to the Partnership for information.

Governance

The Strategic Board will report directly to the PCC and Highways Committee of Derby CC and DCC.

Aims

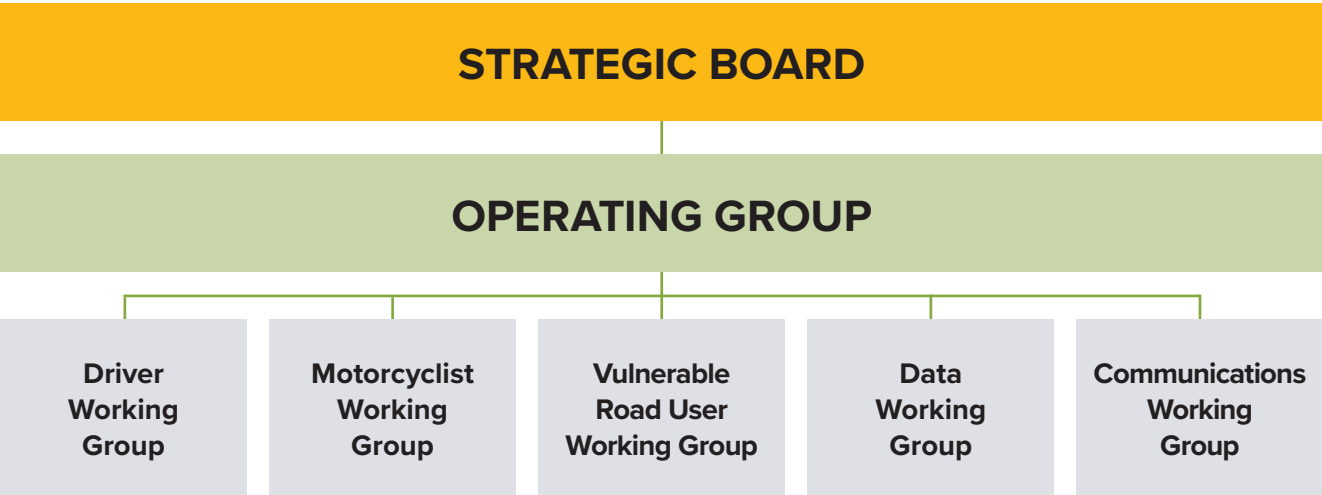
The aim of the Partnership is:
To reduce the number of road users being killed or seriously injured (KSI) through a coordinated approach.

Objectives

The Partnership has set a number of objectives:

- To reduce the numbers of people killed or seriously injured on Partnership roads each year, working towards a target reduction of 33% by 2030.
- To identify specific road user groups and deliver targeted initiatives to reduce their road safety risk, working collaboratively as a Partnership, with the local community and external partners.
- To work within the Safe System to improve all elements:
 - o Safe Roads
 - o Safe Road Users
 - o Safe Vehicles
 - o Safe Speeds
 - o Post Collision Response
- To share data and evidence across partner organisations to inform activities and evaluate effectiveness.

Partnership Structure



Strategic Board

The Strategic Board has a vital role in setting the vision of the Partnership and directing activities. The specific roles and responsibilities of the Strategic Board are to:

- provide accountability and steer the Partnership,
- reporting on Partnership activities to the governance organisations of the PCC, the Transport Committees of DCC and the Cabinet Member for Derby CC.

Reporting will include;

- updates on progress towards achieving casualty targets
- financial statements
- performance against specific indicators.

- The Strategic Board will:
- Review and approve requests (where appropriate) for funding made by the Operational Group.
 - Scrutinise Operational Group activities, specifically assessing the evidence-base and rationale for activities, as well as the subsequent evaluations of interventions to measure effectiveness.
 - Ensure that the Safe System approach is embedded into Partnership activities and thinking.
 - Shows the form submitted to the Board for intervention approval.

Evaluation of delivery is an essential element of the successful functioning of a Road Safety Partnership. The Strategic Board will have ownership of this, commissioning a significant independent review of a particular activity every year. Independent does not necessarily mean engaging external partners, although that is an option. Internal resource from Public Health or Highways England could be utilised.

The Strategic Board will represent the Partnership in the regional, national and international arena and seek to bring in best practice and funding opportunities.

Strategic Board members will ensure that the representatives of their own organisations in the Operational and Working Groups are fully engaged in the concept and best practice of partnership working.

- Membership
- | | |
|--------------------------------------|--|
| • Derby City Council | • Highways England |
| • Derbyshire Constabulary | • Public Health |
| • Derbyshire County Council | • Office of the Police and Crime Commissioner |
| • Derbyshire Fire and Rescue Service | • Reporting Officer from the Operational Group |
| • East Midlands Ambulance Service | |

Each member organisation will be entitled to send one representative to attend the Strategic Board (aside from the Operational Group reporting officer, who will be employed by a partner organisation, acting as a representative of the Operational and Working Groups). Strategic Board members are equivalent ranks of Police Chief Superintendent or local authority Assistant Director, ensuring a balance between delegated authority and relevant knowledge and capacity.

Frequency of Meetings

Quarterly

Elected Positions

Chair
Vice-Chair

The Strategic Board will elect one of its members to Chair the meetings for the year. A Vice-Chair will also be elected for the year. The tenure will be for a period of 12 months, ensuring the responsibility is shared across the partner organisations. Elections will take place annually in March, with the current Chair and the Operational Group representative ineligible for nomination.

A meeting will be considered quorate if four member organisations are in attendance.

The Reporting Officer from the Operational Group will attend to provide updates on activities, present plans for future work and funding applications. The Reporting Officer will have no voting rights on the Strategic Board.

Operational Group

The Operational Group has a key role in co-ordinating activities between the different partner organisations and the Working Groups. Communication through the Operational Group ensures that interventions are evidence-led, evaluated and delivered consistently. The use of data, research and best practice is embedded into the prioritisation processes for activities. The Operational Group will plan the annual calendar of work to ensure that timings are co-ordinated to maximise effectiveness.

A priority of the Operational Group is to consider the community; how road safety can be delivered with, and for, local residents and road users.

It is also vital that the Operational Group works within the Safe System, thinking about how activities can be co-ordinated and delivered to move towards creating a road safety system that is stronger than the sum of its parts, and the risk of death and serious injury eliminated.

Membership

- Derby City Council
- Derbyshire Constabulary
- Derbyshire County Council
- Derbyshire Fire and Rescue Service
- East Midlands Ambulance Service
- Highways England
- Public Health
- Representative from each of the following Working Groups (one individual can represent more than one group):
 - o Data
 - o Communications
 - o Young drivers
 - o Vulnerable road users
 - o Motorcyclists
 - o Older drivers
 - o Car drivers

Frequency of Meetings

Quarterly

Elected Positions

Rotating Chair

Each member organisation will be entitled to send one representative to attend the Operational Group. Additionally, representatives from each of the Working Groups will attend the Operational Group. For some partners, these representatives may be the same individuals.

The Chair will be a member of the Operational Group, with responsibility for this role rotating between member organisations each meeting to encourage all partners to lead the Operational Group. The most recent Chair will also act as the Reporting Officer to the Strategic Board, providing the liaison between the Strategic Board and the Operational and Working Groups.

A meeting will be considered quorate if four member organisations are in attendance.

The Operational Group will meet shortly before the next Strategic Board, ensuring the Reporting Officer can present up-to-date reports on activities and plans.

Working Groups

There are three road user Working Groups focusing on:

- Drivers (including Young and Older drivers)
- Vulnerable Road Users
- Motorcyclists

These road users have been identified as high priorities, based on local casualty data. The casualty data will be reviewed regularly to highlight any new emerging trends amongst other road users, which may lead to the creation of additional Working Groups.

Each Working Group brings together partners to focus on a sole road user type, although there is co-ordination between Groups on the timing and messaging of activities. For example, whilst deciding how to deliver effective interventions to reduce the risk that vulnerable road users face, it is often appropriate to work closely with the Drivers Working Group.

Road User Working Groups work closely with the Data and Communications Working Groups to understand the evidence base around their topic area and identify best practice solutions. Interventions can be delivered using engineering, enforcement and education methods but also thinking beyond traditional approaches to embrace the Safe System, think innovatively and utilise technology. Where Working Groups are seeking to change road user behaviour, appropriate behaviour change models are used. Evaluation is at the heart of Working Group practice, with plans for data collection and monitoring and measuring effectiveness built into intervention design.

Activities are viewed through the Safe System lens, for each Working Group, this means using the evidence base to explore activities to create Safe Roads, Safe Speeds, Safe Road Use, Safe Vehicles, and high-quality Post Collision Response.

The impact on active travel and sustainability is also considered when designing and delivering road safety activities, thinking about how travel choice and perceptions of safety are affected. Lastly, ways in which the Working Group can work with and for the local community are explored, harnessing this useful resource for delivery and dissemination.

The Data and Communications Working Groups exist to assist the Operational Group in all road safety activities. Over time, new Working Groups could be formed, and existing ones disbanded, depending on the analysis of collision information.

Membership

- Derby City Council
- Derbyshire Constabulary
- Derbyshire County Council
- Derbyshire Fire and Rescue Service
- Highways England
- Other topic-relevant partners

Meetings

Unlike the Strategic Board and Operational Group, the Working Groups have no formal meeting structure. The purpose of these Working Groups is to co-ordinate activities in a “business as usual” manner, adopting a flexible and dynamic approach to working. Where appropriate, technology should be used to regularly communicate, ensuring that all members of that Working Group are involved in discussions, planning and co-ordinating.

There are no leads or elected Chairs of the Working Groups; these are peer-led groups collaborating on a specific topic. Members of each Working Group will take it in turns to attend the Operational Group, providing an opportunity to share different perspectives and enable non-Operational Group members to attend meetings and obtain a wider perspective on Partnership activities. This is essential for understanding how their contributions align with others in the Safe System.

The Partnership Coordinator will provide support to the Working Groups in terms of communication, administration and liaison. The responsibility for progress against targets and performance indicators lies with the Operational Group and Working Groups.

Data Working Group

The Data Working Group has a critical role in informing the activities of the Road User Working Groups. The Data Working Group is responsible for collating and analysing data and evidence from a variety of sources to:

- Identify casualty problems.
- Bring understanding as to why these collisions occur.
- Inform intervention design and delivery.
- Design and commission evaluations.

The Data Working Group brings together different data sources and evidence. Not restricted to Police collision data, the Working Group will collate and analyse data from a variety of sources to inform other Working Groups and the Operational Group. The Working Group will monitor casualty trends and provide regular monitoring reports to the Strategic Board.

Going beyond trend analysis, the Working Group will be expected to:

- delve into casualty, offence and other road safety data sources to assist with prioritisation and intervention design.
- provide the evidence-base for activities.
- explore research findings to identify best practice, both internationally and nationally
- co-ordinate and commission evaluations to measure the effectiveness of interventions.

The last important role of the Data Working Group is to collaborate with the CWG and the Road User Working Groups on the design, delivery and commissioning of evaluations. The approach to each project evaluation will differ; some projects will be too small to justify a full evaluation, whilst others will have been recently evaluated and unless there is no change to the delivery or approach, a new evaluation is unnecessary. Some evaluations can be conducted in-house, whilst for other projects, it is worth commissioning an independent review. Appendix G on page 38 outlines some questions the Data Working Group will be asking of the other groups to assist with planning and undertaking evaluations.

Communications Working Group

Bringing together those who produce communications for the public to ensure consistency of timing and messaging. The Partnership speaks with one voice, with partner organisations supporting and promoting the communications of each other.

The Working Group will co-ordinate and share communications. It will create and manage the communications calendar, ensuring messages are time-sensitive and align with other Partnership activities. Attendance at the Operational Group is key to ensuring that activities are well-promoted, using relevant behaviour change models for framing, and do not clash and present competing messages to the public.

The CWG will work closely with the Data Working Group on evaluations of campaigns and activities.

The CWG will be formed by Communications specialists from:

- Derby City Council
- Derbyshire Fire & Rescue
- Derbyshire Police
- Derbyshire County Council

This list is not exclusive and can include Communications specialists from other partnership organisations on a permanent or ‘as required’ basis.

The working group will be an agile function, utilising technology such as MS Teams and WhatsApp to best advantage and keeping formal meetings to a minimum.

The CWG is authorised by the Strategic Board to create and manage communications on behalf of the Partnership and have ownership of the Partnership branding.

The primary functions of the Group are:

- Coordination of the partnership calendar
- Engagement with and support of the Working Groups
- Reactive response to media and public enquiries
- To work closely with the Data Working Group on evaluations of campaigns and activities
- Attend Strategic Board meetings

Partnership Calendar

The CWG will create, maintain and share a calendar of activity, covering all media interactions and significant events relating to the Partnership. The calendar will also feature and complement activities of organisations, such as DfT’s Think!, the National Police Chiefs’ Council, Brake, the National Fire Chiefs’ Council and others.

The calendar can also include any non-road safety events relating to partner organisations that may be relevant.

Working Group Engagement

The CWG will support the Working Groups in the following areas:

- Social media – guidance and oversight of standards of communication.
- Press releases / media events.
- Choice of media – considering print / electronic / outdoor and others in terms of reach, cost and effectiveness relating to the chosen audience and message.
- Consistency of messaging

Media & Public Enquiries

Timely and accurate response to external communication is an important part of the CWG function, ensuring that the position of the Partnership does not conflict with those of individual partners and that all enquiries are dealt with in an effective and positive manner.

Evaluations

As part of the evaluation process of current and future projects, the CWG supports the Working Groups with any public facing surveys and information gathering, utilising existing portals and resources. Working with the Data Working Group, they ensure that surveys are genuinely representative of the target audience and accurately reflect the views of road users in Derbyshire.

Strategic Board Meetings

A representative of the CWG will attend each Strategic Board meeting to report on previous and future activities, advise on communications approaches and ensure individual partner cooperation and engagement with brand consistency.



INTERVENTION REVIEW

Each Road User Working Group should start by collaborating with the Data Working Group to understand the casualty issues. In-depth collision analysis will help Partners identify where the system could be strengthened; whether it is improving roads or vehicle safety, reducing speeds, changing behaviour or enhancing post collision response and care. Appendix A on page 23 shows a recommended process for reviewing interventions.

The process assists Partners with identifying evidence to support design and delivery and highlighting activities delivered elsewhere, which could be implemented in Derbyshire. It is recommended that the process includes the completion of a Logic Model, as shown in Appendix C, page 29.

Regularly completing this process will allow the Working Groups to highlight gaps in service provision; identify emerging casualty trends; and justify the cessation of activities. Interventions could be stopped where there is no evidence base linking the activity to the casualty problem and/or where evaluations demonstrate the intervention is ineffective.

Many activities and interventions focus on changing behaviour, through engineering, enforcement or education. In order to identify the correct mechanism for creating that change, it can be useful to refer to a behavioural model which sets out the influencers on behaviour. There are many different models used in public health behaviour change and the Partnership identifies the most suitable one for the circumstances. The COM-B model, summarised in Appendix D, on page 30, is a useful model for understanding which interventions will be effective for which behaviours.

There could be instances where the Working Group identifies a casualty problem for which the Partnership is not currently delivering an intervention and where no best practice interventions have been identified elsewhere. This provides an opportunity for the Partnership to undertake some research and pilot something new. In this situation, it may be possible to obtain research grants and working with expert organisations. When designing a new intervention, it is key to think about:

- What is the evidence base for the problem we are trying to solve? What do we know about what works in other sectors or for other problems?
- How can Safe System thinking help us to address the problem? How can we strengthen the whole system through a new intervention?
- What are the aims and objectives of the intervention? What will it specifically seek to achieve?
- How will we test effectiveness in a pilot? What will our measures be? In a pilot, this will also consider costs of implementation, ease of implementation and acceptability, as well as how much it contributes to reducing the casualty problem.

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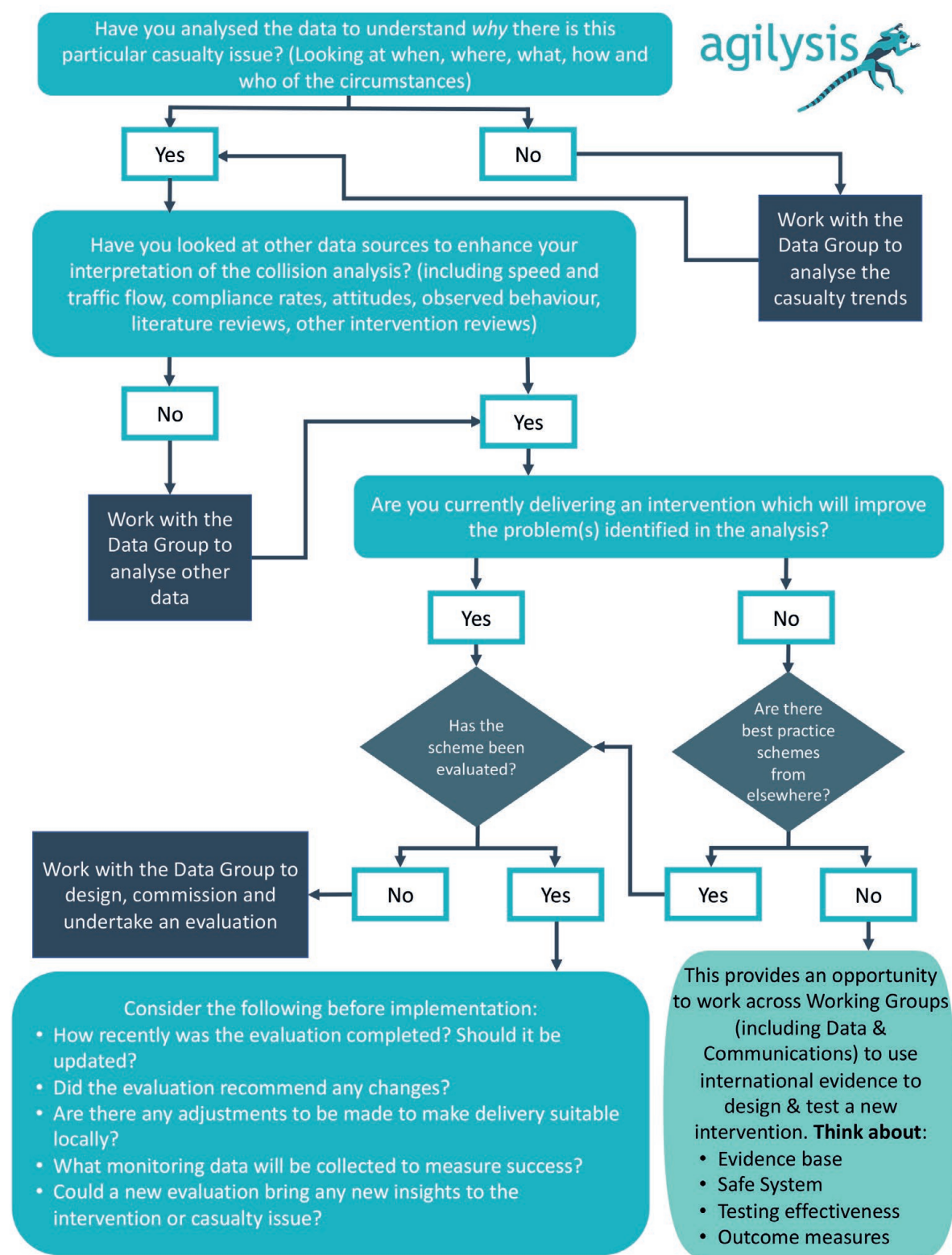
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APPENDIX A – INTERVENTION REVIEW PROCESS



APPENDIX B – ACTIVITY APPROVAL TEMPLATE

This document is to be completed and approval obtained in writing before any new schemes of work are undertaken within the Road Safety Partnership. The document should be submitted to the Strategic Board for approval. Please note that this document should be completed for all schemes, regardless of whether funding is being requested.

Scheme Title

Add title here.

Scheme Owner

Add name(s).

Specific Issue / Problem

What is the specific issue that is to be addressed by the scheme? (100 words maximum to include what the behaviour is, where it occurs and who is involved in performing the behaviour?)

Add text here.

Justification

Why have you chosen to focus on this specific issue? (i.e. how can you demonstrate that there is a need for an intervention). Please select all that apply and provide details of your selection(s) in the space provided.

- ☐ Anecdotal observation
- ☐ Systematic observation
- ☐ Research and evaluation reports
- ☐ Complaints from the public
- ☐ Local knowledge
- ☐ Traffic speed data
- ☐ Traffic volume data
- ☐ Recorded traffic offences
- ☐ Demographic data
- ☐ Public consultation
- ☐ Stats 19 / CRASH data

- ☐ Academic research
- ☐ Road Safety Observatory / Knowledge Centre
- ☐ There is no evidence yet
- ☐ Other

(500 words maximum, to include evidence of need, data and research. Please attach relevant documents as appendices.)

Add text here.

Safe System Elements

Select all that apply

- ☐ Safe Roads
- ☐ Safe Road Users
- ☐ Safe Vehicles
- ☐ Safe Speeds
- ☐ Post Collision Care

Scheme Description

What elements does your intervention include? Please select all that apply and provide details of your selection(s) in the space provided.

- ☐ Large scale presentation (e.g. Theatre in education)
- ☐ Small scale presentation (e.g. Presentation to a classroom of school children)
- ☐ Training courses (e.g. Older driver workshops)
- ☐ Stands at public events or in public places
- ☐ Poster or leaflet campaign
- ☐ Outdoor advertising
- ☐ Web-based publicity (e.g. YouTube video clip / website)
- ☐ Highways Engineering
- ☐ E-learning
- ☐ Enforcement
- ☐ Diversionary measure (e.g. Speed awareness)
- ☐ Radio / TV / Cinema advertising
- ☐ Social media
- ☐ Self-selecting training (e.g. Refresher driver training)
- ☐ One-to-one advice and / or training

- ☐ SMS messaging
- ☐ Lobbying
- ☐ Other

(1000 words maximum, to include details of options appraised and rationale for selected scheme. Please attach relevant documents as appendices.)

Add text here.

Action Plan

Does your intervention link to any of the following subject areas? Please select all that apply and provide details as part of the detail in the space provided.

- ☐ Air quality
- ☐ Health improvement (including mental health)
- ☐ Active travel
- ☐ Community resilience

(1000 words maximum, to include details of funding requested, staff time required (with grade) and details of partner organisations’ commitment. Please attach relevant documents as appendices.)

Add text here.

Intended Outcomes

What and who do you hope to change by your intervention? Your aim should relate to a measurable outcome. You should identify who or what you are trying to change or influence and who will benefit from it.

For example, are you trying to improve the knowledge, skills or attitude of your audience? Are you signposting to further training or promoting a specific change in behaviour? Is your goal to facilitate a change in a company policy or practice, or promote a different approach by a partner organisation?

500 words maximum, to feature any identified performance indicators. These should include quantitative indicators (numbers of people engaged) and qualitative outcomes (change to legislation).

Add text here.

Which Partnership Safety Performance Indicator(s) does this scheme of work address?

- ☐ Percentage of traffic complying with speed limits on national roads
- ☐ Percentage of traffic complying with speed limits on local roads
- ☐ Percentage of drivers who do not drive after consuming alcohol or drugs
- ☐ Percentage of car occupants using a seatbelt/child seat
- ☐ Percentage of drivers not using an in-car phone (hand-held or hands free)
- ☐ Percentage of new passenger cars with highest Euro NCAP safety rating
- ☐ Percentage of roads with appropriate iRAP safety rating
- ☐ Percentage of emergency medical services arriving at a collision scene within 18 minutes of notification

Timescale

500 words maximum, to include details of significant milestones in the scheme.

Add text here.

Evaluation

Which methods of evaluation will you be using to evidence the effectiveness of the proposed intervention?

- ☐ Pre and post intervention with control group
- ☐ Pre and post intervention without control group
- ☐ Post intervention only with control group
- ☐ Post intervention only without control group
- ☐ Post then pre intervention
- ☐ Randomised controlled trial
- ☐ Case study
- ☐ Data

500 words maximum, to include details of the evaluation methodology. This may include questionnaires, interviews, focus groups, observations and data.

Add text here.

Proposed by:

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Organisation: Click or tap here to enter text.

Date: Click or tap here to enter text.

Approved by: (To be completed by Chair or Vice Chair of the Board)

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Organisation: Click or tap here to enter text.

Date: Click or tap here to enter text.

■ APPENDIX C – LOGIC MODEL

AIM:

In this box, you would specify what you want to achieve. It should be measurable and so rather than reducing casualties amongst a specific road user, it is better to aim to change elements known to reduce the risk of death and serious injury (such as increased seatbelt wearing or lower vehicle speeds).

The aim or aims should be linked to or the same as the long-term outcomes

OBJECTIVES:

In this box, you would specify your objectives. These should be SMART:

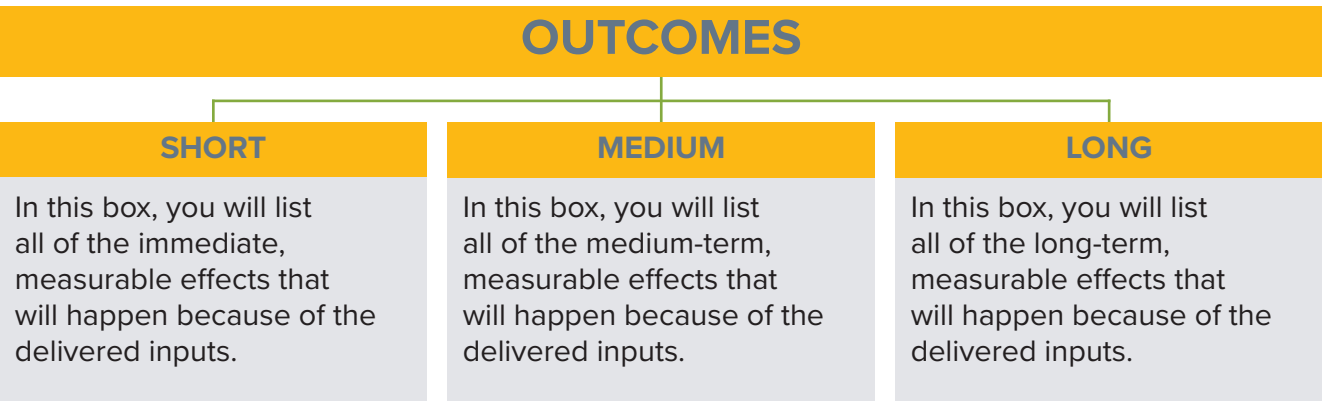
Specific – detailing what you are doing to whom or what. **Measurable** – ensuring it is quantifiable and measurable. **Achievable** – ensuring it is possible to achieve, within the resources, time and influence available. **Realistic** – ensuring the activity will have an effect on the desired goal. **Time-bound** – detailing when the objective will be accomplished by.

INPUTS

In this box, you will list all of the resources needed to deliver the intervention. These could be staff, funding, equipment, partners, time, research.

OUTPUTS

In this box, you will list what will be delivered. It could be a number of products (training courses) or activities (enforcement checks) or schemes (junction improvements).



Assumptions:

It is useful to list the assumptions you are making about how you think the inputs and outputs will lead to the expected outcomes and objectives.

If outcomes are not achieved, these assumptions can help you understand why.

External factors:

It is also useful to identify external factors which might affect the inputs and outputs having the desired effects. Identifying these in advance could help with mitigation strategies.

■ APPENDIX D – COM-B MODEL

Understanding the influencers of behaviour (whether it is incorrect or non-compliant use of the system), is important.

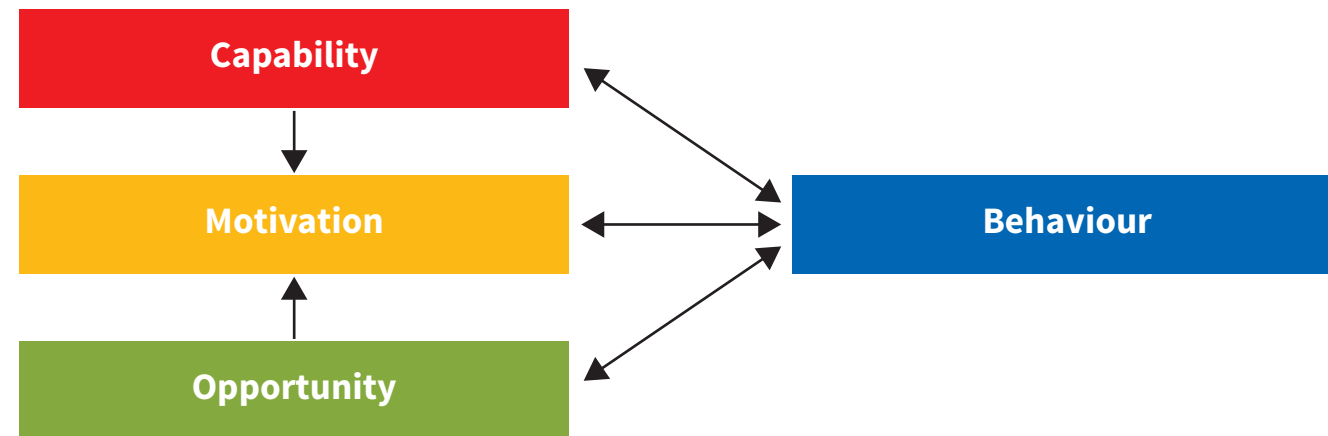


Figure 4 – COM-B Model (Michie, Atkins, & West, 2014)

The following is a high level of summary of the COM-B model and identifies what might need to change (there are many other models of behaviour which could be used and the Partnership is encouraged to use the most appropriate for the target audience and/or problem):

Capability

Physical Capability – this is having the skills to do the correct behaviour. This might be the skills to cross the road correctly, ride a bicycle safely, or learn to drive a car. Improving or developing skills can be achieved through providing training or through enablement.

Psychological Capability – this is having the knowledge, skills, memory or behavioural regulation to do the correct behaviour; it means knowing how to perform the behaviour, understanding the consequences of doing/not doing it, and how to recognise and overcome the mental barriers that prevent the road user doing the right thing. It might be that road users don't know the consequences of using their mobile phone at the wheel – that it could result in a collision but it could also result in penalty points and a fine, and for new drivers, the revocation of their driving licence if they receive 6 or more penalty points in the first two years of driving. Training, education and enablement interventions can all be used to support psychological capability.

Opportunity

Physical Opportunity – this is having the correct environmental context and resources to perform the right behaviour. Environmentally, it might be that there are not appropriate crossing facilities for a pedestrian to get across a busy road, or that a cyclist does not have access to a helmet. Training could be used to help the pedestrian in this situation by teaching them the skills to cross a busy road where the facilities are not available, or the road design could be changed to support that crossing. Restrictions can also be put in place to stop someone from misusing the system; for the pedestrian, high fences could be installed that prevent them crossing at that location. The cyclist could be encouraged to use a helmet, by helmets being provided or the benefits of them are explained and it is made easier for them to store and use one.

Social Opportunity – this is about understanding the social influences on the way people act in the road network. If road users think that people they respect are not complying with road rules, they may think it is acceptable for them to do the same. The influences of peers and role models are important here, as is the language used when talking about the behaviour. If organisations talk about high levels of non-compliance, it normalises the behaviour and people could make excuses for them doing the same, because “everyone else is doing it.” To change social opportunity, restrictions could include enforcement and the application of penalty points; it could mean changing the environment to limit the opportunities to engage in the behaviour; or it could entail using positive role models or encouraging social support and peer-led approaches to doing the right thing.

Motivation

Reflective Motivation – this is about understanding what people believe they are capable of and what the consequences are of doing the right or wrong thing. It is wrapped up with goals and intentions and how the behaviour is related to their identity. There could be a number of reasons why a driver does not comply with the speed limit. For some, it could be related to psychological capability, in that they don't know how to recognise the speed limits. For others, it could be that they believe that they are good drivers and are perfectly capable of driving at excessive speeds. It could be that they are unaware of the consequences of speeding behaviour; this is not only about the likelihood of a collision occurring, but also the impact of penalty points and a fine, damage to their vehicle and the related loss of freedom. It could be that they are goal-driven and believe that speeding will enable them to get to their destination significantly quicker. There are a variety of ways to address these, including using education, persuasion, incentivisation and coercion to increase knowledge about the behaviour and its consequences; help people plan ahead; encourage them to comply with the speed limit; and support their belief that they are capable of driving within the limit.

Automatic Motivation – this is about understanding the role of optimism, reinforcement, identity and emotion in influencing behaviours, specifically through habits, routines and previous experience. There are lots of different ways to change habits and routines, including using role models and peer groups, encouraging the creation of better habits and providing rewards or incentives for doing the right thing.

As can be seen from this summary of the influencers on behaviour, there are times when education is appropriate because there is an information or skills deficit, or education could be used to influence social norms. Road users who are not complying with the rules of the road may benefit from education if it tells them the consequences of their behaviour or helps them form new habits. However, there are other times when other tools, such as restricting behaviour through enforcement or changing the road environment would be more suitable.

APPENDIX E – SELF-REPORT QUESTIONS

Drink Driving Questions

Question Wording	Answer options	Source
Thinking about the last 12 months. How often, if at all, have you driven after drinking an alcoholic drink, even a very small amount?	Almost every day 5 or 6 days a week 3 or 4 days a week once or twice a week once or twice a month once every couple of months once or twice in the last 12 months Not at all in the last 12 month/never	ONS Omnibus: Drink Driving
(Again, thinking about the last 12 months.) How often, if at all, have you driven when you think you may have been over the legal alcohol limit, even if only by a small amount?	Almost every day 5 or 6 days a week 3 or 4 days a week once or twice a week once or twice a month once every couple of months once or twice in the last 12 months Not at all in the last 12 month/never	ONS Omnibus: Drink Driving
Thinking about the last time you drove when you thought you were over the legal alcohol limit <after drinking alcohol>. Where had you been drinking before you drove? Select all that apply	At home At someone else's home In a pub/pubs In a restaurant In a nightclub/club Outside in a public place (eg park, street) Other - please specify	ONS Omnibus: Drink Driving
(Still thinking of the last time you drove when you thought you could be over the legal alcohol limit) Do you think you were just a little over the legal limit, quite a bit over the legal limit or a lot over the legal limit?	A little over Quite a bit over A lot over	ONS Omnibus: Drink Driving
Which statement do you think most represents you?	No, I don't think I've driven while over the limit I think I've driven when over the limit the following morning after a night out I know I've driven when over the limit the following morning after a night out I know I've driven when over the limit shortly after having a drink(s) I think I've driven when over the limit shortly after having a drink(s)	RAC

Drug Driving Questions

Question Wording	Answer options	Source
Thinking about the last 12 months. How often, if at all, have you driven after taking illegal drugs?	Almost every day 5 or 6 days a week 3 or 4 days a week Once or twice a week Once or twice a month Once every couple of months Once or twice in the last 12 months Not at all in the last 12 months/Never take illegal drugs	ONS Omnibus: Drink Driving
In the last 12 months how often, if at all, have you driven when you think you may have been affected by or under the influence of illegal drugs?	Every day/almost every day A few times a week Once or twice a week Once or twice a month Once every couple of months Once or twice in the last 12 months Not at all Don't know Don't want to answer	Crime Survey for England and Wales
How frequently, if at all, do you do each of the following? Drive after taking class A drugs	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!

Seatbelt wearing Questions

Question Wording	Answer options	Source
How frequently, if at all, do you do each of the following? Don't use seatbelts while sitting in the front of the car	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!
How frequently, if at all, do you do each of the following? Don't use seatbelts when sitting in the back of the car	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!

Mobile phone Questions

Question Wording	Answer options	Source
How frequently, if at all, do you do each of the following? Use a mobile phone to text whilst driving	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!
How frequently, if at all, do you do each of the following? Use mobile phones while driving without hands-free kit	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!
How frequently, if at all, do you do each of the following? Use mobile phones while driving with hands-free kit	1 or more times a week Once a fortnight Once a month Once every 2-3 months Less often Never Don't Know Refused	THINK!
I make and receive calls while driving	Never Rarely Sometimes Most of the time All of the time Not sure	THINK!
I text, email, use social media or the internet while driving	Never Rarely Sometimes Most of the time All of the time Not sure	THINK!

APPENDIX E – PUBLIC SURVEY QUESTIONS

Question Wording	Answer options
Please tell me how much you agree or disagree with the following statement: It is too dangerous for me to cycle on the roads	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
Please tick one box for each of these statements to show how much you agree or disagree: Speed cameras save lives	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
Speed cameras are mostly there to make money	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
There are too many speed cameras	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
People should drive within the speed limit	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
The number of speed cameras should be increased	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
It is perfectly safe to talk on a hand-held mobile phone while driving	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
All use of mobile phones while driving, including hands-free kits is dangerous	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly

Question Wording	Answer options
All use of mobile phones while driving, including hands-free kits should be banned	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
The law on using mobile phones whilst driving is not properly enforced	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
If someone has drunk any alcohol, they should not drive	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
Anyone caught drink-driving should be banned for at least five years	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
Most people don't know how much alcohol they can drink before being over the legal drink-drive limit	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
If someone has taken any illegal drugs, they should not drive	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
Average speed cameras measure speed based on the time taken to travel a distance between two camera sites. Fixed speed cameras measure speed at a single site. Please tick one box to show how much you agree or disagree. Average speed cameras are preferable to fixed speed cameras?	Agree strongly Agree Neither agree nor disagree Disagree Disagree strongly
How often do you cycle nowadays?	Every day More than twice a week but not every day Once or twice a week Once or twice a month Once or twice a year Less than once a year Never

Question Wording	Answer options
How confident would you say you feel about cycling on the roads?	Very confident Fairly confident Not very confident Not at all confident Don't know
I would travel less by car if there more cycle lanes on roads	Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly agree
I would travel less by car if there more and better sited secure cycle parking facilities	Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly agree
I would cycle (more) if it was difficult to find somewhere to park the car	Strongly agree Tend to agree Neither agree nor disagree Tend to disagree Strongly agree
On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you score the overall quality of the cycling conditions in your area	0-10
What, if anything, would encourage you to walk or cycle for some of your journeys? (select up to 3 answers)	Better street lighting Better maintained pavements More road crossings More CCTV cameras More cycle lanes on roads More cycle tracks away from roads Less traffic on the roads Lower speed limits Having more time available No car available Higher costs of motoring Higher public transport fares More traffic congestion More direct walking routes Adult cycle training More secure and convenient cycle parking facilities A cycle mileage allowance for journeys to work or for business Better driver attitudes towards cyclists More local shops and other facilities More publicity about the benefits walking and cycling has on health, the environment and congestion Nothing would encourage me to walk or cycle for some of these journeys

■ APPENDIX G – EVALUATION STAGES

Evaluations are an integral part of measuring effectiveness and understanding if road safety interventions are achieving what they set out to. In road safety, many interventions are not evaluated and the results of those that have been, are not always publicly available.

The design of an evaluation will differ, depending on a number of factors, including the intervention type, budget, stage of delivery and type of data that can be collected to measure effectiveness. For example, a high-cost re-engineering of a major stretch of road will use different evaluation methodologies to a small-scale trial of a schools-based educational intervention. It means that there should be flexibility when thinking about evaluations.

However, there are some standardised steps that should be followed when designing a new intervention.

- 1.** Firstly, think about the purpose of the evaluation. Is it to:
 - a.** Demonstrate success?
 - b.** Inform policy decisions?
 - c.** Improve delivery of an intervention?
 - d.** Share best practice?
 - e.** Show value for money?
 - f.** Ensure the intervention does no harm?
- 2.** It is likely that the evaluation will measure many (perhaps all) of these, but it is useful to think about why the evaluation is taking place, in order to think about how to design it. A process evaluation is examining how to improve the delivery process whereas an outcome evaluation is looking to show the effectiveness of an intervention, and these will use different approaches.
- 3.** All interventions should start with the data, identifying what the problem is and what the solution might entail. Data analysis will influence the shape of the evaluation – if it transpires that the problem is a behavioural one (like speeding) and the evidence suggests that it is related to attitudes, then the evaluation will need to measure how attitudes might change as a result of the intervention.
- 4.** This leads on to setting aims and objectives. Aims are the overall goal of the intervention and objectives are the measurable outcomes. These should be SMART¹ and directly related to what the intervention is seeking to achieve (e.g. a 20% improvement in attitudes towards driving at safe speeds after the intervention, compared to before).
- 5.** Designing an evaluation is dependent on many different factors, including:
 - a.** Where in the delivery cycle the intervention is at? If it is at the design stage, there will be an opportunity to collect baseline data, to compare with after delivery. This could be offending rates/attitudes/knowledge levels, for example.
 - b.** What level of detail you want to learn from the evaluation? Qualitative data is rich, in-depth information collected from a small sample of people to get a deep understanding of the problem and/or the intervention. This could be used in trials to gain insight into how the delivery worked and what could be improved, including barriers to participation. Conversely, quantitative data is about collecting large amounts of data to analyse differences between conditions, for example, the number of vehicles travelling over the speed limit before a VAS is installed, compared to after the sign was in place.

c. Can you compare to other conditions/groups of people? Control and comparison sites or groups can be used to compare the intervention with what might have happened without the intervention. Control groups are randomly assigned, whereas comparisons are where characteristics are similarly matched (for example, re-designing a junction and monitoring red-light running in comparison to a similar site where no changes were made).

- 6.** There are many different types of evaluation design, depending on the answers to the questions above. These include:
 - a.** Pre and post intervention (with or without a control or comparison group)
 - b.** Post intervention only (with or without a control or comparison group)
 - c.** Post then pre intervention
 - d.** Randomised controlled trial
 - e.** Case study
- 7.** There are also a number of research methods which can be used, including:
 - a.** Questionnaires
 - b.** Interviews
 - c.** Focus groups
 - d.** Observations
 - e.** Automatic data collection of speeds and volumes
 - f.** Roadside tests
- 8.** Other things to consider when designing include:
 - a.** Calculating sample sizes
 - b.** Recruiting and retaining participants
 - c.** Using different sampling techniques
 - d.** Timing of measurements
 - e.** Creating questions (including using established question banks)
 - f.** Ethical considerations
 - g.** Incentives
 - h.** Analytical techniques, including statistical testing

This website is a useful resource for assistance in planning evaluations in road safety:
www.roadsafetyevaluation.com

¹Specific, Measurable, Achievable, Realistic and Time-bound

