



Creating a safer
Cambridgeshire

To: Business Coordination Board

From: Chief Constable

Date: 30 April 2018

A report on Road Safety in Cambridgeshire and Peterborough

1. Purpose

1.1 The intention of this paper is to provide an update on the work of Cambridgeshire Constabulary and Joint Protective Services, alongside partners, to reduce road related deaths across Cambridgeshire and Peterborough and to reduce the severity of injuries and subsequent costs and social impacts from road traffic collisions

2. Background

2.1 Cambridgeshire Constabulary and partners have recognised the importance of engaging the public in road safety work and listening to the public when considering road safety concerns and road safety activity. The importance of focusing on changing driver behaviour is critical in reducing road related injuries and working in broad partnership with OPCC, Councils, Highways England, Cambs Fire and Rescue. Police, Road Victims Trust and voluntary and citizen services, such as Speedwatch, will provide the most effective way forward

2.2 For all agencies involved in road safety work, all activity should be targeted in response to an understanding of detailed data and intelligence on road safety matters. Within

Cambridgeshire and Peterborough there has been new investment in data and intelligence management capacity to provide better understanding of local road safety issues. A relationship has been informed with academia and a PhD student engaged by the partnership to analyse collision and injury trends and to compare data in Cambridgeshire and Peterborough with the wider trauma network. A new dashboard is being created to track and monitor performance and new analysis software acquired. The most recent data and intelligence report to the March Road Safety Partnership is attached (Appendix A).

- 2.3 An analysis of Cambridgeshire and Peterborough STATS 19 recorded collisions against the East of England trauma network (TARN) data to identify the collisions that resulted in severe injuries (MAIS 3+) between April 2012 and March 2017 has been completed. The table compares these figures by financial year (as this is how the hospital data is reported) and demonstrates that, while there has been an increasing trend in STATS 19 recorded serious injury collisions, the number of collisions resulting in severe injury (MAIS 3+) has remained static, and actually reduced in the last two years. The number of fatal collisions has also remained static, therefore we can confidently state that the most serious collisions on Cambridgeshire and Peterborough's roads are not increasing as the STATS19 KSI data would otherwise suggest.

Year	Fatal	Serious (STATS 19)	Severe (MAIS 3+)	KSI	Killed + Severe
2012-13	32	297	51	329	83
2013-14	29	324	51	353	80
2014-15	33	284	53	317	86
2015-16	32	306	44	338	76
2016-17	32	382	37	414	69
Totals	158	1593	236	1751	394

- 2.4 There have been changes to local data recording practices such as is new provisions for public reporting of damage only collisions and the implementation of CRASH which is the data management system for injuries and collisions. As reported at a recent partnership meeting, the Office for National Statistics (ONS) has been looking at the effect of CRASH on the collision statistics. At present, only top-level statistics have been assessed but they suggest that Cambridgeshire's statistics have been impacted by the change by more than the national average. They have provided estimated correction of the monthly trend which shows that without the introduction of CRASH, serious casualties in Cambridgeshire would have followed a similar pattern to the

previous two years. Further work is being done to understand this trend in casualties and reporting mechanisms. Recent work has considered the increasing traffic flow through the county, the deterioration in the general condition of the highways, driver error/behaviour being the most common type of factor in collisions and people's attitudes towards phone use deteriorating, with the fear of being caught amongst drivers being lower than it was in 2010.

3. Road Safety and Casualty Reduction Plan

3.1 Cambridgeshire Constabulary is actively involved in the Cambridgeshire and Peterborough Road Safety Partnership, with officers engaged actively in tactical delivery groups and strategic forums. In recent years Cambridgeshire has operated within a Beds, Herts and Cambs Tri-Force arrangement for Road Safety leadership and direction. This has enabled a more joined up approach to Roads Policing and Casualty Reduction and in March 2018 a joint Beds, Cambs, Herts, Road Safety and Casualty Reduction Strategy 2018-2023 was launched for policing.

3.2 The policing strategy has developed key themes from Road Safety Partnerships across the Tri-Force and set the following strategic road policing objectives across Beds, Herts and Cambs:

- To prevent road users from being killed and seriously injured (KSI) within the tri-force area
- To work with and support our road safety partners and agencies, to deliver our vision, and; road safety and casualty reduction common aims through a safe systems approach
- To prevent road users living within the strategic alliance, from being killed or seriously injured when using the road network, elsewhere in the UK
- To provide intelligent enforcement activity, diversionary courses and education to prevent further offending and behaviour change
- To support, inform and influence road design and engineering, to reduce the likelihood of a collision occurring
- To provide a high visibility policing deterrent, to discourage offending within the strategic alliance
- To improve working with local policing within BCH to deliver road safety initiatives and activity
- To use our resources, efficiently and effectively, prioritising threat, risk and harm in our daily activity

3.3 Within the strategy it is acknowledged that to achieve the vision and reduce road casualties within Bedfordshire, Cambridgeshire and Hertfordshire, efficient and

effective partnership working is established, implemented and embedded within daily business. Partners have varying disciplines, statutory powers, skills and ability to influence driver change in a number of ways, with enforcement remaining primarily a policing function. Many partners/partnerships across the Tri-Force have their own road safety and casualty reduction strategies or visions. Joint Protective Services is working towards the following: "A safer road network for all road users and pedestrians, where collisions involving death and serious injury do not occur", supporting the interventions and activities of each agency/body/partnership will be required, with a combined and co-operative delivery to make our counties "a safer place in which to live, work and travel".

4. Local Tactical Casualty Reduction Work

4.1 Within Cambs Local Policing there has been dedicated OPCC investment in casualty reduction with financial support for a dedicated local casualty reduction officer. This post holder has worked locally in support of the CRSP Casualty Reduction Plan. The casualty reduction officer has been actively engaged in local initiatives which focus on the high risk issues such as young drivers. This has included the launch of Operation VELO to address cycling risks and promote road safety. The plan supported by the casualty reduction officer has set the following objectives:

- Reduce the number of young drivers/passengers aged 17-25 years killed or seriously injured on road in the partnership area is a key theme for CPRSP.
- Reduce the number of Motorcyclists killed or seriously injured
- Reduce collisions on rural road including inappropriate speed.
- Reduce the number of cycling and pedestrian casualties on our roads Reduce the number of children killed or seriously injured on our roads

4.2 A log of local tactical activity is attached (Appendix B). There has been a high level of community engagement and local partnership working.

5. Local Speedwatch Update

5.1 Within Cambs Local Policing there has been dedicated OPCC investment in local Speedwatch Schemes, with financial support for a dedicated Watch co-ordinator and a new management structure put in place to promote the ethos of engaging citizens in policing. The Speedwatch coordinator has provided the following summary regarding performance this year:

"In the last 10 months the Speedwatch scheme has gained more than 450 volunteers and 27 groups. Within Cambs there are now have more than 1400 volunteers and 150 groups signed up. 2017 was a record year compared to results from the last 5 years,

with over 230,000 vehicles passing through sessions, with 6% of vehicles recorded as speeding. 2018 to date has been busier than the same period of 2017, with over 43,000 vehicles passing through sessions, with 5% of vehicles recorded as speeding. We are advertising the scheme more widely and receiving new enquiries from potential groups and volunteers every month. We are exploring funding opportunities for new kit to make this more widely available to schemes, building links with the Road Safety Partnership and our partners at an operational level, and working closely with the Force Casualty Reduction Officer. In April we were involved with the National Week of Action on Speeding and mounted 120 roadside Speedwatch sessions. We aim to make this an annual event as it was supported so extensively by our volunteers and Force personnel. It is our intention to make the scheme more widely available in areas of the county where it hasn't necessarily been fully promoted up to now and look forward to 2018 being a very busy and successful year in offering volunteers the opportunity to support their community." (Mike Brooks April 2018)

6. Key Interventions JPS

- 6.1 The Road Safety and Casualty Reduction Plan describes the new and ongoing road safety interventions which are being supported and promoted by the police and these are described within the national road safety framework of Education, Engagement, Engineering and Enforcement (Appendix C).
- 6.2 The police will continue to support the following initiatives:

Education

- BikeSafe courses, increasing hazard perception and riding skills of motorcyclists within our counties
- Supporting the Biker Down! initiative with the Fire and Rescue Service to give motorcyclists and other road users the skills to assist Bikers involved in a collision, and information to inform driver behaviour and avoiding a collision
- As an alternative to prosecution, where suitable, we are offering high quality diversionary courses in line with the national standards, to members of the public to encourage behaviour change
- Supporting the education programmes of those within the Road Safety Partnerships within our counties, where we can add value to the delivery such as Learn2Live, Oscar / Crash car simulators and supporting DriveIQ
- Pro-actively seeking to educate our road users through personal interaction, following officer intervention

Engagement

- Engaging with groups identified as being vulnerable road users

- Educational initiatives supporting Partnership working and engagement
- Use of social media for wide distribution of messages, seeking interaction and response from the public and influencing driver behaviour change
- Media campaigns to support both the local and national focus and NPCC theme
- Engagement through officer interventions and high visibility

Engineering

- Working with local authorities to advise and provide recommendations around new engineering developments, signage and appropriate enforcement on new roads being added to our network
- Visiting sites where KSI collisions have occurred, where suitable making recommendations for road environment and layout improvements, to reduce the risk of reoccurrence [?](#)
- Supporting local authorities in developing environments for safer roads
- Stage 3 Road Safety Audits, providing advice and recommendations on newly completed road environments, to ensure they are the safest they can be

Enforcement

- Targeted pro-active enforcement of Road Traffic Legislation, particularly around the Fatal 4 offences
- High visibility road policing deterrent, to encourage good driver behaviour and compliance
- Road Policing enforcement campaigns in line with NPCC Partnership Calendar and European (TisPol)
- Road Policing Monthly campaigns around Fatal 4 offences, along with seasonal matters such as lighting, winter driving and vehicle condition [?](#)
- Management, deployment and enforcement through both fixed and mobile safety cameras within the tri-force area
- Developing the specialist enforcement capability and skills of our officers
- Working with other enforcement agencies such as DVSA, HMRC and DVLA to tackle offenders on our roads

7. Planned activity

7.1 Road safety activity for policing in the coming year will include the development and greater engagement of the Special Constabulary within Roads Poling and the ongoing support and development of local Speedwatch. There will be a community based Road Safety Action day led by Supt Sutherland and a greater focus across Beds, Herts and Cambs on an evidence based approach to deployment and enforcement. Action will be taken to adopt a more consistent approach to education initiatives across Beds, Herts and Cambs and there will be a strong communications and visibility plan to actively promote road safety activity. Operation Dragoon will be developed as a means of targeting high risk offenders.

8. Opportunities

8.1 There are some key strategic and tactical opportunities in the coming years for the police to develop and support further Road safety activity within Cambs. These will include:

- The Cambs Road Safety Partnership has won the Best Education and Training Initiative of the Year 2018 for Drive IQ at the Car Young Driver Road Safety Awards. It was also highly commended in the Best Partnership Scheme of the year 2018. The panel was very impressed with the partnerships planned approach, research of needs, and evidence based approach. There may be opportunity for some best practice to be shared.
- Engage actively in the review and refresh of the Cambridgeshire and Peterborough Road Safety Partnership Strategic Plan. This would include a board consideration of technological opportunities to promote and support cost effective road safety initiatives. This will be considered partnership
- Consider and develop opportunities for a Tri-Force strategic approach to partnership road safety. Joint Protective Services have included the development of Tri-Force arrangements within their new delivery plan.
- Develop joined up Road Safety Plans for policing which align and incorporate local Cambs road safety work within the delivery plans for Joint Protective Services. This has been tasked by ACC Vajzovic to the Cambs Partnership and Ops Support Unit
- Consider income generation opportunities associated with the development of future Speed Awareness Courses when the current contract. Procurement options for the way forward are currently being considered by Joint Protective Services
- Work through joint funding opportunities for the digitisation of the speed cameras currently operating within Cambridgeshire and Peterborough. Discussions ongoing between the OPCC and Road Safety Partnership membership.

9. Recommendation

The following recommendations are made:

- The Board to note the contents of the paper
- The Board to consider monitoring the development of future partnership income generation opportunities through new arrangements for speed awareness courses within Cambridgeshire and Peterborough
- The Board to consider monitoring the partnership management of the digitisation of speed cameras within Cambridgeshire and Peterborough.

APPENDIX A

Data and Intelligence Group Report – March 2018

To: Cambridgeshire and Peterborough Road Safety Partnership Board

From: Matt Staton

Date: 29th March 2018

Update on activity:

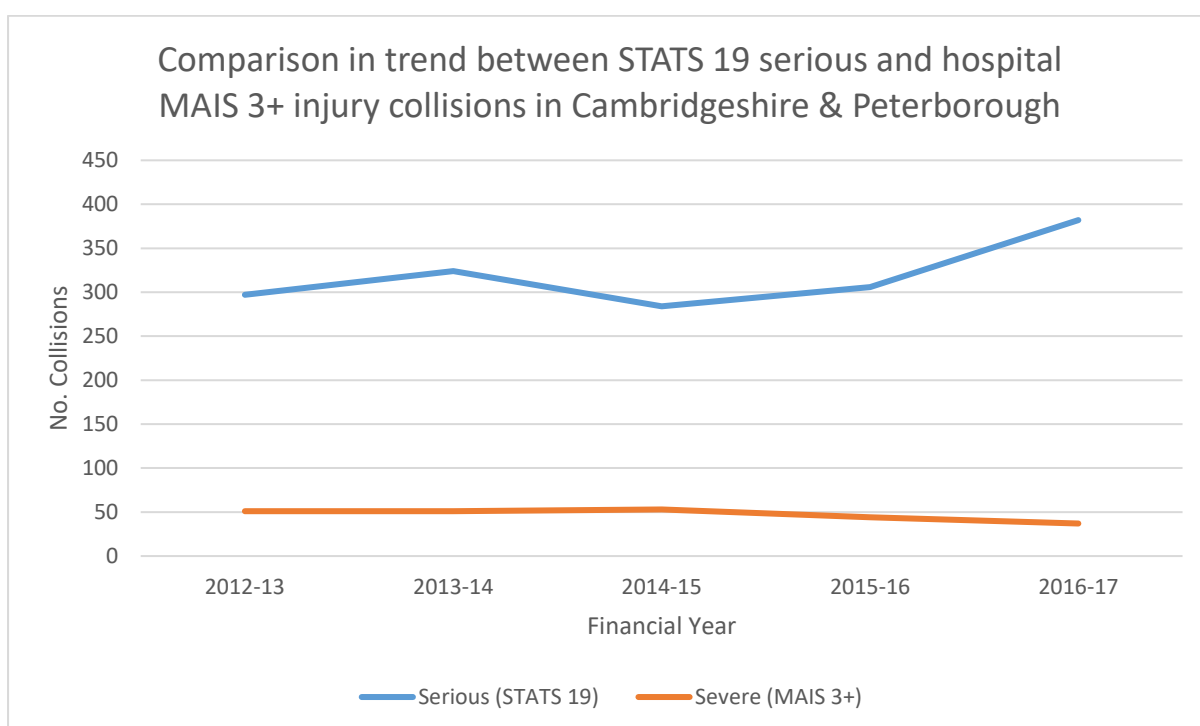
At the last meeting it was discussed that a more comprehensive breakdown of collision data would be useful for board members. A dashboard platform to provide this will be introduced over the next 6 months as part of Cambridgeshire's recently approved service transformation and following the introduction of our new analysis software AccsMAP in April 2018. Due to the time involved in laying the groundwork for this transformation it has not been possible to provide the comprehensive breakdown for this report. The summary data is included for reference at the end of this report and shows that, following a peak in July 2017, the KSI trend has reduced slightly.

However, as part of the TRIP research project a significant development in understanding the collision trends in Cambridgeshire has occurred, which will form the main content of this update.

James Nunn, the full-time PhD student has undertaken an analysis of Cambridgeshire and Peterborough STATS 19 recorded collisions against the East of England trauma network (TARN) data to identify the collisions that resulted in severe injuries (MAIS 3+) between April 2012 and March 2017.

The table and graph below compares these figures by financial year (as this is how the hospital data is reported) and demonstrates that, while we have seen an increasing trend in STATS 19 recorded serious injury collisions, the number of collisions resulting in severe injury (MAIS 3+) has remained static, and actually reduced in the last two years. The number of fatal collisions has also remained static, therefore we can confidently state that the most serious collisions on Cambridgeshire's roads are not increasing as the STATS19 KSI data would otherwise suggest.

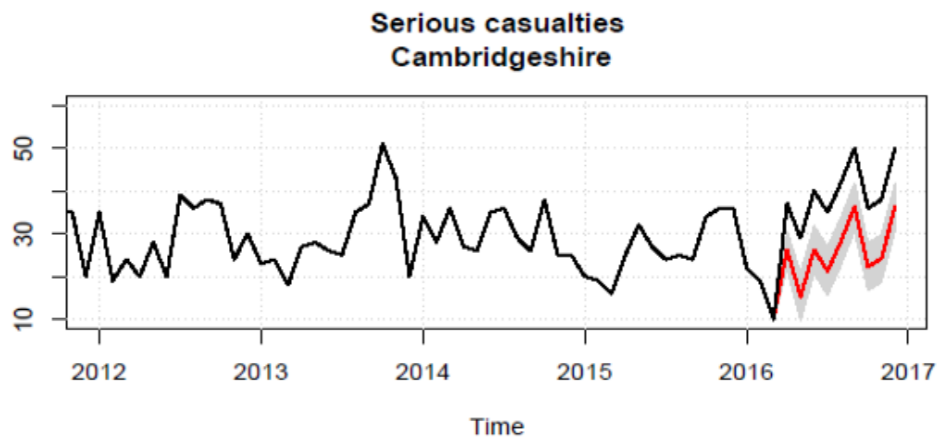
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This means that the increase in serious injury collisions are at the lower end of the serious severity scale, where the change in collision reporting system to CRASH is known to have had a national effect.

At the same time, the Office for National Statistics (ONS) have been looking at the effect of CRASH on the collision statistics. At present, only top-level statistics have been assessed but they suggest that Cambridgeshire’s statistics have been impacted by the change by more than the national average. They have provided estimated correction of the monthly trend as shown in the graph below. This estimate shows that without the introduction of CRASH, serious casualties in

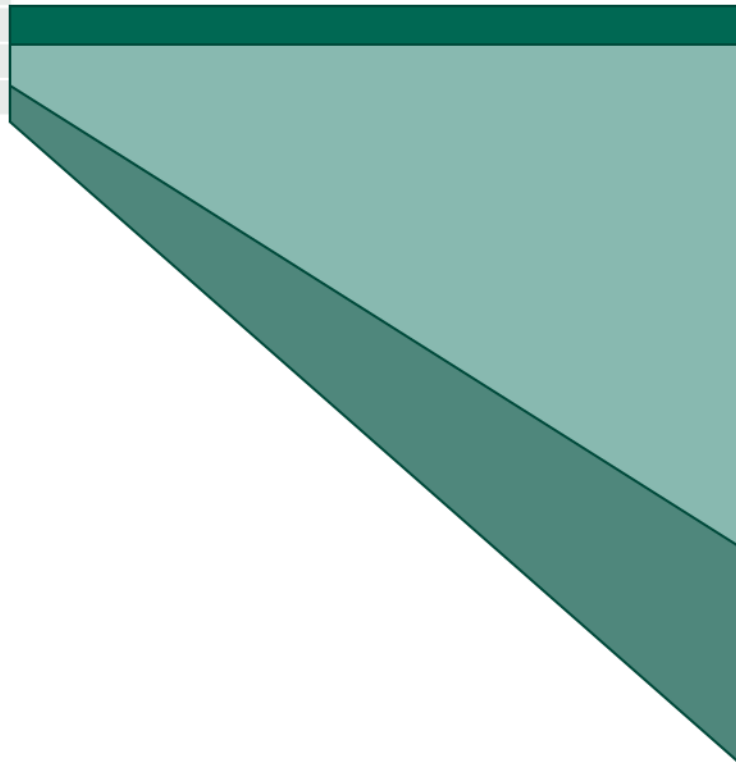
Cambridgeshire would have followed a similar pattern to the previous two years.



This difference can be explained through the change to an injury-based severity classification. The diagram below shows how the severity scoring maps to a list of 20 pre-defined injuries in the CRASH system. This aimed to remove subjectivity and provide more accurate injury reporting by non-specialist officers. In summary, the available evidence suggests we now have more accurate severity information but the overall trend in collisions has not significantly changed over the last five years.

Severity based assessment

Severity Code	Severity of Casualty
1	Killed
2	Serious
3	Slight



Injury based assessment Used in CRASH and COPA

injury code	Most Severe Injury	CRASH Police Forces only
1	1	Deceased
2	5	Broken neck or back
3	5	Severe head injury, unconscious
4	5	Severe chest injury, any difficulty breathing
5	5	Internal injuries
6	5	Multiple severe injuries, unconscious
7	6	Loss of arm or leg (or part)
8	6	Fractured pelvis or upper leg
9	6	Other chest injury (not bruising)
10	6	Deep penetrating wound
11	6	Multiple severe injuries, conscious
12	7	Fractured lower leg / ankle / foot
13	7	Fractured arm / collarbone / hand
14	7	Deep cuts / lacerations
15	7	Other head injury
16	3	Whiplash or neck pain
17	3	Shallow cuts / lacerations / abrasions
18	3	Sprains and strains
19	3	Bruising
20	3	Shock
21	Any*	Other injury

The next stage of the TRIP project analysis will use tried and tested culpability scoring to identify the drivers who have had some level of culpability in these severe collisions. Tests on a sample of these collisions suggest approximately 70% of the 434 drivers involved will have some level of culpability. These drivers will be profiled and compared to the profile of drivers involved in fatal collisions.

This profiling should be completed over the next few months to provide detailed targeting information in order to direct pilot interventions as part of the project. Depending on the outcome of the profiling, this will likely lead to changes in the way we analyse and profile target groups in future.

Summary data:

12 months to end of October 2017 (2016 calendar year)

KSI casualties: 488 (432)

Child KSI casualties: 36 (22)

Slight casualties: 2230 (2281)

APPENDIX B

Cambs Casualty Reduction Officer, Jon Morris

Log of local tactical activity in support of Casualty Reduction Plan 17/18

May 2017 attended The Modified Nationals car show at Peterborough. Utilised the Road Safety Partnership's modified car, a crash simulator, as a tool to engage with young drivers attending the event promoting road safety discussions predominately around the "Fatal 4".

May 2017 I was a guest speaker at a Road Haulage Conference at Duxford, Hosted by Woodfines solicitors. I presented a concept around Project Pictogram, a fatal four initiative and spoke about mobile phone use in vehicles.

During May 2017 I worked in partnership with Cambs Fire and Rescue developing a road safety presentation for Bedfordshire, Northamptonshire, Cambridgeshire and Hertfordshire Community Rehabilitation Company (BeNCH CRC) This was with Fire Fighter Hawes at Huntingdon Fire Station. The packed was completed in good time and forwarded to BeNCH for their staff to deliver to young offenders.

During June 2017 worked with the Smiths Motor Group in Peterborough producing four brief video clips discussing mobile phone use whilst driving. These were to be made available through their web site and pushed out in social media.

During May 2017 I attended a Safer Together Event at the City Learning Canter in Peterborough. The theme being Young Driver awareness, engaging with parents of young drivers and discussing their concerns. Offered advice and made them aware of the upcoming DriveiQ package available to their children from September.

June 2017, Cambridgeshire and Peterborough Road Safety Partnership (CPRSP) hosted a Young Driver event at Huntingdon Race Course. On the lead up to this event there were concerns that due to lack of take up from secondary schools and academies the second day would be cancelled. Personal visits made to these schools and stimulated a great deal of interest such that the second day went ahead with several hundred students visiting. A crash damaged car was sourced and taken to this event and successfully used as an engagement tool with students to discuss seatbelt use, the driver had not been wearing a seatbelt at the time of a collision and his head stuck the windscreen. The success was such that I have since arranged for another car to be given to the police and mounted on a trailer purchased by the Road Safety Partnership. This is taken to events and used as an introduction at certain Cambs Drive iQ deliveries.

Numerous Cambs Drive iQ workshops undertaken with other members of the Road Safety Partnership. Currently 1K students enrolled. Visits taking place to schools in Peterborough who have not responded to emails offering the Drive iQ package. Positive discussions with all involved thus far agreeing to take on Cambs Drive iQ in the new academic year from September 2018.

Following on from attending an RSGB foundation course for which I achieved a distinction and merit at City and Guilds level a lesson plan has been produced and the trailer is now in use supporting Cambs DriveiQ workshops. I am working with the Fire Service with a view of Fire Officers having access to this

resource too. Ray Bisby the Deputy PCC has attended such a workshop with me and was fully supportive of the work he saw and pleased with the Cambs DriveiQ delivery.

On the 19th June 2017 in company with a Road Safety Officer visited Marshfield School who cater for students with special needs. We delivered a young driver workshop including a presentation and use of crash simulator car. Not only did we discuss driver responsibilities but looked at passenger role in being a social driver.

Working with the Speedwatch Co-ordinator, Mike Brooks, I have offered to support any issues his staff experience that may require Police intervention. This is evidenced when the Brampton team voiced concerns about the manner of driving through the village when a motorist was overtaking other traffic travelling within the speed limit. I carried out various checks to ascertain if the vehicle had come to police attention before and visited the driver at his home address. He was given a verbal warning and a discussion held re the dangers associated with his manner of driving. Resulting in a sincere apology he asked this be extended to Speedwatch staff.

22nd March 2018 visited additional volunteer groups from Peterborough and the Fens. Media in attendance at Wisbech and took part in an interview that was subsequently made part of a page spread in the local newspaper.

5th July 2017 as part of a national mobile phone campaign I worked with a road safety officer from Peterborough and spent several hours at Haddon service station, Peterborough. I arranged for an interactive road safety video, various information leaflets and was fully supported by the owners of the business. Time spent engaging with the public and talking about mobile phone use when driving.

On the 20th July 6th August and 12th August I delivered workshops to students from the National Citizenship Service regarding young driver/ passenger road safety. This utilised the modified car (crash simulator) and group presentation/ discussion around the fatal four and the part not only a driver but also a young passenger plays.

These workshops continued into October 2017 with the addition of Cambs DriveiQ input.

We have subsequently had requests to deliver further workshops in 2018.6-3-18 Apprentice Young Driver package trial delivery with CPRSP Rd Safety officer. A three hour workshop developed in house to target young drivers in the work environment. Cambs DriveiQ included within this intervention. Positive feedback from students. Some IT issues arose. Anticipate completion by May 2018. Update, being delivered in Cambridge on 11th May at the Regional College.

29-3-18 Colleges countywide have now been contacted offering the workshop, positive response and waiting for dates to book workshops.

In conjunction with CPRSP staff we have liaised with a number of primary schools in the Peterborough area and identified where staff have concerns about pupils arriving not correctly restrained in cars. Seven visits made since September 2017 with road safety officer. Parents engaged and educated with leaflets being handed out. Worked in collaboration with enforcement officers who targeted parking violations outside the same schools.

On 20th November 2017 Project Pictogram was launched in Cambridgeshire, coinciding with the National Road safety week. I worked in partnership with CFRS developing a concept from Hampshire regarding a series of 5 roundels highlighting the fatal 4 with the addition of leaving a safe stopping

distance when following another vehicle. These are affixed to the rear of primarily commercial vehicles and work around the Nudge Theory. I engaged with a number of business in the county and secured support from 13 organisations including haulage, coach, recovery businesses and local councils. Highways England attended and supported too, the event was hosted by MAGPAS who secured media coverage.

I secured funding from the CPRSP to purchase stickers for Police and CFRS fleet and for the supporting businesses at the launch.

Work ongoing regarding this project.

I have been invited to Herts Strategic Board meeting to discuss further with them as Herts have shown interest in the project and the head of Essex Roads Policing has expressed a desire to mark up their fleet having seen some stickers I forwarded to East Anglian Air Ambulance.

31st August and 22nd November I worked with CPRSP and The Royal Air Force to support road safety at their Family Day events. Well received input looking at the added risks service personnel may face, particularly motorcyclists and supported child road safety theme too.

On 22nd Feb Operation VELO was launched in Cambs, an initiative dealing with pedal cyclist safety in particular when being overtaken too closely. I was involved with the development of this project with JPS RPU and liaised with the fire service to secure staff in order to assist with educational delivery to motorists at the roadside. Subsequently on 2nd March attended an evening meeting at the Guild Hall in Cambridge chaired by CamCycle, a number of councillors and active cyclists were present and very positive and complimentary of the initiative. I have produced a framework of when and how to report collisions for their members as historically they seem to have had mixed messages around this subject. In addition I supported the launch in Herts on 19th March delivering the educational road side element with the Herts Cycle safety team.

During March 2018 I have been liaising with Alan Boughen, Community Safety Partnership Officer for Fenland area and supporting one of their action plans regarding safety of young drivers with the introduction of the Apprentice Young Driver package. Alan has offered whatever support we need from his perspective too.

April 2018 I have taken on the post of Vice Chair for the Cambridgeshire and Peterborough Road Safety Partnership along with a new Chair, Kev Andrews from the Fire Service.

APPENDIX C



Casualty Reduction
Plan on a page.pdf

BIBLIOGRAPHY

Source Documents	Cambs Road Safety Partnership, Data and Intelligence Report March 2018 Joint Protective Services, Road Safety and Casualty Reduction Strategy 2018-2023 Joint Protective Services, Road Safety and Casualty Reduction Plan on a page 2018-2023, Cambs Road Safety Partnership, Casualty Reduction Tactical Plan 2017/18
Contact Officer(s)	Chief Supt Vicky Skeels