



LONDON ROAD SAFETY COUNCIL

# **Current and Future Road Safety Education, Training and Publicity Provision Across London Local Authorities.**

**London Road Safety Council**

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## Executive Summary

The purpose of this research project was to investigate current and future provision of road safety education by Local Authorities across London by means of a series of in-depth interviews with senior management and elected members from within these authorities.

Local Authorities in Britain have a statutory duty to provide road safety information and support to their residents and other road users. In the current context of financial cuts to local authority budgets over recent years, the London Road Safety Council (LRSC) understood that a number of authorities in London were reducing their provision of road safety education. This is against the figure of fatal road traffic collisions in England of 1,544 in 2017 and a total of 155,368 casualties of all severities.<sup>1</sup> In London alone there were 32,567 casualties in 2017. Of these, 131 people were fatally injured, 3,750 were seriously injured, and 28,686 were slightly injured. The number of fatalities increased from 116, the lowest level on record, to 131 in 2017 compared to 2016.<sup>2</sup>

There has been no recent research into the extent and nature of road safety ETP provision in London and this research project was designed as an attempt to fill this gap.

The research objectives were to discover the extent of current road safety provision amongst the 33 London authorities, with particular reference to education, training and publicity, and to understand the barriers and challenges to maintaining this level of service in the future. We anticipated that challenges would include uncertainty about future funding leading to pressures to identify savings such as reductions in staffing numbers. We anticipated there would be consequential loss of expertise and that mergers between teams would lead to a reduction in services provided. It was hoped to establish the extent of reductions in this provision over the last five years, and to understand the nature of these cuts. We also believed there might be advantages to the service in team restructures and possible re-evaluation of road safety education provided.

We were aware of changes within the structure of Transport for London and its renewed emphasis on road danger reduction and Vision Zero and believed this could provide both challenges and support for education and publicity in road safety within the local authorities. We hoped to identify examples of good practice from within the authorities, and strategies and solutions to overcome barriers to future proofing the service in London.

We planned to disseminate this information widely amongst stakeholders by means of regular reporting at LRSC quarterly meetings, and a conference as part of the Council's AGM in July 2018, where we would present an interim report on the project. Finally, it was planned to hold a Conference on November 2<sup>nd</sup>, 2018 on completion of the project, at which there would be opportunities for various Local Authorities to share ideas and experiences and to give presentations on their innovative projects.

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<sup>1</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/744077/reported-road-casualties-annual-report-2017.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/744077/reported-road-casualties-annual-report-2017.pdf)

<sup>2</sup> <http://content.tfl.gov.uk/casualties-in-greater-london-2017.pdf>

## **Borough and TfL Interviews**

At the outset of the project six London Boroughs, Westminster, Islington, Southwark, Brent Greenwich and Lewisham, were invited to take part in preparatory interviews so that the questionnaires could be trialled. These boroughs were selected using a range of criteria, so that inner and outer London boroughs with differing demographics, types of road network and degrees of deprivation were represented. We were able to interview elected members with responsibility for road safety, heads of Service and the road safety managers in each authority. Following completion and analysis of the preliminary interviews we were able to proceed to the main body of interviews.

We were able to meet with 24 of the 33 local authorities in London and the interviews were completed by 30<sup>th</sup> April 2018. Six of these boroughs were unable to provide senior managers for interview and in two instances, elected members were not present. However, in every case it was possible to meet with experienced road safety practitioners and gain a view of the situation in these authorities. All the boroughs interviewed provided road safety information for residents and all but one have dedicated teams whose main function was the provision of road safety education.

We were also able to interview representatives from Transport for London, using questions which closely reflected the questionnaire we had used with the LAs. **These questionnaires have been attached as appendices to this report, nos. 1 and 2**

## **Conference 2<sup>nd</sup> November 2018**

This conference was planned to conclude the Project. Following an interim report on the Project, speakers were invited to address aspects of the future of road safety in London which had arisen during the interview process. We were especially anxious to involve the LAs themselves and give opportunities for them to showcase some of the examples of good practice we had identified, and which delegates could consider taking back to their own authorities.

We arranged presentations from PACTS on the issue of National Casualty Reduction Targets, which was frequently raised during the interviews and on TfL's vision for London and plans to lead in promoting this.

A number of speakers from the LAs – road safety officers, elected councillors and a company with an innovative approach to cyclist training – presented their current interventions to address casualty reduction. There were also important presentations on the LAs approaches to Vision Zero and the subject of Safer Speeds through 20mph measures. We were impressed by the innovative work that is being carried out by colleagues in a variety of LAs, offering a range of solutions to the issues that we found to be of real concern to all colleagues across London. **The conference programme has been provided as appendix 4.**

## Conclusions

There is no doubt that current and prospective financial cuts gave interviewees greatest concern in planning casualty reduction strategies. No members or officers felt that road safety was less of a priority compared to previous years, but the realities of funding and, for elected members, competing needs for spending, meant that road safety could not always be given the same priority as in the past.

As the interviews proceeded, it became obvious that this process was difficult, even emotional, for interviewees from the local authorities. We realised that it was harder than we had anticipated for many of them to produce the data we had asked for, both figures such as the numbers attending training and meaningful analysis or evaluation of these. Road Safety officers also often had difficulties in understanding and using casualty data in planning road safety education and publicity. This was because many of the staff were new to their posts or now working in new teams on unfamiliar areas such as air quality or travel planning. Other officers we spoke to reported that they had significantly fewer resources to keep up to date and felt concerned and unhappy about this situation. As a result, the interviews were largely conducted on an informal and open basis and this has resulted in the more anecdotal nature of this report.

In many cases newly restructured teams were able to use this as a vehicle for developing road safety education, for example, it fitted well with school travel planning and road danger outside schools, but they also needed to re-evaluate their casualty reduction programmes.

Most road safety teams continued to provide 'traditional' ETP programmes, such as cyclist and pedestrian training and argued for their value. Indeed, these courses were demanded by both schools and elected members. Undoubtedly, cyclists and pedestrians were seen to be amongst the most vulnerable road users, but some authorities also questioned whether this training was the most effective intervention. Other teams concentrated more than in the past on a mixture of engineering solutions and education and promotion, which could be seen working effectively in the case of 20mph zones.

Transport for London (TfL) stated that their main concern is to reduce road traffic casualties, especially amongst vulnerable road users, and, following their comprehensive restructure, their focus is to work with the London local authorities to achieve this.

In accordance with the Mayor's Transport Strategy, their goal is to eliminate deaths and serious injuries from London's transport network by 2041. The Action Plan is to achieve Safe Speeds, Safe Streets, Safe Vehicles and Safe Behaviours and both local authorities and road users themselves have an important part to play.

As a result of the restructure, TfL have developed a 'One Stop Shop' service for all local authorities which should answer their queries and help them to publicise and promote Vision Zero in their own areas. They are aware, as was often stated during the local authority interviews, that officers do not always feel their concerns are understood and are anxious to overcome this. Interviewees made the point that, in the same way that planning for casualty reduction is central to all transport teams within TfL, it should also be given priority at all levels in the local authorities, including heads of transport departments and elected councillors.

The November conference was planned to give authorities an opportunity to learn about others' work programmes and share experiences. It was also felt to be an opportunity to give elected members greater insight into the situations their officers were experiencing, as many interviewees expressed disappointment in the engagement of councillors in road safety.

The Conference covered a wide range of subjects including the future of road safety in London and ways in which local authorities were addressing the challenge of reduced funding. Delegates reported that they welcomed the opportunity to hear about innovations amongst colleagues throughout London.

### **Recommendations**

- ) It is important that road casualty reduction becomes a priority at all levels of strategy planning and implementation in LAs. This should include heads of transport teams and elected councillors.
- ) Similarly, casualty data should be available and understood at all stages of planning, both for engineering schemes and for interventions which address road casualties amongst road user groups.
- ) Many road safety teams have lost experienced staff members in the course of restructure of teams and managers should be aware of the need for training newer staff. Several training resources are available, including those offered by Road Safety GB and LRSC itself.
- ) One important and neglected area for such training is evaluation, which appeared to be seriously lacking in the provision of road safety interventions.
- ) Support from elected members is vital to ensure that casualty reduction is treated as a priority by LAs.
- ) The relationship between TfL and the local authorities is a vital one and should be supported on either side. This support from TfL will be particularly needed by the LAs if Vision Zero is to be delivered successfully.

## Introduction

The purpose of this research project is to investigate current and future provision of road safety education by Local Authorities across London by means of a series of in-depth interviews with senior management and elected members from within these authorities.

Local Authorities in Britain have a statutory duty to provide road safety information and support to their residents and other road users. In the current context of financial cuts to local authority (LA) budgets over recent years, the London Road Safety Council (LRSC) understood that a number of authorities in London were reducing their provision of road safety education.

There has been no recent research into the extent and nature of road safety ETP provision in London and this research project is designed as an attempt to fill this gap.

The research objectives are to establish the extent of current road safety provision amongst the 33 London authorities, with particular reference to education, training and publicity, and to understand the barriers and challenges to maintaining this level of service in the future. We anticipated that challenges would include uncertainty about future funding leading to pressures to identify savings such as reductions in staffing numbers and consequential loss of expertise, and mergers between teams leading to a reduction in services provided. It was hoped to establish the extent of reductions in this provision over the last five years, and to understand the nature of these cuts.

We also hoped to identify examples of good practice from within the boroughs, and strategies and solutions to overcome barriers to future proofing the service in London.

We planned to disseminate this information widely amongst stakeholders by means of regular reporting at LRSC quarterly meetings, a conference as part of the Council's AGM in July 2018, where we would present an interim report on the project. Finally, it was planned to hold a Conference in November on completion of the project, at which there would be opportunities for various Authorities to share ideas and experiences and to give presentations on their innovative projects.

The London Road Safety Council is an established charity that has promoted road traffic casualty reduction in London for over 100 years. The Council's membership consists of elected councillors, with a road safety portfolio, road safety officers from all the 33 London Local Authorities, Transport for London and other stakeholders such as the Metropolitan Police. The Council supports and facilitates road safety provision in London and provides a forum for discussion of road safety issues. The Council was therefore well placed to conduct this research and to recommend effective solutions to contribute to road safety.



## **Local Authority Interviews**

### **Preliminary Interviews**

At the outset of the project, six London Boroughs were invited to take part in preparatory interviews. The boroughs were selected using a range of criteria, so that inner and outer London boroughs with differing demographics, types of road network and degrees of deprivation were represented. The boroughs which took place in this preliminary study were:

**Inner London: City of Westminster, Islington and Southwark**

**Greater London: Brent, Greenwich and Lewisham**

We were delighted with the cooperation received from these six authorities and the information they provided in their answers to the questionnaire. As a result of this, we were able to test and refine the interview approaches and questions before undertaking the main body of the interview research. These preliminary interviews were carried out with the elected member(s) with responsibility for road safety, Heads of Service and the road safety managers in each borough. They were conducted by two members of the project team and completed by the end of November 2017.

Once these interviews were analysed and discussed with Transport for London who supported this process, it was decided to continue with the rest of the interviews. Initially we had planned to appoint a consultant to carry out this work on our behalf, but it became apparent during the pilot that the LRSC, was able to benefit from its established relationship with the London authorities and its close understanding of road safety in London, in conducting the interviews themselves.

### **Main body of interviews**

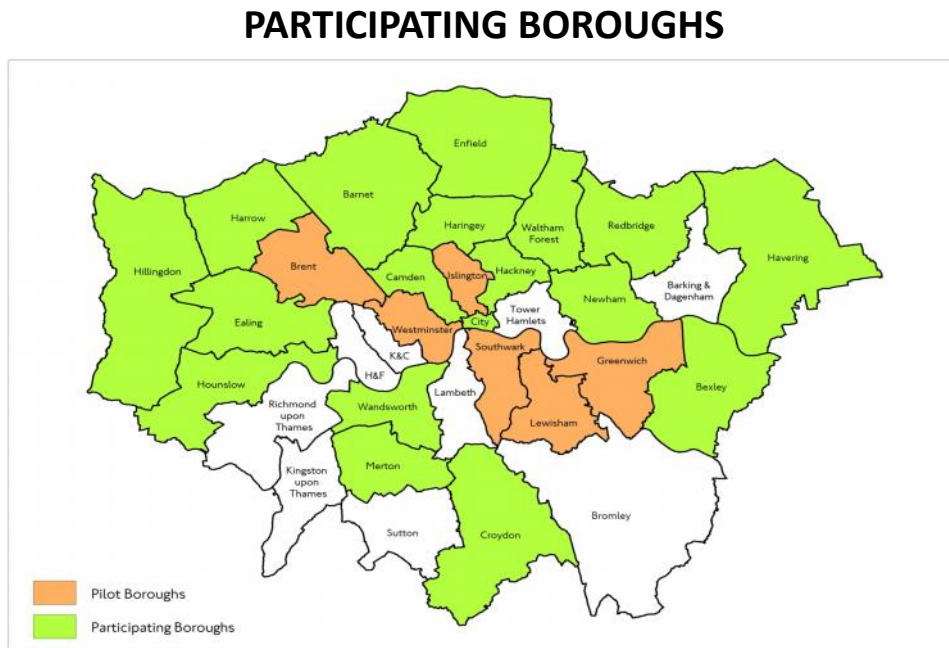
Interviews with 24 London boroughs were conducted by the four members of the project team. It was decided that, because of the local authority elections in London on 3<sup>rd</sup> May, to complete these interviews before the end of April as elected members with the road safety portfolio could well change as a result of the elections. This could result in a loss of member knowledge and expertise which might compromise the research and it was known that authorities could take some time to distribute their new member portfolios.

Interviews with London local authorities were completed by 30<sup>th</sup> April 2018. Six of these boroughs were unable to provide senior managers for interview and in two instances, elected members were not present. However, in every case it was possible to meet with experienced road safety practitioners and gain a view of the situation in these authorities. All the boroughs interviewed provided road safety information for residents and all but one have dedicated teams whose main function was the provision of road safety education.

As the interviews proceeded, it became obvious that this process was difficult, even emotional, for interviewees from the local authorities. We realised that it was harder than we had anticipated for many of them to produce the data we had asked for, both figures such as the numbers attending training and meaningful analysis or evaluation of these. There were also often difficulties in understanding and using casualty data in planning road safety education and publicity. This was

because many of the staff were new to their posts or now working in new teams on areas such as air quality or travel planning. Other officers we spoke to reported that they had significantly fewer resources to keep up to date and felt concerned and unhappy about this situation. This has resulted in the more anecdotal nature of this report.

**Fig. 1**



### Development of questionnaire

The questionnaire was developed to form the basis of interviews with the London authorities and in all cases; interviewees were encouraged to expand on the areas addressed during the meetings. It was agreed with participating boroughs that the completed questionnaires would be anonymised in reporting to preserve confidentiality and allow interviewees freedom to express their views.

### **(Appendix 1)**

#### ABOUT THE ROAD SAFETY ISSUE

Each borough was asked to provide their KSI totals for the years 2010 and 2016 so that trends could be identified and discussed at the interview. They were also asked for details of any Road Safety strategy they had or planned.

One of the important strands was the areas of concern in each borough, as these were likely to differ from one borough to another. Boroughs were also asked to explain how they had or planned to address these concerns and, in particular, their ETP interventions. They also had the opportunity to describe what they considered to be their most successful road interventions to achieve casualty reductions.

## ABOUT THE TEAM

We asked about staff who were currently directly employed on road safety ETP compared to the number in 2010, and what plans they might have for changes.

As it was already a concern that the school crossing service was being reduced or deleted in a number of London authorities, this concern was also addressed specifically in the questionnaire.

## ABOUT THE FUNDING OF THE SERVICE

In this section we asked about the type of funding road safety teams received, rather than actual figures, in order to find out the extent of revenue funding provided by each authority and the basis on which they received funding from TfL.

Boroughs were also asked whether they had received funding from other sources such as the health authority, Europe or in the form of external sponsorship.

## ABOUT PARTNERSHIPS

We asked about work on road safety education with other council departments or teams, and with other authorities. We were also concerned to know about external partnerships, such as with the Metropolitan Police.

## ABOUT ELECTED MEMBERS

Relationships with elected members are very important for local authority officers and the success of their work depends on the funding and support they can gain, especially from members with the appropriate portfolio. We therefore wanted to know whether interviewees had identified members who would support ETP and the extent to which they worked with them. We were also keen to know whether these members were aware of the support and training they could obtain from the LRSC and share with their colleagues and officers.

## ABOUT THE FUTURE

Finally, we wanted interviewees to reflect on the importance ETP was given in their borough and how they felt this would continue in the future. This would give them an opportunity to discuss the challenges, particularly in the context of local government funding, they were currently experiencing and anticipated for the future. They were asked what they felt would need to change for road safety to remain a priority, both within their own authority and in their relationship with TfL.

## Borough Interviews – Findings

### 1.ROAD SAFETY ISSUES

One authority summed up their view of road user behaviour in a way that we felt could speak for all:

*“People do not go out purposefully to cause injury. Instead, each is a consequence of one or more contributory factors including simple coincidence, inattention, mistakes made by one or more parties, incorrect judgement and perception of risks, inappropriate behaviours, distraction and simply the speed of events combined with the human inability to focus in all directions at the same time.*

As has been described, specific road safety issues differed considerably between authorities. It was also apparent to interviewers that methods for establishing areas of concern and how these should be addressed also varied.

It can be seen from findings about the size and make up of road safety ETP teams, that not only had most teams reduced in size since 2010, many had also been restructured and ETP formed only part of their responsibilities. Not only was this seen as an issue for road safety teams, with loss of both numbers and experience, officers also reported that they had new, additional areas of concern in issues like air quality, speeding and travel planning.

One authority commented that:

*“Road casualty reduction and perception of danger is addressed through engineering solutions outside schools, localised 20mph schemes and improving pedestrian movement.”*

And:

*“A mixture of behaviour change and engineering interventions... are needed to enable all road users to take care of their own and others’ safety.”*

In some authorities closer working with colleagues who had other priorities was seen as an advantage, resulting in successful schemes. For example,

*“Collaboration with healthy schools and air quality programmes”*

And,

*“Supporting the safe systems approach in all areas of road safety – Safe Roads, Safe Speeds, Safe People and Safe Vehicles”*

Whilst there were different methods of establishing priorities for road safety interventions to reduce casualties, all authorities relied to a greater or lesser extent on data from TfL, based on the ‘Stats 19’ casualty figures generated in London by the Metropolitan Police. Road Safety teams use the national classifications of injury incidents:

) A fatal injury is one which causes death less than 30 days following the collision taking place

- ) A serious injury is one which does not cause death within 30 days following the collision, and includes head injury, broken neck, back, loss of limbs, deep penetrating wounds and broken limbs.
- ) A slight injury is neither 'fatal' or 'serious', for example, sprains, bruises, or slight shock requiring roadside attention.

A number of authorities raised the issue of changes in 2016 to the system for collection and classification of casualty data which meant that comparisons could be very difficult and trends hard to establish.

Officers in all road safety teams identified vulnerable road users – pedestrians, cyclists and motor cyclists – as the main objectives of ETP interventions, and the many highlighted their work in education, particularly in schools, such as pedestrian and cyclist training and Theatre in Education (T.I.E.). However, as can be seen below (2), many restructured teams are addressing casualties through engineering measures such as cycle lanes, improved junction layouts and speed reduction. In teams focusing on improving air quality, measures to encourage walking and cycling can often be given priority. A small number of authorities had re-evaluated their ETP interventions and to some extent moved away from what might be termed 'tried and tested' road safety education in favour of things like speed reduction and junction improvements.

Differences between the concerns of various authorities were also apparent. Inner cities tended to notice larger influxes of office workers during weekdays and this could pose challenges in terms of pedestrian casualties, whereas more rural authority concerns were often related to motorised traffic travelling through their area.

Motorcyclists' casualties were an important factor in the data of most authorities. Outer London authorities in general had a higher proportion of larger, two-wheeled vehicles, often used for commuting by riders who were not necessarily residents, whereas in other authorities, smaller vehicles which were used to travel shorter distances or for work, such as deliveries, were more highly represented in casualty figures. It was apparent that different approaches were needed to address this road safety issue.

Local authority total casualty figures and for specific road user groups can be seen in **Appendix 3**

Interviewees were asked specifically about ways in which their practice was addressing their altered circumstances if they were experiencing financial cuts. We therefore did not particularly seek information about the traditional courses they had provided for some time. However, we were able to gain some helpful information about this type of work and found that many teams felt strongly that the more traditional interventions remained the best way to reach their vulnerable road users.

## (2) ROAD SAFETY ETP TEAMS

Only three boroughs reported that the size of their team working exclusively or mainly on ETP had increased, in one example from 1 member of staff to 3, another from 1 to 2 and the third from 3 to 4. Reductions in the size of teams working on ETP were reported by 8 boroughs with the largest reduction being from 9 to 3 members of staff.

The majority of boroughs, however, also reported changes in team structures or roles carried out by officers, making direct comparisons between the borough teams difficult. Examples of this were where ETP formed part of the function of Travel Planning Teams or where responsibility for road safety came under a Highway Improvement Team.

In most cases some of the work that had previously been carried out directly by road safety teams had been outsourced to meet reductions in staffing. In one case:

*“The delivery of ETP has been adapted... Theatre in education is widely used in schools... Participation in the Mayor’s Show with competitions, handouts etc. helps to reach and engage with a wider audience”.*

Another reported:

*“Road safety is currently delivered by the school travel team and plans to address their concerns are dealt with mainly via the Local Implementation Plan strategy for healthy travel.”*

And:

*“There are no plans to increase the number of directly employed road safety staff, but various measures have been put in place to mitigate funding cuts. For example, engineering solutions such as protected crossings outside schools have replaced a number of School Crossing Patrols. Pedestrian, cyclist and car seat fitting training has been outsourced to achieve savings.*

### (3) FUNDING FOR ETP

Funding for ETP services varied considerably between authorities. A small number received no specific revenue funding for this, others received salaries for RSOs and School Crossing Patrol officers from revenue funding but relied mainly or entirely on funding from TfL for all aspects of ETP. Moreover, all authorities assumed that TfL funding would be reduced after 2018 and no longer ring fenced for ETP.

In 2018 all authorities questioned using funding from TfL to support projects such as cyclist training and Safe Drive, Stay Alive, which were typically outsourced to other providers. TfL have also provided one-off sums for specific projects, for example in one case £40,000 for a pre-CBT training programme, and some authorities are more successful than others in bidding for this type of funding.

A small number of authorities have also competed for funding from external sources such as Public Health teams. As would be expected, partnerships with Public Health teams tend to be directed towards projects such as ‘Cycling and Healthy Eating’, ‘Active Lifestyles’ and drink and drug driving prevention which can be linked to both health and safety. One authority reported their work in areas such as

*“wellbeing, mental health and a Whole System approach to tackling obesity and, preventing suicides on the road...where a joined-up approach is identified and would be beneficial.”*

Some authorities had achieved savings through merging functions and, in one case, teams with other neighbouring authorities. In some cases, such as T.I.E., this proved successful as they were able to share venues as well as production costs and to reach a large number of 15 and 16-year-old pre drivers. However, this did raise staffing concerns with one authority describing staff reductions as a consequence of this approach.

#### (4) PARTNERSHIPS

All authorities interviewed claimed internal departments such as Education, Engineering, Highways and Public Health as their chief partners, but also external authorities such as the Metropolitan Police, The Road Danger Reduction Partnership, the Greater London Authority and, of course, Transport for London.

As has been mentioned, many authorities also worked with their neighbours successfully on specific projects. Though one admitted that this was sometimes affected by political issues.

One inner London authority described their relationships with local businesses and mentioned the invaluable political support which facilitated this.

#### (5) ELECTED MEMBERS

As mentioned above (4), a number of authorities described the active support they received from elected councillors in various areas of road safety and casualty reduction. Such members were able to use their many contacts with local organisations to promote and support the work of road safety teams.

All elected council members in London automatically become members of the London Road Safety Council, with the right to attend Council meetings and training sessions. They also have access to the Council's website, which contains road safety information and gives the opportunity to take part in free on-line road safety training. Interviewees reported a wide range of awareness and take up of these opportunities by their councillors, both in attendance at meetings and, crucially, in dissemination of information at Borough Council meetings.

#### (6) THE FUTURE

Whilst there were none amongst the interviewees who felt road safety was not of continuing importance in their authority, there was undoubtedly pessimism about the future of this service. Reductions in future funding were unanimously discussed as the biggest threat to the work these teams were doing and, indeed, to road casualty reduction throughout London.

It was also a concern for many that changes, reductions and loss of expertise in road safety teams would make it harder to embrace the future envisaged by TfL and to deliver the new approaches to casualty reduction such as Road Danger Reduction and Vision Zero. Many saw these as aspirational at best.

For some authorities, large scale infrastructure changes in London, such as Crossrail which is likely to bring in increasing numbers of employees, especially pedestrians, present a challenge for the future and a changed focus on areas of road safety work. In general, the population of London is growing, resulting in more housing, schools and road users.

Further challenges were identified in the rapid changes to vehicles themselves and, though it is difficult as yet to plan for driverless cars, this type of upheaval is obviously on the horizon. Many teams have taken on air quality as part of their responsibility, which involves encouraging walking and cycling and, of course, providing an increasing number of training courses for these road users and working with engineers in providing quiet routes for their use. The growth of the 'gig' economy in London is an increasing problem. Though authorities work with companies to encourage behaviour change and training, the frequent turnover of staff makes this difficult.

Many authorities, whilst understanding the need in a time of reduced funding to evaluate the impact of their road safety initiatives, were aware of the difficulty of gathering accurate evidence and the need to develop their own expertise.

One commented:

*"In the future greater emphasis will be given to project evaluation wherever practicable... to quantify the relative contribution of individual measures so that resources can be directed towards those measures that will be most effective in reducing casualties."*

All interviewees regretted the fact that the Department for Transport no longer produced national targets, which they felt had been extremely effective in the past in bringing about casualty reduction. This was felt to be because of the focus this work was given and because road safety became a priority for all local authorities. Interviewees would like to see this reinstated in the future.

Authorities expressed some concerns about future relationships with TfL. In particular, it was felt that there was insufficient understanding of the wide differences between various authorities and that TfL often adopted a 'one size fits all' approach in its requirements and in the promotional and educational material it produced.



## Conclusions

24 out of the 33 London local authorities made themselves available for these interviews and gave thoughtful and detailed answers to the questions.

There is no doubt that current and prospective financial cuts gave interviewees greatest concern in planning casualty reduction strategies. No members or officers felt that road safety was less of a priority compared to previous years, but the realities of funding and, for elected members, competing needs for spending, meant that road safety could not always be given the same priority as in the past.

Many teams had experienced restructure which meant they were responsible for new areas of work, such as travel planning and air quality. In many cases they were able to use this as a vehicle for road safety education – it fitted well with school travel planning and road danger outside schools – but they were also having to re-evaluate their casualty reduction programmes.

Most road safety teams continued to provide ‘traditional’ ETP programmes, such as cyclist and pedestrian training and argued for their value. Indeed, these courses were demanded by both schools and elected members. Undoubtedly cyclists and pedestrians were amongst the most vulnerable road users, but some authorities also questioned whether this training was the most effective intervention. Other teams concentrated more than in the past on a mixture of engineering solutions and education and promotion, which could be seen working effectively in the case of 20mph zones.

The November conference was planned to give authorities an opportunity to learn about others’ work programmes and share experiences. It was also felt to be an opportunity to give elected members greater insight into the situations their officers were experiencing, as several interviewees expressed disappointment in the engagement of councillors in road safety.

The Conference covered a wide range of subjects including the future of road safety in London and ways in which local authorities were addressing the challenge of reduced funding. Delegates reported that they welcomed the opportunity to hear about innovations amongst colleagues in London.

All participants were asked at interview about their use of casualty statistics and it was apparent that some teams made more use of data than others in identifying their casualty problems and devising programmes accordingly. Interviewers felt that the authorities could benefit from more information and training about the use of their data.

There is no doubt that throughout these interviews participants expressed considerable concern about the future of this service. The November conference, and the support planned by the LRSC, provided opportunities to discuss these concerns and a variety of solutions.

Figure 2

Road Safety Education and Engineering Projects by Participating Borough (where available)

Local Authority	Cyclist and Pedestrian Training ETP	Theatre in Education (T.I.E.)	Motorcyclists	Engineering/Other
LB Barnet				
LB Bexley	Adult & child Cyclist Training. Child Pedestrian training. RS Campaigns	S.D.S.A.		Safer school crossings
LB Brent	Children & Adults Provided in-house  Young driver education	S.D.S.A with LB Harrow	CBT programme BikeSafe vouchers	20mph engineering schemes Personal travel planning D\Drive with Public Health
LB Camden				
Corporation of London	Adult & Child Cyclist Training Lorry Blind Spots education Safety Education Audits. CLOCS & FORS Implementation (Delivery vehicles)			Awareness campaigns: Be Brake Ready Lunchtime Streets Engineering: 20 mph limits, Quietways Cycle Super Highways.
LB Croydon	Bikeability levels 1, 2 and 3 3500 children 1500 adults Family courses			20mph limit on all residential roads 3 'School Streets' sites
LB Ealing <i>ETP delivered by School Travel Team</i>	Cyclist, Scooter & Pedestrian Training ( <i>only at 50% of schools</i> )		Two Wheels London Scheme	Proposed 20mph zones. Healthy Travel

<b>Local Authority</b>	<b>Cyclist &amp; Pedestrian Training</b>	<b>Theatre in Education</b>	<b>Motorcyclists</b>	<b>Engineering/Other</b>
LB Hounslow	Cyclist Training for adults & children. Pedestrian Training	SDSA with LB Ealing	Two Wheels London Project. Bikesafe vouchers Support Heathrow Motorcycle Group	D/Drive with Public Health Team Youth Parliament Mosque to Mosque walking /cycling project Walk to School project.
LB Islington Only 1 RSO	Scotability Cyclist Training School talks			Borough-wide 20mph speed limit School travel plans and promotion of active travel.
LB Kensington & Chelsea				
LB Lewisham	School visits/talks Dr. Bike cycle maintenance In-house Bikeability cyclist training – all ages		TfL funded pre-CBT courses Bikesafe vouchers	Quiet Way infrastructure Junction improvements School Travel Planning Healthy schools Air Quality
LB Merton	Schools' safe cycling and pedestrian workshops JRSO Junior Citizen in 38 schools			Road Danger Reduction. Engineering solutions outside schools 20mph schemes Partnerships with PCSOs
LB Newham	Cyclist Training adults & children 2000 per annum.	T.I.E. especial for Transition Yrs6-7 SDSA with LB Barking & Dagenham	Scooter and Bike Safe training	Engagement with local delivery food outlets Air Quality with LB Redbridge
LB Redbridge	Outsourced Cyclist Training – adults and children c 1600 per annum	SDSA with LB Havering	Bike Safe offered	Neighbourhood working. Transport Strategy Team to promote Smarter Travel.

				School & Work Travel Planning.
Local Authority	Cyclist & Pedestrian Training	Theatre in Education	Motorcyclists	Engineering/Other
LB Wandsworth	Cycle training ETP publicity for children and adults 20mph: children talking to adults programme			20mph limits Quiet cycle ways Community Speed Watch
LB Westminster	Cyclist Training all schools including PRUs. Child pedestrian training. Family & faith group cycling programme Junior Citizen School visits where possible – advice and input into curriculum.			20 mph schemes Improved school keep clear schemes.

Fig. 2 shows the main areas of Road Safety Education and related engineering measures provided to us by the participating authorities. In some cases, this specific information was not available to interviewees or not given to interviewers. The sensitivities felt by some interviewees, and the desire of some for anonymity, have been discussed in the introduction to this report.

From this information, it can be seen that the majority of authorities provide cyclist and pedestrian training and a degree of other road safety education, primarily in schools. Almost all authorities mentioned motorcyclists as a particularly vulnerable group and a variety of ways of tackling this can be seen.

A notable feature, discussed in the interview findings, is the trend for road safety officers to work in engineering or air quality teams and to promote and deliver road safety interventions in this context.

Fig. 3

**Number of School Crossing Patrol Sites given by a number of boroughs.**

<b>Local Authority</b>	<b>Funded by Authority</b>	<b>Funded by Schools</b>	<b>No Longer Provided</b>
LB Bexley	32 SCPs		
LB Brent	Managed by the LA	19 sites	
LB Croydon		Managed by Education Department. Numbers not given.	
LB Ealing	None	Small number manage own SCPs	
LB Greenwich	50 sites		
LB Hounslow	Managed by LA	3 sites	
LB Islington	Yes – no numbers given		
LB Lewisham	30 sites		
LB Merton	Yes – numbers not given		
LB Newham	54 sites		
LB Redbridge	14 sites (4 currently vacant)		
Westminster	9 sites		

According to the interviewees, almost all authorities would have had a full complement of Patrols where necessary and it can be seen how this service has suffered from financial cuts, however politically difficult this decision has been for many authorities. The LRSC would recommend that an audit be done of this service and the implications of such a reduction.

## INTERVIEW WITH TRANSPORT FOR LONDON

### **The questionnaire (Appendix 2)**

We were able to meet team leaders from Transport for London once the local authority interviews were complete and a questionnaire was designed to address as far as possible the same areas as covered in interviews with the London Local Authorities. Our concerns were to understand how TfL views road safety ETP in London; how problems posed by reduced funding for road safety are seen and how TfL plans to support the work of the local authorities. It also proved to be an opportunity to make TfL aware of some of the concerns interviewees had raised during our interviews, especially about the type of support provided by TfL and the expectations of Vision Zero.

### ABOUT THE ORGANISATION

It was explained that, following a fundamental recent reorganisation, all teams share a responsibility for casualty reduction with a focus on the Mayor's strategy for road danger reduction and Vision Zero. The City Planning structure comprises three teams:

- ) Policy and Strategy – which includes Transport Strategy
- ) Delivery Planning
- ) Marketing strategy, which has a strong emphasis on behaviour change and education.

Within these teams the main contacts for the local authorities are Delivery Planning, Network Sponsorship, with responsibility for the Local Implementation Plans through which the authorities bid for TfL funding and the Local Communities and Partnerships team which runs a 'one stop shop' with advice and support for the LAs. There are now account managers with responsibility for each authority and they are there to give information and support. It was also stressed that casualty data is available to each authority.

Interviewees were aware of the need to explain this structure clearly to the LAs and had already embarked on a series of 'visits' to do this.

### ABOUT THE ROAD SAFETY ISSUES

TfL were asked about their main areas of concern arising from casualty data for London. The number of casualties was their greatest concern, particularly fatalities amongst vulnerable road users. Their data analysis had also led to a focus on links with deprivation, gender and casualties amongst BAME road users, and new analysis was being carried out in these categories.

Interviewees were asked about concerns raised by some authorities about the differences between inner and outer London areas, demographics and types of road network. TfL are aware of the influence of different types of road networks on road user casualties and the problems around junctions, where a lot of engineering work is being carried out.

We were told that different strategies may be necessary for various types of authority and different patterns of casualties. They are anxious to hold further discussions with the authorities to take this further.

We asked how, given the central place of Vision Zero in the Mayor's strategy for road safety in London, TfL planned to explain this specifically. It was emphasised that the Vision Zero approach concentrates on risk, and an understanding of a safer systems approach. Significantly, we were also told that:

*"All involved in transport strategy should take responsibility, not just the road safety officers, and that senior level engagement and political commitment are vital."*

This mirrored the approach TfL themselves are taking to this project and the 'buy in' from senior management and strong political support they themselves had.

We discussed campaigns and interventions, in addition to Vision Zero, which could directly address casualty numbers, especially involving vulnerable road users, such as motorcyclists, in London. We were told that the Behaviour Change Teams analyse data showing casualty trends amongst vulnerable road users. They also use data on gender and demography and relationships to casualty figures, and types of behaviour such as speeding. Resources for use by LAs are based on this type of data and LAs can get advice and support on delivering campaigns and education from TfL around road danger reduction.

## FUNDING ISSUES

It was explained that income from sources such as public transport or traffic offences was not used to fund road safety, but TfL emphasised that there is no reduction in the amount of funding available for the boroughs. However, they no longer 'ring fence' funding for particular areas of casualty and road danger reduction. TfL does not have criteria for funding specific LA projects and all decisions are now made by the authorities. The importance of senior management and political commitment to road safety education in local authorities was also stressed in this context.

## ABOUT THE FUTURE

Interviewees were asked about the importance they considered road safety ETP would continue to have within TfL. It was stated that:

*"Casualty reduction is given an extremely high priority within TfL and education and publicity around road danger reduction is a core function"*

As mentioned above, it was stressed that casualty reduction is central to all transport related teams within TfL and strategies are discussed and shared amongst the teams. This is felt to be central to the Vision Zero project.

We also asked to what extent they felt road safety ETP is given a high profile in the LAs. Whilst interviewees felt this was the case, they suggested that LA funding could sometimes be used more effectively. It was also felt that road danger reduction needs greater priority amongst all transport strategy teams.

In the general discussion of the future of road safety ETP it was felt that, given the high profile of Vision Zero and the road danger approach, as well as the planning within TfL to support LAs as much as possible, there is confidence in the future of casualty reduction projects – including education and publicity. However, it was also believed that some LAs did not feel able to fund road safety as they had in the past. They acknowledged that TfL and, indeed, organisations such as LRSC, have a role in raising its profile and importance.

In considering the future for road safety education, they stated that:

*“There have been considerable changes within TfL in order to deliver Vision Zero and there is a real wish to support the boroughs in working towards road danger reduction and zero KSIs”*

It will be important for LAs to demonstrate how their plans and interventions will deliver this in the future.

## **Conclusions**

Transport for London (TfL) stated that their main concern is to reduce road traffic casualties, especially amongst vulnerable road users, and, following their comprehensive restructure, their focus is to work with the London local authorities to achieve this.

In accordance with the Mayor’s Transport Strategy, their goal is to eliminate deaths and serious injuries from London’s transport network by 2041. The Action Plan is to achieve Safe Speeds, Safe Streets, Safe Vehicles and Safe Behaviours and both local authorities and road users themselves have an important part to play.

As a result of the restructure, TfL have developed a ‘One Stop Shop’ service for all local authorities which should answer their queries and help them to publicise and promote Vision Zero in their own areas. They are aware, as was often stated during the local authority interviews, that officers do not always feel their concerns are understood and are anxious to overcome this. Interviewees made the point that, in the same way that planning for casualty reduction is central to all transport teams within TfL, it should also be given priority at all levels in the local authorities, including heads of transport departments and elected councillors.



## **CONFERENCE: 2<sup>nd</sup> November 2018**

### **Road Safety: Facing the Future**

This conference was planned as a conclusion to the Project. Following an interim report on the Project, speakers were invited to address aspects of the future of road safety in London which had arisen during the interview process. We were especially anxious to involve the LAs themselves and give opportunities for them to showcase some of the examples of good practice we had identified, and which delegates could consider taking back to their own authorities.

We arranged presentations from PACTS on the issue of National Casualty Reduction Targets, which was frequently raised during the interviews. TfL also presented on its vision for London and plans to lead in promoting this.

A number of speakers from the LAs – road safety officers, elected councillors and a company with an innovative approach to cyclist training – presented their current interventions to address casualty reduction. There were also important presentations on the LAs approaches to Vision Zero and the subject of Safer Speeds through 20mph measures. We were impressed by the innovative work that is being carried out by colleagues in a variety of LAs, offering a range of solutions to the issues that we found to be of real concern to all colleagues across London. A selection of the presentations which particularly addressed the issues arising from our interviews is described below:

### **Casualty Reduction Targets**

One issue discussed many times during the LA interviews was the lack of national casualty reduction targets. Many felt there was less government focus on road casualty reduction since these targets had been dropped after 2010 and David Davies from PACTS made the case for re-establishing them, especially as other government targets relating to Clean Air, a doubling of cycling and NHS waiting times, may be seen to take precedence. David Davies argued that whilst in 1987 the government had set the 1<sup>st</sup> National British Casualty Reduction Target, which was renewed in 2000 with a deadline of 2010, no further target was set. Although a commitment to reduce the number of KSIs was included in the 2015 Conservative Manifesto, this became only a British Road Safety Statement in December of that year. He explained, quoting from *An Update on the Association Between Setting Quantified Road Safety Targets and Road Fatality Reduction*. Richard E. Allsop, N.N. Szeb and S.C. Wong,

*“Setting a quantified road safety target serves as an effective catalyst that motivates decision making to support the formulation of a comprehensive road strategy as a framework for the development and implementation of objective-related, cost effective and practical measures to meet the target.”*

## **Transport for London: Vision and Leadership**

Transport for London's flagship Vision Zero project was raised as a source of concern by many of the LAs interviewed. We were therefore delighted that Miranda Leedham, Head of Customer Marketing and Behaviour Change at TfL was able, in her presentation on Vision and Leadership, to talk to the conference on what Vision Zero could mean for the LAs' communication and behaviour change work which is central to ETP. She explained that TfL's communications would concentrate on drivers and motorcyclists and emphasise safer speeds and manoeuvres, concentration, sobriety and compliance with the law. Their advertising campaigns would be 'risked up' to be harder hitting than in the past and could be developed to be more localised according to different LA needs.

In common with most of the LAs, TfL saw motorcyclists in London as a particularly vulnerable road user group. They are developing their communication to this group, looking at rider profiles to find out who best to target and whether the training available is appropriate in terms of its coverage, appeal, content and take-up by the target audiences.

TfL are also re-evaluating cyclist training and schools' resources with a view to improved targeting in terms of Vision Zero. This presentation emphasised the importance they placed on LAs questioning their communications and approaching all their ETP projects "with Vision Zero at the top of their minds".

## **Vision Zero in the City of London**

The City of London has an almost unique set of road safety issues, which made its presentation particularly interesting and provided a thought provoking Vision Zero focus.

The City area has a resident population of fewer than 10,000 but a working population of 483,000 – 9% of London's workforce. Their challenges in providing ETP differ from most other authorities, with much of their effort directed to businesses and their workforces. There has been a reduction in motorised traffic from 1999 to 2017 with a corresponding 292% increase in the number of pedal cycle journeys. Cyclists not unexpectedly have the largest number of casualties with pedestrians a close second. Casualties amongst Powered Two-Wheeler riders are also a problem.

This authority has sought to develop the Vision Zero project with a focus on road danger reduction, through a policy of:

- ) Safer Streets - with an emphasis on junction improvements and reduction in motorised traffic
- ) Safer Speeds - with a target to reduce speed limits to 15mph
- ) Safer vehicles – working particularly with delivery vehicles
- ) Safer behaviour - working with drivers, cyclists and pedestrians through their places of work.

They are working specifically towards defined casualty reduction targets to achieve these aims.

## Vision Zero Targets for City of London

2005 – 2007 Annual average KSIs	457 KSIs per annum
By 2020 (Vision Zero) KSI Target	35 KSIs per annum
By 2030 (Vision Zero) KSI Target	16 KSIs per annum
By 2040 (Vision Zero) KSI Target	0 KSIs per annum

### Safer Speeds: 20 mph.

As has been mentioned, the majority of authorities are working towards operating 20mph zones. It is considered that reducing traffic speeds is a very effective way of reducing the number and severity of road traffic casualties. It also has benefits in reducing vehicle emissions, contributing to cleaner air and improved health. TfL are working towards 20mph on their roads and are supportive of the boroughs in their efforts.

### London Borough of Islington

David Shannon’s presentation described the development and enforcement of 20mph speed limits in Islington. They were the first London LA to have borough-wide 20mph speed limits, for which achievement they were awarded London Transport Borough of the Year in 2013.

David discussed the importance of partnership working with the Met. Police, and of involving other stakeholders in this process.

Phase One of the scheme was advisory, with the police issuing warnings to drivers. This was followed by a second phase where Fixed Penalty Notices (FPNs) were issued to drivers breaking the 20mph speed. The average speed of vehicles receiving FPNs in the 20mph area was 28.7mph.

LB Islington anticipated an annual speed reduction of 0.5 – 1.0mph following implementation of the 20mph scheme; and in 2014 they had achieved an average 1.0 reduction from 23mph to 22mph on the Borough’s principle road network. (Source Davies, Gleave 2014)

Data from LB Islington shows a reduction in cyclist and pedestrian KSIs following implementation of the 20mph scheme.

YEARS	CYCLIST KSIs	PEDESTRIAN KSIs
2010 – 2012 Before implementation of 20mph limit	108	94
2013 – 2018 After implementation of 20mph limit	91	82

David emphasised in conclusion:

- ) The importance of police involvement at the beginning of the project, and of maintaining this relationship.
- ) The value of involving as many other stakeholders as possible.
- ) Agreeing targets at the beginning of the project.
- ) The use of fixed speed cameras as part of enforcement.
- ) The prohibitive cost of a two-stage implementation and his recommendation to go for a 'One and Done' approach.

### **London Borough of Hounslow**

Mark Frost's presentation demonstrated the way in which the 20mph strategy had been embedded in the Borough's manifesto commitment, and contributed to pledges to create a 'cleaner, greener' borough and develop 'active, healthy communities'.

The aims of the strategy were to:

- ) Improve road safety, and
- ) Improve conditions for walking and cycling.

The objectives were to create 20mph streets outside schools by 2018 and in residential streets by 2020.

Their design principles were:

- ) To hold consultations which involved residents.
- ) To commit to monitoring each location after implementation.
- ) All zones to be in full time operation
- ) Zones to be self-enforcing, using signs and lines only apart from existing traffic calming measures where they could be left in place.

Monitoring of three different road types in the borough show speed reductions following implementation of 20mph zones:

<b>Survey Site</b>	<b>Road Characteristics</b>	<b>Av. Speed pre 20mph</b>	<b>Av. Speed post 20mph</b>
Bath Road Chiswick	Residential through road	25.4 mph	24.6 mph
Staveley Road Chiswick	Residential road	27 mph	23.6 mph
St. John's Road Isleworth	'B' road With bus routes	26.5 mph	23.2 mph

Mark explained in conclusion that following this success, they would:

- ) Continue with self-enforcement of all 20mph zones.
- ) Switch speed cameras from 30 to 20mph as the zones were introduced
- ) Learn from other boroughs, such as LB Croydon who make use of mobile speed cameras.

### **School Pedestrian Zone Pilot Scheme**

Cllr. Stuart King from LB Croydon described this scheme, which is being trialled in various ways by several LAs and is often called Schools' Streets.

The problems which the scheme addresses are

- ) Congestion outside schools and the possible danger to children's safety.
- ) The need to reduce the use of private cars.
- ) Concerns about childhood obesity and health.

The scheme involves no physical barriers into the streets but is monitored by CCTV cameras.

The scheme, trialled in three schools, showed positive results from 2017 to 2018. Active travel – walking, cycling etc. – increased while use of public transport and private cars fell. Schools reported:

- ) Improved punctuality
- ) Reductions in numbers of vehicles outside schools and decreased emission levels
- ) Improved air quality outside schools
- ) More active pupils
- ) Reduced risk of injury outside schools.

There were some disadvantages reported such as the displacement of cars to surrounding roads. Some parents felt their children were safer in cars and working families and those who lived at a distance from the schools felt disadvantaged. However, after evaluation of the scheme, the council proposes to extend to three new schools each year.

### **Conference Conclusions**

It can be seen from the conference programme that a wide range of subjects covered the future of road safety in London and, in particular, ways in which local authorities were addressing the challenge of reduced funding. Delegates reported that they welcomed the opportunity to hear about innovations amongst colleagues in London

All the presentations can be found on the London Road Safety Council website:

<http://londonroadsafetycouncil.org.uk/members/road-safety-facing-the-future/>

## **Project Conclusions**

Responses and cooperation from the London Local Authorities, despite their on-going difficulties with both reduced budgets and smaller, often less experienced, teams delivering road safety, have been very gratifying and have allowed the development of a comprehensive picture of road safety provision across a large part of London. Whilst the inability of some authorities to take part in this project is regretted, it is not considered that this diminishes the findings of the project, especially as most authorities interviewed expressed very similar concerns about the current and future situation and the difficulties they were attempting to resolve.

Transport for London have been very supportive of this project from its inception and took part in their own interview in a very full and open way.

The two conferences held presented much good practice throughout the London Local Authorities and also provided a supportive forum for the discussion of concerns.

It can be seen from analysis of the local authority interviews that there are many concerns about reductions in funding and consequent restructuring amongst road safety education teams. This has inevitably meant less funding for traditional ETP and in many cases fewer staff to deliver this. It has also meant reductions in the provision of a comprehensive school crossing patrol service across London. However, it can also be seen that many teams have taken advantage of restructure to innovate, for example in incorporating road safety education into projects around travel planning and cleaner air projects and in working with engineering teams to explain and promote the safety advantages of 20mph and junction improvement schemes.

The LRSC were able to discuss with TfL the LAs concerns about different types of demography, levels of deprivation etc. which necessitated specific approaches to casualty reduction.

The interviewees on this project also raised a number of concerns in addition to the main issue of reduced funding for road safety. These included some lack of understanding and use of casualty data by a number of LAs to inform road safety strategies. Partly as a consequence of this, it was felt many LAs relied on what they saw as 'tried and tested' interventions, such as pedestrian and balance bike training for young children.

Interviewees were also concerned about the widespread lack of evaluation of road safety interventions. The LAs were themselves aware of this problem and it was felt there was a lack of proper information for them to use.

It was obvious that motorcyclist casualties are a problem for almost all authorities but, partly because of difficulties in using data effectively, there was a lack of effective planning to address this issue.

Many officers were concerned about their ability to use social media effectively to promote and advise on road safety issues and would welcome training on this.

The findings of this project have been disseminated via the Council's two conferences in 2018 and at quarterly Council meetings. As a result of the project, the LRSC has been able to develop and

provide further training on the use of casualty data, using sources such as the MAST programme, for elected members and road safety officers in the Authorities.

**Figure 4.**

**TRAINING DELIVERED TO LRSC MEMBERS ON THEMES IDENTIFIED DURING RST PROJECT**

DATE	THEME	NUMBERS ATTENDED
28/9/18	MAST CASUALTY DATA INTERROGATION	40 – MIX OF OFFICERS AND ELECTED MEMBERS
16/1/19	VISION ZERO (Road Danger Reduction), DATA	40 – MIX OF OFFICERS AND ELECTED MEMBERS
25/1/19	ENGAGING WITH MOTORCYCLISTS	16 – OFFICERS
11/3/19	MAST DATA APPLIED TO MOTORCYCLIST ISSUES	8 OFFICERS

Lastly, the LRSC itself has benefitted from this project, both in developing a greater understanding of road safety education amongst the authorities, and in the opportunity it has been given to promote its relationship to the authorities. It is felt that the elected members, who were so generous with their time in attending the interviews, now have a greater awareness of what the LRSC can provide for them in terms of training and a forum for the exchange of ideas.

**RECOMMENDATIONS**

- ) It is important that road casualty reduction becomes a priority at all levels of strategy planning and implementation in LAs. This should include heads of transport teams and elected councillors.
- ) Similarly, casualty data should be available and understood at all stages of planning, both for engineering schemes and for interventions which address road casualties amongst road user groups.
- ) Many road safety teams have lost experienced staff members in the course of restructure of teams and managers should be aware of the need for training newer staff. Several training resources are available, including those offered by Road Safety GB and LRSC itself.
- ) One important and neglected area for such training is evaluation, which appeared to be seriously lacking in the provision of road safety interventions.
- ) Support from elected members is vital to ensure that casualty reduction is treated as a priority by LAs.
- ) The relationship between TfL and the local authorities is a vital one and should be supported on either side. This support from TfL will be particularly needed by the LAs if Vision Zero is to be delivered successfully.

## **Project Evaluation**

### **Introduction**

In the context of ongoing financial cuts to local authority budgets over recent years and in the foreseeable future, the purpose of this research was to investigate current and future provision of road safety education by Local Authorities across London.

#### **1. Aims**

The aims of the project were to gain an in depth understanding of existing and planned provision, to share the good practice and concerns identified and to make recommendations for ways in which the London Road Safety Council (LRSC) and Transport for London (TfL) could support the London Authorities going forward.

#### **2. Objectives**

- ) The LRSC would conduct in depth interviews, lasting at least 90 minutes, with senior management and elected members in each of the 33 London Local Authorities
- ) Information gained through these interviews would provide insight into current road safety education provision and identify good practice and concerns.
- ) The interview results would lead to the development of recommendations for future information sharing and support for the London Local Authorities
- ) The LRSC would investigate ways of disseminating the findings of these borough surveys and supporting local authorities in sharing examples of good practice in the current financial climate.
- ) This project, including the initial dissemination of its findings would be completed by November 2018.

### **Methodology**

- ) Officers of the LRSC would develop and carry out Pilot interviews with six London Local Authorities in a pilot enabling the interview questions and the approach to the authorities to be tested and refined. These boroughs were to be selected using a range of criteria so that inner and outer authorities, with differing demographics, and degrees of deprivation were represented. The interviews would be carried out with elected member(s) with responsibility for road safety, Heads of Service and the Road Safety Managers in each authority.
- ) Following any necessary refinement, the interviews would be carried out with the remaining 27 Local Authorities.
- ) There would be a further interview with TfL to discuss ways in which this Authority plans to work with and support the Local Authorities in the future.
- ) LRSC would hold two conferences to disseminate its findings and facilitate the sharing of good practice and concerns among road safety practitioners, elected members and stakeholders.



## **Evaluation Results**

- ) Pilot interviews were carried out with the following six London Local Authorities and completed by 30<sup>th</sup> November 2017

Inner London Boroughs: City of Westminster, LB Islington and LB Southwark

Outer London Boroughs: LB Brent, LB Greenwich and LB Lewisham

- ) Interviews were conducted with a total of 24 Local Authorities, with 9 being unable to take part in the project for reasons of staff availability or lack of time. This process was completed by 30<sup>th</sup> April 2018.
- ) A subsequent interview, using a similar format, was conducted with Transport for London.
- ) A half day conference was held on 20<sup>th</sup> July 2018 to report on the project and interim findings.
- ) A final conference was held on 2<sup>nd</sup> November to give a final report on the project and to receive presentations from eight boroughs describing examples of good practice and initiatives for progress going forward.

## **ACKNOWLEDGEMENTS**

The LRSC would like to thank the Road Safety Trust for the opportunity to undertake this project and for the funding which made it possible.

We would also like to thank TfL for their support and encouragement and the 24 London local authorities for their generous participation in these interviews.

## **APPENDIX. 1**

### **SURVEY OF LONDON BOROUGH ROAD SAFETY UNITS**

#### ABOUT THE BOROUGH

1. Resident Population:
2. Daytime Population:
3. Number of schools (total):
4. Who is the largest employer?
5. Political composition:

#### ABOUT THE ROAD SAFETY ISSUE

1. KSI Totals 2010:
2. KSI Totals 2016:
3. Do you have a borough road safety strategy?
4. If yes, when was it last updated:
5. Do you have road safety KPIs?
6. Are there growth areas of concern within your casualty data?
7. How are you addressing or planning to address these?
8. What do you consider to be your best achievements in casualty reduction since 2010?
9. How have these been made?

#### ABOUT THE TEAM

1. How many members of staff directly employed on road safety ETP?
2. How many were employed in 2010?
3. Do you manage a School Crossing Patrol service?
4. Do you have any future plans for varying the staffing of this function, for example to meet the challenges of Vision Zero?

#### ABOUT THE FUNDING OF THE SERVICE

1. Does the borough provide revenue funding?
2. Does the borough receive funding from TfL?
3. Has the borough received funding from other sources, e.g. Health Authority?

#### ABOUT THE PARTNERSHIPS

1. Which other council departments do you have valuable links with?
2. Which other boroughs do you work closely with?
3. Which external partners add the most value to your work?

### ABOUT THE ELECTED MEMBERS

1. Do you have a councillor who is your road safety champion?
2. How are your LRSC elected members chosen?
3. How do they report back to the Council?
4. Are they aware of LRSC elected member training?
5. Have any initiatives been brought back to the borough from LRSC meetings?

### ABOUT THE FUTURE

1. Do you feel road safety is more or less important in this borough than it was 5 years ago?
2. Given the trend in local government funding what do you feel the future holds for this service?
3. For road safety to be given the priority it deserves, what needs to change?

Thank you.

## **APPENDIX 2**

### **ROAD SAFETY TRUST RESEARCH PROJECT – QUESTIONS FOR TFL**

#### **ABOUT THE ORGANISATION**

1. Which teams have some responsibility for  
a) Casualty Reduction  
b) Road Safety Education  
c) Vision Zero
2. Who are the main road safety contacts for the boroughs?
3. How does TfL contact and support the boroughs?

#### **ABOUT THE ROAD SAFETY ISSUE**

1. What do you consider the greatest areas for concern within casualty data for London?
2. How do you feel casualty concerns differ between various types of borough, e.g. Inner and outer London boroughs, demographics and levels of deprivation, types of road network?
3. How does TfL evaluate ETP interventions delivered by the boroughs?
4. How do you consider the boroughs should address the project of Vision Zero?
5. How does TfL plan to support them in this?
6. Are you considering campaigns or interventions, in addition to Vision Zero, to directly address casualty numbers and vulnerable groups – e.g. Motorcyclists – in London?

#### **FUNDING ISSUES FOR TFL**

1. What funding from Central Govt. and the Mayor of London is directed directly towards Road Safety Education?
2. Are other sources of income, e.g. from public transport and revenue from traffic offences, used to fund road safety?
3. How are funding criteria for borough projects established?

#### **ABOUT THE FUTURE**

1. Do you feel that road safety education remains a high priority within TfL?
2. Do you feel road safety education is given a high profile within the London boroughs?
3. Given the situation of reduced funding for road safety in London, what do you feel the future holds for this service?
4. For road safety to remain a priority, what do you feel is changing, or needs to change, for the future?

## APPENDIX 3

Total casualties in inner and outer London local authorities and by road user groups in 2017

<b>Inner London Boroughs</b>	<b>Total casualties and percentage change over 2016</b>	<b>Pedestrians</b>	<b>Pedal cyclists</b>	<b>Powered two-wheeler riders</b>	<b>Car Occupants</b>
City of London	366 (-10%)	104	124	69	21
Westminster	1,917 (-1%)	521	409	407	292
Camden	1,083 (+8%)	288	250	219	202
Islington	954 (-2%)	228	244	219	152
Hackney	1,097 (-1%)	256	240	210	246
Greenwich	974 (+16%)	157	97	137	461
Lewisham	1,110 (-3%)	225	137	194	390
Southwark	1,251 (0%)	249	321	250	287
Wandsworth	1,135 (-4%)	237	277	281	245
<b>Outer London Boroughs</b>					
Waltham Forest	844 (-6%)	169	96	87	423
Redbridge	1,030 (+3%)	164	64	83	632
Havering	790 (-16%)	103	35	76	482
Newham	1,105 (-10%)	230	91	137	535
Bexley	590 (-5%)	122	19	76	325
Croydon	1,157 (-4%)	262	69	168	548
Merton	599 (-12%)	137	75	103	243
Hounslow	1,090 (-6%)	183	113	164	510
Hillingdon	997 (12%)	171	38	89	593
Ealing	1,266 (-8%)	252	102	245	528
Brent	1,158 (-8%)	250	91	254	460
Harrow	519 (-7%)	130	32	63	256
Barnet	1,344 (-1%)	268	60	219	696
Haringey	1,265 (9%)	241	130	195	500
Enfield	1,192 (9%)	220	52	134	668

Figures in italics show estimated percentage changes in total casualties over 2016, taking into account changes in collection and reporting of data since 2016.

## APPENDIX 4

### LONDON ROAD SAFETY COUNCIL CONFERENCE PROGRAMME

#### ROAD SAFETY: FACING THE FUTURE

**“A conference to learn about innovations and examples of good practice arising from a series of in-depth interviews held with 25 London local authorities during Winter 2018”**

**Friday, 2<sup>nd</sup> November 2018**

#### Programme

- 9.30    **Registration and coffee**
- 10.00   Chair’s introduction – Councillor Andrew Pelling, Vice Chair of Council. (L.B. Croydon)
- 10.05   Keynote Address - Alderman Alison Gowman, Chair of Trustees (Corporation of London)
- 10.15   Facing the Future of Road Safety Education in London: Report on the Road Safety Trust Project – Elisabeth Knight, Vice President, London Road Safety Council; Saul Jeavons, The Transafe Network.
- 10.40   The Case for the Restoration of National Casualty Reduction Targets – David G. Davies, PACTS
- 11.05   **Coffee**
- 11.20   Vision and Leadership from TfL – Miranda Leedham. Head of Customer Marketing and Behaviour Change, Transport for London
- 11.45   Vision Zero: The vision of two London local authorities – Rory McMullan, Corporation of London; Mark Bland, LB Waltham Forest
- 12.10   Engaging the Community using different Cycle Training Services – Michael Green, Head of Instructor Training, Cycle Confident.
- 12.35   Question Time
- 13.00   **Lunch**
- 13.45   Rider Training and Legislation Changes – Christine Fitzgerald, Vice President
- 14.15   The March of Reducing Speed Limits – David Shannon, LB Islington; Mark Frost, LB Hounslow
- 14.40   School Streets – Councillor Stuart King, LB Croydon; Roy Clark, LB Hillingdon
- 15.10   Social Media Use: Commonplace – Mike Saunders, Commonplace; Gemma Hearsum, LB Waltham Forest
- 15.30   Question Time
- 15.45   **Close and Refreshments**

## APPENDIX 5

### Conference Delegate List

<b>OFFICERS</b>		
Patrick Long	RB Kingston upon Thames	
Linda Jackson	LB Bexley	
Su Guy	LB Hackney	
Sharada Osman	LB Barnet	
Liz Brooker MBE	LB Lewisham	
Mark Bunting	LB Bexley	
Debbie Huckle	LB Brent	
Laura Cheyne	LB Lambeth	
Gemma Hearsom	LB Waltham Forest	Speaker
David Shannon	LB Islington	Speaker
Carla Leowe	City of Westminster	
Fatima Ahmed	LB Hounslow	
Liz Wathen	LB Islington	
Mark Frost	LB Hounslow	Speaker
Graham Curtis	LB Lewisham	
Mark Bland	LB Waltham Forest	Speaker
Rory McMullan	City of London	Speaker
Ben Changa	LB Islington	
Lisa Mayo	LB Hillingdon	Speaker
Raj Shukla	Royal Borough Greenwich	
Nanji Bhudia	LB Brent	
Henry Gibbons		
Dilek Sabri	LB Haringey	
Lewis Campbell	LB Croydon	
Daniel Gosbee	LB Waltham Forest	
Danni Sewell	LB Redbridge	
Paul Garside	LB Sutton	
Bill Tarplett	LB Lewisham	
Elaine Keeler	LB Havering	
Elaine Beadle	LB Bromley	
Ann Hilderly	LB Bromley	
<b>COUNCILLORS</b>		
Clr A Pelling	LB Croydon	Chair of Conference
Clr A Akyigyna	LB Merton	
Clr G Smyth	LB Hackney	
Clr A Patel	LB Harrow	
Clr L Cawley-Harrison	LB Haringey	
Clr C Barrett	LB Havering	
Clr D Lindsay	RB Kensington and Chelsea	
Clr D Scott-McDonald	RB Greenwich	
Clr J Miles	LB Harrow	
Clr K Scarborough	Westminster CC	
Clr A Oluwole	LB Barking and Dagenham	
Clr M Collins	LB Hounslow	
Clr S Tatler	LB Brent	

Cllr T Anwar	LB Lewisham	
Cllr M White	LB Haringey	
Cllr K Sheth	LB Brent	
Cllr T Barnes	LB Hillingdon	Speaker
Cllr Stuart King	LB Croydon	Speaker
Alderman Alison Gowman	Corporation of London	
Cllr R Livingstone	LB Southwark	
Cllr G Walker	LB Waltham Forest	
Cllr D Holden	LB Merton	
Cllr M Saleem	LB Barking & Dagenham	
Cllr J Paschoud	LB Lewisham	Attending morning only
Cllr C Smith	LB Southwark	
Cllr V Clark	LB Bexley	
Cllr J Miles	LB Harrow	
Cllr Tim Mitchell	City of Westminster	`attending from 11 -2 only
<b>OTHERS</b>		
Liz Knight	Vice President	Speaker
Christine Fitzgerald	VP	Speaker
Saul Jeavons	Transafe Network	Speaker
Ian Evans	CAPT	
Neil Worth	GEM Motoring Assist	
David G Davies	FACTS	Speaker
Mike Saunders	Commonplace	Speaker
James Parker	LRSC	Organiser
Barbara Cronin	VP	
Eamon Doran	VP	
Chris King	VP	
Wendy Brice-Thompson	VP	
Shameen Highfield JP	Co-opted	
Michael Corden	Cycle Confident	Speaker
Miranda Leedham	TfL	Speaker
Catherine Linney	Met Police	
Zoe Cotton	TfL	
Jenny Luckman	MCIA	
Tanya Qadir Dodgson	Road Safety Trust	
Andrew Coventry	TfL	
Samuel Barnes	TfL	
Ash Kohan	LFB	