



Making Roads Safer

# The Road Safety Trust Small Grants Showcase



# Learn more about the **Small Grants Funding Programme**

**At The Road Safety Trust, an independent grant-giving charity, we run an annual Small Grants Programme with the aim of improving road safety at a local level.**

We fund projects that have measurable interventions which address local priorities and show a proposed link to reducing casualties either directly or through clear interim measures.



The programme focuses on pilots that test and we are looking for practical interventions that have the potential for being brought to scale. Our overall aim is to reduce road deaths and injuries both locally and across the UK.

Charities, local authorities, and road safety partnerships are among organisations eligible to apply for the Small Grants Programme. This year we are funding individual projects between £10k and £30k.

The summaries below outline previous projects that we have funded through the Small Grants Programme including examples of local authorities, **Derby City Council**, and **Birmingham City Council**, charity, **The Parliamentary Advisory Council for Transport Safety (PACTS)** and partnership organisation, **Shiny Side Up**.



# Derby City Council

**Derby City Council was awarded £30k in April 2020, as part funding to help develop the knowledge of local authorities in managing road surface skid resistance on the local road network more effectively.**

Department for Transport statistics for skidding resistance of principal roads show that 28% of the local network has skid resistance that required further investigation, on average in the 3 year period 2016 to 2019.

In the absence of any bespoke guidance, local authorities generally base their approach to managing skid resistance on guidelines generated for the Strategic Road Network, managed by Highways England. However, there is a lack of evidence around whether this is appropriate for local roads, given the differences in road geometry, junction types and traffic.

Derby City Council worked in collaboration with XAIS Asset Management Ltd and Enodamus Ltd, (both experts in condition data analysis), using data from 11 local authorities to understand the relationship between local skid resistance and collision risk. A methodology was developed to estimate the benefits of skid resistance treatments and to help prioritise limited maintenance budgets. This approach is intended to help local authorities across the UK to implement a true, risk-based approach that has the potential to save lives and reduce injury by identifying the sites most likely to benefit from maintenance treatment.

Using a dataset which included road network attributes, skid resistance data and Department for Transport collision and traffic data, XAIS was able to cover an 8,830 km road network which included 59,100 sections. This road network section had 15,800 injury collisions recorded during the 3 year study period.

Enodamus analysed the data and investigated the relationship between collision rate and skid resistance. Models were produced to describe the predicted benefit for improving the skid resistance for four different site categories (bends, junctions, roundabouts, and non-event lengths). This was then incorporated into a new approach for prioritising lengths of road for skid resistance improvements. The next steps will be for Derby City Council and other interested local authorities to pilot the proposed approach to identifying the skid resistance treatments across their road networks.

The intention is for treatments identified by current and new methods to be monitored and compared, providing a validation to the methodology.

This initiative will help local authorities make informed decisions about the sections of their road networks that need skid resistance treatment, using a cost effective and risk based approach, which will in turn provide benefits for all road users.

**Further information about this project and the research and how you can get involved is available [here](#).**



**The  
LASR  
Approach**

# Birmingham City Council

**Birmingham City Council was awarded £50k in 2021 through the Small Grants Plus Programme to look into the use of seatbelts in Birmingham's Pakistani and Bangladeshi communities to reduce passenger casualty rates.**

The law changed forty years ago to make wearing a seatbelt in the front of a vehicle compulsory and this was updated in 1989 and 1991 to include child and adult rear passengers. The UK government has, for the past 10 years, been proactively running campaigns to reinforce the legal requirement of wearing a seatbelt.

However, East Birmingham experiences high passenger casualty rates when compared to the Birmingham average. Of particular significance are the wards of Alum Rock, Ward End and Bordesley & Highgate.

An observational study in Alum Rock, Ward End and Bordesley & Highgate found that the rate of non-seatbelt use in these wards was 7 times higher (38%) than the national average (5%). Further analysis of casualty data for these wards showed that the vast majority of people registering as passenger casualties were either local residents or were from an area with a similarly high South Asian demographic. The conclusion drawn was that this problem predominately affects people of Pakistani and Bangladeshi heritage.

Birmingham City Council alongside behavioural scientists, So-Mo, is creating culturally tailored and targeted messaging, co-designed by young people from these communities to improve seatbelt usage and in turn, help reduce casualties in the area.

A pilot will be conducted to test the approach before it is rolled out throughout East Birmingham with the scope to target specific communities with road safety messaging using a similar methodology nationally.

A small group of young people aged between 16-20 will be recruited as co-designers of the campaign messages and images to ensure that they are tailored to the cultural needs of the local community.

The co-designed messaging will then be tested alongside a decoy campaign and a re-purposed national campaign with the South Asian communities to review if the different messages resonate, are memorable or have the potential to change behaviour. The pilot will be deemed successful if the culturally tailored and targeted messages are the highest performing.

**If this pilot is successful, Birmingham City Council is committed to developing and rolling out the campaign in 2022 to reduce the number of road casualties in East Birmingham involving passengers not wearing a seatbelt.**



# PACTS

**The Parliamentary Advisory Council for Transport Safety (PACTS) was awarded £25k in 2021 to research the safety of private e-scooters from which it will make recommendations to inform future legislation.**

The summer of 2020 saw the Government launch of regulated pilots in English cities, presenting the general public with access to operator-owned and maintained e-scooters. Through the trials, registered individuals with a driving licence can hire an insured e-scooter, with a capped speed of no more 15.5mph which can be ridden on roads and cycle lanes. These trials are not however studying the hundreds of thousands of privately owned e-scooters which conform to no particular safety standards and which are currently illegal to use on public roads, pavements and cycle tracks.

The government is considering whether to legalise private e-scooter use. If it does so, PACTS wants the legislation to include evidence-based safety measures to protect the riders and other road users. This project aims to enhance government



research by capturing collision data involving all e-scooters (both private and for hire) . PACTS is committed to taking a robust, balanced and objective approach to this new mode of transport.

Data collated by PACTS (January to August 2021) includes 100 collisions within the UK, in which there were 49 serious or fatal injuries, and 14 head injuries. These interim figures are based on a relatively small number of sources and PACTS expects the number to increase substantially as more are brought into the project. The funding allows PACTS to continue to gather data on casualties involving e-scooters (riders and other road users) collected from the media, police forces and at least one major trauma centre. This is intended to be complementary to the data gathered by the Department for Transport as part of its rental e-scooter trials.

A report summarising PACTS' findings and recommendations for regulation of private e-scooters will be published (provisionally in late 2021) followed by a webinar.

# Shiny Side Up

**Shiny Side Up was awarded £13k in 2020 to create a freely available 3D CGI educational resource for motorcyclists to improve their safety as vulnerable road users.**

The Department for Transport 2019 Road Traffic Collisions and Casualty statistics show that despite only accounting for 1% of all road traffic using the network, motorcycle fatalities accounted for 19% of all fatalities.

Motorcyclists are vulnerable road users due to their lack of protection against other road users such as cars, vans and lorries.

The Shiny Side Up Partnership was established in 2002 and is a group of dedicated professionals from road safety, collision investigation and police traffic management that work together to reduce the number of fatal and serious casualties suffered by motorcyclists.

The Know the Dangers campaign used research from across all road traffic collisions involving motorcyclists to

illustrate the most common reasons for collisions. The project involved updating an existing well used paper-based resource into [videos](#) accessible for free on all devices nationally. It now comprises of eight animated videos each illustrating a motorcycle collision scenario. The films cover SMIDSY (Sorry Mate I Didn't See You), overtaking, junctions and filtering and deliver important safety messages. Initially, the films were launched as educational resources for instructors and trainers to use with learners from Approved Training Schools for Motorcyclists. For further amplification of the videos Shiny Side Up used additional funding to share the videos on Facebook and Twitter receiving a total of over 600k views.

Shiny Side Up is continuing to share the videos on its website and social media platforms and will be commissioning further animations to continue the education of motorcyclists, as well as all drivers, to reduce the number of motorcycle collisions on the UK roads.





**The Road Safety Trust** is dedicated to making the UK's roads safer, with zero deaths and serious injuries. As an independent grant-giving charity, The Road Safety Trust funds vital research and practical interventions committed to reducing the number of people killed or injured on our roads.



**Making Roads Safer**

For more information about the Small Grants Programme and to apply visit [www.roadsafetytrust.org.uk/small-grants](http://www.roadsafetytrust.org.uk/small-grants)

## Please see below for information on previously funded Small Grants Programme projects:

Project Title	Organisation	Grant Amount	Road User	Organisation Type
"Message not received" Seatbelts - The Unseen Problem	Birmingham City Council	£50,000	All Road Users	Local Authority
Look out for Laura - Humanising vulnerable road users	The British Horse Society (BHS)	£43,780	Horse Riders	Charity
An immersive reality intervention to improve young cyclists' ability to detect and perceive hazards as they navigate road junctions: A collaborative safe cycling pilot study	Brunel University London	£31,492	Pedal Cyclists	University
Safe journey ahead: Road safety teacher training	Norfolk County Council	£32,560	Pedestrians	Local Authority
The safety of private e-scooter use in the UK	PACTS	£25,000	Pedestrians/ Scooter Users	Charity

Project Title	Organisation	Grant Amount	Road User	Organisation Type
Knowledge compilation and road safety evaluation for Emergency Active Travel Fund facilities	Road Safety Foundation	£49,903	All Road Users	Charity
How effective is reducing speed limits on rural roads?	Surrey County Council	£39,840	All Road Users	Local Authority
Young rural drivers	The AA Charitable Trust for Road Safety and the Environment	£20,000	Drivers	Charity
Local authority crash model for skid Resistance	Derby City Council	£30,000	All Road Users	Local Authority
Pre-driver Theatre & Workshop Education Research (PdTWER)	Kent Fire and Rescue Service (KFRS)	£28,000	All Road Users	Other Public Sector
Know the dangers!	Shiny Side Up Partnership	£13,000	Motorcyclists	Partnership Organisation
Harecroft: An evaluation of how to apply psychological speed reductions through a rural hamlet through incremental changes in visual deterrents over a fixed period of time	Wilsden Parish Council (WPC)	£19,940	All Road Users	Local Authority
Impulse control intervention and evaluation project	eDriving Solutions Ltd	£17,000	Drivers	Limited Company





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**The Road Safety Trust**

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