

# **APPENDIX 1**

## **Casualty reduction activity in Leeds**

**Report to Scrutiny Board  
Infrastructure, Investment and Inclusive Growth**

**29 September 2021**

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# 1. Introduction

## 1.1 Background to this report

In 2020, the Infrastructure, Investment and Inclusive Growth Scrutiny Board had set out an ambition to carry out an inquiry to look in more detail where people have been killed or seriously injured in road traffic collisions (RTCs) in Leeds and local road safety initiatives, particularly in relation to initiatives that aim to reduce speeding. In light of challenges associated with the covid-19 pandemic, members determined that the inquiry should be deferred until 2021/22.

Through this inquiry members are keen to explore how partners can together:

- Improve the safety of road environments in local communities, particularly for vulnerable road users and young people.
- Make best use of technology and policy development to manage behaviours such as speeding.
- Identify further opportunities to influence behaviour change through effective and/or targeted education/information campaigns.

In the period January - December 2020 Leeds recorded its lowest ever annual KSI figure (231). Members welcomed a 47% reduction in KSI figures for April and May 2020, as compared to the same period in 2019. However, the Board recognised that during this period in 2020 the country was experiencing its first full pandemic-related 'lockdown' involving wide-ranging restrictions on travel.

The evidence from the last year suggests a direct correlation between reduced traffic volumes and the number of those killed or seriously injured in road traffic collisions. Consequently, members of the Infrastructure, Investment and Inclusive Growth Scrutiny Board have suggested that it is timely to explore how partners can together ensure Leeds achieves a continued downward trend in KSI figures, despite the anticipated increase in traffic volumes as pandemic-restrictions continue to ease.

### 1.1.1 Purpose of this report

This report provides an introduction to the casualty reduction activity being carried out in Leeds. While it is not an exhaustive list of activities, it offers an overview of the key areas covered by the local authority and partners across the city and region and includes KSI figures for the last 5 years. The report is a compendium of what has been delivered over the last two years, some of which has been severely impacted by the Covid-19 pandemic. It also provides a brief timeline of the move towards the new road safety plan.

- To outline the current approach to reduce the number of casualties on the public highway and thus to support the Best Council Plan.
- To highlight national and regional strategies to be considered and acknowledged in our road safety plans.
- To describe the new approach to road safety, Vision Zero and outline the timeline to produce and adopt the strategy and action plan.

### 1.1.2 Inquiry timeline

Board members have been explicit in their desire to hear directly from road safety campaigners about their views and experiences. The Inquiry will take place over two sessions and it is anticipated that the Scrutiny Board's report will be produced by December 2021.

Session	Date	Purpose
One	29 September 2021	To consider evidence
Two	27 October 2021	To hear local road safety campaigners' views and experiences

Session two in October 2021 will focus on contributions from campaigners but they will also be invited to attend the first session.

### **1.1.3 Desired Outcomes and Measures of Success**

It is important to consider how the Scrutiny Board will deem if their inquiry has been successful in making a difference to local people. Some measures of success may be obvious, and others may become apparent as the inquiry progresses and discussions take place.

However, the primary aim of this Inquiry is to deliver recommendations which support the Council's leadership in improving road safety, with particular focus on improving outcomes for vulnerable road users and young people.

## **1.2 Vision Zero**

### **1.2.1 What is Vision Zero and the Safe Systems approach?**

Vision Zero is a global movement to eliminate all fatalities and serious injuries. This represents a paradigm shift in our approach to road safety. A Safe System moves away from traditional approaches (which assume that humans can be faultless road-users). Instead, it takes the view that all of those involved in planning, building, maintaining, managing or using the road must accept responsibility for road safety (not just road users) and act on this in an integrated and holistic way.

The premise of the Safe System is that every road death or serious injury is preventable. This approach centres on human beings and accepts the following assumptions.

- People make mistakes and will make mistakes when on the road.
- People risk being killed or seriously injured if they are involved in a collision.

The Safe System is a design-based approach. It seeks to draw all the elements of the road system together in such a way that:

- People make fewer mistakes on the road and so there is less chance of collisions happening in the first place.
- If collisions do occur, people won't be killed or seriously injured as a result.

In a Safe System:

- The system's safety is the responsibility of policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies and the media.
- Road users are accountable for complying with the system's rules.
- The Safe System comprises several parts, reflected as 'pillars' in the Vision Zero plan.

### **1.2.2 Leeds Safer Roads Vision Zero 2040 Strategy**

The Leeds Safer Roads Partnership (LSRP), led by Leeds City Council, believes that everyone has the right to travel safely on roads in Leeds and wants to make sure that, no later than 2040, no one will be killed or seriously injured on the roads in Leeds. We call this 'Vision Zero'.

The Leeds Safer Roads Partnership is currently developing the Leeds Vision Zero Strategy, with an ambition for no deaths or serious injuries on roads in Leeds by 2040. This follows the 'Safe System' approach, focusing on the prevention of the most severe outcomes (fatal and serious injury). Moving forward, road safety priorities will be driven by the 6 pillars of Safer Roads, Safer Speeds, Safer Vehicles, Safer People, Safer Behaviours and Post-Collision Response.

The Leeds Safer Roads Vision Zero 2040 Strategy will replace the existing Leeds Safer Roads Action Plan. In the interim, a hybrid approach between the existing Leeds Road Safety Action Plan and draft Vision Zero Action Plan will be taken until the Vision Zero strategy is adopted. It is intended that following Executive Board in December 2021, consultation on the Draft Vision Zero Strategy will take place early in 2022 with adoption to follow later in the year.

## 2. Statutory duties and relevant strategy

The work undertaken by the Local Authority and partners in Leeds relating to road safety falls under the statutory requirements of the Road Traffic Act 1988 and the Fire and Rescue Services Act. Our casualty reduction work is also guided by local and national policy and strategy, including the West Yorkshire Police Safer Roads Strategy, the West Yorkshire Local Transport Plan, the draft Leeds Transport Strategy and the Leeds Safer Roads Action Plan.

### 2.1 Statutory road safety duties

Local authorities have a statutory duty under section 39 of the 1988 Road Traffic Act,8 to “take steps both to reduce and prevent accidents. Exactly how these legal duties are delivered, to what extent, and by whom, is largely up to us.

#### 2.1.1 Road Traffic Act 1988

The Road Traffic Act 1988 Section 39 describes the statutory duties This is paraphrased as follows. Each local authority must:

- carry out a programme of measures to promote road safety
- carry out studies into accidents arising out of the use of vehicles on the road
- take measures to prevent such accidents. This could include:
  - dissemination of information and advice
  - provision of practical training
  - construction, improvement, maintenance and repair of roads
- take measures to reduce the possibility of accidents when new roads come into use

#### 2.1.2 Fire and Rescue Services Act

The Fire and Rescue Services Act 2004 Chapter 21 requires fire and rescue authorities to rescue people from road traffic accidents and protect people from serious harm from road accidents.

In Leeds, the Safer Roads Action Plan 2017-2018 is the current document which we and our partners are currently working too, the emerging Safer Roads plan will set out how we intend to do this to work towards ‘vision zero’.

## 2.2 Local policy and strategy

### 2.2.1 Best Council Plan

The Best City ambition is to improve life for the people of Leeds and make our city a better place.

Our road safety initiatives contribute to this ambition by improving the safety and quality of life of Leeds residents by enabling safe pedestrian and cycling journeys in local communities and reducing traffic collisions to make a specific contribution to the Best City for Communities and Child Friendly City ambitions. Enabling safe and independent journeys was the top one of the twelve wishes expressed by children on how to make Leeds a Child Friendly city. Slower speeds and improvements in road safety will also help make Leeds the Best City to grow old in.

The Best City Plan key performance indicator reports the number of people who have been killed or seriously injured in road traffic collisions (RTCs) in Leeds.

### 2.2.2 Leeds Safer Roads Action Plan 2017-18

The Leeds Safer Roads Action Plan 2017-2018 is currently used as the framework to our approach. Given the impact of Covid-19 on collision rates, the ability to deliver education and training and other complexities, a business as usual approach has been taken with elements of our new Vision Zero road safety strategy and plan being introduced before full adoption.



Our Vision Zero will replace the existing Leeds Safer Roads Action Plan.

The key dates to note in the timeline are:

- December 2021 – Executive Board approval to consult on the draft strategy
- Early 2022 – Consultation
- Mid 2022 – Final draft
- Autumn 2022 – Exec Board approval

### **2.2.3 Draft Leeds Transport Strategy**

The draft Transport Strategy highlights the crucial role that Vision Zero will play in helping Leeds to become a city where you don't need a car.

Vision Zero underpins the council's objective of improving health and wellbeing: eliminating road danger will help more people who want and choose to walk and cycle more often. This in turn will help to reduce congestion across the district and as a result will contribute to the reduction in air pollution, in particularly particulate pollution which will indirectly and directly benefit health and wellbeing for everyone, regardless of how they travel.

Vision Zero is one of the four key interlocking targets highlighted in the draft Transport Strategy and will support efforts to meet the other targets: reduction in the length of car journeys, mode shift to sustainable travel modes and the climate emergency.

The draft transport strategy uses casualty figures available at the time as a reminder of the injury and death toll that collisions inflict on the people of Leeds and why Vision Zero and a fundamental change in approach to road danger is needed (p21).

The provision of well-designed space for walking and cycling will help to create healthier streets, spaces and communities by reallocating space back to people and encouraging reductions in traffic speed and volume. By seeing all accidents as preventable, Vision Zero will help to realise other visions about what it could be like to live, work and play in within the Leeds District (p30).

As part of the Draft Transport Strategy there is a clear commitment to taking a stand to end deaths and serious injuries by road traffic in Leeds by 2040. We know that incidents are preventable and Vision Zero shares responsibility for fatalities from road users, to engineers to road operators.

### **2.2.4 Declaration of Climate Emergency**

In March 2019, Full Council passed a resolution declaring a Climate Emergency and Leeds Climate Change Commission has developed a roadmap for Leeds to close the gap to become a carbon neutral city. With road transport being a key contributor to air pollution (carbon emissions from transport made up 40% of the district CO2 emissions in 2016), travel behaviour change programmes aimed at encouraging people away from private motor vehicles towards more sustainable and active modes such as bus will play a significant role in casualty reduction work going forward.

## **2.3 Regional**

### **2.3.1 West Yorkshire Police Safer Roads Strategy**

West Yorkshire Police (WYP) have made a clear commitment to Vision Zero and have now undertaken a review of the Roads Policing Strategic Plan to ensure it reflects the 5 'safe systems' pillars that underpin the Vision Zero methodology. The 2020-21 West Yorkshire Police Safer Roads Strategic Plan states that WYP Police will:

- Work in partnership to tackle joint problems in a more integrated way, making our communities and roads safer.
- Reduce road-related crime and Anti-Social Behaviour and people's perceptions of Anti-Social Behaviour
- Encourage and unify all partners of the Safer Roads Executive to adopt the principles of Vision Zero to deliver a safe system of travel within West Yorkshire

The key 'threats' identified in the strategy include:

- Vulnerable road users (pedestrians; cyclists; 2-wheelers)
- Drug/ drink driving
- Failure to wear seatbelts
- Illegal or inappropriate speeding
- Illegal use of mobile phones or other devices that cause distraction

Delivering against the objectives of Vision Zero is predicated upon the collective delivery of a safe systems approach across all stakeholders involved in safer roads activity.

### 2.3.2 West Yorkshire Police and Crime Plan 2016-2021 (refreshed 2021)

The refreshed Police and Crime Plan recognises that road safety is a significant issue for our communities and is frequently raised as a concern by members of the public. Road safety covers a spectrum of issues from inconsiderate parking to dangerous driving, but the number of people killed or seriously injured on our roads is a major concern.

The main objective is to improve the safety of roads for all road users including pedestrians. To achieve this, West Yorkshire Police will work with partners to ensure all opportunities are taken to educate and where appropriate enforce traffic offences to make West Yorkshire roads safer, with a focus on safeguarding road users who are most vulnerable. The plan also commits to improve the level of support provided to victims of road traffic collisions and continue to work with local partners in the Road Safety Executive and Safer Roads Partnership to achieve a Vision Zero approach through education, enforcement and prevention.

Theme	Action
Listening to people	Engage with more local community groups (particularly those representing vulnerable road users such as young and old people, and those with disabilities), to identify concerns relating to road safety in West Yorkshire.
Understanding our communities	Utilise and share information available from different statutory partners, voluntary and third sector groups to establish a problem profile for road safety across West Yorkshire. This should inform strategies that best meet the needs of communities and those areas affected by poor driving and road safety concerns..
Working together	Establish closer working relationships across partners including through the five District Road Safety Groups, and ensure that all strategic plans across local authorities, West Yorkshire Police and the Office of the Police and Crime Commissioner are aligned.
Preventing and intervening earlier	Find ways to raise awareness of road safety and promoting improved driver and road user behaviour. Examine the options of designing road safety schemes into existing and future infrastructure developments. Encourage partners to deliver road safety partnership initiatives particularly with young people.
Providing resources	Encourage both police and partners to promote local initiatives and allocate appropriate resources to road safety. This should include education, prevention and enforcement options linked to the fatal four and other community concerns.

Consultation has commenced to feed directly into the new Plan which will set the strategic direction for West Yorkshire Police, community safety partners and commissioned services over the next three years. The consultation closes on 17 October 2021.

### 2.3.3 West Yorkshire Transport Strategy 2040

West Yorkshire Transport Strategy 2040 was adopted by the West Yorkshire Combined Authority on 3 August 2017. In May 2018 Transport Strategy 2040 was updated with the addition of a Performance Management section, following the adoption by the Combined Authority of indicators and targets to monitor performance in delivering the strategy.

The Strategy has been produced by the West Yorkshire Combined Authority and the West Yorkshire district councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield.

One of the key priorities of the West Yorkshire Local Transport Plan is to improve safety on our transport networks particularly for vulnerable road users. The following policies will help to achieve this in partnership with the five District Councils of Bradford, Calderdale, Kirklees, Leeds and Wakefield:

- We will work through our Safer Roads Partnership to deliver evidence-led highway design and road safety interventions to improve safety on the highway network, and to fund education, training and publicity programmes to improve road user behaviour and reduce casualty numbers, aspiring to 'zero tolerance' of transport-related deaths.
- We will continue our support of Safety Cameras and use of Automatic Number Plate Recognition (ANPR) cameras to tackle car accidents.
- We will seek to reduce isolation through improving road safety and encouraging pedestrian-friendly environments, paying particular attention to the safety and accessibility needs of older and frailer people and those with disabilities.

### 2.3.4 West Yorkshire Local Transport Plan

Currently, the Combined Authority has a statutory duty to produce and keep under review a Local Transport Plan (LTP) for West Yorkshire. This is an overarching transport strategy and is accompanied by constituent documents. The LTP identifies priorities for maintaining and improving local transport systems, based on the needs and wants of residents and organisations in the region, and put forward plans for how they will be achieved. The Local Transport Plan has set out a target of a 50% reduction in the number of people killed or seriously injured (KSI) by 2026. It uses the 2005-09 data as a baseline.

The Road Safety element of the programme is developed and implemented through a rolling two-year programme, with schemes developed and consulted upon the first year and implemented in the second year.

### 2.3.5 City Region Sustainable Transport Settlements

The Local Transport Plan will be subsumed into the new City Region Sustainable Transport Settlement (CRSTS) which will provide investment in local transport networks and aims to be a major driver for significant change. West Yorkshire will receive a portion of the available £4.2 billion funding for local transport networks to be announced by the Government later in the autumn. The CRSTS is only allocated to Mayoral authorities and aims to create a more consolidated and devolved model of transport funding.

It is currently envisaged that the funding available for Road Safety will be roughly equivalent to the funding which has been received in the settlement over the last 3 years.

### 2.3.6 National Highways (formerly Highways England) Delivery Plan

National Highways have produced a Regional Road User Safety Plan (Yorkshire and North East 2020-25) from which their annual delivery plan is produced. A commitment to Vision Zero is made and the plan follows a Safe System approach. Key actions under the Safe System pillars are:

- **Safer Roads:** deliver engineering interventions on sites with a history of recorded injury collisions, carry out a detailed review of collision data for vehicle users and VRUs on key routes / trunk roads to identify trends and causes for concern, review trunk roads with lower star ratings to identify stretches requiring investment, identify safety issues at key interfaces with the local road network
- **Safer Vehicles:** focus on breakdowns, tyre checks, load security, commercial vehicles
- **Safer People:** deliver focussed compliance events using the Tramline cab (seat belts, mobile phones, speed, load security); continue joint working with West Yorkshire Police Roads Policing Unit; deliver campaigns (Breakdowns, Summer getaway), new driver events and promotion of the Driving for Better Business scheme
- **Suicide prevention:** monitor sites and carry out feasibility studies on identified sites (M621 and M62)
- **Post collision response:** develop and embed a new post collision fatal response process

The plan involves working with internal and external partners. Some actions relate to infrastructure while others focus on behaviour change. The annual delivery plan identifies car occupants, goods vehicle occupants, motorcycle users and pedestrians as priority groups

Lockdown and social distancing due to Covid-19 have had a significant impact on the delivery of road safety interventions, but this time has been used to plan for when restrictions were lifted.

## 2.4 National

### 2.4.1 Roads Policing recommendations

The research report *Roads Policing: Not optional. An inspection of roads policing in England in Wales*, was published in July 2020, in the context of the rise in RTCs. It notes the link to significant roads policing budget cuts of 34% and a move away from roads policing as a priority. The report puts forward a number of recommendations, many of which we welcome and recognise as relevant to Leeds Vision Zero.

In response to the report, the Police and Crime Commissioner, Mark Burns-Williamson OBE confirmed that the West Yorkshire wide 'Your Views' survey of public opinion on community safety identified that road safety issues are of primary concern for residents with 73% of respondents to the survey said they felt that dangerous driving was an issue in their neighbourhood; the largest response to any topic in the survey.

Theme	Recommendation	Status
<b>Role of Government</b>	DfT and Home Office to publish national road strategy	Ongoing
	Home Office to revise the strategic Policing requirement to include explicit reference to roads policing	Ongoing
	Home Office to issue guidance that future police and crime plans should include reference to roads policing.	Ongoing
<b>Analysis, evaluation and sharing best practice</b>	Chief Constables to make sure roads policing is included in their force's strategic threat and risk assessments. These should identify areas of greatest harm and risk and the appropriate responses	WY compliant
<b>National campaigns</b>	The National Police Chiefs Council to review the role and structure of national roads policing operations and intelligence	Ongoing
<b>Capacity and capability</b>	Chief Constables should make sure that their force has enough analytical capability to identify risks and threats on the road network, that Information shared with partners is used effectively and that road safety initiatives are evaluated to establish their effectiveness.	WY compliant
<b>Speed enforcement</b>	The DfT and the Home Office to review DfT Circular 1/2007 to include requirement that police forces or local RS partnerships should publish the annual revenue received from driver offending-related training and how that has been spent.	WY compliant and review ongoing
	Chief Constables or the partnership to comply with that in relation to the use of speed and red light cameras.	WY compliant
<b>Other enforcement activity</b>	Chief Constables to ensure there are resources to support the efficient and effective use of Operation SNAP.	WY compliant The WYP Safer Roads submissions portal went live on 1/7/2020
<b>Motorway policing</b>	Chief Constables to ensure that enough resources are allocated to policing the strategic road network, and that their force has effective partnership arrangements including sharing intelligence.	WY compliant Partnership development work ongoing
<b>Investigations into fatal and serious</b>	College of Policing to include serious collision investigation module	Ongoing
	Appropriate welfare support is available to investigators and family liaison officers	Compliant

Theme	Recommendation	Status
	College of Policing and National Police Chiefs Council to establish role profiles for defining functions within roads policing.	Ongoing

## 3. Key partnerships

### 3.1 Leeds Safer Roads Partnership

Led by Leeds City Council, the Leeds Safer Roads Partnership meets 6 weekly and provides co-ordination for all teams, departments and agencies associated with road casualty prevention and safer roads activities in Leeds. The membership has been reviewed with relevant officers from the following organisations attending:

- West Yorkshire Police
- West Yorkshire Fire & Rescue
- Yorkshire Ambulance Service
- National Highways (formerly Highways England)
- Relevant teams across the council (e.g. Influencing Travel Behaviour, Transport Strategy, Traffic Engineering, Public Health, Taxi Licensing).

The ambition of the group is to work collaboratively and innovatively to ensure that by 2040 no one is killed or seriously injured on the roads in Leeds. This is vision zero for Leeds.

With this aim, the group is in the process of writing the new Safer Roads Strategy which embeds Vision Zero and adopts a safe systems framework with key pillars:

- Safer Speeds
- Safer Streets
- Safer Vehicles
- Safer Behaviours
- Safer People
- Post Collision Response

### 3.2 West Yorkshire Police

At a district level all operational police officers are trained in road traffic law and procedure and through district neighbourhood policing and response teams provide additional capability to address local road safety issues including proactive initiatives and off-road motorcycle policing capabilities which produce a valuable return on investment in the campaign against the anti-social use of motorbikes and additional capability when tackling 'fatal 4' offences – speeding, drug and drink driving, seatbelts and distraction.

#### 3.2.1 West Yorkshire Police Roads Policing Unit

The West Yorkshire Police roads policing unit comprises 120 specially trained officers and 10 supervisors within Operational Support Division. These staff are advanced driving and traffic law trained and are equipped to provide a dedicated policing response to serious collisions and roads safety issues on the urban and strategic roads network across West Yorkshire.

Specialist RPU officers undertook enforcement activity across West Yorkshire in respect of 27,434 offenders in the 12 months to June 2021 compared to 19,882 for the previous 12 months.

#### 3.2.2 Proactive Intercept Teams (PIT)

The two Proactive Intercept Teams (PIT) within Ops Support also work closely with districts and Protective Services Crime in the shared objective of denying criminals the use of the roads and supporting the Force safer roads strategy. The PIT teams are equally adept at more conventional roads policing interventions and possess even more specialist capability regarding the vehicles at their disposal.

### **3.2.3 Major Collisions Enquiry Team (MCET)**

The Force delivers a comprehensive post-incident investigative response to fatal collisions through dedicated investigative activity provided by specialist detectives working in the Major Collisions Enquiry Team (MCET).

### **3.2.4 Neighbourhood Policing Teams (NPTs)**

Local Leeds Neighbourhood Policing Teams (NPT) and Response officer's enforcement activity resulted in 4870 fixed penalty prosecutions (12 months to Jun 2021) compared to 3968 for the previous 12 months. Officer also seized 4000 vehicles associated with insurance and anti-social driver behaviour during the same period.

The LCC Influencing Travel Behaviour team (ITB) work closely with Leeds Neighbourhood Policing teams. Recently, this has included joint 'Bike Register' bike marking events, support with community groups for interventions including speed monitoring and parking issues, and the development of materials such as bin stickers to raise awareness of road safety issues.

The ITB team work closely with PCSOs to support schools and other education settings. This includes 'mini-police' initiatives to tackle school gate parking, speed monitoring with SID machines and support and enforcement for School Streets. LCC's Traffic Management team have recently purchased a Speed Indication Device for each NPT to use in order to tackle areas with excessive / inappropriate speed in their area.

### **3.2.5 Safety Camera enforcement activity**

West Yorkshire Police Camera Enforcement Unit enforces speed limits on behalf of the Casualty Prevention Partnership in West Yorkshire using both fixed and mobile automated speed detection equipment.

Local highways teams identify sites that meet camera deployment criteria as outlined in the current Department for Transport (DfT) Circular 1/2007 (see Appendix 2) with reference to traffic flow and collision data. Speed cameras are deployed only to predetermined 'high risk' locations, as per the site selection criteria

All enforcement sites comply with signage and requirements contained within the circular. Costs recovered though National Driver Offender Retraining Scheme (NDORS) course referrals are accounted for separately within the Partnership budget, and reinvestment of any operating surplus into casualty prevention activities is overseen by the West Yorkshire Safer Roads Executive.

The DfT are currently reviewing circular 1/2007 to allow greater flexibility to authorities. Leeds Safer Roads partnership have offered to contribute to that review process – see Appendix 2 and 3.

## **3.3 West Yorkshire Fire and Rescue Service**

West Yorkshire Fire & Rescue Service attend collisions and respond as required, including carrying out extrications from vehicles in serious road traffic collisions (RTCs), creating space and providing first aid. They also act to prevent the worsening of the situation through scene safety (extinguishing vehicle fires, clearing fuel / chemical spills, stabilising vehicles and using equipment to move / recover vehicles).

The fire service collate data regarding collisions using their 'FireMap' system and it has been identified as an action for this data to be compared with LCC's casualty and collision data to identify how the datasets may complement each other.

One 'watch' at each of the stations in Leeds have road safety (and water safety) identified as an area to lead on. Throughout the summer months, this focusses on water safety, shifting to road safety in Autumn / Winter. The Fire Service are currently working to identify trends in their areas and planning work to reduce the trends identified.

Previously, Fire Service 'safe and well' visits have been used as an opportunity for fire officers to share key road safety messages and resources to older road users.

West Yorkshire Fire & Rescue Service have representatives from Prevention and Operational teams on the Leeds Safer Roads Partnership and Education sub-group. There is also a representative from the Fire Service on the West Yorkshire Safer Roads Delivery Group.

### **3.4 Yorkshire Ambulance Service**

Yorkshire Ambulance Service NHS Trust (YAS) is the region's provider of emergency, urgent care and non-emergency patient transport services. The Yorkshire Ambulance Service attend road traffic collisions alongside other emergency services to provide the required response.

YAS are members of the Leeds Safer Roads Partnership but due to current operational demands are unable to attend meetings. Their services will form part of the post-collision response element of the Vision Zero strategy.

### **3.5 National Highways (formerly Highways England)**

National Highways manage and improve the strategic road network to make journeys safer, smoother and more reliable. This includes planning and designing roads to meet the highest standards of safety, as well as delivering safety campaigns to inform and educate people how to drive safely on the roads.

National Highways work closely with West Yorkshire Police to deliver road safety operations / deployments on the strategic network, relating to, for example, dangerous loads, driving hours and mobile phone use. Engagement events link to key campaigns, such as tyre safety during tyre safety month.

Representatives from National Highways' Operations division attend the Leeds Safer Roads Partnership.

### **3.6 West Yorkshire Safer Roads Partnership**

West Yorkshire Safer Roads partnership was created in 2014 to ensure that resources are used and deployed proportionately where need is greatest and in order to achieve the casualty reduction target set out in the West Yorkshire Local Transport plan. The structure of these groups ensures a co-ordinated approach to improving road safety and casualty reduction, both locally and across the county.

#### **3.6.1 Executive**

The West Yorkshire Road Safety Executive Group is made up of Chief Officers from the five West Yorkshire Councils, National Highways (formerly Highways England), West Yorkshire Police and other partners. It works collaboratively to provide a governance function and strategic steer to the West Yorkshire Safer Roads Steering Group and West Yorkshire Casualty Prevention Partnership.

#### **3.6.2 Steering Group**

This group also comprises of officers from across the five West Yorkshire councils and other partners including the Police and Highways England and provides information to the executive. It also guides the work that the delivery group do. The steering group comprises up to two key representatives from each local authority.

#### **3.6.3 Delivery Group**

The West Yorkshire Safer Roads Delivery Group is made up of Road Safety Education, Training and Publicity leads from the five West Yorkshire Districts, West Yorkshire Police and West Yorkshire Fire and Rescue Service. The group's focus and activities are directed by the West Yorkshire Safer Roads Steering Group. The group is chaired by the Team Leader - Road Safety at Bradford Council.

The role of the group is to improve road user safety by delivering interventions, campaigns and educational projects at a county level. Examples include media campaigns (e.g. social media, radio and tv), educational projects (e.g. Theatre in Education, transition resources) and activities that support and promote national campaigns.

The group receives funding from the Casualty Prevention Partnership (which generates revenue through safety cameras) via the West Yorkshire Safer Roads Steering Group. Funding for 2021/22 is approximately £162,000.

#### **3.6.4 Casualty Prevention Partnership**

This partnership oversees the use of fixed and mobile speed cameras to enforce speed limits in high-risk locations on the roads of West Yorkshire. The partnership have responsibility for the safety camera scheme and have broadly retained the Department for Transport 'high risk' criteria which was introduced during the original national safety camera pilot. The Partnership supports the introduction of revised



national guidance that extends the evidence-based deployment of safety cameras to locations of concern that do not meet the current 'high risk' threshold, as an additional means of pro-active prevention. The location of cameras and the current criteria for where and when they can be installed is published on their website – see Appendix 2.

The Partnership will review its deployment strategy following the completion and publication of the ongoing refresh of the national guidance.

### **3.7 West Yorkshire Combined Authority**

On 10th May 2021 the Office of the Police and Crime Commissioner (OPCC) became part of the West Yorkshire Combined Authority. The Mayor is now responsible for functions previously exercised by the Police and Crime Commissioner including setting out a police and crime plan and determining police and crime objectives.

The overall role of the Combined Authority in road safety is unclear at this time.

# 4. Road casualties

## 4.1 A new way of reporting casualty data - CRASH

In April 2021, West Yorkshire Police (WYP) changed the system being used to record road traffic collisions, referred to as STATS19. The system now being used, called CRASH, automatically assigns a severity classification to each casualty according to the injuries recorded by the reporting Police Officer, whereas the previous system allowed the reporting officer to specify the severity directly.

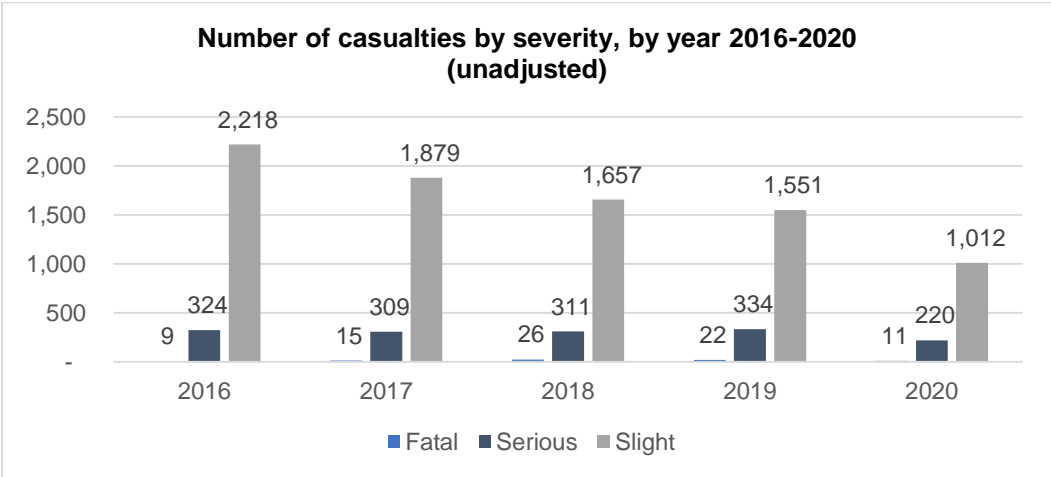
Where CRASH has been previously rolled out elsewhere in the country, there has generally been a significant increase in the proportion of reported casualties which are classified as serious.

Injury type	Definition
Serious	An injury for which a person is detained in hospital as an “in-patient”, or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushing’s, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the accident. An injured casualty is recorded as seriously or slightly injured by the police on the basis of information available within a short time of the accident. This generally will not reflect the results of a medical examination but may be influenced according to whether the casualty is hospitalised or not. Hospitalisation procedures will vary regionally
Slight	An injury of a minor character such as a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.

## 4.2 Casualty data 2016 to 2020

### 4.2.1 Number of people killed or seriously injured (KSI) in road traffic collisions

Leeds recorded its lowest ever KSI total in 2020 (231) although it is clear that the global Covid-19 pandemic has had a significant impact on both traffic volumes and collision rates as the greatest KSI reduction occurred in 2020 between weeks 12-20, when the country was in the first phase of a strict lockdown. Despite the significant impact of Covid-19, it should be noted that KSI figures for the first eleven weeks of 2020 were well below those for the equivalent period in 2019 and have remained lower than the 2019 figures for the remainder of the year despite increases in traffic volumes as restrictions have eased. The graph below shows the number of casualties per year for the last 5 years.



#### 4.2.2 Casualty by type and age group (2016-2020)

The table below shows the breakdown of casualties in Leeds 2016-2020, by casualty type and age group. Car drivers and passengers account for the majority of casualties, although this masks the fact that the majority of serious injuries are sustained by the vulnerable road user groups, i.e. pedestrians, cyclists and motorcyclists (as is shown in section 4.3). Casualties are seen across all age groups, with 11% being under 16, and 12% 60 or over.

<b>Group/Age</b>	<b>0-4</b>	<b>5-15</b>	<b>16-19</b>	<b>20-29</b>	<b>30-59</b>	<b>60+</b>	<b>Total</b>	<b>%</b>
Pedestrian	47	402	123	249	486	231	1,538	16
Pedal cyclist	5	130	91	343	741	61	1,371	14
PTW rider	0	8	99	262	290	26	685	7
Pillion pass	0	5	8	13	12	0	38	0
Car driver	0	1	133	1,014	1,950	460	3,558	36
Car passenger	91	307	199	446	502	193	1,738	18
Goods driver	0	0	2	52	147	16	217	2
Goods pass	3	2	6	20	33	7	71	1
PSV driver	0	0	0	2	15	1	18	0
PSV passenger	21	25	15	32	146	128	367	4
Hack/private driver	0	0	0	8	90	6	104	1
Hack/private pass	1	8	21	57	53	9	149	2
Others/unknown	0	5	3	9	10	10	37	0
<b>Total</b>	<b>168</b>	<b>893</b>	<b>700</b>	<b>2,507</b>	<b>4,475</b>	<b>1,148</b>	<b>9,891</b>	
<b>%</b>	<b>2</b>	<b>9</b>	<b>7</b>	<b>25</b>	<b>45</b>	<b>12</b>		

#### 4.2.3 Vehicles involved by type and age of driver (2016-2020)

The table below shows the breakdown of drivers/riders involved in road traffic collisions in Leeds, 2016-2020, by type of vehicle and driver/rider age. 70% of drivers/riders involved in road traffic collisions are car drivers, 10% are cyclists, and the remainder are drivers of other motor vehicles. 1% of drivers/riders are under 16 (the vast majority of whom are cyclists), and those aged 60 or over account for 10% of drivers/riders.

Vehicle/Age	0-15	16-19	20-29	30-59	60+	Unknown	Total	%
Pedal Cycle	134	91	347	754	62	16	1404	10
PTW	8	106	272	315	28	49	778	6
Car	3	323	2,276	4,759	1,108	1,390	9,859	70
Minibus	0	0	5	12	5	4	26	0
PSV	0	2	54	305	45	27	433	3
Goods < 3.5T	1	3	126	370	47	138	685	5
Goods > 3.5T	0	0	31	215	30	32	308	2
Hackney/Private	0	1	35	341	21	72	470	3
Other Motor Veh	0	2	2	3	2	2	11	0
Other Non-Motor	0	0	0	2	1	0	3	0
Other/Unknown	5	1	11	29	12	10	68	0
Total	151	529	3,159	7,105	1,361	1,740	14,045	
%	1	4	22	51	10	12		

### 4.3 Impact of Collision Reporting and Sharing System (CRaSH) in Leeds

In response to police forces around the country changing to the Collision Reporting and Sharing System (CRaSH), the DfT has published new datasets of historic road traffic collisions, which revise the severity attributed to each casualty in an attempt to enable better interpretation of long term trends (local authorities have consistently found that the change to CRaSH coincides with an increase in the proportion of casualties which are recorded as serious).

Officers within Highways & Transportation are currently in the process of producing a new dataset in which pre-CRaSH casualty severities are adjusted using the datasets published by the DfT, in line with the DfT's recommendations. This will allow the post-CRaSH data (i.e. post-April 2021) to be compared appropriately with data from previous years. This adjustment has now been undertaken for Leeds data for 2016-2019. The impact of the adjustment has been significant with a 43% increase in serious casualties as a result of the adjustment. The tables below are based on 2016-2019 data (the DfT has not yet published 2020 data sets). For clarity, the data presented in section 4.2 represents the unadjusted data.

Casualty type	Increase in number of serious casualties as a result of adjustment (2016-19 data)
All	43%
Child	48%
Pedestrian	40%
Pedal	48%
Motorcycle	24%
Car occupant	54%
Public Service Vehicle (PSV)	72%

Increase in number of serious casualties as a result of adjustment (2016-19 data)						
Category	Casualties	Slight	Serious	Fatal	KSI	Total
All	Original	7305	1278	72	1350	8655
	Adjusted	6753	1830	72	1902	8655
Child	Original	806	140	8	148	954
	Adjusted	739	207	8	215	954
Pedestrian	Original	966	351	35	386	1352
	Adjusted	826	491	35	526	1352
Pedal cycle	Original	906	239	5	244	1150
	Adjusted	791	354	5	359	1150
Motorcycle	Original	362	259	10	269	631
	Adjusted	299	322	10	332	631
Car occupant	Original	4473	373	22	395	4868
	Adjusted	4270	576	22	598	4868
PSV occupant	Original	345	22	0	22	367
	Adjusted	329	38	0	38	367

#### 4.3.4 Impact of Covid-19

In 2020 traffic volumes were significantly reduced due to the Covid-19 lockdowns and associated restrictions. This led to a reduction in casualties of all types, but it is likely that these numbers will start to rise as driving patterns return to the norm in the later part of 2021. It is possible that there will be some fluctuation in trends as working and commuting patterns alter and it may be some time before definitive comparisons can be made again.

## 4.4 Comparison of casualties in West Yorkshire

The Department for Transport (DfT) publishes data comparison tables for each region/local authority.

### 4.4.1 Number of killed and seriously injured casualties by local authority, by year

The table shows that there was a 3% fall in KSI in Leeds in 2019, compared with the average from 2014-2018. This is a slightly smaller reduction than was seen across Yorkshire and Humberside during the same period (5%). The reduction in Leeds was much smaller than in the other West Yorkshire districts, which ranged from 13 to 21%.

Region/ Local Authority	2014	2015	2016	2017	2018	2019	Average 2014-2018	Change from average 2014- 2018 to 2019
Bradford	286	275	253	252	244	218	255	-14%
Calderdale	124	112	99	87	87	87	99	-13%
Kirklees	211	214	200	191	181	164	193	-15%
<b>Leeds</b>	<b>462</b>	<b>464</b>	<b>461</b>	<b>433</b>	<b>430</b>	<b>434</b>	<b>447</b>	<b>-3%</b>
Wakefield	164	185	180	160	195	134	170	-21%

\*Data adjusted to account for change in severity reporting systems used by different police forces in recent years. From ras10015, available here: <https://www.gov.uk/government/statistical-data-sets/reported-road-accidents-vehicles-and-casualties-tables-for-great-britain>

#### 4.4.2 Number of people killed and seriously injured per million people

Leeds had slightly lower rates of KSI per million population than the average for Yorkshire and Humberside in the period from 2014-2018 (622, compared to 626). The KSI per million population was 3% lower in Leeds in 2019 than the average for 2014-2018, but this reduction was slightly smaller than the reduction across Yorkshire and Humberside as a whole (6%). The reduction was also smaller than in the other West Yorkshire districts.

Region/ Local Authority	2014	2015	2016	2017	2018	2019	Average 2014-2018	Change from average 2014- 2018 to 2019
Bradford	585	550	512	517	495	451	532	-15%
Calderdale	661	612	547	446	441	471	541	-13%
Kirklees	539	555	509	482	453	409	507	-19%
<b>Leeds</b>	<b>647</b>	<b>652</b>	<b>627</b>	<b>591</b>	<b>593</b>	<b>606</b>	<b>622</b>	<b>-3%</b>
Wakefield	544	615	629	518	612	426	583	-7%

\*Data adjusted to account for change in severity reporting systems used by different police forces in recent years. From ras 41004, available here: <https://www.gov.uk/government/statistical-data-sets/reported-road-accidents-vehicles-and-casualties-tables-for-great-britain>

#### 4.4.3 Number of people killed and seriously injured per billion vehicle miles

Leeds had slightly lower rates of KSI per million population than the average for Yorkshire and Humberside in the period from 2014-2018 (622, compared to 626). The KSI per million population was 3% lower in Leeds in 2019 than the average for 2014-2018, but this reduction was slightly smaller than the reduction across Yorkshire and Humberside as a whole (6%). The reduction was also smaller than in the other West Yorkshire districts.

<b>Region/ Local Authority</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>Average 2014-2018</b>	<b>Change from average 2014- 2018 to 2019</b>
Bradford	115	106	97	94	89	79	100	-0.21
Calderdale	86	79	69	56	54	56	68	-0.18
Kirklees	81	83	74	69	65	57	74	-0.24
<b>Leeds</b>	<b>74</b>	<b>73</b>	<b>67</b>	<b>62</b>	<b>62</b>	<b>61</b>	<b>68</b>	<b>-0.1</b>
Wakefield	61	67	66	54	64	43	63	-0.31

\* Data adjusted to account for change in severity reporting systems used by different polices forces in recent years. From ras41003, available here: <https://www.gov.uk/government/statistical-data-sets/reported-road-accidents-vehicles-and-casualties-tables-for-great-britain>

## 5. Enforcement activity

### 5.1 Close Pass Operations

Over the last 4 years, we have worked in partnership with Roads Policing Unit and Neighbourhood Policing Teams to deliver 'close pass' operations to raise awareness amongst drivers of how to drive safely around cyclists.

- The Operations take place on sections of road that have been identified by riders
- Plain-clothes officers on bikes equipped with cameras radio ahead to alert uniformed colleagues of close passes or other instances of poor driving
- Motorists are then stopped and shown how to pass cyclists safely or, in some cases, prosecuted
- Drivers refusing the education element receive a fixed penalty notice but to date, all drivers have taken the education option

Five close pass deployments took place between July and September 2020 with 19 drivers receiving roadside education about their driving behaviour. Face to face deployments could not be carried out in 2021 due to staff availability and covid restrictions.

Neighbourhood Policing Teams have also been able to use camera footage to carry out independent operations, with footage submitted to Operation SNAP for investigation.

### 5.2 Operation Amberland

Operation Amberland is a Leeds District Neighbourhood Policing team road safety initiative, targeting roads highlighted by their communities. It includes:

- Working in partnership with Leeds City Council to target speeding using Speed Indicator Devices (SIDs)
- Using pro-laser devices
- Close pass operations for cyclists
- Removing parked vehicles that are obstructing the highway.

From June 2020 to September 2021 Operation Amberland had 3,552 interactions with motorists including:

- 542 fixed penalty notices for speeding
- 947 speeding letters
- 224 vehicles seized
- 106 section 59 warnings to vehicles linked to ASB
- 30 arrests
- 850 motorists received road safety advice

### 5.3 Operation Braymouth

Operation Braymouth specifically targets illegal use of off road bikes during the summer months. Eight joint deployments with LeedsWatch took place in the last year. This operation alone led to:

- 13 seized motorbikes
- 24 various driving offences
- 9 section 59 warnings for antisocial riding/driving plus community intelligence.



## 5.4 Operation SPARC - Supporting Partnership Action to Reduce Road Casualties

### 5.4.1 Background to trial

A six-month trial to target dangerous driving in Leeds, known as Operation SPARC (Supporting Police Action to Reduce Road Casualties) commenced in July 2020 as a partnership between Leeds City Council and West Yorkshire Police. LCC highways balances totalling £66,200 were used to fund the initial trial. The period of the trial was extended due to the availability of additional enforcement being less than originally predicted. A further sum of £67,000 has been requested to extend the Operation until 31 August 2022 due to the success of the trial.

The geographical areas selected for enforcement activity are based on postcode areas in Leeds with the highest numbers of uninsured drivers. The focus is on the 'fatal 4' (below) as well as anti-social driver behaviour and illegal use of vehicles such as quad bikes. The fatal 4 are:

- Drink/drug driving
- Speed
- Seatbelts
- Distractions (mobile device use).

### 5.4.2 Deployments

On average, the funding permits two additional Police deployments per week using officers working on rest days. This includes additional deployments of the Off-road Bike Team and Neighbourhood Police Team Officers, working closely with the Leeds Anti-Social Behaviour Team (LASBT) to tackle nuisance vehicle use and low level anti-social driving behaviour.

### 5.4.3 Results of the trial

In the first 12 months of the operation, 2,313 drivers were dealt with, and to date 2,585. The most frequently occurring offence during the Operation related to lack of seatbelt use, followed by speeding.

Action	Total	Roads Policing	Off-road bikes
Speeding tickets issued	488	483	5
Seatbelt tickets issued	672	660	12
Mobile phone tickets issued	101	101	0
Advice given to drivers (no formal action)	358	335	23
Vehicles seized	214	190	24
VDRS/No MOT/Dangerous Parts/Dangerous Loading	359	358	1
Dangerous Driving/Driving without Due Care/S59 Warnings	103	77	26
Other (Arrests, Other types of TOR)	283	230	53
Total individual drivers dealt with*	2,585	2,444	141

\* Some Drivers had more than 1 action taken

## 5.5 Operation SNAP - Safer Roads Digital Submissions Portal

In July 2020 West Yorkshire Police introduced the Safer Roads Digital Submissions Portal 'Operation SNAP'. Members of the public can upload video footage of driving offences for the police to review.

Road users are encouraged to upload digital footage (primarily from dashcam and headcams) to the portal to report dangerous, inconsiderate, or anti-social driver behaviour. The footage can come from any device, including:

- Dashcams in vehicles
- Bike and motorcycle helmet cams
- Phones
- Any other device

Following the submission of footage, a team of experienced roads policing specialists review the recordings and, where there is sufficient evidence they take action to identify the driver dependent upon the nature of the offence it is dealt with by way of a driver retraining course offer, a conditional offer (3 points and a fine) or a Court appearance.

All submitters receive e-mail feedback as to the outcome of their submissions and any witness required to give evidence personally in court proceedings receives additional support and guidance.

### 5.5.1 Submissions to Operation SNAP

Since its launch in July 2020, Operation SNAP has received 3,732 submissions from the West Yorkshire region. Police were able to take action on 66% of the submissions.

To date, 29% (1,070) of submissions have come from Leeds residents, of which:

- 44% resulted in the driver being sent on an educational course
- 13% in the driver getting a conditional offer (3 points and a fine)
- 4% ended up in Court.
- 6% are subject of ongoing investigation
- 33% were finalised with no further action (e.g. insufficient evidence, unable to identify the driver)

The data tables below demonstrate that a variety of road users make submissions to Operation SNAP.

Submissions to Operation SNAP by road user type		
Road user type	No. of submissions	% of submissions
Vehicle Driver	2,041	55%
Vehicle Passenger	117	3%
Motorcyclist	24	1%
Cyclist	873	23%
Horse Rider	21	1%
Pedestrian	268	7%
Unknown	388	10%
Total	3,732	-

<b>Submissions to Operation SNAP by age group</b>		
Age	No. of submissions	% of submissions
Under 18	35	1%
<b>18-24</b>	<b>344</b>	<b>9%</b>
<b>25-34</b>	<b>627</b>	<b>17%</b>
<b>35-44</b>	<b>666</b>	<b>18%</b>
<b>45-54</b>	<b>866</b>	<b>23%</b>
<b>55-64</b>	<b>971</b>	<b>26%</b>
<b>65-74</b>	<b>194</b>	<b>5%</b>
<b>75-84</b>	<b>28</b>	<b>1%</b>
<b>over 85</b>	<b>1</b>	<b>0%</b>
Total	3,732	

### 5.5.2 Promoting Operation SNAP

Development work is ongoing in relation to increasing the submissions rate further and particularly from locations and groups that are currently believed to be under-represented.

The Influencing Travel Behaviour team will work in partnership with the Police to prepare an ongoing communications plan to include a variety of means of promotion including social and printed media and radio advertising supported by the West Yorkshire Safer Roads Partnership.

### 5.5.3 Proactive Intercept Teams (PIT) activity

The snapshot below details outcomes from the Proactive Intercept team activity in Leeds since April 2018:

Arrests	Stop search Person	Stop Search Vehicle	Intel	Vehicle Seizures	Traffic Reports	Cash Seized (£)	Drugs Seized (£)
1,554	2,588	733	1,271	217	356	£407,635	£1,974,380

# 6. Engineering and other programmes

## 6.1 Local Transport Plan Casualty Reduction Programme 2021/22

Historically the annual Casualty Reduction programme was based primarily on the Sites and Lengths for concern reports, which were produced on an annual basis and detailed those locations with the greatest road safety issues. However, Leeds City Council have worked successfully to implement remedial measures at all of the 'Sites and Lengths of concern'.

As a result, new evaluation methods have been employed to identify other areas where casualties are occurring. Recent years have seen Leeds City Council using a more holistic review of 'lower order' sites and lengths using a lower intervention criteria, and supplementing this with a thorough collision cluster analysis to identify and address underlying causes of road casualties through small to medium scale intervention.

### 6.1.1 Criteria for 2021/22 Programme

The 2021/22 programme is based on an evidence-based approach to the identification and listing of a casualty reduction programme that is aimed at reducing recorded injury collisions into the future within Leeds. A full and comprehensive injury collision analysis was conducted using the following criteria:

- Sites for Concern (15+ recorded injury collisions within a 5-year period).
- Lengths for Concern (10+ recorded injury collisions within a 5-year period plus a casualty road rate above 100% of the expected rate for a road of that class).
- 'Low Order' Sites for Concern (between 10 and 14 recorded injury collisions within a 5-year period).
- 'Low Order' Lengths for Concern (between 10 to 14 recorded injury collisions within a 5-year period).

#### Cluster Sites

- 3 or more signal violation collisions within a 100m radius.
- 3 or more vulnerable road users (VRU) within 30m radius.
- 3 or more skidding in wet conditions collisions within 30m radius.
- 3 or more collisions at Zebra crossings.
- 3 or more collisions where a road side object has been hit within 30m radius.
- 3 child collisions within 50m radius
- 3 or more collisions at a bend within 100m radius
- 3 or more P2W within 100m radius
- 3 or more collisions in the dark within 30m radius
- 3 or more KSI including VRU within 30m radius
- 3 or more pedal cycle collisions within 30m radius
- 3 or more pedestrian collisions within 30m radius.

Each identified location has been assessed for its deliverability and for their general value for money in terms of being able to deliver realistic casualty reduction improvement. The schemes were also compared against the general aims of the overarching LTP transport themes in order to enable comparison to be made of the range of benefits of each scheme. (These themes are Road Safety, Economic Growth, Sustainable Travel Choices, Congestion Issues and Equality of Accessibility).

### 6.1.2 Casualty reduction projects for 2021/22

The 2021/22 casualty reduction programme consists of 7 projects for delivery and 12 feasibility studies requiring a budget of £678,000, see Appendix 4.

## **6.2 Programme of 20mph speed limit works**

In 2018 Leeds City Council's Executive Board approved an accelerated programme of delivery of 20mph speed limits across the city, to achieve the authority's ambition that all appropriate residential streets should be subject to a lower speed limit. Lower speed limits have been demonstrated to bring benefits for road safety, active travel choices and wellbeing.

In order to achieve an accelerated delivery, the Executive Board approved the delivery of the 20mph zones on an 'installation and review' basis. This meant that the speed limits could progress without installing significant quantities of traffic calming, and that the results of the speed limits could be definitively assessed following introduction. Since the approval of the programme over 90 individual areas have had 20mph speed limits provided.

In some locations the mean speed reduction through signage alone has proven to be insufficient, and this requires additional traffic calming to further reduce traffic speeds. These locations are detailed in Appendix 5. This list has been developed based on feedback in recent months and following a review of recorded mean speeds at the locations indicated. It is not an exhaustive list of locations in the city and it is expected that further sites will be considered in due course once the new speed limits have "settled in" and properly reviewed. The appended list represents those locations where appropriate investigation has been undertaken at the time of writing.

It is still expected that the signing works detailed above will generally prove successful in achieving the lower speed limits, and that any future work will be limited to individual streets within the overall 20mph residential areas where mean speeds are in excess of the speed limit.

The cost for the additional work is estimated at £252,000 and will allow the final benefits of the 20mph programme to be fully realised in these areas.

It is also important to note that whilst traffic volumes have reduced during restrictions associated with the current Covid-19 pandemic there is also an associated increase in both measured and perceived traffic speeds on some routes which is affecting confidence in the programme of lower residential speed limits.

Road humps will be installed at appropriate intervals in the listed areas to achieve the reduction in mean speeds and will be in line with existing standard details. Consultation will take place with affected frontages to ensure that there is local support for the works, and any objections to final proposals will be reported to the Chief Officer for consideration.

## **6.3 School Streets**

In July 2020, the council launched its School Streets initiative using temporary traffic regulation orders to restrict traffic movement on key streets near schools at drop off and pick up times. The initiative currently involves 14 schools and evaluation of the trial will determine if the existing restrictions should be made permanent and if further sites should be supported in the future.

## **6.4 Creating a safe cycle network**

Between May 2018 and April 2021 the Leeds cycle network grew by 26.7km with a further 34.6km under construction. From May 2021 – April 2022 there are currently a further 16.5km proposed and funded.

### **6.4.1 Segregation treatments**

Light segregated cycle treatments have recently been installed on parts of Kirkstall Road, Roseville Road and the A660 using 'wand orcas'. The treatment was selected as they are considered to be more inclusive for blind and partially sighted pedestrians, also to address concerns raised by Motorcycle Action Group (MAG). Evaluation of the schemes will be carried out shortly.

### **6.4.2 City Centre cycle routes**

Schemes in the City centre progressed ahead of schedule during the pandemic with the Infirmary Street Gateway and Headrow Gateway schemes almost complete and the Corn Exchange Gateway scheme also progressing. These schemes represent around £60m of investment in new highway infrastructure and include a number of interventions that will make the city centre safer for pedestrians and cycle users, including disabled users such as:

- New signalised pedestrian crossings on key pedestrian desire lines

- Wider signalised pedestrian crossings
- Narrower carriageways and raised tables to reduce vehicle speeds
- Wider footways to create more space for all pedestrians
- Sections of protected cycleway, including cycle crossings, which contribute to the emerging city centre protected cycleway network, to separate cycle users from motor traffic
- New pedestrianised areas so that more of the city centre is motor vehicle-free
- New camera-enforced bus gates to reduce the quantity of motor vehicle traffic on city centre streets

#### **6.4.3 Local Cycling and Walking Infrastructure Plan (LCWiP)**

Leeds City Council was selected as one of the trial Authorities to receive funding to develop a Local Cycling and Walking Infrastructure Plan (LCWiP). As part of the national developments Gear Change and LTN1/20 were developed. The step change in design standards which Leeds City Council had started to implement before the publication of LTN1/20 has seen numbers of cyclists start to increase however the figures are slightly out of sync due to the pandemic.

### **6.5 Annual Pedestrian Crossing Review**

Leeds City Council is introducing technology at traffic signal-controlled crossings that are more responsive to pedestrian demand. This provides a safer facility for non-motorised road users to cross the road. This will mean pedestrians and cyclists (except for cyclists on carriageway) will have shorter waiting times when they arrive at a crossing and longer to cross if needed. The innovations should lead to increased safety and comfort for those using the crossings. This technology will also remove the need for pedestrians to press the button. For people with impaired mobility, this will make it easier to navigate crossings across the city.

The programme includes:

- Initial sites on the A660 between Hyde Park Corner and Lawnswood (due for completion early October 2021).
- Sites on the A6110 and A650 and in the City Centre as part of LPTIP
- At any new and refurbished site as funding allows.

### **6.6 Active Travel Neighbourhoods**

In late 2020 Leeds City Council implemented two trial Active Travel Neighbourhoods (ATN) in Chapeltown and Hyde Park - these are sometimes known as Low Traffic Neighbourhoods (LTN).

Active travel neighbourhoods have been successful in removing rat runs by returning traffic to the strategic road network. This can reduce vehicles inside the area by 50-90%, creating a quiet network of streets where anyone can walk, cycle or use their wheelchair. They enable active travel, healthy lifestyles, less car use, fewer injuries and deaths, cleaner air and fewer carbon emissions.

The aim of the treatment is to reduce through traffic in the residential area and make it safer for people to walk and cycle. These schemes were implemented using:

- Planter boxes to prevent through traffic and to act as chicanes to slow traffic down
- The introduction of one-way sections of road.

Both schemes are still in the trial phases and are currently under review with the communities before a final scheme is implemented.

As part of the rollout of the Active Travel Neighbourhoods within the Leeds District Beeston is currently undergoing a review and consultation. The following areas have also been selected for ATN's:

- Chapel Allerton
- Armley
- Wortley
- Middleton

- Richmond Hill

Consultations are due to be undertaken on these in due course over this financial year.

## **6.7 School Crossing Patrols**

The school crossing patrol (SCP) service enable safe access to school for thousands of children every day. There are approximately 65 crossings which are active and approximately 8 mobile wardens in the Leeds district.

Schools contact the service Civic Enterprise Leeds (CEL) directly or liaise with the Service Manager when a SCP is requested. CEL schedule a road audit to determine if a SCP is required.

- If a road doesn't meet the criteria, information is sent to Traffic Engineering to investigate the possibility of introducing other highways measures.
- Alternatively, if a road doesn't meet the criteria, a chargeable SCP service can be provided at a cost and if a road DOES meet the criteria, a SCP service can be implemented at a guide cost of £4000 pa.

## 7. Road safety education in schools

A range of safe and sustainable travel education is available to children and young people in Leeds. To assist with the coordination and delivery of lessons, a 'Road Safety Education Sub-Group' has been made up of members from the Leeds Safer Roads Partnership and other education delivery partners to ensure resources are targeted effectively.

### 7.1 Leeds City Council education programme

The Leeds City Council Influencing Travel Behaviour, Road Safety team has developed a range of education programmes to embed safe and sustainable travel habits amongst children and young people.

#### 7.1.1 Priority schools

There are over 250 schools in Leeds district and given the training team capacity, it is not possible to provide education and training to all settings. Training is therefore offered to schools in a priority order. The programme offers road safety education (classroom-based sessions) and training (practical pedestrian and scooter training) for all year groups in the schools, from Nursery to Year 6. As well as pedestrian safety, subjects include in-car safety, and cycling / scooting safety.

In the 2018/2019 and 2019/2020 academic years, there were 56 priority area schools from the following postcode areas: LS8, 9, 10, 11, 12 and 14. For the 12-month period from 1st April 2019 to 31st March 2020 (the 12 months prior to Covid-19 closures), training was delivered in 19 (34%) of these priority schools.

Following a review of the priority area schools in summer 2020, 53 primary schools were identified as 'priority' schools for the 2020/21 academic year. These were from the following wards: Gipton & Harehills, Hunslet & Riverside, Burmantofts & Richmond Hill, Beeston & Holbeck, Killingbeck & Seacroft, Armley and Middleton Park.

The priority schools are reviewed every two years and are identified through detailed analysis of child pedestrian casualty data by postcode area (pre-2020) or ward (2020 onwards). Since 2020, additional factors have been taken into consideration, including Active Travel Neighbourhood Schools, School Streets schools and childhood obesity rates.

Given the relatively low take up by the priority area schools, more work is required moving forward to encourage these schools to commit to road safety education and training.

If there is additional capacity to deliver once all the priority schools have been offered training, sessions are opened to other schools on a 'first come-first served' basis.

For those schools that we are unable to provide training through our Safe & Sustainable Travel Trainers, we use the 'Leeds for Learning' platform to provide relevant links and lesson plans / resources for school staff to deliver their own sessions.

#### 7.1.2 Training offered to schools by LCC

Training	Description
Pedestrian	Our main primary school offer focuses on safe walking, with a mix of classroom and practical activities and cover the Green Cross Code, safer places to cross and crossing the road safely and independently for older children. Other practical / story / role-play sessions are available for primary aged children, covering both pedestrian and in-car safety, active travel and air quality.
Scooter	The highlight of the year for school scooter training is in September, when schools can celebrate 'Scootember' with practical skills, competitions and resources to encourage more pupils to scoot to school. Scooter training is then available



Training	Description
	throughout the year for primary schools, alongside initiatives to encourage active travel and improve air quality.
Transition	We offer workshops and lessons for pupils moving from primary school to secondary school, along with several resources for pupils to take home and share with their families to help them prepare to travel more independently. This is followed up in Year 7 with assemblies, workshops and Theatre in Education to reinforce key road safety messages for this age group
Post 16 young drivers and passengers	Along with partners in West Yorkshire Police, we work with young adults who are starting to travel in cars with friends or learning to drive themselves, with a focus on positive driver behaviour and attitudes and bystander intervention skills. These sessions are delivered as workshops or assemblies, and in 2021 a West Yorkshire funded Theatre in Education project has been piloted.
Bikeability	<p>Bikeability is the national cycle training scheme for children, with different levels specially tailored to every ability. Our delivery partner Cycle North generally delivers around 10,000+ places in Leeds each year. Training includes:</p> <p><b>Bikeability Balance</b> prepares pupils in Reception and Year 1 for participation in Bikeability Level 1 by using games to develop their cycle handling and awareness skills. Riders should be ready to progress to pedal cycle training at the end of this course.</p> <p><b>Bikeability Learn to Ride</b> is for children who are unable to ride independently, equipping them with the skills to do so.</p> <p><b>Bikeability Level 1</b> aims to develop cycle handling skills in traffic-free environments and includes the key skills required for safe and responsible cycling.</p> <p><b>Bikeability level 2</b> aims to develop riders' skills and confidence for cycling on single-lane roads and simple junctions with mostly moderate motor traffic flows. This is usually offered to upper Key Stage 2 pupils.</p> <p><b>Bikeability level 3</b> course aims to develop riders' skills and confidence so they can ride in diverse road environments, including complex, often busy roads and junctions, sometimes with speed limits above 30 mph. This is usually offered to Year 6+.</p> <p><b>Bikeability Fix</b> (bike maintenance) and <b>Ride</b> (led-rides) have previously been delivered but the current funding allocation does not cover these modules.</p>
Other	As part of wider road safety work, we support schools with use of our speed indicator device (to measure local traffic speeds), a reaction timer (which demonstrates stopping distances) and other bespoke activities. We also work with local Neighbourhood Policing Teams to deliver 'mini-police' sessions to address school gate parking.

### 7.1.3 Impact of Covid-19 on delivery of education

The Covid19 pandemic severely impacted the ability of the team to deliver face to face training in schools. The number of schools visited between March 2020 and July 2021 was significantly reduced from previous years. To ensure delivery of education throughout the pandemic:

- Initially, the team were able to share alternative resources with schools via the Leeds for Learning platform.

- The team developed new road safety resources for Key Stage 1 and Key Stage 2 which could be delivered virtually via Zoom by the road safety trainers as a facilitated workshop.
- Early Years story sessions were also offered to schools during this time. Some development work went into pre-recorded sessions; however it was felt it would be more beneficial to deliver 'live' sessions where possible.
- A voice over Powerpoint presentation was also developed for young drivers.
- Training delivery was altered, and measures put in place to meet the requirements of updated risk assessments and to reduce the risk of spreading the virus.
- Training was limited to only Year 4 Pedestrian training as this could largely be delivered outdoors. As only one class was involved in this per day, it overcame issues with being unable to cross over 'bubbles' during the school day.

From September 2021, training will be returning to the pre-pandemic offer, with some additional health and safety measures in place.

#### **7.1.4 Other activity with schools**

Road safety is, however, implicit in our wider work on sustainable travel with schools, including initiatives that we tie to national initiatives such as the Big Pedal and Walk to School Week. We offered support after the implementation of Leeds School Streets and park and stride agreements. We can offer bespoke safe and sustainable travel to schools – we ran a full 'Green Week' of pedestrian and scooter training sessions, along with Bikeability and Dr Bike sessions at Shire Oak Primary School, for example. Cycle safety is paramount for schools taking part in our popular Schools Yorkshire Tour, and road safety features in the Modeshift STARS accreditation scheme for schools that want to increase sustainable travel. Work funded by the Active Travel Fund included providing scooter and bike storage and walking and cycling engagement work with schools.

## **7.2 West Yorkshire Police education programme**

### **7.2.1 Pol-Ed programme**

All schools in Leeds can access road safety lessons as part of the Pol-Ed scheme. Pol-Ed (Policing and Education) is a trailblazing concept in both its development, design and delivery. It has a simple objective to help safeguarding and protecting all young people across West Yorkshire in a long-term sustainable programme. It has been developed by the police Pol-Ed Team which includes staff and officers who are ex-Primary and Secondary teachers and Governors, now working for West Yorkshire Police. It is specifically designed to be delivered by teachers in schools and other education providers across the county.

### **7.2.2 One Life Lost**

The post-16 'One Life Lost' presentation delivered by Roads Policing officers has been paused during the pandemic. There have been challenges with sourcing new RPU officers to deliver 'One Life Lost' since the initial team members moved to different roles, as this intervention is delivered in addition to regular duties. The presentation was amended in 2019 and shared with Safer Schools officers with a view to them delivering the workshops in their schools. Refresher training will need to be provided in partnership with RPU officers before it is delivered through this route.

### **7.2.3 General lesson**

A general road safety lesson plan suitable for delivery in primary schools is available for use by PCSOs and Fire Officers based in the prevention team. This will complement delivery by the Influencing Travel Behaviour team (ITB) and allow for lessons to be offered to more settings when the ITB team is fully booked.

## **7.3 West Yorkshire Fire and Rescue Service education programme**

### **7.3.1 Young drivers sessions**

In some areas of West Yorkshire (Wakefield and Calderdale), the Fire and Rescue Service have developed and delivered young driver sessions in post-16 settings. The potential for this to take place in Leeds (with some amendments to the content of the sessions) has been explored but has not progressed to any delivery yet due to other constraints and priorities during the pandemic. This is a gap to address with other partners, including West Yorkshire Police.

### **7.3.2 Youth Interventions Team**

The West Yorkshire Fire and Rescue Service (WYFRS) Youth Interventions Team specialise in working with young people across West Yorkshire who may be identified as more likely to need or instigate any of the blue light services now or in their futures. The team deliver paid-for Youth Intervention Programmes which aim to make West Yorkshire safer both by challenging young people to change behaviours and providing essential safety experiences. As part of the programme, short talks relating to road safety are offered to youth groups, youth offending teams and other agencies working with identified vulnerable young people.

Targeted intervention days are also available, one of which covers young driver behaviour and the consequences of collisions. Pre-pandemic, LCC's Influencing Travel Behaviour Team supported one of these sessions with use of the reaction tester and VR goggles, and this could be a potential future activity.

### **7.3.3 Biker Down**

WYFRS also deliver 'Biker Down' sessions for motorcyclists. The course is aimed at motorcyclists of all ages and experience and offers the chance to learn practical skills to help avoid being involved in a collision, as well as essential first-aid training and advice on what to do should they find themselves first on the scene of a collision where someone is injured. Biker Down has been paused due to Covid-19 but is due to re-start next year with approximately 3-4 sessions to be held per year.

## **7.4 West Yorkshire Delivery Group**

Analysis of casualty data across West Yorkshire continued to highlight young people, mainly those in the early years of Secondary school, as being particularly vulnerable. Consequently, the group commissioned a Theatre in Education company once again to deliver a Year 7 live road safety tour. Due to school closures and restrictions, the tour was unable to go ahead in the Autumn term as planned, but work was undertaken to develop an alternative virtual offer to schools, comprising pre-recorded films and facilitated workshops. In addition, the theatre company developed online teaching resources for Year 8 and a virtual package aimed at young drivers in post-16 settings. These sessions are being targeted at priority schools in 2021.

Stencil templates for Secondary schools have been developed. These are used to spray paint 'Ditch the Distraction' messaging on footpaths at exit points, reminding pupils to be aware of their surroundings when leaving the premises.

A 'Good to Go' resource was provided to schools and parents for children transitioning from Year 6 to Year 7 during the Summer / Autumn terms. The leaflet highlights key road safety and active travel messaging, enabling young people to be more prepared for new and more independent journeys that they will be undertaking as they start Secondary school. Local authorities supplemented this with teaching resources and advice for parents.

## **7.5 Other education providers**

Other partners deliver elements of safe and sustainable training and education in Leeds schools:

- City Connect offer both adult cycle training and the 'Bike Friendly Schools' scheme, which includes learn to ride and Level 1 cycle training, as well as training for school staff and the provision of cycling infrastructure.
- Living Streets offer a fully funded 'WOW' (Walk Once a Week) project to Leeds schools, which includes an online tracker to log active travel to school and rewards / incentives for pupils taking part.



# 8. Engagement and consultation

## 8.1 National, regional and local campaigns

We run and take part in a number of safe and sustainable travel events, initiatives and campaigns throughout the year. Some of these are standalone events that allow us to engage with people around wider sustainable travel issues while providing an opportunity also to discuss road safety,

We endeavour to have a presence at events to mark national, regional and local 'days' and initiatives these include:

- Be Bright be Seen
- National Road Safety Victims Month (this year, we arranged for the Civic Hall to be lit in purple campaign colours)
- BRAKE Road Safety Week
- Project Edward ('every day without a road death')
- Bike Week
- School campaigns such as Walk to School Week (which includes a specific road safety day)
- Cycle to School Week
- Tyre Safety Week.

We support the National Police Chief Constable's campaign calendar, which focuses mostly on the 'Fatal Four' main causes of collisions (speeding, drink and drugs, not wearing a seatbelt, and mobile phone use.) We also work with the police on initiative such as 'Close Pass', Operation SPARC (focus on the 'fatal four') and Operation SNAP (submitting video footage of dangerous driving).

At these events, we typically speak to people in person, often using equipment such as the Bike Register, smoothie bike, the reaction timer and the Spot the Difference game to open conversations around road safety. We work with colleagues and disability access groups and will attend community groups if possible (recently on Cross Flatts and Holbeck Moor) to promote road safety in the context of sustainable travel. Recent examples of that include a number of 'Bike Register' events during Bike Week. Schools and community groups can borrow our 360 goggles, speed indicator device and reaction timer either with the support of our trainers, or for their own projects.

Our trained road safety experts were on hand at the pop-up bike hub at Leeds Markets in 2020. We would usually have a presence at the Leeds for Learning exhibition, to promote our road safety offer to schools, alongside support to address issues such as school gate parking, dangerous driving, air quality and congestion.

We offer a direct presence at business staff events run by businesses such as First Direct, OneSubsea and Asda, including road safety information as well as at student fairs (e.g. 'Lights and Locks' cycle safety or active travel stall at local universities, colleges and sixth forms (e.g. Leeds College of Building, Notre Dame Catholic Sixth Form, Leeds City College). Among other things, these will always include road safety information.

Road safety also underpins the ability of staff to take advantage of sustainable travel opportunities. We engage with large employers and key businesses such as Leeds Conservatoire, Leeds City College, Trinity University, Leeds Arts University, Leeds University, Leeds Beckett University, as well as hospital trusts, Emerald Stadium, Elland Road, White Rose Shopping Centre, and support the implementation of travel plans with partners such as the Travel Plan Network, Enterprise Car Club, Liftshare and City Connect.

## 8.2 Bike Register

The Bike Register is a national cycle database that helps protect bikes from theft and helps the police to reunite stolen bikes with their owners. Olympic champion and Leeds Active Travel Ambassador Alasdair Brownlee recently launched the scheme in Leeds. The Influencing Travel Behaviour team intend to:

- Deliver a regular programme of Bike Register events throughout the district in partnership with West Yorkshire Police and Fire and Rescue Services
- Use this as a way to engage with riders to promote Operation SNAP, Close Pass and other safe riding campaigns.

### **8.3 Community speed indicator devices**

Members of community groups can borrow a mobile speed indicator device (SID) for up to two weeks to use in a local area where speeding has been identified as a concern, or to support any other road-safety project. The radar-activated machine tells drivers their speed, with a smiley face if they're within the speed limit and a sad face if they're not. Neighbourhood Policing Teams can also loan these machines for use in their communities. There are four SID machines available for people in Leeds to borrow and there were approximately 20 bookings in 2020 (lower than usual due to Covid). One machine has also been on long-term loan to Fleet Services but is currently available for community use.

Leeds City Council have recently funded the purchase of four additional SID machines for use by five Neighbourhood Policing Teams (other teams already have access to a machine).

### **8.4 Development of driver awareness tool - Spot the Difference**

Many drivers suffer from an over-confidence in their own abilities. They often feel that road safety messages are not relevant to them. This presents a particular challenge for anyone working in road safety. In 2019 Warwick University published research into the impact of a new driver education tool (a 'spot the difference' game that highlights the problem 'inattention blindness'). After interacting with this game, drivers were more likely to accept that they should pay more attention on the road. The university gave us permission to use this game in our own work, and we included it in many of our own interventions, mostly with drivers. In 2020, we secured funding from the Police and Crime Commissioner's Safer Communities Fund to develop our own version of this in digital form (with permission). This is now in user-testing phase and will be ready to use and share by the end of November.

### **8.5 Surveys and consultation**

We now have a license to use Smart Survey to create and analyse consultations and surveys online. In addition to that, our colleagues help us to ensure we consider the views of disability groups. We have a 'Cycling in Leeds' Facebook page that we use when appropriate to seek the views of people who cycle.

We would be able to use the existing Commonplace platform that LCC uses, which already has a reach of 20,000+ people as a result of previous engagements. This complements other traditional e.g. face-to-face, focus groups, social media, events, existing groups and forums, such as accessibility group, Streets for People (accessible streets) and Women's Lives Leeds.

#### **8.5.1 Responding to consultations**

Highways and Transportation has responded to two recent Government consultations - a review of the Highway Code designed to improve safety for pedestrians, cyclists and horse riders and a pavement parking, options for change consultation.

# 9. Communications

## 9.1 Connecting Leeds communications

We reach a range of different audiences using a number of different channels. These include the @ConnectingLeeds Twitter account, which has 4,293 followers. We use this to amplify messages from key road safety accounts such as the BRAKE Road Safety charity and the government's Think! campaigns.

We also disseminate relevant messages through the Connecting Leeds Facebook page (3,100 followers) and Cycling in Leeds Facebook page. These social media messages link, if appropriate, to the Connecting Leeds blog, where we can upload longer 'evergreen' content and more images.

Articles about topics of interest to schools are published on the council's Leeds for Learning portal and distributed via the Primary Bulletin (for headteachers and senior leaders.) Road safety messages are also relevant to other issues around sustainable travel, and when appropriate we add these to our own new 'The Commuter' newsletter. Other outlets available to us include the Connecting Leeds, Leeds Climate newsletter and Active Leeds newsletters.

For internal communications, we use the Highways and Transportation newsletter, the council's online portal Insite, and the Leeds Colleagues Facebook page. Our Active Travel Ambassador Alistair Brownlee recently promoted new cycle infrastructure, and we used the opportunity to film some road safety messages with him.

We keep our eyes open for other potential outlets and we are increasingly using professional film and photography in order for our messages to have as much impact as possible.

## 9.2 VMS messaging

Leeds Safer Roads Partnership have made use of the 44 Variable Message Signs located on the road network across Leeds district. In the past, messages have covered drink/drug driving, seatbelt and mobile phone use, safe driving around cyclists and other campaign related messaging.

Due to the requirement to prioritise messaging relating to engineering works which could cause disruption to the network (e.g. Inner Ring Road / Regent Street, ELOR, A61) UTMC have been unable to meet our requests for messaging over the past 12 months. This has also been affected by Covid-19 messaging.

A new operating system for VMS boards has been / is being implemented by UTMC which should offer greater flexibility and availability of slots in future.

# 10. West Yorkshire Safer Roads interventions

## 10.1 Radio

Radio campaigns continued to be used to promote key messages based on varying themes throughout the year. The 'WOW' package on Heart FM included 100 adverts per month for two weeks out of four, plus additional adverts when air space was available. Advert content was aligned to the National Police Chief's calendar, along with other local and national campaigns. Themes for radio campaigns included distractions (mobile phone use), seatbelts, school gate parking and looking out for vulnerable road users. In addition, a new advert to promote West Yorkshire Police's Operation SNAP (an online media submissions portal) was developed and aired following the SNAP launch in July 2020. The 'Thermal' campaign, which provides winter driving and road safety advice, continued to run when temperatures dropped to around zero degrees and road conditions were likely to be affected.

Following the first lockdown in March 2020, the planned programme of adverts was paused and adjusted to include messages relating to Covid-19. A four-week campaign, comprising 800 adverts was developed, licensed and aired, covering 'Normal Rules Apply', 'Car Cleanse' and 'Continued Respect' themes. Slots on alternative stations were also booked to widen the audience reach. From January to March, the School Gate Parking radio campaign was aired, primarily in the days and weeks immediately after school holidays. Although paused during school closures, the adverts resumed after the summer and October half term, running for two weeks after each holiday to remind drivers to park legally and considerately. Once schools returned and lockdown eased, resulting in increased traffic volume, radio messaging reverted to the planned calendar themes. Concern regarding the safety of Year 7 pupils returning to school in September and making independent journeys for the first time led to the inclusion of a new message aimed at drivers asking them to watch their speed and take extra care around schools.

## 10.2 Outdoor advertising

A four-week 'Share the Road' bus back campaign on 179 buses ran between March and April 2020. Further outdoor advertising was then paused due to Covid-19. In December 2020, an iVan was used for the first time to provide 'Don't Drink & Drive' messages on key routes across four authority areas. Adverts displayed included those produced by the police, using the 'WYPTTheCost' hashtag.

## 10.3 Social Media

Messages were shared in partnership with West Yorkshire & Harrogate NHS Trusts during Covid 19. Road Safety GB's 'Take Extra Care' campaign was placed on their partnership account website. These campaign resources were also shared by local authority members with access to social media accounts.

## 10.4 Leeds/Local TV

In the Spring of 2020, work began with Local TV which operates local TV news video services as well as online and on social media. The project involved the development of a 12-month campaign with a short road safety film aired every month and published online and across social media.

Initial creatives were developed during 2020 and a 12-month thematic calendar has been drawn up for use once the films have been produced.



# 11. Other notable work

## 11.1.1 Roads Policing Intelligence - led Tasking and Co-ordination

Maximising the benefits of Roads Policing tasking and co-ordination is dependent upon the consolidation and assimilation of all relevant intelligence sources. This is a priority action intended to ensure that roads policing activity is timely accurately focussed on current and emerging threat, risk, and harm on the roads network utilising a comprehensive data set from a broad range of relevant sources. By analysing of police intelligence (i.e. Automatic Number Plate Recognition (ANPR), offending, System for Tasking and Operational Resource Management (STORM), CRaSH, speed compliance and criminal intelligence data) and then ultimately overlaying these data sets against local Partnership and Highways information sources has the potential to more accurately identify risk with reference to location, offending vehicles and recidivist or risk-taking drivers. This improved capability will support the tasking and co-ordination of Roads Policing Unit and district resources to proactively address and detect 'high risk' locations and driver behaviour.

## 11.1.2 PhD. Research. 'The Politics of Road Death'

West Yorkshire Police have assisted at both Chief Officer and operational levels to support research being carried out by Mr Ian Greenwood, University of Leeds.

The research posed the question 'How can road safety policy implementation be improved to eliminate road deaths and serious injury in the United Kingdom' and engagement in that research was a key factor in the Force embracing the opportunities afforded by safer systems and Vision Zero in its strategic approach to casualty prevention.

