We are all road users, be it as pedestrian, cyclist, horse rider, driver or motorcyclist, and we are all exposed to the risk of using our roads. This is why road safety should be of interest to all of us.

Safer Roads Humber is the regional road safety partnership. Its mission is:

“To reduce the number of people killed and injured on our roads and maintain that casualty reduction through effective partnership working”

Following a long history of collaboration between police and local authorities, the partnership was founded in 2007 and is a non-statutory group of agencies involved in road safety, combining expertise from different organisations to reduce road casualties in Humberside.

We comprise of:

Humberside Police, East Riding of Yorkshire Council, Hull City Council, North East Lincolnshire Council, North Lincolnshire Council, Highways England and Humberside Fire and Rescue Service. We also work closely with East Midlands Air Ambulance Service and the Defence School of Transport in Leconfield.

All partners have agreed to collaborate on casualty reduction in the Humber area, aiming to:

- constantly look to reducing the number of casualties occurring on the roads within the Humberside Police Force area, through a consistent approach to the intelligence led enforcement of road traffic violations and driver awareness
- meet national and local casualty reduction targets
- improve road safety by the delivery of road safety education, engineering and enforcement
- maximise all communication channels in order to inform those who use the roads of the importance of a shared responsibility towards road and community safety
- achieve the most effective and efficient use of resources available to the partnership.

Our main driver is to encourage a change in attitude and behaviour amongst road users so that the roads of Humberside are safer for all.
WHERE WE CAME FROM

Great Britain as a whole and Humberside on a regional level have seen substantial and sustained reductions in the number of road casualties, especially killed and seriously injured (KSI) casualties, since the early 1990s, despite the number of licensed vehicles growing by about a fifth nationwide.

According to the Department for Transport (DfT), this significant progress in casualty reduction is due to several factors, including advanced vehicle safety, enhanced road safety engineering, improved driver training, better road safety education, improvements in post-accident care as well as a continued reduction in free-flow traffic speeds combined with a decrease in the proportion of drivers exceeding the speed limit1.

Collaborative working between key road safety partners such as the police, local authorities, fire and rescue services and other stakeholders has been crucial in achieving these improvements.

Although we have made excellent and continued progress in casualty reduction regionally and nationally, there is no room for complacency. Lower numbers of road casualties are of no comfort to the victims – there are still far too many families having to cope with the loss and injury of loved ones.

Apart from the harrowing personal consequences of road traffic collisions, there are also wider social and financial implications to the local community. The DfT estimates that the economic cost of preventing a fatal road collision currently stands at £2.06m2.

The sad reality is that the vast majority of collisions are preventable and each of the casualties represents untold sorrow and devastation. This is why it is so important for all road safety partners to continue to challenge perceptions and influence road user behaviour through a combination of different interventions, ranging from traffic enforcement, to road engineering and road safety education.

**Although we have made huge reductions in the number of people killed or injured on our roads, there is no room for complacency.**

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Since the early 1990s, the number of people fatally or severely injured on Humberside roads has more than halved, from 1,088 in 1990 to 422 in 2015.

This represents a 61% reduction in killed or seriously injured road users, despite an increase in the number of vehicles on our roads and in the distance travelled by those vehicles.

2015 has seen the lowest collision and casualty numbers since records began: 2,394 injury collisions were reported to Humberside Police. These resulted in 3,394 casualties of which 19 were fatalities, 403 seriously injured and 2,373 slightly injured people.

Over the last 25 years, many of the collision hot spots and dangerous stretches of road have been treated and improved so that the return on roads engineering interventions is levelling off. The focus in road safety has therefore widened from making the roads safer to also encouraging people to use them more safely.

This broader approach focuses on groups of road users that are at particular risk of being involved in injury collisions. The analysis of collision and casualty data involves looking at three to five year trends to get a better understanding of which groups are most at risk and how socio-demographic and lifestyle aspects contribute to this risk.

Although we have made excellent and continued progress in casualty reduction, there are still too many people being killed or injured on our roads. As this also impacts on a wider circle of family, friends and the community, there is clearly more work to be done to reduce collision and casualty numbers even further.
The Department for Transport’s ‘Strategic Framework for Road Safety’ was published in 2011 and sets out the government’s approach to reducing death and injury on Britain’s roads between 2011 and 2020.

Unlike previous national road safety strategies, the framework does not set casualty reduction targets, but is instead based on a road safety action plan and a wide range of outcomes against which progress will be measured at a national level.

The headline performance measures set by the Humber local authorities for each of their areas are as follows:

- Reduction of road deaths and serious injuries by at least 33% by 2020 compared to the baseline
- Reduction of road deaths and serious injuries amongst children and young people by at least 50% by 2020 compared to the baseline
- Reduction of rate of death or serious injury for pedestrians and cyclists (per 100 million km walked or cycled) by 50% compared to the baseline.

Humberside is currently on track to achieve the agreed outcomes.

1,088 people were killed or seriously injured in 1990. Our aim is to half the number of people killed or seriously injured to 434, by 2020.

3 Most of the local authorities in Humberside set their road safety strategies as part of their Local Transport Plans before the national framework was published. This is why the cumulative measures for the Humber area are based on the 2004-08 averages instead of the nationally recommended 2005-09 baseline. The % reductions also differ from the national recommendations.
In order to successfully reduce road traffic risk we need to implement a holistic approach to road safety. This looks at the traffic system as a whole and at the interaction between road, vehicle and road user in order to identify where there is potential for intervention. It recognises that human beings make mistakes and that the road traffic system needs to accommodate these errors.

Our aim is to mitigate the severity and consequences of injury by:

- Reducing exposure to risk
- Preventing road traffic crashes from occurring
- Reducing the severity of injury in the event of a crash

**We need to implement a holistic approach to road safety. All aspects need to be considered, engineering, enforcement and education, as they overlap.**

The Road Traffic Act 1988 (Section 39) specifies that local highway authorities have a statutory duty to promote and improve road safety. This should include education, training and publicity programmes, engineering schemes and road safety audits, with the aim to reduce and prevent collisions and casualties.

In order to identify common factors and trends, the councils' road safety teams examine collision records over a period of time to look at locations, routes and road user groups that are overrepresented in the data. Any engineering, education, training and publicity activities are then targeted at the identified problem areas or issues.

Road safety engineering can range from simple schemes such as the improvement of road signs and road markings to significant change, e.g. a complete junction realignment. Road safety engineering can also be carried out in conjunction with general highways maintenance and improvement programmes.

If highway improvements are planned, road safety audits are carried out at design, construction and post construction stages to ensure that these schemes do not design in a casualty problem.
It is important to challenge perceptions and influence road user behaviour through a combination of different interventions, with proportionate enforcement, also via cameras, being part of this toolkit.

In line with the National Police Chief's Council (NPCC) five year roads policing strategy, Safer Roads Humber's enforcement activities prioritise the four core offences of excessive or inappropriate speed, drink and drug driving, driving while distracted and driving while not wearing a seat belt.

We operate speed management via fixed and mobile speed cameras at a number of locations throughout the Humberside area. The primary aim is to reduce casualties, but speeding is also an anti-social and intimidating activity which generates many complaints from Humberside residents each year. Depending on the scale of the collision and speeding problem, camera sites are classed as core, non-core, community concern and event based sites.

As well as enforcing speed limits, cameras are also used to detect other traffic offences such as mobile phone misuse and seat belt non-compliance.

Humberside Police undertakes traffic enforcement on a daily basis. Safer Road Humber supports these activities by allocating funding for targeted campaigns which follow both the national NPCC and the European enforcement calendars. These campaigns focus on the four core offences as well as specific vehicle types such as motorcycles and HGVs. In addition, officers carry out regular road checks on vehicles carrying hazardous goods and general vehicle safety checks at the roadside.

Any targeted enforcement is intelligence and data led and takes place at sites that have been identified as having a high risk of collisions. Innovative methods of enforcement as well as conventional marked and unmarked vehicles are used. The press is invited to report on different approaches in order to increase public awareness of road safety and our efforts to reduce casualties.

* More information on the different site types can be found in our “Enforcement, Signing and Speed Management Policy.”
Safer Roads Humber recognises that enforcement is only one tool in reducing collisions and casualties. We dedicate substantial resources to other fields of intervention, such as driver and rider education. Educating road users to develop the right skills and attitudes to keep themselves and others safe is an important device to reduce the number of collisions and casualties on our roads.

We undertake a wide range of education activities, ranging from remedial education courses for those road users that make mistakes to direct interaction with high risk road user groups and general awareness raising campaigns.

Where possible, activities are developed based on behaviour change theory and focus on developing risk management skills rather than just presenting road safety information.

**Diversion Schemes**

These courses are designed to educate motorists who have committed low level traffic offences and are offered as an alternative to prosecution. They provide the skills and attitudes to change behaviour in order not to offend in the future.

We implement one of the recommendations of the 1988 Road Traffic Law Review by Sir Peter North QC who stated that:

“...it must be in the public interest to rectify a fault rather than punish the transgressor... retraining of traffic offenders may lead to an improvement in their driving, particularly if their training is angled towards their failings.”

**Face to Face Interventions**

These are activities targeted at vulnerable road user groups such as young people, cyclists and motorcyclists. We use a wide range of delivery methods in order to appeal to the widest audience possible. This includes presentations, engagement activities and structured learning projects.

**Marketing Campaigns**

A wide range of media are used to promote a safer road use message. Again, different messages are targeted at different vulnerable groups. This includes the use of social media, radio, print and engagement events.

**Evaluation**

Each individual intervention has its own set of evaluation and performance outcomes. Where possible, the RoSPA E-valu-it framework is used for all major projects.
The priority casualty groups and areas of concern in Humberside have been identified as:

- Young drivers, riders and passengers (aged 16 – 24)
- Motorcyclists
- Cyclists
- Older drivers (65+)
- Pedestrians
- Core Offences: Speeding, Drink and Drug Driving, Distraction and Non-wearing of Seatbelts
- Management of Occupational Road Risk (MORR)

The issues surrounding these road user groups and offences are explained in more detail on the following pages.

Nationally, 78% of traffic is made up of cars, while only 1% of traffic is motorcycles.

Young people represent 11% of the total population in Humberside but 23% of KSI casualties.
16 to 24 year olds are disproportionately represented in our KSI casualty statistics. They currently make up only 11% of the Humberside population and only 7% of full driving license holders nationally, but account for 23% of all killed or seriously injured casualties.

Especially young car drivers, motorcycle riders and their passengers are at risk of being fatally or seriously injured in collisions: 26% of all KSI collisions on Humberside roads involved a young driver or rider, regardless of fault or injury and one in four car occupants killed or seriously injured were young adults.

There are various reasons why young motorists are a high risk casualty group: lack of driving experience and poor hazard perception on the one hand, with an often too casual and over-confident attitude towards driving, low risk awareness and peer pressure also playing a role.

Research suggests that the frontal lobe, the part of the brain that is responsible for risk assessment and controlling impulses and emotions, is not fully developed until the mid-20s.

On average 111 young people (16-24) are killed or seriously injured each year of which:

- 26% were female
- 74% were male
- 39% were car drivers or passengers
- 35% were motorcyclists
- 32% occurred between 6pm and midnight
- 31% occurred at weekends

Virtual Reality Technology
Used throughout the region to engage with young people about the dangers they face as drivers or passengers in young drivers’ cars.
OLDER DRIVERS

Increasingly, older drivers are behind the wheel: having driven all their adult lives, they want to continue to drive for as long as possible to maintain an active and independent lifestyle. Nationally, there were around 7.8m full driving license holders aged 65 and over in 2016, a 15% increase from 2012.

While older drivers are generally more experienced and safer than their younger counterparts, there has been a gradual increase in collisions involving senior motorists: between 2011 and 2015, on average 364 senior drivers were involved in injury collisions in Humberside per year, a 31% increase compared to the 2006 – 2010 average. Around 1 in 9 car drivers involved in road collisions in Humberside was aged 65 or older.

An aging driving population causes a number of challenges: with advancing age, general health and fitness, including eyesight, hearing, physical condition and reaction times decline, leading to mature drivers potentially being at increased risk of being involved in a crash.

Simultaneously, the injuries sustained by older people tend to be more severe due to their increased fragility. It is therefore important that the partnership takes appropriate measures, in cooperation with Public Health and local authority social care services, to make older drivers and their families aware of their particular vulnerability.

Our aim is to maintain the safe mobility of older residents, while reducing their risk of being involved in collisions.

* World Health Organisation classification of an older person is 65 and older.
Motorcycles only comprise 1% of traffic, but are associated with a significant collision and casualty risk: they represent almost a quarter of all KSI casualties on Humberside’s roads.

A particular focus lies on bikes over 500cc as those riders account for two in five fatally or seriously injured motorcyclists. They tend to be middle aged riders who crash on our rural routes.

We are also focussing on young people on smaller bikes (up to 125cc) who account for one in four of all motorcyclist KSI casualties. They are most at risk in built up areas.

The vast majority of motorcyclists killed or seriously injured in Humberside also live in Humberside, but about 14% are from other areas, mainly from the rest of Yorkshire and the East Midlands.

It is very easy for road safety to just focus on the rider whilst in fact a successful intervention has to raise awareness amongst all road user groups, particularly car drivers, of the risks that riders face. This is why Safer Roads Humber takes a multi-faceted approach to motorcyclist casualty reduction.

To achieve this, we developed the Yorkshire and Humber wide ‘Someone’s Son’ campaign. The campaign encourages riders to be visible and to undertake further training but it also urges other motorists to ‘look out for those on two wheels’.

Safer Roads Humber actively supports the national BikeSafe scheme.

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**On average 110 motorcyclists are killed or seriously injured each year of which:**

- **10%** were female
- **90%** were male

- **43%** occurred at junctions
- **30%** involved a motorcycle only
- **60%** involved a motorcycle and a car

- **43%** were on smaller bikes and tend to happen in urban areas
- **40%** were on bigger bikes and tend to happen in rural areas

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Safer Roads Humber actively supports the national BikeSafe scheme.
Cycling is becoming a more popular mode of transport in Humberside, especially following the success of the Tour de France Grand Depart and the Tour de Yorkshire. More people cycling, either for commuting to and from work or school or for health and lifestyle reasons, also increases the potential of becoming involved in road collisions.

Cyclist KSI casualties have seen an increase over the last few years: in 2015, 85 cyclists were killed or seriously injured in Humberside, a 27% increase compared to 2011. Cyclists now represent approx. 17% of all KSI casualties.

As with motorcyclists, we are actively seeking to raise awareness with drivers about the risks faced by cyclists, whilst encouraging cyclists to be visible and plan their routes.

We need to explain the reason why cyclists need space and encourage everyone to ‘share the road’. Working together across Yorkshire and the Humber to achieve economies of scale, we have been actively involved in developing a range of products to help road cyclists ‘upskill’ their knowledge.

Cycling is being promoted across all four local authority areas as a sustainable and healthy form of transport, which is why we need to ensure that cycling is also a safe way of getting around.

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**CYCLISTS**

On average 80 cyclists are killed or seriously injured each year of which:

- 21% were female
- 79% were male
- 46% occurred at junctions
- 37% were aged 35 – 54
- 74% involved a cycle and a car
- 12% involved a cycle and a goods vehicle
All road users are pedestrians at some point. Pedestrians are especially vulnerable as they are not as protected from the forces of a road collision as vehicle occupants are.

2015 saw the lowest number of pedestrian KSI casualties on record, with 78 pedestrians being fatally or severely injured in Humberside. However, they nevertheless constitute almost a fifth of our KSI casualties and are especially vulnerable in the urban areas of Hull and Great Grimsby.

Pedestrians are traditionally a hard to reach group as they are so diverse: they comprise all ages and abilities and we all travel on foot at least some of the time.

However, children, especially of school age, are at greatest risk of being killed or seriously injured as a pedestrian, with one in three pedestrian KSI casualties being under the age of 15. However, contrary to popular belief, they are not injured on their way to or from school, but at other times.

Contrary to popular belief, children are not injured on their way to or from school, but at other times.
In 10% of collisions that occurred between 2011 and 2015, the officer at the scene judged that excess or inappropriate speed played a role in causing the collision. What is more, speed is recorded as a factor in around one in five fatal collisions on Humberside roads.

Approximately 5.5% of collisions that occurred in Humberside between 2011 and 2015 involved a motorist impaired by alcohol or drugs. Driving while impaired seriously affects vision, reaction times, concentration, coordination and attitude to driving.

Using a mobile phone, sat nav or other device whilst driving is a significant distraction and increases the likelihood of crashing four fold. Collisions caused by distraction are likely to be vastly underreported as not every driver will admit to having used such a device behind the wheel.

It is estimated that 8% of all road casualties and 18% of all fatalities in Humberside were not wearing a seatbelt. Not wearing a seatbelt does not cause a crash, but it can influence the severity of injuries should a crash occur. National statistics show that those not wearing a seatbelt are twice as likely to die in a crash as those belting up.
Another area of concern is work related driving, including those commuting to work as well as those travelling for work purposes. Cars, vans, heavy goods vehicles, buses and motorcycles, amongst others, are used for work purposes by millions of people every day and driving is likely to be one of the most dangerous activities that we do in a work day. Accessing motorists at their work places is therefore another approach that enables Safer Roads Humber to raise awareness about using the region’s roads responsibly.

Although it is difficult to establish the exact number of collisions involving a person “driving for work” as the journey purpose is often not being recorded, almost everyone is driving for work at some point during their working week.

A range of initiatives are currently underway, with both police and fire officers visiting businesses to educate employers and employees on the dangers of committing the four core offences as well as to discuss the management of their grey and white fleets and modal shift options.

Highways England is in the process of developing a MORR education package with the intention of piloting it in the Yorkshire and Humber region.
THE ROLES OF THE KEY PARTNERS

LOCAL AUTHORITIES
Highways Authorities for local roads: statutory duty to improve road safety as set out in 1988 Road Traffic Act, section 39.
- Traffic Management
- Collision investigation and prevention
- Local safety schemes
- Road Safety Audits
- Engage with communities
- School Crossing Patrols
- Speed Management Procedures
- Delivery of road safety education interventions and initiatives to schools, colleges and businesses (e.g. pedestrian and cycle training)
- Delivery of road safety publicity campaigns.

HUMBERSIDE POLICE
Proactive enforcement and prosecution of core offences and other traffic offences.
- Provide visible roads policing presence at identified collision locations
- Serious Collision Investigation
- Operation of fixed and mobile camera sites
- Administration and delivery of diversionary schemes
- Delivery of road safety education interventions and initiatives
- Delivery of road safety publicity campaigns
- Engage with communities through community policing teams.

HUMBERSIDE FIRE AND RESCUE SERVICE
Reducing risk to our communities is a primary strategic objective of Humberside Fire and Rescue Service.
- Delivery of road safety education interventions and initiatives by a team of dedicated Road Safety Advocates, supported across the service by additional staff suitably trained in road safety delivery.
- Targeted road safety interventions with the following groups:
  - Young drivers and passengers
  - Motorcyclists
  - Managing Occupational Road Risk
- The use of developing technologies to deliver intelligence led programmes.

HIGHWAYS ENGLAND
Highways Authority for strategic road network (motorways and trunk roads) in accordance with the Infrastructure Act 2015.
- Act in accordance with their license with the DfT
- Traffic Management
- Accident investigation and prevention
- Collision analysis and monitoring
- Post collision response
- Targeted enforcement and education interventions.
### Young Drivers and Passengers

**Issues:** Young adults aged 16 to 24 are overrepresented in the KSI casualty stats: they only make up approximately 11% of the Humber population, but accounted for almost a quarter of all KSI casualties between 2011 and 2015. Especially young car drivers, motorcycle riders and their passengers are at risk of being fatally or seriously injured in collisions: 26% of all KSI collisions on Humberside roads involved a young driver or rider, regardless of fault or injury and one in four car occupants killed or seriously injured were young adults.

Research suggests that the frontal lobe, the part of the brain that is responsible for risk assessment and controlling impulses and emotions, is not fully developed until the mid-20s.

**What We Are Doing:** Safer Roads Humber has a robust programme of engaging with young people which covers those who have passed their test, those learning to drive and also young people who are passengers in young drivers’ cars.

The current programme of works includes utilising the iCar; a three week Theatre in Education tour; hosting of the Young Drivers Good Egg events; a targeted drug drive campaign; delivery of Humberside Fire and Rescue Service ‘Drive 4 Life’ programme; and a range of presentations delivered in schools and colleges, young farmers associations and interest groups.

It is estimated that more than 9,000 young people have face to face interaction with SRH core projects each year (2,000 TIE, 600 Good Egg, 2,800 iCar, 3,800 Drive4Life).

**Future Considerations/New Projects:** We are working closely with other organisations across the country to utilise virtual reality (VR) technology as a replacement for the iCar as it comes to the end of its mechanical life.

We will also develop a more robust monitoring and evaluation framework to measure the amount and quality of engagement with young people.

We are looking to academic sources for advice on what interventions work with this type of audience and this will shape our future work.

### Older Drivers

**Issues:** The proportion of older drivers is rising, which has road safety implications: between 2011 and 2015, on average 364 senior drivers were involved in injury collisions in Humberside per year, a 31% increase compared to the 2006 – 2010 average. Around 1 in 9 car drivers involved in road collisions in Humberside is aged 65 or older.

Furthermore, the injuries sustained by older people tend to be more severe due to their increased fragility. It is therefore important that we take appropriate measures to make older drivers and their families aware of their particular vulnerability.

**What We Are Doing:** As part of regular road checks, eyesight and suitability to drive tests are carried out.

We are currently planning a range of activities targeting lesser abled and older drivers.

**Future Considerations/New Projects:** We will be working with the wider health community to develop a campaign to enable older people to remain mobile while keeping them safe. We will take an enabling and advising role.

We will review other partnership older driver schemes to see what will work best in our area.

We will provide the right guidance and advice to health and social care workers along with family and friends who have day to day contact with this group.
### Motorcyclists

Despite only representing 1% of vehicles on our roads, almost one in four people killed or seriously injured in Humberside is a motorcyclist.

Our main focus is on riders of high powered bikes with engine sizes of 500cc and over as they represent 40% of our motorcyclist KSI casualties. These tend to be middle aged riders who crash on our rural routes.

Young people on smaller bikes are also a priority, as they make up 25% of motorcyclist KSI casualties. They are most at risk of crashing in built up areas.

The vast majority of motorcyclists killed or seriously injured in Humberside also live in Humberside.

Safer Roads Humber is part of the Yorkshire and Humber wide ‘Someone’s Son’ campaign which is a multi faceted initiative encouraging riders to be visible and to undertake further training while also urging other motorists to “look out for those on two wheels”.

We support the local and national delivery of BikeSafe which engages with riders and helps them bridge the gap to post-test training.

We provide funding for Humberside Police’s nationally acclaimed Operation Achilles which is targeted enforcement (covert and overt) on high motorcycle casualty routes. Whilst the operation is aimed at motorcyclists, the enforcement targets all classes of vehicles that use the roads dangerously.

We will continue to work at a Yorkshire and Humber regional level to promote safe rider messages to those who come to enjoy the area’s roads. We will also develop a campaign focussing on young scooter and moped riders.

We will work closely with Highways England in their development and execution of a motorcycle casualty reduction plan.

We have been leading on the national BikeSafe evaluation and will use the findings to improve BikeSafe both locally and nationally.

Safer Roads Humber will reintroduce the RIDE diversion from prosecution course. This will allow a number of riders to take advantage of a locally delivered education course after committing an offence.

### Cyclists

The popularity of cycling as a mode of transport is increasing in Humberside, but this also poses road safety challenges.

Between 2011 and 2015, there has been an increase in cyclists being killed or seriously injured on Humberside’s roads, with cyclists now representing approx. 17% of all KSI casualties.

As cycling is being promoted across all four local authority areas as a sustainable and healthy form of transport, we need to ensure that cycling is a safe way of getting around.

Via radio and social media, we are raising awareness with drivers about the risks faced by cyclists, whilst encouraging cyclists to be visible and plan their routes. We have been involved in developing the Yorkshire wide ‘Ride the Routes’ mobile phone app and web platform which encourages cyclists to prepare for some of the major cycle routes across the region.

We are also working with community policing teams to target prolific cycle offenders.

We will work together with regional colleagues to open up the ‘Ride the Routes’ web platform to a wider circle of cyclists.

The aim is to add the ‘urban cycle guide’ films, which offer advice and techniques for urban and commuter cyclists.

We will also add information about off road cycle routes that appeal to leisure and family cyclists.
In 2015, 78 pedestrians were killed or seriously injured in Humberside. This is the lowest number on record. Nevertheless, pedestrians represent about a fifth of all KSI casualties. Children, especially of school age, are at greatest risk of being killed or seriously injured as a pedestrian, with one in three pedestrian KSI casualties being under the age of 15. The majority are injured outside school journey times.

We are promoting the ‘Be Safe, Be Seen’ campaign message via social media. Local authority partners are promoting walking as part of modal shift initiatives. They undertake pedestrian training in primary schools, organise ‘walking buses’ as a safe, sustainable way of travelling to school and run the School Crossing Patrols. Nevertheless, we recognise that we need to focus more on this group.

Approx. 10% of collisions that occurred in Humberside between 2011 and 2015 involved a motorist exceeding the speed limit or inappropriate speed (or both). While speed is not always the key factor contributing to a crash, it plays a major part in the severity of injuries. We cannot defeat the laws of momentum and kinetic energy: the greater the moving speed the greater the thinking and stopping distance, the greater the impact speed the greater the severity of injuries.

Apart from its influence on collisions and casualties, speeding traffic is one of the key concerns of Humberside residents as it affects their quality of life. This is reflected in the hundreds of speeding complaints that are received by Humberside Police and local authority partners each year.

Communication campaigns are run throughout the year using a wide range of methods to raise awareness about different speed limits, with a focus on ‘streetlights mean 30mph’ and national speed limits, as these are commonly misunderstood.

Humberside Police enforces speed limits as part of day to day policing with activities being complemented by campaigns following the NPCC and TISPOL calendars. Overtime enforcement hours are partly funded by Safer Roads Humber. In addition, speed enforcement via fixed and mobile cameras occurs at core safety camera sites and community concern sites across the Humber region.

We are the local provider of the National Speed Awareness Course. This can be offered to drivers in lieu of prosecution. In 2015/16, more than 24,000 motorists attended such a course.

| Pedestrians | We will develop a programme aimed at pedestrians. With children being at greatest risk, we will review the use of Theatre in Education aimed at years 6-7, when children transition from primary to secondary school. |

| Speeding | We will assist partners in developing and implementing speed management procedures in all four local council areas. We will promote an overall safe driving and riding message which proactively encourages motorists to comply with all traffic laws, not just speed limits. |
### Issues

**Drink and Drug Driving**

Between 2011 and 2015, 544 injury collisions occurred where driver/rider impairment by alcohol or drugs was thought to be a factor. This constitutes approx. 5.5% of all collisions. 142 of these were fatal or serious crashes.

A driver does not have to be over the prescribed limit to be impaired – even a small amount of alcohol or drugs has an impact on fitness to drive.

It can take a long time for alcohol and drugs to be processed by the body and therefore a driver/ rider could still be impaired (although not necessarily over the limit) for some time afterwards.

**Future Considerations/ New Projects**

We will work closely with public health teams to align impairment campaigns into the wider health agenda around substance misuse as drink driving is a symptom of a wider public health issue.

Like alcohol, drug use needs to be considered as part of a wider public health agenda.

We will promote drink drive rehabilitation courses offered by the courts to motorists and magistrates.

We will monitor national developments regarding a drug drive rehabilitation course.

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**Distraction**

Research shows that using a mobile phone, both hands-free or hand held, has hugely negative effects on motorists' attention to what is going on around them and increases the likelihood of being involved in a collision.

In Humberside, 38 collisions (12 of them KSI ones; 2011-2015 data) were recorded as having been caused while a motorist was distracted by a mobile phone.

It is often difficult for an officer at the scene of a crash to determine if a mobile phone was being used, which is why this contributory factor is likely to be vastly underreported.

**FUTURE CONSIDERATIONS/ NEW PROJECTS**

We will raise awareness of the changes to the fine and an increase in penalty points for those detected using a hand held mobile phone whilst driving.

It is planned for the operation looking at distraction in HGVs to extend from currently motorways and trunk roads only to built-up areas, in cooperation with Neighbourhood Policing Teams.
### ISSUES

It is estimated that more than 1,000 people were injured in collisions on Humberside roads over the last few years while not wearing their seatbelt. This equates to 8% of all road casualties. However, when specifically looking at fatalities, 18% of those killed in road collisions are thought not to have worn a seatbelt.

While the non-wearing of seatbelts does not contribute to collisions, it does play a role in the severity of injuries sustained should a collision occur.

There are very high compliance rates regarding the wearing of seat belts amongst front seat vehicle occupants, but this tends to drop for rear seat passengers, especially amongst young people. We are also aware that the correct use of child car seats is an issue.

### WHAT WE ARE DOING

Our social media and radio campaigns focus on encouraging people to wear their seat belt, if not for personal safety reasons, then for financial reasons. The ‘Car Seat Wheel’, which gives information to parents on which type of child car seat to use, is also being distributed.

Ensuring motorists comply with the seat belt regulations is part of the daily policing routine. Besides, annual enforcement campaigns corresponding to the national NPCC and TISPOL activities are carried out. Speed cameras are also used to identify motorists who are not wearing seat belts.

Seat belt offences can also be diverted from prosecution with the offer of an online diversion course. During 2015, almost 1,000 people completed this nationally devised course.

### FUTURE CONSIDERATIONS/ NEW PROJECTS

We will continue to raise awareness about the importance of using seat belts and the correct child car seats.

It is also planned to utilise neighbourhood policing teams in reminding motorists why it is important to belt up.

### Roadworthy Vehicles

Between 2011 and 2015, 195 injury collisions (including 31 fatal or serious crashes) involved vehicle defects which were thought to have contributed to the crash. Defects can range from broken lights, missing mirrors and defective tyres to faulty steering or brakes.

Regular vehicle maintenance can help prevent collisions and reduces the chances of breaking down.

We will run low level campaigns aimed at drivers keeping their vehicles fit for the road throughout the year. This includes our winter campaign which highlights the importance of getting your vehicle ready for winter. During Tyre Safety month in October, we promote the national campaign to get your tyres checked.

Humberside Police carries out random roadside vehicle checks and winter driving checks to keep unsafe vehicles off the road and educate motorists to drive according to the prevailing weather conditions. The compliance checks are supported by relevant press releases and media campaigns.

We will continue to raise awareness of the importance of regular vehicle maintenance.

We will continue to make funds available to distribute complimentary giveaways such as ice scrapers.
Work related driving, including those commuting as well as those travelling for work purposes, is also a focus, as almost everyone is driving for work related reasons at some point during the week. Exact numbers of how many collisions involve someone driving for work are difficult to obtain as the journey purpose is underreported.

Humberside Police's Casualty Reduction Officers and Humberside Fire and Rescue Services' Road Safety Advocates are currently delivering a range of education and awareness raising packages to local businesses.

We will develop a campaign and education project around the management of occupational road risk.

We will also work with Highways England to pilot their MORR package.

### Managing Occupational Road Risk (MORR)

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<th>WHAT WE ARE DOING</th>
<th>FUTURE CONSIDERATIONS/ NEW PROJECTS</th>
</tr>
</thead>
<tbody>
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**PLEASE NOTE:**

This is a summary of our activities.

More detailed plans are available on request.
Image courtesy of Mark Lindstrom

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