



Our People Travel to Arrive: Barnsley Safer Roads Strategy 2023 - 2033

with the South Yorkshire Safer Road Partnership



Barnsley – the place
of possibilities.



BARNSLEY
Metropolitan Borough Council

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Foreword

Our Barnsley Safer Roads Strategy (BSRS) builds upon the successful reduction in road traffic collisions over the last ten years. Estimates suggest there have been over 700 fewer road casualties, of which more than 330 would have resulted in a life-changing injury or death, thanks to the efforts of Barnsley Council and key partners on the South Yorkshire Safer Roads Partnership (SYSRP). In recent years, the number of serious injuries and deaths have reduced. Our new strategy intends to further reduce the number of people killed and seriously injured (KSI) on our roads, by adopting an internationally recognised 'Safe System' proactive approach, which fully aligns with South Yorkshire Safer Road Partnership (SYSRP) "Strategy to 2030 and beyond..."

Barnsley Council has an ambition of reducing KSIs by at least 50% by 2030 – this has generated an annual target for 2030 of 78 KSIs or below. However, we recognise that every single death or serious injury is a tragedy and is one too many, therefore we have a long-term goal of zero people killed or seriously injured by 2050.

In delivering our new strategy, we will develop a shared understanding and responsibility for road safety by adopting a whole Council approach, alongside Barnsley people, our communities, elected members, and partners.

The delivery of this strategy will be coordinated by the Public Health Team and jointly led by colleagues in Environment and Transport. A multi-agency Barnsley Safer Roads working group will oversee the delivery of the strategy and the associated programme of action. Delivery of this will be held to account by the Health and Wellbeing Board, this is an important shift in the governance of road safety activity. The new governance arrangements ensure that safer roads are seen as a fundamental part of our resident's health and well-being. This approach will not only reduce the number of people who are killed and seriously injured on our roads but also improve perceptions of safety, enabling mobility and active travel, which directly contributes to a number of the key Barnsley 2030 ambitions as the place of possibilities.

By enhancing safety, mobility, and accessibility for all Barnsley people, with safer roads and public spaces as the central enabler, we will enable personal and social mobility, create further opportunities for active travel and ultimately save lives, realising our vision that 'Our People Travel to Arrive.'



Councillor Caroline Makinson
Public Health and Communities



Councillor James Higginbottom
Environment and Highways

Chapter 1 Introduction

Our Strategy.

The Barnsley Safer Roads Strategy (BSRS) is a key strategic document that seeks to create Safer Roads and Places for our people and for those who come to visit and work in Barnsley. Our Strategy provides the strategic direction for Road Safety on Barnsley roads, and how we work with other Roads Authorities including National Highways, and our key partners in the South Yorkshire Safer Road (SYSR) Partnership in our shared Road Safety ambitions.

Barnsley is adopting a national and international *Safe System* approach which seeks to reframe our “Public Discourse” around Road Safety and is fully aligned with South Yorkshire Safer Road Partnership (SYSRP) “Strategy to 2030 and beyond...”.

The Barnsley Safer Road Strategy is a collaborative system-wide approach, in which the whole Council has a shared responsibility to its delivery, working closely with our communities, our elected members and our valued SYSR partners.

This strategy is integral to support the overarching *Barnsley 2030 Vision* and the Barnsley Transport Strategy “Moving from A to B”. These key policy documents provide a strategic direction for investment in transport throughout the borough over the next 10 years. This will enable Barnsley Council to make further improvements to the transport network that will enhance mobility and accessibility for all, with Safer Roads and Public Spaces as the central enabler.

The Safer Roads Strategy provides a clear plan of co-ordinated areas of action:

- Providing a robust evidence base approach to Road Safety on the underlying areas of concern and associate action plan to bring about significant change;
- Taking a more strategic view of Local Road Safety while contributing to Regional and National Road Safety ambitions;
- Enabling a Coordinated approach to Road Safety through a whole Council approach, while working with Regional and National partners to deliver on their Road Safety commitments;
- Prioritising our short, medium, and long-term Road Safety areas of actions (interventions) and our commitment to deliver generational change; and
- Ensuring we have shared ambitions with our partners in the form of pipeline of projects, research and community-based collaboration intervention to secure funding opportunities for our people, communities and society.

This strategy covers a range of Road Safety issues facing the borough, with a primary focus on tackling inequality of outcomes in Road Safety, depending upon the demographics, socio-economic status and geographic location of road users. In addition, the strategy examines the underlying causes of injury upon our roads, including analysing the impact of collisions on vulnerable road users, to enable us to focus our collective resources on reducing road safety incidents.

The strategy has a Program of Action that has been developed in the following four areas:

- Governance, Monitoring and Review;
- Education and Engagement (Media and Behaviour change);
- Engineering and Mobility; and
- Enforcement and Compliance.

This Strategy is part of a national and international whole traffic approach that is designed to prevent anyone being killed or seriously injured by 2050 (often refer to as “Vision Zero” or “Towards Zero”).

Our programme of action outlines the key activities and prioritised projects to ensure that in the future that there is a reduction in incidents resulting injury, with targets of 50% reduction¹ by 2030 of fatal (Killed) and Serious Injury (KSI) and under 400 injury incidents. This is an interim step to our 2050 “Vision Zero” ambitions.

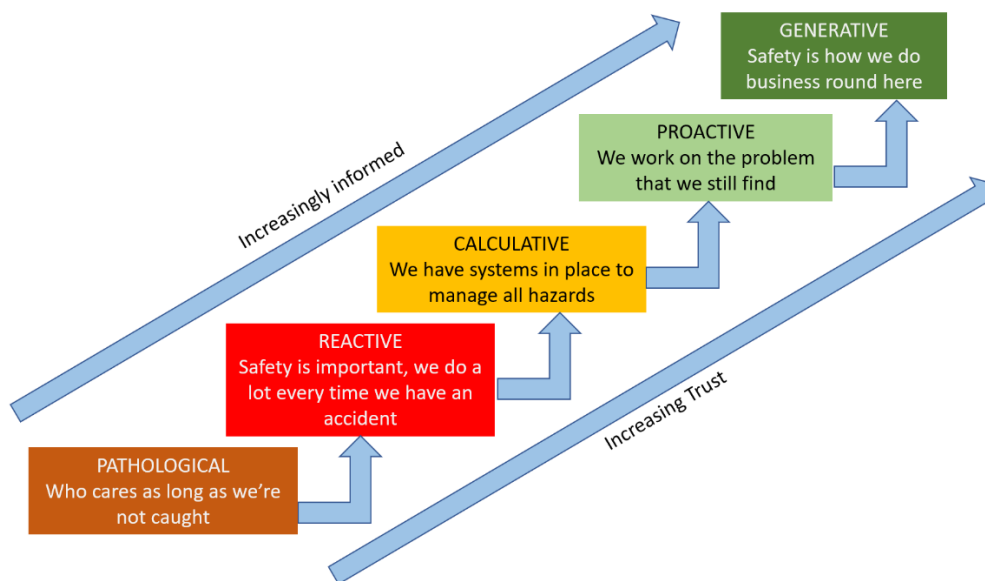
These Road Safety ambitions can only be achieved by working with our valued partners in the South Yorkshire Safer Road partnership, as well as National and Regional transport authorities. This shared responsibility extends to everyone, our people, elected members and our communities to understand their role in the “Safe System” and ensure that it is part of the “Public Discourse”.

Safety Culture – the “Public Discourse”

This “public discourse” seeks to reframe Road Safety into the promotion of a shared responsibility for Road Safety through a whole Council approach, with our people, communities, and partners (SYSRP). The result will be sustainable change in user behaviours across the road network by instilling a social environment that intrinsically supports safe behaviour.

Considering the evolution of our safety culture, we can use “The Hudson Ladder²” (figure 1) to illustrate the challenge, that we need to elevate (maturity) of the whole Council (approach) through our officers, elected members and partners to have collective responsibility to achieving a “Proactive” level by understanding and applying the *Safe System* principles.

Figure 1: The Hudson Ladder - Evolution of Safety Maturity



Through the “Public Discourse” we are sharing responsibility with our communities and our people, elevate their understanding (maturity) and actively participate in the *Safe System* approach. Therefore, it is imperative for the public to understand its role. The clearest example of the public mindset challenge is vehicle speed, which highlights the misalignment of strategic thinking and the cultural mindset of our people.

¹ Based upon 2017-19 average for fatal (Killed) and Serious Injury (KSI) and under 400 road injury incidents
² <https://www.youtube.com/watch?v=XtK6v1pe04Q>

Therefore, the “Public Discourse” is about bringing strategic and cultural thinking closer together. By informing every one of their role in the *Safe System* approach, we can take our communities and people up the ladder to be more proactive in their behaviour to realise our ambitious vision.

Our People travel to arrive vision.

The ambition of our strategy is to ensure that safety is the principal consideration. That in doing so, enables mobility in any road or public space. This mobility is a shared responsibility between the providers of the transport system and the users. Decision that impacts on Road Safety (interventions / areas of action) are evidence based.

This approach will enable the safer roads and public spaces that will support the promotion of sustainable, active, and healthy travel that support our local communities and economies. This in turn improves accessibility to more sustainable and affordable travel and access to opportunities, while making our roads safer for users, for *our people to travel to arrive* and making Barnsley the Place of possibilities.

Chapter 2 Background

Roads Injury Health Needs Assessment. (Public Health Barnsley, 2020).

In 2020 Barnsley Council Public Health team undertook a research and position paper to understand the health impact of road injuries in Barnsley. This outlined the role of Road Safety for our people and communities and how they actively contribute to public health.

The key recommendations of this report are summarised below:

- **Adopt a collaborative systems-wide approach to Road Safety** – through the development of Barnsley Council strategy to ensure whole Council approach to Road Safety.
- **Establish access to high-quality road injury data collection and analysis** – to ensure that accessible to Barnsley Council and SYSRP
- **Promote safer road use** – through, traffic reduction initiatives; Road Safety education; Road Safety training; Road Safety publicity and Media; and those focus on key demographics, like School aged children (School Crossing patrol, Travel Plan, in house Road Safety education packages), Young drivers and riders (training to develop maturity driver behaviour to align confidence with competence); Older adults (communication Road Safety messages)
- **Promote safer roads, safer speeds and safer vehicles** - Design and maintain roads and roadsides to reduce both the risk of crashes occurring and the severity of injuries if a crash does occur; collision hot spots and prioritise safer routes to school, 20mph limits, etc.

Barnsley 2030 Vision; the place of possibilities.

The bold *Barnsley 2030* vision is to realise the four ambitions of Health, Growing, Learning and Sustainable for Barnsley to positively change how our people view Barnsley, and bring about a transformational change in our borough to overcome challenges and be successful in creating the place of possibilities.

Barnsley 2030: Working and Delivering in Partnership

The delivery of this vision is overseen by the Barnsley 2030 Board, by a series of groups made up of local decision makers, key organisations, and business leaders across all sectors, who are all committed to achieving the ambitions. They're responsible for helping raise awareness of Barnsley's story, overseeing the performance management, and making important decisions to ensure the delivery of the vision and ambitions.

Barnsley 2030 delivery is made up of a small network of partnership groups and boards who are responsible for delivering different elements of the strategy, as well as providing challenge across the partnership, to ensure that we can successfully turn our ambitions into a reality. These are under four groups:

- **Healthy Barnsley** – keeping ourselves and our families well is the key to living productive and happy lives;
- **Learning Barnsley** – Developing skill, talent and creativity within people of all ages will open up exciting prospect;
- **Growing Barnsley** – Open for business, with our great locations, excellent link to road network, digital connectivity and attractive local offer; and
- **Sustainable Barnsley** – We all have a part to play in protecting our borough for future generations.

Barnsley’s Transport Strategy “Moving from A to B” (2020).

The Transport Strategy is a key component of the Barnsley 2030 Vision and provides a strategic direction for investment in transport throughout the borough over the next 10 years. This will enable Barnsley Council to make further improvements to the transport network that will enhance mobility and accessibility for all.

Sustainable, active, and healthy travel is therefore at the heart of the Barnsley Transport Strategy. Policies which change the way people travel and how goods are transported, prioritising and enabling walking, cycling and public transport, while reducing inessential vehicle use, are key to delivering the objectives of the strategy.

They will help to create a borough where everyone can benefit from safer, cleaner, more accessible, and less congested streets and places; making Barnsley the Place of possibilities.

The Local Transport Strategy (Plan) has a specific Road Safety objective:

“To reduce fatalities on Barnsley’s roads to zero, and total casualties to below 400 by 2030”

This strategy outlines the importance of Road Safety in supporting the wider transport strategy objectives and *Barnsley 2030*, by encouraging active travel, and access to public (shared) transport, as well as providing the everyday opportunities for our people in term of lives saved, improved health and well-being and the associate benefits. The strategy highlights how road injury is an important inequality issue, which affects groups and communities differently, with those from more deprived areas having a higher prevalence for road incidents, and that certain groups, for example young men and motorcyclists having a disproportionately higher prevalence.

The strategy sets out challenging targets (by 2030) to achieve a:

- Reduction of reported casualty rate of 10% for pedestrians;
- Reduction of reported casualty rate of 6% for cyclists; and
- Reduction of reported casualty rate of 5% for public transport.

“Our People Travel to Arrive” Barnsley Safer Road Safety Strategy Vision.

Our People Travel to Arrive Vision recognises that mobility is a function of safety and how our people fulfil their needs, health, well-being, and that by supporting the provision of Safe Roads and Public Space presents opportunities for our people and communities to thrive.

The Barnsley Safer Road Strategy is our whole Council approach to delivering Road Safety with our South Yorkshire Safer Roads partners and others like National Highways and Transport for the North.

Background: Our Road Safety Duty

Road Safety is a shared responsibility between the road user and their chosen mode of transport and the road or the public space environment. The failure of this shared responsibility is a road collision between different road users, including pedestrians and cyclists, that can leave long-term health consequences on the individuals involved, including their families, friends, and communities, when the incidents results in road deaths.

Barnsley Metropolitan Borough Council (BMBC) like other Road Authorities has a statutory duty through the 1988 Road Traffic Act (RTC) section 39 the promotion of “road safety information and training” this includes an examination of accidents location with higher incidents and to develop actions to reduce the potential for the number of incidents and the level of severity.

For BMBC to meet their duties in the promotion of Road Safety for all road users; works collaboratively with-it South Yorkshire Safer Roads Partnership (SYSRP) which includes other Local Authority partners in Highways and Public Health, as well as South Yorkshire Police (Safety Cameras, Neighbourhoods and Roads) South Yorkshire Fire and Rescue, Yorkshire Ambulance Services as well as communities through Schools, Further Education, Community groups and events.

Policy Context

Road Safety is a matter of national importance and affects all road users, car drivers, pedestrian, cyclist, etc. The Government has set out in British Road Safety Statement “Working Together to Build a Safer Road System” (2015)³. Our Strategy has been developed within the context of this document and other national policies and regional strategies including:

- Strategic framework for road safety (2011)⁴
- Road safety statement 2019: a lifetime of road safety ⁵
- Helping you stay safe on Britain’s roads: DVSA’s strategy for 2017 to 2022⁶
- Safe and Active at All Ages: A National Strategy to Prevent Serious Injuries in England (Royal Society for the Prevention of Accident) (2018)⁷
- Active Travel in Barnsley 2019-2033⁸
- South Yorkshire Strategy to 2030 and beyond (Road Safety Strategy) (South Yorkshire Safer Road Partnership) (2022)⁹

Limitations

In the development of this strategic document, road safety trends have been considered. There have been several changes that we have had to consider when undertaking this review of traffic and road safety (accident) data. One is the method of how accidents are recorded (STATS19 and CRASH (Collision Recording And SHaring)) as they are not directly comparable for non-fatal incidents. Where possible and when data is available, we have shown “adjusted” STAT 19 data to CRASH.

Department of Transport data has been used where possible, that allows “like for like” or common denominator comparison between other areas, regional and national averages and allows for future tracking. This data will include all roads within Barnsley Council area and will include Strategic Roads (M1, A616 and A628) which are under the control of National Highways (strategic road authority).

Equality Act and Public Sector Equality Duty.

The Barnsley Council’s Equality, Diversity and Inclusion Strategy 2018-2020¹⁰ outlines our Public Sector Equality Duties (PSED) in terms of the Equality Act 2010. Our Strategy has identified the

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https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/487704/british_road_safety_statement_print.pdf

⁴ <https://www.gov.uk/government/publications/strategic-framework-for-road-safety>

⁵ <https://www.gov.uk/government/publications/road-safety-statement-2019-a-lifetime-of-road-safety>

⁶ <https://www.gov.uk/government/publications/dvsa-strategy-2017-to-2022/helping-you-stay-safe-on-britains-roads-dvsas-strategy-for-2017-to-2022>

⁷ <https://www.rospa.com/rospaweb/docs/advice-services/public-health/naps/naps.pdf>

⁸ <https://www.barnsley.gov.uk/media/15414/active-travel-barnsley-strategy-2019.pdf>

⁹ <https://sysrp.co.uk/strategy>

evidence of higher accident prevalence with respect to gender and age. In response, the strategy has outlined positive actions by recognising these prevalence's and adopting a universal proportionate approach. A key focus of the Strategy proposes a programme of action that invites our road users to share in our ambition to reduce road incidents and to ensure no group, as defined by the Equality Act, is disproportionately affected.

An Equality Impact Assessment (EqIA) has been undertaken for the strategy, shows no disproportionate impact upon any protected characteristic group. Positive action to initiatives may be utilised to reduce inequality and minimise the potential for indirect discrimination.

There is a requirement for EqIA to be undertaken by BMBC, Partners, and contractors for any intervention (programme of action).









¹⁰ Equality, Diversity and Inclusion Strategy 2018-2020:
<https://barnsleymbc.moderngov.co.uk/documents/s36773/Appendix%201.pdf>

Chapter 3 Reflecting on Barnsley Road Safety Performance.

Public Satisfaction - The National Highway and Transport Network¹¹

The National Highway and Transport Public Satisfaction Survey (NHT Survey) collects the public's views on several aspects of Highways and Transport in local authority areas. Barnsley's scores are compared with NHT Average scores in table 1 and the change in their results from last year (Trend) and the difference from the NHT Average (Gap), which are highlighted in colour; blue and green for positive/amber and red for negative. The NHT survey disaggregate these themes into further sub-themes.

Table 1: NHT Results overview by highway and transport theme – Barnsley and NHT Average

THEME	DESCRIPTION	BARNSELEY	NHT AVERAGE	GAP
	Overall	50%	51%	-1%
	Accessibility	71%	70%	+1%
	Communication	43%	46%	-3%
	Public Transport	56%	55%	+1%
	Walking/ Cycling	51%	52%	-1%
	Tacking Congestion	41%	43%	-2%
	Road Safety	50%	52%	-2%
	Highway Maintenance	43%	45%	-2%

The NHT Survey is a snapshot survey based upon a sample of Barnsley Population which can give an indication of a public views on how service is delivered, which is broadly just below the national average for the main theme areas.

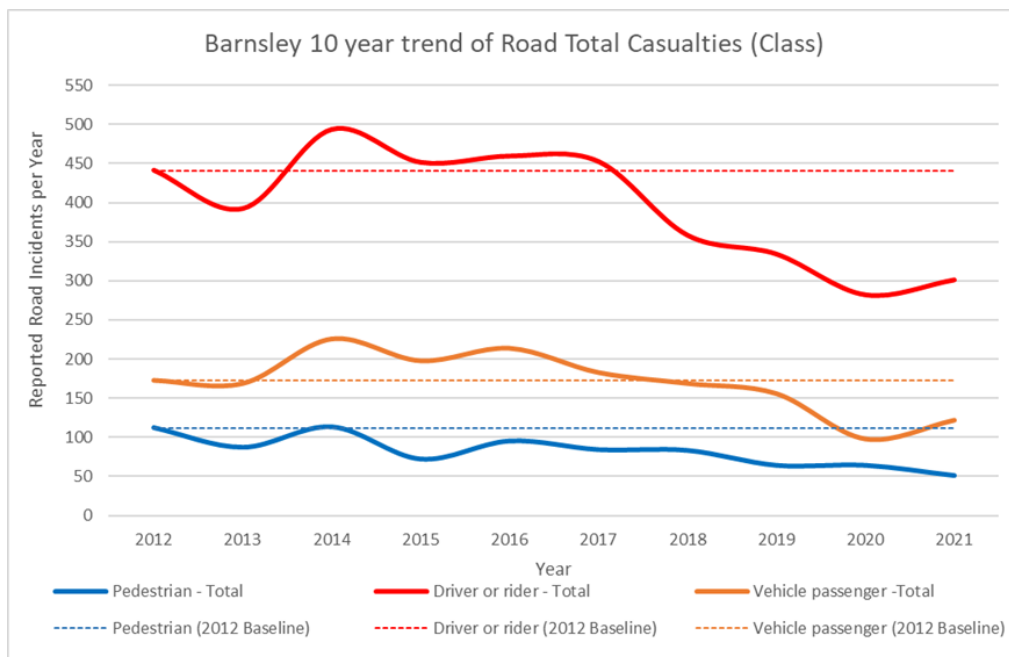
Department for Transport

According to the Department for Transport data (as shown in figure 2) in 2012 there were a total of 725 Road Casualties on Barnsley roads, of which 178 (24%) resulted in kill (fatal) or Serious Injury (KSI). In 2021, the number Road Casualties had dropped (35%) to 474, of which 122 (26%) were KSI.

Assuming 2012 base level, it estimated since 2012 to 2021 there has been 764 less Casualties of which 332 are KSI to 2021.

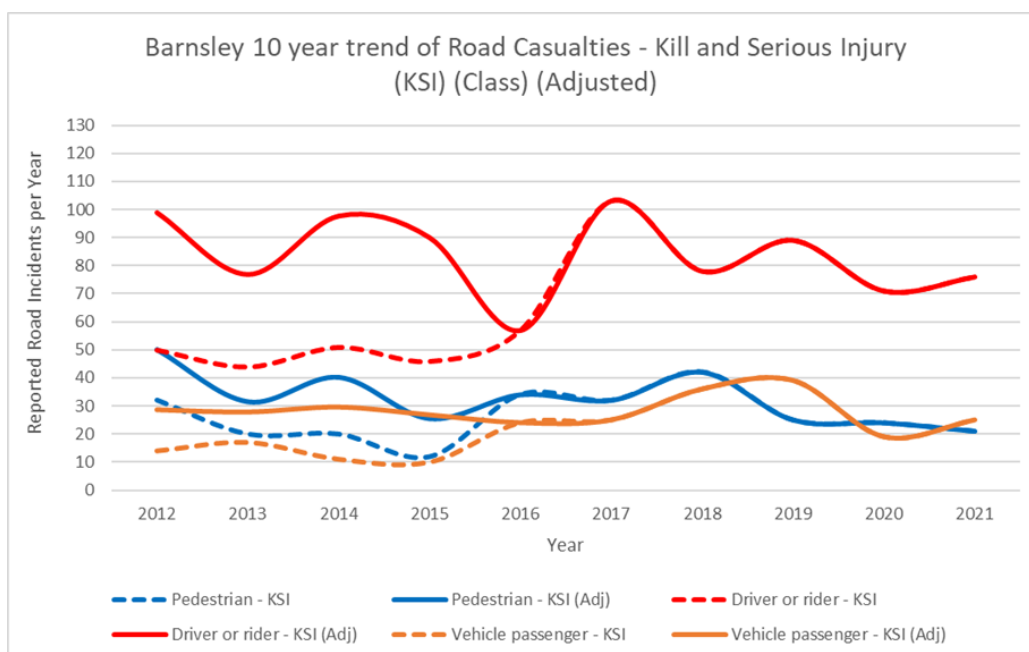
¹¹<https://nhtnetwork.org/>

Figure 2: Barnsley: 10-year trend of Road Total Casualties (Class) (DfT)¹²



Despite this overall reduction in road casualties, the KSI data, as shown in figure 3, the number KSI incidents is erratic over the past ten years, with some significant increases in 2016 in “Driver or Rider” class with other Road Classes being less erratic. Overall, the number of KSIs has reduced over this period, however, assuming 2012 base level there has been 353 less Serious Casualties. Despite this reduction over the same period there has potentially been 21 more Fatal incidents. This should not be taken out of context, as 2012 was a relatively low baseline for fatalities as shown in table 2, combined with some spikes in fatalities in subsequent years.

Figure 3: Barnsley: 10-year trend of Road Casualties – Kill and Serious Injury (KSI) (Class) (Adjusted)¹³



¹² <https://roadtraffic.dft.gov.uk/custom-downloads/road-accidents/reports/7a2026e8-1924-4a14-9c4c-113edc627a12>

¹³ Adjusted to CRASH Incident recording
<https://roadtraffic.dft.gov.uk/custom-downloads/road-accidents/reports/7a2026e8-1924-4a14-9c4c-113edc627a12>

Table 2: Total Casualties by year, by severity 2012 to 2021 Barnsley Metropolitan area (Adjusted)

YEAR	FATAL	SERIOUS	SLIGHT	TOTAL
2012	5	173	548	726
2013	8	128	512	648
2014	2	165	665	832
2015	3	139	579	721
2016	8	107	653	768
2017	10	150	559	719
2018	9	147	454	610
2019	13	140	401	554
2020	9	105	330	444
2021	4	118	352	474
2017-19 Average	11	146	471	628

Barnsley Performance in Context

Regional and National Context

When considering Barnsley in the wider South Yorkshire regional and national context in relation to vehicle mileage (billion vehicle mile travelled) as shown in figure 4, the Barnsley casualty rate is broadly aligned with the English and Great Britain casualty rates by mileage. Figure 5 shows the KSI rate per vehicle mileage, which shows Barnsley does have a higher prevalence for serious and fatal incidents per billion vehicle miles.

Barnsley in the Regional and National Road Safety context has made significant improvements in Road Safety based upon the DfT data. Barnsley roads are generally aligned with the national average, but there is a high prevalence of fatal (kill) and Serious injury (KSI) incidents when an incident does occur.

Figure 4 Reported casualty rate per billion vehicle miles comparison South Yorkshire Counties, England, and GB¹⁴

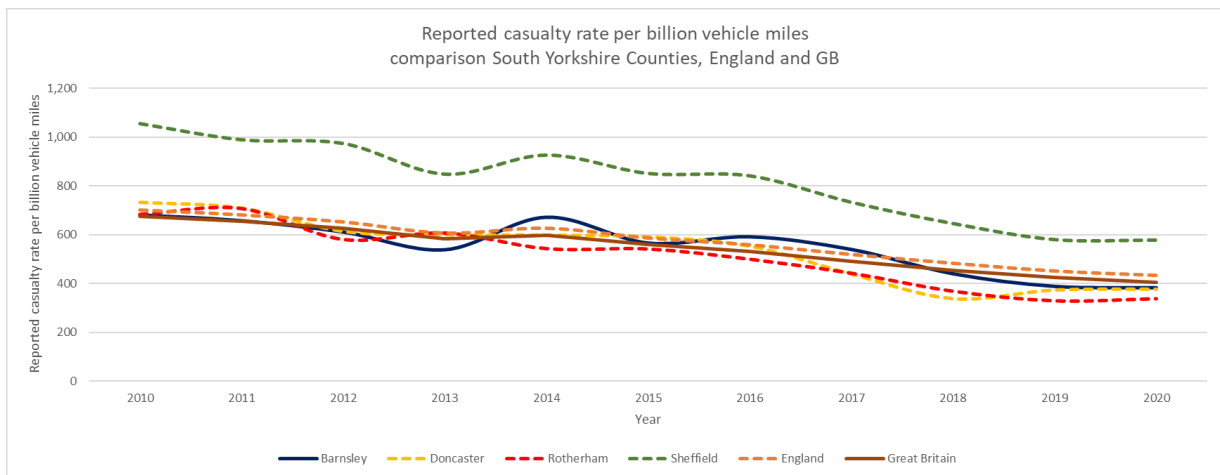
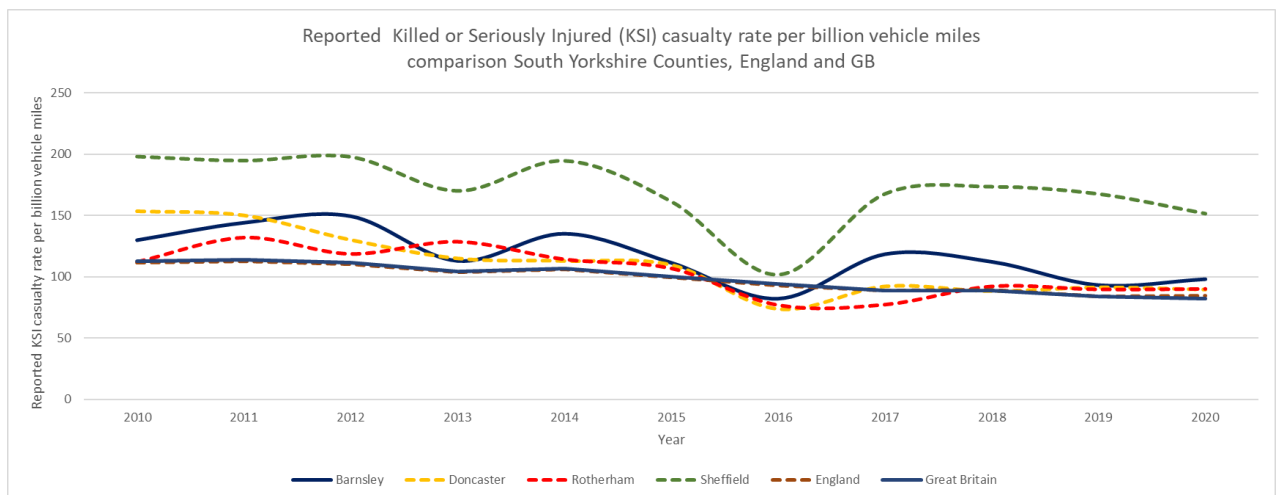


Figure 5: Reported Killed or Seriously Injured (KSI) casualty rate per billion vehicle miles comparison South Yorkshire Counties, England, and GB¹⁵



Local Road and National Trunk Roads Context

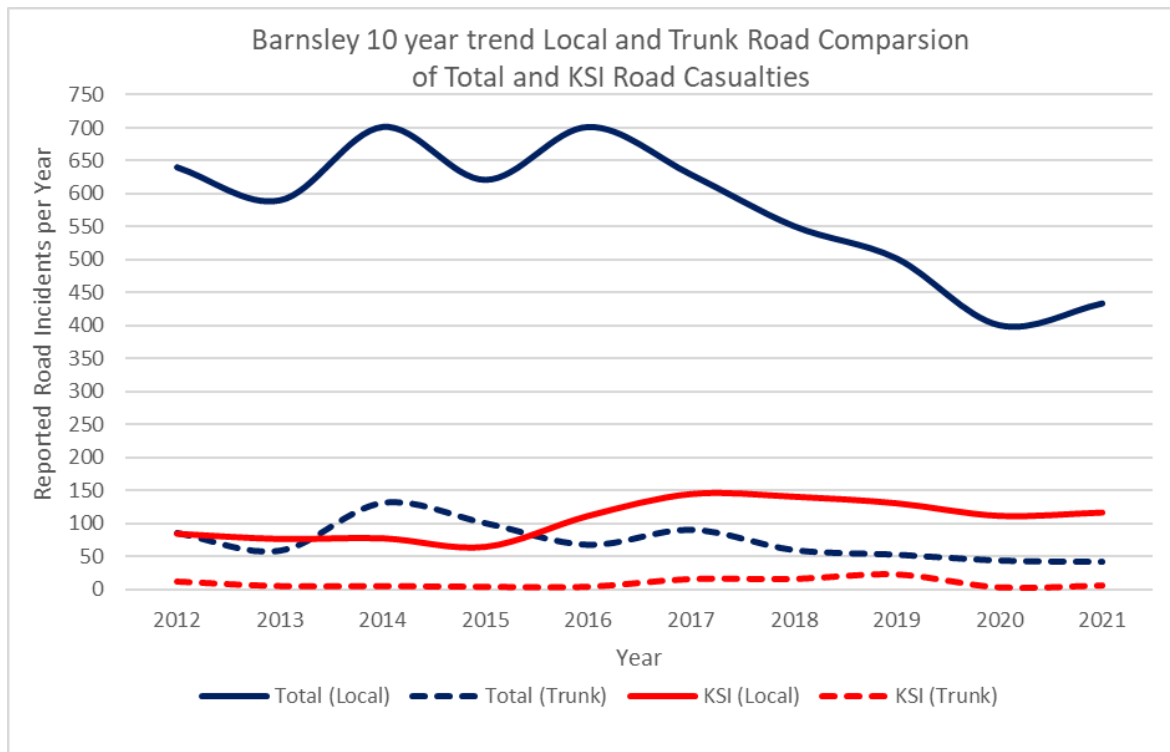
Barnsley has several key national Trunk Roads passing through the Borough, which are under the control of the National Highways and like our adjacent Local Road Authorities are key partners in our shared Road Safety ambitions. Figure 6 shows how Local and Trunk Roads contribute to road incidents in Barnsley, with the main trunk roads being the M1 Motorway passing through the wards of Dodworth, Kingstone, Darton West, Penistone East, Rockingham, and with A Class Road (A616 and A628) through the wards of East and West Penistone.

As expected, figure 6, shows the Trunk Roads have significantly less prevalence for road incidents resulting less incidents and KSI. This is a function of the motorway design (less junctions / vehicle conflicts /vehicle restraint system etc) and the higher (capacity) volume of traffic on this part of the road network.

¹⁴ RAS30040 Reported casualty rate per billion vehicle miles by country, English region and local authority, Great Britain, 2010 – 2020 (DfT)

¹⁵ RAS30040 former RAS41003, Reported Killed or Seriously Injured (KSI) (adjusted) Casualty rate per billion vehicle miles by local authority, Great Britain, 2010 – 2020 (DfT)

Figure 6: Barnsley 10 Year trend Local and Trunk Road Comparison of Total and KSI Road Casualties



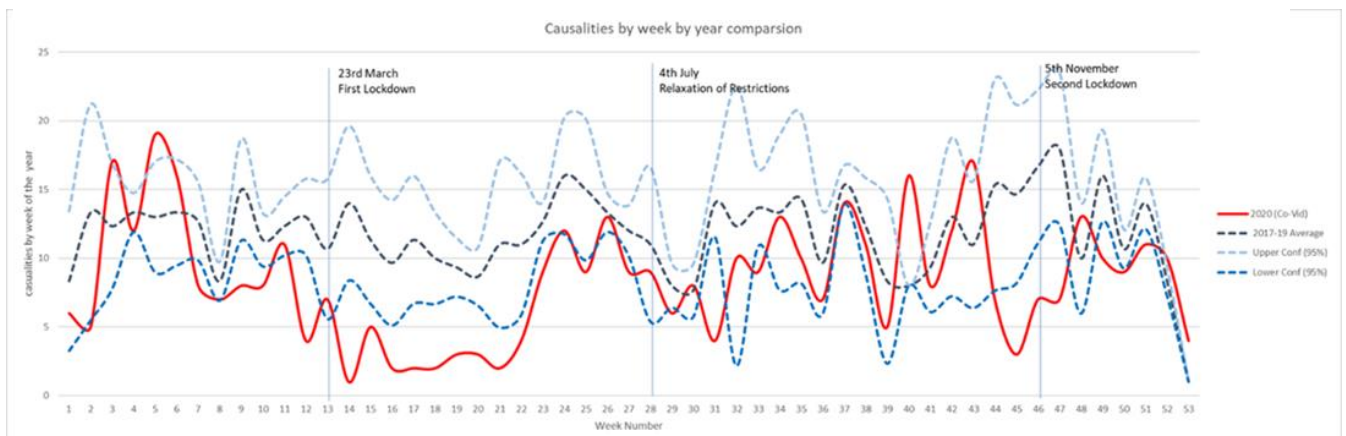
Road Safety Incidents during COVID 19

During the Covid Pandemic in 2020 there has been a reduction in vehicle casualties with a drop from 490 in 2019 to 380 in 2020 and increased back up to 424 in 2021. Pedestrian Casualties over the same period showed less reductions 63 in 2019, 64 in 2020 and 51 in 2021.

The number of casualties per week can be seen in Figure 7, and then compares to previous 3 -years with respect to 95% confidence limit, and it can be seen the first lockdown there was a reduce the number of casualties on Barnsley Road (red line) after the relaxation of the first lockdown the number of casualties does return to close to normal.

Despite the reduction in Road Casualties, we have reviewed the accidents rate per billion vehicle miles and found the prevalence (rate) has remained relatively unchanged, therefore it can be concluded that Covid has reduced the number of casualties but has not reduced the prevalence (risk) of incidents on our Roads.

Figure 7: Casualties by week of the year 2017 to 2019 average (95% Confidence), 2020 (co-vid) comparison



Concluding Barnsley 10 years Road Safety Performance

It can be concluded in the past 10 years the number of road incidents resulting in casualties has reduced significantly through the effective work of Barnsley Council, South Yorkshire Safer Roads (SYSR) Partners and in collaboration with people, communities, and elected members.

The majority of this reduction has been in the Slight category, with the Killed (Fatal) and Serious Injuries (KSI) showing reduction to a lesser extent. Overall, the Barnsley Road accident trend is showing signs of flattening, with spikes in more serious and fatal road incidents. This is potentially due to some areas of Barnsley having a higher prevalence in KSI incidents and / or the number of casualties per incidents being higher due to the type of road user (young car drivers and motorcyclist, typically male) on high-speed roads. Therefore, Barnsley roads are safer, but the reduction in KSI is lessening and requires a change in our approach to Road Safety.

Changing our Approach – Safe System

The traditional reactive approach is not returning the reduction in road incidents through just Education, Engineering, and Enforcement. Therefore, a more “collaborative systems-wide approach to Road Safety” is required, to ensure that the whole Council will have wider influences within Barnsley and external with our SYSR partners, and other regional and national bodies for those outside Barnsley who use our Local Roads.

The diminishing returns of the traditional approach has been acknowledged at International and National level, in response, SYSRP adopted the *Safe System* approach, as outlined in their “South Yorkshire Strategy to 2030 and beyond” (SYS2030) ¹⁶. This Barnsley Council Strategy is fully aligned with this approach, and it supports our Vision that all *Our people travel to arrive*.

¹⁶ <https://sysrp.co.uk/strategy>

Chapter 4 Vision Zero – Safe System.

The Safe System principle.

South Yorkshire Safer Roads Partnership Strategy presents the overarching regional strategy to deliver Safer Roads for our people and communities. The key change to this strategy is the adoption of a whole traffic approach that is designed to prevent people being killed or seriously injured, often through policy frameworks such as ‘Vision Zero’ or ‘Towards Zero’. This whole traffic approach is reframing how Road Safety is delivered through a *Safe System* approach that starts with a simple “ethical imperative” that:

“the traffic system should be designed and used in such a way that no one is killed or seriously injured as a result of a road crash; this imperative needs to be established and become part of the public discourse..... The implementation of a Safe System can be seen as a journey with different individual paths that may have different starting points but ultimately seek to arrive at the destination of trauma-free roads. ”

(International Transport Forum “Zero Road Death and Serious Injuries”) ¹⁷

Vision Zero is based upon three ideas (cornerstones):

- *First, **safety comes first in the design and functionality** of any transportation system, therefore, **mobility is a function of safety**. Meaning that the traditional trade-off (balancing off) between mobility and safety is not appropriate or permitted;*
- *Second, **shared responsibility for safety, which is divided between the providers of the transportation system and the users;** and*
- *Third, **decisions (interventions) should be evidence based**, as they are responsible for the life, and health (and wellbeing) of users. Since the majority of road incidents crashes can be attributed to human error, the transportation system must be robust and tolerate human errors.*

The traditional approach to Road Safety is more reactive to symptoms (accidents) that is a failure to the current system. The success of the approach is reliant of these symptoms being evident and similar causation at accident locations or demographic to develop interventions. The challenge the *Safe System* recognise the accidents have reduced to such a level that the causation is becoming increasing less evident and therefore intervention is less effective. Therefore, the *Safe System* recognises the contributing factors to accidents and through shared responsibility to make it become “the public discourse” intervention that collaboratively and share responsibility in delivering Safer Roads for all users in Barnsley.

Table 3 is an extract from Table 2.1 of the International Transport Forum (ITF) “Zero Road Deaths and Serious Injuries” paper, this is reframing of our approach to Road Safety working collaboratively and positively with our people and communities in our shared Zero Road Deaths and Serious Injuries ambitions.

¹⁷ ITF (2016), Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift to a Safe System, OECD Publishing, Paris, <https://www.itf-oecd.org/sites/default/files/docs/zero-road-deaths.pdf>

Table 3: Comparing the Traditional Road Safety approach and a Safe System (extract Table 2.1)

What, Who and How?	Traditional Road Safety Policy	Safe System
What is the problem?	Try to prevent all crashes	Prevent crashes from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	Reactive to incidents Incremental approach to reduce the problem	Proactively target and treat risk. Systematic approach to build a safe road system
What causes the problem?	Non-compliant road users	People make mistakes and people are physically fragile/vulnerable in crashes. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behaviour.
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers
How does the system work?	Is composed of isolated interventions	Different elements of a Safe System combine to produce a summary effect greater than the sum of the individual treatments- so that if one part of the system fails, other parts provide protection.

There are **Four Principles** that underpin the Safe System approach in road traffic:

- *People make mistakes that can lead to road crashes;*
- *The human body has a limited physical ability to tolerate crash forces before harm occurs;*
- *A shared responsibility exists amongst those who design, build, manage and use roads and vehicles and provide post-crash care to prevent crashes resulting in serious injury or death; and*
- *All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.*

Therefore, this approach design and operation of our road transport system should guide the road user to safe behaviour and mitigate the consequence of common human error.

Barnsley Safe System Pillars: “Our People travel to arrive”

The Safe System relies on the application of measures (interventions) from a number of key elements (pillars) which include *safe roads, safe vehicles, safe speeds, safe behaviours* and *post-collision learning*. Individually, these elements contribute to reducing the risk of incidents / collisions and associated injury (severity). The cumulative effect of these elements can provide greater impact than any individual element and can also safeguard if any element fails. These elements are collectively referred to as the *Safe System* five pillars of action.

The *Safe System* requires a systematic (wide) multi-disciplinary (professions) and multi-sectoral (partnership) approach to address the safety needs of all roads users to create “public discourse”. Through the discourse, a “shared responsibility” will be established between users and providers to make safe mobility, *so our people travel to arrive*.

Our Safe System pillars (elements) are shown in figure 3 that it is centred around the *Safer Roads* and public spaces which is largely provided by Roads Authorities, like Barnsley Council (Local Roads) and National Highway (Trunk Roads). Around *Safer Roads* is the three pillars (*Safer Vehicles, Safer Speeds* and *Safer Road User*) that have shared responsibility between the road users for example car driver, cyclists, pedestrians etc and providers (including enforcement). When there is a failure within this circle of *Shared Responsibility*, it falls to the outer circle (pillar) *Post Collision learning* with the primary action (response) is to administer emergency care, the secondary action being the aftermath including accident investigation, prevention and learning on how the system can be approved to prevent future collisions. Table 4 outlines the actions under each pillar.

Figure 8: BSRS Safe System Five Pillars



These Safe System Pillars are our cornerstones in the delivery of Safer Road for our people and communities and contribute to South Yorkshire Partnership vision, and the National and International ambitions for Zero Road Deaths and Serious Injuries.

Table 4: BSRS Safe System Pillars

BARNSELY COUNCIL “SAFER ROADS” PILLAR

- Designing and maintaining our highway network to reduce the potential of collisions and the severity when they do.
- Working with our communities to make our streets and roads feel safe to encourage sustainable, active, and healthy living.

BARNSELY COUNCIL “SAFER VEHICLES” PILLAR

- Promote safer vehicles on our road by working with our partners to support the transition to zero emission vehicles through the provision of the appropriate infrastructure.
- Promote safer modes of transport that support health, wellbeing and equality.
- Barnsley Council will aim to deliver best practice in terms of fleet management, employee (driver) code of conduct and the procurement of contractors who share our Road Safety values.

BARNSELY COUNCIL “SAFER SPEED” PILLAR

- Our Highway environment is self-explaining with an appropriate (evidence led) speed limits that reinforce appropriate Road User behaviour, especially when this relates to the most vulnerable road users.
- Road users understand and travel at appropriate speeds with respect to road condition and within speed limits. Where appropriate work with our communities and partners, to investigate, educate and reinforce appropriate Road User behaviour.

BARNSELY COUNCIL “SAFER ROAD USER” PILLAR

- Encourage and promote the safe use of our highway network with consideration of other road users.
- Targeting high-risk road users and seek to change their behaviour through focused interventions by understanding its basis.
- Provide focused interventions like education, training, media, and enforcement to support appropriate road use.
- Encourage sustainable roads users to know and comply with the road rules and use our spaces safely for themselves and others.

BARNSELY COUNCIL “POST COLLISION LEARNING” PILLAR

- Working with all emergency services to identify and deliver improvements to overall casualty response process.
- Working with our partners and communities to understand the causes of collisions and to prevent reoccurrence.

Safe System Interventions – Areas of Action

In development of this Strategy, a review of current best practice was undertaken, as well as how other Local Authorities have applied Safe System approach to Local Roads. Most Local Authorities have retained the three E's of Education, Engineering and Enforcement, with the additional fourth 'E' of Engagement. While this is compatible with the *Safe System* approach, it does present a risk of failure by Road Safety professionals not reframing their approach to establish a "public discourse" and that Road Safety is a shared responsibility.

Barnsley Safer Roads Strategy has adopted a blended approach that incorporates the traditional 3 E's approach with the proactive Safe System approach – developing four Areas of Action which are:

- Governance, Monitoring and Review;
- Education and Engagement (Media and Behaviour change);
- Engineering and Mobility ; and
- Enforcement and Compliance.

The Areas of Action are outlined in Table 5.

Table 5: Safe System – Areas of Action

GOVERNANCE, MONITORING AND REVIEW

Whole Council approach to Road Safety will require clear lines of Governance and accountability at Local, Regional and Sub-national level to deliver Safer Roads and Public Spaces for all our people and communities. Through a process of monitoring and review, these clear lines seek support and widen the Road Safety ambition beyond Barnsley Borough.

EDUCATION AND ENGAGEMENT (MEDIA AND BEHAVIOUR CHANGE)

Educating our Children and Young Adults in the correct behaviour on our Roads and Public Spaces is an investment in life skills and a Road Safety legacy for future road users. Through active engagement, we will seek to understand how we can communicate an effective message at target user groups and their social influencers, including family and friends.

Across all Council departments, Barnsley will support the South Yorkshire Safer Road Partnership in their campaign timetables in promoting safer road use and safer vehicles including campaigns that educate and inform *Our People* of changes in the Highway Code, as well as good and considerate behaviours.

A key aspiration of this area of action is to reduce inequality and accessibility by actively, looking at how we can educate and engage with our target adult population to improve their skills, knowledge, to access opportunities. Also, to support our elderly and retired in their personal adaptation to maintain their mobility in their communities and *Our Places*.

ENGINEERING AND MOBILITY

Our Places are made up of Roads and Public Spaces that are used by a variety of street users in terms of personal mode choices that reflect personal circumstances and mobility needs. *Our People* have a shared responsibility in how they interact on our Roads and Public Spaces; working across the Council Departments, Partners, Elected Members and Communities – we shall identify design solutions and action plans to make *Our Places* safer for *Our People* and those who come to Barnsley – so Street and Road users' behaviour is appropriate with *Our Places*.

ENFORCEMENT AND COMPLIANCE

Working with our Key Partners in South Yorkshire Police, and Council colleagues in Licensing, Neighbourhoods, Parking and Trading standards to direct limited resources in identified areas of non-compliance by Road users.

Chapter 5 Evidence Led approach to Safer Roads and Public Spaces.

Introduction

The scale and nature of intervention should be determined by an evidence led approach to Road Safety, which works with Barnsley partners and communities to identify the key area for improvement that presents the potential greatest benefit to the lives of our people.

The level of the intervention is also an important consideration, as Road Safety does have common themes to road incidents and should also be viewed in the right context in terms of prevalence or potential for accidents. For example, travelling by car on the motorway is low compared to cycling, where the number of cyclists / incidents are higher due to low number of total miles covered.

Area Councils and Ward Level Context and Common Strategic Themes

While the Department for Transport reports at Barnsley Borough level which is detailed in Chapter 3 of this strategy, to inform the direction of this strategy, a breakdown was estimated by Area Councils and Ward level. This approach allows for a bottom-up approach, and direct services at local level and moving away from top-down targets as outline in the DfT “Working Together to Build a Safer Road System” and examine Barnsley Accident trends at Area Council and Ward level.

When considering the Area Council and Ward datasets, there are common strategic themes which are outlined in Table 6.:

Table 6: Area Councils and Wards: Summary of Common Strategic Themes

Young Drivers

The strategic nature of the data analysis has demonstrated that most road casualties' incidents are associated with people aged between 17 - 66 years old. When examined in detail the 17-26 age category, and in some locations, the 27 to 36 years category as well, contribute significantly higher to Road Incidents and KSI than any other age categories. This may relate to road user experience, with driver over confidence (attitude to risk) and a lack of competence (experience) as key risk factors. Speed, loss of control, failing to spot danger are all recorded contributory causes, as drivers do not align their behaviour to the prevailing road environment. An important characteristic for young drivers is gender, with young male drivers having significantly higher risk of collision than females. In contrast, female passengers' casualties are generally higher than males;

Gender and Vulnerable Road user

This emerging strategy established at the outset that young males are the most likely to be involved in road safety incidents. However, there is greater equality between male and female car drivers, rather, male drivers are more likely to use other vehicle types, through profession (goods vehicles) and recreational (motorcycling and cycling) which are more greatly associated with road safety incidents. From examination of Vulnerable Road Users under 16 years old, it was found that Boys under 11 years are significantly more likely to be involved in road incidents (pedestrians' casualties) than Girls. While this trend levels out in early teenage years, it was found that Girls were more like to be in incidents as vehicle passengers' casualties. When we consider drivers, its evident boys (11+) and young men (16+) have a significantly higher prevalence for road incidents resulting in an injury (motorcycling and cars). It can be concluded that under 16 years Boys and Girls, do have accidents trends that have gender does have contributing factor.

Motorcyclist / Pedal Cycling

Motorcyclists are a disproportionate contributor to the overall road incidents and KSI with respect to the number of motorcycle vehicles on Barnsley's Local Roads. Typically, motorcyclists are male with an age distribution extending into the middle-aged. A similar pattern to a lesser extent is also found in Pedal Cyclist as well. There is a sub trend of young boys (11 to 16 years) where there have been number incidents from a peak 13 in 2012 to 6 in 2018, reduced further to 2021. Note the earliest age for a motorcycle / moped driving license is 16 years old;

Chapter 6 Key Transport User Groups.

Building upon Common Strategic Themes

Building upon these are common strategic Road Safety themes, our strategic approach not only aims to reduce the number of road incidents with these groups. The adoption of the *Safe System* approach has created an opportunity to reframe our existing practice, and to widen our approach through research and application, to achieve a whole Council approach with our regional and national partners to deliver *Safer Roads* and *Places for all Our People to travel to arrive*.

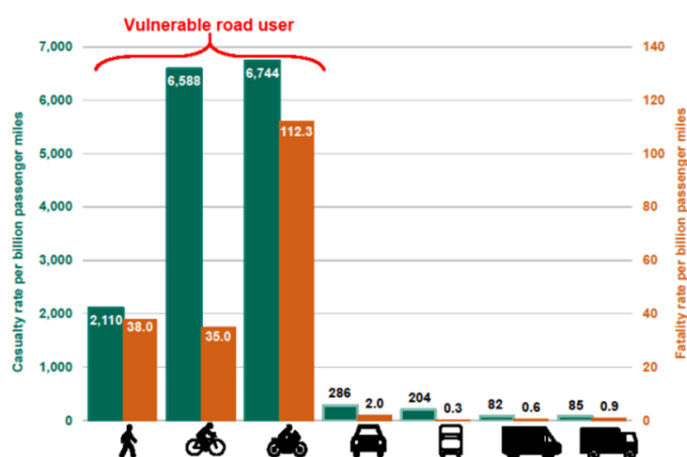
Hierarchy of road users – Supporting Vulnerable Road Users

The Road Traffic Act (RTA) 1988 applies to all vehicles and drivers within the UK as it essentially covers the correct and appropriate use of vehicles on the road in the UK. The rules of the road are covered in the Highway Code, which is reviewed and updated accordingly. In 2022 the definition of the “Hierarchy of road users” which gives a clear guidance on vehicle drivers including cyclists (as well as other road users) on their duty of care to more vulnerable road users.¹⁸

The DfT “Working Together to Build a Safer Road System”(2015) in which it discussed the benefit of “Road User groups” that are more vulnerable user to the physical impact of a collision than those in an “enclosed vehicle”. Motorcyclists are considered the highest casualty risk of all road user groups on account of both their physical vulnerability and the elevated speed at which they can travel compared with other vulnerable road user groups (as shown in figure 9). This reflects the importance of the Hierarchy of road users, not only in our approach to the *Safe System* but also in Policy documents like Barnsley Transport Strategy (Local Transport Plan) and *Barnsley 2030*.

Despite the higher risk of vulnerable road user groups, we must recognise the benefits of these modes of travel. For example, walking and cycling having a clear health benefits, assisting obesity reduction and increased life expectancy, and environmental benefits. Motorcycling is an efficient means of transport and can support affordable social and economic inclusivity.

Figure 9: Extract of Figure 3 Comparative vulnerability of different road user groups (per billion passenger miles) from the DfT “Working Together to Build a Safer Road System”(2015)



¹⁸ Duties of road users is a duty of care which is considered equal by all road user, but duty (responsibility) is higher on those who can inflict more damage or harm. (English Tort Law).

Vulnerable Road Users: Pedestrians

The most accessible and popular mode of active travel is pedestrian / walking; when we consider that walking makes up part of all journeys and is essential for our peoples' everyday needs. Therefore, considering pedestrians over other modes, supports all users and enables mobility in *Safer Roads* and Public Spaces. In the development of this strategy, we undertook a refined accident analysis by Accident Class from 2017 to 2021 (4 years).

Children <16 years

The most notable observation of the under 16 years (children) accidents is that they make up 34% of all pedestrian road incidents resulting in an injury. If we consider a percentage of the total, all pedestrian incidents that resulted in a fatal (kill) or serious injury (KSI) 14% of all pedestrian KSI are under 16 years old, 3% are Girls and 11% are Boys. For comparison, for all other ages (17 years and above) is 29% KSI, 9% are female and 20% are male. This group of pedestrian / street users is contributing disproportionately to casualties in Barnsley.

Response to Children <16 years

Road Safety Education is an important and vital element in our *Safe System* through the School Education system which should allow for direct and targeted ("funnel") education interventions. Barnsley and South Yorkshire Safer Road Partnership (SYSRP) have well developed School Educational material, as well as other publicly available material from the DfT *THINK!* Website¹⁹. The common challenge is securing engagement with schools to arrange delivery of the material, especially in schools within areas of greater Socio-economic deprivation.

Therefore, a shared responsibility must be developed with educators to commit to a communication plan of targeted Road Safety education / life skills at key child's development stages. Unlike any other target group, the under 16-year-old children is the only group that can be effectively targeted due to the education system and greater success in engagement can equip children in life skills as they enter adulthood and using other modes, cycling, and driving vehicles – safely.

The Educational (material and format) approach should be developed that engages all children with a view of gender and prevalence for the type of accident, with *key messages* for target groups for "*Safer Road User.*" This may require focus groups to review material and effective approaches to deliver of *key messages* with the relevant target groups, creating wider shared responsibility (ownership) through peer-led interventions.

Adults 17+ years

The number of pedestrian incidents does reduce by age group, with the differences between male and female becoming more equitable (36 year and above) but some age groups do display some inequality. If we consider percentage of the total, all pedestrian incidents that resulted in a fatal (kill) or serious injury (KSI) for 17 to 46 years is 15%; of which 2% are female and 13% are male, for 47 years and above, is 14% of which is 7% female, and 7% male.

The number pedestrian incidents do reduce as the population becomes older, this is a combination of increase mode choice and preference, as well as older generation self-regulating (personal adaption) reflecting reduced physical and mental ability, for example need for prescription glasses, ability to identify gaps in traffic to cross the road (increased concern of road speed) etc. This self-regulation

¹⁹ <https://www.think.gov.uk/education-resources/>

contributes to reduced risk-taking behaviours. Hypothetically, if male adult pedestrian had a similar approach to risk as female pedestrians, there would be 50 less KSI²⁰ in the past 4 years.

Response to Adults 17+ years

The majority of pedestrian incident are the result of collisions with vehicles, and therefore, by improving drivers and riders' behaviour (*Safer Road user*) and combined with appropriate speed (*Safer Speed*) would contribute to reducing the number of incidents and the severity. However, "*Safer Road User*" is a shared responsibility of the pedestrian within a Street space ("*Safer Roads*") and with other Road Users (Drivers and Riders).

The response to Adult Pedestrian incidents is a blended approach that should build upon our response to under 16s, investing in the next generations of adults, and how we can reframe public attitude *Safer Road User* through media and campaigns.

Therefore, the emerging Strategy must develop a communication plan and training (media campaign) material that encourages older adults to make a voluntary decision to change their transport mode preference and / or to adopt safer road user approach.

Vulnerable Road Users: Motorcyclist

When we consider that anyone over 16 can apply for motorcycle or moped licence, the number of road safety incidents between 11 and 16 years involved 15 boys and 1 girl, of which 4 boys were KSI incidents. The pattern of mainly male victims is repeated in all age groups from 17 to 61 years old, which is relatively high to the age 36 years before reducing significantly.

As previously highlighted, the number of motorcyclists on our roads are relatively low in comparison to the number of road safety incidents. This is a national trend as outlined in figure 9 and the associated text. What is not highlighted that inequality exists due to the number of male victims compared to female. The challenge is targeting motorcyclists as primary causation is loss of control, speed related and experience, in particular Area Councils such as Central Barnsley, South Barnsley and North East Barnsley.

Responding to Vulnerable Road Users: Motorcyclist

A blended approach is required, targeting key routes with Action Plans that seek to inform Motorcyclists groups through tailored media / promotion at destinations, and entry points into the transport network. No consideration should be given to the style and type of motorcycling, rather all motorcyclists, regardless of experience and engine size.

In combinations to this is key campaigns (DfT *Think!* "Never too good"²¹) and educational resources "Biker Down" (SYSRP First Aid training) that seek to improve response to incidents and developing shared responsibility in assisting the injured correctly and reduce severity and life-changing injuries. Therefore, the promotion motorcycling safety is about promoting additional / sign posting training opportunities.

Vulnerable Road User: Pedal Cyclist

Pedal cyclist is important to our transport system in delivering increase reach of active travel modes to reduce the need for short distance car travel and associated disbenefits. Therefore, the promotion of pedal cycling (and walking) results in increased health and well-being, but also makes our Local Roads Safer.

²⁰ Between 2017 and 2021 there was 81 males KSI and 31 female KSI

²¹ <https://www.think.gov.uk/campaign/motorcycling/>

Similar, to other modes, there is a higher prevalence in male pedal cyclist incidents which is evident 11 to 16 years age group, which reduces in older age with increased mode choice, but the prevalence of male cyclist is evident in all age groups. When we consider the number cyclist and the total mileage, these incidents are contributing proportionally higher to road safety incidents overall. Other observations is the majority of road safety incidents are on A or Unclassed Roads, with B and C classes contributing less so.

Responding to Vulnerable Road User: Pedal Cyclist

Barnsley Council are undertaking several initiatives to promote and support increased pedal cycling on our Local roads, this includes reduced speed areas, like 20 mph zones, segregate cycle lanes, and cycle facilities. Other key initiatives, with Bikeability (cycle training) promoted through primary and secondary schools. Adult cycle training is also being promoted.

While there are a number of contributing factors to cyclist related road incidents, education is the primary response as this *Safer Road User* and *Safer Vehicles*. Further consideration could be given to bicycle repair / maintenance voucher scheme, bike repair training, cycle skills, behaviour information, Bikeability trainer recruitment, promotion and support of Bike-Bus initiatives.

Drivers: Young Adult 17 to 26 years and Gender

Young Adult drivers present a disproportionate contribution to road safety incidents, compared to other age groups. There are other characteristics, in terms of most incidents involve young men. If we consider all vehicle types, the data suggest the gender gap is less evident in Car only incident, rather males are more likely drive other types of vehicles such as motorcycles, goods vehicles and pedal cycles.

Response to Drivers : Young Adult 17 to 26 years only

Young Drivers have a high potential for road safety incidents for a number of factors, however, the overarching theme is driver competence / experience does not align with their confidence / attitude to driving (and vehicle maintenance). Therefore, initiatives that seek to align driver ability (competence) to their confidence should reduce the potential for road safety incidents. This can be a combination of driver post-test courses to improve their skills, as well as capture / correct choice behaviour. Also, courses in response (alternative to prosecution) to road offences, for example, courses on awareness of speed or smart motorways, or safe and considerate driving, etc.

Media Campaigns based upon behavioural change approaches have been developed by national and regional bodies that take a different approach to Young Drivers, for example DfT *Think! "The Road Whisperer"*²² campaign or the Road Safety Scotland *"Drive like Gran's in the Car"*²³ campaign encourages drivers to reflect and moderate their behaviour to the driving environment (as if someone they respect, and value is in the car). While similar approaches could be developed for a Yorkshire area, the effectiveness of such campaigns is dependent on several (risk) factors²⁴ / influences to achieve the aim of creating *public discourse* (change in Road Safety culture) and a lasting effect once the campaign is concluded.

Therefore, creating a *public discourse* on how we can support inexperienced drivers within the first 12 months, especially the first 1000 miles after passing, being highest risk of road safety incidents, should reduce the risk. What approaches could be considered to reduce the risk, for example parent

²² <https://www.think.gov.uk/campaign/road-whisperer/>

²³ <https://roadsafety.scot/campaigns/>

²⁴ Resources to produce, research, develop, promote / broadcast / deliver a targeted campaign.

-young person's agreement can be used to limit their exposure to high-risk situation like driving at night with friends. Follow up post examination training with refresher and opportunity for feedback and support.

Drivers and Passenger: Gender

While it is evident that boys and young men have a higher prevalence for road safety incidents as pedestrian or driver and rider. When we consider different vehicle types, it is more equitable in the number of incident for male and female car drivers. However, there is a higher prevalence of incidents for male (almost all) in non-car modes, like goods vehicles and motorcycling.

When it comes to Car (Vehicle) Passengers female have higher prevalence of being victims of roads safety incidents resulting injury.

Response to Drivers and Passenger: Gender

When responding to gender differences Road Safety aspects, these differences should be acknowledged as fact and should not be reacted upon (to avoid indirect discrimination). Therefore, it would be appropriate to have male and female role models that are relatable to the target audience and / or their peer group. For example, Road Safety Scotland *Drive, like Gran's in the Car* campaign, targets young male drivers, without mentioning gender or age – with the influence of a key role model, Gran.

Peer Influence has been a standard approach in Road Safety campaign, for example, for High School age group the DfT "*See Think Speak*"²⁵ and into adulthood with the DfT *Think! "Mates matter"*²⁶. These campaigns seek to create peer influence, which is about creating a public discourse within key target group or within peer influence group. These approaches could be successful if the message is conveyed in an accessible and universal way – that develops a shared responsibility.

Drivers: Adults 65+ years

Our research found there was no indications that age was a significant contributor to road safety incidents. This could be for a number of reasons, but most likely that elderly people will self-regulate their behaviour in response to their changing (personal) circumstances. This self-adaption may include a change of vehicle to something more manageable and with increased safety features, changing when they travel during the day or good weather, and there is potential for mode shift to public transport, incl. taxis, etc. While the research would suggest that Drivers 65+ years is not a major contributor to road safety incidents in the Barnsley area, it would be prudent to consider an intervention to mitigate a potential risk associated with an aging population demographic.

Responding to Drivers: Adults 65+ years

When considering drivers over the age of 65, it is appropriate to consider the important contribution that driving to lives of our elderly community, and the wider role of active mobility in later life in support of health, wellbeing and inclusivity of *Road Space* and Public Spaces. Therefore, responding to mobility at any age is an important aspect of this strategy, and whilst it may not contribute significantly to KSI reduction, this will contribute to other performance indicators.

Therefore, initiatives that seek support self-regulation / personal adaption in older life by supporting individuals to maintain their mobility including stop driving and adopting shared transport alternatives are important, as these will contribute positively to Road Safety as well as wider health and wellbeing benefits.

²⁵ <https://www.think.gov.uk/education-resources/explore-education-resources/page/2/?age%5B0%5D=13-to-16>

²⁶ <https://www.think.gov.uk/campaign/a-mate-doesnt-let-a-mate-drive/>

Drivers: Driving as a Profession

Driving as a Profession has a number of occupational hazards, which is regulated by various laws and regulations, the most notable being *working time directive* and the use of tachographs. Companies' compliance to these regulations is essential to mitigate risk, as such company health and safety policies as well as vehicle maintenance, driver training and welfare facilities are required to improve standards and occupational care.

One area often overlooked in Road Safety is driver welfare facilities and driver fatigue.^{27,28} We have examined the available road incident data in relation to driver fatigue and it was found to have insufficient data (evidence) to suggest that driver fatigue was a major contributor to road safety incidents in Barnsley.

Responding to Drivers: Driving as Profession

While it was not evident that driver fatigue contributes significantly to road safety incidents in Barnsley, we must consider that the types of these incidents are more likely to occur close to key logistic destinations (outside Barnsley). As such, it would be prudent to cater for drivers' welfare facilities for all genders within Barnsley which will result in reduced road safety incidents at these destinations and results in *our people* returning home safely.

Locations and Causation

When we consider the location of road safety incidents in Barnsley, it can be seen in Figure 10, that most locations where most incidents do occur are locations with no junction present (straight road) or complex junctions (more than 4 arms, not roundabouts). When we consider associated speed limits as shown in Figure 11, 30mph (urban) and 60 mph (rural and inter-urban) are the main contributing factors to road safety incidents.

When considering the type and speed of the road, we have examined the number of incidents per road classification and number (where available). While the majority of road safety incidents are on unclassified roads, this may be due to a limitation on the information recorded on site. Therefore, we have ignored unclassified roads in this analysis.

Therefore, A classed roads with the high level of incidents (% percentage of KSI in 2018 to 2021) are, A628 (26%), A61 (19%) A635 (17%) A6195 (10%) A633 (9%) and A616 (7%). Similar for B classed Roads with the high level of incidents (% percentage of KSI in 2018 to 2021) are B6096 (15%), B6098 (14%), B6428 (14%), B6132 (12%), B6100 (9%), B6273 (8%).

²⁷ <https://www.rospa.com/media/documents/road-safety/driver-fatigue-factsheet.pdf>

²⁸ <https://www.rospa.com/rospaweb/docs/advice-services/road-safety/drivers/fatigue-litreview.pdf>

Figure 10: Barnsley: Location of Collision Resulting in Fatal (Kill) or Serious injury (2018-2021)

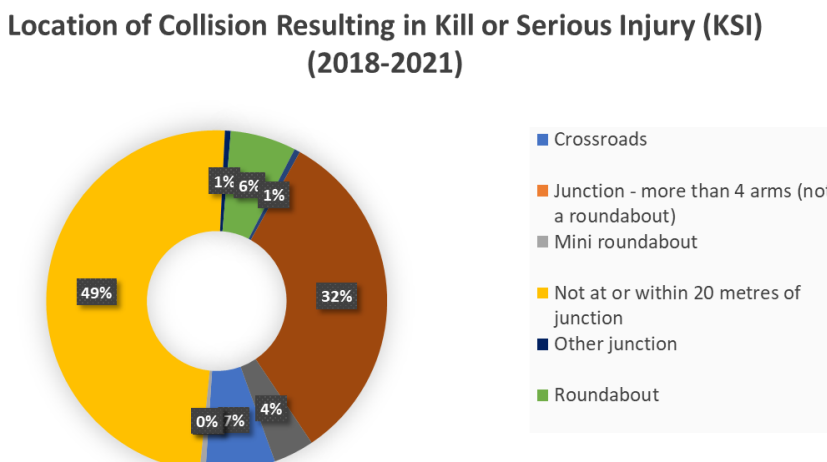
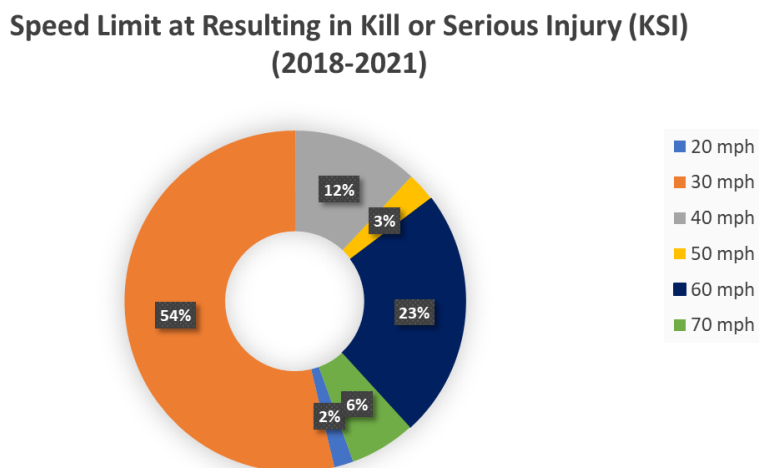


Figure 11: Barnsley: Speed Limit at road safety incident locations, which resulted in Fatal (Kill) or Serious injury (2018-2021)

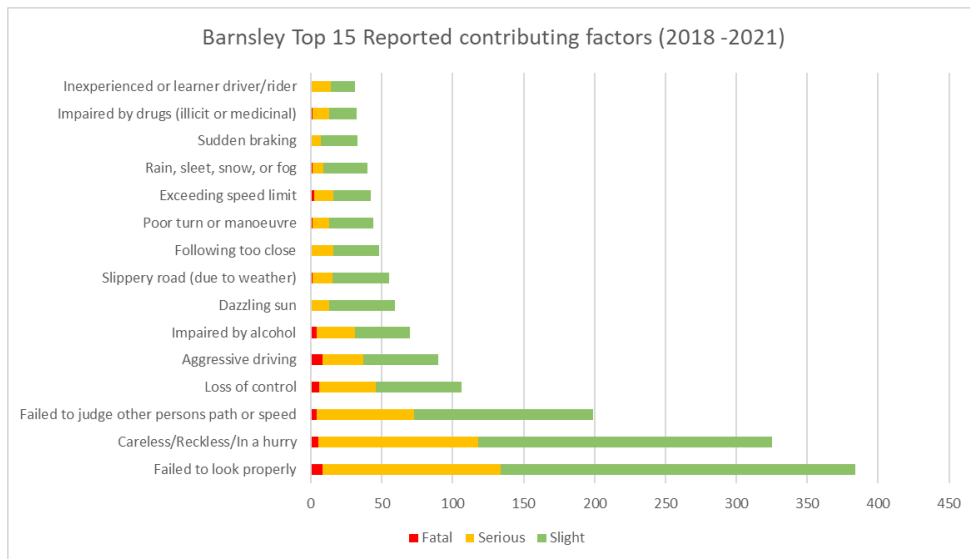


When we consider the primary causation of road safety incidents in Barnsley, the top fifteen are shown figure 11, with top 5 factors (outlined below) making up 54% of all road safety incidents resulting in some form severity (53% resulting in fatal (kill) or serious injury).

- Failed to look properly;
- Careless/Reckless/In a hurry;
- Failed to judge other person’s path or speed;
- Loss of control; and
- Aggressive driving.

The common factor is speed and failure of the driver, to drive appropriately with regards to the road condition and their ability.

Figure 12 Barnsley Top 15 Reported contributing factors to Road Safety Incidents (2018 -2021)



Responding to Locations and Causation

The safe system approach seeks to establish a shared responsibility between the transport user (behaviour) and the transport provider (road space). Therefore, a combined response of engineering and behaviour change to road safety incidents along routes (route action plans) or location (cluster analysis) is the appropriate approach (or combination of). However, we should seek out new opportunities / approaches to promote safer behaviour on key locations or routes through new technology or active campaigning could be considered. The use of navigation devices, live feedback, and targeted information on accident / speed location to create an impression of enforcement.

Chapter 7 Safe System Interventions – Programme of Action

Overview

Evidence-based approaches in the development of our Road Safety interventions is one the cornerstones of the *Safe System*, as this ensures that appropriate intervention, or combination of, will contribute to making our Road and Public Spaces safer. This Strategy has adopted a blended approach (“Areas of Action” as outlined in Table 5) to secure the value of our traditional Road Safety approach while embracing the proactive *Safe System* (“Safe System Pillars” as outlined in Table 4). The key Areas of Action have developed under the following four categories:

- Governance, Monitoring and Review;
- Education and Engagement (Media and Behaviour change);
- Engineering and Mobility; and
- Enforcement and Compliance.

The following section is a summary of the key intervention areas and programme of action.

Governance, Monitoring and Review – Programme of Actions

Table 7 outlines the programme of interventions in key actions areas to achieve a whole Council approach to Road Safety by having clear lines of Governance and accountability at Local, Regional and Sub-national level to deliver Safer Roads and Public Spaces for all our people and communities. The role of a Local Road Safety Coordinator is a crosscutting role that seeks common synergies in developing Whole Council “Safe System” approach, which identify/ support interventions, initiatives, funding, and resources to support these ambitions, and to ensure *our people travel to arrive*.

Table 7: Governance, Monitoring and Review – Programme of Action (summary)

GOVERNANCE, MONITORING AND REVIEW
Governance and scrutiny - seeks to create accountability and to enhance our working practices
Barnsley Council Local Road Safety coordinator is the key role to manage, develop and deliver this Strategy
Whole Council Safe System approach is integral within Local Transport Planning and Regional co-ordination
Harmonise Partners agencies actions / Delivery Plans of Key Strategic element - working with our partners
Parliamentary Advisory Council for Transport safety. (PACTS) . Adoption of national and regional Road Safety targets recommended by PACTS
Road Death and Serious Injuries Review (RDSIR) - Bi-annual or Annual cross agency / partners review of collisions resulting in fatal and serious injury
Development control - Ensure that local safety issues are considered early within the planning
Driving under the influence [DUI] undertake research to inform targeted behavioural change campaigns
Young Drivers and Multiple Occupancy Causality incidents - undertake research to inform targeted behavioural change campaigns
Route Action Plan - undertake research to understand how to influence road users along key routes

GOVERNANCE, MONITORING AND REVIEW

Education Single Point Contact (ESPC) – Barnsley Council Local Road Safety coordinator will act as a single point for Road Safety Education

“Road User Compliance Review (RUCR) Single Point Contact – Barnsley Council will take the lead coordination for any Road User Compliance concerns raised by our people.

School Crossing Patrol Recruitment and Retention Plan

Speed Compliance as a Key Performance Indicator

Education and Engagement (Media and Behaviour change) -Programme of Actions

Table 8 outlines the programme of interventions in key actions areas to achieve a whole Council approach to educating our Children, Young Adults and Adults in the correct behaviour in using our Roads and Public Spaces. This approach seeks to develop a lifetime of legacy that will deliver an inter-generational Road Safety inheritance by reducing road danger. Through active engagement, we will seek to understand how we can communicate an effective message at target user groups and their social influencers, including family and friends. A key aspiration of this area of action is to reduce inequality and accessibility through positive active by recognising these prevalence’s and adopting a universal proportionate approach²⁹.

Table 8: Education and Engagement (Media and Behaviour change) – Programme of Action (summary)

EDUCATION AND ENGAGEMENT (MEDIA AND BEHAVIOUR CHANGE)

Train the Trainers: School Staff or Community Volunteers (as required) to delivery basic Road Safety education, coordination, and promotion of Road Safety / Active Travel.

Road Safety Travel Plan Coordination - Working with schools to identify barriers to Active Travel

Working with PSHE (Personal, Social, Health and Economic) Network and our partners – to ensure active links with schools for the inclusion of the Safe System “public discourse” is integral to the school curriculum

School Road Safety Communication Plan (<16-Year-old) – working with our partners to agree co-ordinated approach to Road Safety Education

Young Adult Communication Plan (16–25-Year-old) – working with our partners to agree a co-ordinated approach to Road Safety behavioural change / education, with a key focus on immature / inexperience.

Adult and the Elderly Communication Plan (26+ year old) – working with our partners to agree a co-ordinated approach to support Adults and the Elderly to maintain and develop safe mobility. Encourage maintaining and take up of active lifestyle and personal adaption. Plan should present a focal point and signpost to resources.

Motorcyclist Communication Plan. Seeks to capture and direct all motorcyclists to undertake additional training, including first aid response, and compulsory Basic Training (CBT) plus training for new passed motorcyclists.

Support Community Public Health Local Interventions – As necessary to adopt a community-based approach

Road Safety Research and Innovation –improves our understanding of the contributing factors to Road Safety and develop better Road Safety interventions

²⁹ Please refer to “Equality Act and Public Sector Equality Duty” positive actions

EDUCATION AND ENGAGEMENT (MEDIA AND BEHAVIOUR CHANGE)

Development and Maintain Road Safety Educational Material – Educational material will be made available on-line for self-direct learning or In-person material that can be delivered by teaching staff for the following stages; Foundation; Key Stage (KS) 1 and 2, Transition (primary to secondary), and Key Stage (KS) 3 and 4

Safe and Active Travel for Schools (STARS) : Barnsley Council would seek to encourage all schools to work towards achieving Modeshift STARS accreditation and actively managing safety on the network around their establishment

Junior Road Safety Officer (JRSO) Scheme

Older Drivers- Driving Safer for Longer: Targeted informal, interactive workshop to cover topics to support older driver's ability to drive safely

Age Friendly Barnsley – Our Places. Working with key partners to develop to an interactive, informal workshop to support older pedestrians' ability to access public space

Bikeability. A National Standard for Cycling Training to develop confidence and competence to have knowledge to ride safely on our roads.

School Focused Campaigns: Support key Road Safety campaigns

Regional and National Road Safety Campaign Plan: Support all key campaigns

Engineering and Mobility – Programme of Action

Table 9 outlines the programme of interventions in key actions areas, so our places, which are made up of Roads and Public Spaces are used safely by our people in terms of personal mode choices that reflect personal circumstances and mobility needs. Our People have a shared responsibility in how they interact on our Roads and Public Spaces; working across the Council Departments, Partners, Elected Members and Communities to identify design solutions and actions plans to encourage Road users' behaviour and mobility that is appropriate with *Our Places*.

Table 9: Engineering and Mobility – Programme of Action (summary)

ENGINEERING AND MOBILITY

Delivery of the Route Action Plan: Engineering element to complement the behavioural change, enforcement, and compliance element.

Accident Cluster sites analysis: Engineering solution are developed to support safe road use at these key locations

Incident Response time: Working with our Partners review locations where road improvement may be required to reduce emergence services' response time to road safety incidents

School Street Initiative: to reduce vehicle emissions, safer roads, encourage active travel, and the associated health and wellbeing.

Neighbourhood Road Safety Project: Evaluate highway interventions that would not currently meet the present Road Safety intervention levels but would serve to improve road safety and mitigate residual risk.

School Crossing Patrol

School Safety Zones: This holistic approach examines the barriers to active travel and how they could be reduced through various initiatives.

ENGINEERING AND MOBILITY

Local Speed Limit Review (based upon DfT Guidance): could be undertaken as part of the “Road User Compliance Review (RUCR)”

Safer Routes to School: a network of routes that support independent mobility of school children (based upon parental choice) through dedicated routes.

Road Safety Audits (RSA): Ensures that any new infrastructure meets current Road Safety standards.

Road Safety Initiatives within the Planning Process: Should Road Safety initiatives / improvements are considered necessary to permit (and relevant to the) development

Keeping a Safe Network: Review of the Highway Asset Management Plan – Maintenance of Highway Infrastructure is essential for road safety for all users.

Low Emission Vehicle Infrastructure (LEVI): Supporting the phasing out of fossil fuel vehicle will modernise the general traffic fleet / stock with safer vehicles with improved safety features.

Emerging Future Mobility: National guidance, legislation, legal ruling in regard to emerging new modes of transport such micro-mobility and its acceptability on Roads and Public Spaces

Enforcement and Compliance – Programme of Action

Table 10 outlines the programme of interventions of the key actions areas to achieve improved enforcement by working with South Yorkshire Police and compliance with Barnsley Council Licensing, Neighbourhoods, Parking and Trading standards by directing limited resources.

Table 10: Enforcement and Compliance – Programme of Action (summary)

ENFORCEMENT AND COMPLIANCE

Parking enforcement BMBC wardens and our contractors to undertake random enforcement / advisory approach to inappropriate parking outside schools and other key locations as necessary (resources permitting).

Road Safety Enforcement Strategy. Barnsley Council supports South Yorkshire Police and our National Highways partners to meet their aspirations outlined in the Road Safety Support Enforcement Strategy “Raising the Game”.

Parking Management and Control: Working with BMBC wardens and our contractors to identify new technology approach (Automatic Number Plate recognition (ANPR)) and any additional legal powers to enforce violation (if necessary).

Community Speed Watch (CSW): Locally community driven initiative to monitor speeds of vehicles in their towns and villages.

DVLA Devolved Power: Seize the untaxed vehicles after 60+1 days (includes foreign vehicles) that do not comply with UK requirements for vehicles to be MOT, taxed and insured.

Roads Policing Strategy: Barnsley Council to support South Yorkshire Police and their partners in the delivery of key actions on various aspects aligned with the National Road Partnership Calendar

Media Sharing : Provide a mechanism for roads user to share footage (dashcam) of road offending by other road users (motorist) to South Yorkshire Police.

Barnsley Council Passenger Transport Services - Continued monitoring to ensure licences, insurance, DBS (Disclosure

ENFORCEMENT AND COMPLIANCE

Barring Services) are compliant

Taxi Drivers Safety Standards (incl, Private Hire, Uber etc) - must have receive undertaken Taxi Assessment (either Blue Lamp Trust or Taxi Driving Solutions) and provide certificate. BMBC requires enhances DBS check every 6 months, and Safeguarding training for all drivers.

User Vehicle Sales (Safety) - where appropriate, take part in regional (intelligence led) forecourt inspections in relation to Barnsley businesses of concern. Continuation of Regional work to promote South Yorkshire Motor Trade Partnership.

Barnsley Council Fleet Management Leading by Example: Barnsley Council will aim to deliver best practice in terms of its own fleet management, employee (driver) code of conduct and the procurement of external contractors who share our road safety values.

Chapter 8 Our Road Safety Journey – Travel to Arrive.

Monitoring and Reporting Progress

Barnsley Safer Road Strategy covers a ten-year period until 2032, with a potential refresh in 2027 (5-year point). The funding and resources of this plan is made up of existing funding and resources within the initial 5 years with a view to identify and secure any additional funding and resources to support our Safer Road ambitions. Key to this ambition is the Whole Council approach to Road Safety to ensure it becomes part of the “Public Discourse” and how other initiatives can contribute to our Safe System approach for example, Active Travel reduces vehicles on streets, Electric Vehicles have safety features as well as reduce tail emission, etc.

The progress of the programme of action set out in the strategy will be monitored to determine its impact, and performance indicators are embedded in Governance to ensure that accountability on the delivery of these ambitions, so that we have achieved our short-, medium- and long-term targets.

The review of these targets will be undertaken annually, with a mid-year (initial) review, with all available data at the appropriate geographic level to allow local accountability and to inform a change of direction (if necessary). Therefore, we would expect the Yorkshire Safer Road Partnership to present any information at Barnsley and Area Councils level (where possible) and that any regional targets are disaggregated to Council Borough level only.

A performance Dashboard will be developed to create a focal point to discuss performance and ensure that response is evidence led (one of the cornerstones to the safe system).

Our hope with open data and accountability, that a shared responsibility will empower our people, elected members, Council officers, and our valued partners to continue our road safety journey, so *our people travel to arrive* at their homes, families, and life opportunities.

Our Road Safety Ambitions

Our Targets

Barnsley Council has adopted SYS2030 ambition of 50% reduction in KSI casualties (using a baseline period of 2017 to 2019) by 2030 to produce a target of 78 KSI or below (as shown in table 12). We share these ambitions that any death or serious injury is one too many and the long-term goal is Zero people killed or seriously injured (Vision Zero by 2050).

We have included in Table 11 “Our Commitments” from Barnsley’s Transport Strategy “Moving from A to B” which includes the 50% reduction KSI as outlined above.

By Barnsley Council adopting these targets, it recognises its local road authority role in reducing the impact of road incidents and injury on the wider road network by taking a less top-down approach. This creates a shared responsibility that will encourage greater collaboration with adjacent Road Authority, including the National Highways and key partners, to encourage a *Safe System* approach.

Table 11: 2017 to 2019 Average casualties, by severity Barnsley Metropolitan area (Adjusted) and associated 2030 Road Injury reduction targets

YEAR	FATAL	SERIOUS	SLIGHT	TOTAL
2017-19 Average	11	146	471	628
SYSRP 2030 Target				
By 2030	78 (KSI)		3 yrs average (Barnsley).	
Transport Strategy "Moving from A to B"				
By 2030	No Fatal	Less than 400 total incidents	per year	

Our performance Indicators

SYSRP document "South Yorkshire Strategy to 2030 and beyond" (SYS2030) has adopted Safety Performance Indicators and Outcome Measures across the Safe System (SPIs taken from PACTS (Anderson, 2018)) which have been combined with Public Health Outcome Frame indicators have been added with respect ROSPA Road Safety and Public Health (2014) these are outline below in table 12.

In addition, we have also included The National Highway & Transport Network (NHT) Survey indicator as these contribute "NHT Results overview by highway and transport theme" as shown in table 1.

Perceived Road Danger Reduction indicators

The majority of road safety narrative around policy and strategy can be driven by road safety professionals who wish to present "Safer Roads" as the outcome. When the public express their views, around a perceived "road danger" this will vary significant from person to person, as perception of road safety is not only a function of the street or road environment, the level of traffic and interaction, but also the individual interpretation. This interpretation is based upon a personal experience, ability, and the level of self-regulation / adaptation (due to age), and how they "feel" about a space or place.

To measure perceived road danger can be complex if we ask for individual views (like the NHT survey). A more reliable measure is the presence (number) of pedestrian and cyclist on key areas around Barnsley, and the associate vehicle speeds, volumes, and classes on the road network. While there is no direct inverse relationship between the two, reduced vehicle speeds and volume as well as other measures (crossing facilities) will encourage more walking and cycling on our streets. Therefore, selecting key settlements / locations and regularly (annually or bi-annually) undertake pedestrian and cycling survey can give an indication on the "perceived" road danger.

This could be further supported with on-street pedestrian surveys to understand our peoples' perception of Road Danger and baseline (index) progress over the coming years. To assist in the analysis the survey should include demographic date, mode of transport and frequency etc. Consideration could be given to wider public health indicators for example Warwick-Edinburgh wellbeing scale (WEMWBS)³⁰

³⁰ <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/>

The second “perceived” Road Danger indicator is the school hands up surveys³¹, which has been implemented throughout the UK successfully. Ideally this will be undertaken Bi-annually, and it can be one or two questions typically, “how many people came by [insert mode] today?” and second question “If you had choice, how many would come by [insert mode] today?”. The first question seeks to measure parental confidence in allowing their child to come via a non-car mode to school (a sense of safety) and the second question is indication of potential for mode shift to other modes. The survey is usually undertaken twice a year, in the Autumn and Spring as darker morning and evening, with poor weather influence mode choice / sense of safety. This type of survey is popular as it takes less than 5 mins to undertake, and while usually looking at mode shift potential, it does give an indication of “perceived” Road Danger around schools.

While these indicators, they must be viewed in the context of wider data, geographically as well as over time.

Monitoring Cycle

When consider these various targets and indicators, to measure the success of these interventions (areas of action). They each have timescale (time lag) associate when we are likely to see an outcome of the interventions (areas of action). Therefore, the following is the monitoring and the suggested review to consider change in direction:

- **Target are short term** – monitored annually, reviewed every 2 to 3 years;
- **Safety Performance Indicators** -monitored annually at regional level, ideally broken down to Borough and where appropriate to Area Councils level, reviewed every 3 years;
- **Perceived Road Danger indicators** - monitored every at least 2 years (key locations) at Area Council, reviewed when 3 sets of data per location;
- **Public Health Outcome indicators** - medium term indicator that will be monitored annually, reviewed 5 to 8-years period or when a trend has been established (generational change);
- **The National Highway & Transport Network (NHT) Survey indicator** - monitored annually, reviewed every 2 years.

³¹ Example of survey <https://www.sustrans.org.uk/our-blog/projects/uk-wide/scotland/hands-up-scotland-survey>

Table 12: Barnsley Safer Road Strategy: Performance Indicators and Outcomes³²

Safer Roads	Safer Vehicles	Safer Speed	Safer Road Use	Post Collision Learning
(Road) Safety Performance Indicator				
% of roads with appropriate iRAP safety ratings	% of new passenger cars with highest Euro NCAP safety rating	% of traffic complying with speed limits on national roads	% of drivers who do not drive after consuming alcohol or drugs	% of emergency medical services arriving a collision within 18 minutes of notification
		% of traffic complying with speed limits on local roads	% of car occupants using a seatbelt /child seat	
			% of drivers not using an in-car phone (handheld or hands free)	
Outcome Measures: The Outcome measures are assumed to be regional level				
Perceived Road Danger Reduction Indicators				
Key Area Councils Settlement Locations Vehicle Speed / Vol / Class / Pedestrian and Cyclist / On-street intercept Surveys		Primary and Secondary School Hands Up Survey (bi-annually)		
Public Health Outcomes Framework				
A01 Increased healthy life expectancy A02 Reduced differences in life expectancy and healthy life expectancy between communities				
B. Improving the wider determinants of health	C. Health improvement	D. Health protection	E. Healthcare public health and preventing premature mortality	
B10 Killed and seriously injured casualties on England's roads B14 The percentage of the population affected by noise B18 Social isolation	C09 Child excess weight in 4-5 and 10-11 year olds C16 Excess weight in adults C17 Physically active and inactive adults C22 Estimated diagnosis rate for people with diabetes mellitus C28 Self-reported well-being C29 Injuries due to falls in people aged 65 and over	D01 Fraction of mortality attributable to particulate air pollution	E01 Infant mortality E03 Mortality rate from causes considered preventable E04 Under 75 mortality rate from all cardiovascular diseases (incl. heart disease and stroke) E05 Under 75 mortality rate from cancer E07 Under 75 mortality rate from respiratory diseases	
National Highway & Transport Network (NHT) Survey				
Walking and Cycling theme. KBI11 to 16 WCI15 to 16	Highway Maintenance theme KBI23 to 26	Accessibility Theme KBI03 to 05 ABI01 to 08 ACQ125 to 29	Road Safety Theme KBI20-22 RSBI01 to 10 RSQI09	

³² Extract from SYS2030 Table 2 "Safety Performance Indicators and Outcome Measures across the Safe System (SPIs taken from PACTS, Anderson, 2018)" and Public Health Outcome Frame indicators have been added with respect ROSPA Road Safety and Public Health (2014) <https://www.rospa.com/rospaweb/docs/advice-services/road-safety/practitioners/rospa-road-safety-and-public-health.pdf>

Chapter 9 Governance and Resources

Governance

Our ambitions to reduce the loss of life will require a whole Council approach to Road Safety that works across departments, through our communities and our elected members to ensure that Road Safety becomes part of our “public discourse.” Our valued South Yorkshire Road Safety partners are instrumental to our efforts, as other communities and families share our road as our people use theirs. Therefore, working with our partners, in Local Authorities (Highways and Public Health), emergency services, health, education, trading standards, media and enforcement agencies are accountable for delivering their part of the Safe System for our communities and our people.

A key requirement in the delivery of our shared Road Safety vision is the effective coordination of personnel and resources across a range of organisations and Council departments. Therefore, everything from our investment in Road Safety infrastructure, education, responding to community concerns etc is coordinated centrally by Barnsley through our Safer Roads Working Group, which is shown in figure 12. This is built upon our existing strong joint working with our partners to make use of our limited resources by pooling expertise and community initiatives. Ensuring our communities are clear in their expectation of each organisations’ role in protecting them and keeping them safe on our Roads and Public spaces, and their role in this shared responsibility relationship.

The implementation of this strategy through the working group seeks to enhance the co-ordination and improve delivery of initiatives at a local level, through the Local Road focus. This whole Council approach will allow greater opportunities to identify common synergies between other initiatives and ambitions, like active travel, transition to net-zero, suicide prevention, thriving communities, development control etc to identify resourcing and funding for our people, communities and partners.

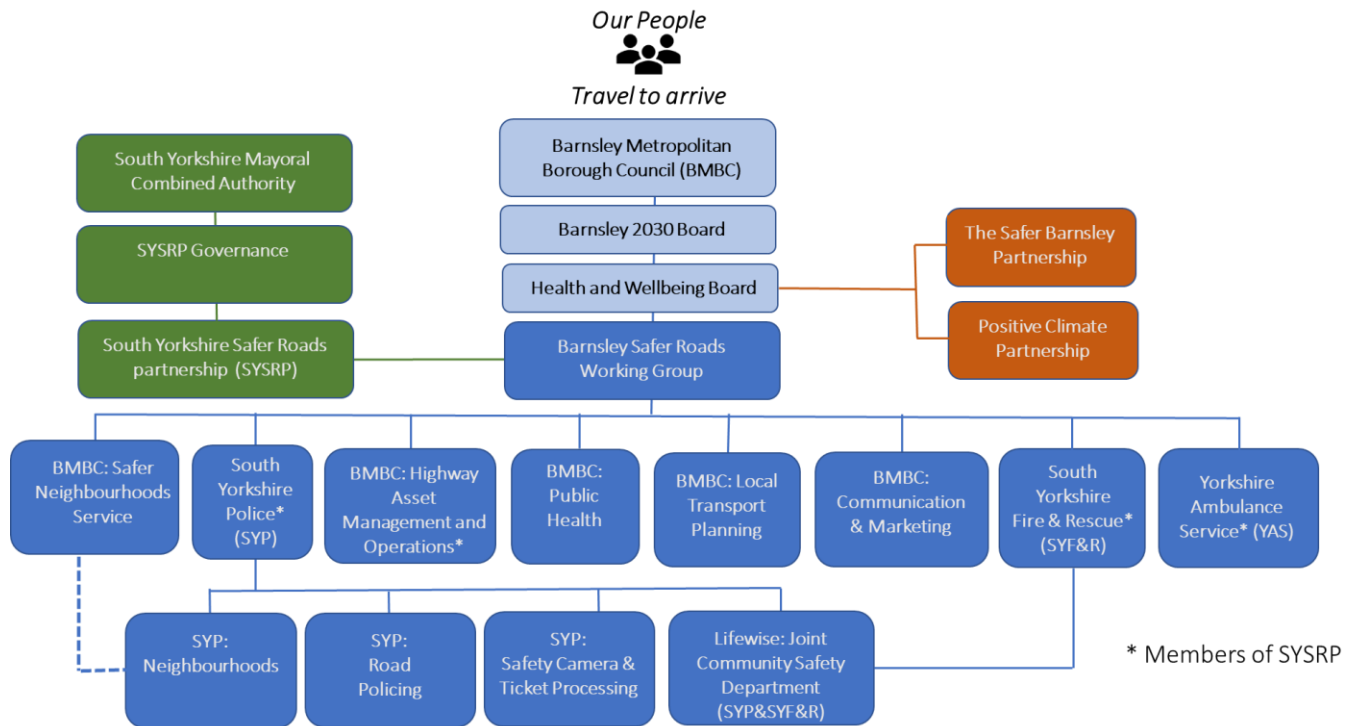
The Council officers within the working group are accountable directly to the Health and Being Board, and ultimately the full Council. The working group is also accountable to South Yorkshire Safer Road Partnership governance in delivering on partnership strategy and targets.

Whilst it is evident the role each member or partner has in the delivery of this Strategy, as well as the breadth and depth of services by each organisation, it is not clear to the public when it comes to Road Safety. This is evident with the same community concerns being raised by multiple organisations which create inefficiency in their response and impacting upon the integrity. To address this, there will be a clear points of contacts, as extracted from Programme of Action these are:

- **Education Single Point Contact (ESPC)** – Barnsley Council Local Road Safety coordinator will act as a single point of contact working with our partners to coordinate / signpost Schools regarding all Road and Transport Safety matters like Road Safety education, active travel, school street, Bikeability, etc. ;
- **“Road User Compliance Review (RUCR) Single Point Contact** –Barnsley Council will take the lead with it South Yorkshire Safer Roads Partners to develop common approach to Road User Compliance concerns raised by our people and the wider region. Our ambition is this approach will respond to our “customer” within the agreed time period and directed the enquiry to the relevant partner. The intention is to remove duplication / similar concerns being responded to my multiple partner reducing limited resource, also if concern has been addressed / responded, it cannot be reconsidered for at least 2 to 3 years, not unless something has material changed; and

- **Road Death and Serious Injuries Review (RDSIR)**- Annual cross agency / partners review of collisions resulting in fatal and serious injury, and where necessary agree potential additional response (areas of action).

Figure 13: : Barnsley Road Safety Governance



It anticipates this approach addresses the inefficiencies but also ensures shared responsibility to education and community Road Safety can be clearly raised and addressed efficiently by working groups partners.

Resources

The Barnsley Safer Road Strategy has been developed in line with the current budget allocation in the Council’s medium term financial strategy plan and places all the (areas of action) Governance, Education and Engagement, Engineering, Enforcement and Compliance within a single plan.

Through our Barnsley Council Local Road Safety coordinator, we will champion our Whole Council approach to Road Safety, working and with our partners to join up resources, budget, remove duplication of activities and maximise data and intelligence to ensure that our limited resources are correctly assigned to the appropriate intervention and achieve the best value for money. During this period, we will seek to supplement our financial and professional resources by maximising the opportunities to draw in additional funding through our Road Safety partners, DfT, national Road Safety charity, developer funding, and research funding.

We will ensure that Barnsley will lead from the forefront in the South Yorkshire Safer Road Partnership and will seek opportunities to support innovation and research with our partners, academic research institutes (for example Loughborough University) and communities. It is hoped that our partners at local, regional, and sub-national will share in the realisation of our vision, that *Our people, travel to arrive.*