



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

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with the South Yorkshire Safer Road Partnership

## Executive Summary



Barnsley – the place  
of possibilities.



**BARNSLEY**  
Metropolitan Borough Council

## 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

## Introduction to 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.

## “Our People Travel to Arrive” Vision.

The ambition of our strategy is to ensure that safety is the principal consideration. That in doing so, enable 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.

*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 making *Barnsley the Place of possibilities*.

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.

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% reduction<sup>1</sup> 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.

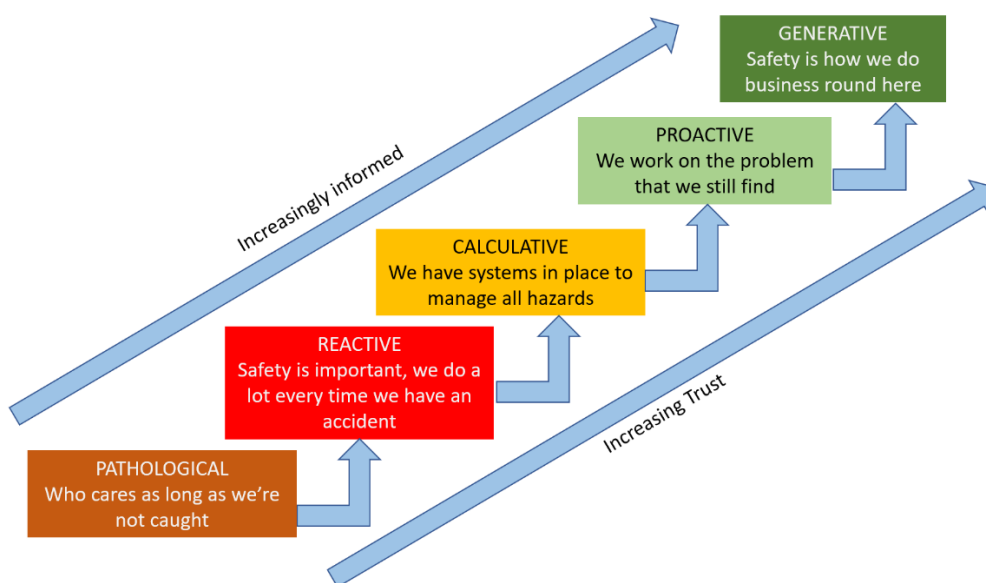
These Road Safety ambitions can only be achieved by working with our valued partners in the South Yorkshire Safer Road partnership, as well as National and Regional transport authorities. This shared responsibility extends to everyone, our people, elected members and our communities to understand their 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 Ladder<sup>2</sup>” 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

<sup>1</sup> Based upon 2017-19 average for fatal (Killed) and Serious Injury (KSI) and under 400 road injury incidents

<sup>2</sup><https://www.youtube.com/watch?v=XtK6v1pe04Q>

mindset challenge is vehicle speed, which highlights the misalignment of strategic thinking and the cultural mindset of our people.

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 Road Safety Duty

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.

### Equality Act and Public Sector Equality Duty

The Barnsley Council’s Equality, Diversity and Inclusion Strategy 2018-2020<sup>3</sup> outlines our Public Sector Equality Duties (PSED) in terms of the Equality Act 2010. Our Strategy has identified the 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.

### Reflecting Barnsley 10 years Road Safety Performance

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 our 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.

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<sup>3</sup> Equality, Diversity and Inclusion Strategy 2018-2020:  
<https://barnsleymbc.moderngov.co.uk/documents/s36773/Appendix%201.pdf>

## 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)<sup>4</sup>. This Barnsley Council Strategy is fully aligned with this approach, and it supports our Vision that all *Our people travel to arrive*.

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

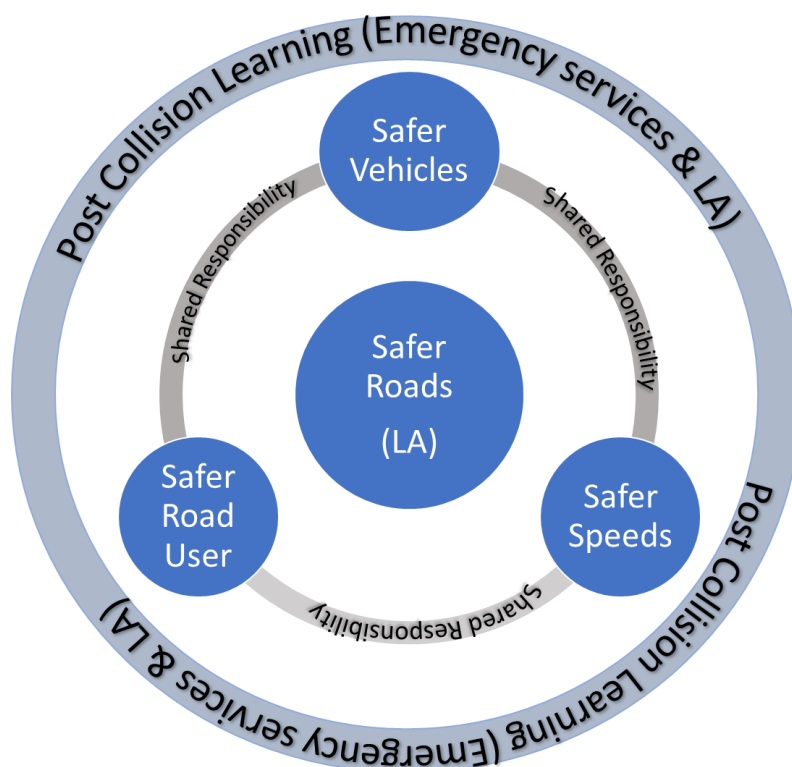
The Safe System relies on the application of measures (interventions) from a number of key elements (pillars) which include *safe roads, safe vehicles, safe speeds, safe behaviours* and *post-collision learning*. Individually these elements contribute to reducing the risk of incidents / collisions and 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.

Our Safe System pillars (elements) are shown in figure that at 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 1 outlines the actions under each pillar.

Figure 2: BSRS Safe System Five Pillars

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<sup>4</sup> <https://sysrp.co.uk/strategy>



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 1: 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.

#### Evidence Led approach to Safer Roads and Public Spaces.

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.

The following are the Common Road Safety Strategic Themes that were identified.

#### 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 (for example: walking, cycling, motorcycling) 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 extend in 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.

#### 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 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*.

Therefore, we identified the following themes that our Programme of Action (interventions) should seek to address:

- Vulnerable Road Users: Pedestrians: Children <16 years;
- Vulnerable Road Users: Pedestrians: Adults 17+ years ;
- Vulnerable Road Users: Motorcyclist;
- Vulnerable Road User: Pedal Cyclist;
- Drivers: Young Adult 17 to 26 years and Gender;
- Drivers and Passenger: Gender;
- Drivers: Adults 65+ years;
- Drivers: Driving as a Profession; and
- Locations and Causation (top 5 factors)
  - Failed to look properly;
  - Careless/Reckless/In a hurry;
  - Failed to judge other person's path or speed;
  - Loss of control; and
  - Aggressive driving.

#### 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:

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

These Areas of Action are outlined in Table 2.

Table 2: 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 reflects 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 a 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.

### Safe System Interventions – Programme of Action

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 2) to secure the value of our traditional Road Safety approach while embracing the proactive *Safe System* (“Safe System Pillars” as outlined in Table 1).

These key Areas of Action (interventions) have been presented as a “Programme of Action” that covers these key areas with more detailed in Appendix A which highlight how the intervention contributes to the *Safe System* pillars of action and the timescales over the next 5 years to 2027, when a refresh of this strategy may be considered.

### 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).

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 the South Yorkshire ambition of 50% reduction in KSI casualties (using a baseline period of 2017 to 2019) by 2030, which produces a target of 78 KSIs or below. We share the ambition 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 3 “Our Commitments” from Barnsley’s Transport Strategy “Moving from A to B” which includes the 50% reduction KSI.

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 3: 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
<b>SYSRP 2030 Target</b>				
By 2030	78 (KSI)		3 yrs average (Barnsley).	
<b>Transport Strategy “Moving from A to B”</b>				
By 2030	No Fatal	Less than 400 total incidents	per year	

### Our Road Safety Ambitions: 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 4. In addition, we have also included The National Highway & Transport Network (NHT) Survey indicator

### Our Road Safety Ambitions: 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.

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

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. The second “perceived” Road Danger indicator is the school hands up surveys<sup>5</sup>, which has been implemented throughout the UK successfully. These indicators, they must be viewed in the context of wider data, geographically as well as over time.

<sup>5</sup> Example of survey <https://www.sustrans.org.uk/our-blog/projects/uk-wide/scotland/hands-up-scotland-survey>

## 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.

Table 4: Barnsley Safer Road Strategy: Performance Indicators and Outcomes<sup>6</sup>

Safer Roads	Safer Vehicles	Safer Speed	Safer Road Use	Post Collision Learning
<b>(Road ) Safety Performance Indicator</b>				
% 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)	
<b>Outcome Measures:</b> The Outcome measures are assumed to be regional level				
<b>Perceived Road Danger Reduction Indicators</b>				
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)		
<b>Public Health Outcomes Framework</b>				
A01 Increased healthy life expectancy A02 Reduced differences in life expectancy and healthy life expectancy between communities				
<b>B. Improving the wider determinants of health</b>	<b>C. Health improvement</b>	<b>D. Health protection</b>	<b>E. Healthcare public health and preventing premature mortality</b>	
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	
<b>National Highway &amp; Transport Network (NHT) Survey</b>				
Walking and Cycling theme. KBI11 to 16 WCI15 to 16	Highway Maintenance theme KBI23 to 26	Accessibility Theme KBI03 to 05 ABI01 to 08	Road Safety Theme KBI20-22 RSBI01 to 10	

<sup>6</sup> 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.rospace.com/rospaweb/docs/advice-services/road-safety/practitioners/rospa-road-safety-and-public-health.pdf>

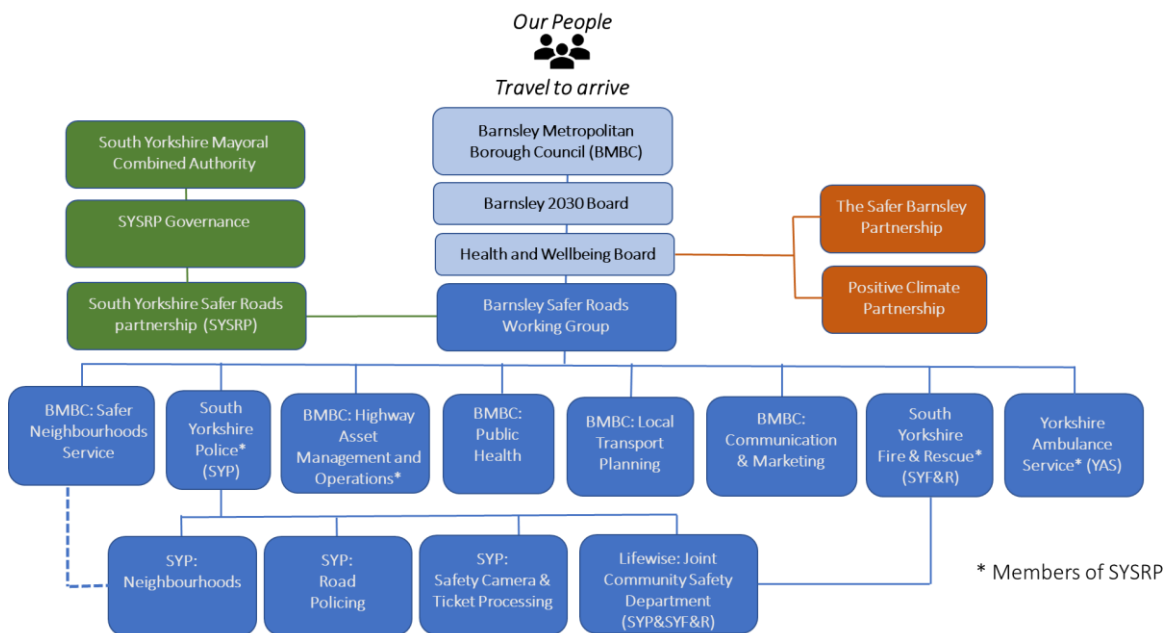
Safer Roads	Safer Vehicles	Safer Speed	Safer Road Use	Post Collision Learning
		ACQI25 to 29		RSQI09

### 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.

Figure 3: : 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.*