

By: Mark Bunting – Vision Zero Strategy Manager

To: Scrutiny Committee, 23 February 2023

Subject: Vision Zero Update paper

Status: Unrestricted

Summary: The Scrutiny Committee has requested an update on the work done by the road safety team towards Vision Zero.

Recommendation:

The Scrutiny Committee is asked to **note** the contents of the report.

1. Introduction

- 1.1 Kent County Council had a previous Casualty Reduction Strategy which ran from 2014 to 2020. The general approach of this strategy was that road safety funding is prioritised to schemes where the most serious casualties have occurred. Our approach to road safety investment required refreshing to take account of new approaches in the road safety industry and an emphasis on shared responsibility.
- 1.2 In July 2021 'Vision Zero – The Road Safety Strategy for Kent 2021 – 2026' was formally adopted by Kent County Council. This report summarises progress, changes that have been implemented and work that has been undertaken to support the aims and objectives of the Vision Zero Strategy since it was adopted. The detailed work under each workstream is set out in Appendix A.
- 1.3 The longer-term vision behind the strategy is that by 2050:
 - There will be Zero, or as close as possible, road fatalities or life-changing injuries;
 - The Safe System is the norm;
 - Walking and cycling is a safe and easy choice; and
 - Kent at the forefront of road safety innovation.
- 1.4 The shorter-term strategy covers the five-year period between 2021 and 2026 and sets out the following aims:
 - Reduce fatalities, serious injuries, number, and severity of collisions;
 - Develop an evidence base, including research and trials, monitoring of existing approaches and developing toolkits and programmes;
 - Improve collaboration between partners and stakeholders;
 - Embed the Safe System approach;
 - Promote Vision Zero to Kent's public; and
 - Increase levels of safety for walking and cycling
- 1.5 Work carried out as part of the Vision Zero Strategy contributes to Kent County Council's statutory duty as laid out in Section 39 of the Road Traffic Act. This section of the act states that each local authority:

“(a) Must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads, within their area;

(b) Must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assessing the movement of traffic on roads; and

(c) In constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use”

- 1.6 Work carried out in support of the Vision Zero Strategy directly contributes to the ‘Infrastructure for Communities’ priority area of the ‘Framing Kent’s Future’ strategy. It is particularly relevant to the following commitment that is included in this priority area:

Our commitment is to ensure residents have access to viable and attractive travel options that allow them to make safe, efficient and more sustainable journeys throughout Kent.

2. The Safe System



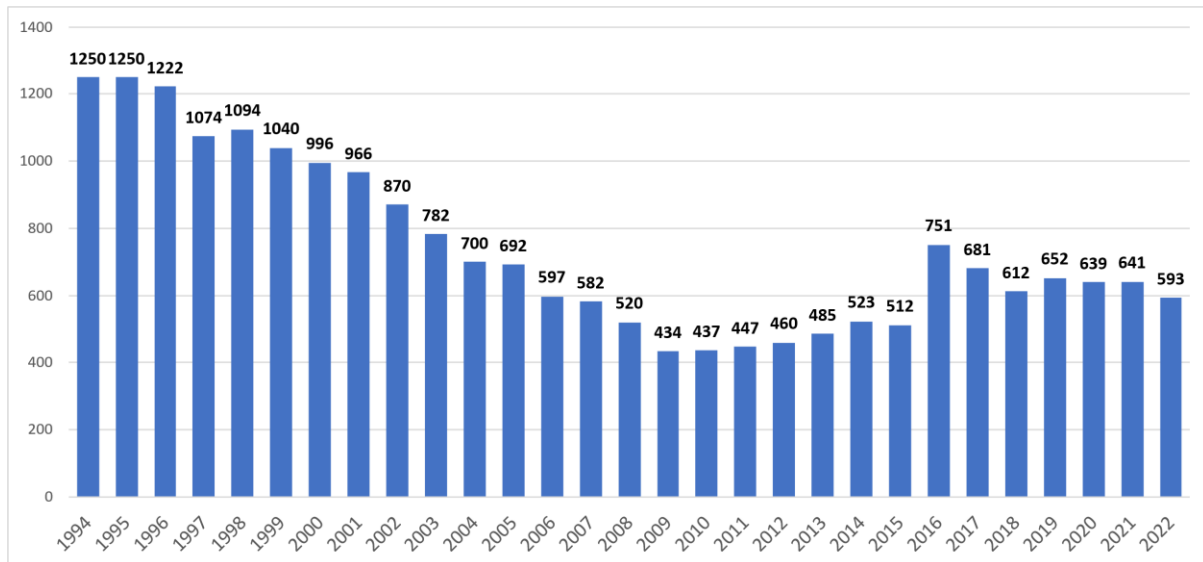
Diagram 1: The Safe System

- 2.1 Safe System is an approach to road safety and traffic management that starts with the idea that everyone has the right to be safe on the highway network. This is rooted in the belief that every traffic death reflects a failure in the system, and that none are acceptable. It is a methodology that sees all

aspects of the system interacting with each other and looks at network risks to prioritise interventions. The Safe System Approach is a proactive methodology to achieve zero deaths. This approach comprises the following themes:

- Safe roads and streets – designing our highway network to reduce the chances and consequences of collisions.
- Safe speeds – designing roads and enforcing speed limits appropriate to the usage and environment.
- Safe behaviour – education, training, publicity, engineering, enforcement, and technology to improve the way people use Kent's roads and streets.
- Safe vehicles – ensure the vehicles on the Kent network are as safe as they can be by promoting safer technology for car and goods vehicle fleets.
- Post collision response – react as quickly as possible to crashes, study the causes of the most serious collisions, and provide support for the victims of road crashes.

3. Road Casualty Data Update



Graph 1: Numbers of Killed or Seriously Injured (KSI) casualties on KCC managed roads 1994 to 2022 (Notes: a. The graph does not include data for roads managed by National Highways or Medway Council. B. Data for 2022 is provisional and subject to slight changes prior to final DfT sign-off)

- It can be seen from the above graph, that the number of Killed or Seriously Injured (KSI) casualties occurring on KCC managed roads dropped steadily until 2009 when a gradual annual increasing trend became evident.
- In 2016, Police Forces nationally changed the way in which casualty data was recorded from a system where casualty severity was based on the opinion of the reporting officer to a system that automatically attributed severity classification based on the injuries sustained. This led to a national increase in the numbers of casualties being classified as 'Serious' and the local effect of these changes can be seen in the graph.
- A downward trend can be seen in the number of recorded KSI casualties from 2016 onwards and the Vision Zero Strategy - Safe Systems approach aims to ensure that these reductions continue.

4. Progress on Vision Zero Strategy Implementation

- 4.1 Work has been undertaken to make improvements to the over-arching approach towards reaching the vision and to support each of the individual five Safe Systems pillars that are:

- Safe Behaviours
- Safer Roads and Streets
- Safe Vehicles
- Safe Speeds
- Post Collision Response

Leadership

- 4.2 An internal restructure within the Transportation Service saw the introduction of the Road Safety and Active Travel Group to streamline the delivery of road safety and active travel interventions and better enable a safe systems approach to be taken. This redesign has facilitated additional resources within the group to provide dedicated Community Engagement officers and engineers to be able to support our stakeholders, elected members and the public with their concerns. The team also now has a small but dedicated team looking at road safety research and innovation which is explained further in this report with detail in Appendix A.

- 4.3 The Kent and Medway Casualty Reduction Partnership has recently been re-invigorated and builds on the emphasis of shared responsibility which is at the heart of Vision Zero (VZ). This includes appointing the Kent Police and Crime Commissioner as chair of the board and re-naming the partnership 'The Kent and Medway Safer Roads Partnership'.

• *Co-ordinating & Collaborating*

- 4.4 Weekly partnership meetings involving representatives from Kent County Council, including an operational highways officer, Kent Police, Kent Fire and Rescue Service, National Highways and Medway Council have been introduced as a member. These meetings discuss incidents that have occurred in the week as well as enforcement activity, educational interventions other aspects that support the VZ pillars to ensure that partners are delivering consistent messaging and engagement and are avoiding duplication. Bi-monthly meetings to discuss possible solutions to the most serious of recent incidents have also been introduced. The aim of these meetings is to ensure that accurate, up-to-date information on incidents is shared so that a consistent and coordinated responses are made and that lessons are learned from the factors that may have contributed to each incident.
- 4.5 Officers have been working with representatives from Kent Police, Kent Fire and Rescue Service, National Highways and Medway Council to develop a new structure for the Kent and Medway Safer Roads Partnership. The new structure incorporates the Kent and Medway Safety Camera Partnership and has a Safe Systems focus with Working Groups covering all the pillars of the system. The outline structure was approved by the partnership board in

January 2023 and work to implement the structure is currently ongoing. The new structure and Safe Systems focussed working groups will enable us to combine resources with partners to maximise our ability to deliver against the actions laid out within the VZ Strategy.

Data led.

- 4.6 Officers have developed an internal data platform that brings traffic and incident data on the network together into one place, meaning officers do not solely base decision making on where crashes have occurred. The platform is used by officers such as engineers, and planners to inform their decision making about when and how highway improvements can be prioritised and delivered. Information relating to the flow, average speed of vehicles, and past collision and damage events on the network helps provide context to decision makers when considering the implementation of mitigation measures.
- 4.7 The platform is also being used to support the identification of high-risk collision routes in the county, by analysing the number and severity of collisions in relation to the traffic flow around the network. This risk analysis produces a prioritised list of routes for safety intervention and supplements the annual 'hot spot' analysis to identify further locations for investigation and intervention.

Monitoring and evaluation

- 4.8 Officers have been involved in local and national discussions about suitable Safety Performance Indicators (SPIs) and collection methodologies with colleagues from other local authorities, charities, transport consultants and central government representatives. Through this liaison, they have identified several indicators across the Safe System and have begun the collection process through a commission of a revised road user survey and a new research project in partnership with a leading transport consultancy.
- 4.9 The development of the SPIs is assisting our proactive understanding of collision risk on the network. The performance indicators help us to identify locations on the network that inherently do not comply with Safe System principles. Mitigation can then be applied to these parts of the network to improve their safety, without a collision having to occur to identify an unsafe location.

Promotion

- 4.10 Presentations on the vision, the Safe System and the VZ strategy have been given to internal staff, contractors, and Parish Councils to encourage all to get behind the message and become 'Vision Zero Heroes'.
- 4.11 Officers have commissioned a suite of short films, suitable for social media, to raise awareness of Vision Zero. These films, which are in the final stages of development, will be used to raise the profile of the vision, the strategy and the safe system both internally and externally.

5. Supporting Safe System Pillars

- 5.1 Much of the work undertaken since the development of the VZ strategy overlaps more than one of the Safe Systems pillars. Within the following

sections of this report some activities have, therefore, been included under more than one the pillar.

- 5.2 Services, projects and other interventions that have been delivered in support of each pillar have been listed under the appropriate pillar heading – more detail for each of the listed items is included within the report appendices.

Safer Roads and Streets Pillar

- School Street Schemes.
- Near-miss recording trial development.
- Active Travel Infrastructure Work.
- Active Travel Interventions Team's work.
- Highway Improvements Teams work.
- School Crossing Patrol Service.

Safe Speeds Pillar

- Kent & Medway Safety Camera Partnership.
- Community Speed Watch.
- Active Travel Infrastructure Work (20 MPH Zones).
- Town-wide 20 mph trials
- Average Speed Camera Trials in local communities with established Community Speed Watch schemes

Safe Behaviours Pillar

- Road Safety Education, Training and Publicity Campaign Interventions.
- Kent Driver Education Courses.
- Cycle Training.
- Pedestrian Skills Training.
- Walking Bus.
- Active Travel Interventions Team's work.

Post Collision Response Pillar

- Weekly partnership meetings involving representatives from Kent County Council, Kent Police, Kent Fire and Rescue Service, National Highways and Medway Council have been introduced. These meetings discuss incidents that have occurred in the week as well as enforcement activity, educational interventions other aspects that support the VZ pillars. Bi-monthly meetings to discuss possible solutions to the most serious of recent incidents have also been introduced.

Safer Vehicles Pillar

- Fleet Engagement.
- Surround the Town events.
- Driving for Better Business

6. Conclusion

- 6.1 Positive strides have been taken towards implementing the Vision Zero Strategy aspirations since it was adopted.

- 6.2 The work being undertaken to build on the collaboration with partners with a mutual desire to implement a county-wide Safe Systems approach will further strengthen this position.
- 6.3 Each of the partnership working groups will be tasked with carrying out a gap analysis to identify any Safe System areas within their pillars that are not currently being met, require greater focus or specific actions to be taken.
- 6.4 Whilst this strong collaboration with partners will enable Kent County Council to deliver a vast majority of the action points within the strategy, there will be actions that emerge that are KCC focussed and may not be relevant to our partners. Once identified, these 'orphan' actions will be assigned to internal champions to ensure that they are driven forward.

Appendix A– Service, project, and intervention detailed updates

Service, Project, or Intervention	Delivery update since adoption of VZ Strategy
Active Travel Infrastructure Work	<p>The Active Travel Infrastructure team consists of Highway Design Project Managers who are responsible for the design and delivery of active travel schemes, developer funded projects via S106 contributions, community infrastructure levy and other Department for Transport bids.</p> <p>The team delivers innovative active travel measures to support the Kent economy, tackle congestion, reduce pollution and improve public health. We work closely with KCC Members, local councils and stakeholders to design, construct and implement these highway and transportation schemes.</p> <p>During 2022 the team delivered the following projects:</p> <p>A259 Palmarsh – Dymchurch Redoubt Active Travel scheme – This scheme is to create an attractive 1.5-kilometre-long walking and cycling route along the A259. The scheme was designed in 2022 and constructed between November 2022 and January 2023</p> <p>Scanlons Bridge Road, Hythe Traffic Signal Improvements – The traffic signal junction was upgraded to improve pedestrian crossing points and widening footways making it safer to cross for pedestrians and cyclists at this junction. Construction was completed in December 2022.</p> <p>Canterbury and Herne Bay Active Travel schemes – These schemes seek to improve walking and cycling infrastructure in Canterbury and Herne Bay. Over the last year the team have developed the designs and undertaken a series of public consultations with local residents and businesses. These schemes have Joint Transport Board approval to proceed, and Officers are currently seeking approval to proceed with construction in 2023.</p> <p>20mph zones – As part of a move to improve road safety and encourage active travel, a number of 20mph limits have been implemented by the Highway Improvements teams. This includes areas around Wingham village, Temple Ewell, and Newington. These schemes follow the implementation of 20mph limits in Tonbridge, Faversham and Canterbury delivered previously.</p> <p>Looking ahead to the coming year, the team will be looking at the construction of Canterbury and Herne Bay Active Travel schemes, the detailed design and consultation of Sevenoaks and Gravesham Active Travel schemes, and the construction of the Littlebourne Rd Toucan crossing and Old Drover Road Zebra Crossing. The team will also be getting involved with the Active Travel Tranche 4 schemes, taking a closer look at the design and costings as they move forward to future bids with Active Travel England.</p>
Active Travel Interventions Team (ATIT) Work	<p>The ATIT evolved from the need to have a stronger active travel presence in KCC following the success of a number of active travel behaviour change programmes within the community, business, and education and in response to Central Government’s ambition. In 2021/22 the team delivered the following:</p> <ul style="list-style-type: none"> • Successful submission and delivery of the DfT funded 2021/22 Capability Fund (£387,540) which encompassed 11 active travel behaviour interventions and support to three districts with delivery of their Local Cycling and Walking Infrastructure Plans (LCWIP) <ul style="list-style-type: none"> ○ Active Travel Challenge ○ Lets Talk Travel Events

	<ul style="list-style-type: none"> ○ Adult Bike Training ○ Community Route Champions ○ Bike donations and Bicycle Recycle Events ○ Kent Community Rail Partnership ○ Small Steps into primary schools ○ Youth Travel Ambassador into secondary schools and activity groups ○ Big Bike Revival ○ Active Travel Marketing and Comms <ul style="list-style-type: none"> • Successful submission of the 2022/23 Capability Fund (£565,439) to be delivered in 2023 involving support and interaction with Kent's districts and boroughs to enable more active travel capability building activities and behaviour change. • Negotiation of a permissive agreement for a cycle path on the National Cycle network at Fordwich, Canterbury including securing the long-term maintenance of this route by KCC • Working with the leading national cycle charity, Sustrans, to support their improvement projects to the NCN in Kent and identifying where these projects could be improved. For example, persuading Sustrans to expand a study for a linear improvement to also include a larger 20mph zone. • Responding to immediate maintenance enquiries from members of the public and community cycle groups including resurfacing, vegetation and tree removal, and repairing signage on the cycle network • Engaging with district and borough stakeholders to ensure their active travel work and KCC's are mutually supportive, such as supporting funding bids that can enhance district Levelling Up and Rural England funding. • Collating district/borough and community opinions on current active travel infrastructure schemes and feeding back where appropriate to make scheme amendments. • Completion of Phase 2 of the Cycle Mapping_Project to create an accurate map of all cycle routes in Kent. • Instigation of Phase 3 of the Cycle Mapping_Project to establish land ownership and maintenance responsibilities for the entire Kent cycle network to support the long-term maintenance and expansion of the network. • Working with Schools to enable them to create, store and maintain a School Travel Plan (STP) document. The site also signposts information (such as road safety, crossing patrol information and other campaigns) and provides the opportunity to apply for grant funding to help encourage and promote active and sustainable travel to and from schools. • Grant Funding £50,000: For those schools engaged with formulating travel plans via their STP Co-ordinator we invite them each year to apply for up to £5k grant funding, towards projects which promote and enable sustainable and active travel.
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	<ul style="list-style-type: none"> Responsible Parking Toolkit to encourage responsible and considerate parking through the offer of banners, flyers and informative leaflets Delivery of two permanent School Streets: School Streets are effective in reducing conflict between families and cars/vans/motorcycles etc. This is achieved by closing the road outside the school entrance at school drop-off and pick-up times (during term times only). The restriction applies to school traffic and through traffic but allows and enables access for students/pupils and parents/guardians using 'active' travel modes such as walking, cycling, or scootering Continuous development of the Active Travel website Kent Connected and the Kent Connected app with ongoing social media presence through Twitter, Instagram and Facebook. Attendance at a number of public-facing events to promote active travel and the environment including Business Vision Live, Kent Environment Strategy, Swale Sustainable Transport event, Road Safety Police Open Weekend.
Average Speed Camera Trials in local communities with established Community Speed Watch Schemes	<p>Average speed cameras have been deployed in a local community as a trial where traditionally the ambient speeds do not warrant formal enforcement by Kent Police but where we are seeing regular inappropriate speeding through villages. The local community had raised a lot of concerns about speeding vehicles, however, data collected recorded in the local area showed very little excessive speeding and there were no serious speed related crashes in this area, so it did not meet the criteria for permanent installation of safety cameras. It was agreed to promote a trial scheme to support community concern and gather more information about driving habits in this area.</p> <p>Prior to installation of the equipment attitudinal surveys were undertaken with the local community to gain an understanding of how they feel about traffic in their village. The aim of the trial is to monitor, manage and enforce traffic speeds during the trial and then to measure its success, or otherwise, by running a follow-up survey once the trial is over and studying data collected during the trial. Speed data and offender profiles and area postcodes will be studied to gain a better understanding of any speed related issues. A second, similar, site has been identified and the equipment will be moved to this location to broaden the extent of the trial.</p>
Community Speed Watch	<p>In 2022 there was an average of 60 Community Speed Watch groups in active operation. 335,000 drivers passed an operational Speed Watch group, resulting in 30,673 recorded speeding. Most of the drivers recorded in the previous year 2021 were local and of those, 93% of those were not recorded again in 2022, indicating that this education tool is extremely effective. In 2022 there was 10,500 hours of volunteer time conducting CSW operations, but there were 214 recorded cases of abuse to the volunteers.</p>
Cycle Training	<p><u>Bikeability</u> Bikeability branded, National Standard training is delivered to children in Key Stage 2 and 3. It teaches them correct control of their bicycles, how to make manoeuvres safely and improve hazard awareness. The national standard course comprising of 3 levels (Level 1 & 2 delivered in primary school and Level 3 in secondary school), is designed to give the next generation the skills and confidence to ride bicycles on today's roads.</p>

	<p>The team delivers training to over 4000 children each year and have expanded the provision offered to include Learn to Ride sessions and training for parents and families.</p> <p><i>Adult Cycle Training</i></p> <p>The team delivers cycle training for adults, ranging from Learning to Ride, Confident Road Cycling courses and advanced courses. They also now offer Introduction sessions and Confident Riding sessions on Electric assisted cycles (E-Bikes).</p> <p>The purpose is to increase clients' ability and confidence to cycle, with the aim of improving road safety and increasing active and sustainable travel. These courses are currently offered at different venues across the county, with bicycles and helmets being made available at a number of our training venues.</p> <p>From September 2021 to end August 2022 the team delivered 152 adult cycle training courses with 229 attendees.</p>
Driving for Better Business	<p>Driving for Better Business is a government-backed National Highways programme to help employers in both the private and public sectors reduce work-related road risk, control the associated costs and improve compliance with current legislation and guidance.</p> <p>Kent and Medway Safer Roads partners have promoted the programme in the following ways:</p> <ul style="list-style-type: none"> • Promotion of Driving for Better Business to Kent Fire and Rescue Service's Primary Authority Members <ul style="list-style-type: none"> ○ Information shared via email with members via the building safety team. • Promotion of Driving for Better Business via Kent Fire and Rescue Service's Business Bulletin <ul style="list-style-type: none"> ○ A monthly email bulletin coordinated by KFRS marketing team to businesses in Kent • Promotion of Driving for Better Business by Kent Police officers using the information postcards produced for the project <ul style="list-style-type: none"> ○ Kent Police officers to share DfBB information with businesses/business owners when stopped at the roadside
Fleet Engagement	<p>Officers are undertaking an audit of internal 'travelling for work policy and procedure' documents with an emphasis on ensuring that KCC operates a safe and compliant fleet of vehicles and drivers. This includes employees who drive their own car. This will help us to develop our work in the wider community as we engage with organisations and businesses across the county that operate any size of fleet or have any employees that drive for work.</p>
Highway Improvements Teams work	<p>Following the introduction of the Vision Zero Strategy changes were made to the way that the Highway Improvements Teams work. Dedicated Community Engagement (CE) officers were appointed in each team to deal with local community concerns. Community Engagement is at the heart of Vision Zero and the CE team helps local groups and communities, including Members and Parishes to feel heard, empowered and supported.</p> <p>The Highway Improvements Teams actively take on board the ideas of collective delivery across many stakeholders and engage with them to encourage collaborative working. The teams use some of their small works budgets for the funding and deployment of 20 and 30mph speed toolkits, whilst also encouraging other stakeholders to share responsibility and fund works from their own budgets too.</p> <p>The teams work with communities and encourage them to play a leading role, prioritising their concerns on the Highway Improvement Plans. The teams advocate and promote the use of Community Speed Watch volunteers, where appropriate, to help in our aim of lowering speed and encourage local community members to take a key role in this too. The teams encourage them to take a key role in this.</p>

	<p>The teams seek to help local communities to understand local issues, take some responsibility for helping to resolve issues and encourage them to fund some of their local initiatives. The teams aim to ensure that local communities feel listened to and that they feel safer in their communities and be more active walking and cycling.</p>
<p>Kent & Medway Safety Camera Partnership</p>	<p>KMSCP enabled 43,920 speeding offences to be detected across the county during 2022: Fixed Cameras 27,463 Mobile vans 16,457 This data does not include offences recorded on the Motorway network. In addition to detecting speeding offences the number of seatbelt non-compliance offences detected by camera vans in 2022 was 1033. Of these, 893 of those detected not wearing seatbelts were male, 43 were female and in 97 cases the offender's gender was not recorded.</p>
<p>Kent Driver Education Courses</p>	<p>The Kent Driver Education (KDE) Team are Course Providers, Licenced by the Governing Body UK Road Offender Education (UKROEd), to deliver National Driver Offender Retraining Scheme (NDORS) courses on behalf of Kent Police. These courses are offered as an alternative to prosecution for a road traffic offence. This service has an overarching goal of improving road safety across the UK and supports the delivery of the KCC Vision Zero Strategy</p> <p>These courses are based on behavioural change and below is an excerpt from the UKROEd website.</p> <p><i>A report by Ipsos MORI in 2018 showed that targeting the behaviour of motorists through the courses provided by UKROEd reduced the likelihood of reoffending within six months by up to 23 per cent. The report also showed that over a period of three years, taking part in the course was more effective at reducing speed reoffending than a fine and penalty points.</i></p> <p><i>The report is based on data provided for 2.2 million drivers using records made available by 13 police forces in England for the period 2012 to 2017. Of these, 1.4 million had accepted an offer to participate in the National Speed Awareness Course.</i></p> <p>The KDE Team provide the administrative roles to enable KCC to provide this service. This includes setting up courses, assigning trainers to deliver them and supporting clients with both bookings, preparing, and attending their course. Courses are now delivered via the virtual digital platform of Zoom as well as at venues across Kent ensuring accessibility for all clients who wish to attend a course.</p> <p>Clients can choose any of the 21 Course Providers and as most of the courses are now delivered online, this enables clients to attend courses from not only the UK but also from anywhere in the world if they have stable internet and meet all the security requirements required.</p> <p>Last year the service arranged over 3000 courses for more than 28,000 clients to attend. Due to the increase in driving offences this year, officers have already increased our course availability for 2022/23 to over 3500 courses with the expectation of more than 33,000 clients attending and completing courses this year.</p>
<p>Near-miss</p>	<p>As part of our commitment to take a proactive approach to road safety and consider locations of concern to the community, we are working on an innovation project with a transport technology company to identify "near-miss" collision events. Near-miss events can teach us lessons</p>

recording trial development.	<p>about the safety of a particular location before an injury collision has to occur. Near-miss events can be highly subjective and difficult to identify. Historically, identifying and learning from near miss events could only be achieved through witnessing such events first-hand, however we are now to use roadside sensors and Artificial Intelligence to automatically record near miss events. It is planned that these can be analysed much like collision data to understand the factors and behaviours at play at specific locations. This project could bring about future opportunity to understand collision risk at locations that may be of concern to communities which do not have a history of personal injury collisions.</p>
Pedestrian Skills Training	<p>'Small Steps' is Kent County Council's primary school practical pedestrian training scheme and is run by the Safer Active Journeys Team.</p> <p>The Small Steps scheme uses trained volunteers under the guidance of the Small Steps co-ordinator, to teach practical skills at the roadside to 6 and 7-year-olds over a six-week period. It is built around three fundamental and transferable skills; choosing safer places to cross the road; the dangers of junctions; and a strategy to use when crossing near parked cars. In the last 18 months we completed an independent evaluation of the scheme which found that there was a significant improvement in the participating children's knowledge of how to cross a road safely.</p> <p>Where a school is unable to have the full Small Steps scheme, usually due to the road environment around the school, the team offer School Steps – a playground training session teaching the green cross code using a road map and props. This scheme was developed during the pandemic as an intervention which could be delivered in a covid safe way, but the team soon realised the benefits of the school for those schools which could not undertake Small Steps. The team is, therefore, continuing to offer this training and to refine and improve the course.</p> <p>During the 2021/22 school year the team:</p> <ul style="list-style-type: none"> • Delivered 9 Small Steps and 29 School Steps interventions. • Launched Every Step a series of videos to help parents and carers teach their children how to cross the road.
Road Safety Education, Training and Publicity Campaign Interventions.	<p>Young Driver and Passenger intervention and 'Speak Out' Campaign</p> <p>Virtual Young Driver & Passenger is a pre-driver/young driver intervention for 16- to 18-year-olds that aims to improve the participant's safety as a driver and passenger via the completion of 4 online modules:</p> <p>Driving and Seeing, Impairment, Impulse Control and Speed and Force.</p> <p>Our Speak Out campaign, complements the intervention – maintaining positive role modelling and encouraging all individuals within a car to say something when they feel uncomfortable. This could be regarding the way the driver is behaving but could also relate to how the passengers are interacting in the car.</p> <p>All post 16 establishments were offered Young Driver & Passenger Programme (this include colleges and Pupil Referral Units). 49 schools undertook the programme, evidencing a growth of 58%. However, the number of pupils increased delivered to in this full academic year increased by 202%.</p> <p>Kent County Council has delivered the programme to 6522 year 12 and 13 pupils, of which all will have seen a minimum of 4 pieces of Speak Out Campaign creative.</p> <p>Specialist school providers have been able to access the programme, but further work here is required to highlight the relevance to them.</p>

Youth Travel Ambassador intervention

Youth Travel Ambassador Programme is a project based intervention aimed at Secondary school pupils across Kent. Kent Safer Road Users Team (formally Road Safety) have created a blended approach to delivery using pre-recorded sessions delivered by a facilitator and school staff.

Schools engaged on the programme access 6 skills based sessions and are expected to complete a project submission to the team relating to road safety, active travel or independent travel. Each school completing the elements can be awarded funds in order to activate their project idea.

120 schools offered YTA Programme, resulting in 38 schools having consultations with coordinator.

11 schools commenced the programme, with 6 schools completing project submissions in the time frame. 26 different YTA projects have been submitted this year.

Through the programme there were a total of 6153 school pupils engaged against a target of 5000

Cambridge City Council requested permission to use our programme and resources within their schools.

Kent Road Safety Club

The Kent Road Safety Club is a pedestrian education programme designed for children between the ages of 4-11 and delivered in primary schools across Kent. Pupils are engaged through Kagan co-operative learning to understand and promote safer pedestrian behaviour. Key road safety messages are delivered each year of children's formal primary education to act as building blocks to safer pedestrian and cyclist behaviour.

This school year saw us reach our largest number of schools and pupils to date, despite further disruption from covid. After a strong start to the year, our delivery in schools was badly affected at the end of December and through January as covid cases rose considerably in schools. However, we were able to get back into schools after this and reached our best figures to date.

The programme was delivered to 13207 pupils though 126 visits to 67 different schools.

BRAKE Road Safety Week Activities

Officers from the Road Safety and Active Travel Group developed initiatives to support this national event. Some of this activity was delivered jointly with our casualty reduction partners and followed the theme of 'Safer Roads for All.'

As well as arranging a busy week of activities in schools across the county, 'Driving for Better Business' was promoted to some Kent based companies by partner organisations and general road safety messages were promoted to the public through the Social Media channels of the partnership organisations.

In addition to this, a week of sustained public engagement in Canterbury City centre was arranged to promote Vision Zero and raise awareness of key road safety issues. Extreme wet weather conditions during the week meant that the team had to relocate to an indoor

venue at Bluewater Shopping Centre for two days. Joined by representatives from our partners such as Kent Police and Kent Fire and Rescue Service, officers engaged with all road user groups. Emphasis was given to promoting messaging aimed at protecting vulnerable road user groups. Separate sessions were delivered to tackle drink driving and raise awareness of the risk to pedestrians when they are under the influence of alcohol, as well as promoting active travel through the walking and cycling routes not just in Canterbury but the whole of Kent.

The team encouraged residents to create road safety pledges and become 'Vision Zero Heroes,' cascading important road safety messages to their friends, loved ones and local communities.

Mature Drivers Intervention

Four Mature Drivers seminars were delivered during November 2022 to a total of 140 delegates across Maidstone and Canterbury. A further ten are booked on for the first three months of 2023 and seven after April. We estimate that we will reach a further 600 delegates during the courses that are scheduled so far.

HASTE Intervention

Officers delivered two HASTE (Hazard Awareness, Space, Time and Eco-driving) seminars, one to a local RoSPA advanced driving group on the 8th December 2022 and one to the KCC Safe Mobility Team on the 3rd January 2023. we will have the myth buster videos completed in time for the new year and we are starting to plan in delivering the HASTE program to the parents of pupils who have engaged with the YDC program.

Be Bright, Be Seen Campaign

The Be Bright Be Seen campaign runs for two weeks at the time the clocks change in the Autumn. The purpose of the campaign is to promote wearing bright and reflective clothing/accessories during the darker mornings and evenings. This year the campaign used radio adverts (as well as being discussed by Radio presenters) on KMFM, along with articles on Kent Online, in the KM newspapers and on social media posts. Officers also provided an interview that was used in the KMFM news bulletins. As part of this campaign, schools can apply for reflective keyrings for their children. This campaign continues to be very popular with schools and other organisations such as Beavers/Scouts/Brownies. Below are some of the key statistics from the 2022 campaign:

- Quarter page newspaper advert in various local papers - 179,082 readers
- Radio advert played 982 times.
- Requests for keyrings - 732 entrants - totalling 161,638 keyrings requested (a total of 25,000 were available)
- Advert on Kentonline - 1,050,033-page impressions, 340 clicks, a CTR of 0.03%
- Article on Kentonline - 2933 views
- Article on MyKentFamily.co.uk - 426 views (also promoted on newsletter sent to 12,400 people)
- Promoted on KMFM social media (Facebook page has 271,693 followers and Twitter page has 28,213 followers)

Safety in Action intervention

Safety in Action is a multi-agency delivered, interactive experience is presented to pupils in Year 6 and focuses on key safety topics. It is

	<p>delivered in short 10-minute lessons as children move from one scenario to the next in groups of approximately 10. The road safety lesson involves pupils discussing, interacting and making decisions about potentially dangerous situations, with a particular focus on distractions. In total, approximately 6891 pupils across Kent attended these scenarios in 2022. Officers were unable to attend every day due to other commitments, but they did attend the majority of sessions.</p>
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6. Recommendation

The Scrutiny Committee is asked to:

- **Note** the contents of the report.

Contact Details

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