

13. Road Safety Strategy

13.1 Introduction and Overview

Improving road safety, which we define as reducing the number of people killed and injured on Warwickshire's roads, is a key element in meeting corporate and local objectives to protect the community and make Warwickshire a safer place to live.

In 2000, the Government published *Tomorrow's roads – Safer for everyone* which set out its road safety strategy and casualty reduction targets for 2010. These targets seemed ambitious at the time but in fact they have been more than achieved both in Warwickshire and nationally.

The Government is now considering the way forward for the next decade and has published a consultation '*A safer way*' which proposes a long term vision to make Britain's roads the safest in the world. 'Roads' is shorthand for roads and road users.

We support the Government's long term vision to make Britain's roads the safest in the world. We will ensure Warwickshire contributes at least its fair share towards achieving this vision. This strategy explains how we will achieve this.

13.2 The Policy Context

13.2.1 National Policy

A Safer Way: Consultation on Making Britain's Roads the Safest in the World (April 2009) set out the Government's proposed vision, targets and measures for improving road safety in Great Britain beyond 2010 and sought feedback on them. On 29 March 2010 DfT advised that *A safer way* 'should be taken as the best indication available of the developing national vision, targets and measures'.

The Department for Transport's publication *Towards a Sustainable Transport System* in 2007 and consultation *Delivering a Sustainable Transport System* in 2008 established five key goals: health, safety and security, supporting economic growth, tackling climate change, quality of life and the natural environment, and equality of opportunity. The proposed road safety strategy has been developed within this context. *A safer way* carries out a thorough review of the evidence and identifies a series of key challenges nationally.

To achieve the vision set out in *A safer way* the Government has proposed the following national targets for achievement by 2020 compared to a baseline of the 2004-08 average:-

- To reduce the number of people killed in road collisions by at least 33%. (The Government believes that this target is not readily replicable below national level so proposes a combined target for killed or seriously injured at local level).
- To reduce the number of people seriously injured in road collisions by at least 33%.
- To reduce the number of children and young people (<18) killed or seriously injured in road collisions by 50%.
- To reduce the combined rate of death or serious injury for pedestrians and cyclists per 100 million km walked or cycled by 50%. (This target is difficult to replicate at local level because reliable statistics are not available on distances walked and cycled).

13.2.2 Local Policy

Protecting the community and making Warwickshire a safer place to live is one of the four priority areas in Warwickshire County Council's Corporate Business Plan 2009-12. Improving road safety (which we define as reducing the number of people killed or injured on Warwickshire's roads) is one of the key outcomes it seeks

One of the key outcomes of *The Sustainable Community Strategy for Warwickshire* (published by the Warwickshire LAA partnership) is to make Warwickshire a safer place with a reduction in the number of people killed or seriously injured on our roads. The Warwickshire partnership has selected NI 47 (People killed or seriously injured in road traffic accidents) as one of its indicators.

13.3 Overview of the Current Situation

13.3.1 Road Casualties in Warwickshire

The NHS health profile for Warwickshire explains that road casualties are worse than average for its population. Yet *A safer way* shows that it is in the best quartile for its traffic volume and compared to the 1994-98 baseline. How is this contradiction explained?

Traffic volume (the sum total of all distances travelled by vehicular traffic) is probably the greatest single influence on the level of road casualties. Warwickshire's position at the centre of England and the motorway network means it has a high traffic volume, and consequently a higher than average number of casualties, for its population. So Warwickshire faces a huge challenge.

However Warwickshire has a lower than average number of casualties for its traffic volume. Figure 2.8 of *A safer way* compares casualty rates in terms of ksi per 100 million vehicle kilometres and shows Warwickshire's casualty rate in the lowest (that is safest) quartile.

Figure 2.9 of *A safer way* shows Warwickshire as in the group of most improved authorities over the last decade with a reduction of over 40% ksi casualties in 2005-07 compared to 1994-98. The improving trend has continued in 2008 and 2009.

Figure RS1 and RS2.

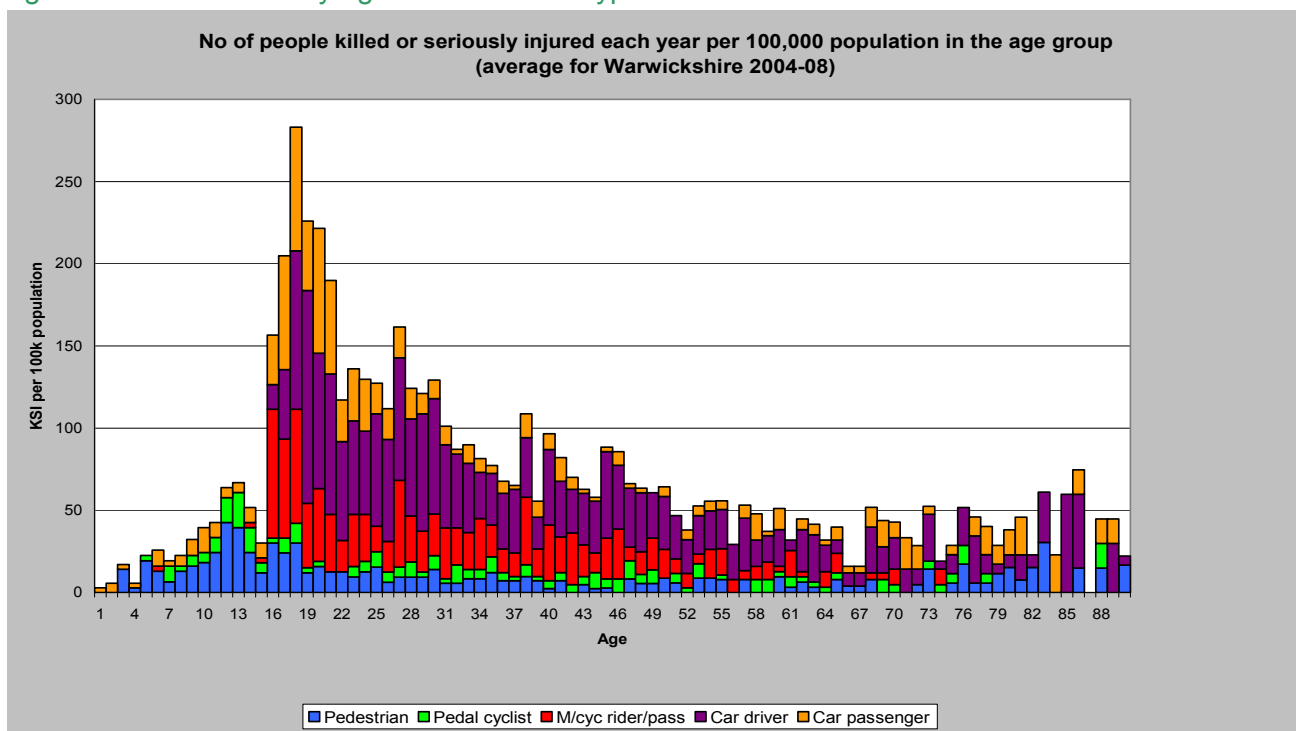
Insert here bar charts RS 3 No of people killed or seriously injured and RS 4 no of children killed or seriously injured. (Separate files).

13.3.2 Distribution of Casualties

Figure RS 5 shows the distribution of Warwickshire's casualties by age and road user type. This closely reflects the distribution in England as a whole shown in figure 2.6 of *A safer way*. The risk of becoming a casualty in Warwickshire varies widely with age and type of road user. Motorcyclists are at exceptionally high risk; they constitute about 1% of traffic but more than 20% of casualties. Young drivers and passengers (age 17-24 and especially 17-20) are also at high risk. Pedestrian casualties peak at age 11-13 years and cycle casualties at 11-16 years.

Pedestrians are at higher risk in urban areas and drivers in rural areas, a trend reflected in the differences between the casualty profiles of Warwickshire's five districts and boroughs. Figures are also affected by motorway collisions which are not usually related to the communities nearby.

Figure RS3 Casualties by age and road user type



13.3.3 The Challenges

A safer way proposes the following national key thematic challenges:-

- Pedestrian and cyclist casualties in towns and cities – particularly in deprived communities
- Protecting children and young people
- Protecting motorcyclists
- Rural roads
- Poor road user behaviour amongst a few
- Illegal and inappropriate speed.

Table RS1 sets out the number of people killed and seriously injured in each of these categories in the 1994-98 baseline and again in the 2004-08 baseline in Warwickshire.

Table RS1 Reduction in casualties 2004-08 compared to 1994-98

Annual average ksi casualties	1994-98	2004-08	Reduction
All	711	411	42%
Urban pedestrians and cyclists	109	58	47%
Children and young people (0 -17)	109	54	50%
Motorcyclists	108	84	22%
Rural roads	403	233	42%
Poor road user behaviour amongst a few	*	*	*
Illegal and inappropriate speed	*	*	*

* Casualty data is not available in a form suitable for comparison.

Within the single figure for children and young people the reduction for children age 0-15 has been much greater than for young people age 16-17. This is shown in Table RS2.

Table RS2 Comparison of 0-15 and 16-17 casualties

Annual average ksi casualties	1994-98	2004-08	Reduction
Children (0-15)	69	30	57%
Young people (16-17)	40	24	40%
Children and young people (0 -17)	109	54	50%

DfT's *Advice about Local Road Safety Strategies* identifies three key groups

- Young (17 to 24) car drivers and passengers
- Motorcyclists; and
- Pedestrians in urban areas

which together constituted more than half of the deaths in Great Britain in 2007. For comparison purposes Table RS3 shows that these groups also made up half of Warwickshire's deaths though the small numbers make the data less statistically reliable.

Table RS3 Road Deaths in Warwickshire 2007

Road Deaths in Warwickshire 2007	No.
Young (17 to 24) car drivers and passengers	13
Motorcyclists	6
Pedestrians in urban areas	2
Total	21
All deaths	42

It follows that Warwickshire's key challenges are very close to those listed in *A safer way*. We have therefore decided to adopt each of the six themes in *A safer way* as key challenges for Warwickshire. Within those themes our highest priorities are young drivers, motorcyclists, rural roads and illegal and inappropriate speed.

We will adopt the key thematic challenges in *A safer way* namely:-

- A Pedestrian and cycle casualties in our towns – particularly in deprived communities
- B Protecting children and young people
- C Protecting motorcyclists
- D Rural roads
- E Poor road user behaviour amongst a few
- F Illegal and inappropriate speed

as key thematic challenges for Warwickshire. Within those themes we attach the very highest priorities to young drivers, motorcyclists, rural roads and illegal and inappropriate speed. Table RS4 sets out how our specific policies address the key themes.

Table RS4 Policies and key themes

Policies	Key themes					
	A	B	C	D	E	F
General policies RS 1 – RS 10	*	*	*	*	*	*
RS 11	*	*	*			
RS 12	*	*				
RS 13	*	*				
RS 14	*	*			*	*
RS 15			*			
RS 16					*	*
RS 17					*	
RS 18						*
RS 19						*
RS 20					*	*

RS 21	*	*	*	*	*	*
RS 22				*		
RS 23				*		
RS 24				*		
RS 25				*		
RS 26				*		

13.4 The Strategy

13.4.1 Our Approach to Reducing Casualties

Policy RS1: Supporting the Government's Vision

We support the Government's long term vision to make Britain's roads the safest in the world. We will ensure Warwickshire contributes at least its fair share towards achieving this vision.

Policy RS2: A Data Led Approach

We will collect and analyse the available data; in particular data about every recorded road casualty in Warwickshire. We will use this intelligence to help decide how to prevent casualties in the future.

The first step towards preventing road casualties is to analyse the circumstances in which they occur. We need to understand the behaviour, attitudes and motivations of our road users to help us devise effective interventions to combat casualties.

Warwickshire Police use the Police's National Intelligence Model. Although this is not the Council's model, we have confidence in it and are happy to base decisions on it in joint working when appropriate.

Policy RS3: An Integrated Approach

We will combat casualties by every available means including education and training, publicity, engineering measures and enforcement. We believe the most effective approach is an integrated and holistic one using the different methods together.

Policy RS4: Safer Together – Working in Partnership

We believe partnership working is crucial to prevent casualties. We will work in partnership with anyone who will help combat casualties.

Policy RS5: Working through Warwickshire Road Safety Partnership

We will work particularly through the Warwickshire Road Safety Partnership (which feeds into the LAA Partnership) and its members - Police, Fire and Rescue, Highways Agency and Health - for whom preventing road casualties is core business.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire December 2009.

The Road Safety Partnership is very clear which roads cause most of the deaths and injuries and are the ones that are targeted with police officer time, fixed and mobile cameras and road improvements. This has been done while also reducing costs by over £250,000.

Warwickshire Road Safety Partnership (WRSP) defines its aim as:-

To support the delivery of the Warwickshire Local Area Agreement and in particular the Warwickshire Safer Communities Partnership in the creation of safer communities by preventing road casualties. WRSP's approach to working together is set out in 'Safer Together' which is reproduced below.

Warwickshire Road Safety Partnership - Safer Together

*We are committed to work in partnership to reduce road casualties.
We have agreed this Memorandum on how we can make Warwickshire's roads safer together.
In line with existing protocols, we believe sharing information and opinions will help us work together. We will meet regularly at Chief Officer and operational level to discuss matters of mutual interest. We will give each other as much information as we can.
We will avoid duplication of effort and resources. When planning road safety work we will have regard to each other's activities and try to complement rather than compete with them.
We believe our road safety work will be enhanced by actively involving each other. We will offer each other the opportunity to take part in our activities wherever we can.
We will allow each other the use of resources for road safety work free or on reimbursement of costs rather than on a commercial basis.
In promoting our activities we will give public credit for any help we receive from each other.*

WRSP has identified key issues where partnership working can help prevent casualties and has set up inter agency working groups to address them. The working groups are charged with producing action plans for approval by WRSP and implementation by the partners. Working groups have so far been established for:-

- Young drivers (17-24 inclusive)
- Motorcyclists
- Speed
- Education of young road users (0-16 inclusive)
- Driving for work
- Media
- Data and Intelligence

In many areas road safety partnerships manage safety camera work. Warwickshire has deliberately avoided this approach. Safety cameras are managed directly by the relevant partners through service level agreements between them as described in the section on speed management. This frees WRSP to concentrate on casualty reduction as a whole as well as saving administrative costs.

Policy RS6: Working with Warwickshire Police

Partnership with Warwickshire Police is fundamental to our road safety strategy and crucial to preventing casualties. We will work together to protect Warwickshire's road users from harm.

Warwickshire Police have adopted a vision *Protecting our communities together* as follows:-

We protect communities in Warwickshire by managing the risk from harm. Harms are defined as death, injury, loss and distress. We focus on those harms which are most serious and most likely to occur. We will deliver more protection and further increase trust and confidence.

This vision ties in our own objectives and its clarity is very helpful in determining priorities.

Warwickshire Police are now looking to revise how they deal with road traffic offenders. The key elements are:-

- an engagement and educative approach to those whose driving falls short of the required standards but poses a less serious danger
- a punitive approach to those who pose a high risk to themselves and others.

The intention is to provide the best possible public protection whilst building public confidence in the police and its partners. The Council supports this approach.

We are an integral partner in delivering road safety aspects of Police Community Support Officer (PCSO) induction and refresher training. This ensures that PCSOs are aware of road safety issues and are signposted to resources and help in their daily duties.

We worked with the Police, the Council's Children, Young People and Families Directorate, Fire & Rescue and the Highways Agency to set up the Safer Schools Partnership. This ensures that dedicated PCSOs in 12 senior schools deliver an informed service to these schools and forge good community links with young people thereby contributing to the citizenship curriculum.

We have agreed a protocol with the Police which sets out how we will work together to address speeding issues raised by local communities.

Policy RS7: Working with the Highways Agency (HA)

We will work with HA and its agents to tackle casualties that occur where our responsibilities meet, in particular for educational interventions and where trunk roads impinge on local communities.

We share responsibility for reducing Warwickshire's road casualties with the Highways Agency (HA) and its agents who manage motorways and trunk roads. In 2004-08 about 22% of road casualties in Warwickshire occurred on motorways and trunk roads. HA have produced their own strategic plan for safety. We acknowledge their help in producing this strategy. We welcome HA and its agent's increased involvement in road safety education in Area 9. We believe this offers more opportunities for partnership working. Our educational interventions will help improve road user behaviour on HA roads and vice versa. So we see this as a key way to strengthen our partnership.

We monitor progress towards the targets for HA roads and for county roads as well as those for Warwickshire as a whole. We will continue to meet regularly with HA to implement this strategy. We will cooperate to achieve our respective delivery plans and ensure that our actions complement each other. We will exchange data to ensure that there is a synergy when it comes to data analysis. We will ensure that a coordinated approach is used.

Working with the Warwickshire Fire and Rescue Service

The Fire and Rescue Services Act 2004 offered us the opportunity to work more effectively with the Warwickshire Fire and Rescue Service. In 2005 we agreed a protocol on the best way to do this. The Fire and Rescue Service is currently consulting on an Improvement Plan which we

believe will offer greater protection to our road users. We have agreed a revised protocol to take account of changes since 2005.

Working with health

We have found it more difficult to engage with Warwickshire PCT. We believe one of the problems has been recent reorganisations within the NHS. Now that these are bedding down we hope we can engage with Health more fully and we have managed some limited engagement through the Safer Schools Partnership. We recognise this is an area where we will need to work hard. But the potential benefits of closer partnership with Health are substantial.

Policy RS8: Working with the Community

We will improve communications with road user groups and local communities, particularly via parish councils.

We believe that we will have greater success in reducing casualties if we can persuade the community to share ownership of the problem. We need to increase community's understanding of the challenge.

In addition to our core partners covered above we work with a wide range of other organisations some on a continuing basis and others ad hoc.

Policy RS9: Working in Areas of Disadvantage

We will 'narrow the gaps' and address road safety issues in disadvantaged areas.

The County Council aims to 'narrow the gaps' – that is to achieve improvement for all but with the fastest improvement for the most disadvantaged. We believe that in general there are more casualties, and hence more potential for reducing casualties, in disadvantaged areas. Our data led approach has the advantage that it tends to encourage work in areas with the greatest casualty problems and hence to narrow the gaps.

Research shows that children in disadvantaged areas are more likely to be road casualties.

We will utilise the Marketing Analysis and Segmentation Tools (MAST) project to identify communities at greatest risk of becoming casualties and target our interventions at these locations.

Policy RS10: Funding and Prioritisation

Wherever possible we will prioritise casualty prevention work by cost effectiveness – that is by evaluating casualties prevented per pound invested.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire 9 December 2009.

It is estimated that in reducing the number of deaths and injuries Warwickshire's economy has been saved over £37 million pounds in the last year.

Casualty prevention work is funded from a variety of sources as shown in table RS5.

Table RS5 Funding for casualty prevention work.

Fund	Type	Source
Area Based Grant	Revenue	Central Government
Base budget	Revenue	Warwickshire CC
Charges	Revenue	Service users
Local Transport Settlement	Capital	Borrowing
Specific Capital Grant	Capital	Central Government
Developer Contributions	Capital	Developers

The level of funding is unpredictable. It depends on many different factors, some of which are outside the Council's control. There will never be enough funding to carry out all the casualty prevention work needed. To meet this challenge we will prioritise by cost effectiveness. We aim to achieve the greatest reduction in casualties with the funding available. We believe it is helpful to compare interventions on the basis of casualties saved per pound invested.

There are constraints on this approach. Some of the funding is restricted to particular types of work. Funding cannot for example be transferred from capital to revenue. And evaluating the success of some types of work in reducing casualties is not always easy. But we believe this overall philosophy is helpful to ensure we prevent as many casualties as possible whatever funding is made available to us.

13.4.2 Key Themes

Policy RS11: Children

We will have a special focus on the safety of children in line with the government target for reducing casualties among children and young people.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire December 2009.

Far fewer children are killed or seriously injured – down by two thirds – since 1994.

Preventing child casualties has been a key plank of Warwickshire's road safety policy for many years. The average of 69 children killed or seriously injured in 1994-98 fell to 30 in 2004-08. To sustain this reduction we will need to continue our interventions with each cohort of children.

Table RS6 breaks child ksi casualties down into pedestrians, cyclists and car users. If we are to reach our target we will need to achieve reductions in all three categories.

Table RS6 Breakdown of child ksi casualties

Annual average child (0-15) ksi casualties		
Years	1994-98 average	2004-08 average
All	69	30
Pedestrians	33	16
Cyclists	13	6
Car users	18	7

We will reduce child casualties:

- By measures specifically aimed at children, in particular by education and training and by giving them a safer route to school; and

- By measures which will reduce casualties generally.

Education and training aimed at children will mainly affect pedestrians and cyclists. However educating children about the importance of in car safety in particular seat belt wearing will reduce the number and severity of injuries to casualties in vehicles.

Policy RS12: Working with Schools and Others

In addition to working to reduce casualties generally, we will work in partnership with schools and others to:

- Deliver road safety education directly and through others;
- Provide practical pedestrian kerbside training for infant school children;
- Train cyclists;
- Organise educational campaigns and events;
- Make the journey to school safer.

We believe the most cost effective approach is to develop road safety educational initiatives and where possible use others to promote and deliver schemes on our behalf. We will

- Encourage parents and carers to consider road safety issues from birth to 3 years.
- Encourage parents and carers to talk to their pre-school children about road safety and begin teaching basic road safety skills
- Develop a progressive educational programme;
- Provide support training, resources and materials to parents, teachers and trainers
- Encourage teachers and trainers to give road safety training high priority
- Provide teachers and trainers with resources to enable them to undertake follow up work subsequent to interventions by road safety officers, thereby maximising the value of our intervention with pupils.

We participate in Coventry and Warwickshire Child Safeguarding Board's child safety partnership which considers interventions to address child injuries.

Pedestrian training

We will provide pedestrian training. We will promote our 'Kerbsafe' and 'Kerbsafe Plus' pedestrian training programmes (including practical training at the kerbside) for primary schools.

Extract from Ofsted: Joint Area Review (JAR) of Warwickshire Children's Services 2008 (para 18).

Programmes to promote road safety have been particularly effective, for example KerbSafe, which involves professionals as well as parents in delivering consistent road safety messages to children.

Cycle training

The data shows that a child cycling is far more likely to be injured than a child travelling in a car. Cycle training will help prevent casualties.

We have obtained 'Bikeability' accreditation and will train to that standard. We aim to equip all cyclists to deal with traffic conditions and become safer all round road users. We will:

- Offer Level 1 to 3 training to all within the community according to 'Bikeability' scheme. (Over 3,500 children accessed training in 2008)

- Offer bike safety checks to secondary schools;
- Train professional and volunteer trainers up to 'Bikeability' standards;
- Promote and encourage the wearing of cycle helmets; and
- Encourage schools to include a policy on wearing cycle helmets in their prospectuses and to insist that children wear helmets when cycling to school.

Our training will link in with our policy to encourage cycling to contribute to modal shift and to:

- Promote cycling as a healthy mode of transport
- Work with employers to encourage cycling to work
- Encourage schools to include cycle training as part of their school travel plan

Educational campaigns and events

We will work towards a holistic and integrated approach to all road safety campaigns and events. We will use publicity campaigns to reinforce educational initiatives and to influence road user behaviour. Our strategy aims to support any educational or training initiatives undertaken and will be researched and targeted at specific road user groups. We will:

- Support national and regional publicity campaigns and give them a local dimension;
- Use casualty data to develop specific local campaigns;
- Promote the School Safety Merit Award.
- Specifically organise and be involved in targeted events organised by WRSP
- Take an active part in Warwickshire's corporate Healthy Schools scheme
- Contribute to the training of PCSOs and have an input into any educational/promotional initiatives
- Work with our partners in delivering the 'Safer Schools' project in senior schools

Making the journey to school safer

We want to increase the number of children walking or cycling to school. It is important that parents do not limit the development of children by unduly restricting their independence because they are concerned about their safety on the roads. We will:

- Work with head teachers, governors, parents and pupils to identify safety issues for pupils walking or cycling to school
- Implement schemes which address these issues and encourage pupils to walk or cycle to school and
- Work to improve the conditions of non-roadside paths used by children to get to and from school.

We will give pupils the information to enable them to walk or cycle with confidence on the most appropriate and safest routes and encourage walking. We will give priority to schools in urban areas, but will include rural schools in the Safer Routes to School initiative as appropriate.

Improvements to the infrastructure and implementing and enforcing speed limits can be particularly effective in areas used by children for their journey to school or for play. The wider community will also benefit, particularly from any physical safety measures implemented.

The full approach to improving safety on the journey to school is set out in the Safer Routes to School and School Travel Plans strategy.

Policy RS13: School Crossing Patrols

We will provide school crossing patrols for children age 5 to 11 at sites that meet the national guidelines published by Road Safety GB and RoSPA.

School crossing patrols play a key part in safety for children. We provide over 100 school crossing patrols for children in Warwickshire.

We will:

- Provide regular training for new and existing patrols;
- Provide patrols with a uniform that can be easily identified by drivers and children;
- Check regularly that patrols are operating safely; and
- Evaluate sites that have a high incidence of conflict situations and establish the need for the use of cameras
- Carry out CRB/ISA checks on all applicants
- Train suitable patrols to deliver educational sessions in schools ,and be part of our 'People Who Help Us' scheme
- Evaluate and risk assess all our sites on a rolling 3 year programme.

Policy RS14: Young Drivers and their Passengers

We will work with our partners, particularly the Police and Fire and Rescue, to change young people's attitudes to driving. We believe that children start to form attitudes to driving from a very early age. We therefore start to foster correct attitudes to driving as part of our integrated approach in primary schools and start a dedicated programme from the first year of secondary school.

Young drivers and passengers have a disproportionately high risk of becoming casualties. About 10% of Warwickshire's population are in the 17-24 age group but in 2004-08 they represented 25% of the county's vehicle users killed or seriously injured.

Warwickshire Road Safety Partnership has a working group dedicated to reducing collisions involving young drivers. We aim to ensure that young people are fully equipped and prepared for a life of safe and enjoyable driving. Research suggests that youngsters who receive road safety education from an early age make safer drivers in the future. We seek to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel.

'Driving Ambitions'

Our primary intervention Driving Ambitions is described by the House of Commons Transport Committee in the boxes.

Extract from the House of Commons Transport Committee Seventh Report of Session 2006-07 (para 129) on Novice Drivers.

Since 2004, secondary school pupils in Warwickshire have received a programme of road safety education each school year. The programme consists of a series of short, hard hitting modules of approximately one hour each, delivered by a team of specialist trainers. The modules were developed with the support of Warwickshire Casualty Reduction Partnership*, the police, approved driving instructors, the Fire and Rescue Service, Warwickshire Road Safety Unit, education departments and schools. The scheme aims to influence pupils' future attitudes towards driving, and to encourage a consideration of the impact of driving inappropriately on both themselves and others. The modules for year groups 11 and 12 include pre-driver education, as well as four practical driving sessions.

**now Warwickshire Road Safety Partnership*

The programme has been commended by the Prince Michael of Kent International Award Scheme for its contribution towards educating young people on Road Safety. About 19,000 students participate in the programme each year.

Monitoring, evaluation and review of 'Driving Ambitions'

Extract from the House of Commons Transport Committee Seventh Report of Session 2006-07 (para 130) on Novice Drivers.

The Warwickshire scheme is being evaluated in terms of participants' views of the programme, and in terms of its actual effect on young driver casualties. Results from market research undertaken to date show positive results, however the impact on casualty rates is not yet available. Young driver casualty statistics from 2003-04 are being used as a baseline, and evaluation will be ongoing for 6-10 years, to cover the first full cycle of pupils passing through the programme. Warwickshire County Council advised that the participation rate by schools for 2006-07 is 69% which is predicted to rise to 85% by the end of the academic year.

An ongoing evaluation of the programme is being undertaken by 'Brainbox Research' (an independent company specialising in educational psychology) to establish the overall effectiveness of the Driving Ambitions programme.

We will support Driving Ambitions with a range of other interventions aimed at young drivers and pre-drivers.

Policy RS15: Safer Motorcycling

We will work with partners in planning interventions to reduce motorcycle casualties, which will be based on intelligence. We will, through the Warwickshire Road Safety Partnership produce an action plan which will be reviewed regularly. We will monitor our interventions to assess their success.

In this strategy 'motorcycle' means any powered two-wheel (P2W) vehicle.

P2W ownership has risen significantly nationally over the last decade with the number of registered P2Ws is growing at a rate approximately double that of registered cars. We think the number of P2W riders will continue to rise as more people turn to P2Ws as a cost effective and efficient mode of transport.

Although the number of P2W users killed or seriously injured on Warwickshire's roads is below the 1994/98 baseline, the rate of decline is significantly lower than for other road users. Motorcyclists represent around one to two per cent of all vehicle mileage travelled nationally. But in Warwickshire P2W users represented more than 20% of road users killed or seriously injured in 2004-08.

Casualty data highlights two groups of P2W users as being at high risk of collision involvement:-

- 16-21 year old riders of mopeds and motorcycles who are most likely to have their collisions on urban roads at relatively low speed and sustain slight injuries.
- 21-50 year old riders of more powerful machines who sustain their injuries on inter-urban routes at high speeds with a greater risk of riders being killed or sustaining serious injuries as a result of their collisions.

In 2006 Warwickshire conducted a research project into the behaviours, attitudes and motivations of motorcyclists using Warwickshire's roads. This helped us to develop a strategy and interventions designed to reduce motorcycle casualties. In particular the research highlighted the potential for training to reduce casualty numbers by improving rider skill levels.

Motorcycle training

In April 2008 Warwickshire launched 'Take Control', a subsidised training programme for all P2W users. The course responded to research that showed a demand for accessible and affordable training. The programme has received excellent feedback from clients and trained approximately 130 riders during the first 12 months. A successful bid to the DfT Road Safety Partnership Grant scheme enabled the programme to be expanded to cover West Mercia and increase capacity to 650 courses per annum.

We work closely with Warwickshire Police in the delivery of Bikesafe rider assessments and actively encourage participation in post test training opportunities.

Motorcycle events

In 2009 the Warwickshire Road Safety Partnership organized the first Heart of England Bike Show, a free road safety event for motorcyclists that was attended by 4,000 riders. The event was supported by the motorcycle industry and provided a platform to promote training opportunities and other safety messages to a large audience. We are building on the success of this first event and expect to deliver a bigger and better show in 2010 with even more advice and support to help P2W users stay safe. We are putting together a road show to deliver safety messages at high profile local biker meets and dealer open days.

We have supported a regional road safety stand at the prestigious annual International Motorcycle Cycle and Scooter Show every year since 2004. Attracting approximately 150,000 visitors the show provides an excellent opportunity to engage with P2W users.

Engineering the road network for safer motorcycling

When analysis of routes or cluster sites, identifies a pattern of P2W casualties, we aim to install the most suitable type of street furniture to reduce the potential for injury to P2W users if involved in collisions. Those locations where there have been P2W injury collisions are prioritised for treatment whenever possible.

Warwickshire works with regional partners including the Highways Agency to display consistent temporary roadside posters during the summer on high risk motorcycle casualty routes. The posters aim to encourage riders to take extra care and encourage other road users to be extra vigilant for motorcycles.

Motorcycling enforcement

We work in partnership with the Police to conduct high profile enforcement on popular motorcycle routes and routes with high level of motorcycle casualties.

Policy RS16: Road User Behaviour

We will combat the 'fatal four' and other poor road user behaviour in partnership with the police. We will integrate education and enforcement.

The 2008 Association of Chief Police Officers (ACPO) National Strategic Assessment (Roads Policing) highlighted the 'Fatal Four' - the relatively static trend in fatal crashes and the high number of such incidents attributed to:

- Excessive speed for the conditions
- Failure to wear a seat belt

- Driving under the influence of drink or drugs
- Distraction, primarily through using mobile phones.

This concept forms an important part of Warwickshire Police's casualty reduction strategy. The fatal four can be best tackled by an integrated approach using education with enforcement. We will support and work with the police to this end.

A typical campaign will have several dimensions:-

- the County Council will campaign to educate road users about the dangers of a particular poor behaviour
- wherever possible we will coordinate the campaign with a national THINK! campaign
- the police will publicise their intention to enforce
- the police will carry out enforcement
- we will both publicise the results of enforcement.

Publicising enforcement before and after it takes place greatly amplifies the influence gained from it.

Policy RS 17: Drink and Drugs

We will continue to reinforce the drink and drug drive message regularly with our partners, in particular the police.

Extract from 'Oneplace' (Audit Commission et al); CAA Area Assessment for Warwickshire 9 December 2009.

Drink driving campaigns are effective and fewer people have been found to be over the limit.

We will continue to promote the drink drive message to foster correct attitudes to becoming a driver and the responsibilities of drivers and other road users.

The intelligence about casualties caused by legal and illegal drugs is limited. DfT research published in 2001 found that 18% of people killed in road accidents in Great Britain had traces of illegal drugs in their bodies. The Police Research Group estimate a 400% increase in drug driving over the last 15 years. Recent research by the magazine 'Autotrader' showed that one in five 17-24 year olds admit to regularly smoking cannabis and driving, while 12% drive after taking cocaine. We need more local evidence to help us decide the best way to reduce road casualties caused by drugs and the Government is currently carrying out research in this area.

We will promote awareness of the effect of drink and drugs on driving by:

- Educating present and future drivers through our mainstream educational programmes, pre-driver education, the driver improvement scheme, speed awareness workshops and professional driver development;
- Continuing to develop partnerships with the police and health professionals to promote suitable messages.
- Continuing to carry out drink drug driving campaigns in partnership with the Police and the Council's Drug and Alcohol Advisory Team. We will campaign through the press, through advertising and through our own distribution networks to colleges, hospitals, police stations, clinics etc. We will utilise both DfT and our own specially produced publicity material.

We believe there are opportunities for greater engagement with the NHS to combat drink and drug driving.

Driver education

To be effective in contributing to reducing road deaths and serious injuries we have adopted a coordinated approach with our partners to take advantage of best practice, avoid duplication and provide value for money interventions. We prioritise what we do based on the statistical analysis of casualty risk data. The wide ranging schemes offered may be categorized into three main groups; diversionary training, pre driver and young driver training* and driver related training for the public, industry and County Council.

Driver Improvement Schemes

We operate a Driver Improvement Scheme in partnership with Warwickshire Police which conforms to national guidelines. Drivers who contravene Section 2 or 3 of the Road Traffic Act and meet defined criteria will be offered training by the police as an alternative to prosecution and points on their licence. *

* Footnote - Training for young drivers and pre-drivers is covered earlier in this strategy.

Policy RS18: Speed Management

We will combat excessive and inappropriate speed with an integrated programme of engineering, education and enforcement to achieve safer roads for all and meet the needs of local communities.

In 2005-08** illegal and inappropriate speed was recorded as a factor in an average of 76 fatal and serious collisions a year (31 exceeding the speed limit and 45 travelling too fast for the conditions). Following the Government's publication of Circular 01/2006 Setting Local Speed Limits Warwickshire adopted a new Speed Management Strategy in 2007. The strategy aims to combat excessive and inappropriate speed with an integrated programme of engineering, education and enforcement to achieve safer roads for all and to meet the needs of local communities.

** Footnote – Comparisons with the years before 2005 are difficult to make because of changes to the national data reporting rules that year.

Safe and appropriate speed limits

Extract from Department of Transport: A safer way: Consultation on making Britain's roads the safest in the world (para 5.29)

Our current approach is to ask highway authorities to review their speed limits, giving priority to their A and B roads. We still think this is the right mechanism for ensuring the right roads have the right speeds. Some authorities such as Buckinghamshire and **Warwickshire** County Councils, have been making good progress with their reviews resulting in reduced speeds and fewer casualties.

Appropriate and consistent speed limits play a fundamental role in encouraging safe speeds. We have reviewed the speed limits on all A and B roads and implemented 120 changes. We were the first authority in England to complete and implement a review. The review was based on the technical advice in Circular 01/2006 combined with extensive consultation with local communities.

We are currently monitoring the effects that the new speed limits implemented as a result of the review of A and B roads have had on recorded collisions and vehicle speeds. Early indications are of significant improvements.

Proposed changes to Circular 01/2006

At the time of writing the Government is consulting on amendments to Circular 01/2006 in respect of 20mph speed limits and rural speed limits. As we have completed and implemented the review of A and B road speed limits we do not expect to be significantly affected by the changes on rural speed limits. We will review our policy on 20mph speed limits in the light of any changes implemented.

Achieving habitual voluntary compliance

Establishing appropriate and consistent speed limits is an important milestone but it is only the first stage. The second and far more difficult challenge is to change the culture of drivers. The aim of both the Council and Warwickshire Police is to achieve habitual voluntary compliance.

Research at Manchester University categorised the drivers most likely to be involved in speed related crashes into three groups:-

- Error makers – those who do not look
- Lapsers – those who do not think
- Violators – those who do not care.

Working with our Police partners we have developed a variety of interventions to deal with these groups. We have agreed a protocol with the Police which sets out how we will work together to address speeding issues. Our medium term aim is to achieve habitual voluntary compliance. A key principle is that enforcement is only used as a last resort when other interventions are not feasible or have been tried and failed. Problem sites and routes are identified from casualty data and from community concerns.

Interventions to sites and routes with a poor casualty record are covered later in this strategy under 'A safer road network'. Where speed is identified as a factor we prefer engineering measures rather than enforcement wherever possible. Vehicle actuated signs have been found effective in many cases though we want to avoid reducing their effectiveness through over use.

For sites where communities have registered concerns about speeding we have established a series of measures using the generic title 'SpeedAware'. This uses a progressive range of interventions to educate drivers through the deployment of speed indicator devices with Community SpeedAware Officer visits and short and medium term fixed sign deployments.

A further initiative - 'Community Speed Watch' - gives local community forums the chance to monitor vehicle speeds in their locality. Equipment and training are provided by Warwickshire Police. Drivers who are found to be exceeding the limit are reported to Warwickshire Police who can then send them a warning letter.

Policy RS19: Safety Cameras

We will continue to use safety cameras as part of our integrated strategy to combat excessive speed and prevent casualties. We will use them as a last resort where the evidence shows they are most effective way of preventing casualties at a particular site or route.

Extensive national and local evidence shows that safety cameras are an effective method of reducing casualties. Since 2002 when safety cameras were introduced on Warwickshire roads, there has been a significant fall in the number of casualties where excessive speed was identified as a factor.

Our use of safety cameras at particular times and places will be proportionate to their effectiveness in combating speed and preventing casualties; not to generate income.

Warwickshire has pioneered a new approach to managing safety cameras. It does not operate through a separate 'quango type' partnership such as exists in most areas. The partners manage safety camera work directly. The arrangements are set out in service level agreements. These require partners to carry out their responsibilities in the most cost effective way - that is the way which achieves the greatest reduction in casualties for each pound invested. The costs of administering the separate partnership which existed before the Government's 2007 changes have been reallocated to individual partners to use directly to reduce casualties.

(Warwickshire Road Safety Partnership's work is described earlier in this strategy. Its brief is to prevent casualties overall, not to manage safety cameras).

We aim to use safety cameras to deter excessive speed rather than to penalise offenders as such. We will also deploy mobile cameras in situations where we are unable to actually enforce, but they provide a significant deterrent effect. This is particularly useful in the early evening around twilight. We also move our vehicles along casualty routes to make our deployments less predictable in order to have greater influence over driver behaviour. Deployments are discussed regularly at Operational Meetings between the Police and the County Council.

The average number of people killed or seriously injured at camera sites each year in 2004/08 was 29 compared to 86 in 1994/98.

Policy RS20: Speed Awareness Workshops

We will work with the police to ensure policies are enforced and the community is aware of the possible consequences of dangerous and illegal behaviour on the road.

We prefer to re-educate rather than penalise those detected speeding. We operate Speed Awareness Workshops in partnership with Warwickshire Police. Drivers who commit a speeding offence are offered training as an alternative to prosecution and points on their licence. The object is to give these drivers an opportunity to explore and challenge the reasons why they drive inappropriately or exceeded the speed limit.

We strongly support Warwickshire Police policy which offers this option (subject to ACPO guidelines) to a greater proportion of speeders than in most authorities. The Council has set the fee for attending a workshop at the bottom of the range recommended by ACPO to encourage maximum participation. More than 50,000 speeding offenders have attended a workshop since their introduction in 2003.

The scheme has been independently evaluated. Warwickshire were one of the first authorities to sign up to the National Speed Awareness Workshop Scheme and participated in the creation and implementation of the new national standard.

Policy RS21: Promoting Safer Road Use

We will:

- Use publicity as part of an integrated road safety strategy.
- Actively support the 'THINK!' brand and national campaigns and give them a local dimension;
- Work with regional partners through Road Safety GB Mercia Region to develop shared publicity and educational campaigns;
- Promote local campaigns to address issues particular to Warwickshire;

We will support government campaigns and apply and adapt them to local circumstances. We will analyse local data and establish whether there are any specific local casualty problems that need to be addressed and with our partners initiate local campaigns. Warwickshire works actively with our regional partners to develop publicity and educational campaigns. This approach offers significant benefits in terms of reducing costs, avoiding duplication of effort and increased campaign cut through as consistent messages are repeated across the region.

We will establish a local publicity campaign network for the distribution of promotional and information leaflets. We will ensure that with any campaign interested partners are consulted and involved.

General driving schemes

Working in partnership with local companies, we have devised a “Driver Training Workshop”, which may be tailor made to meet the needs of each individual company, to give employees the time, opportunity and space to consider their attitude and behaviour towards driving and the consequences to themselves, the community and the environment of driving inappropriately. The workshop combines Theory & Practical.

Research published by the government, ‘The ageing driver, identified that driving performance reduced with increasing age. Driving is more complex and demanding than it used to be. There’s considerably more traffic on the road and motorists have to process more and more information. This workshop is aimed at the older (mature) driver and is designed to update them on the latest legislation, driving techniques, changing environment, mobility and health issues and possible impact on them as drivers and their overall responsibilities to themselves and others.

Policy RS22: A Safer Road Network

We will manage safety across the whole road network. We will carry out casualty studies to identify patterns or trends.

Most collisions result from a combination of contributory factors with driver error being the most important. But a safer road network will also help reduce casualties.

We will:

- Manage safety and monitor the effects of our strategy;
- Monitor the impact of work across the whole network, not just at individual sites or areas treated; and
- Give particular emphasis to child casualties and the problems of other vulnerable road users, especially motorcyclists.

We will take the opportunity to incorporate casualty reduction features into any other work we do where possible.

Policy RS23: Engineering Initiatives

We will work with our partners to:

- Implement casualty reduction (local safety engineering) schemes
- Ensure that development does not adversely affect road safety
- Maintain roads in a safe condition for all users

Policy RS24: Casualty Reduction (Local Safety Engineering) Schemes

We prioritise casualty reduction (local safety engineering) schemes by their cost effectiveness in terms of casualties prevented per pound invested.

The Council allocates a specific budget for casualty reduction schemes to combat evidenced (as opposed to perceived) casualty problems. These schemes may be at a specific site or over a length of road or an area.

There will never be enough money to carry out all the casualty reduction schemes we would wish to. So we prioritise schemes by their cost effectiveness; that is on the basis of the casualties we expect them to prevent per pound invested. This will achieve the greatest overall reduction in casualties for the total funds available. When we prioritise schemes, we will attach the greatest weight to saving fatal and serious casualties.

Value for money

Casualty reduction cannot be considered in isolation from other priorities. We aim to make the best use of our resources to achieve the shared priorities. Whilst larger schemes cannot always be justified solely in terms of casualties saved per pound invested they often also help improve accessibility and tackle congestion.

When we prioritise schemes in terms of the benefits they bring against the shared priorities, we will give particular weight to their potential to reduce casualties.

Scheme prioritisation and monitoring

Cluster sites are prioritised for investigation by the number of personal injury collisions (pics) and routes are prioritised by the number of pics per km.

Sites are investigated using the last 5 years of pic data to see if they can be engineered to achieve a first year rate of return of at least 150% using the DfT's Transport Analysis Guidance.

A cost benefit analysis is used to calculate the costs of pics over the previous 3 years and compared with the costs if a casualty reduction scheme is implemented.

The average first year rate of return for the most recent two financial years exceeded 800%.

The Government has recently produced an Appraisal of Small Schemes Database. We support this initiative in principle and will evaluate its suitability for use in casualty reduction schemes.

Engineering measures

We use a wide variety of engineering measures in casualty reduction schemes including:

- Signing and lining and coloured road surfaces;
- Altering speed limits and making traffic orders
- Alterations to the road layout;
- Traffic calming (road humps, 'village gateways,' road narrowing etc);
- Improved facilities for pedestrians and other vulnerable road users;
- Vehicle Actuated Variable Message Signs.

We will:

- Integrate safety and maintenance, including road skid resistance surface treatments at sites which involve a high number of injury related collisions in wet weather conditions

and provide safety enhancements as an integral part of maintenance schemes where these will reduce casualty rates;

- Improve facilities for vulnerable road users wherever possible as part of any casualty reduction (local safety engineering) scheme measures; and
- Monitor the effectiveness of casualty reduction (local safety engineering) schemes.

RouteAware

RouteAware is a hybrid education/engineering scheme which provides key information about a particular route in order to alter driver behaviour. The scheme consists of a combination of three different road sign designs to alert drivers that they are on a high risk crash route. The signs also provide pertinent crash statistics and are backed up with a range of publicity materials.

New roads constructed by developers

Developments should not adversely affect road safety. We work with the local planning authority and developers to achieve this. We expect developers to:

- Ensure the access to their development is safe;
- Include a safe network of roads, pedestrian and cycle routes within the development;
- Construct new roads, pedestrian and cycle routes within the development to specified safety standards;
- Contribute to off site improvements to the existing local highway network through planning agreements where the development will generate significant traffic.

Policy RS25: Building Safety into New Schemes

We will carry out road safety audits on all new schemes and alterations to the existing road network proposed by ourselves or others.

The aim of an audit will be to recommend improvements to the overall safety of the scheme to the designer. We will base our audit procedures on the Department for Transport's recommendations.

Policy RS26: Maintenance

We will:

- Maintain roads in a safe condition for all road users;
- Ensure our detailed maintenance policies are written with casualty prevention in mind;
- Pro-actively look for ways in which maintenance can help prevent casualties;
- Assess the data to see how, why and where casualties occur and use it to initiate or prioritise maintenance work to help prevent them;
- As part of our inspection regime, ensure any potential cause of casualties is identified and dealt with as prescribed by the Highway Maintenance Strategy or (if it is the responsibility of others) is reported to them for action; and
- Ensure maintenance work does not increase the apparent safe speed above the real safe speed.

We believe there is an important link between casualty reduction and maintenance. The way we maintain our roads can help prevent casualties.

Police reports show that slippery road surfaces contribute to about 20% of casualties. A key aim of our surfacing policy will be to reduce this figure.

The maintenance standards, which particularly influence casualties include:

- Winter maintenance;
- Maintaining road surface skid resistance;
- Filling potholes;
- Improving visibility by cutting grass and maintaining hedges and trees;
- Draining water from the carriageway whilst ensuring that drainage infrastructure itself is not a safety hazard;
- Renewing road markings and signs; and
- In rural areas where paved footways are not justified, maintain verges, which are key corridors for non-motorised users.

13.5 Action Plan

Actions for delivering the Road safety Strategy are set out in the table below. We have used the same delivery timescale categories as in the rest of the LTP – that is short (0-5 years), medium (5-10 years) and long (10-15 years) – though the nature of casualty reduction work is such that it can generally be implemented within 5 years.

Policy	Action	Timescale
RS1	Support the Government's long term vision for road safety	Ongoing
RS2	Collect and analyse data and use this to prevent future casualties	Ongoing
RS3	Combat casualties using an integrated and holistic '3 E's' approach	Ongoing
RS4- RS7, RS20	Work in partnership with anyone who will help combat casualties	Ongoing
RS8	Improve communications with road user groups and local communities	Short/Medium
RS9	'Narrow the gaps' and address issues in disadvantaged areas	Short/Medium
RS10	Prioritise work by cost effectiveness	Ongoing
RS11, RS12	Focus especially on child safety	Short/Medium
RS13	Provide school crossing patrols to national guidelines	Short
RS14	Change young people's attitude to driving	Short/Medium
RS15	Produce a motorcycle action plan	Short
RS16	Combat the ACPO 'fatal four'	Short/Medium
RS17	Reinforce the drink, drug, drive message	Short

RS18, RS19	Combat excessive and inappropriate speed	Short
RS21	Actively use publicity	Ongoing
RS22-RS25	Make the road network itself safer	Ongoing
RS26	Give high priority to those elements of maintenance that help prevent casualties	Short/Medium

13.6 Targets, Indicators and Monitoring

13.6.1 National Indicators

The following National Indicators are main ways in which we will measure the success of the Road Safety Strategy:

People Killed or Seriously Injured in road traffic accidents (NI 47)

Children Killed or Seriously Injured in road traffic accidents (NI 48)

13.6.2 Targets

Establishing Targets

The Council and its partners believe that common casualty reduction targets will help us to drive down road casualties in Warwickshire. We will establish common road casualty reduction targets with our partners in the LAA and Warwickshire Road Safety Partnership (WRSP). Establishing common targets with our partners implies negotiation and compromise. But we are clear on the principles we will support and advocate with our partners.

Target Principles

We will support and advocate with our partners targets based on these principles:-

- To support Government policy for targets at local level to reduce the number of people killed or seriously injured (as measured in NI 47) and to reduce the number of children and young people killed or seriously injured (as measured in NI 48).
- To adopt the Government's proposed 2020 targets with a straight line trajectory for interim targets.
- To regard the Government's targets as a minimum and to review our targets annually to consider how far they can be stretched.
- To regard Government targets which cannot be measured locally as equally important aims.

We commit ourselves to achieving the 2020 target to reduce the number of people killed or seriously injured to 277 or less at least five years early – that is by 2015.

Warwickshire's baseline average for people killed or seriously injured was 414. So its target for 2020 would be 277 or less. We achieved a steady drop in the figures over the five years 2004-08 on which the baseline is calculated and in 2009 achieved a further significant improvement. We therefore believe we should commit ourselves to a substantial stretch to the 2020 target.

We will also stretch the straight line trajectory deduced from the government's baseline and target to one using the previous year's actual and our 2015 stretched target. This is shown in Chart RS 1.

Note Chart RS 1 Target for reducing the number of people killed or seriously injured to be inserted here (In separate file).

Achieving this stretching target will not be easy. We will need all the help we can get. We ask the Government, our partners and the people of Warwickshire to work with us to help achieve it.

Warwickshire's baseline 2004-08 average number of children and young people under 18 killed or seriously injured was 54 and so its target for 2020 will be 27 or less. We have concluded that we should (as suggested by the government) base the target for children and young people killed or seriously injured on a 3 year rolling average. We therefore aim to achieve the 2020 target of 27 five years early in 2015 based on a three year rolling average.

13.6.2 Other Monitoring and Evaluation

We will regularly monitor and evaluate the success of this strategy and the interventions we use regularly. We will obtain the best possible assessment by using a variety of evaluation methods. We will review and update this strategy and interventions used as necessary to ensure we use our resources in the most effective way to prevent casualties.

To prioritise by cost effectiveness we need to monitor and evaluate everything we do. There is no one single way to evaluate every intervention. We use a variety of complementary methods. Table RS7 shows the various ways we evaluate interventions and the strengths and limitations of each one.

Table RS7 Evaluation methods used.

Evaluation Method	Where used	Strengths	Limitations
Monitor progress towards achieving our casualty reduction targets.	Overall strategy	Ultimate test of overall effectiveness.	Does not distinguish between the success of different interventions or between the effects of interventions and other unrelated factors
Invite the community's views on our performance overall.	Overall strategy	The community is generally a good judge (and in a democracy the ultimate judge) of the overall quality of our service.	Does not quantitatively evaluate casualties saved.
Monitor the number of casualties at a location before and after the intervention.	Engineering interventions at particular sites or routes	Gives a good idea of the success of a particular intervention.	Does not entirely eliminate the effects of unrelated factors Does not allow for casualty migration.
Monitor the number of people who have taken up a service.	Educational interventions	Other things being equal the more people who receive education and training the greater the reduction in casualties likely.	Does not evaluate the saving in casualties achieved. Does not evaluate quality.

External evaluation	Use external bodies to evaluate interventions	Provides independent expert assessment	Cost
Ask clients (including children) for their opinions of training we have given them.	Wherever possible	Clients generally have a good idea as to the quality of the training they have received.	Does not evaluate the number of casualties saved
Use educational psychologists to measure the impact of work	Young people's attitudes to driving.	Evaluates the impact of interventions on the attitudes and reported behaviour of our service users.	Cost
Market research	Publicity campaigns	Identifies level of cut through, quality of the campaign, and reported behavioural changes.	Cost