



Report of the Road Safety Conference

Monday 14th November 2016



1. Aim of the event

Tackling Road Safety is a key priority within the new Police and Crime Plan as it is a significant issue in our communities. This topic covers a broad range of issues which can only be tackled effectively if the police and partners such as the councils, highways agency and charities all work together to improve.

On Monday 14th November partners, organisations and members of the community from across West Yorkshire came together at Pudsey Civic Hall, Leeds for the first Road safety event to be hosted by Mark Burns-Williamson, Police and Crime Commissioner for West Yorkshire. The focus of the afternoon was to listen to partners and communities, understand what is required to tackle road safety effectively across West Yorkshire and identify key shared goals with the police, our partners and our communities.

Around 72 delegates attended from 24 organisations including West Yorkshire Police, West Yorkshire Fire & Rescue, local council representatives, casualty reduction partnerships, cycling, horse riding, motoring and motorcycle organisations as well as members of the community. In addition there were expressions of interest from members of the public who couldn't make it on the day but were keen to be involved in partnership working.

2. Welcome and Introductions

Mark Burns-Williamson, the Police and Crime Commissioner opened the event and reinforced why the issue of Road Safety is an important topic for the Office, West Yorkshire Police and our communities. It is one of the main priorities which arose from consultations with the public prior to the new police and crime plan.

Temporary Assistant Chief Constable Mark Milsom spoke about Strategic issues relating to tackling Road Safety from a West Yorkshire Police perspective. Mark then introduced keynote speakers and presentations from partners including West Yorkshire Police, BRAKE charity and Leeds City Council.

3. Scale of the Issue and Current Practices

Acting Superintendent Mark Jessop (West Yorkshire Police) raised awareness around current road safety operations West Yorkshire Police which all community members might not have been aware of including Operation Steerside, which is tackling the perceived bad driving in the Bradford District. This involved West Yorkshire Police focussing on 'the fatal four' factors which are most commonly linked to road traffic incidents. These include not wearing seatbelts (passengers and drivers), inappropriate speeds, driving whilst under the influence of alcohol or drugs and using a mobile phone whilst driving. 7549 actions were generated because of Operation Steerside, which will all contribute to safer roads in this district.



He also spoke specifically around West Yorkshire Police's work on ANPR (Automatic Number Plate Reader); in which West Yorkshire Police are the leading force on ANPR in the Country. ANPR is effective at casualty reduction, but additionally is effective in crime prevention and detection as well.

4. Partner Perspectives

Mike Carr from the road safety charity, BRAKE, set the scene of the severity of Road Safety in the UK; 5 people die on the roads each day, meaning an average of 1,825 people die in car crashes each year. He also focused on the emotional impact that harmful road safety can have. BRAKE provide that extra support nationally for victims and their families.



Mike promoted their current campaign, #brakepledge which they were leading on through Road Safety Week which ran w/c 21st November 2016. Brake are promoting and seeking for a modernised transport system that is safe, sustainable, healthy and fair.

Tim Draper, from Leeds City Council, gave an alternative partner perspective. He updated the delegates on the preventative measures which Leeds City Council are taking via education and training in primary and secondary schools across Leeds. Through their education programmes, Leeds City Council have reached nearly 4000 students since 2015.

Tim is also the Chair of the Leeds Safer Roads Steering Group who meet on a quarterly basis. The steering group is attended by internal and external representatives to provide a co-ordinated approach to produce a programme of works which aims to address the long term trends identified from the Stats 19 road injury data.



5. Group discussions - How we can tackle Road Safety together?

Delegates took part in table discussions around pre-set questions which included:

1. Thinking about prevention and early intervention, what more can services do or provide by working together?
2. From you or your organisations perspective, what key improvements can services provide and what do you see as the opportunities/barriers to delivering on those?
3. Thinking specifically about resources, what additional resources are needed to?
 - a) Deliver education and enforcement
 - b) Provide greater support to victims

6. Summary of Round Table Discussions

Delegates felt that **prevention and early intervention** services could better share information about what each organisation is doing about Road Safety. This will allow colleagues to have a better understanding of how they could work together, compliment services and avoid duplication. It was discussed that more meetings and events such as this would be helpful to update partners. Partners were keen to explore joint campaigns going forward but would benefit from individual campaigns being widely publicised so that more people are aware. As it was learnt that there are a lot of campaigns already in existence, using social

media to promote and share campaign findings would be welcomed as a quick and easy tool. Delegates discussed having more visible Road Traffic Policing and enforcement on the roads as being a beneficial **prevention** technique including closer monitoring of problem areas and hot spots. Communities felt that they were more likely to be affected by a traffic incident than any other type of crime so the prevention of accidents is vital.

Groups overwhelmingly felt that Education for young people was key as an **early intervention** initiative, desirably having Road Safety as part of the national curriculum (not forgetting those pupils which are not in main stream education). The awareness should be from an early age and age appropriate. This, in time, would aim to change the social acceptance of what driving standards are acceptable before these individuals are driving themselves. As well as education for young people, partners felt that all agencies need to be more aware of the Public Health Agenda regarding Road Safety.

As the second question, delegates were asked to discuss the **opportunities for key improvements** across organisations and what the **barriers** would be to achieving these.

Delegates felt that having 'High level deliverable pledges' from partner organisations could be an **improvement** and also used as a positive promotion for others. As previously discussed, building on relationships going forward and working on specific campaigns with partners would be a key improvement going forward. Having community representatives in attendance allowed for partners to appreciate that Road Safety concerns are on a local level and that working more closely with local communities would provide more suitable solutions. Delegates also felt that we should ensure that Local Councils are required to maintain pathways and roads, and that cycle structures are included in any plans for new developments.

Delegates were pleased to be informed of the technology such as ANPR being used by West Yorkshire Police, but would like to see the number of vehicles fitted with this increase across our districts. This, they appreciated, can only be done with an increase of funding, which is a **common barrier** for all the priority areas in the Police and Crime Plan. Another barrier mentioned, which again is restricted by funding, is the lack of proactive policing available and the lack of speed cameras in every desired district. A **barrier** for both partners and community representatives is that there are not enough resources available. Some delegates had a concern that services need to provide equal education and enforcement across all five districts to ensure fairness and consistency. There was also a concern that the reporting procedures currently available are not suitable; "reporting bad driving on the 101 number is problematic", this was not thought to be the quickest way to pass information across. A solution for this is that a dedicated email address to report driving concerns is due to be set up by West Yorkshire Police.

7. Key Points of Round Table Discussion

Key **prevention and early intervention** included:

- Working with partners to explore ways of working together across existing programmes
- Tackling smaller behaviours such as inconsiderate parking, driving without tax, insurance etc. would in turn positively affect the culture of what is considered to be socially acceptable driving

Opportunities for key improvements include:

- To include all audiences discussed in the issue of road safety as currently Horse Riders and those with disabilities feel to be underrepresented
- Improve partnership working with councils, charities and other organisations to allow for the communities concerns to be addressed by the appropriate organisation

The **barriers** perceived associated with these are:

- A lack of resources to proactively police areas such as those with are 'known for' bad driving behaviour, inappropriate parking on pavements or speeding through restricted 20mph zones

Delegates identified the following **resources** needed going forward for **Education**:

- Encouraging schools to introduce Road Safety in their curriculum which includes allowing time in their timetables and to ensure their resources are up to date and age appropriate

Delegates identified the following **resources** needed going forward to support **Victims**:

- The ability to upload cam or dashboard footage easily to the police to provide evidence captured by witnesses
- To ensure that we are appropriately supporting victims and witnesses wherever possible

8. Actions & Next Steps

- To continue to work on West Yorkshire Police's operations across districts to tackle the 'fatal four'
- Look to encourage and promote more Road Safety conferences such as this, to build on the relationships/developments between partners
- Increase communication between partners about what programmes are available to avoid duplication but encourage partnership working
- Increase communication from West Yorkshire Police to their local communities about the many valuable initiatives which are currently taking place
- Develop further reporting facilities to allow for easier reporting of road safety concerns

9. Close of Event and Conclusion

Mark Burns-Williamson closed the event by thanking all delegates for attending and contributing their thoughts and ideas to this topic. He was extremely grateful to all partners and community representatives who have taken the time out to support the priority and ensured the outcomes of this meeting will be fed in to action plans going forward with regards to Road Safety. As well as thanking Pudsey Civic Hall for allowing us to host the event at their premises.

Further Information

We have ensured that any views submitted prior to this event have been included. Enquiries should be directed to the West Yorkshire OPCC on 01924 294 000 or to contact the engagement team directly on Consultation@westyorkshire.pnn.police.uk

10. Event Feedback

Thank you to all delegates who completed an evaluation form. We received 43 forms allowing us to produce the following evaluation.

Every speaker received positive scores for their input, showing the delegates appreciated being updated on the programmes currently ongoing across our districts. The roundtable discussion was considered to be the most valuable part of the event, but there is still area for improvement for the Outcomes and Next Steps following this event. Overall 71% of delegates were satisfied with this event.

Appendix 1: Delegate List



First Name	Surname	Organisation
Tracey	Abraham	Community Representative
Bev	Adams	West Yorkshire Police
Riaz	Ahmed	Community Representative
Celeste	Armitage	OPCC
Sarah	Barker	Calderdale MBC
Nick	Berry	West Yorkshire Police
Roy	Blacker	Community Representative
Clare	Briscoe	OPCC
Pauline	Bullock	Community Representative
Mark	Burns-Williamson	Police and Crime Commissioner
Amanda	Carter	Leeds City Council
Gillian	Carter	Community Representative
Andrew	Carter CBE	Leeds City Council
Pat	Chamberlain	Leeds City Council
Ewhen	Chymera	West Yorkshire Safer Roads
Michael	Coleman	Swillington Parish Council
Tracy	Collins	West Yorkshire Police
Beverley	Corrigan	Kirklees Bridleways Group
Mick	Coulson	Leeds City Council
Will	Crocombe	Community Representative
Oliver	Crosland	Calderdale MBC
Jane	Davison	OPCC
James	Denton	Safer Kirklees
Martin	Dixon	West Yorkshire Advanced Motorcyclists
Duncan	Dollimore	Cycling UK
David	Dowden	Cycle Leeds
Tim	Draper	Leeds City Council
Simon	D'Vali	City of Bradford Metropolitan District Council
Kate	Ghauri Moore	Community Representative
Karim	Ghauri	Community Representative
Jane	Gillespie	Kirklees Bridleways Group
Priti	Gohil	Public Health Directorate
Martyn	Greenwood	West Yorkshire Fire & Rescue
Sue	Heaton	City of Bradford Metropolitan District Council
Paul	Howard	Unite the Union
Bernadette	Hunt	Class One Driver Management Consultancy
Dave	Iveson	OPCC
Carolyne	Kenzitt	Bumpy Ltd

Chris	Kirby	West Yorkshire Fire & Rescue
Helen	Laird	Wakefield Council
Paul	Landau	Unite the Union
Becky	Lindley	British Horse Society
Simon	Lister	West Yorkshire Fire service
Gareth	Mellor	Kettlethorpe High School
Thomas	Miles	Community Representative
Alison	Millbourn	Kirklees Council
Anne	Moran	Wakefield Council
Tom	Mutton	British Cycling
Gwyn	Owen	Leeds City Council
Morgan	Read	Community Representative
Chris	Reall	Community Representative
David	Riley	Community Representative
Janice	Riley	Community Representative
Geoff	Roberts	Community Representative
Jennifer	Roberts	Community Representative
Trevor	Senior	Community Representative
Colin	Skeath	West Yorkshire Police
Paul	Smith	Community Representative
Pete	Smith	West Yorkshire Advanced Motorcyclists
Peter	Stubbs	Calderdale Council
Mike	Suggitt	West Yorkshire Advanced Drivers and Riders
Joan	Tabberer	Community Representative
Karen	Tierney	Sandal Castle (VA) Community Primary School
Rob	Tinsley	OPCC
Phillip	Waddington	Kirklees Council
Joe	Walker	Kirklees Council
James	Ward	West Yorkshire Fire & Rescue
Sharon	Waugh	OPCC
Mike	Woodward	Marsh Community Forum
Allan	Wragg	West Yorkshire Advanced Drivers and Riders
Marie	Wielgosz	Community Representative
Joseph	Wielgosz	Community Representative