

THE BEACON SCHEME 2005 APPLICATION FORM

Please email your completed application by midday on Monday 5th September 2005 to: beacon.application@idea.gov.uk

PART 1 – AUTHORITY INFORMATION	
Authority Name (Lead authority for joint applications)	Devon County Council
Beacon theme for which you are applying	Road Safety
Type of authority (Unitary, County, District, Metropolitan Borough, London Borough) (Please list all authorities for joint bids)	County Council
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County	Devon
Region in which authority is located	South West
Councillor with portfolio responsibility for the theme area (if relevant)	Cllr Mrs Margaret Rogers
List any other themes under which you are applying for Beacon status in 2005 (For joint applications please list authorities and the Beacon applications they are submitting).	
Do you agree to allow your application to be made available on the IDeA website once Beacon awards have been made? If there is information that you wish to remain confidential, please give the Part and Question number of the information.	DCC agrees to allow its application to be made available on the IDeA website once Beacon awards have been made.
What is the geographical size of the authority in square kilometres? (Please list all authorities for joint bids)	Devon County Council (excluding Plymouth and Torbay) 6564sqkm
What is the population of the area covered by the authority? (Please list all authorities for joint bids)	Population 723,700 From 2001 Census data www.statistics.gov.uk
Authority's gross budget	2005-2006 – Gross £904.1 Million

PART 2 – THEME CRITERIA

1. Please summarise (in 1 or 2 paragraphs) the excellent practice for which you are seeking Beacon status.

Devon submits this application with evidence of our claim to provide an outstanding road safety service based on intelligence, innovation and effectiveness, all delivered with enthusiasm and flair.

The challenge to Devon is to manage both the safety of our very large road network and the safety of our citizens within the large number of settlements, many of which are scattered across a huge rural landmass. Our successful approach is a result of good organisation, a culture that encourages innovation, and a recognition that our citizens not only want to see a drop in death and injury from road casualties, but they also want to feel safe when going about their business and recreation. Our resources are most sharply focussed on delivering evidence-led services that have measurable outcomes in terms of behaviour change and casualty reduction.. The results speak for themselves – Devon is amongst the **top four performing shire authorities for reducing deaths and serious injuries**, and has **set an even more ambitious target** for further casualty reduction to 2010. We are also very good at addressing local perceptions of danger and quality of life issues. In a recent Devon Citizens' Survey, **64% said they felt travelling in Devon was safer than elsewhere in Britain** (only 3% disagreed).

This application will demonstrate our well rounded approach, in which there is effective integration of the disciplines of engineering, education and enforcement (through the excellent relationship with the police). Of particular note has been the synergy created between the County Council, the Devon and Cornwall Constabulary and the Approved Driving Instructor profession that has unlocked possibilities for targeting resources at drivers and riders that had hitherto rested in the 'too-difficult tray'. Devon's advocacy of driver offender training, together with its development of in-house services (accredited to ISO 9001) have led to a national momentum, and indeed have probably influenced proposals in the Road Safety Bill 2005.

2. Outline how you meet the six key criteria below

2.1 Outcomes (the tangible differences that have been achieved for your community)

Users of the public highway, whether in their own living community or travelling elsewhere on the road network, aspire to go about their business free from injury, danger, and anti-social behaviour. Devon County Council, together with relevant partner agencies, manages and influences the interaction between road users of all types in order to minimise these negative experiences.

The over-riding outcome sought from the Devon County Council safety programme is **fewer serious casualties**. Other useful outcomes, albeit harder to quantify, are **less traffic congestion costs** resulting from collisions, **fewer offences** such as speeding and drinking and driving and **less NHS expenditure** arising from injuries.

Within local living communities, outcomes of a successful road safety programme can include **more children travelling to school by foot and bicycle**, **reduced numbers of speeding violators**, **greater safe access to facilities** by the disabled, elderly and children, **more social interaction** and **less stress** arising from insensitive use of the carriageway.

In Devon, we measure road safety outcomes wherever possible, within a regime of

performance measurement..

Some outcomes are measured systematically and routinely in Devon:

Best Value Performance Indicator BVPI99 Reduction in Killed/ Serious Injuries
Local PI Casualty savings from Road Safety Engineering Schemes
Local PI Reduction in numbers of children travelling to school by car
Local PI Reduction in numbers of collisions arising from speeding

Some outcomes rely on national research data, for example:

Reoffending rate of drivers who have undergone a course in alcohol rehabilitation
Reoffending rate of drivers who have undergone a course of driver improvement
Reoffending rate of drivers who have undergone a course of speed awareness

Some outcomes are not appropriate for routine measurement, but satisfaction levels of customers are used as a reasonable indicator e.g. for the effectiveness of road safety training services, and for local community highway schemes that aim to improve road safety and improve the sense of well-being amongst road using residents.

2.2 Leadership, Vision and Strategy (what you are trying to achieve and political leadership and strategic management that drives this agenda)

Road Safety in Devon has flourished continuously under supportive Chief Officers and elected members since the County Council assumed statutory responsibility in 1974. The culture of concern to achieve safe road travel has been nurtured across all political administrations, across local government reorganisation and across changes to the management of local trunk roads.

Sustained leadership was a critical factor in enabling Devon Road Safety to become a service that not only served its own communities, but became important nationally and internationally. Examples:

- The County Council agreed to support the vision of creating a unique **Devon Drivers' Centre** (1989) to facilitate a long term strategy that put forward driver competence as the way to achieve safety for all. Although the project was put on a course of cost-recovery, there was no precedent in Britain and it was a risk. Due to sustained member enthusiasm, top-level involvement and continued financial support, the Devon Drivers' Centre has grown today to be a local and national jewel. Annual turnover is expected to approach £1/2million in 2005/6, with nearly 6,000 people receiving training .
- In the early 1990s the Government turned to the idea of retraining offenders as a means to achieve a breakthrough in **reducing repeat drink driving**. Devon was the only local authority invited to contribute to a government think tank, and following legislation was one of the managing agencies for the national trial. The Devon political administration of the day bravely agreed to take part, even though the idea of drink drive offenders receiving reduced disqualification for completing a course was quite controversial. The scheme is now nationwide and of proven effectiveness. Devon has supported its Road Safety Manager (Peter Gimber) to steer the fortunes of the programme nationally as Chair of the Association of Drink Drive Approved Providers of Training (ADDAPT).
- The County Council has targeted road safety as an important goal in successive Corporate Strategies. This has been further consolidated in the recommendation of the **Devon Strategic Partnership** (2004) for a Devon Road Safety Partnership to be created. This Partnership will be formed in 2005/6, following an inter-agency seminar on fatal road accidents in December, to be chaired by the County

Environment Director.

- The value placed on road safety within the authority is also evidenced by the top level officer and member encouragement of its staff to adopt a **national profile**. Examples of this are included in detail in Part 4.
- The County Council identified road safety to be the subject of a **Best Value Review** in the last of its topic-based reviews (2003/4). This was a highly productive review that was led by an Assistant Director and with representatives from other Directorates, Primary Care Trust and Police. Very few other specific road safety best value reviews were conducted nationally.
- Road Safety has been specified as one of the key outcomes within the first Devon **Local Transport Plan**, and has been recognised by government in 2005 through the designation of Devon as **Centre of Excellence** in local transport delivery, recognising especially public transport and road safety.

Road safety within the County Council is championed by the **Executive Member (Environment)**, Cllr Mrs Margaret Rogers. As a result of a streamlining of the political management of the County Council, the strategic interests of the County Council in road safety are represented in the Environment Advisory Group.

The County Environment Director and Deputy Chief Executive, Edward Chorlton, is personally engaged in a leadership role as Chair of the Standing Committee for Traffic Safety (SCOTS), which has a strategic brief for road safety across the authorities of Devon, Cornwall, Plymouth and Torbay, and which also include Highways Agency and Police.

At a national level, the County Environment Director, and his representatives, have also sat on the Department for Transport Road Safety External Research Advisers Group since the mid 1990s.

Road Safety is incorporated within the **Devon Strategic Partnership**, and tackled within the goal 'Making Devon an even safer place to live'

Road Safety is firmly embedded within the **Local Area Agreement (2005-8)** within the themes Every Child Matters (safety support for Wheels to Work), Safer and Stronger Communities (Managing safety and speed on Devon's roads), Older People's Access to Services (take up of driving refresher courses) and Regeneration of Devon's 25% most deprived wards (road safety is one outcome measure). Within the LAA, Devon will also support the applications of other agencies applying for the DfT Road Safety Challenge Grant.

The **vision for road safety**, set out in the draft Road Safety Strategy 2006-10, and recognises that some factors necessary to achieve complete safety of travel by road in Devon lie beyond the capacity of the County Council to deliver, or even influence (for example vehicle design). However, through effective use of its own resources and its leadership of other key stakeholder organisations, **Devon aspires to be best in class as a local highway authority, and exceed national targets for casualty reduction.**

2.3 Community and Customer Engagement (how you engage your service users and wider community)

Road safety customers are many and varied. We have a programme in place at every level to help establish what people want, what they know, and how they regard the service they are getting. This programme is continually improving.

- **Sampling countywide feedback and opinions**

Devon uses a Citizens' Panel, comprising 4,000 people, to obtain feedback regarding satisfaction with various services and indeed general awareness of the services.

Questions on the subject of road safety are planned annually, and in the last few years have included:

What are your views on safety cameras? (7 choices)

Are you aware of local publicity promoting walking and cycling?

Which local council would you contact if you wanted to find out about improving road safety?

Do you remember having seen any road safety literature or local advertisements on road safety in the last 12 months?

How satisfied are you with the following elements of the Devon road safety programme? (8 topics)

How aware are you of the services available at Devon Drivers' Centre?

Are you aware of new interactive road signs, if so did it result in you slowing down?

Where do you think Devon should put its resource to improve casualty reduction for child pedestrians and cyclists? (4 choices)

What are your views on Devon encouraging more people to take up motorcycling rather than drive cars? (4 choices)

Have you noticed improvements to reduce car congestion around schools?

Do you think it is now safer for children to walk and cycle to school?

How important are the following factors when deciding whether to enrol on a Devon Drivers' Centre course (8 choices)

Do you agree that there are sufficient advance road signs to warn you of speed cameras?

Do you agree that 20mph zones and traffic calming schemes are reducing dangers in residential areas?

(note, these are a précis of questions, and not necessarily the exact wording)

- **Consulting on strategy (road safety within the Local Transport Plan.)** Panel hearings were conducted, together with written consultation to a large number of groups, councils and individuals.
- **Consultation on a local schemes**

Community Travel Plans. A pro-active approach of working systematically with local parishes to assess their needs for improvements to travel and highway safety. Safety measures identified for expenditure are prioritised for action as part of a locally agreed formula.

Responding to local concerns about speeding. A local Speed Complaint Action Review process has been negotiated with the police. Each local complaint is considered by Local Service Group officers, and on the basis of evidence gained, the problem is tackled systematically with a mix of enforcement, low cost engineering and public education as appropriate in each case.

Involving parents in the School Travel Plan process. Engagement with members of the school communities, particularly parents, underpins the successful Devon School Travel Plan programme. For two successive years Devon has achieved the largest capital settlement from DfES for allocation to schools that have produced robust and challenging Plans. While the measured outcomes from this programme relate to reducing home-to school car journeys, the entire programme is predicated on the safety of children travelling by foot and bicycle. Consultation with parents and pupils includes

questionnaires, mapping exercises, school meetings, and user working groups. Schools set targets for reduced car journeys, and much in-class safety education takes place. This programme, managed jointly by the Road Safety Group and Education Arts and Libraries Directorate, is setting a marker for effective dialogue with users.

Devon Home Zone. The consultation and resident involvement associated with the Devon Home Zone has been the most exhaustive and effective ever conducted in Devon. As the project aspired to converting part of a traditional social-housing estate to a new continental-type living environment, the ownership of the project had to rest with the community. The consultation was thorough and continuous throughout the 3 years of the project from inception to completion. While the intensity of resident engagement cannot be replicated for every community enhancement and safety scheme, the lessons from the Home Zone will be absorbed for future schemes.

Consultation with travel user groups. Detailed consultation with motorcyclists is conducted by paper and electronic means, and kept live by means of a Motorcyclist User Group linked to the on-going campaign 'Bringing Bikers Out of the Blind Spot – see Case Study.

Regular dialogue with Cyclist user groups also takes place.

Informing citizens about what we are doing on road safety and why. A handbook on road safety programmes has been produced annually for the past 4 years, and will be continued for the next 4 years. The booklets are supported by advertising and are produced at no cost to the Council. Each print run (10,000) is distributed throughout local organisations for onward circulation. Information is also available on the website.

Customer feedback for road safety services

All Devon Drivers' Centre clients are asked to complete a feedback form. Each is reviewed, and satisfaction scores are compiled for regular review. In addition, postal questionnaires are sent to a sample of clients with more probing questions, to be answered anonymously, including conduct of trainer and use of language.

Easy access to services. The road safety team has a Help Desk that provides a one-stop telephone and e-mail contact for all requests for road safety information, literature, resources, dates of events and basic advice.

2.4 Actions (what initiatives or steps you have taken to deliver your vision)

Capacity building and organisation

Devon has created an internal working organisation whereby the right people 'talk to each other' to get best road safety service delivery: It has a team of road safety education specialists with varied backgrounds in order that different skills can be applied to the task of changing public behaviour.

There is also a good integration of the disciplines, with educationists working alongside traffic technicians and engineers.

There are direct links between the centrally-based team and Local Service Groups that deliver works on the ground at District level and below.

There is integration of the School Travel Plan and TravelWise programmes within the road safety team in order that consistent messages are delivered that encourage walking and cycling but which also recognise the need to address safety.

Creation of new services, based on academic research, to develop driver and rider training. The Council created the Devon Drivers' Centre to manage the delivery of these

new services, but on the basis of cost-recovery and partnership with the private sector.

Improvement to the delivery of services as a result of a Best Value review. Devon reorganised some existing safety services, so that they could be delivered in a different way, such that they drew less staff resource away from programmes more directly linked to casualty reduction.

Improvements of a technical nature also demonstrate excellence. Very recent examples include the pioneering example of putting grit on newly laid Stone Mastic Asphalt road surfaces to prevent initial problems with poor skid resistance, and the development with TRL of new predictive casualty software SafeNET.

Shared commitment to the Safety Camera Partnership to tackle excessive speeds at sites with casualty problems. The programme also has a remit to provide education on speeding and its work is well integrated with the Devon Road Safety Team.

2.5 Partnerships (who you work with to deliver excellent services and what makes these partnerships work)

The [Devon County Council Road Safety Strategy](#) lists the various partners needed to fulfil our aspirations and meet our targets. Formal partnerships are entered into when they promise added value, either in terms of improved understanding of the problems, or improvements to the delivery of services. In order to keep the service streamlined, relationships with other bodies are nurtured as appropriate to the task.

Productive Partnerships at County level include:

the Devon and Cornwall Safety Camera Partnership. Devon County Council employs the project manager and takes a strong role on the Steering Group.

the Standing Committee on Traffic and Safety.(SCOTS) Strategic overview of road safety in Devon, Cornwall, Plymouth, Torbay, with police and Highways Agency. Chaired by Devon CC Environment Director 2005/6

the Devon Road Casualty Reduction Forum To be convened end 2005/6

the Devon and Cornwall Motorcycle Casualty Reduction Group Convened as a group reporting to SCOTS in order to bring all expertise and resources to bear on a growing problem of motorcyclist fatalities.

Aside from formal partnerships, Devon engages a wide network of bodies which share an interest in meeting safety objectives, for example:

Media. The Express and Echo (Exeter area) has campaigned on the subject of child safety seats since 1999 as a shared initiative with Devon CC. It won the Prince Michael Road Safety Award.

Independent Radios (DevonAir and Gemini) have carried a road safety interview with the road safety manager every month for 17 years.

University of Exeter. A collaboration with the School of Psychology since 1998 has been important in guiding the development of courses for offenders and providing academic advice on the programme of behavioural change.

A student from the School of Engineering is also invited each year to undertake an extended project with the Accident Investigation Officer and in many cases their findings have resulted in practical improvements on several roads.

Road User Support Services. The Minister, Dr Stephen Ladyman, has referred to the emotional impact of road traffic collisions. In 1993 Devon began a unique service to offer counselling to citizens who had not been able to resolve the emotional affects of a road collision. This emerged from experience with drivers attending the Driver Improvement Course, and had not been anticipated. It became apparent that this was a larger problem than anyone knew of, and as a result, Devon moved the service to a professional counsellor who has set it up as a local enterprise. The service now runs with six counsellors and trainers, and works in conjunction with the solicitors and insurance companies. The County Council continues to support and promote this service, and its value is now being promoted nationally.

2.6 Equalities and Diversity (how you routinely consider equality of access to services, the various needs of different communities and develop strategies to address diverse views)

Devon's road safety activities are guided as much as possible by data and research. We are aware that there is a diverse spread of risk, with some people more likely than others to have a serious road collision. We also know that many of these people at risk are hard to reach. Devon is embarked on a journey to mitigate the risks of travel for these groups, and examples of progress are set out below.

Older drivers (especially over 75 years). Older drivers referred to us by the police for retraining as a result of a collision are screened for eye-sight and medical issues. Drivers with an age-related medical condition such as dementia are self-referred to the Devon Drivers' Centre for a practical driving assessment and a copy of the report sent to the GP to assist with his/her clinical judgement. This was the first such service in Britain, and has been successfully taken up by other authorities (especially SAGE, Gloucestershire CC).

Devon is able to offer additional advice regarding choosing the right moment to give up driving. As part of Devon's Local Area Agreement, road safety training for older drivers will address the objective of securing greater accessibility.

Citizens, especially children, in lower socio-economic groups. Through the School Travel Plan process, we work in partnership with the Education Directorate to deliver a module on health and safe travel to those schools identified as having a catchment area with high levels of social deprivation. A presentation on this work was delivered at a national conference and it is being further developed through shared experiences with Somerset County Council.

The Devon Child Road Safety Audit (2003) looked in detail for local evidence linking social deprivation with casualties and unearthed some data that questioned whether the risk was inherent in the behaviour of children with social disadvantage, or whether it was more a factor of a risk associated with the design of the living environment. More work will take place on this.

Devon has applied on two occasions for DfT grant support for the Kerbcraft programme, practical road training for children from socially deprived areas. Both applications failed due to the relatively low problem Devon was judged to have for child pedestrian casualties and for areas of social deprivation. Further applications will be made to secure government funding for this programme, to address the target of the Local Area Agreement to provide road safety in the 25% most deprived wards.

Males aged 17-25. Devon runs a popular Pass Plus course for newly qualified drivers, and has subsidised the cost in order to keep it as accessible as possible to families with low disposable income.

Devon is also working with the Community Transport Team to support the growing

Wheels to Work programme with safety training for the youngsters who will use mopeds to increase access to employment.

Motorcyclists Riders are not one homogenous group and include youngsters, those unable to afford cars, as well as more affluent people who ride as a lifestyle choice. All are at the highest risk of injury of any road user. Devon recognises the advantages of two wheel travel within its Local Transport Plan and the Case Study in Part 3 describes the essential work we are doing to mitigate the dangers of this travel choice.

Offenders. With its robust and pioneering work with driving offenders, Devon is bringing into safety programmes drivers and riders who are more at risk than others of a future injury. Research demonstrates that high speeders are at significantly higher risk of having serious crashes. Devon runs courses for convicted drink-drivers, for speeders, for motorcyclists observed committing dangerous manoeuvres and other drivers referred by police following a crash in which they were considered blameworthy. This is pioneering work that has influenced national policy, including provisions in the Road Safety Bill 2005.

Disability Devon Drivers Centre is the only local centre for mobility assessments for drivers with a disability. This service was initiated by the County Council but subsequently offered to the private sector to be developed as a business. We are also able to give blind people experience of driving on our protected road circuit. Innovative work is currently underway with Social Services to equip certain people with learning disabilities with skills to use public transport safely rather than rely on DCC transport.

Ethnicity. Devon is aware of national evidence of higher risk of injuries within communities where high proportions of people come from certain ethnic groups. Police casualty data is not available to test whether there is an over-representation in collisions of any ethnic group in Devon.

All Devon road safety front line officers have had initial training in equality, as part of the County Council programme to deliver compliance with Equality Standard for Local Government Level 3. In addition, all private sector Driving Instructors contracted by the Devon Drivers' Centre underwent training in equality and diversity in 2003.

The Road Safety Manager is a trained facilitator for Equality Impact Needs Assessments and the draft Road Safety Strategy 2006-10 is undergoing a full assessment. Work will look in particular at the possibility that there is suppressed demand for road safety from groups that are not aware of the services, or who feel that the services are not sufficiently sensitive to their religious or cultural requirements.

PART 3: CASE STUDY

Outline, with reference to a specific case (a geographical area, a particular section of the community, an individual or a particular issue) how you have taken action to address an issue and the impact that this action has had.

Motorcyclist Safety

An inter-agency and cross border initiative

Problem. Motorcyclists comprise 1-2% of traffic, but 20% of deaths. One in four of every motorcyclist casualty is fatal or involves serious injury.

Context Motorcycle sales are rising, particularly with young people and more mature new and 'born-again' riders. A conspicuous proportion of motorcyclists are consistent violators of traffic laws, especially speeding. There is reported antipathy against motorcyclists from a proportion of drivers, each blames the other for the cause of crashes. The County Council Local Transport Plan recognises the value of travel by two wheels as an alternative to cars, but needs to influence the behaviour of riders if they are to be successfully integrated in a safe road network..

Data and research.

As an intelligence-led team we allowed the data to guide us in the first instance. Our team statistician and data analyst was commissioned to discover the wider facts behind the known crash [statistics](#). What we found helped us to understand the objective facts behind the biker casualties and provided a platform on which the scale and revenue value of our interventions could be based.

Consultation

Next we needed to humanise the data. We recognise motorcyclists as a distinct community with a clear sense of identity and self-awareness. We approached rider groups, trainers, dealers and individual riders for their experiences of riding on the Devon network and their views on the nature of any problems and the best solutions for them. The [results](#) of the consultation provided the focus we needed to start building solutions that would be recognised and endorsed by riders. We also knew that the backing of rider representatives would be crucial in our ideas gaining local acceptance – and the endorsements we have received from national organisations such as British Motorcyclist Federation and Motorcycle Action Group are indicative of the success of this approach.

Leadership

Our vision was to enable rider casualties to be reduced across the south west, and our rationale for investing time and resources at this level was clear. If we accept that riders are a type of community, with shared beliefs and characteristic behaviours, then what would be needed is to achieve a gradual change in the culture of riding. To attempt this for Devon alone would be highly problematic since Devon riders would inevitably be influenced by riders from Torbay, Plymouth and Cornwall. A culture change would need to be attempted on a much larger scale and for that a well defined strategy would be needed encompassing the widest possible partnership.

From its inception, Devon has provided the leadership necessary to create a Devon and Cornwall Motorcycle Casualty Reduction Group, with a shared vision for motorcycle casualty reduction. The structure of the group has been designed to reflect the way that resources are organised and deployed in Devon. Specifically the group is divided into

four operational teams: the intelligence group gathers local and national information, that informs the development of services and resources created by the education, engineering and enforcement teams.

The core group is represented by Devon education, training and engineering specialists, and similar personnel from our neighbouring authorities. Enforcement specialisms are provided by the Police and the Devon and Cornwall Safety Camera Partnership. Other input is provided by rider groups (either directly or through liaison officers) and topic specialists such as Exeter University School of Psychology.

Innovation

Maintaining clear, open lines of communication with the riding community is vital to ensure that our work is recognised, advised and commented on. Our innovative approach to rider consultation – the Devon rider safety online [bulletin board](#) – has allowed us to bypass the limitations that are imposed by more formal, time-conscious approaches. Over 60,000 visits have been made to these boards with hundreds of postings covering dozens of topic areas.

Of course not everyone wants to engage – but they still want to be included and informed. To this end Devon has branded its rider safety work, so that it's easily recognisable through our [web pages](#) and our [newsletters](#) and we have ensured that Devon's **Bringing Bikers Out of the Blind Spot** campaign is recognised by riders and drivers throughout the county.

Delivery of services

The range of initiatives that have rolled out of the Blind Spot campaign in just two years is remarkable – and our work in Devon is already influencing activities and approaches throughout the UK. They include:

- Three new [training programmes](#)- for novice riders and experienced riders
- The [Rider Risk Reduction](#) course for high risk riders who have come to the attention of the police – a partnership project with Devon and Cornwall Police and Exeter University that has already benefited riders across the region. (the vast majority of riders [suggested](#) education and training as a solution for both poor riding and poor driving standards).
- [Spiller Killer](#) – our campaign to reduce diesel spillages on the network and improve the rates at which they are reported. This initiative is [partnered](#) with local haulage companies and fleets. The Devon 24 hour Control and Information Room accepts telephone calls reporting spills, and then refers them for local attention.
- A series of mass media [campaigns](#) to target both rider and driver awareness
- [Route-specific signing](#) that targets [riders](#) (in the case of single vehicle loss of control incidents) and [drivers](#) (in the case of routes experiencing high levels of drivers pulling out in front or cutting across the path of riders)
- We have also introduced specific training programmes on the needs of riders and other vulnerable road users to our highway technicians, designers, maintenance engineers, crash investigators and safety auditors.

- Devon's Materials Engineer and Science Officer has influenced the British Standards committee on which he sits to adopt a much enhanced standard for the skid resistance values of highway [ironmongery](#). The Road Safety Team mobilised its network of UK and European contacts to lobby for this change and we are hopeful of influencing the future BS EN standard as a result. Devon's work could influence outcomes throughout 25 member states.
- In the same context we are also trialling new forms of retro-fit anti-skid surfaces for existing ironmongery. Although Devon as a highway authority is responsible for no more than 5% of the ironmongery on our network we accept our position as the intellectual lead for this type of initiative.

Sharing

We still have much to learn as well as to offer. Consequently we have worked with the Transport Research Laboratory to make sure that the UK will shortly have a national benchmarking group to compare processes and outcomes amongst members. As a founder member we have influenced the structure and composition of the group in order to help guarantee that each member gains from the experience. Again, Devon's advocacy and commitment, coupled with our negotiating skills, influencing outcomes on a national scale but still retaining added value for our citizens.

Outcomes

It is too soon to assess whether the initiatives are resulting in safer rider behaviour and fewer casualties. But it is certain that we have built up a momentum that will continue for several years.

PART 4: DISSEMINATION OF GOOD PRACTICE AND LESSONS

Authorities will be asked to provide more detailed information on their dissemination proposals if short-listed.

Key messages

To Highway Authority network managers.

- Review whether road safety is sufficiently mainstreamed within the directorate responsible for delivering the Local Transport Plan and operates within a challenging, data-led and innovative culture.
- Examine whether road safety Partnerships are actually productive.
- Review what impact your Council is achieving on improving the attitudes and behaviour of drivers and riders.
- Make a clear distinction between interventions that can achieve measurable casualty reductions and those that meet some other objective (eg reduce fear of danger, increase confidence of children to walk and ride)
- Examine local data and national evidence to establish whether the needs of your community are being best served by your choice of road safety services and allocation of resources.

4.1 On the basis of the practice you have described in Parts 2 and 3, what are the key messages you have to share and whom do you see as the audiences for these?

a) Factors that underpin our success:

A **working culture** that supports innovation, pilot development, challenge , leadership

and risk.

Integration of the engineering and education disciplines, integration of road safety within wider transport policies (especially sustainable travel), and joining up of the safety measures best delivered countywide with the measures best delivered locally.

Rigorous data rational approach, especially to the selection of sites for treatment of accident clusters. The sites are submitted within the national MOLASSES monitoring programme. The estimated casualty savings before the treatment takes place is reviewed 3 years after it is implemented to determine effectiveness. As an example, the casualty savings realised in 2001/2 as a result of a programme 3 years earlier were 156, exactly as predicted.

Engagement with the police at strategic level, as well as at tactical Basic Command Unit level.

Creating professional relationships, particularly with the DSA Approved Driving Instructor profession to bring more safety training opportunities to the driving and riding community

b) Successful initiatives:

Driving Speeds Down in Devon - a rural community-based initiative begun in the mid 1990s to resolve anxieties due to vehicle speeds. The success of this was shared with many other authorities. This programme is currently being updated, and is benefiting from a resident-led programme in the Blackdown Hills which is receiving support from Devon CC in partnership with police and Somerset CC.

Devon Drivers Centre – a Council run enterprise that delivers a wide portfolio of training for young people, older drivers, companies, offenders, council drivers.

Devon Home Zone – a government and Devon funded demonstration project to create with the residents a living environment in which dangers and nuisance from motor vehicles are eliminated.

Courses for driving offenders – referrals from police and courts to retrain and rehabilitate drivers and riders who are at risk due to their offending behaviour or deficient skill.

Motorcyclist Blind Spot campaign – see Case Study

Road safety education through School Travel Plans – Devon is the highest performing authority in engaging schools in the Travel Plan process. A key element of the successful Plans is the focus on safety skills and awareness of children.

4.2 Beyond the national Learning Exchange conference and Open Day, how might you work with other Beacons within your theme to maximise the impact of your dissemination activity?

There is already a very good national framework whereby road safety practitioners of all disciplines share practice and collaborative work. Networks exist by police force area, by two-tier authority area, by region, and by country. There are also many professional associations, and more recently campaigning organisations. Numerous good practice

guides exist, and road safety is well researched. Despite this, there are considerable differences between local highway authorities in how they approach the task, who they involve and how they allocate resources. Dissemination of the work of Beacons will need to find a place within an existing and busy network of influence for practitioners.

The following dissemination opportunities are suggested:

- Beacon councils to work with Audit Commission, CSS and LARSOA to agree a core set of road safety performance indicators to be commended to all highway authorities.
- Beacon case studies to be included in discussions with the Association of Chief Police Officers to explore best practice in integrating the activities of police with local authority practitioners.
- Feature selected Beacon good practice in each version of the LARSOA web-mailing.
- Prepare an inventory of professional issues relating to the delivery of road safety services and identify which Beacons are prepared to champion these. The inventory is circulated to Chief Officers in local highway authorities, with an invitation for the appropriate manager to approach the Beacon direct for peer briefing.
- Work with PACTS to deliver a conference for local and central government decision makers on the health of the UK road safety service, to include the identification of any topics for future legislation.
- Beacon Councils to collaborate together to offer a training course for road safety practitioners from the Commonwealth and other developing countries. Note: Devon has a very strong record with international road safety and it could lead such an initiative, working with organisations such as British Council and Transport Research Laboratory.

4.3 What experience does your authority have in sharing lessons with others? Give examples of where your dissemination activity has supported other authorities to improve.

Devon has a very impressive and long standing record of sharing its practices with other safety practitioners throughout UK and abroad.

Through input to national practitioner training courses, eg

Regular lectures on road safety education as part of the RoSPA national course for RSOs, RoSPA Advanced Road Safety engineering, on driving speed at courses run by TMS Consultancy
Lecturer in British Council courses for safety officials in developing countries (Newcastle University)

Through input to Conferences, eg

Presentations at numerous RoSPA National Conferences,
Presentations at BITER conference on elderly drivers
Presentation on m to several Safer Speeds Initiative conferences (Wales, Aston)
Presentations for DfT on the Devon School Travel Plan programme

Through benchmarking with other authorities and countries, eg:

Visits to Devon to study our various programmes from: Lancashire CC (database marketing for road safety) Nottinghamshire CC (Safer Journeys to School), Cornwall CC (minibus training) and Gloucestershire CC (60 Plus refresher training for older drivers), Gloucestershire CC (drink drive awareness courses), Government of Cyprus (road safety education for children), Government of

Zimbabwe (road safety education for children). There have been numerous visits to study Devon Drivers' Centre and the Devon Driver Improvement Scheme, including Hong Kong Police, Victoria Aus. Police..

Through requested visits to other authorities and countries

Devon RSO visits to numerous UK local authorities to give seminars on setting up driver improvement schemes and recruiting instructors

Consultancy for 3 months to Republic of Fiji (Asian Development Bank)

Part of British delegation to promote road safety in Bulgaria

Lecture tour to 6 European countries to promote the Devon approach to road safety for company employees.

Devon road safety engineer was seconded for 6 months to the New Zealand government to advise on safety schemes.

Through written manuals or other documents, eg

Chapter on good practice in road safety publicity written by Devon and included in Road Safety Manual distributed to all Asian countries by Asian Development Bank

Article on Devon evaluation of Vehicle Activated Signs in national journal

Published book on Traffic Calming.

Published with TRL good practice in the use of SafeNET, innovative and unique that estimates the frequency of collisions of the road network.

Through case studies in national and government documents, eg

Devon Speed Strategy cited in Safer Speeds Initiative booklet

Devons programmes on pedestrian safety and child safety referred to in DfT

Consultation brochures.

Through national and regional working parties, eg

Transport Research Laboratory benchmarking group on motorcyclist safety

RoSPA working group on Occupational Road Risk, and DfT Champion authority for At-Work Safety

SW Accident Reduction Working Group

Devon has also been active in seeking out good practice from other authorities, eg

Dorset CC– school crossing patrols

Surrey CC, Sussex CC – road safety education, as part of Best Value Review

Hampshire CC– safety auditing procedures, as part of Best Value Review