Cambridgeshire County Council

Cambridgeshire Research Group

FENLAND COMMUNITY SAFETY STRATEGIC ASSESSMENT:

ROAD SAFETY

VERSION 1.0

DECEMBER 2017

FENLAND Community Safety Partnership

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Description:	The purpose of this document is to provide the Fenland Community Safety Partnership with an understanding of key community safety issues affecting the district. This is the third document that will be produced for 2017/18. The focus of this document will be looking at possibilities for tackling Road Safety in Fenland.
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CONTENTS

DOCUMENT STRUCTURE

The purpose of this strategic assessment is to provide the Fenland Community Safety Partnership (FCSP) with an understanding of the crime, anti-social behaviour, and substance misuse issues affecting the district. This will enable the partnership to take action that is driven by clear evidence.

This document and previous strategic assessments can be accessed on the Cambridgeshire Insight pages here http://www.cambridgeshireinsight.org.uk/community-safety/CSP/fenland

DOCUMENT SCHEDULE

The partnership has a continuous assessment process that allows for strategic planning throughout the year. Whilst each document will provide an overview of the partnership's performance during the year, the aim of each document will be to gain a better understanding of key issues in the district. The continuous assessment consists of 4 parts:

Document	Key theme	Analysis & Writing	Presentation
1	Shoplifting	June and July	July 2016
2	Scams	July to September	October 2016
3	***Road Safety***	***October to December***	***January 2017***
4	End of Year Review	January to March	April 2017

DOCUMENT STRUCTURE

This strategic assessment document is set out in two main chapters:

- **Key Findings and Recommendations** – this section provides an executive summary of the key analytical findings and recommendations. This section also highlights any major developments that may affect activity and possible ways of working.
- **Priority Analysis** – this section provides an assessment of the district's main problems, illustrating it in terms of where and when most problems occur, the people and communities that are most vulnerable and where possible, who is responsible.

ADDITONAL DATA

The interactive community safety atlas provides some of the main crime and disorder issues at ward level up to 2014/15. The atlas allows the user to review the data directly on the map or in a chart. It can be accessed here http://atlas.cambridgeshire.gov.uk/Crime/atlas.html

The Pyramid of Crime: victim offender interactive profile, is presented at district level and can be accessed here http://atlas.cambridgeshire.gov.uk/Crime/Pyramid/html%205/atlas.html?select=12UD. It will be updated shortly.

EXECUTIVE SUMMARY

KEY FINDINGS

The Partnership should note that there has been a slight increase in serious (including fatal) road traffic incidents, both in Fenland and across Cambridgeshire as a whole. Between July 2016 and June 2017, there was an increase of 16.9% in serious (including fatal) collisions against the previous three year average for the same period across Fenland. This was lower than the countywide increase of 28.3%. The Partnership should be mindful of the fact that the County is already covered by a Road Safety Partnership that examines changes in order to understand them and delivers an agreed joint action plan to reduce accidents and increase road safety.

Recent changes in the pattern and seriousness of collisions locally are as follows;

Between July 2016 and June 2017, there was on average 17.2 road traffic collisions resulting in personal injury per month on Fenland roads which was a slight increase on the same period of 2015/16. Over this twelve month period there was a total of 206 collisions across the district and this equates to 2.1 collisions per 1,000 population for the district which was slightly lower than the Cambridgeshire rate of 2.3.

Between July 2016 and June 2017, there were **2 fatal and 44 serious collisions** across the district. This was the highest count of **fatal and serious** collisions combined over the past five years for the district. Across Cambridgeshire, there were 31 recorded fatal collisions between June 2016 and July 2017 which is the highest volume for the past five years. Overall long term reductions in road traffic collisions seem to be driven by reductions in the number of **'slight'** collisions. The partnership should note that the Cambridgeshire and Peterborough Road Safety Partnership have acknowledged the recent increases in Killed or Seriously Injured (KSI) collisions and are leading separate analysis to understand these rises. Duplication of effort in both research and response can be avoided by the partnership establishing clear communication channels with the road safety partnership, possibly by establishing a lead contact for future updates in this area.

The most common months for road traffic collisions to occur in Fenland are October and November. The partnership have carried out targeted awareness raising over these months this year but this key finding can help targeted future work. The partnership should consider carrying out any awareness campaigns or targeted work around this time through 2018/19.

The key contributory factor for **all road traffic collisions** in Fenland was a failure to look properly which contributed to 36% of all collisions, followed by a failure to judge the other person's path or speed (18%). The most common contributory factor for **all KSI collisions** was a failure to look properly but, this was followed by a loss of control which contributed to 20% of all KSI collisions. Other factors which were in the top 10 contributory factors for **KSI collisions** but did not appear in the top 10 factors for **all** Fenland specific collisions were travelling too fast for the conditions and a driver was impaired by alcohol. Targeted education and awareness raising can help to tackle these behavioural contributory factors.

A majority of individuals in road traffic collisions, including KSI collisions, both nationally and locally are young drivers and this has been a clear focus within this report. Young drivers who are from rural areas are significantly over-represented within the collision statistics compared to their urban counterparts. Rural young drivers are 37% more likely to be involved in an injury collision than their urban counterparts.[1] Young drivers from the district are most likely to be involved in a road traffic collision between 8am-9am and 5pm-6pm; key commute times when it is more likely that there will be more traffic on roads.

The most common contributory factor for **young people from Fenland** being involved in road traffic collisions was drivers failing to look properly, followed by drivers losing control or driver's being classed as a learner or inexperienced driver.

Factors that affect road safety in Fenland specifically include:

- Fenland as a rural district: More mileage, less public transport (particularly an issue for young people)
- Worse road conditions compared to urban counterparts e.g. undulation, mud on road, icier conditions
- Road users are more like to be going faster
- Deprivation as a risk factor
- Potential links between drink, drugs and driving

Local activity surrounding the prevention of Road Traffic Collisions is led and usually delivered by the Cambridgeshire and Peterborough Road Safety Partnership. Their activities includes promoting road safety campaigns, road safety education in schools, driver awareness events and supporting Drive iQ. There is scope for the FCSP to support this work by aligning efforts more closely with that of the road safety partnership or by discussing with the road safety partnership the possibility of commissioning them to deliver local interventions with a Fenland focus.

RECOMMENDATIONS

Define the Scope

It is recommended that the Fenland Community Safety Partnership (FCSP) should discuss and define their role in supporting road safety locally. The aim of this discussion should be to prevent duplication of effort and to make sure that work is targeted to deliver road safety priorities and tackle local factors. As interventions are delivered by the Cambridgeshire and Peterborough Road Safety Partnership, the partnership should define exactly where they can feel they can have a specific impact at a local level, based on the findings of this paper. It is recommended that there is continued engagement between FCSP and the road safety partnership.

The partnership should note the recent increases in the total number of Killed or Seriously Injured Collisions across Cambridgeshire and specifically in Fenland. The partnership should use the links to the Road Safety Partnership to improve local understanding of these increases once further analysis has been carried out. This can be achieved through improving existing communication channels between the two boards and possibly identifying a lead to monitor progress in this area.

[1] Ibid.

Intelligence Led Enforcement

It is also recommended that the Community Safety Partnership support the local Speedwatch campaign by encouraging local people to volunteer to the campaign and by raising awareness of the work that the campaign is already carrying out. Cambridgeshire Constabulary lead the Speedwatch scheme and have highlighted that Fenland has fewer schemes in operation than other areas in the county and this is something they are keen to address and the partnership could support this. The partnership should discuss enforcement opportunities and opportunities specifically surrounding Speedwatch. The partnership should note that Speedwatch can only monitor speeds in areas up to 40 mph so targeted enforcement along key routes would require the involvement of Cambridgeshire Constabulary. The partnership should discuss the recent restructure in local policing and how that may impact on enforcement delivery and ensure that the whole partnership has a good understanding of the implications of this.

Engagement and Awareness Raising

It is recommended that the partnership explore opportunities to offer targeted messaging and engagement surrounding Road Safety, particularly focussing on the key contributory factors relevant to Fenland and rurality. The Cambridgeshire and Peterborough Road Safety Partnership suggest that if targeted messaging is carried out, key messages are that young people are more likely to crash in the dark and on wet roads than their older counterparts so interventions should focus on these factors.[2] This also means that local evidence based messaging should also be aligned to the existing messaging's efforts of this group and the CSP should look to identify a lead to helping the co-ordination of this.

Support and promote existing interventions

With the above recommendation around engagement in mind, it is also recommended that the partnership acknowledge the risks that are specific to Fenland and discuss ways in which individual partners can support this. These opportunities should be discussed by the partnership. It is specifically recommended that the focus for the FCSP should be to look at supporting coordinated activities that influence and change road user behaviour with a focus on addressing the specific issues that relate to Fenland. The partnership can do this by supporting local school engagement in road safety activity. This would include the involvement of all relevant partners engaging with schools.

The partnership can help to support tackling road safety amongst young people by promoting both Cambridgeshire Drive iQ and the Drive iQ Green Light e-book. The CSP are currently already supporting the delivery of Drive iQ and it is recommended that this work continues. The platform can also help young road users understand key dangers such as distraction and peer pressure and learn how to build coping strategies to stay safe. The software is free to use and it is recommended that the partnership promote this within the community and across professional networks. All CSP members should circulate the green light book through their communications channels.

[2] https://cprsp-live.storage.googleapis.com/upload/www.cprsp.co.uk/research-and-statistics/Young%20Driver%20Factsheet%20-%20PBORO%20Dec%202015.pdf?inline=true

The Road Safety Partnership have also released 'good egg' safety guidance for both new drivers detailing on how to get and keep their licences but also on child car seats. The material is available online at http://cambridgeshire.goodeggsafety.com/ and it is again recommended that the partnership look to promote this through appropriate channels.

INTRODUCTION

The 2016/17 end of year strategic assessment highlighted that the number of Road Traffic Collisions (RTC) in Fenland has fluctuated around a continuing downward trend over the last 10 years. The report highlighted however, that this trend appears to have slowed, particularly for fatal and serious collisions (KSI) since 2010.[3] It was therefore agreed that the partnership should receive an assessment on Road Safety in the district, to understand specific local issues surrounding this theme and understanding ways in which the partnership can support existing interventions.

The Cambridgeshire and Peterborough Road Safety Partnership led the local response to road safety and the Fenland Community Safety Partnership (FCSP) should be mindful on this when defining future interventions. Within the 2016/17 end of year assessment it was recommended that there should be continued engagement between FCSP and Road Safety Partnership Delivery Group. It was highlighted that changes to police reporting in 2016 and 2017 may affect the reported number of collisions in these and future years.

The aim of this report though is to help the Fenland Community Safety Partnership understand the specific local risk factors surrounding road safety and what increases drivers likelihood of being involved in a road traffic collision in Fenland. There is no single factor that determines the number of road casualties nationally, but there are in fact a number of factors. These factors include:

- The distance that people travel
- The mix of transport modes used
- The behaviour of drivers, riders and pedestrians
- The mix of groups using the road (e.g. changes in the number of newly qualified or older drivers)
- External factors such as the weather, which can influence behaviour or change the risk of the road

NATIONAL CONTEXT

In 2016, there was a total of 181,384 casualties of all severities which was around 3% lower than in 2015 and is the lowest number on record.[4] There were 1,792 road deaths reported across Great Britain in 2016 which was a 4% increase on the previous year and is also the highest annual total since 2011. The long term trend for recorded fatalities nationally has been in decline since 2006 and there has been a 56.5% decrease from 2006 to 2016.[5] Figure 1, below, breaks down those fatalities by road user type when compared to 2015.

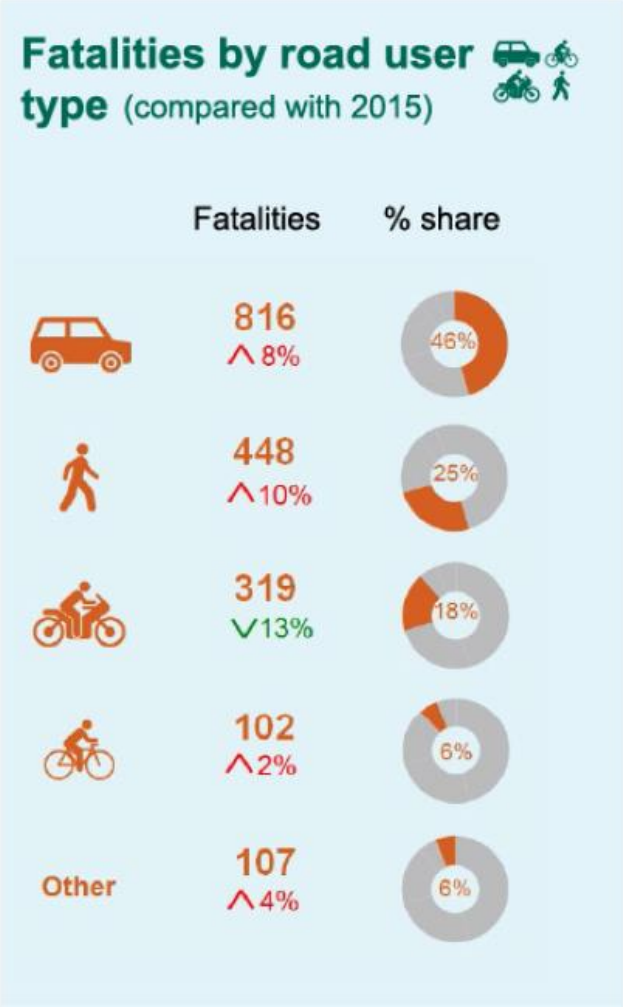
[3] Cambridgeshire County Council Research Group, Business Intelligence, Fenland CSP End of Year Scanning, 2017
[4] Office of National Statistics, Reported Road Casualties in Great Britain, Annual Report, 2016
[5] Office of National Statistics, Reported Road Casualties in Great Britain, Annual Report, 2016

As figure 1 shows, 46% of road fatalities nationally involved car users which was an 8% increase on 2015. Similarly, there was also an increase (10%) in the number of fatalities of pedestrians. There was a 13% decrease in the number of fatalities of motorcycle users.

To summarise, key findings from the Office of National Statistics 2016 annual report highlight that nationally, reported road casualties, compared with 2015 show[6]:

- an increase of 4% in road deaths to 1,792
- a decrease of 3% in casualties of all severities to 181,384
- vehicle traffic levels increased by 2.2%

Figure 1: A breakdown of road fatalities by road user type across Great Britain, 2016[7]

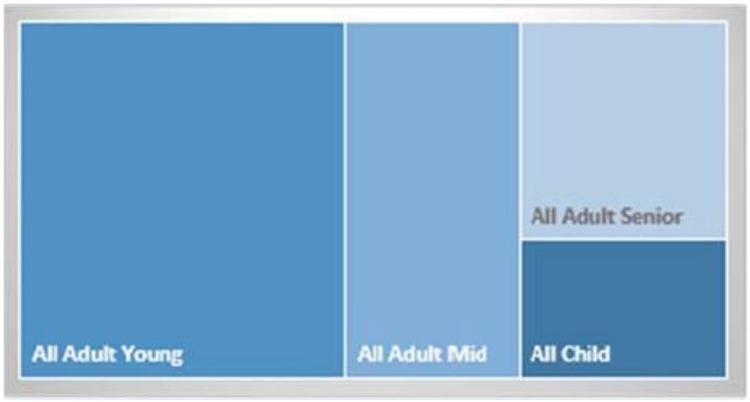


Whilst it is important to understand the types of incidents that occur on our roads, it is also important to analyse the types of road users that are involved in Killed or Seriously Injured (KSI) collisions nationally. Figure 2 shows the proportions of KSI casualties in Great Britain by age group

[6] Office of National Statistics, Reported Road Casualties in Great Britain, Annual Report, 2016
[7] Office of National Statistics, Reported Road Casualties in Great Britain, Annual Report, 2016

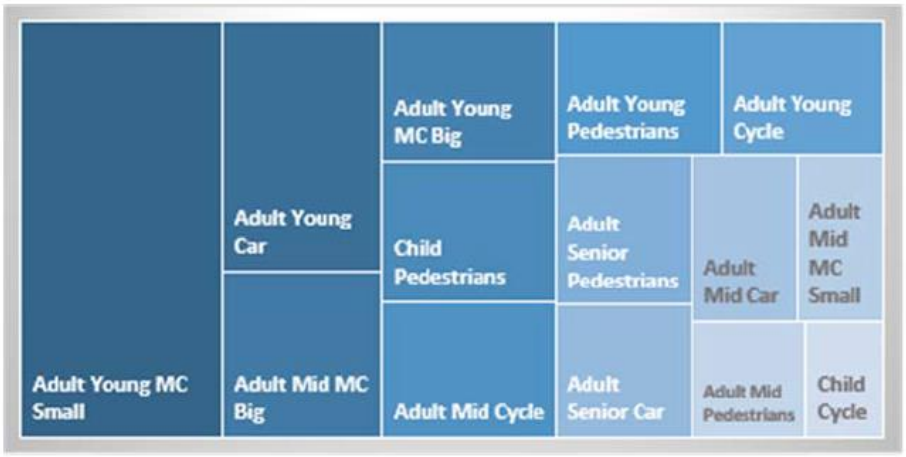
and has been calculated by comparing the proportions of casualties in each of the age groups against the proportions of each age group in the British population.

Figure 2: Proportions of Killed or Seriously Injured Casualties in Greater Britain - by population (2011-2015)[8]



As figure 2 shows, young adults i.e. those aged 16-24 have the highest risk of road injury. This report to the Fenland community safety partnership (FCSP) applied this understanding within a Fenland context and looks in more details about road safety amongst young people across the district. The Parliamentary Advisory Council for Transport take their analysis a step further by combining the proportions of casualties by age group and population and the proportions of casualties by vehicle type, as illustrated below in Figure 3.

Figure 3: Proportions of Killed or Seriously Injured Casualties – Populations and Vehicle Types (2011-2015)[9]



Finally, with the general overview of the volume of types of road traffic collisions nationally and a better overall understanding of the types of individuals caught in road traffic collisions it is important to look at the key behavioural factors that contribute to road traffic collisions nationally. Research has shown that between 2011 and 2015, the most common contributory factor to drivers being involved in fatal collisions was because they failed to look properly, followed by the fact that they

[8] Parliamentary Advisory Council for Transport Safety, Seizing the Opportunities: Safer Road Users, May 2017
[9] Parliamentary Advisory Council for Transport Safety, Seizing the Opportunities: Safer Road Users, May 2017

were careless, reckless or in a hurry.[10] This report to FCSP later looks at the behavioural factors amongst drivers in Fenland specifically but also identifies additional, local risk factors.

ROAD TRAFFIC COLLISIONS IN FENLAND

Between July 2016 and June 2017, there was on average 17.2 road traffic collisions resulting in personal injury on Fenland roads per month which was a slight increase on the same period of 2015/16. Over this twelve month period there was a total of 206 collision incidents across the district and this equates to 2.1 collisions per 1,000 population for the district which was lower that the Cambridgeshire rate of 2.3. As a rate per 1,000 population, Fenland increased slightly from 2.0 collisions in 2015/16 to the 2016/17 level of 2.1 but this is still lower than the 2012/13 rate of 2.5.

Figure 4: Breakdown of All Road Traffic Collisions in Fenland, July 2012-June 2017

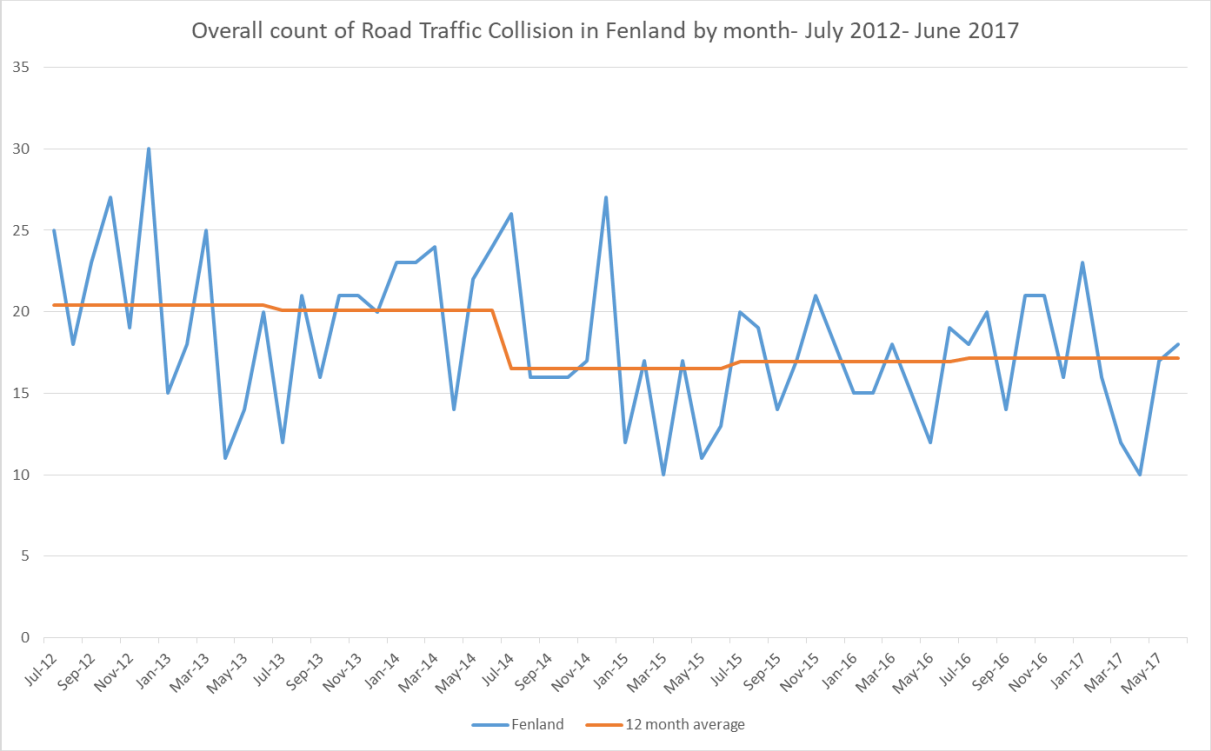


Figure 4, above, breaks down the total number of road traffic collisions across the district by month and shows the slight year on year increases since 2014/15 (July-June). Figure 5, below, looks specifically at those collisions where an individual has been **Killed or Seriously Injured -** ignoring those collisions that involve 'slight' injuries. The trend for **KSI collisions is similar to all collisions** in that there have also been year on year increases but the long term trend for KSI collisions is not in longer term decline.

[10] Parliamentary Advisory Council for Transport Safety, Seizing the Opportunities: Safer Road Users, May 2017, http://www.pacts.org.uk/wp-content/uploads/sites/2/Safer-Road-Users.pdf

Figure 5: Breakdown of Killed or Seriously Injured (KSI) Road Traffic Collisions in Fenland, July 2012-June 2017

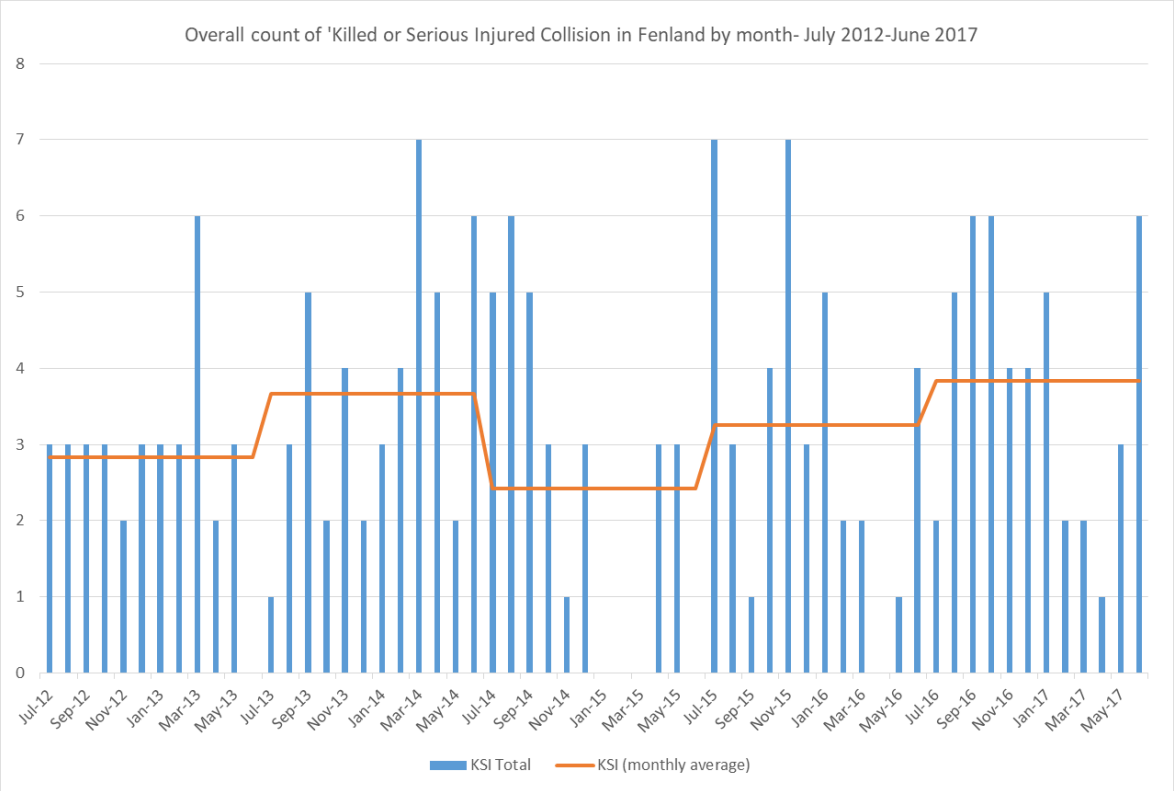


Figure 6, below, takes this analysis further by breaking the annual count collisions down by injury type. Between July 2016 and June 2017, there were 2 fatal and 44 serious accidents across the district. This was the highest count of fatal and serious collisions combined over the past five years. This trend has been mirrored across the county. Across Cambridgeshire, there were 31 recorded fatal collisions between June 2016 and July 2017, which is the highest volume for the past five years and the Cambridgeshire and Peterborough Road Safety Partnership are currently working to develop a greater understanding of these recent increases.

Figure 6: A breakdown of road traffic collision in Fenland by injury type

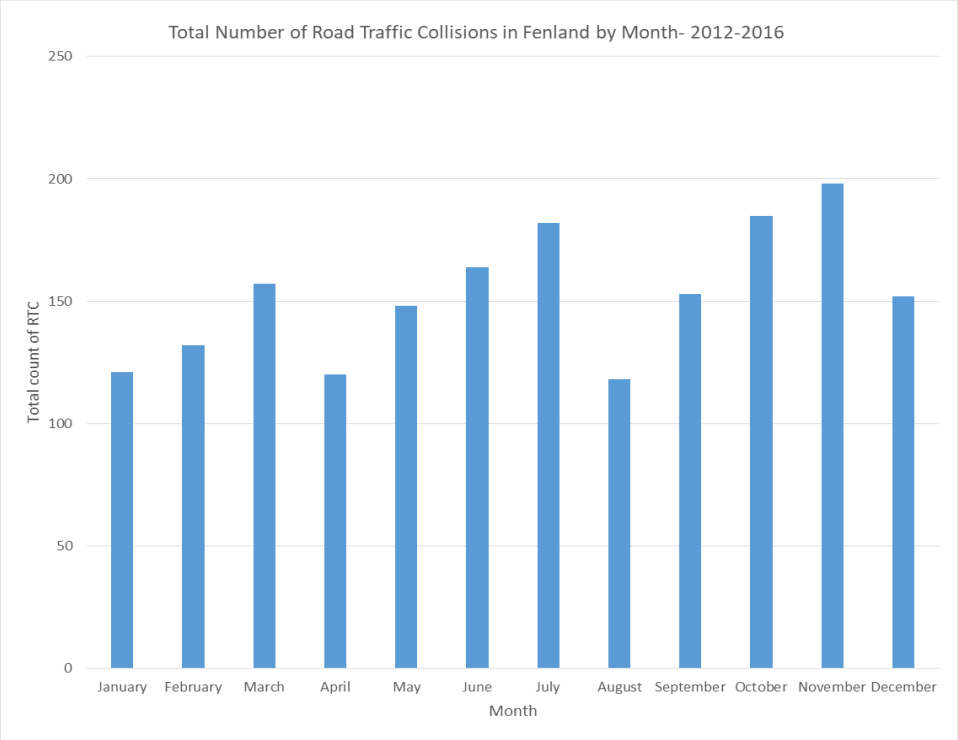
Year	Fatal Accidents	Serious Accidents	Slight Accidents
July 2012- June 2013	4	30	211
July 2013-June 2014	4	40	197
July 2014- June 2015	3	26	169
July 2015- June 2016	1	38	167
July 2016-June 2017	2	44	159

The overall long term decreases in RTC in Fenland seem to largely be driven by long term declines in the number of slight accidents, which are also known to be underreported. The partnership should be aware that these same, long term declines, have not been mirrored in the number of serious accidents where there were 68% more accidents in 2016/17 than 2012/13. The suggestion here is that the analysis that the Cambridgeshire and Peterborough Road Safety Partnership plan to carry out should be focussed on the serious and fatal accidents as slight accidents have seen year on year

decreases. It is recommended that the Cambridgeshire and Peterborough Road Safety Partnership inform the CSP of any development in their research into the reasons behind these increases.

Figure 7, below, breaks down the total road traffic collisions in the district by month showing that the most common months for road traffic incidents to occur in Fenland are October and November. Of all collisions in Fenland between 2012 and 2016, 20.9% occurred in either October or November, which reflects a national and countywide trend. The partnership may wish to do some targeted awareness raising prior to this period.

Figure 7: A breakdown of Fenland Road Traffic Collisions (Total by month, 2012-2016)



With a better understanding of the number road traffic collisions that occur across the district, we can begin to look at where in the in the district these collisions take place. The map below helps this and locates all road traffic collisions between July 2016 and June 2017. This report will focus on rurality as a risk factor for road safety across Fenland, but the map below does show that a proportion of **all collisions** do take place in Fenland towns, particularly around Wisbech and Whittlesey. There is a clear pattern of collisions along two key A roads in the district too - the A141 and the A605.

Figure 8: A map of the locations of all road traffic collisions in Fenland between July 2016 and June 2017

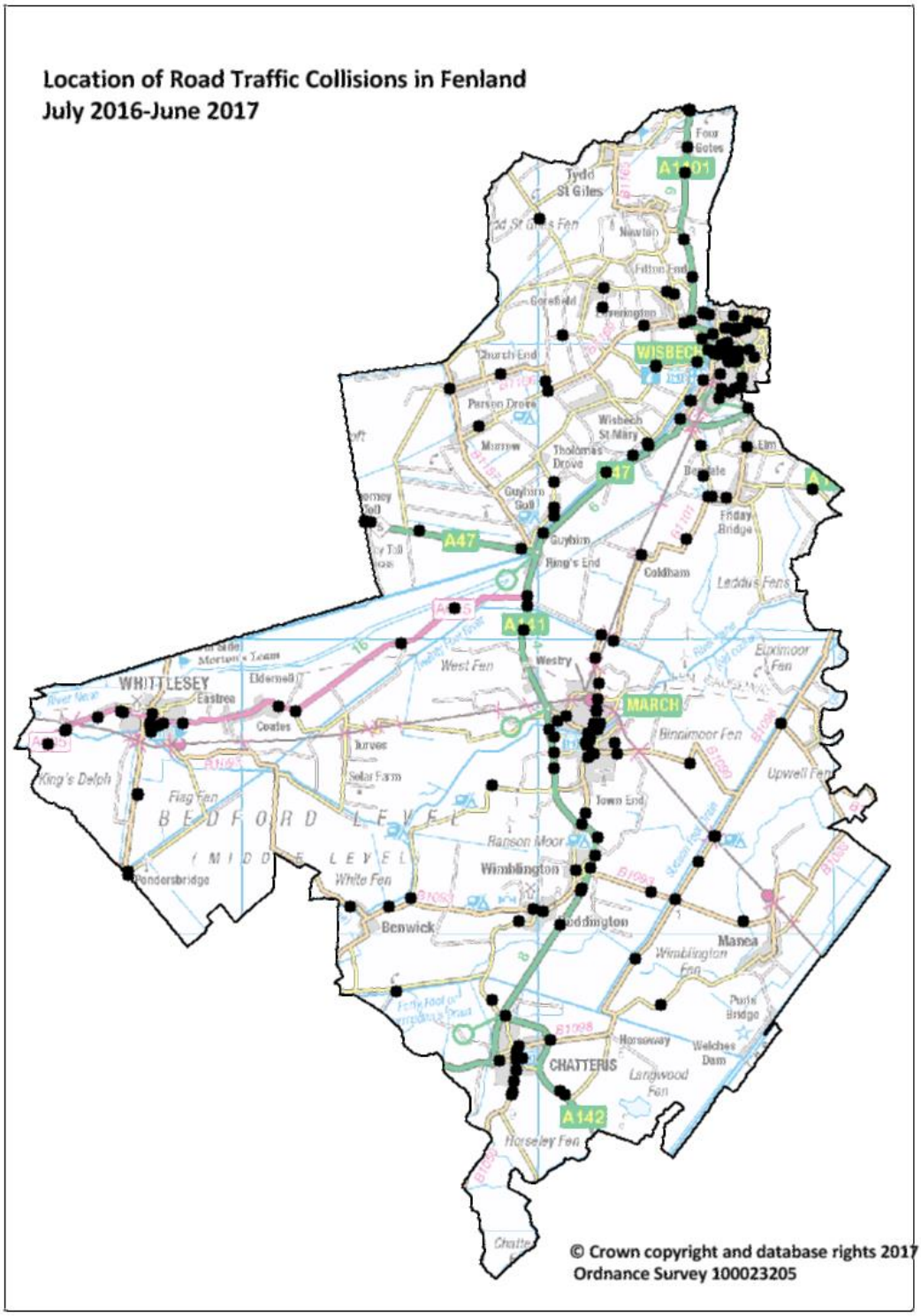


Figure 9 takes this analysis a step further by only mapping collisions that were classed as **serious or fatal** over the same period. There is a clear reduction in the number of incidents within the more urban areas of the district which highlights the point that incidents in these areas are more likely to only cause slight injury. The likelihood here is that this is due to the fact that the collisions take place at lower speeds.

The partnership should note that whilst there a number of collisions highlighted along the A141 in figure 8, there seems to be drop off when looking only at KSI collisions. In contrast, there are less **total** collisions on the A1101 in the very north of the district but a majority of these show to be **KSI.**

Figure 9: A map of the locations of all KSI road traffic collisions in Fenland between July 2016 and June 2017

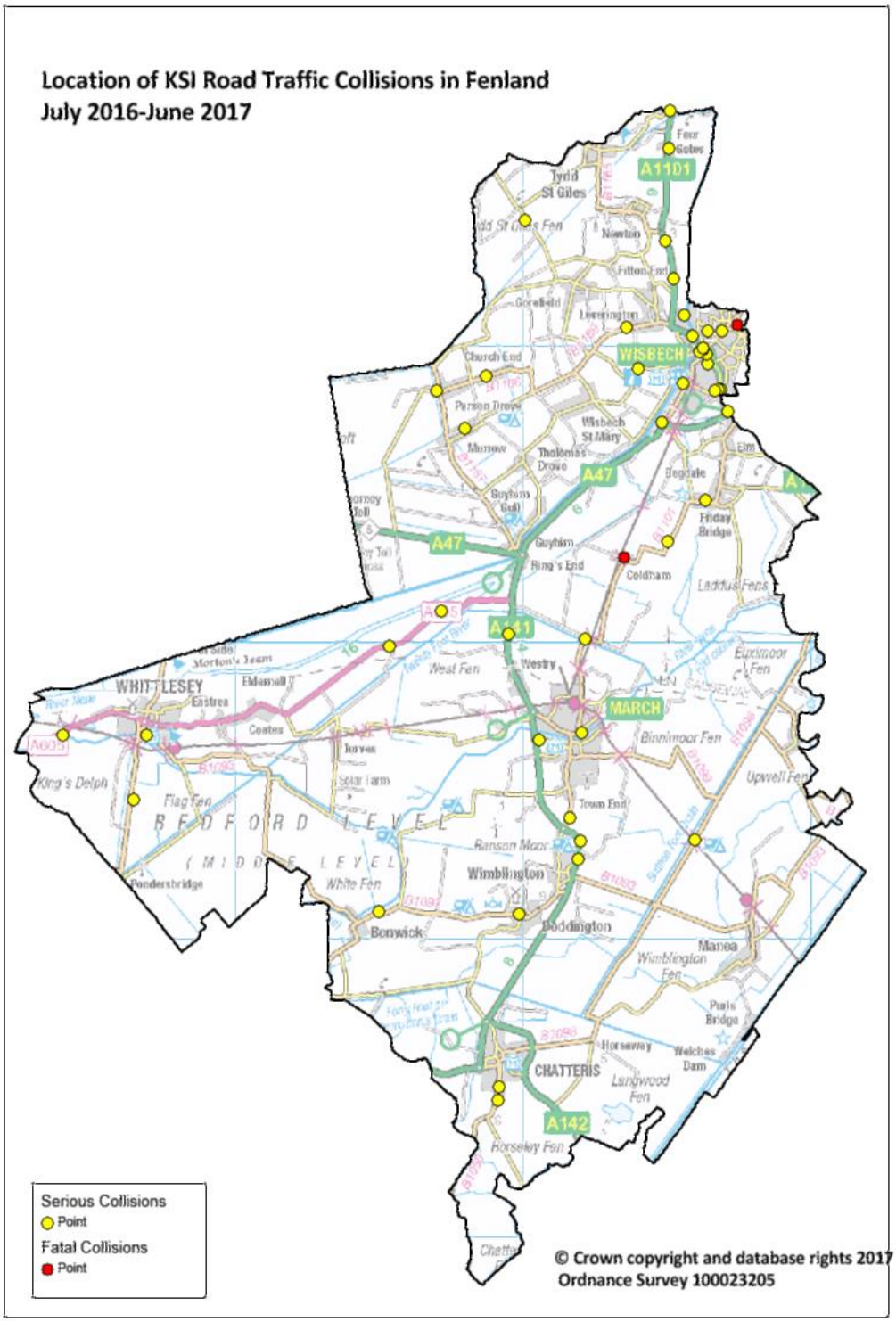
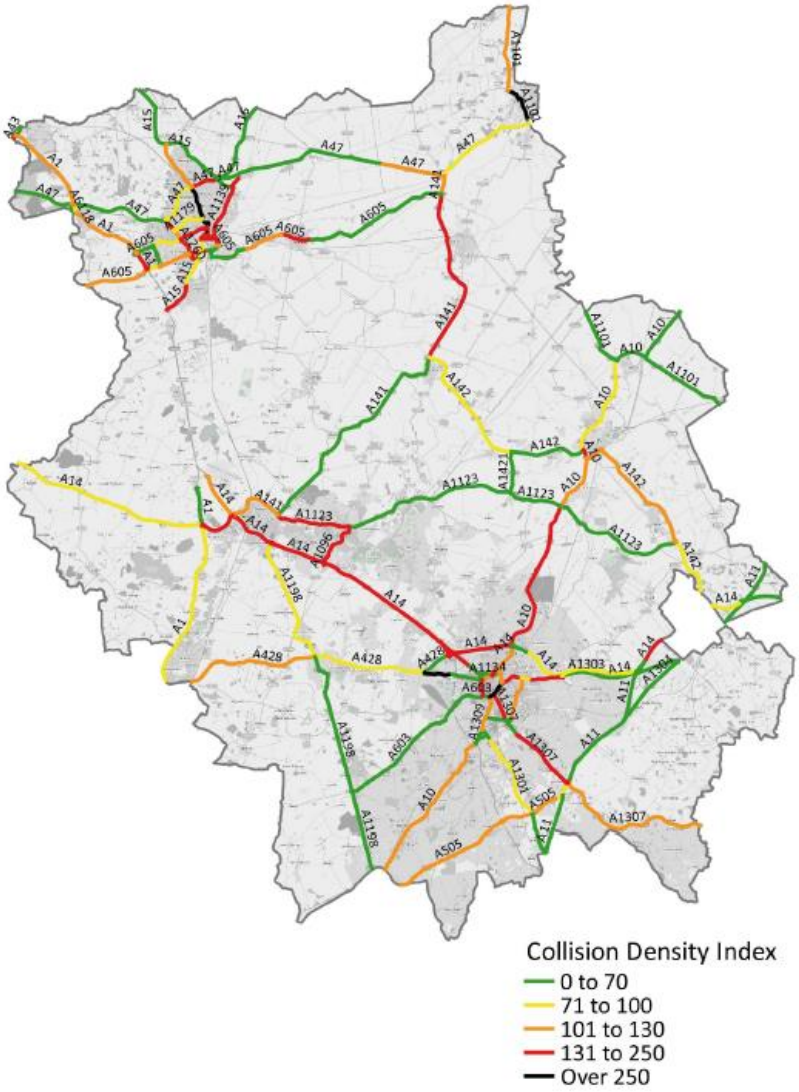


Figure 10 below supports this analysis by showing the annual average collisions per 100 million vehicle kilometres compared to other A roads, represented as a 100-based index value between

2012 and 2016.[11] As shown in the map below, outside of Cambridge City and Peterborough, the route with the highest risk of all severity collisions in the county is the A1101 through Wisbech. This 3.3km stretch from the border with Norfolk through Wisbech to the junction with the B1169 (Dowgate Road) has an index value of 763, meaning its collision rate is 663% higher than the collision rate across all A roads in Cambridgeshire (excluding Cambridge and Peterborough).[12] The rate map below also highlights the A605 through Whittlesey as having a high collision rate.

Figure 10: Collision Density on Cambridgeshire A Roads[13]



[11] Agilysis.co.uk, riskmap: route analysis, Cambridgeshire 2012-2016, https://cprsp-live.storage.googleapis.com/upload/www.cprsp.co.uk/research-and-statistics/Cambridgeshire%20Route%20Analysis%20V1%201.pdf?inline=true

[12] Agilysis.co.uk, riskmap: route analysis, Cambridgeshire 2012-2016, https://cprsp-live.storage.googleapis.com/upload/www.cprsp.co.uk/research-and-**statistics**/Cambridgeshire%20Route%20Analysis%20V1%201.pdf?inline=true

[13] Agilysis.co.uk, riskmap: route analysis, Cambridgeshire 2012-2016, https://cprsp-live.storage.googleapis.com/upload/www.cprsp.co.uk/research-and-statistics/Cambridgeshire%20Route%20Analysis%20V1%201.pdf?inline=true

Understanding Fenland Collisions

The partnership should also be aware of the key contributory factors for RTC across Fenland. Figure 11 below breaks down the total number of all **fatal, serious or slight collisions** in the district by the contributory factor. As shown below, the top contributory factor was a failure to look properly which contributed to 36% of **all collisions**, followed by a failure to judge the other person's path or speed (18%). Both of these factors make up slightly less of **all collisions** than would be expected, when compared to national data. Nationally, a failure to look properly accounted for 42% of all collisions in 2016 whilst a failure to judge another person's speed or path accounted for 21%. Slippery road surface due to weather was more prevalent as a contributory factor for all collisions in Fenland (13%) than the national proportion (7%).

Figure 11: Top 10 contributory factors reported in all Fenland accidents between 2012 and 2016, the number of times it was reported and the percentage of accidents it was reported for.[14]

Contributory Factor	Occurrences	% of all accidents reported for
405 Failed to look properly (driver/rider)	398	36%
406 Failed to judge other person's path or speed	197	18%
403 Poor turn or manoeuvre	155	14%
602 Careless/Reckless/In a hurry	154	14%
410 Loss of control	150	14%
103 Slippery road (due to weather)	142	13%
307 Travelling too fast for conditions	86	8%
802 Failed to look properly (pedestrian)	59	5%
408 Sudden braking	58	5%
605 Inexperienced or learner driver/rider	58	5%

Understanding Fenland KSI Collisions

With both national, county-wide and district data identifying recent increases in those collisions that involved individuals being killed or seriously injured (KSI), is important to understand what factors, nationally, contribute to KSI collisions.

The behaviours contributing most to KSIs nationally (according to police data)[15] are;

- Inattention, carelessness and failure to look
- Excessive or inappropriate speed
- Alcohol

Figure 12 takes our understanding of the contributory factors to Fenland specific collisions a step further by highlighting the contributory factor to all KSI collisions in the district between 2012 and 2016. As with all road collisions, the most common contributory factor was again a failure to look properly but, this was followed by a loss of control which contributed to 20% of all KSI collisions.

[14] Full definitions can be found at http://mast.roadsafetyanalysis.org/wiki/index.php?title=Contributory_factors_definitions

[15] Parliamentary Advisory Council for Transport Safety, Seizing the Opportunities: Safer Road Users, May 2017, http://www.pacts.org.uk/wp-content/uploads/sites/2/Safer-Road-Users.pdf

Other factors which were in the top 10 contributory factors for KSI collisions but did not appear in the top 10 factors for all Fenland specific collisions were travelling too fast for the conditions and a driver was impaired by alcohol.

Figure 12: Top 10 contributory factors reported in all KSI Fenland accidents between 2012 and 2016, the number of times it was reported and the percentage of accidents it was reported for.[16]

Contributory Factor	Occurrences	% of KSI accidents CF reported for
405 Failed to look properly (driver/rider)	64	34%
410 Loss of control	37	20%
403 Poor turn or manoeuvre	35	19%
602 Careless/Reckless/In a hurry	27	14%
406 Failed to judge other person's path or speed	23	12%
307 Travelling too fast for conditions	22	12%
802 Failed to look properly (pedestrian)	19	10%
103 Slippery road (due to weather)	17	9%
306 Exceeding speed limit	16	9%
501 Impaired by alcohol	12	6%

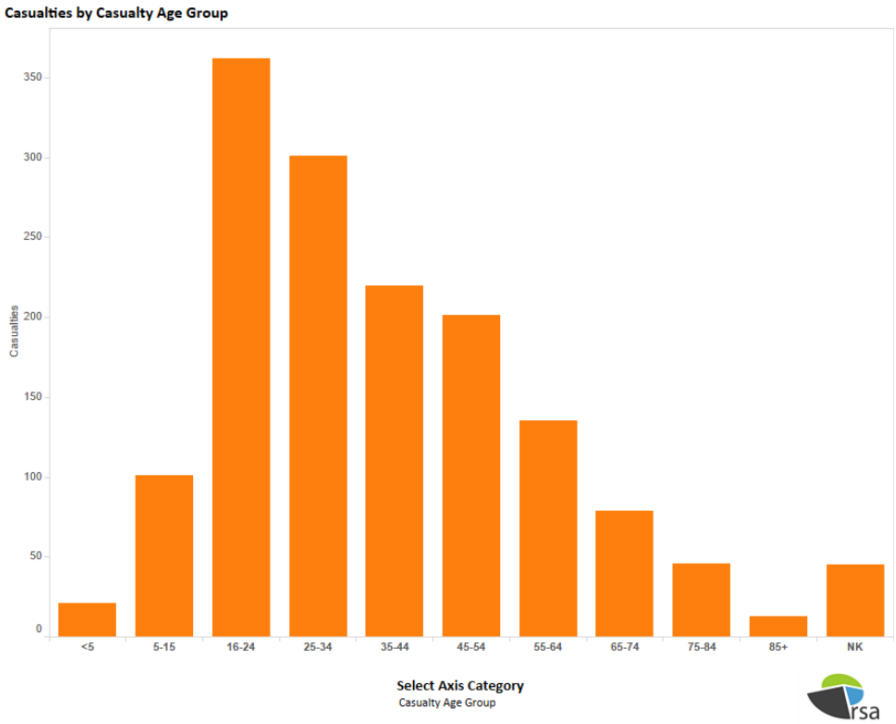
LOCAL ISSUES RELATING TO ROAD SAFETY

Young Drivers

This report has already identified that Fenland has seen recent increases in the number of KSI Collisions on roads across the district and the report has identified and increased vulnerability of young people to being involved in a road traffic collision. The focus on young people within this report is based on the fact that the predominant age group for road traffic casualties in Fenland is 16-24, as shown in figure 13 below.

[16] Full definitions can be found at http://mast.roadsafetyanalysis.org/wiki/index.php?title=Contributory_factors_definitions

Figure 13: A breakdown of all road traffic casualties where the collision location was in Fenland, 2012-2016.



Source: MAST

An in-depth research study into young driver road collisions is summarised in figure 14 below.

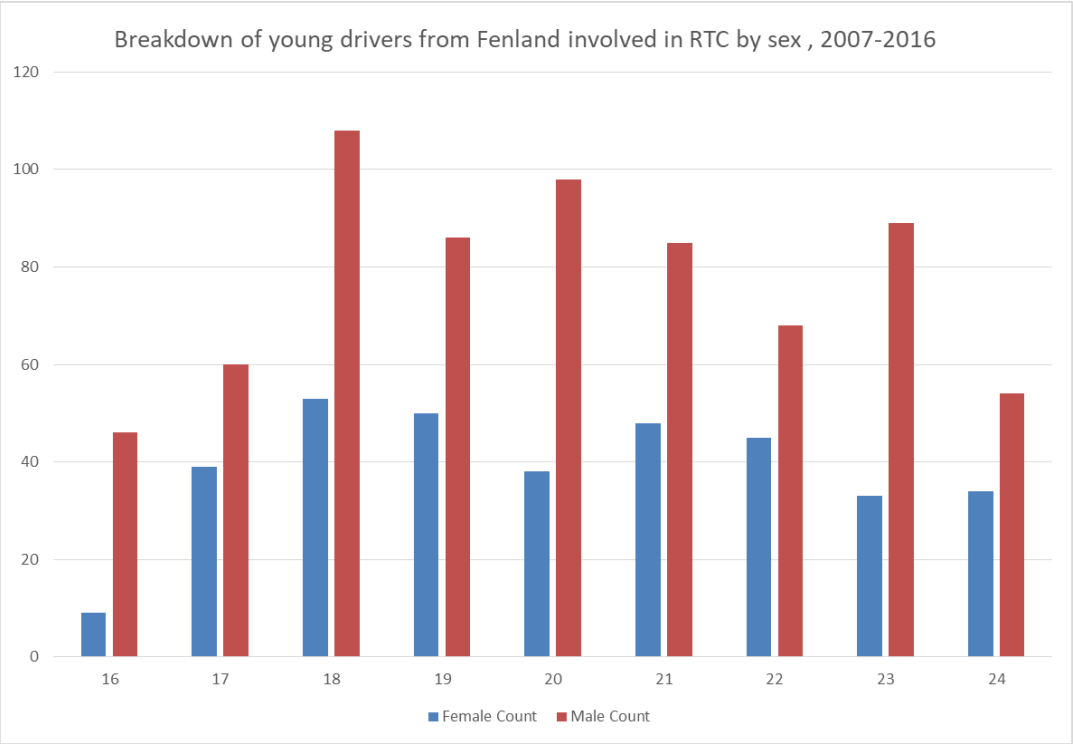
Figure 14: Key findings into study of young driver's road safety[17]

> *research found that young drivers who are from rural areas are significantly over-represented within the collision statistics compared to their urban counterparts…..This would suggest that urban young drivers are involved in injury collisions slightly less often than we would have expected and that rural young drivers are 37% more likely to be involved in an injury collision than their urban counterparts.*

In order to gain a better understanding of young people that are involved in road traffic collisions in Fenland specifically, figure 15 below breaks down all young drivers from Fenland involved in RTC's between 2007 and 2016 by sex and by age. The most common age to be involved in a RTC amongst young drivers from the district was 18, followed by 20. As shown, young males are more likely to be involved in a collision than females.

[17] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research

Figure 15: A breakdown of young drivers from Fenland involved in a Road Traffic Collision by sex, 2007-2016

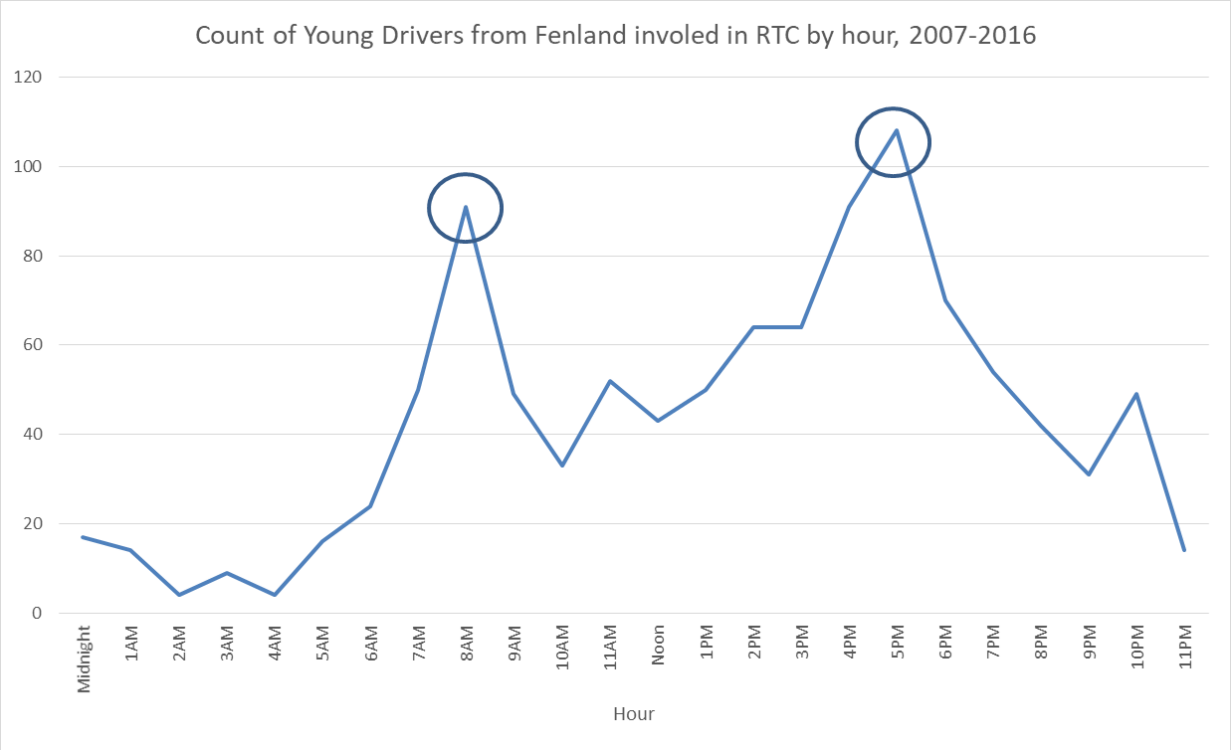


With this understanding of age and sex, it is then important for the partnership to understand the time of the day that young people from Fenland are more likely to be involved in a road traffic collision. Figure 16 below breaks down the time of day that young drivers from Fenland are involved in road traffic collisions. The chart shows that young drivers from the district are most likely to be involved in a road traffic collision between 8am-9am and 5pm-6pm. Knowledge of these key facts about road safety can help the partnership do targeted awareness raising campaigns across the district.

National analysis of when road traffic collision occurs mirrors this local trend. Nationally, there are commuter time peaks for all groups of drivers with adult drivers having a slightly higher percentage of collision involvement in the daytime than young drivers whilst young drivers have a higher percentage of collision involvement at night-time.[18]

[18] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013

Figure 16: A breakdown of young drivers from Fenland involved in a Road Traffic Collision by time of day, 2007-2016



As this report has identified that a high proportion of road traffic accidents in Fenland occur between October and November and there is an increase after 4pm when it begins to get darker, visibility is a factor in Fenland's road traffic collisions. Driving in the dark requires a different set of skills from driving in daylight hours and young drivers travelling late at night (there is a slight increase in the above chart between 10pm and 11pm) are more likely to crash for a variety of reasons. These reasons include[19]:

- It is more difficult to drive at night
- Many newly licensed drivers will have less practice of driving at night
- Fatigue may be more of a factor at night
- Recreational driving that is considered to be high risk, sometimes including alcohol use, is more likely to take place at night

Young Driver Risk

Analysis of young drivers nationally has shown that a number of common factors are present in young driver collisions, including[20]:

- They tend to drive older cars with less crash protection
- There are often three or more casualties in their collisions
- Their collisions often occur at night and at weekends
- Their collisions often occur on wet roads
- Their collisions often occur on minor roads in rural areas with a 60mph speed limit
- Their collisions are often single vehicle so involve no other road user

[19] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013
[20] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013

- They often occur on bends, particularly on rural roads
- Their vehicle often skids, and in some cases then overturns
- Their vehicle often leaves the road, and in many cases hits a roadside object or enters a ditch

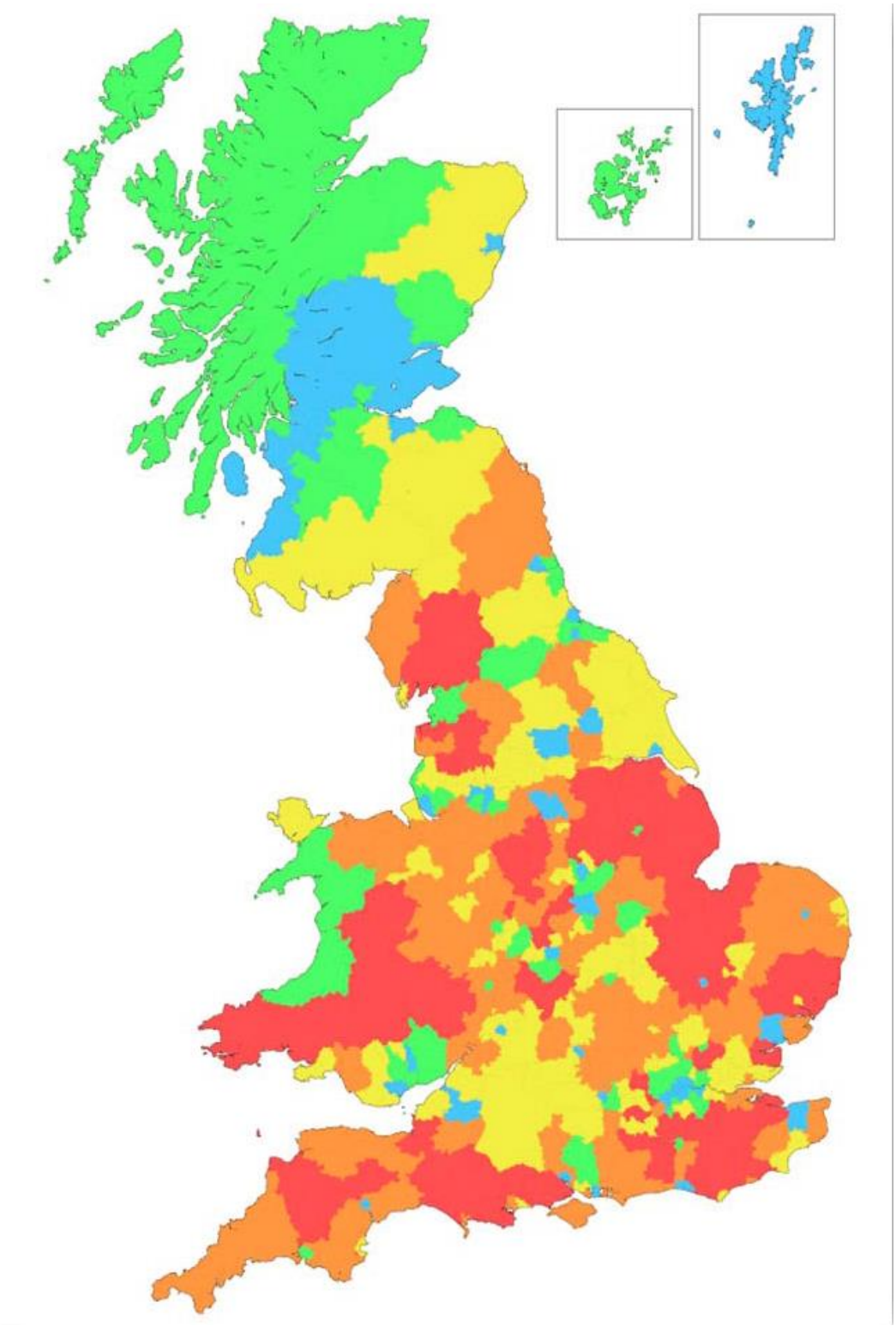
This report has already identified that nationally, KSI collisions are driven by inattention, carelessness, a failure to look, excessive or inappropriate speed and alcohol but it is important to take this information further and provide this analysis with a local context and young driver focus. The table below is an extract from MAST and breaks down the top 10 contributory factors to young people from Fenland being involved in RTCs and offers the total number of young drivers being associated to each factor between 2007 and 2016. As the table shows, the most common factor for young people from Fenland being involved in road traffic collisions was again drivers failing to look properly, followed by drivers losing control or driver's being classed as a learner or inexperienced driver.

Figure 17: A breakdown of the top 10 contributory factors for young drivers in road traffic collisions in Fenland- 2007-2016

Contributory Factor Groups	Count of Young Drivers
Driver Failed to Look Properly	156
Loss of Control	155
Learner or Inexperienced Driver	113
Driver Careless, Reckless or in a Hurry	110
Slippery Road	106
Driver Failed to judge other person's path or speed	91
Driver Travelling too fast for conditions	79
Poor turn or manoeuvre	68
Sudden braking from driver	55
Driver Exceeding Speed Limit	51

Figure 18 shows analysis by T. Fosdick through a national map of young driver risk rates calculated against a 100- base index. Yellow, orange and red local authority districts have young driver risk rates above the national average (per head of population) and green and blue districts are lower than average. It can clearly be seen that the major metropolitan areas and cities have lower risk rates with more urban districts and counties showing elevated resident risk.

Figure 18: A map showing national young driver risk rates calculated against a 100- base index.[21]



[21] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research

Within Fosdick's analysis of young driver's risk, she highlights the bottom ten districts nationally by young driver risk rates. These are[22]:

- South Holland District
- **Fenland District**
- Staffordshire Moorlands District
- North Dorset District
- Wealden District
- Boston Borough
- Woking Borough
- Maldon District
- Surrey Heath Borough
- East Dorset District

As shown, Fenland was identified as being in the bottom 10 districts nationally and clearly is classified as having a specific risk when it comes to young people and road safety. It should be noted that the top 10 districts, with the lowest risk factor were all urban areas so there is a suggestion that rurality is a factor in this risk matrix. This report for the FCSP looks into rurality as a risk factor in Fenland in more detail.

DEPRIVATION

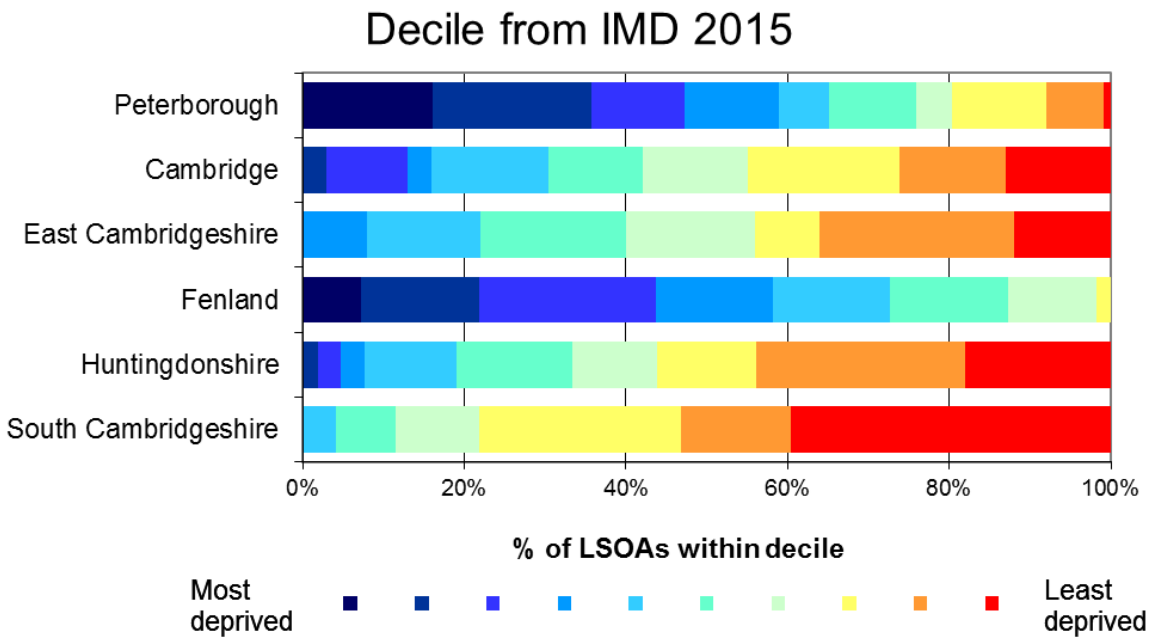
Analysis of young driver's road risk and vulnerability also studied deprivation as a possible risk factor surrounding road safety. The research showed that 'rural drivers tend to come from the 30 to 50% least deprived areas of the country and so are neither the most affluent or most deprived.'[23] National research of all road casualties shows that around 12% of road casualties were living in the 10% most deprived areas and the 10% most deprived areas were over-represented in the casualty population for all age groups except 17-19 year olds, 20-25 year olds and those ages 60 and over.[24]

The figure below visualises the national decile of Lower Super Output Areas (small geographies of approximately 1500 population)[25] by district for the Indices of Multiple Deprivation (IMD) 2015. Fenland and Peterborough have a similar spread deprived deciles (coloured dark blue) with over 40% of LSOA being within the top three most deprived; Cambridge City had just under 20% of LSOA within these.

The Indices of Deprivation is made up of a number of sub-themes of deprivation including Living Environment Deprivation. One of the indicators within this sub-theme is road traffic collisions.

[22] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research
[23] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research
[24] Department for Transport: Road Safety Research Dissemination and Action Learning: Understanding the link between disadvantage/deprivation and road safety, 2009, http://www.psychology.nottingham.ac.uk/staff/ddc/c8cxpa/further/ARU-REF-DDC/Deprivation%20briefing%20paper%20copy.pdf
[25] https://www.ons.gov.uk/methodology/geography/ukgeographies/censusgeography

Figure 19: A DNA chart depicting the percentage of LSOAs per district within each of the 10 national deciles. This allows a comparison of the spread of multiple deprivation between districts.[26]



With an improved understanding of the wider link between deprivation and road safety and the IMD breakdown of Fenland, it is important to highlight the link between road safety and deprivation in Fenland specifically. Figure 20, below breaks down where all young people*[27] in Fenland are from in Fenland based on areas of deprivation. In Fenland, those young people are most likely to reside within the most 30% deprived areas of deprivation nationally. Those that live the 10% most deprived or the 30% least deprived areas are the least likely to be involved in road traffic collisions.

National research has found that the most prevalent factors in fatal collisions in the most deprived IMD quintiles were[28]:

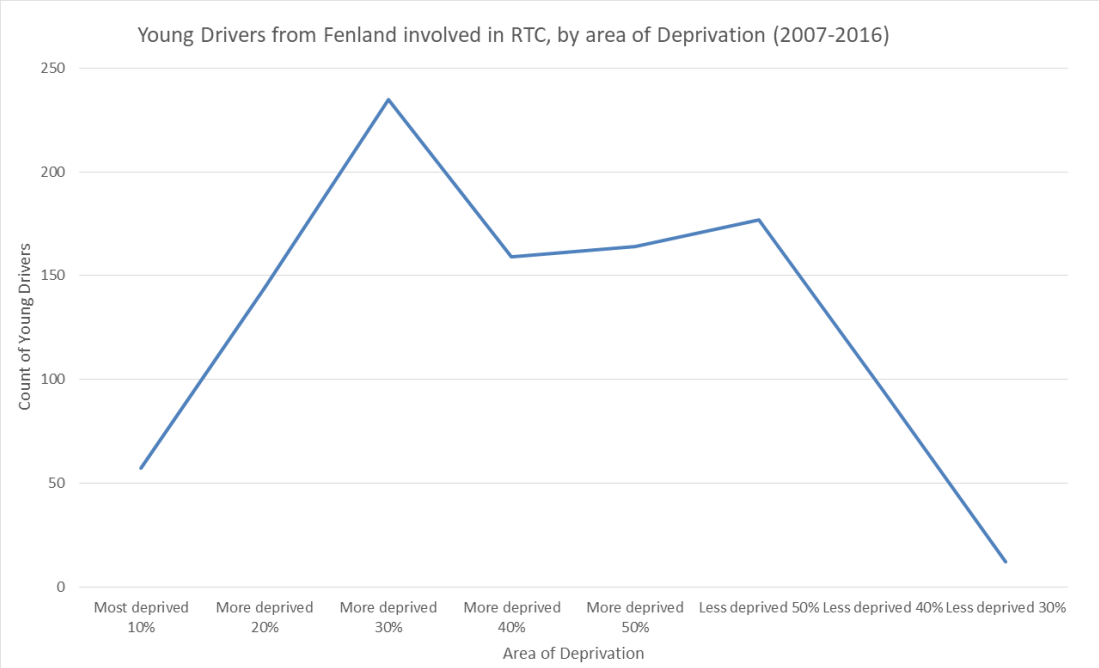
- Driving at excessive speed, driver intoxication, driver/passenger failure to wear seatbelts and unlicensed/uninsured driving
- Young drivers form high proportions of fatal casualties across IMD quintiles
- Older drivers and passenger fatalities are more concentrated in the least deprived IMD quintiles

Through local analysis in this report, it has already been identified that some of the above contributory factors are also relevant for Fenland. The partnership should note though that some issues that do not appear as a common risk factor in Fenland, such as the failure to wear seatbelts is

[26] 2015 Indices of Multiple Deprivation
[27] *aged 16-24
[28] Department for Transport: Road Safety Research Dissemination and Action Learning: Understanding the link between disadvantage/deprivation and road safety, 2009, http://www.psychology.nottingham.ac.uk/staff/ddc/c8cxpa/further/ARU-REF-DDC/Deprivation%20briefing%20paper%20copy.pdf

a significant factor in fatal collisions (where routine forensic investigation will examine whether they have been used or not), may still be a risk in pockets of the district due to the link between these factors and deprivation.

Figure 20: A breakdown of young drivers involved in road traffic collisions by the area of deprivation that they are from (2007-2016)*[29]



Source: MAST

Fenland, as shown in Figure 21 below, contains some of the most deprived LSOA's across Cambridgeshire and Peterborough, according to the 2015 Indices of Multiple Deprivation. Whilst this is not the primary risk factor for road safety in Fenland, the partnership should consider the link between levels of deprivation and road traffic collisions when trying to understand the reasons for Fenland having a high index score for road safety risk amongst young people.

A Department for Transport[30] research paper began to draw the links between deprivation and road safety. The key factors identify and drawing a link between the two were:

Immediate Surroundings - the physical environment where people live has a significant influence on their road safety. The research found that, for example, evidence shows as bus exposure increases so too does risk and is therefore accelerated by the likelihood of people in more deprived areas travelling by bus. This would be less of an issue in Fenland's rural areas where bus and public transport availability is less and an increase in this provision could improve their road safety. The rural surroundings of Fenland should also be treated as a factor.

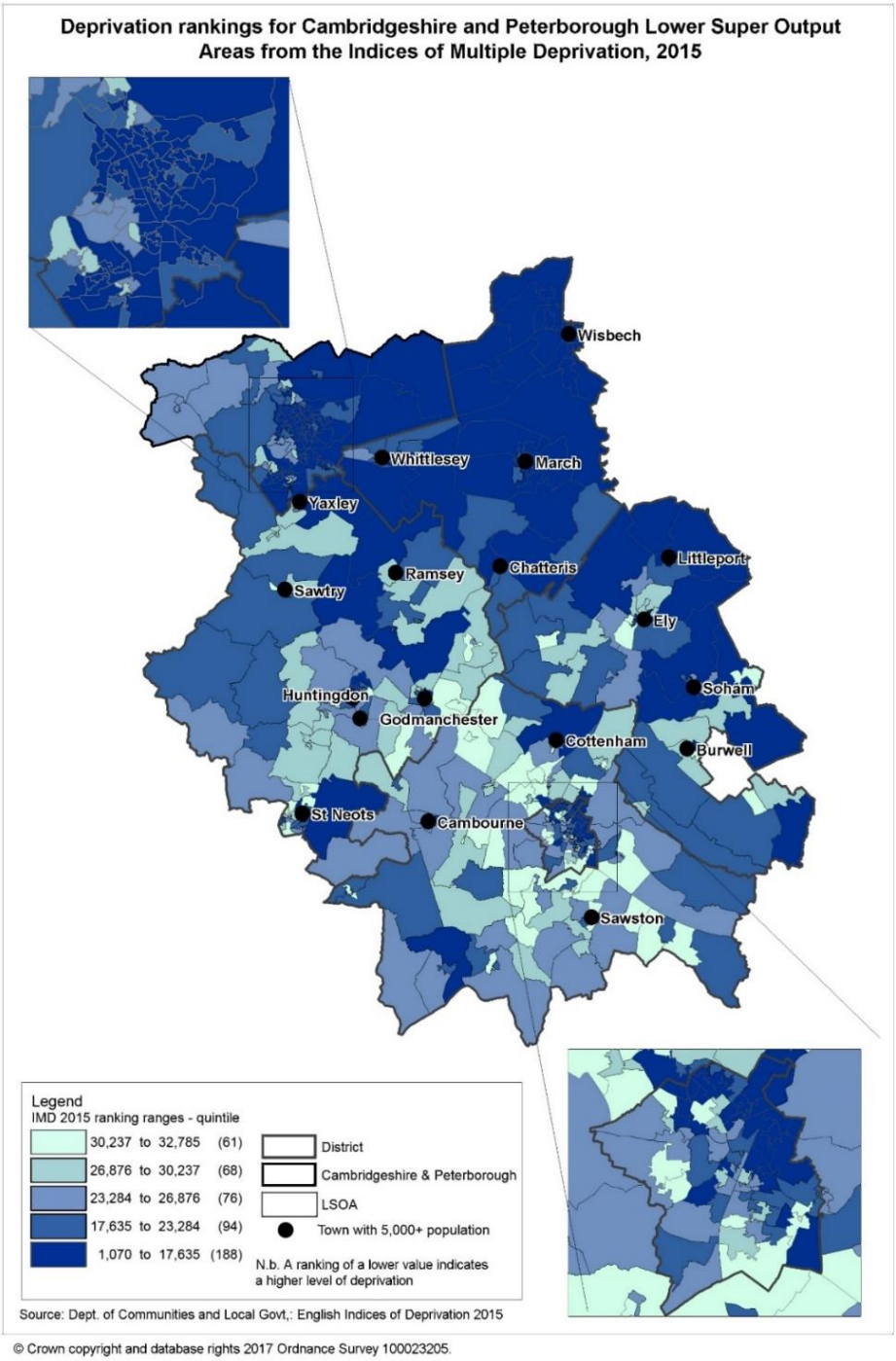
[29] MAST

[28] Department for Transport: Road SAEFTY Research Dissemination and Action Learning: Understanding the link between disadvantage/deprivation and road safety, 2009, http://www.psychology.nottingham.ac.uk/staff/ddc/c8cxpa/further/ARU-REF-DDC/Deprivation%20briefing%20paper%20copy.pdf

Social and economic environments - it is suggested that a low socio-economic level creates heightened risk factors e.g. a lack of access to information and services can increase vulnerability to risk

Broader factors - wider economic and political processes whereby those with few resources will be living in the more deprived areas.

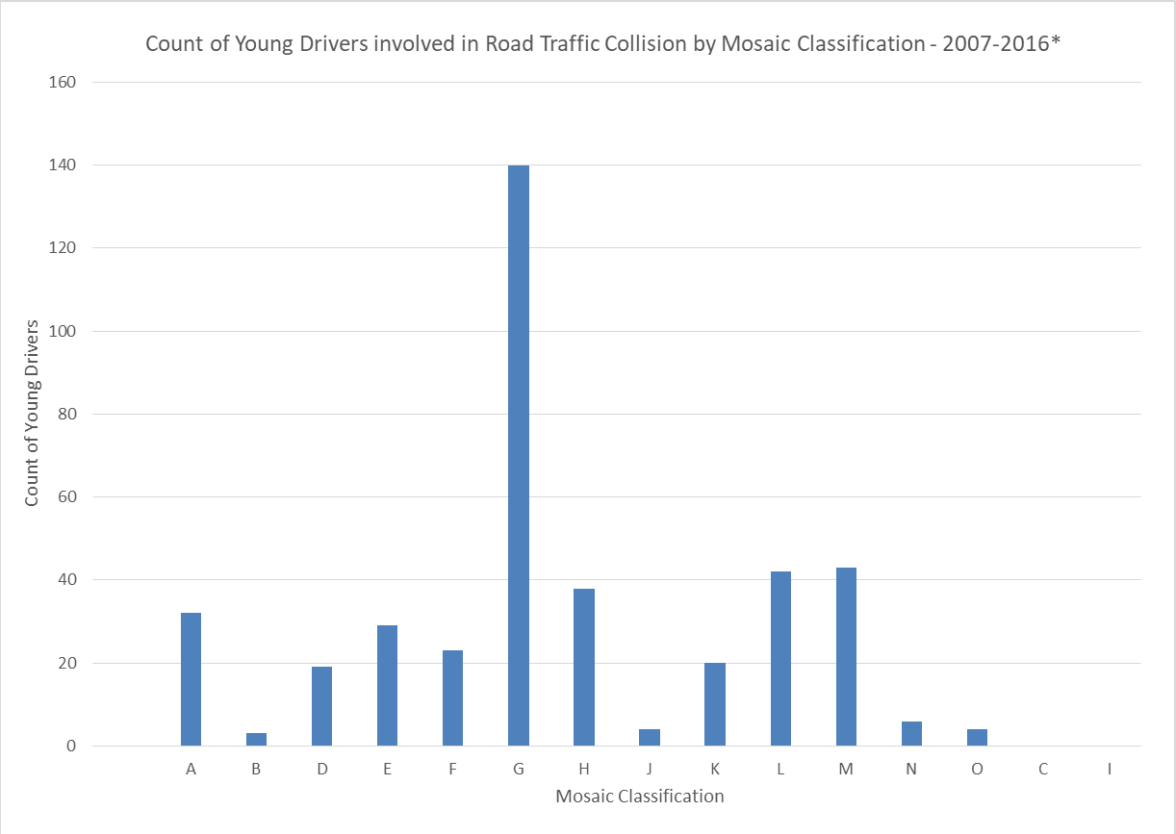
Figure 21: A map of deprivation rankings for Cambridgeshire and Peterborough by Lower Super Output Areas from the 2015 IMD



Understanding the socio-economic background of those young people involved in road traffic collisions in Fenland

With the link between deprivation and road safety and the acknowledgement that there are a number of socio-economic factors that influence wider road safety rates, it is important to place this knowledge further within the context of young drivers. Having identified links between the Indices of Multiple Deprivation and young driver road safety, the chart below breaks down those young people in Fenland involved in a RTC and their mosaic classification. A description of the individual Mosaic groups can be found in the appendix of this document.

Figure 22: A chart showing the count of young drivers involved in road traffic collisions in Fenland by Mosaic Classification[31]



Source: MAST

Clearly, the most common social classification for those young people from Fenland involved in RTC's is group G: Rural Reality. This group of individuals are described as householders living in inexpensive homes in village communities. Analysis of the young people involved in road traffic county collisions across Cambridgeshire mosaic classification mirrored the above Fenland analysis and as a result, the road safety partnership produced a young driver's factsheet of this.[32] Within the

[31] A description of Mosaic groups can be found in the appendix of this document
[32] https://cprsp-live.storage.googleapis.com/upload/www.cprsp.co.uk/research-and-statistics/Young%20Driver%20Factsheet%20-%20CAMBS%20Dec%202015.pdf?inline=true

factsheet, the partnership advise through the mosaic analysis that households living in inexpensive homes in village communities are best targeted online and face-to-face (shop/branch). It should be noted that a significant proportion of the young people will be householders themselves but for others this will be the profile of their parents.

Should the CSP wish to carry out targeted messages with these factors in mind, the road safety partnership suggest that the key messages to spread are that young drivers are more likely to crash on bends, in the dark and on wet road surfaces than their older counterparts so interventions should focus more on these factors. For targeted messages to young drivers, the partnership also suggest that a key message should be that committing driving offences is more common among males for all offences but the only offence for which it may be beneficial to mix targeting towards both female and male young drivers is using a mobile phone while driving.

With an understanding of the links between deprivation and road safety, Neighbourhood Road Safety Initiative (2008) highlighted four broad approaches to effective Road Safety and Disadvantage. These were[33]:

- Strengthening Individuals - prepare individuals for hazards and improving driver and pedestrian knowledge and skills on road safety
- Strengthening communities - encourage local community involvement in road safety schemes and work towards a collective goal
- Improving access to services - encourage individuals to gain access to services from other aspects of life such as health
- Encourage broad economic and cultural change - shape norms so positive actions are taken in the approach to road safety.

The partnership should note that some of the above recommendations would sit out of the remit and control of the CSP but individual partners should recognise these links between deprivation and road safety as their wider organisations can influence each of the above.

RURALITY

Nationally, the failure to look properly was identified as the most frequently reported contributory factor to road traffic collisions, irrespective of road type but, the rurality of Fenland district increases the risk of road traffic collisions occurring. Around 24% of Fenland's population reside in a classified rural area. The Road Safety Factsheet by the Royal Society for the Prevention of Accidents highlights that there is more deaths occur on rural roads than on urban ones and in 2015, there were 943 fatal collisions on rural roads compared to 577 on urban roads.[34] Analysis by ROSPA shows that around

[33] Department for Transport: Road SAEFTY Research Dissemination and Action Learning: Understanding the link between disadvantage/deprivation and road safety, 2009, http://www.psychology.nottingham.ac.uk/staff/ddc/c8cxpa/further/ARU-REF-DDC/Deprivation%20briefing%20paper%20copy.pdf

[34] The Royal Society for the Prevention of Accidents, Road Safety Factsheet, February 2017, https://www.rospa.com/rospaweb/docs/advice-services/road-safety/drivers/rural-road-safety-factsheet.pdf

14% of fatal accidents on rural roads are allocated to travelling too fast for the conditions compared to 7% on urban roads.[35]

Nationally, around 72% of car user deaths occur on rural roads and this has largely been attributed to the nature of rural roads: narrow and bendy which when aligned with high speeds are likely to cause greater severity within incidents.[36] Mileage data studied by Fosdick showed that rural residents across the country have 31% higher annual average mileage than those that live in urban areas.[37] The research conducted around mileage suggested that for adult drivers, this does not lead to a higher collision risk but rural young drivers are much more likely to be involved in a collision. This implied that 'increased mileage accounts for a significant part of the increased risk but in the case of both rural and town drivers, there are other factors which are leading to collisions'[38] e.g. age.

DRINK AND DRUG DRIVING

In August 2017, the Department for Transport released final estimates for 2015 surrounding the number of accidents in Great Britain where at least one driver was over the drink drive limit.[39] The findings of this research showed that 200 people were killed in accidents in Great Britain where at least one driver was over the limit. Around 1,370 people were estimated to have been killed or seriously injured in drink drive accidents which was a statistically similar rise from 2014 (1,310).[40]

On 2 March 2015, the drug driving law changed to make it easier for the police to catch and convict those drivers that are driving under the influence of drugs. It is now an offence to drive with any of 17 controlled drugs above a specified level in your blood. This includes illegal and medical drugs. Anecdotal evidence from Cambridgeshire Constabulary suggests that the prevalence of drug driving is of increasing concern in relation to serious RTCs.

A report delivered to the Fenland Community Safety Partnership in November 2017 by the Cambridgeshire Child and Adolescent Substance Use Service (CASUS) highlighted that both cannabis and alcohol are the primary problematic substances at treatment start for most young people in Fenland. The partnership should be aware of these problematic substances amongst young people, the relationship between young drivers and road traffic collisions and on the back of this, the potential risk of young people drink and drug driving. The report by CASUS also pointed out that stimulants, such as MDMA, Amphetamine, and Mephedrone are next most likely to be used. Cocaine remains a drug young people express interest in using. With this, there is a threat that young people

[35] The Royal Society for the Prevention of Accidents, Road Safety Factsheet, February 2017, https://www.rospa.com/rospaweb/docs/advice-services/road-safety/drivers/rural-road-safety-factsheet.pdf
[36] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/568484/rrcgb-2015.pdf
[37] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research
[38] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research
[39] Department for Transport: Reported road casualties in Great Britain: Estimates for accidents involving illegal alcohol levels: 2015 (final), August 2017,. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/635345/road-accidents-illegal-alcohol-levels-2015-final.pdf
[40] Ibid

will not be fully aware of the impact that drugs away from alcohol can have on their body and the impact on their ability to drive safely.

Further work is required to understand if anecdotal suggestion that there is an increasing risk of drug driving, including amongst young people but the partnership should acknowledge the impact of each of these drugs on driving abilities:

Cannabis users often think they are safer when they are under the influence because they drive more slowly. However, cannabis slows reaction and decision times. It can also distort perception of time and distance, and result in poorer concentration and control of the vehicle.

Cocaine leads to a sense of over-confidence and this is reflected in user's driving style. Users typically perform higher risk, more aggressive manoeuvres at greater speeds.

Ecstasy (MDMA) is extremely dangerous to drive on because it results in distorted vision, heightened perception of sounds, altered perception and judgment of risks and an over-confident driving attitude.

Source: THINK (Drug Driving)

The report by CASUS also presented to the partnership highlighted evidence of use of Crystal Meth by young people in Fenland and possibly higher reported use of Ketamine, imported cannabis and prescribed benzodiazepines such as Xanax and Diazepam. Whilst this wider drug use is not directly linked to most road safety risk factors, there is the danger that drug users are not fully aware of the impact of the drugs that they take and this may lead them to driving whilst under influence. CASUS have updated to whole partnership in highlighting that fact that a series of presentations have been delivered to year 12 students local on "Drug and Alcohol Trends - Risks and Safety" and offered to all 6th form education providers.

A SUMMARY: WHAT FACTORS INCREASE ISSUES OF ROAD SAFETY IN FENLAND?

The partnership should be aware of the above risk factors that can contribute to road traffic collisions and consider the suggested ways in which each of these are relevant to Fenland. This will help the partnership to plan future activity to holistically tackle road safety. To summarise the key factors, the partnership should be aware of the following:

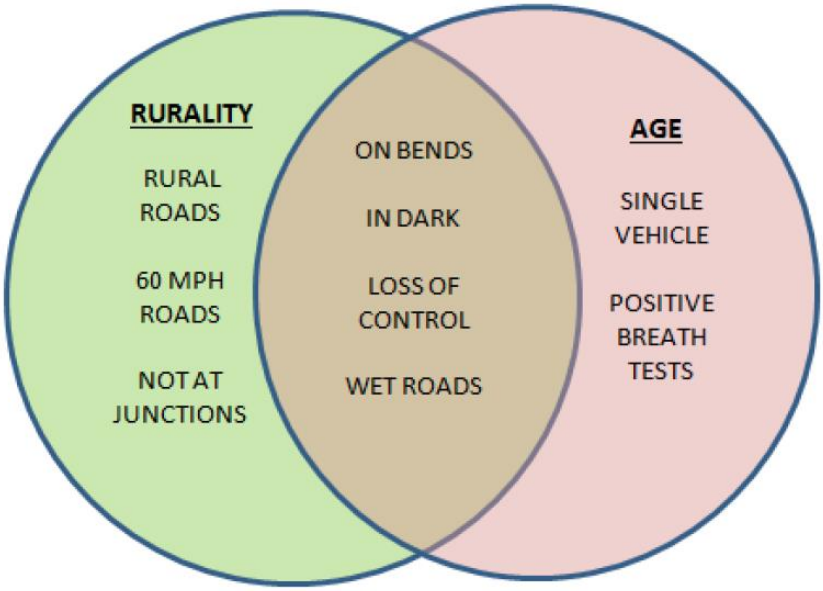
Fenland as a rural district: More mileage, less public transport (particularly for young people)

Research indicates that the main reason for young rural drivers' increased road risk could 'lie with the combination of inexperience and increased exposure to risk, through higher mileage and the types of road in which they drive.'[41] The lack of availability surrounding public transport mean that Fenland residents are more likely to use a vehicle, increasing their mileage and risk to being involved in a collision.

[41]Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research

A study of young driver's road risk and rurality highlighted that findings of the study suggested that there is 'something about rural roads that young, inexperienced drivers find difficult to cope with.'[42] There are a number of over-represented factors of rural young driver collisions and it is usually a combination of factors that have a big influence. Figure 23 summarises the relationship between rurality and age and the contributory factors that combined between the two can have the biggest influence on road traffic collisions. Loss of control is the second most common contributory factor to KSI collisions amongst young people in Fenland.

Figure 23: The relationship between age and rurality as contributory factors in road traffic collisions[43]



Worse road conditions compared to urban counterparts e.g. undulation, mud on road, icier conditions

Research found that rural young drivers are 63% more likely to be involved in a collision in the dark than urban young drivers. Clearly issues such as darkness, bends, loss of control and non-dry road surfaces are all affected by a combination of rurality and age. Loss of control is the top contributory factor among young rural drivers nationally and rural young drivers are 28% more likely to have 'loss of control' as a contributory factor than urban young drivers. Similarly, rural young drivers are 16% more likely to be involved in a collision on a wet road surface than urban young drivers (and 13% more than rural adults)[44]

Road users are more like to be going faster

Due to the fact that there is generally higher speed limits and less traffic on rural roads, there is greater opportunity for road users to travel at speed, particularly along long, straight road. Research shows that rural young drivers are 68% more likely to be involved in a collision on 60 mph toads than

[42] Fosdick T, Young Drivers' Road Risk and Rurality, Road Safety Analysis, February 2012, http://roadsafetyanalysis.org/research/#204-original-research
[43] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013
[44] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013

urban young drivers and 11% more likely than rural adults. Similarly, rural young drivers are 27% more likely to be involved in a collision not at a junction than young urban drivers.[45]

The argument that road users on rural roads are more likely to be involved in a collision is also highlighted through analysis which suggests that rural young drivers are 28% more likely to be involved in a single vehicle collision than urban young drivers. Loss of control is more likely to be a contributory for a rural young driver. Figure 23 above summarises this again by showing that in rural areas, there are more 60 mph roads and less junctions and driving at speed, combined with youth and inexperience is more likely to lead to a loss of control.

There are more bends on rural road

Rural young drivers were found to be 52% more likely to be involved in a collision on a bend than urban young drivers. As Figure 23 shows, with the presence of more bends in rural areas combined with youth and inexperience of young drivers, there is an increase in this as a possible contributory factor.

Deprivation as a risk factor

This report has summarised the links between deprivation and road safety. Research has suggested that there is a link between such areas of risk-taking, i.e. that drivers who failed to wear a seat belt were more likely to drive at speed and/or while intoxicated and levels of deprivations.[46] A study into social deprivation and road accidents makes the suggestions that awareness campaigns on specific issues such as speeding, driver intoxication, seat-belt use and unlicensed or insured driving would be best focused on those areas ranked within those most deprived areas.[47]

Potential links drink and drug driving

Research shows that rural young drivers are 16% more likely to provide a positive breath test in a collision than urban young drivers and 45% more than rural adults.[48] The partnership should note the risks around young people's drink and drug use as a risk factor to road traffic collisions.

TACKLING ROAD SAFETY

Nationally, numerous interventions have been developed to tackle road traffic collisions, including those involving younger drivers. These include pre-driver education within schools, insurance initiatives and driver monitoring and some countries have even restricted the number of passengers that young drivers can carry, which roads they can drive on and the time of day that they can drive.

CAMBRIDGESHIRE AND PETERBOROUGH ROAD SAFETY PARTNERSHIP

The local response and main body designed to tackling Road Safety across Cambridgeshire and Peterborough is the Cambridgeshire and Peterborough Road Safety Partnership. The partnership is made up of:

- Cambridgeshire County Council
- Peterborough City Council

[45] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013
[46] David D. Clarke, Pat Ward, Wendy Truman and Craig Bartle,
A poor way to die: social deprivation and road traffic fatalities, 2009
[47] [47] David D. Clarke, Pat Ward, Wendy Truman and Craig Bartle,
A poor way to die: social deprivation and road traffic fatalities, 2009
[48] Fosdick T, Too Much, Too Young, Too Fast, Road Safety Analysis, May 2013

- Cambridgeshire Constabulary
- Bedfordshire, Cambridgeshire and Hertfordshire Constabularies Joint Protective Services
- Cambridgeshire Fire and Rescue Service
- Cambridgeshire and Peterborough Public Health
- The East of England Trauma Network
- Cambridge University Hospitals
- Highways England
- The Road Victims Trust
- Office of the Police and Crime Commissioner for Cambridgeshire and Peterborough

The partnership work with the vision to prevent all road deaths across Cambridgeshire and Peterborough and to significantly reduce the severity of injuries and subsequent costs and social impacts from road traffic collisions. To achieve this vision, the partnership have designed a strategy and the strategy of the Cambridgeshire and Peterborough Road Safety Partnership included the following targets:

- To reduce the number of people killed or seriously injured (KSI) in collisions by at least 40% by 2020.
- To reduce the number of children killed or seriously injured in collisions by at least 40% by 2020.
- To reduce the number of cyclists and pedestrians killed or seriously injured in collisions by at least 40% by 2020.

ROAD SAFETY PREVENTION IN FENLAND

Drive iQ

In order to improve Road Safety awareness amongst young people, the Cambridgeshire and Peterborough Road Partnership have established Drive iQ. Cambs Drive iQ is an online education platform for novice & young drivers tailored to Cambridgeshire and Peterborough. On the online platform, users can improve skills such as anticipating danger, hazard detection, risk management and eye scanning. Understand key dangers such as distraction and peer pressure and learn how to build coping strategies to stay safe.

The software is free to use and it is recommended that the partnership promote this to the community via 6th forms and colleges.

Online Resource

Alongside the virtual online training, users can access the Drive iQ Green Light eBook which is a short ebook that identifies top tips and information on what young drivers need to get started in order to learn to drive in a safe way.

The Road Safety Partnership have also released 'good egg' safety guidance for both new drivers detailing on how to get and keep their licences but also on child car seats. The material is available online at http://cambridgeshire.goodeggsafety.com/ and it is again recommended that the partnership look to promote this through appropriate channels.

Road Safety Education with school

The Cambridgeshire Road Safety Education service work to support the both the county council and the Cambridgeshire and Peterborough Road Safety Partnership's accident and casualty reduction strategy by preparing road users of all ages to use the roads safely and sustainably. This includes targeted work and resources within schools. The service have a range of resources, including speed awareness lesson plans, promoting active travel resources and supporting Junior Travel Ambassadors.

ROAD SAFETY ENFORCEMENT

Community Speedwatch

Community Speedwatch in a volunteer scheme across Cambridgeshire where volunteers are trained to use speed indicator devices which display vehicle speeds. If these volunteers discover an individual driving in excess of the speed limit, they will be sent an advisory letter from the constabulary.

The scheme trains volunteers from members of the community to actively get involved in monitoring the speed of vehicles travelling through their neighbourhood. The scheme is operated by Cambridgeshire Constabulary in partnership with local agencies.

Fenland Speedwatch Teams cover the below areas:

Elm	Gorefield	Leverington	Newton	Parson Drove	Tydd St Giles	Wisbech	Wisbech St Mary
Wisbech (Waterlees and Clarkson)		Chatteris		Christchurch	Doddington	Manea	March
Wimblington		Benwick		Whittlesey			

The Fenland Community Safety partnership may wish to support awareness of these schemes and promote volunteering for the scheme within the local community.

ROAD SAFETY AND FENLAND COMMUNITY SAFETY PARTNERSHIP

Whilst local activity is coordinated and generally delivered locally by the Cambridgeshire and Peterborough Road Safety Partnership, it is recommended that Fenland Community Safety Partnership should discuss and define their role in supporting road safety locally.

The focus for the FCSP should be to look at supporting coordinated activities that influence and change road user behaviour with a focus on addressing the specific issues that relate to Fenland, as outlined within this report. The partnership can do this by supporting the local school engagement and supporting a theatre production that is currently being delivered. This would include the involvement of all relevant partners engaging with schools.

The main purpose of this report is to summarise the key issues surrounding road safety locally. The partnership should acknowledge some of the key findings within the report but also look to take this forward as a theme for engagement with local communities to understand concerns.

APPENDIX A:

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APPENDIX B:

MOSAIC Classifications 2014 Descriptions: available to view at *www.experian.co.uk/assets/marketing-services/brochures/mosaic_uk_brochure.pdf*

Mosaic public sector

Mosaic Public Sector one-line descriptions

A Country Living	A01	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work
	A02	Scattered Homesteads	Older households appreciating rural calm in stand-alone houses within agricultural landscapes
	A03	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners
	A04	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs
B Prestige Positions	B05	Empty-Nest Adventure	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status
	B06	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support
	B07	Alpha Families	High-achieving families living fast-track lives, advancing careers, finances and their school-age children's development
	B08	Premium Fortunes	Influential families with substantial income established in large, distinctive homes in wealthy enclaves
	B09	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

C City Prosperity	C10	World Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in the most exclusive locations of the largest cities
	C11	Penthouse Chic	City workers renting premium-priced flats in prestige central locations, living life with intensity
	C12	Metro High-Flyers	Ambitious people in their 20s and 30s renting expensive apartments in highly commutable areas of major cities
	C13	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort
D Domestic Success	D14	Cafes and Catchments	Affluent families with growing children living in upmarket housing in city environs
	D15	Modern Parents	Busy couples in modern detached homes balancing the demands of school-age children and careers
	D16	Mid-career Convention	Professional families with children in traditional mid-range suburbs where neighbours are often older
	D17	Thriving Independence	Well-qualified older singles with incomes from successful professional careers living in good quality housing
E Suburban Stability	E18	Dependable Me	Single mature owners settled in traditional suburban semis working in intermediate occupations
	E19	Fledgling Free	Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home
	E20	Boomerang Boarders	Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home
	E21	Family Ties	Active families with teenage and adult children whose prolonged support is eating up household resources
F Senior Security	F22	Legacy Elders	Elders now mostly living alone in comfortable suburban homes on final salary pensions
	F23	Solo Retirees	Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes
	F24	Bungalow Haven	Seniors appreciating the calm of bungalow estates designed for the elderly
	F25	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening

G Rural Reality	G26	Far-Flung Outposts	Inter-dependent households living in the most remote communities with long travel times to larger towns
	G27	Outlying Seniors	Pensioners living in inexpensive housing in out of the way locations
	G28	Local Focus	Rural families in affordable village homes who are reliant on the local economy for jobs
	G29	Satellite Settlers	Mature households living in expanding developments around larger villages with good transport links
H Aspiring Home makers	H30	Affordable Fringe	Settled families with children owning modest, 3-bed semis in areas of more affordable housing
	H31	First Rung Futures	Pre-family newcomers who have brought value homes with space to grow in affordable but pleasant areas
	H32	Flying Solo	Young singles on starter salaries choosing to rent homes in family suburbs
	H33	New Foundations	Occupants of brand new homes who are often younger singles or couples with children
	H34	Contemporary Starts	Young singles and partners setting up home in developments attractive to their peers
	H35	Primary Ambitions	Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing
I Urban Cohesion	I36	Cultural Comfort	Thriving families with good incomes in multi-cultural urban communities
	I37	Community Elders	Established older households owning city homes in diverse neighbourhoods
	I38	Asian Heritage	Large extended families in neighbourhoods with a strong South Asian tradition
	I39	Ageing Access	Older residents owning small inner suburban properties with good access to amenities

J Rental Hubs	J40	Career Builders	Singles and couples in their 20s and 30s progressing in their field of work from commutable properties
	J41	Central Pulse	Youngsters renting city centre flats in vibrant locations close to jobs and night life
	J42	Learners & Earners	Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations
	J43	Student Scene	Students living in high density accommodation close to universities and educational centres
	J44	Flexible Workforce	Young renters ready to move to follow worthwhile incomes from service sector jobs
	J45	Bus-Route Renters	Singles renting affordable private flats away from central amenities and often on main roads
K Modest Traditions	K46	Self Supporters	Hard-working mature singles who own budget terraces manageable within their modest wage
	K47	Offspring Overspill	Lower income owners whose adult children are still striving to gain independence meaning space is limited
	K48	Down-to-Earth Owners	Ageing couples who have owned their inexpensive home for many years while working in routine jobs
L Transient Renters	L49	Disconnected Youth	Young people endeavouring to gain employment footholds while renting cheap flats and terraces
	L50	Renting a Room	Transient renters of low cost accommodation often within subdivided older properties
	L51	Make Do & Move On	Yet to settle younger singles and couples making interim homes in low cost properties
	L52	Mid-life Stopgap	Maturing singles in employment who are renting short-term affordable homes

M Family Basics	M53	Budget Generations	Families supporting both adult and younger children where expenditure can often exceed income
	M54	Childcare Squeeze	Younger families with children who own a budget home and are striving to cover all expenses
	M55	Families with Needs	Families with many children living in areas of high deprivation and who need support
	M56	Solid Economy	Stable families with children renting better quality homes from social landlords
N Vintage Value	N57	Seasoned Survivors	Deep-rooted single elderly owners of low value properties whose modest home equity provides some security
	N58	Aided Elderly	Supported elders in specialised accommodation including retirement homes and complexes of small homes
	N59	Pocket Pensions	Elderly singles of limited means renting in developments of compact social homes
	N60	Dependent Greys	Ageing social renters with high levels of need in centrally located developments of small units
	N61	Estate Veterans	Long-standing elderly renters of social homes who have seen neighbours change to a mix of owners and renters
O Municipal Challenge	O62	Low Income Workers	Older social renters settled in low value homes in communities where employment is harder to find
	O63	Streetwise Singles	Hard-pressed singles in low cost social flats searching for opportunities
	O64	High Rise Residents	Renters of social flats in high rise blocks where levels of need are significant
	O65	Crowded Kaleidoscope	Multi-cultural households with children renting social flats in over-crowded conditions
	O66	Inner City Stalwarts	Long-term renters of inner city social flats who have witnessed many changes