

Road User Behaviour

**Presentation to
Society of Road Safety Auditors
14th June 2011**

**Kristine Beuret OBE FCILT FCIHT
Director, Social Research Associates**

Engineering, Enforcement, Education/Training/Publicity



**Understanding
behaviour
is an overarching need
for all**

The challenges

- The schools/parents/people who co-operate tend not to be those needing road safety intervention the most
- Road safety professionals are not from the target communities – cultural and communication differences
- Lack of information and training in behavioural sciences
- Difficulties in measuring and demonstrating progress especially in the short term

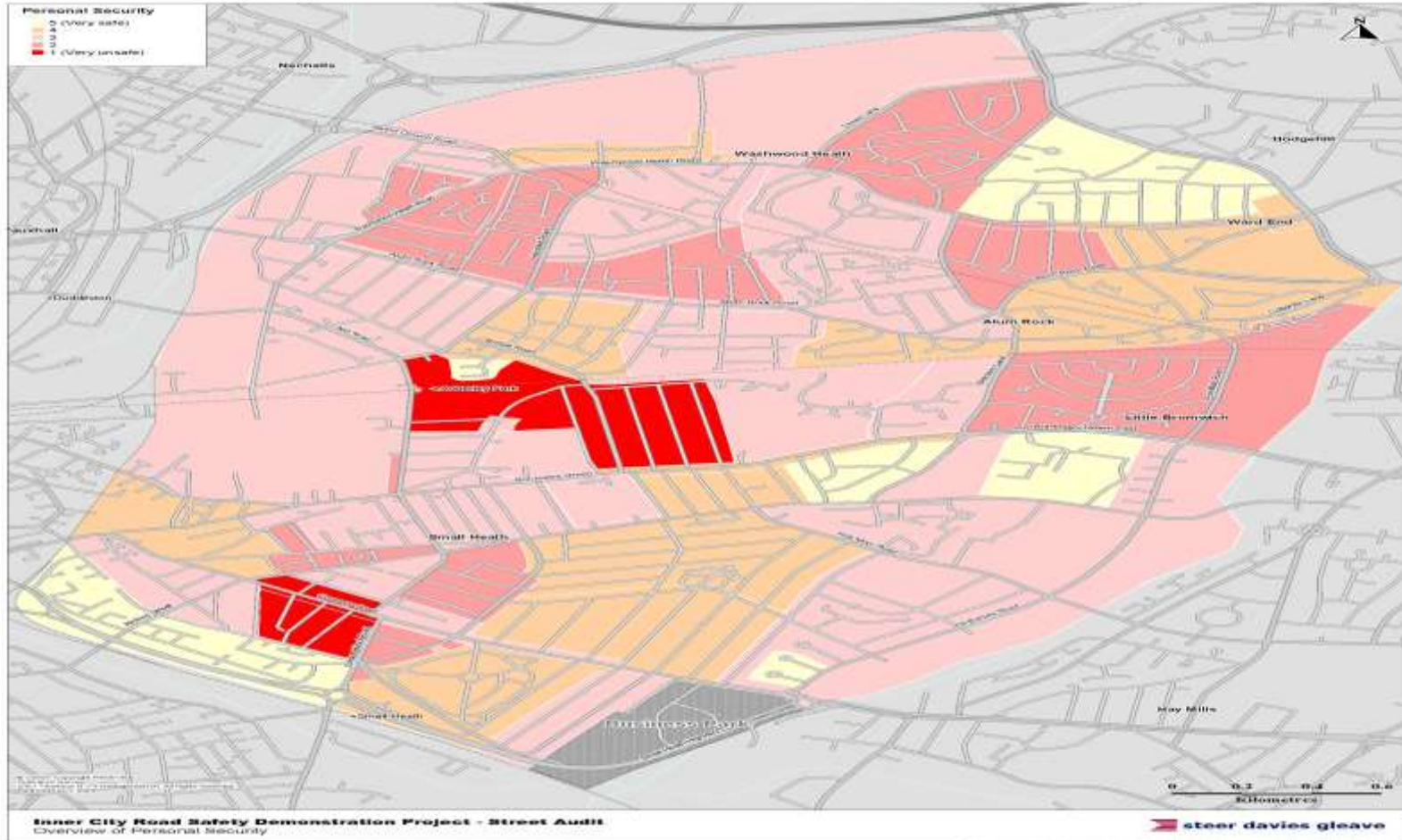
Targeting and understanding high risk groups

1. The role of analysis
2. Building in evaluation
3. Case studies – Oldham, Sheffield,
Bristol, Birmingham
4. Conclusions

1. Analysis

- The potential of GIS data
- Knowing what to ask for not how to do it
- The potential of mapping for partnership working

Example: crime in Birmingham

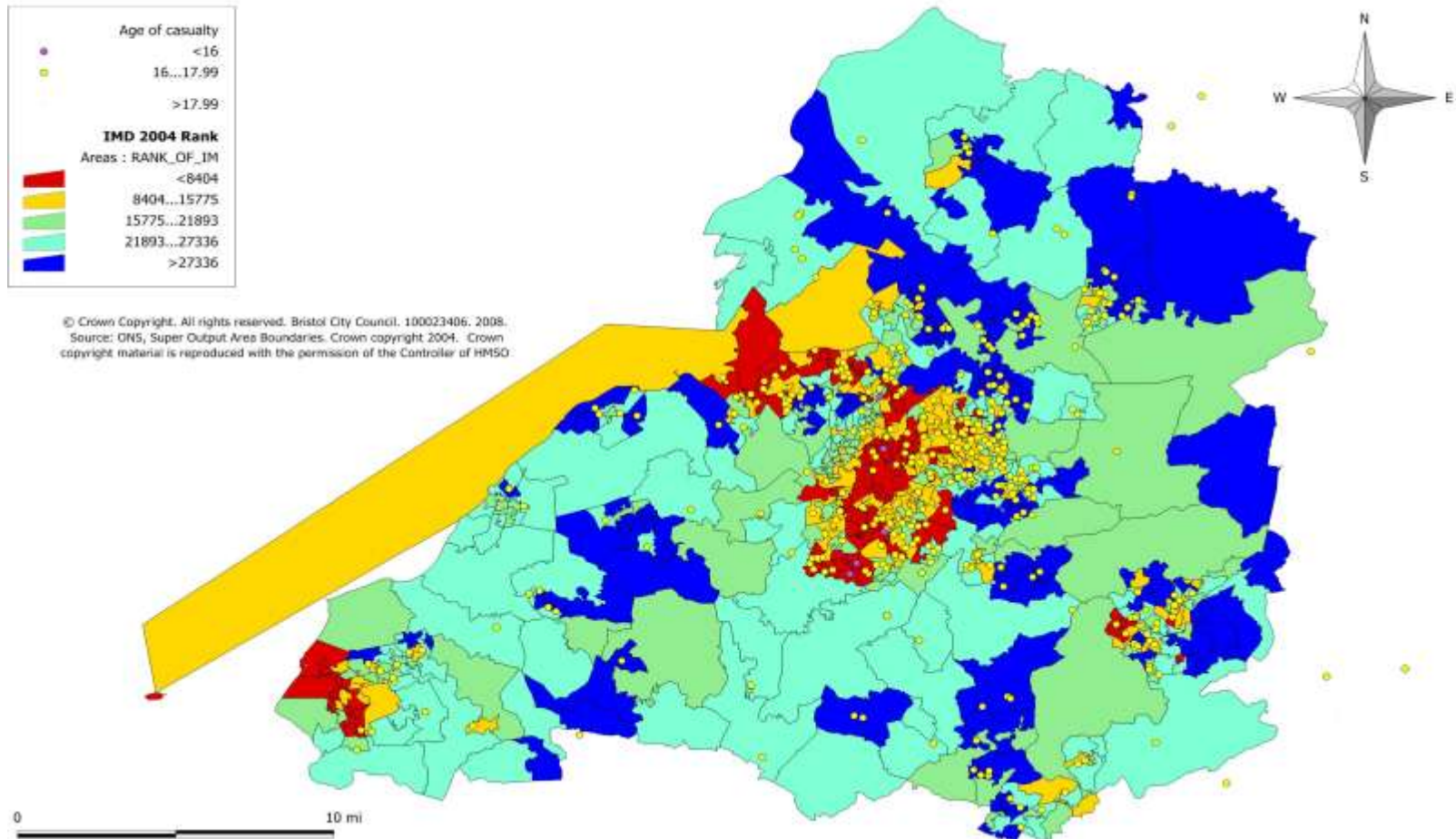


June 2011

Social Research Associates
www.sraltd.co.uk

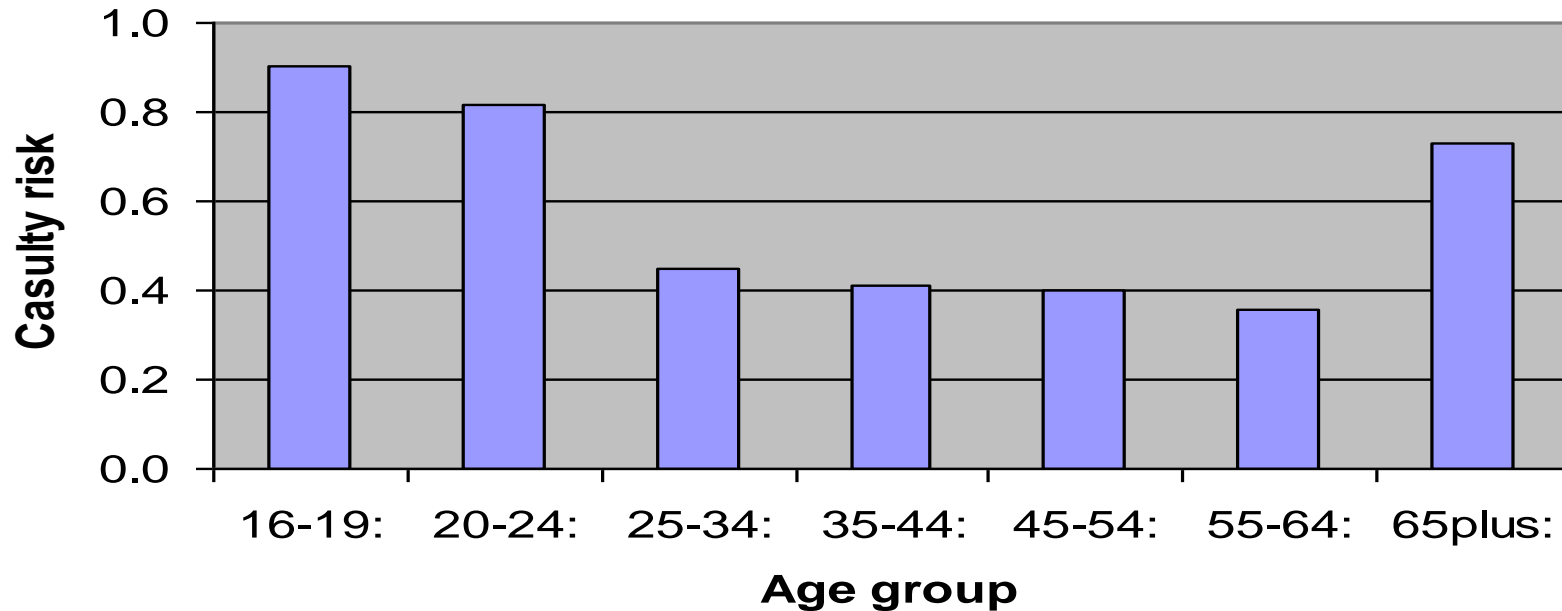
Bristol – Moped riders residence

1998-2006. Moped rider casualties, 17 and under.
Approximate location of residence.



Sheffield relative risk

Pedestrian KSI risk per 1000 popn



Risk highest for 16-19 yrs (1.6 times average), 20-24 yrs (1.5) and 65 plus (1.3)

16-24 injured more often at night especially around City Centre and Eccleshall and Fulwood Roads

2. Building in Evaluation

- Statistics and the three year 'rule'
- The rarity of evaluation especially prior planning
- Poor knowledge of methods – especially measuring behavioural change
- The impact on ETP officers and their status

Case Study: child casualties in Oldham

- Who should teach children about road safety?
- The role of siblings
- What age should children play out?
- Perceptions of safety in cars
- Links with security issues

Oldham: Solutions child casualties

- Mosque marshalling scheme
- Refurbished parks
- New crossings and routes along desire lines
- Outreach work targeting parents in particular ethnic and deprived communities
- Role of bus back adverts

Case Study: young moped riders in Bristol

- Statistical analysis and attitudinal survey
- 14 not 16 the target age
- Illegal adaptation to mopeds and the knock-on effect on take up training
- Views about 'cool' clothing
- The issue of pizza delivery work

Bristol: Solutions moped riders

- Partnership workshop to set up project
- Abandonment of previous programme
- Target younger age group and males
- Link with basic numeracy/literacy skills provision programmes
- Use of external materials – e.g. Nottingham video
- Use of local champions as role models

Case study: 11-16 and 17-24 year old pedestrians in Sheffield

- Part of Worst First project targeting city centre and Eversall Road (both clubbing areas).
- Traffic flows, taxi ranks, development plans developed without ETP officers
- Theatre in Educational interventions – high impact but the wrong message retained
- Individual focus of ETP work but risk in groups
- Important gender differences not reflected in road safety programmes
- Overt road safety messages a big turnoff

Sheffield: Solutions

11-16 year olds

- Targeting different schools
- Independent evaluation of theatre in education
- Attempts of find out where this age group go outside school

17-24 year olds

- Link with fashion and music
- Interactive activities especially sport
- Working with city engineers, police and business in club areas

Case study: Birmingham

- Lack of consultation with local community
- Street design not taking account of local culture – markets, parking, desire lines
- Attitudes to disability
- Parks and safe routes ‘no go’ areas

Birmingham: Solutions

- Community video
- ?
- ?



June 2011

Social Research Associates
www.sraltd.co.uk

Conclusions

The bad news

- A lot of incremental work
- Lack of evaluation
- Lack of training and career path for ETP officers
- Demoralisation

The good news

The road safety knowledge centre

More information sharing between authorities

Constraints driving partnership and targeting

The inclusion of findings from behavioural research is the next big opportunity to reduce casualties