

2016/17 Outputs

Appendix 1: Delivery Action Plan

This Delivery Action Plan, which will be updated and published annually, contains specific initiatives to deliver the policies and achieve the outcomes set out previously. The annual Delivery Action Plan will be drafted each December with a final draft available at the end of January. The final Plan will then be published at the end of March for the following financial year. This will be available on the Kent County Council website.

Table 1 Delivery Action Plan 2016/17 (Outputs)

Date	Activity	Primary Target Group	Status
Data and Research			
March	Phase 1 review of non casualty data to determine risk and identify interventions	Internal	Motor Insurers Bureau (MIB) not able to provide damage-only location data. KCC using EuroRap (Road Assessment Programme) outcomes to focus on two 'high risk routes' (A252 and A290) and investigating the wider application across more routes in 2017/18
Aug	Publishing of Kent Annual Trend Report	On line	Complete on time
Dec	Publishing of Casualty Profiles for Community Safety Partnerships (CSP)	To CSP members	Deleted action, although localised data provided on request
Sept	Complete the annual cluster site analysis	Internal	Complete in Oct
Apr-Mar	Identification of residential areas for potential 20mph zones, subject to consultation	Internal	Ongoing - Completed programme for delivery in 16/17, subject to consultation
Alongside CRASH release	Review and update of STATS19 to capture all relevant information e.g. school names and disability/evidence of impairment	Internal	New CRASH system introduced by Kent Police in January 2016. Initial challenges of new system being overcome – impact on reported casualty numbers identified

Education (Publicity)			
Apr-Mar	Good Egg Guide - child seat fitting	Adults	5,000 CEO
Apr-Mar	Foreign Driver information (via port entry and police enforcement teams)	Adults	5,000
Apr-Mar	Development of campaign web site - www:kentroadsafety.org	Adults	8,000
May	Drug Drive campaign	17-34 year olds	7,000,000 CEO
May-Oct	Ghostlids campaign – motorcyclists (via targeted social media)	16-19 year olds	5,000
May-Oct	Kent Bikers campaign - motorcyclists	25-50 year olds	3,000,000 CEO
June	Ditch the Distraction campaign	11-14 year olds	Deleted action – campaign focus changed
June	Summer Drink Drive campaign	17-50 year olds	7,000,000 CEO
Aug	Rural Speed campaign	17-50 year olds	Campaign subsumed into broader Share The Roads messages
Sept	See the Hazards (Urban Speed) campaign	17-50 year olds	Campaign subsumed into broader Share The Roads messages
Nov	B-Viz campaign - encouraging young road users to be visible (incorporated in JRSO education scheme)	9-14 year olds	12,500
Dec	Winter Drink Drive campaign	17-50 year olds	7,000,000 CEO
Jan	Mobile Phones campaign	17-34 year olds	7,000,000 CEO
Jan	Streetlights mean 30	Adults	5,600,000 CEO
Feb	Speak Up campaign	16-24 year olds	7,000,000 CEO
Mar	Seatbelt campaign	17-34 year olds	1,250,000 CEO
Education (Education and Training)			
Apr-Mar	Driver Diversionary Schemes	Adults	35,000
Apr-Mar	At Work driver training courses (minibus drivers)	Adults	500
Apr-Mar	Non-offender (HASTE) Speed Awareness Course (At Work drivers)	Adults	50
Apr-Mar	Driving Business Safely Workshops (4 per year)	Adults	Deleted action – now sits with Kent Fire and Rescue to develop partnership input
Apr-Mar	Adult Cycle Training	Adults	Pilot completed and roll out delivered 39 places
Apr-Mar	Community Safety / Public Events	Adults & children	7,500 inc. Kent Police Open Day, Maidstone Cycle Fest, Betteshanger

			Park Community Event, Cycle to Work Week
Apr-Mar	Junior Road Safety Officer	5-11 year olds	12,500
Apr-Mar	Young Driver Education	16-18 year olds	2,500
Apr-Sept	Safety in Action	10-11 year olds	6,000
Nov	Licence to Kill Production	16-18 year olds	8,000
Jan - Mar	Smart Brothers - <i>stop look listen think</i> training	5-11 year olds	10,000
Feb	Young Driver Theatre in Education	16-18 year olds	3,000
Apr-Mar	Bikeability Cycle Training	Children (Yrs. 5-9)	3207 Level 1 and 2 places 128 Level 3 places 150 Learn to Ride places 7 Transition places
Apr-Mar	Support Kent Messenger Walk to School initiatives	Primary children	40,000 children and families at 200 primary schools
Apr-Mar	Small Steps pedestrian training	Primary Yr. 2	311 children trained 11 schemes delivered
Enforcement			
Apr-Mar	Enforcement at fixed camera sites	79 fixed sites	Complete
	Safety Camera site upgrading/ digitisation	n/a	Delays in procurement. Upgrade process started December 2016. First 9 upgraded sites installed by end March 2017. 4 year programme.
	Actions from bi-annual Operational Review	n/a	Sites identified for decommission/ downgrading as part of procurement.
	Implementation of Temporary Sites	n/a	Policies for temporary site mobile camera deployment agreed by KMSCP to support road work and Community Speed Watch sites and reactive following crash.
Engineering			
Apr-Mar	Implement a programme of Crash Reduction Measures (CRM)	n/a	Complete at 35+ sites; and reactive

Apr-Mar	Safety Inspections of the highway	n/a	Complete with 8500 km of carriageway /footway surveyed. Identified need to better target maintenance at network with recorded casualties
Apr-Mar	Implement a programme of Integrated Transport Measures with road safety/ public health benefits including cycle routes, traffic calming, 20 mph, pedestrian crossings.	n/a	Complete at 13 sites + minor works
Engagement			
April	Report to Cabinet Committee results of Casualty Reduction Strategy Consultation	Members	Complete. Reported to Environment & Transport Cabinet Committee on 24 April 2014
May	Publishing of Kent Road Casualty Reduction Strategy	On line	Complete at www.kent.gov.uk
1/2 yearly	Highways Agency Strategic Meeting to reduce incidents on the Primary Road Network (HA Area 4 and 5)	n/a	Ongoing as required
Apr-Mar	Parish Seminars/ Joint Transportation Board	n/a	Ongoing as required
Apr-Mar	CaRe Partnership Meetings (quarterly)	n/a	Complete; regular Strategic Board and Delivery Group meetings
Apr-Mar	Kent Driver Diversionary Scheme Board Meetings (quarterly)	n/a	Complete
Apr-Mar	Kent & Medway Safety Camera Partnership Board Meetings (quarterly)	n/a	Complete
Apr-Mar	Community Safety Partnership Meetings	n/a	Complete; countywide through KCSP and locally for active Districts
Apr-Mar	School Crossing Patrols (service transferred from LEA in 2014)	126 sites (not all active) 184 staff (fluctuates)	Training for 25 new staff Monitoring for 42 existing staff. Recruited 5 monitoring staff

* CEO is Campaign Exposure Opportunities and relates to established advertising industry measurements including impressions, views and opportunities to see / hear.