



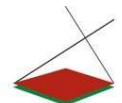
OPCC

Office of the Police &
Crime Commissioner
for Gloucestershire

Safe and Social Roads Survey Summary Report February 2021



///GAPTC



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This report has been produced for the Office of Police and Crime Commissioner by The Research Box, an independent research and insight consultancy. For further information about the report, please contact:

Hugh Inwood
Director
The Research Box
E: hugh.inwood@researchbox.co.uk
T: 01453-836341



1. Executive Summary

Background

The OPCC and Gloucestershire Constabulary commissioned a research study aimed at understanding what is currently taking place in terms of road safety activities within Gloucestershire – and what is seen to be successful.

The survey was carried out with town and parish councils in the County, with the assistance of the Gloucestershire Association of Parish and Town Councils (GAPTC). A weblink for the survey was sent by GAPTC to the clerks of its 264 town and parish members. A total of 151 responses was received, with about 90 of these being fully usable.

Key Road-safety Issues

Road safety is the top issue, or amongst the top issues, facing three quarters of councils in Gloucestershire.

Speeding is by far the most serious road-safety issue that they experience. Nine in ten councils reported that their residents see this as a moderate or major problem in their area and it affects councils across the County. Speeding is seen to affect both rural roads and built-up areas in almost equal measure, with pedestrians, school children and cyclists being the community groups most affected.

Road-safety Initiatives

Almost all local councils have implemented at least one road safety initiative, either currently or in the past. The top seven

road safety initiatives were: speed surveys (81%), Neighbourhood Watch (73%), additional signs (67%), speed-watch initiatives (66%), mobile VAS (63%), road markings (56%) and mobile speed cameras (52%).

Most of these road safety initiatives are historic, with only a handful of councils having initiatives that are current.

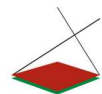
If local councils were considering future road safety initiatives, only a minority would know where to go for advice. And only a minority of councils have received training in road safety within the last five years.

Evaluation of Success

Few local councils (29%) have evaluated the success of the road safety initiatives in their area – and even fewer local councils (3%) have had any guidance or training to carry out such evaluations.

Despite there being little formal evaluation, the majority of councils say that most of their initiatives have been a success. The principal criteria for measuring success are a reduction in average speeds (42%) and a reduction in resident's complaints (32%). However, only a quarter of councils believe that their local community feels any safer as a result of their initiatives – and, for the majority of these, the change is slight.

There are barriers to the successful implementation of road safety initiatives. A lack of funding is by far the most important of these (mentioned by more than 30 local councils), but there were also signs of problems with specific partners, particularly the County's highways department.



Support and Guidance

Some support is given to councils on road safety matters (by the various county-wide organisations, such as the Police, OPCC, County Council, etc) but, overall, councils do not rate this support particularly highly. Only 18% of councils rated their support positively (very or quite good), with more than a half of councils (52%) rating their support negatively (quite or very poor).

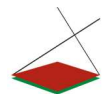
Working towards the Future

Almost all councils that responded to the survey had ideas for future road safety initiatives. Given the problems relating to speeding outlined above, it's not surprising that action to address this issue was the dominant suggestion.

Local councils would like various types of support to overcome the perceived barriers, to enable them to address their local problems and to

achieve the ideas that they feel are necessary for their areas. The most effective types of support that councils are looking for focused on better working relationships with the various partner agencies (eg Highways, the Police), but also included:

- more local empowerment
- greater levels of (and better) engagement and communication
- advice on sources of support and how to contact them
- advice on what other councils are doing and how this has been achieved
- nominated contacts within partner agencies
- greater financial support
- advice on funding
- where to go to for training.



2. Introduction

Background & Objectives

The OPCC and Gloucestershire Constabulary are committed to delivering a safe and social roads strategy which centres around ensuring that 'people should be able to move around Gloucestershire's communities in safety and with as much ease and convenience as possible'. Enforcing the law where necessary is a given but the key to the strategy is prevention – reducing offending, including anti-social driving, and ultimately improving the County's record on the number of casualties.

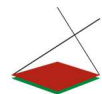
To be most effective on a county-wide basis there was a need to understand what is currently taking place in terms of road safety activities at different levels – and what is seen to be successful. An evidence base was required as an initial step to map out the gaps and identify how funding could be best deployed to fill them.

The Research Box was invited to assist with a survey exploring these issues amongst town and parish councils with the help of the

Gloucestershire Association of Parish and Town Councils (GAPTC). The research was also considered to be an important part of the 'Empowering Communities' agenda as well as providing motivational spark for road safety initiatives.

The key objectives for the research were to:

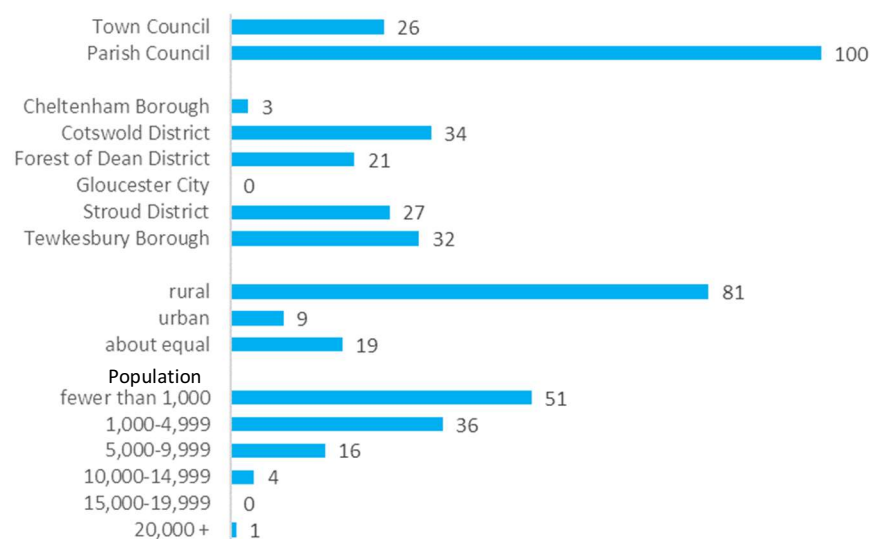
- consult town and parish council about road safety schemes
- identify what road safety schemes are taking place: where, how and with what funding
- identify what local partnerships are in place
- gauge awareness levels on the safe and social roads strategy and its elements.



Method

The survey was carried out online with clerks from town and parish councils in Gloucestershire. GAPTC kindly sent a weblink for the survey to all the town and parish clerks on their 264-strong database. A total of 151 responses was received, although not all of these were fully completed. The profile of those councils that did respond was as follows:

A third of councils reported that they have some form of active community group operating to improve road safety, most of these (25%) having a community speed-watch group.



Note: GAPTC membership does not include councils within the City of Gloucester, nor the Boroughs of Cheltenham or Tewkesbury.

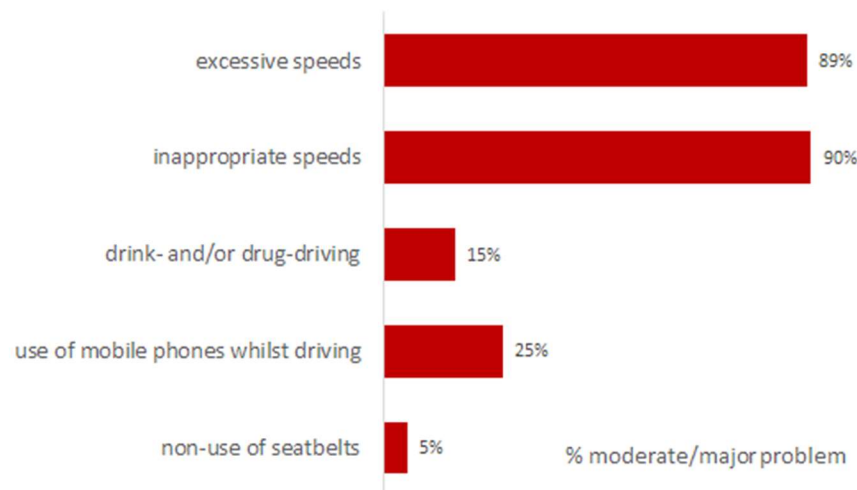


3. Survey Findings

Key Road-safety Issues

Amongst their various responsibilities, road safety is the top issue, or amongst the top issues, experienced by three quarters (74%) of councils in Gloucestershire.

Speeding is by far the most serious road-safety issue. Nine in ten councils reported that their residents see this as a moderate or major problem in their area.

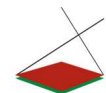


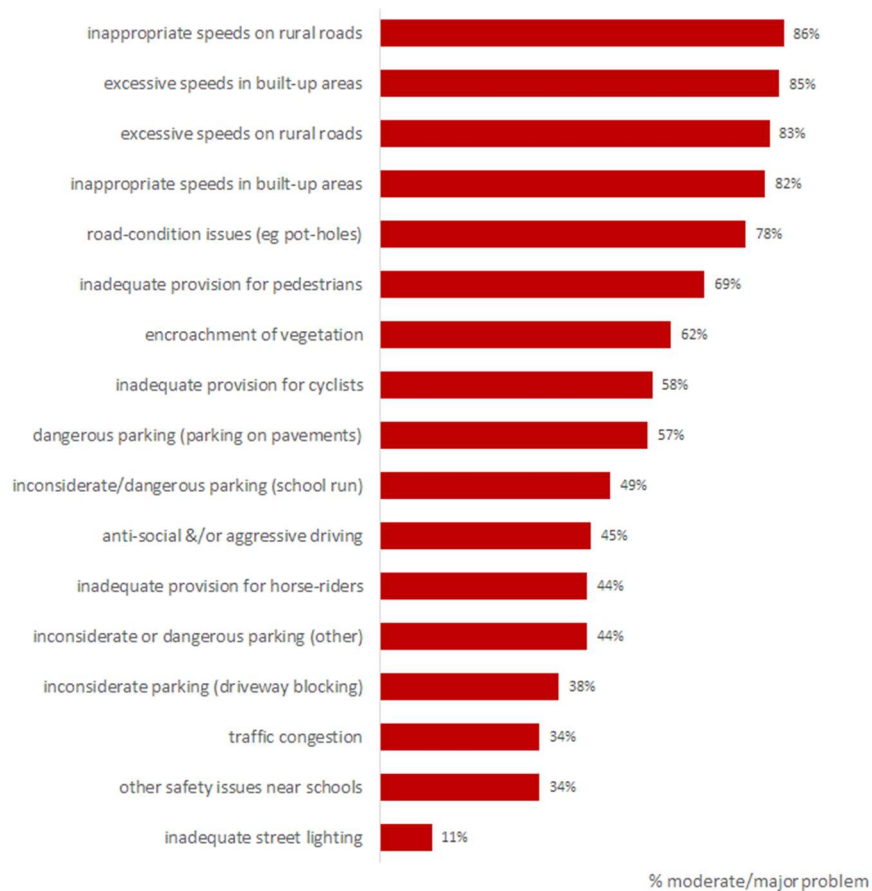
When drilling down into the detail, the issue of speeding was reported as affecting both rural roads and built-up areas in almost equal measure – with little difference between the perceptions of ‘excessive’ or ‘inappropriate’ speeds. The results are very similar across all Districts/Boroughs in the County.

After speeding, the top problems (reported by more than a half of Gloucestershire councils) were, in order:

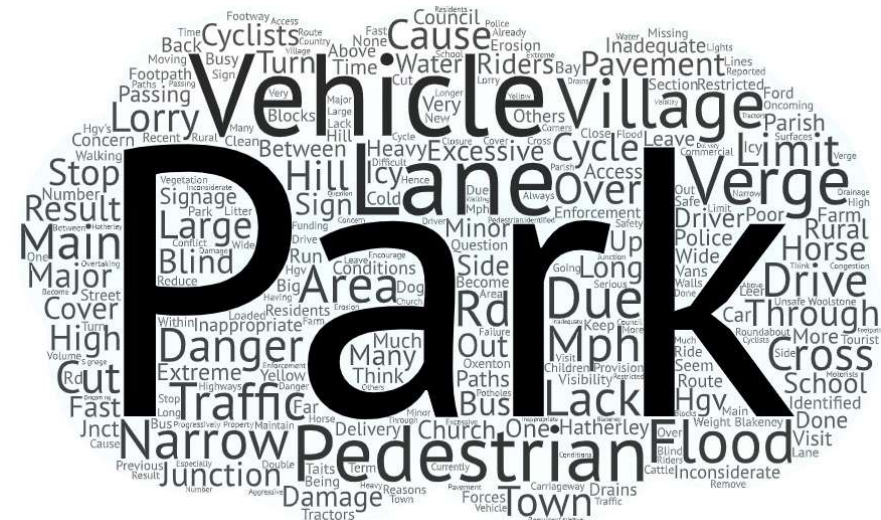
- road condition
- provision for pedestrians
- vegetation encroachment
- provision for cyclists; and
- dangerous parking (on pavements).

The chart showing these findings is overleaf.





Other road safety issues reported by councils covered a huge range, with parking being the top issue after speeding, as this word cloud illustrates.



Example verbatim quotes included:

Parking in front of houses, parking on kerbs and no wheelchair access, parking on junctions

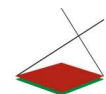
Failure to maintain or clean road gullies etc resulting in erosion of verges.

Inadequate informal passing bays

Inappropriate use of rural roads by HGVs

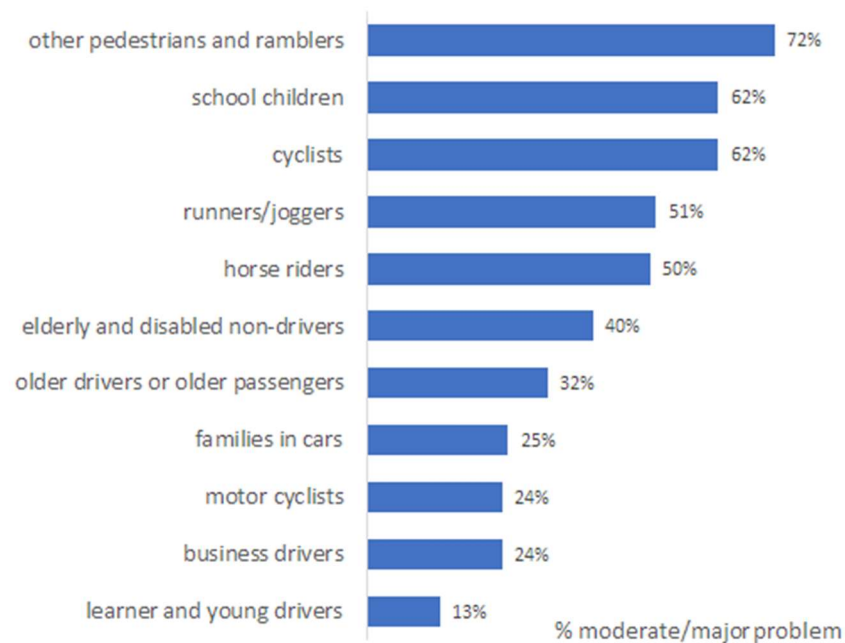
Road surfaces, pot holes, narrow and cambered footpaths

Unsafe road use by farm vehicles

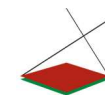
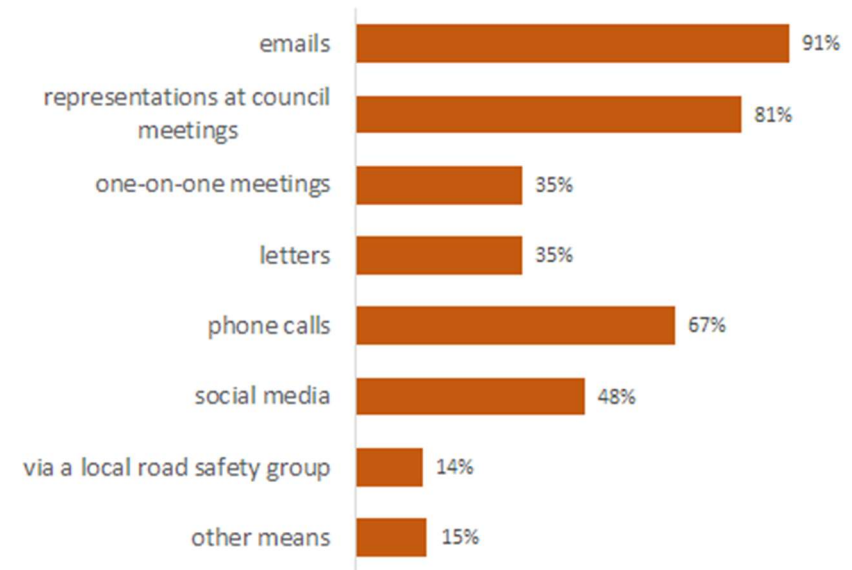


Which community groups are seen be affected by these problems the most? As may be seen below, there are five groups of residents who are believed to be most affected by these road safety issues, with 'pedestrians and ramblers' being the worst-affected group.

All motor vehicle drivers and passengers are seen to be the least affected.



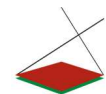
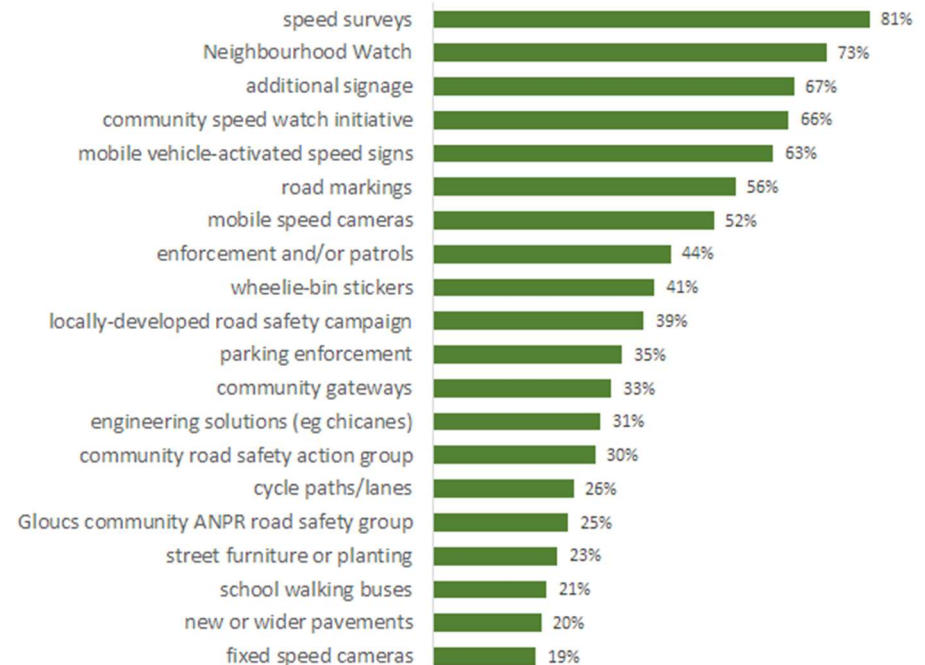
Local councils have road safety issues brought to their attention predominantly through the medium of emails, council meetings and phone calls. Social media does play a part, but not for a majority of councils.



Road Safety Initiatives

Almost all local councils have implemented at least one road safety initiative, either currently or in the past.

Amongst a list of twenty possible road safety initiatives, a majority of local councils reported that seven initiatives had 'ever' been implemented in their area: speed surveys (81%), Neighbourhood Watch (73%), additional signs (67%), speed-watch initiatives (66%), mobile VAS (63%), road markings (56%) and mobile speed cameras (52%).

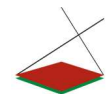
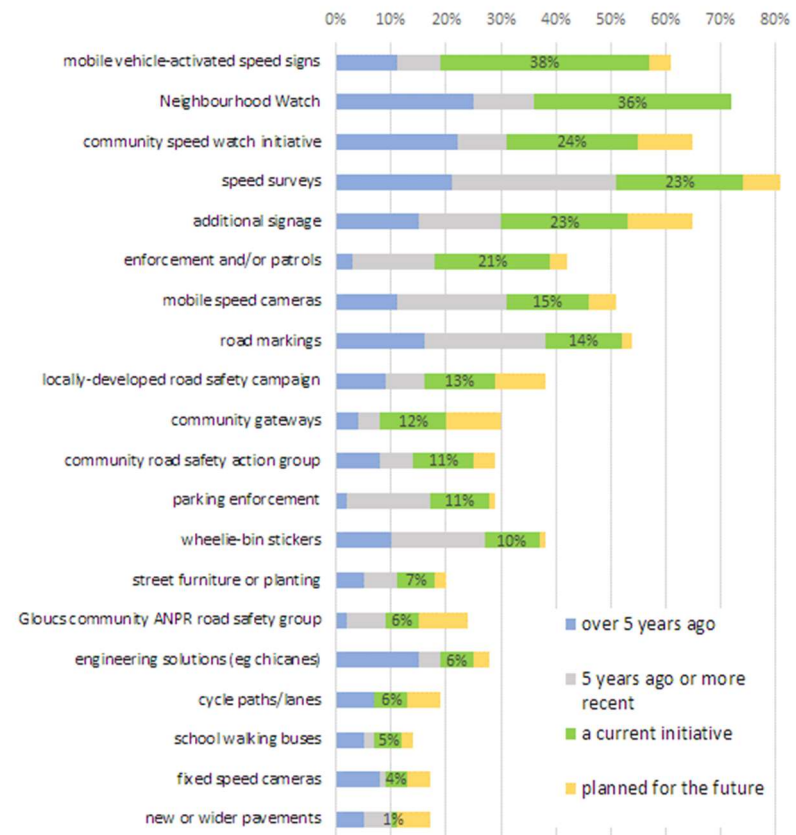


Most of these road safety initiatives are historic, with only a handful of councils reporting current schemes – vehicle-activated speed signs and Neighbourhood Watch are the two most prominent initiatives that are current.

Nearly a quarter of local councils said they had other initiatives in place currently, including extra double-yellow lines, advisory 20mph signs, a TRO, fixed VAS, traffic management campaigns and seasonal signs.

Funding is a problem. About a half of councils reported that they had received no funding for their road safety initiatives. Amongst those who had received funding (about a third – the remainder weren't sure) the main funders were:

- County Council (for 14 local councils)
- OPCC (11)
- their District/Borough Council (4)
- another funder (3).

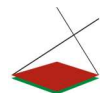
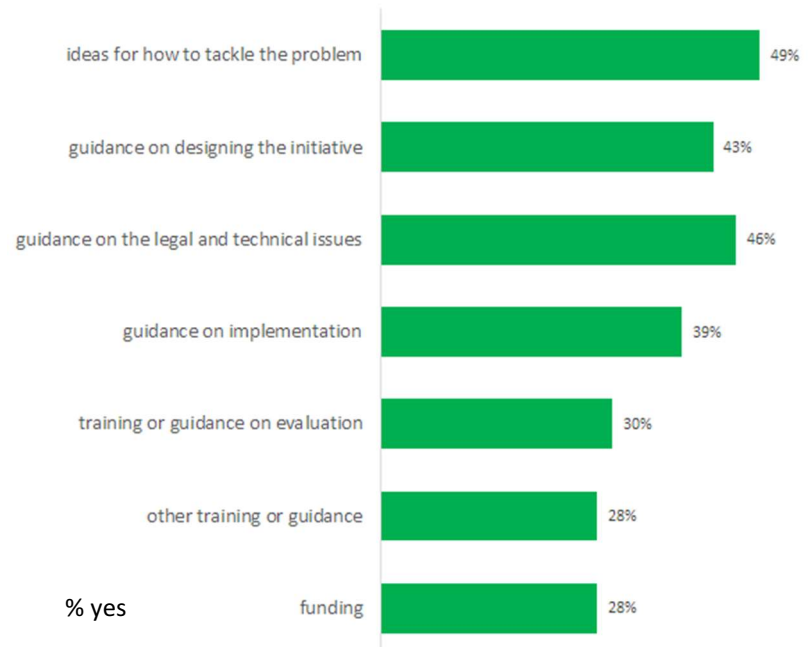
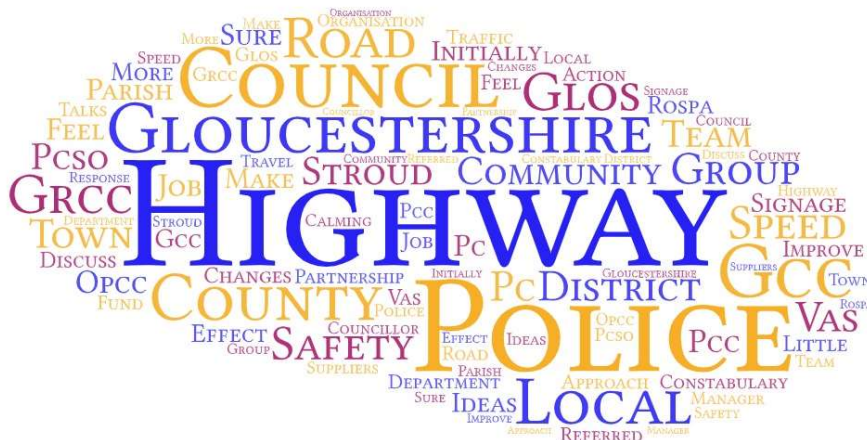


Scheme Design

If local councils were considering future road safety initiatives, it would appear that only a minority would know where to go for advice. About a half would know who to approach for ideas on tackling the problem and slightly fewer for guidance on legal and technical issues – but there are apparent signs of problematic areas, particularly for training and funding.

Organisations that they would approach to discuss a possible road safety initiative included (see the word cloud below):

- GCC Highways
- OPCC
- Police Road Safety Groups
- District Councils
- Local County Councillors.



The problem of training is illustrated by the responses to a question about training in road safety: have their local councillors received any road safety training in the last five years? The unmet demand for training is quite high, with slightly more than a half of local councils saying they would like some training, not having already received any. Just a third of councils had received training on this topic.

The training that they have received tends to relate to speed awareness, community speed watch and the use of speed guns. Example quotes included:

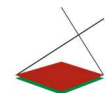
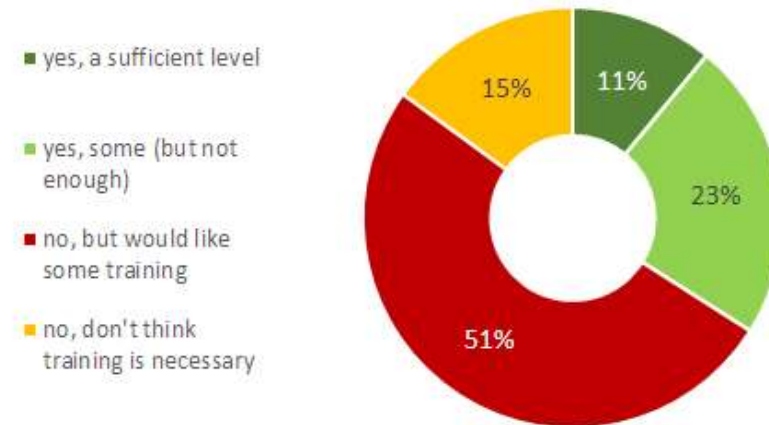
Speed watch training by Gloucestershire police when the scheme was set up

Training by Stroud Police in use of speedwatch equipment

Use of speed gun

From Stroud District Road Safety Group

Most of the training that had been received (53%) had been sourced by their council, with 26% offered by another organisation (21% couldn't recall).



7. Scheme Evaluation

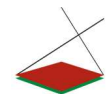
Only a minority of local councils (29%) have evaluated the success of the road safety initiatives implemented in their area – and even fewer local councils (3%) have had any guidance or training to carry out such evaluations.

The principal criteria for measuring success are a reduction in average speeds (42%) and a reduction in resident's complaints (32%). No council conducts a formal cost-benefit analysis, although one council had carried out an economic cost analysis of local accidents.

Other forms of evaluation included:

- response times for emergency vehicles
- reduction in speeding incidents
- reduction in cattle deaths
- general community engagement.

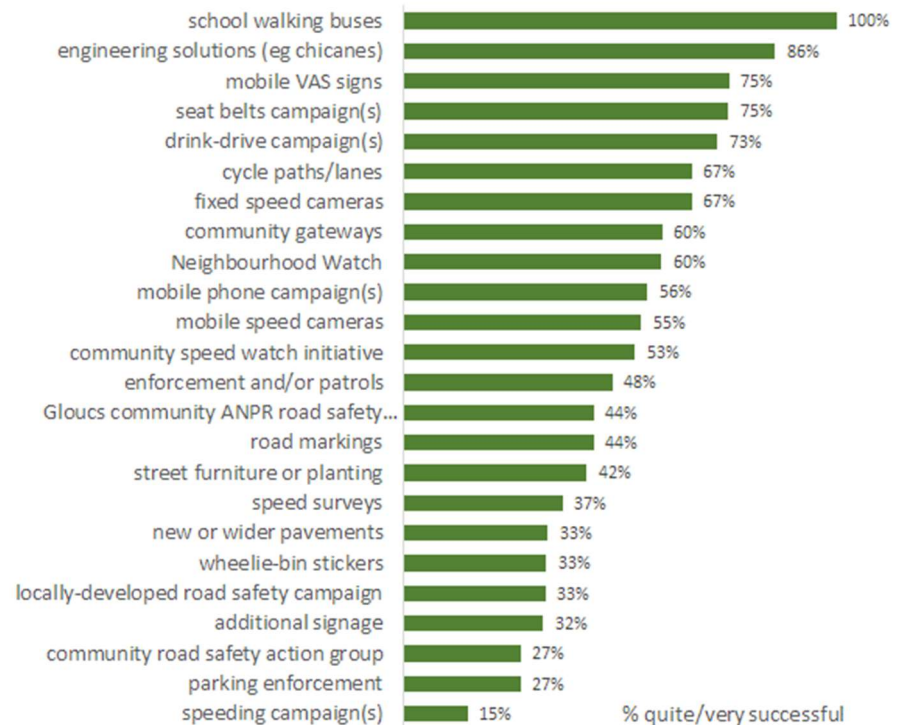
A number of comments were made here about the difficulty of proper evaluation in the absence of meaningful data.



Despite there having been little formal evaluation, the majority of councils say that their initiatives have been a success. The top four most-successful initiatives – rated a success by three-quarters or more of councils – were:

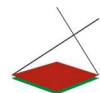
- school walking buses¹
- engineering solutions, such as chicanes or road cushions
- mobile VAS signs
- seat-belts campaigns.

General speeding campaigns were thought to have been particularly unsuccessful.

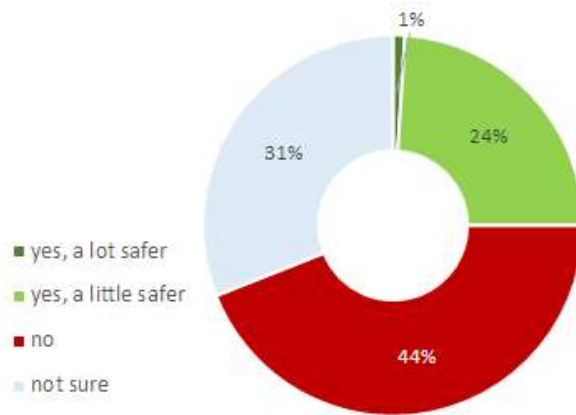


Those councils that ticked 'not applicable' have been removed from this analysis

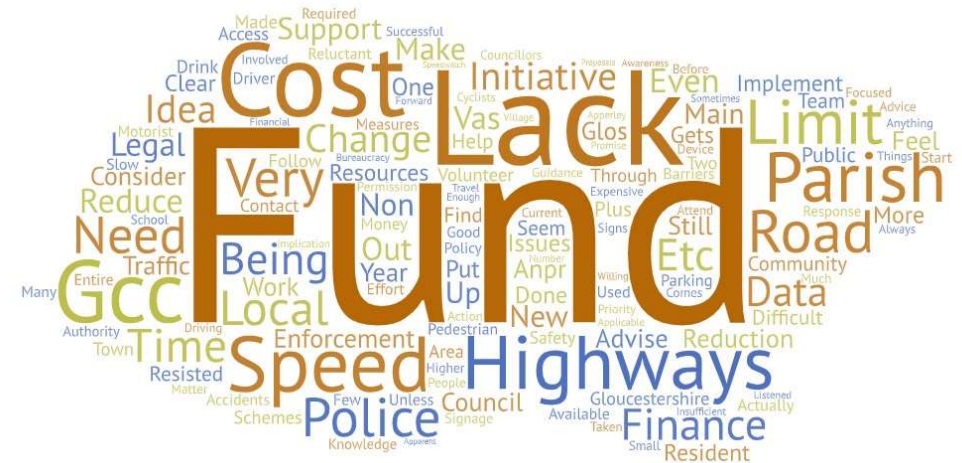
¹ Few councils have introduced school walking buses but, amongst these few, it has been considered to be a successful initiative.



Although many schemes are thought to have been a success, only a quarter believe that their local community feels any safer as a result – and, for the majority of these, the change is slight (“a little safer”). As may be seen in the chart below, there are many councils (44%) that have not perceived a sense of greater community safety.



An important issue with their road safety initiatives concerns the barriers to successful implementation. As the word cloud (right) illustrates, the lack of funding is by far the most important barrier, mentioned by more than 30 local councils. There were also signs here of problems with specific partners, particularly the County's highways department.



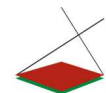
Example quotes on this latter point included:

Lack of engagement by Highways dept - any suggestions (eg speed humps, new signage, ... reduce speed limits) are too expensive and too bureaucratically complex and drawn out to implement

The main barrier is the reluctance of Glos Highways to acknowledge that there are issues and too much attention is given to following supposed guidelines, without actually listening to the people who have to live and work in the town, accessing shops, schools etc

GCC Highways bureaucracy and resistance to ideas and proposals

GCC Highways has little budget and absolutely no inclination to fund any ... initiatives ...; everything is focused on the motorist and increasing speed of travel



Perhaps not surprisingly, by far the most effective way of overcoming these barriers was thought to be a greater level of funding.



Councils did make, however, a wide range of suggestions, including:

Adequate funding of Highway Authority and recognition on their part that the problems are serious and should be given higher priority

A more determined effort by the relevant authorities to do something

Instead of being told no - working with the experts to actually find ways to solve the issues

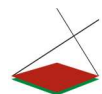
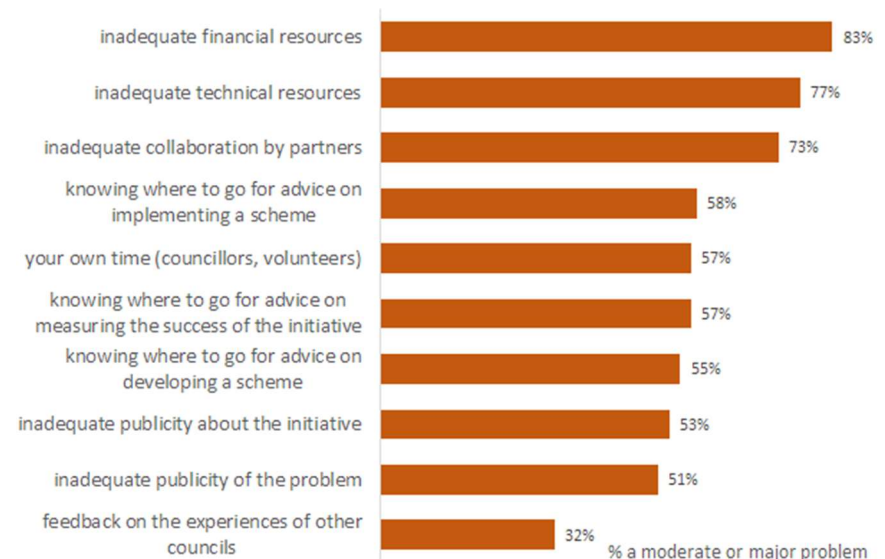
Not having the Parish pay for speed reduction. It costs £10,000 to reduce the speed limit in an area and most small parishes do not have the funding

For the relevant authorities to provide clear information for communities looking to implement local initiatives, including the most effective measures/options, who to go to for advice and permission etc.

For Highways and the police to be more interactive and co-operative in implementing speed-reduction measures

A shift in County agencies to making road safety and modal change overriding priorities - rather than as seems to be the case the continued unhindered movement of traffic at whatever speed.

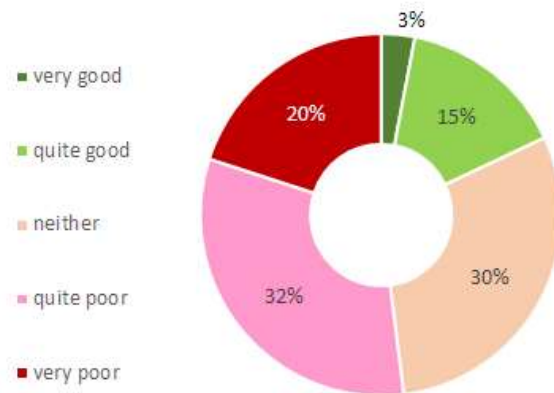
With these findings in mind, it's not surprising that a majority of councils face problems – and these are led by inadequate financial and technical resources and insufficient collaboration by partner agencies.



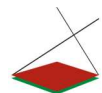
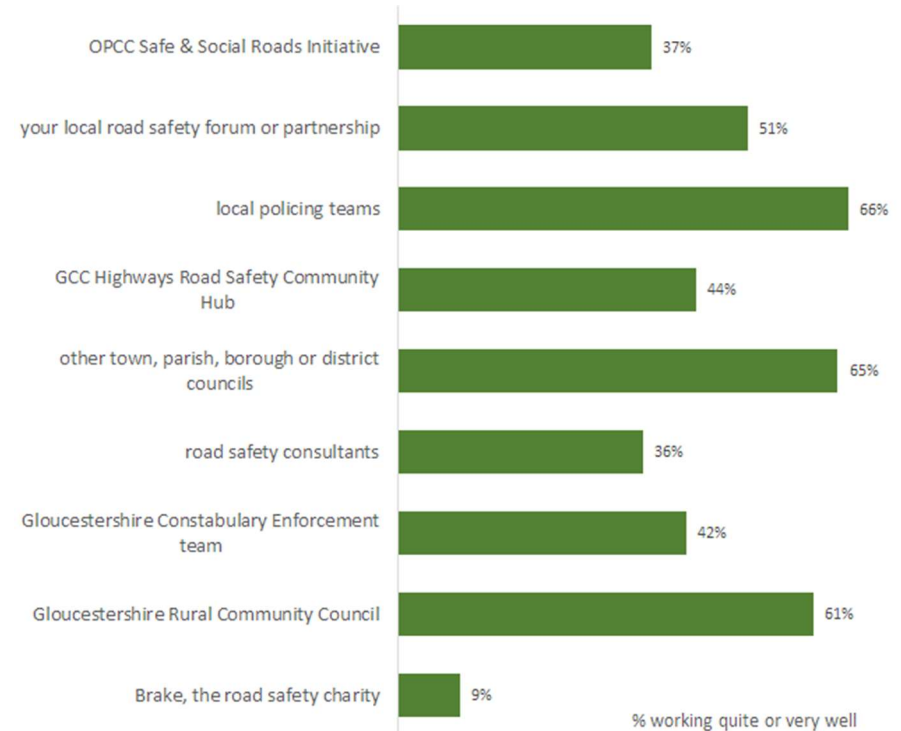
Working with Partners

Support is given to councils on road safety matters (by the various county-wide organisations, such as the Police, OPCC, County Council, etc) but, overall, councils do not rate this support particularly highly.

Only 18% of councils rated their support positively (very or quite good), with more than a half of councils (52%) rating their support negatively (quite or very poor).



Not all councils have experience of working with partners when planning or implementing road safety initiatives but, amongst those that do, there is a mixed outcome in terms of the quality of the relationship with the various partners involved. Partners where the working relationship is mostly good include local policing teams, other councils and the Gloucestershire Rural Community Council.



The reasons behind poor working relationships were probed, with a number of issues being raised by councils. Example quotes included:

The constabulary is responsible for enforcing speed limits and the parking guidance in the Highway Code but lack of resources doesn't allow it to do so in this parish

Not enough support is given from the organisations to assist - we are often plied with technical responses on why we can't do something instead of practical help to combat the issues

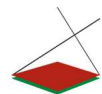
Gloucestershire Highways are not supportive of road safety initiatives

We don't have regular contact from/with them so are not aware of the support they can offer (OPCC). Their resources are limited so are not able to respond to our requests for support (Police)

GCC totally unresponsive to all road safety initiatives suggested by PC and SDRSG

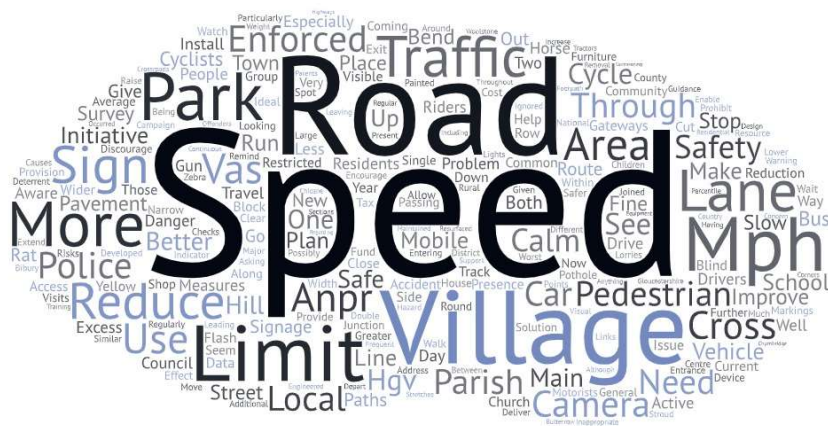
Because they do not have the will / funding to do anything

Unaware of the existence of many of these organisations. There should be a single point of contact (local police?)



Looking to the Future

Almost all councils that responded to the survey had ideas for future road safety initiatives. Given the problems relating to speeding that were outlined in an earlier section of this report, it's not surprising that action to address this issue was the dominant suggestion.



Ideas to tackle the speeding problem included:

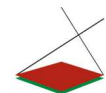
- greater use of 20mph zones
- vehicle-activated signage
- mobile speed cameras
- ANPR cameras
- village gateways
- street furniture
- road markings
- greater police presence and enforcement.

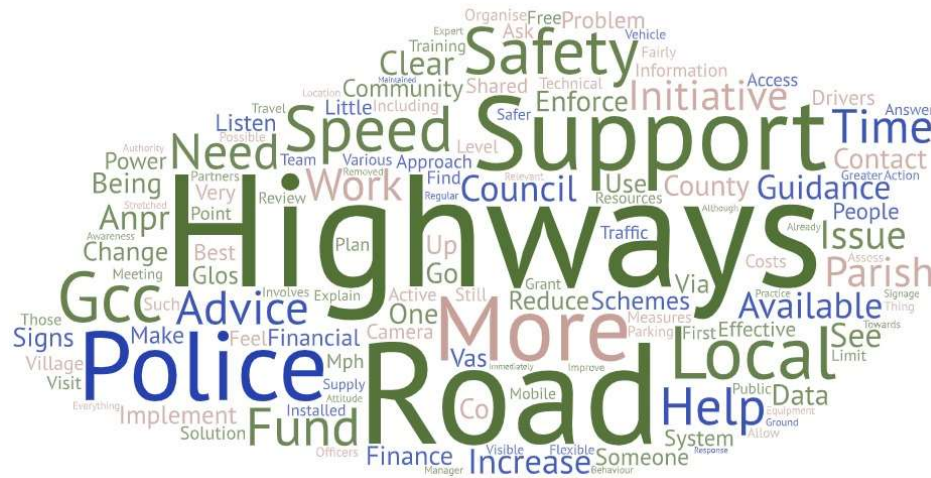
Other ideas related to:

- road closures
- banning of specific vehicle types (eg HGVs, m'cycles)
- parking enforcement
- creation of multi-user pathways
- action to address potholes and roadside vegetation encroachment.

On the basis of previous results, councils would like various types of support to overcome barriers, to enable them to address their local problems and to achieve the ideas that they feel are necessary for their areas. The most effective types of support that councils are looking for focused on better working relationships with the various partner agencies (eg Highways, the Police), but also included:

- more local empowerment
- greater levels of (and better) engagement and communication
- advice on sources of support and how to contact them
- advice on what other councils are doing and how this has been achieved
- nominated contacts within partner agencies
- greater financial support
- advice on funding
- where to go to for training.





Example comments included:

A Route Map! A Treasure Chest containing a Telephone Directory of the Local Experts. Examples of successes. More resources etc. etc. etc. Local people have very local interests and should not have to "invent the wheel" every time they want to implement an improvement to their local area. A "library" would be handy too

Change of culture at County Council level. Financial support for change being more readily available

More local empowerment to propose and execute road safety initiatives, including devolvement of finance/funding

Enforcement - including ANPR so offending drivers could be dealt with

Gloucestershire Highways being able to supply their technical officers on site to say what is possible rather than what is not possible

A road safety team with powers to enforce, implement, build etc., to assess our needs and come up with solutions

Awareness of all the schemes that have or are being run locally, and sharing of best practice from those organisations that have implemented such schemes or campaigns in their local areas

Advice on how to change behavioural patterns of drivers without increasing road signage or obstructions

Finance, Finance, Finance, how many more times can I say it?



Final Comments

At the end of the survey, councils were given the opportunity to write about anything else that they wanted to bring to the OPCC's attention concerning road safety initiatives in their area.

The comments received were wide ranging – the following is a flavour of the issues raised:

There appears to be no concern about traffic volumes and pollution/air quality which is becoming a major problem [locally]. Routes to school for children should be as traffic free as possible with wider pavements

We are a small Parish with a main road through the centre. Speeding is a major issue. We have limited precept funds of £2.5k per annum so do our best, but struggle to fund anything

We cannot believe that that the various organisations which apparently need to be involved with road safety initiatives do not appear to talk to one another, even within the same organisation

We have good support from our County Councillor but less support from the police & GCC funding and none from OPCC

As a 'service village' we see a big increase in housing in the area, but nothing to improve road safety, pedestrian safety and cyclist facilities

Gloucestershire Highways are wholly unhelpful in matters of road safety

Traffic circulation around War Memorial in centre of village White lining We have a low accident rate, by luck not fewer road safety problems. Because of this, we are often told we can't progress initiatives - our local community see this as needing to wait for a fatality to happen, which isn't considered morally right.

Whilst we agree that prioritising resources needs to target those areas with proven safety problems, a more proactive approach would be very welcome and would make the community feel listened to whilst also removing problems before they result in injury or worse.

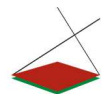
Gloucestershire Constabulary have been very helpful with local road safety initiatives, but everyone feels let down by lack of support from GCC Highways team.

We have had a new housing development in our village which has doubled the amount of residents. More families with children. The speed on the roads locally is hazardous to children crossing roads and parents walking with children to the bus stop. There was a collision with a pedestrian before Christmas. Combined with a large number of quarry lorries travelling at speed it's not encouraging people to walk locally which results in a larger number of vehicles on the road as parents drive their children short distances to school. Crossings would help to reduce the speed. As a Council we have the time and motivation to help, we just need some guidance on where to start.

The Climate Emergency as well as road safety require immediate action for serious change - reduction of driving (especially dangerous driving), enablement of safe active travel - e-bike, bicycle, foot.

We had a community speed watch manned by local residents but due to the lack of enforcement / interest or ability of the local constabulary to follow up on persistent or seriously excessive speeding instances and to provide the camera regularly they lost heart and it is no longer operational.

Some of the initiatives could benefit from shared funding and collaboration. The more partners involved would make the success greater. For example, a Forest of Dean wide initiative that is consistent in its approach that can be adapted to suit the road safety requirements. I also would like to add that some successes have



been down to road and highways improvements and I would like more engagement from GCC Highways to look at future planning for road improvements matched with accidents and Road safety incidents.

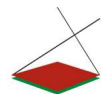
The Economic Cost of a "Fatality" is judged to be about £2 million. In the midst of a Pandemic, as we are, any further burden on our stretched Ambulance, Fire & Rescue, Police and NHS is a Fatality we can do without but the same applies to every "Serious" or "Slight" RTC on our roads.

Despite being just two miles from Gloucester, and with the sole but welcome exception of the mobile camera vans, we feel we could be a third-world country in respect of engagement with the relevant authorities. Ten years ago, there used to be liaison meetings between us and the various responsible bodies. Before Covid these had nearly dried up and we've seen nothing at all in a virtual context since that happened.

Although the Police have not given us very good support in the past, it does seem better since we started the current Speed Watch Group.

There should be different regulations where there are live animals on the roads. We have 500 cattle roaming on our roads for 7 months of the year and the regulations are the same for us when it comes to road safety initiatives as everywhere else. Our roads should have special treatment/highway guidelines.

For a full list of the responses to this and other open-ended questions in the survey, please see the separate pdf document "Full Tables Report", provided to the OPCC.



Appendix A

Survey Questionnaire





OPCC
Office of the Police &
Crime Commissioner
for Gloucestershire



Safe & Social Roads Survey

I have always believed that people should be able to move around their communities in safety and with as much respect, ease and convenience as possible. That is why 'Safe and Social Roads' has always been one of my priorities.

However, in recent years our road casualty figures have flat-lined. Each casualty represents a tragic individual story, with lives lost and families and communities devastated. If we carry on what we are doing nothing will change. This survey is part of finding a new direction.

What we have realised is that we have no overall picture of what local road safety initiatives are operating, how effective they are, where best practice could be shared and where further support is required. Whilst I appreciate this is a busy time of year, notwithstanding the extra pressure brought on by the pandemic, I am glad we can work together to address this.

My Priority Lead on 'Safe and Social Roads' Nigel Lloyd-Jones, working with Alison Robinson CEO of Gloucestershire Association of Town and Parish Councils and Hugh Inwood of Research Box have developed this online survey to get a better understanding.

No-one knows their local roads better than those who use them, which is why your views are so important. Thank you for your support in this important initiative.

Martin Surl
Police and Crime Commissioner for Gloucestershire



OPCC
Office of the Police &
Crime Commissioner
for Gloucestershire

The Commissioner's Fund
Breaking the cycle of crime

Background Information

Q1 Which of these are you responding on behalf of?

- ☐ Town Council
☐ Parish Council

Q2 Which Town or Parish is that?

Q3 Where is this Town or Parish located?

- ☐ Cheltenham Borough
☐ Cotswold District
☐ Forest of Dean District
☐ Gloucester City
☐ Stroud District
☐ Tewkesbury Borough

Q4 Is your Town or Parish in a predominantly rural or urban area?

- ☐ rural
☐ urban
☐ about equal

Q5 How many residents are there in your Town or Parish?

- ☐ fewer than 1,000
☐ 1,000-4,999
☐ 5,000-9,999
☐ 10,000-14,999
☐ 15,000-19,999
☐ 20,000 +

Q6 Does your Town or Parish have any active community groups operating to improve road safety?

- ☐ yes, a Community Speed Watch Group
☐ yes, another Community Road Safety Group
☐ yes, both
☐ no
☐ not sure

Q7a Have you or your fellow councillors had any training in road safety matters in the last five years, such as Community Speed Watch?

- ☐ yes, a sufficient level
☐ yes, some (but not enough)
☐ no, but you would like some training
☐ no, you don't think training is necessary

7b What training in road-safety matters have you had?

Q7c Was this training something you or your colleagues in the Town or Parish sourced yourself or was it offered to you by another organisation?

- ☐ sourced by your council
☐ offered by another organisation
☐ can't recall

Q7d what other organisation?



Current Road Safety Issues

- 8 First on this topic, we have some questions about the road safety problems that your Town or Parish might be experiencing. To what extent do residents in your council area report these road-safety issues as being problems?

	not a problem at all	a minor problem	a moderate problem	a major problem
To what extent do residents in your council area report these road-safety issues as being problems? ... excessive speeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inappropriate speeds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
drink- and/or drug-driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
use of mobile phones whilst driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
non-use of seatbelts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

By excessive speeds, we mean speeds that are over the speed limit. Inappropriate speeds are greater than road conditions allow, even if below the speed limit.

- 9 And to what extent do residents in your council area report these road-safety issues as being problems?

	not a problem at all	a minor problem	a moderate problem	a major problem
excessive speeds in built-up areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inappropriate speeds in built-up areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
excessive speeds on rural roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inappropriate speeds on rural roads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate provision for pedestrians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate provision for cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate provision for horse-riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
dangerous parking (parking on pavements)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inconsiderate parking (driveway blocking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inconsiderate or dangerous parking (school run)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inconsiderate or dangerous parking (other)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other safety issues near schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
road-condition issues (eg dangerous pot-holes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
encroachment of vegetation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate street lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
anti-social &/or aggressive driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

traffic congestion

☐ ☐ ☐ ☐

- Q10a What other road safety issues do residents in your council area report as being problems?

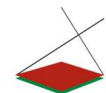
- Q10b How does your Town or Parish find out about what residents think are road safety problems?

- ☐ emails
☐ representations at council meetings
☐ one-on-one meetings
☐ letters
☐ phone calls
☐ social media
☐ via a local road safety group
☐ other means

- Q10c what other means?

- 11 To what extent are these road safety issues reported to be problems for the following local resident groups?

	not a problem at all	a minor problem	a moderate problem	a major problem
To what extent are these road safety issues reported to be problems <u>for the following local resident groups</u> : ... school children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other pedestrians and ramblers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
runners/joggers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
horse riders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
motor cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
learner and young drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
older drivers or older passengers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
elderly and disabled non-drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
families in cars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
business drivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q12 Amongst the various responsibilities that your Town or Parish has, how important are road safety issues?

- ☐ the top issue
☐ amongst the top issues
☐ a middle-rank issue
☐ a low-rank issue

Road Safety initiatives

13 Please take a look at these types of road safety initiative. Please say, for each, whether any of these initiatives have been implemented in your area - and when.

	never	over 5 years ago	5 years ago or more recent	a current initiative	planned for the future	not needed
Have these initiatives have been implemented in your area - and when: ... Gloucestershire community ANPR road safety group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mobile speed cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fixed speed cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mobile vehicle-activated speed signs (VAS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community speed watch initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
speed surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enforcement and/or patrols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
school walking buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wheelie-bin stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
street furniture or planting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community gateways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
engineering solutions (eg chicanes, road cushions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
additional signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cycle paths/lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
new or wider pavements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community road safety action group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locally-developed road safety campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
road markings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighbourhood Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
parking enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Does your Town or Parish area have any other road-safety initiatives in place currently?

- ☐ yes
☐ no
☐ not sure

15 What other road-safety initiatives do you have in place currently?

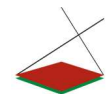
Q16 Have you received funding for any of your past or present road-safety initiatives?

- ☐ yes
☐ no
☐ not sure

17 Where did this funding come from?

18 How successful do you think these road safety initiatives have been in your area?

	very successful	quite successful	not very successful	not at all successful	not applicable
How successful have these road safety initiatives have been in your area?: ... drink-drive campaign(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mobile phone campaign(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
seat belts campaign(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
speeding campaign(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gloucestershire community ANPR road safety group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mobile speed cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
fixed speed cameras	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mobile vehicle-activated speed signs (VAS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community speed watch initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
speed surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enforcement and/or patrols	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
school walking buses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
wheelie-bin stickers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



street furniture or planting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community gateways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
engineering solutions (eg chicanes, road cushions)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
additional signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cycle paths/lanes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
new or wider pavements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
community road safety action group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
locally-developed road safety campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
road markings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighbourhood Watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
parking enforcement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19 Why do you think that these road safety initiatives were successful?

Q20a Have you or your colleagues had any guidance or training on how to evaluate the success of road safety initiatives in your area - or how to measure success?

- ☐ yes
☐ no
☐ not sure

Q20b Do you evaluate (or have you ever evaluated) the success of road safety initiatives in your area?

- ☐ yes
☐ no
☐ not sure

Q21 Which of these criteria do you use (or have you used) to evaluate success?

- ☐ reduction in accident numbers
☐ reduction in accident seriousness
☐ reduction in number of injuries
☐ reduction in number of fatalities
☐ better awareness amongst local residents
☐ better awareness amongst road users
☐ reduction in residents' complaints
☐ reduction in average speeds
☐ fewer parking problems
☐ formal cost-benefit analysis
☐ informal measures (eg a greater feeling of safety)
☐ none of these

22 What other ways do you evaluate the success of your road safety initiatives (or measure the impact of the initiatives)?

Q23 Do you think that your local community feels any safer as a result of these road safety initiatives?

- ☐ yes, a lot
☐ yes, a little
☐ no
☐ not sure

Future Road Safety Initiatives

24 What road safety initiatives would you like to see for your Town or Parish area in the future - and which problem(s) would they address?

25 If considering a future road safety initiative for your Town or Parish, would you know where to go to get ...

	yes	not sure	no
If considering future road safety initiatives, would you know where to go to get ... ideas for how to tackle the problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
guidance on designing the initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



guidance on the legal and technical issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
guidance on implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
training or guidance on evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other training or guidance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 26 Which organisation(s) would you approach to discuss a possible road safety initiative for your Town or Parish?

- 27 When planning or implementing road safety initiatives, how well do you work with the following ...?

	very well	quite well	not very well	not at all well	not applicable
When planning or implementing road safety initiatives, how well do you work with the following ... OPCC Safe & Social Roads Initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
your local road safety forum or partnership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
local policing teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
GCC Highways Road Safety Community Hub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
other town, parish, borough or district councils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
road safety consultants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gloucestershire Constabulary Enforcement team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gloucestershire Rural Community Council	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brake, the road safety charity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 27] If you don't work well with any of these organisations, why is that?

- 28 What do you see as being the most significant barriers to the successful implementation of road safety initiatives?

- 29 What do you think would be the most effective ways of overcoming these barriers?

- 30 To what extent are these issues a problem for your Town or Parish, as far as road safety initiatives are concerned?

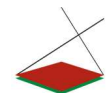
	not a problem at all	a minor problem	a moderate problem	a major problem
To what extent are these issues a problem for you, as far as road safety initiatives are concerned? ... knowing where to go for advice on <u>developing</u> a scheme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
knowing where to go for advice on <u>implementing</u> a scheme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate technical resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
your own time (councillors, volunteers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
feedback on the experiences of other councils	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate financial resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate collaboration by partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate publicity of the problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
knowing where to go for advice on <u>measuring the success</u> of the initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inadequate publicity about the initiative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 31 What types of support do you think would be most effective for your Town or Parish?

Final Questions

- Q32 Overall, how would you rate the support given to your Town or Parish on road safety matters by the various county-wide organisations, such as the Police, OPCC, County Council, etc?

- ☐ very good
☐ quite good
☐ neither
☐ quite poor
☐ very poor



Q33 Would you like to be asked about your Council's views on road safety initiatives again, perhaps on a regular basis?

- ☐ yes, annually or more often
☐ yes, but less often than annually
☐ no
☐ not sure

34 And finally, please write anything else you would like to bring to our attention concerning road safety (or road safety initiatives) in your area.

