

Safe Roads, Strong Communities

South Yorkshire Action Plan 2026-2030

MAKING SOUTH YORKSHIRE ROADS SAFER

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Foreword from South Yorkshire's Deputy Mayor Kilvinder Vigurs

Everyone in South Yorkshire has the right to travel safely, whether they are walking to school, cycling to work, driving to the shops, or crossing the road outside their home.

Yet safety is not experienced equally. For too many people, road danger remains a barrier to opportunity, wellbeing and independence. Children, older people, people with disabilities and those living in our most disadvantaged communities are often exposed to the greatest risks.

When a serious or fatal collision occurs, the impact is profound. Behind every statistic is a person whose life has been changed forever, a family living with loss, and a community affected by trauma that can last a lifetime. These human stories must remain at the heart of everything we do.

Creating safer roads is a shared responsibility and it is about more than preventing collisions. It is fundamental to creating healthier, fairer and more connected communities, where people of all ages and abilities can access education, employment, services and social opportunities without unnecessary risk.

This Action Plan sets out our collective commitment to achieving that vision. Developed in partnership across South Yorkshire, it reflects our shared determination to make our roads safer for everyone.

We set out how we will invest in changing the layout of our roads and streets to make them safer; how we will support drivers to travel more safely; and how we will reduce speeds on our road network to make them safer for our communities. It highlights the progress we need to make on improving the safety of our vehicles, as well as providing much better support to the victims and families affected by the trauma caused by collisions.

Importantly, this plan represents a proactive and evidence-led approach. Reducing harm means more than responding to collisions after they occur. It requires us to identify risks early, understand the factors that contribute to danger, and focus our efforts where they will have the greatest impact.

We recognise the huge step-change in ambition and activity which is needed to achieve our vision that no one dies or is seriously injured on our roads. This Action Plan represents our first steps towards transforming our ambition so we can create roads and streets that bring people together, support opportunity and enable everyone to thrive.

Kilvinder Vigurs
Deputy Mayor for Policing and Public Safety South Yorkshire





Foreword from Ed Clancy OBE, Active Lives Commissioner

If you ask me what this Action Plan is really about, the answer is simple: freedom.

Freedom for a child to walk to school. Freedom for an older person to cross the road without fear. Freedom for someone to cycle to work, wheel to the shops or catch a bus without feeling like they're taking a risk every time they leave home.

Over the last three years I've visited dozens and dozens of schools across South Yorkshire. Wherever I've gone, I've asked children what they think about the streets around them. The answer has been remarkably consistent. So many tell me they don't feel safe near our roads. They worry about speeding traffic, difficult crossings and dangerous driving. That should stop every one of us in our tracks.

Quite simply, that's not acceptable.

Everyone has the right to get around safely, however they choose to do it. Whether you walk, wheel, cycle, use public transport, ride a motorbike or drive a car, you deserve to feel safe on the journeys you make every day.

This is deeply personal for me. Like far too many people, I've lost friends on our roads. Two friends who should still be here today. Their families, friends and communities continue to live with that loss. Every death and every serious injury represents someone's loved one, and every one, is one too many.

As Active Lives Commissioner, I know that creating safer roads is one of the most powerful things we can do to help more people be active. People walk and cycle when they feel safe. Children gain independence when their parents feel confident letting them travel on their own. Communities become healthier, happier and more connected when everyday journeys feel welcoming rather than intimidating.

That's why this Action Plan matters. It's about reducing death and serious injury, but it's also about creating places where people have genuine choice. Choice in how they travel. Choice in how they live. Choice in how they connect with their communities.

Together, we can build a South Yorkshire where safety is never a barrier to opportunity, and where everyone has the freedom to get around with confidence.

Ed Clancy OBE
Active Lives Commissioner for South Yorkshire

A shared plan developed by the South Yorkshire Safer Roads Partnership

This Action Plan represents the collective commitment of all the partners to reducing harm on our roads. Developing it together has given us a strong and renewed ambition to save lives and reduce collisions.

Our four local authorities of Barnsley, Doncaster, Rotherham and Sheffield are central to achieving our shared mission as each is the Highways Authority for their road network with a statutory responsibility to ensure the roads are safe.

We are lucky in South Yorkshire that our Police and Fire and Rescue Service exactly match our regional responsibilities and play a key role in both proactively preventing and responding to collisions when they occur.

The Yorkshire Ambulance Service and National Highways both contribute to reducing casulties on our roads and provide valuable regional and national perspectives to our Partnership.

This plan complements the Partners' existing road harm reduction plans, and is informing plans currently in development.

South Yorkshire Mayoral Combined Authority recently took on the role of leading the Partnership under the strategic leadership of the Mayor, Deputy Mayor and Active Lives Commissioner.

BARNSLEY Metropolitan Borough Council

City of Doncaster Council

national highways

Sheffield City Council

South Yorkshire FIRE & RESCUE

SOUTH YORKSHIRE SYMCA MAYORAL COMBINED AUTHORITY

Rotherham Metropolitan Borough Council

South Yorkshire POLICE

NHS Yorkshire Ambulance Service NHS Trust

Why is this important?



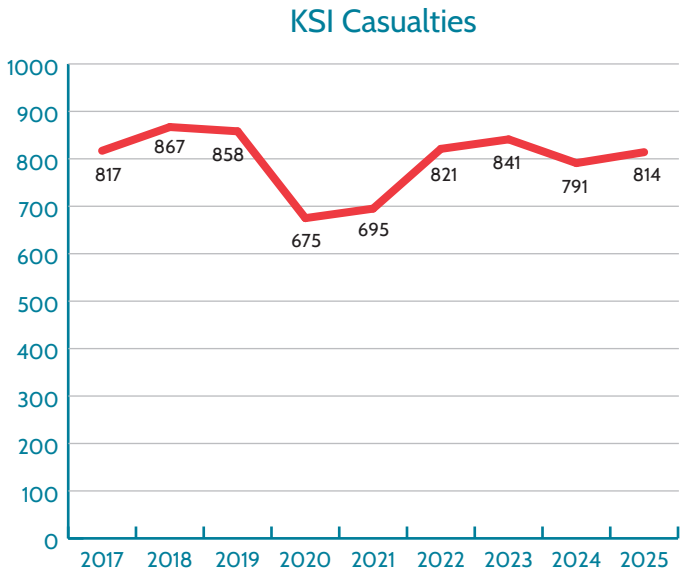
The Current Picture

Progress has stalled

Across the country, we've stalled the progress we made in the early 2000s on reducing harm on our roads. The picture is the same in South Yorkshire.

After a decade of reductions, the numbers of people killed and seriously injured on our roads is almost back to pre-pandemic levels. This is why we need to make an ambitious step-change in our approach now.

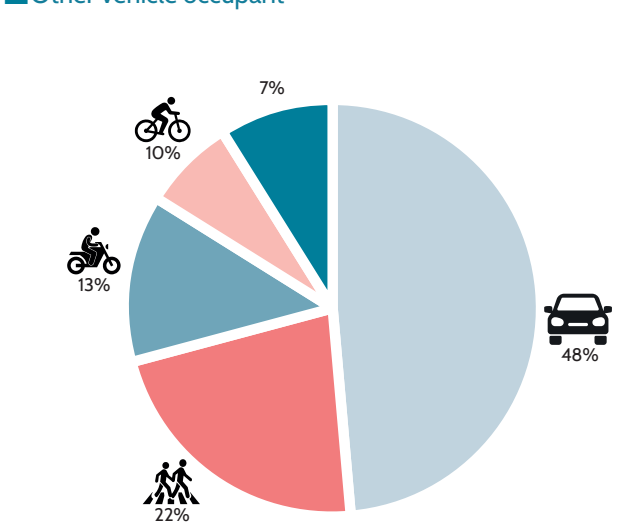
> "Kids should be able to get to school or go to the park without it being dangerous."
> –
> **Dearne Community Youth Group**



Our most vulnerable road users are the most at risk

Between 2021 and 2025[1] **almost half** (45%) of all people killed and seriously injured were our **most vulnerable road users**, those walking, cycling or on a moped or motorbike.

- **People walking** – 52 people were killed whilst walking and 808 seriously injured
- **People cycling** – 14 people were killed whilst cycling and 398 seriously injured
- **Motorcyclists** – 40 people were killed and 479 seriously injured



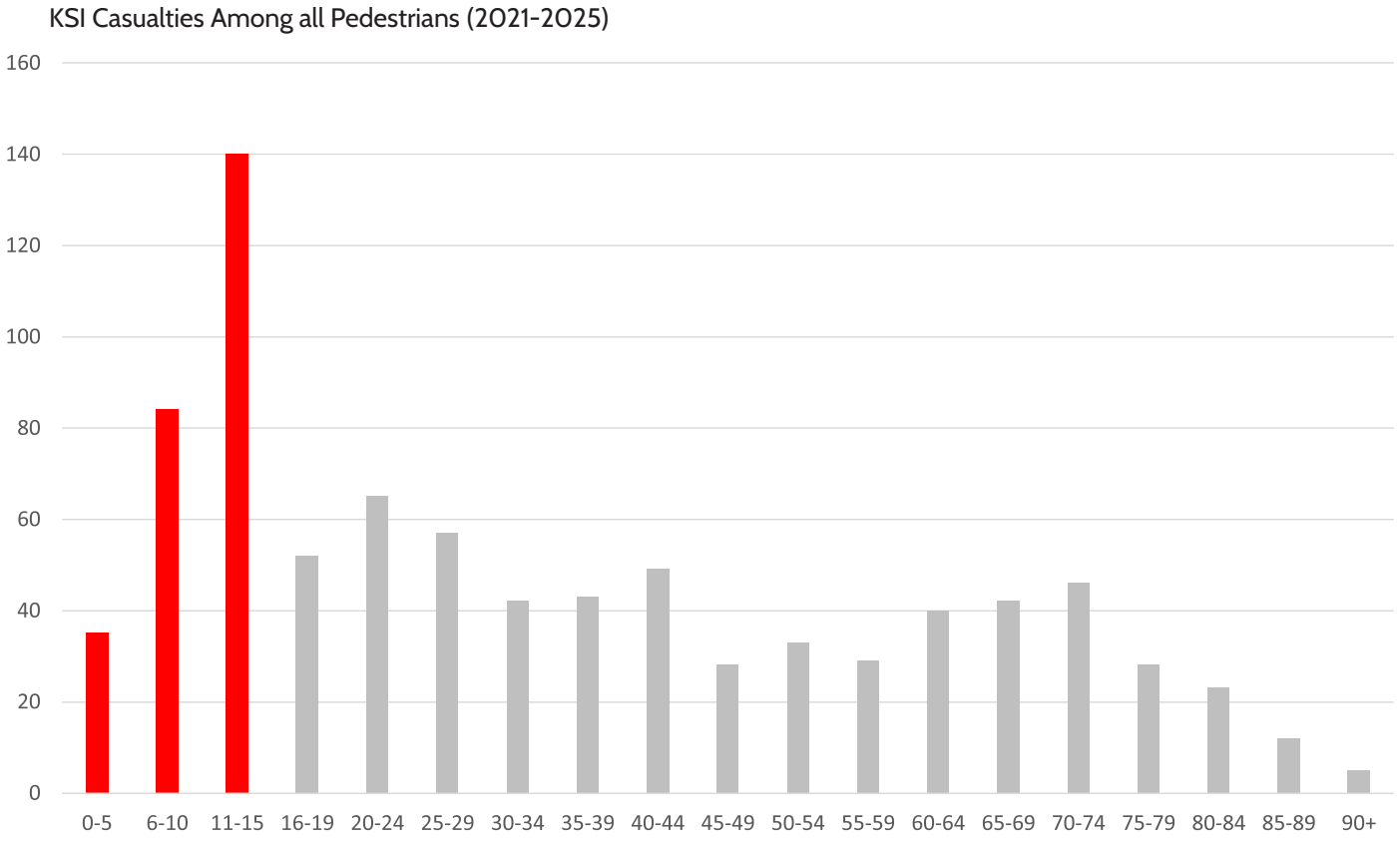
1 All South Yorkshire statistics in the plan are taken from the DFT published STATS19 data for the relevant years cited

Children are at high risk, especially when walking



A total of 515 children (aged 0 to 15) were seriously injured on our roads from 2021 to 2025. Four children were killed in collisions on our roads.

Over the same period, we can see that children were by far the biggest age group injured whilst walking:



One in five road deaths involve a young person

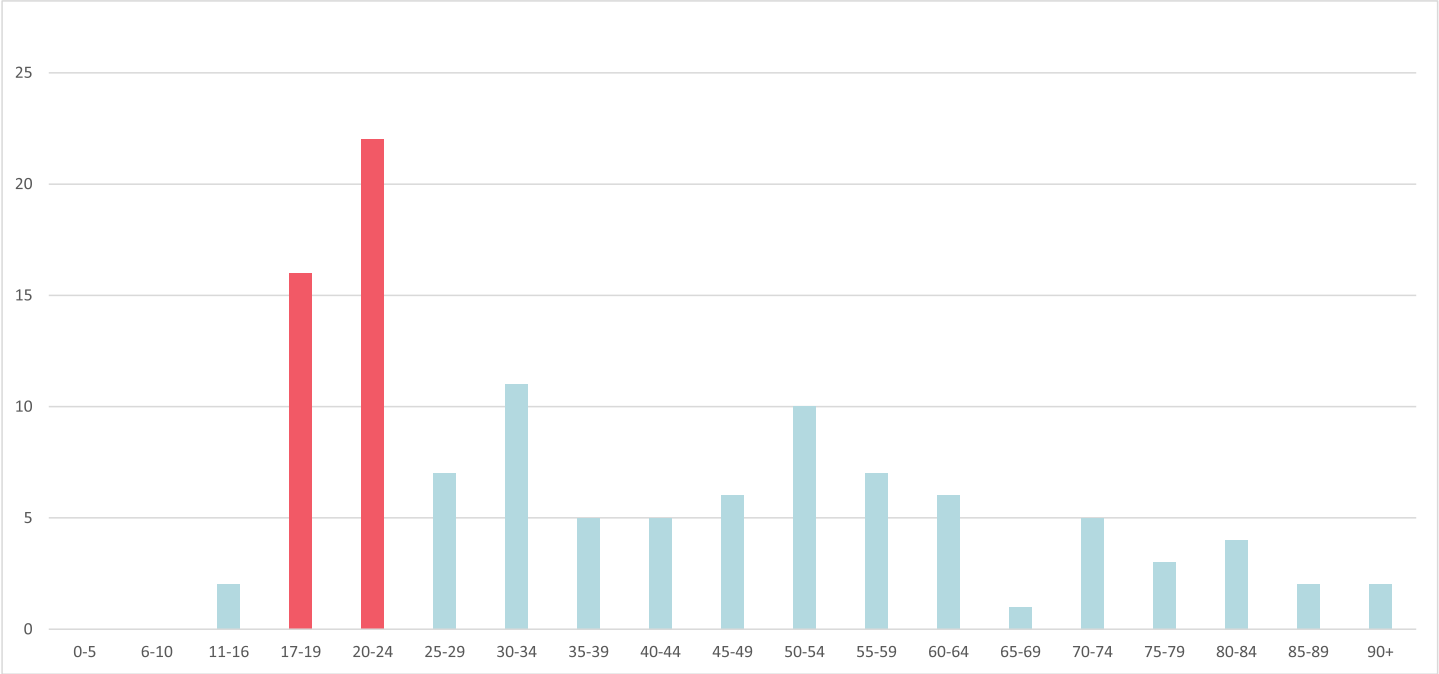


Of the 191 people killed in a South Yorkshire collision between 2021 and 2025, 43 were young people aged between 17 and 24. This age group made up more than a fifth of all fatalities (22%).

26 of those young people were killed in cars and 12 young people were killed while riding a motorcycle.

During the same period, young drivers, car passengers and motorcyclists were disproportionately involved in all fatal and serious collisions:

Car Driver, Passenger and Motor Cyclists Fatalities by Age Group (2021 to 2025)



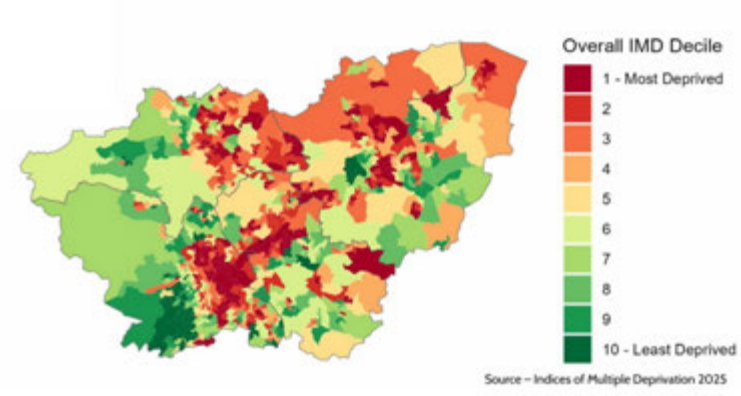
Older people (70+) are at greater risk of dying in collisions



Older people are more likely to die if they are involved in a serious collision. This is due to our bodies becoming less able to withstand the impact of a collision as we get older.

During the period 2021 to 2025, 37 people aged 70 and over died on our roads. Sixteen of those people were pedestrians and 16 people were car occupants or motorcyclists.

Our disadvantaged areas are the most affected

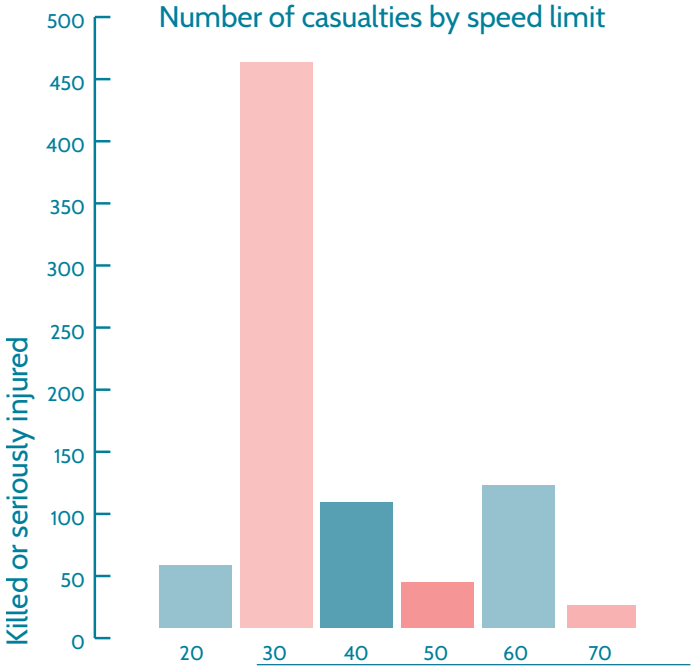


Between 2021-2025, 22% of all casualties occurred in the most disadvantaged 10% of areas, compared with just 3% in the least disadvantaged 10%.

There are approximately twice as many people killed and seriously injured "per person" in our most disadvantaged areas vs our least disadvantaged areas.

We want to focus our efforts to reduce the number of collisions in these areas.

Our 30mph roads are the most dangerous



Although people often think that our faster roads are the most dangerous, the data tells a different story, with nearly two thirds of collisions on roads of 30mph or less.

What does all this add up to?

Right now, many of the riskiest journeys for our residents are on the local journeys they make every day – to the school, their jobs, the shops and to the park.

The people most likely to suffer harm are the ones who need the most support to stay safe: children and young people; older people; and those living in deprived areas.

This is just not acceptable. It's stopping our residents from having a sense of safety where they live. And it's taking away their choice in how, and even if, they travel. We know that not feeling safe prevents people choosing to walk or cycle more where they live.

As well as the cost to individuals, there's a significant wider cost to society and the economy. The Government's new Road Safety Strategy estimates that in 2024 road casulties resulted in over £3bn in medical and ambulance costs alone, not including broader health costs.

But this isn't news to our residents – in the many community conversations which shaped this Action Plan, people told us how they felt about the roads where they live.

That is why there is a real focus in the Action Plan around **people** – around creating safe streets and roads which work for those most at risk. If it feels safe for them, it works for everyone. Because road safety is about real places – outside schools, community spaces, houses and bus stops – where being, and feeling, safe, matters most.

> "You learn how to dodge the cars, and that keeps you fit, but the number of times I've nearly been run over, either on the crossing or because they're wanting to come up on the pavement to park. You're walking and they're just coming at you."
>
> –
>
> **(Askern PAG)**

> "I don't let my daughter walk to the park on her own, even though technically that's only like across one road, it's quite a busy road. But it doesn't have to be a busy road. It's a residential road but it's a cut through from people driving. So yeah, I don't really let her go out that much. But if there were less traffic, if the roads were safer, I would let her walk and cycle."
>
> –
>
> **Parent**





Graham Slinn's story

On the afternoon of 4 April 2025, 81-year-old Graham Slinn (pictured) set out on a familiar route on his bike. It was something he'd done countless times before—carefully planned, avoiding busy roads and sticking to cycle paths.

When he reached the A57 near Todwick, Graham did exactly what he was supposed to do. He stopped, dismounted and waited. When the lights changed and the green man appeared, he walked his electrically assisted pedal cycle across the road where a car hit him on the crossing.

Graham never came home.

In an instant, his family's lives were changed forever by the actions of another driver breaking the law. Graham died at the scene, leaving behind a wife, children and grandchildren who are now facing a future without him.

Graham was the centre of his family's world. A husband of nearly 60 years, a devoted dad, a proud grandad, and a man whose kindness, warmth and quiet support touched everyone around him. He was the person his family turned to, the constant presence they could always rely on.

Just weeks after the fatal collision, Graham and his wife Jacqueline should have been celebrating their diamond wedding anniversary. Instead, she was forced to face the milestone without him, trying to come to terms with the loss of the man who had shared almost six decades of her life.

"We were always together... and now I have to face this on my own."

For his daughter Nicola, the grief remains overwhelming.

"To lose any loved one is a shock. But to lose someone so vibrant, so active, and to know their death was 100% avoidable is doubly cruel. He was a wonderful man. This should never have happened."

For Graham's family, this was not just a life lost—it was a future taken away. Family celebrations that will forever feel incomplete. Everyday moments made harder by the absence of someone they loved so deeply.

The consequences of that day did not end at the roadside. They continue every day for Graham's family. Yet amid their grief, they hold on to what remains.

"What isn't wiped out — and can never disappear — is the love he gave. Every second of our lives, we knew he loved us deeply. He supported us in everything we did. He always had our backs."

A 20-year-old Chesterfield man was jailed in July 2025 for 11 years and six months after admitting causing death by dangerous driving, driving while disqualified, and driving with no insurance.

What do we want to achieve?



People across South Yorkshire have told us they want to feel safe - where they live, where their children walk, and where they travel every day. We want to support places where everyone can move around safely, especially those who are most vulnerable or less confident using the roads.

When we leave our homes each day, we should feel safe and confident about our journey. It should be neither inevitable or acceptable that death or serious injury is a part of using our roads.

This is the foundation of Vision Zero - a global road safety approach that is built on the belief that every fatality or serious injury is preventable. Developed in Sweden in the 1990s, Vision Zero is underpinned by road safety as a shared responsibility between system designers and road users.

Our Vision Zero goal: By 2050 no human being should be killed or seriously injured as the result of a road collision in South Yorkshire

We remain committed to our Vision Zero goal - as set out in our 2022 strategy. This means taking a Safe System approach: designing roads and environments that reduce risk, recognising human error, and protecting people from serious harm.

We all use the road network, and we all play a part in keeping each other safe. Most people want to do the right thing, as many of our residents do on a weekly or daily basis. But no one is perfect, and our roads should be designed so that the mistakes we make do not lead to serious injury or loss of life.

Safer streets also bring wider benefits. They support walking, wheeling, cycling and public transport. They improve public health, reduce noise and pollution, and help create places where people feel safe, comfortable and proud to live. This is very much a shared goal with our Walking, Wheeling and Cycling Strategy, published in September 2025, which aims to create safer neighbourhoods and routes to opportunities right across the region.



Evolving regional and national context

This Action Plan follows on from the Safer Roads Strategy in 2022[1] where we first made our commitment to achieving Vision Zero. In 2024, having assumed responsibility for policing and crime, the Mayor reinforced this commitment in the Police and Crime Plan.

The Government published a new National Road Safety Strategy in January 2026[2], the first in over a decade. As it rightly highlights, having clear targets is evidenced to improve road safety progress[3] and it contains **very ambitious national targets**:

Achieving a 65% reduction in people killed or seriously injured; with a 70% reduction in children under 16 years killed or seriously injured in Great Britain by 2035.

To play our part in achieving this over the next three years, **we have agreed the following ambitious target for South Yorkshire:**

A 20% reduction in people killed or seriously injured; and a 20% reduction in children under 16 years killed or seriously injured in South Yorkshire by 2029.



Devolution to English regions has continued at pace in the last few years and we now have increased devolved powers to invest our resources across South Yorkshire in line with the Local Transport Plan, currently in developement. Along with financial flexibility, it also gives us plenty of opportunity to embed a consistent approach across South Yorkshire for establishing Safer Roads and make links with other developing areas of transport including our Walking, Wheeling and Cycling Strategy (2025)[4] and Bus Franchising Programme.

With the renewed national ambition, and with the additional flexibility provided by devolution, now is the perfect time for South Yorkshire to publish our own action plan as key first step to achieving Vision Zero.

1 SRP-12-July-22-Vision-Zero-Strategy-Document.pdf
2 Road safety strategy - GOV.UK
3 Effectiveness of targets for road safety – highlights that countries that have a target see a greater reduction in fatalities than those that don't – 23% reduction versus 12% for those don't set a target
4 South Yorkshire Walking, Wheeling and Cycling Strategy (2025)

Progress since agreeing our Strategy in 2022

Since adopting the South Yorkshire Safer Roads Partnership Strategy in 2022, partners have continued to make significant progress in embedding the Safe System approach across the region. Whilst there remains much to do, important initiatives have already been delivered which demonstrate our collective commitment to reducing death and serious injury on South Yorkshire's roads. Examples include:

- **Introducing safer speed environments** through the delivery of new and lower speed limit schemes, alongside speed management programmes that better reflect the movement and place functions of roads.
- **Delivering innovative education and behaviour change campaigns**, including Barnsley's *Don't Drive Daft* campaign and wider evidence-led communications targeting the behaviours that contribute most to people being killed or seriously injured.
- **Strengthening roads policing and enforcement activity**, including targeted operations against speeding, close passing of cyclists, seatbelt offences, distraction and drink/drug driving.
- **Investing in safer road infrastructure**, including engineering schemes at high-risk locations and major route improvements such as safety enhancements along the A19 corridor in Doncaster, informed by collision analysis and local evidence, together with a wide variety of road safety interventions in our neighbourhood schemes.
- **Improving our response to collisions:** Implementing new techniques to empower and train first responders to assess and extract victims from vehicles after a collision, reducing morbidity and mortality rates.
- **Embedding a stronger evidence-led approach to decision making**, including the use of tools and data to proactively assess road risk, enhanced collision analysis, and the increased use of local insight and lived experience to inform interventions.
- **Expanding partnership capability**, with improved analytical capacity, closer collaboration between partners and better coordination of activity across South Yorkshire.



How did we develop the Action Plan?

This Action Plan has been designed in extensive and in-depth collaboration with all our partners, national and international experts and, crucially, our South Yorkshire residents.



We focused on both data about collisions occurring on our roads and what our residents told us about their experiences:

1. **We gathered insights on which data is used and how it is used across the Partnership and what it tells us about our roads and road users.**

We conducted a thorough data audit with partners through workshops and steering groups. South Yorkshire will increasingly make data-informed decisions for our initiatives. In line with this, we are also developing a data collection plan. Key insights are included throughout this plan and we have developed a new data dashboard for use by all partners.

> "It would feel like streets are for people again, not just for cars."
> –
> **Cycling Sheffield**





2. **We gathered insights from the South Yorkshire community.**

We spoke to residents through interviews, focus groups, and walk-along conversations. We particularly focused on our vulnerable road users and residents whose voices are under-represented to ensure that everyone is safe on South Yorkshire roads.

We engaged with behavioural insight and public health teams across South Yorkshire and a variety of residents across different communities. This included children at primary schools, young adults at colleges, youth groups and football clubs, representatives from cycling and walking communities, people with disabilities and residents from diverse ethnicities. For instance, we engaged with Barnsley Football Club Community Trust, Rotherham Parent Carers Forum, Doncaster Walking Group, a Sheffield primary school and many more.

Through engagement with our partners and residents, we are listening to the needs of our communities and road users while taking an evidence-based approach in line with the Safe System – we have developed the Action Plan collectively for and by the people of South Yorkshire.

This plan is about giving residents the choice to travel when and where they want without worrying about their safety on our roads – we envision our roads to be associated with expanded possibilities: residents doing more, going further, and making choices based on preferences rather than fear.

> You wouldn't be thinking all the time about which way's the safest, you'd just go"
> **– Askern PAG**

We asked our communities:

- What issues and challenges do you experience on our roads?
- What would safer roads mean for your everyday life?
- What barriers do we need to overcome to help people to change their behaviour?
- What do you think would make a difference in your neighbourhood?
- How would you feel if there were no deaths or serious injuries on your roads?

It is these voices at the heart of our plan. We have listened to residents' feelings and heard about their everyday experiences of using our roads. We have taken this invaluable insight and, combined with evidence, used it to inform and shape our proposals to make lasting change.

> "If the roads felt safe, I wouldn't have to rely on someone else all the time just to get around."
>
> –
>
> **Rotherham Neurodivergent Group**




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Introduction to the Safe System



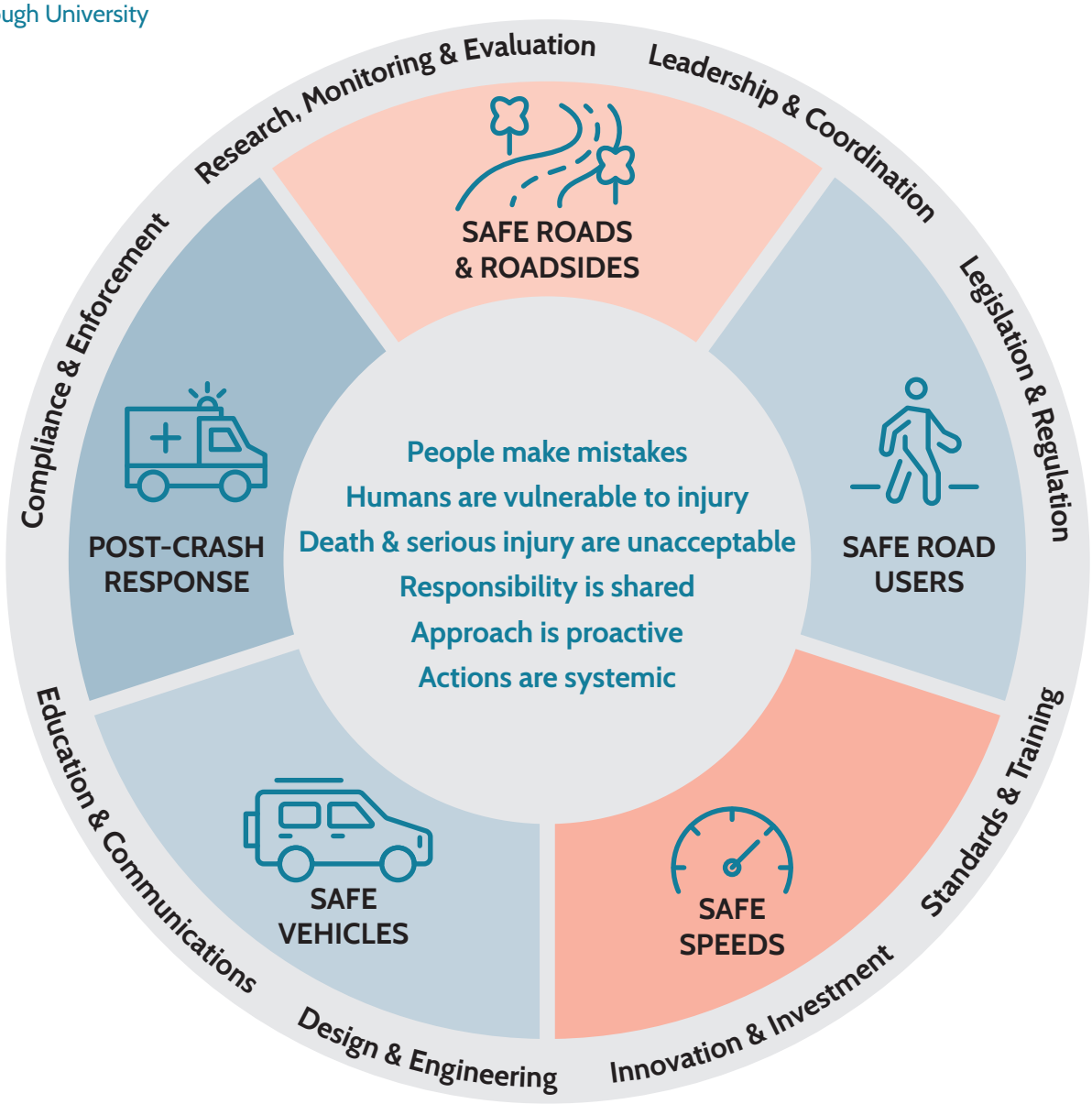
The Safe System is recognised as international best practice that moves away from a culture of blame for road crashes to taking a systemic proactive approach for ensuring safety for our road users. Adopting this systemic approach starts with accepting that *"No human should be killed or seriously injured as the result of a road crash"*[6].

South Yorkshire adopted the Safe System as part of the Safer Roads Strategy in 2022[7] and re-commits to achieving Vision Zero in South Yorkshire through this Action Plan. This goal is in line with the recent publication of the National Road Safety Strategy by the Department for Transport.

At the heart of the Safe System is a recognition that humans make mistakes. Taking proactive actions in line with the Safe System can help us reduce the KSI casualties on our network and make roads safe for everyone. This makes it even more important for us to re-commit to the Safe System and embed policies that consider human error on our road network.

Figure 2 - Safe System Approach

Safe System Approach – Agilysis (2023) building on models from Australia, Canada, New Zealand and Loughborough University



6 Zero Road Deaths and Serious Injuries | OECD
7 SRP-12-July-22-Vision-Zero-Strategy-Document.pdf

Our Action Plan



To achieve lasting reductions in deaths and serious injuries, a series of fundamental shifts must take place across South Yorkshire across each of the pillars of the Safe System. These shifts have been identified through analysis of local data, a review of global evidence on what works and engagement across the Partnership.

The following sections describe each of these strategic shifts, explaining why they matter for South Yorkshire and setting out the actions needed to turn ambition into reality. Together, they represent a move towards a safer, more inclusive and more proactive approach to road safety.

Each theme follows the same principle: using evidence to guide decisions, listening to the people who use our roads, and delivering change consistently across every community in South Yorkshire.

In drafting this plan, we recognised as a partnership the really significant transformation we need across every one of the pillars to achieve our vision. In some areas, the actions set out are laying the foundations for progress and we will be doing further work over the coming 12 months to define both the approach and detailed activities.

We also acknowledge that we are likely to need significantly more resources, both in terms of capital and revenue investment to achieve our vision. A key priority will be developing strong investment pipelines and continuing discussions with central government about the resources needed to achieve our vision.



Why is this important for South Yorkshire?

Our roads and streets are more than just routes from A to B; they are places where people live, work, learn and connect. As the connectors of our communities, they should be designed to help everyone move safely, particularly those who are most vulnerable.

People will make mistakes when travelling. Our roads and streets should therefore be designed and managed so that those mistakes do not result in death or serious injury.

Creating safer neighbourhoods

South Yorkshire residents have expressed the desire for safer, more accessible and better-connected streets. Incorporating a more proactive, consistent approach will help us in designing roads and roadsides that protect our communities.

We want to develop road infrastructure that better supports all of our journeys and, given the greater risks they face on the roads, especially our vulnerable road users, including people walking, wheeling, and cycling, and motorcyclists.

Designing for those most at risk also improves safety for all road users. Measures such as pedestrian crossings, reducing and managing pavement parking where it creates risks, and segregated cycle lanes help reduce conflicts between people and vehicles and prevent crashes that can result in fatal or serious injuries.

Road design and infrastructure must support safe travel for vulnerable road users who have substantially limited protection in a collision compared with those inside a motor vehicle. We know that pedestrian refuge islands can reduce pedestrian injuries by up to 40% with even greater reductions when combined with raised crossings and lower speeds[8]. High quality protected cycle infrastructure and safe junction design reduce injuries to cyclists[9].

Investment that supports pedestrian and cyclist safety also represents strong value for money for South Yorkshire. Walking and cycling infrastructure can deliver a significant return on investment, and Chartered Institution for Highways and Transportation calculations show the UK typically sees returns of £5.62 every pound spent on walking and cycling schemes[10].

This work will be integrated with our strong and growing programme of projects to support more people to walk, wheel and cycle as set out in our recently published Walking, Wheeling and Cycling Strategy.

> "The last thing I want is to be phoning the parents, the carers, the staff and saying we need to go to the hospital. I really don't understand why there's never been a crossing point"
>
> –
>
> **Bentley care worker**



8 World Bank Document
9 World Bank Document

10 Overcoming the barriers to implementing active travel schemes, CIHT

Creating Safer Routes

The Major Road Network (MRN) in England comprises a defined network of strategic (the busiest and most economically important) A-roads[11] and has a crash rate four times that of the Strategic Road Network (motorways and some major A-roads for which National Highways are responsible). Evidence-based road infrastructure schemes have the potential to significantly reduce numbers of KSI casualties on these routes.[12]

One way of identifying and prioritising risks systematically across major routes is drawing on internationally recognised approaches such as the tools developed by the International Road Assessment Programme (iRAP). This suite of tools supports authorities with conducting a risk rating of roads and provides suggestions for infrastructure improvements. The programme has been estimated to save 860,000 lives from fatal and serious injuries worldwide.[13]. As we discuss below, this needs to be used in conjunction with other key data sets.

We know that head-on collisions carry some of the highest risk for fatal and serious injuries on the road network. On appropriate higher speed roads, safety barriers can prevent vehicles crossing into opposing traffic and substantially reduce the risk of severe head-on collisions. Their use must be determined through route-specific assessment and appropriate design. These are highly effective at preventing collisions, evidence shows central barriers can reduce casualties by 60% or more on the road network.[14]

What will we do

For too long, improvements on our roads have been made after a crash occurs, rather than before one. South Yorkshire is changing that. **We are moving from a patchwork of different approaches across our authorities to one consistent, proactive approach – evaluating risks for our residents before it finds them with a standardised proactive risk rating for our roads with a pipeline of investment to improve them.**

We will develop a prioritisation approach which incorporates tools from the International Road Assessment Programme (iRAP) alongside STATS19, speed/traffic and exposure data, local intelligence, engineering judgement, road safety assessments and and feasibility work. This will allow us to prioritise which major routes across South Yorkshire to support our proactive and data-driven approach to Safe Roads in line with the Safe System.

We will use this approach to build new pipelines of schemes across South Yorkshire to understand how we should invest money in safe road infrastructure, both on our major routes and within local communities. The pipeline will inform prioritisation of investment through Transport for City Regions and other available funding.

We will also develop a comprehensive set of proposals for infrastructure improvements in local neighbourhoods for example around schools, parks, high streets, stations and other key destinations. These schemes will integrate our speed related actions to improve the safety of local routes, particularly those where children travel and link in with our walking, wheeling and cycling programme.

11 Major Road Network and Large Local Majors Programmes: programme investment planning - GOV.UK

12 Driving Change: Investing in Safer Roads – Crash Risk Mapping Results 2024 – Britain's motorways and 'A' roads (Covering 2017-2019 and 2020-2022) - The Road Safety Foundation

13 iRAP Annual Report 2025: A Year of Safer Roads Impact - Road Safety Knowledge Centre

14 Median – Road Safety Toolkit

To support safer roads and our vulnerable road users in South Yorkshire, we will be undertaking the following actions:

Action	Action Description	Timeframe	Partners
R1 – We will establish a consistent methodology for risk assessment on the South Yorkshire road network	We will develop and adopt a proactive and consistent approach to risk assessment across South Yorkshire, integrated with a range of data sources and insight. This will provide evidence for how we prioritise routes for investment and for business cases, and we will start by implementing this methodology to assess our main routes.	Initial methodology agreed and in place by March 2027 to be refined over course of 2027	Local authorities and SYMCA with input from other partners
R2 – We will establish and fund a clear pipeline of road safety engineering works across South Yorkshire	We will prioritise the pipeline of schemes for road improvements using the methodology developed as part of R1. We will ensure that across the region we have a strong pipeline of schemes with business cases at "high-risk" routes, corridors and locations. The highest priority schemes will be funded through Transport for City Regions and other funding as available.	Pipeline of schemes in place by September 2027 with initial schemes agreed sooner where we can	Local authorities and partners
R3 – We will use a range of data sources to prioritise engineering solutions to create safe streets and local neighbourhoods	We will develop and deliver a comprehensive programme of infrastructure improvements for enabling safer neighbourhoods in South Yorkshire. We will consider improvements such as signalised crossings and others measures using data from STATS19, speed assessment tools and other data sources to prioritise investment. This will link to S5 and the use of slower speeds for creating safer neighbourhoods and be integrated with our walking, wheeling and cycling work.	Ongoing as part of our TCR programme – strongly linked with walking, wheeling and cycling programme	Local authorities
R4 – We will use novel data sources as part of road risk assessment	We will review, evaluate and where suitable, procure and use emerging data sources and analytical techniques, including AI where appropriate. We will adopt them where they provide demonstrable additional insight into road risk. This will be focussed on risks to vulnerable road users. We will conduct market engagement exercises where required and procure additional tools where needed.	Review complete by December 2026 and first procurement by March 2027	SYMCA and local authorities

Safe Road Users

Why is this important for South Yorkshire?

If we want safer streets and roads in South Yorkshire, we need safer drivers. South Yorkshire has a strong history of raising awareness about Safer Roads – in our schools, with young people, and with other vulnerable road users. That work matters and we will strengthen it further with a more consistent approach. But we know that changing behaviour on our roads means reaching everyone who uses our roads – including our drivers and we will focus much more on supporting them to drive safely.

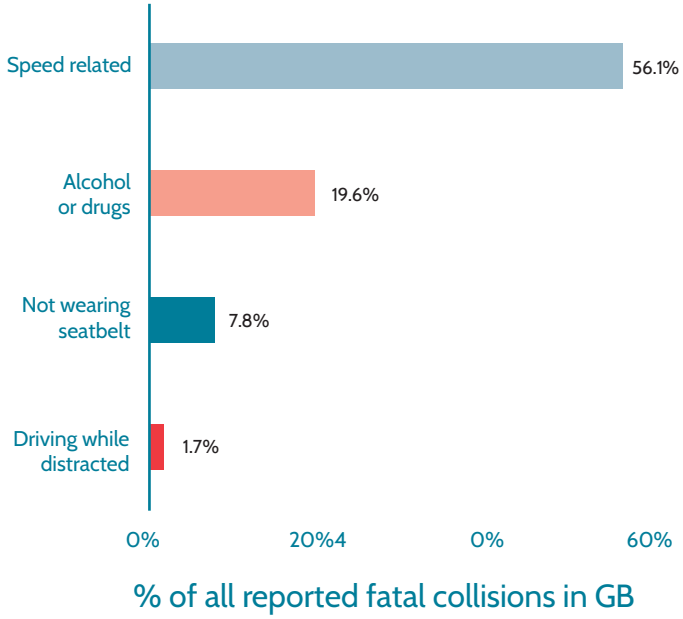
Our lived experience work found that most people wanted to do the right thing, but often real-life pressures led to poor decision making. Participants did not generally describe unsafe road user behaviour as intentionally malicious or driven by a desire to cause harm. Instead, many reflected on how people are often rushed, frustrated or too focused on their own journeys to fully consider the impact of their behaviour on others. The findings therefore suggest that our communications place emphasis on encouraging awareness, empathy and care for other road users, rather than framing road safety primarily around punishment or blame.

Fatal Four

The term Fatal Four refers to speeding, driving under the influence of substances (alcohol or drugs), not wearing a seatbelt and driving while distracted.

Nationally, in 2023, around 65% of all fatal collisions involved one of these four factors. For collisions involving one of these factors, speed was the most common, involved in over 56% of fatal crashes:

Figure 3 - Percentage of reported fatal collisions in GB (2023) Note that it is much harder to properly capture mobile device usage than the other behaviours



And we know the impact of this lack of care combined with these risky behaviours has the greatest impact on the road users who are most vulnerable.

Between 2021 and 2025, vulnerable road users accounted for 1,791 of the 3,962 people killed or seriously injured in South Yorkshire, representing 45% of all KSIs.

> The drivers are always in a rush, they're only thinking of where they're trying to get to. Everybody's so impatient. The other day there was a queue of traffic and a car drove onto the pavement, drove all the way on the pavement. It's a miracle nobody was killed. It's only a matter of time."
>
> –
>
> **Wheels for all, Doncaster**

> We go through our driving test that one time and then the next time is like when you're 70 or something. Drivers need to make more effort to keep up with the Highway Code. It's like they've forgotten what it's like to be in a pedestrian world, they've not always focussed on what's going on around them."
>
> –
>
> **Askern resident**



Changing behaviour

We know that changing behaviour is complex and needs to be backed by evidence-based insights. We need to understand why, how, and when road users behave in a particular manner. In the Safe System, we all share a responsibility to follow the rules and laws of the roads. To achieve that sense of responsibility, we know that campaigns simply telling people what to do have a limited impact[15].

We also know that scaring people doesn't work and can often have negative consequences[16].
We also understand that improved knowledge does not always translate to safe behaviour. Research demonstrates that training drivers how to control their vehicle on slippery surfaces such as on wet surfaces, snow and oil can lead to over-confidence and *increased* risk-taking behaviour, in turn leading to higher crash risks[17].

It might seem intuitive that additional training will automatically make drivers safer, but influences on behaviour can be complicated and lead to unintended consequences.



Social norms play an important part in changing behaviour. When we integrate these unwritten rules and behaviours with beliefs that people share, it can have a positive impact[18]. Humans are social animals and there will be certain rules we live by; harnessing these can help drive behaviour change[19]. It means that we can't just tell people what to do - we need to work with behaviour change specialists to embed positive social norms.

Campaigns work best when combined with other system measures such as enforcement[20]. A good example of this is the increase in seatbelt wearing rates in the UK using a combination of measures, such as a law for wearing seatbelts, mandating vehicles to have seatbelts, enforcing compliance, reminders in vehicles for wearing a seatbelt, and campaigns such as THINK!

An Australian study found that seatbelt wearing rates dramatically increased when there was good communication around enforcement of seatbelt use[21]. Another campaign targeting an enforcement-based approach found that strong warnings about upcoming random breath testing also had a drop in drink driving related fatalities[22].

Given that road safety campaigns are most effective when combined with enforcement, **the focus should be on the illegal driving practices which cause the most harm: The Fatal Four**.

15 Change Magazine: Why don't you just behave? | Social and Behavior Change
16 The impact of threat appeals on fear arousal and driver behavior: a meta-analysis of experimental research 1990-2011 - PubMed
17 World Bank Document
18 Modelling social norms: an integration of the norm-utility approach with beliefs dynamics | Philosophical Transactions of the Royal Society B | The Royal Society
19 Social norms and behavior change: The interdisciplinary research frontier - ScienceDirect
20 World Bank Document
21 World Bank Document
22 World Bank Document





Don't Drive Daft

In 2024, Barnsley Council launched a great example of a behaviour change campaign: **Don't Drive Daft**, aimed at reducing the dangerous driving behaviours most linked to serious and fatal collisions.

The campaign focuses on younger drivers, aged 17 to 24 who are disproportionately involved in road collisions in Barnsley (mirroring the national picture[23]), and nationally, to challenge unsafe behaviours among their peers.

Young male car drivers aged 17 to 24 are around 4 times as likely to be killed or seriously injured compared with all car drivers aged 25 or over

Working with a creative agency and students from Barnsley College, Barnsley Council co-developed the campaign's messaging and visual identity to ensure it reflected the views and experiences of young people.

Supported by partners including South Yorkshire Police, South Yorkshire Fire and Rescue and highways colleagues, the campaign delivers consistent road safety messages across multiple channels. These include billboards, digital advertising, web content and social media activity.

Players from Barnsley Football Club helped to extend the campaign's reach, while branded merchandise has further increased engagement and awareness.

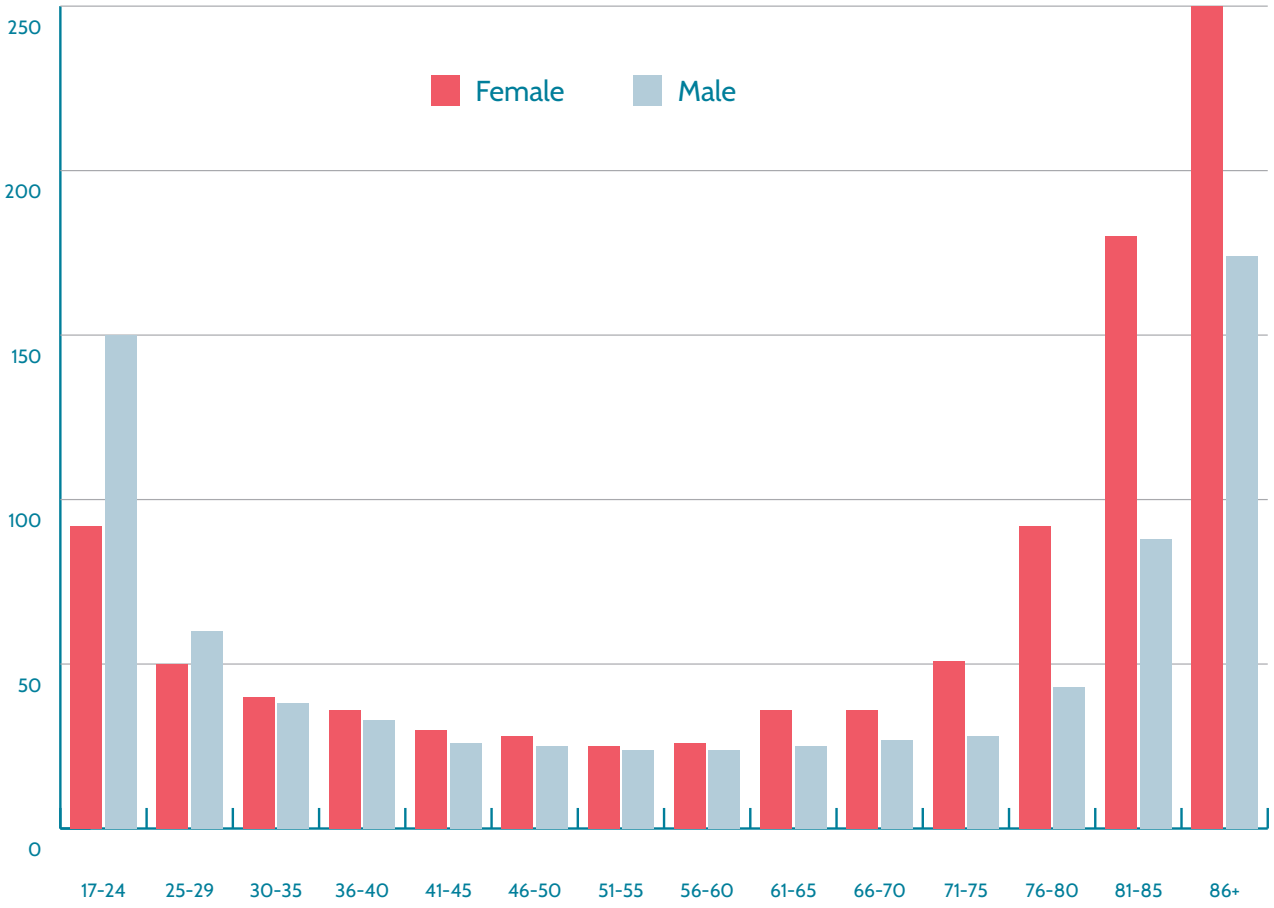
Through its collaborative approach and strong local identity, **Don't Drive Daft** has become a recognisable road safety brand that encourages safer choices and challenges dangerous driving behaviours across Barnsley.

23 Reported road casualties in Great Britain: younger driver factsheet, 2025 - GOV.UK

Older drivers

As well as younger drivers being more at risk, older drivers are more likely to be killed or seriously injured in road collisions with national statistics showing the risk increasing significantly as drivers reach the age of 70:

Chart 1: KSI car driver casualties per billion miles driven, by age and sex, Great Britain 2025



And the risk also increases with age for pedestrians, with a significant increase in pedestrians killed and seriously injured over the age of 60 and above. In South Yorkshire, 5 older pedestrians lost their lives in 2025.

What will we do?

We have previously focused on trying to change the behaviour of the most vulnerable road users (children, the elderly, cyclists, and pedestrians) to try to keep them safe. But they are not the ones operating the vehicles which cause collisions.

We will shift to having a much bigger focus on creating major campaigns which will support drivers to drive more safely through integrated communications, enforcement and other methods.

Using behavioural insights, we will take an evidence-based and data-driven approach for driving change. It is key that we evaluate what's working versus what's not working to encourage safe behaviours on South Yorkshire's roads.



We will work to build behaviour change campaigns which reinforce positive behaviour and demonstrate how to do the right thing when using our roads. We also know that we can't rely solely on raising awareness without building a road network that supports safe road use.[24] We know that we will require adequate data for making evidence-informed decisions for driving behaviour change.

To move to a road network that adapts to the individual, the Partnership is shifting towards a more focused, insight-led and outcome-driven communications model.

Instead of delivering many small campaigns each year, the Partnership will focus on fewer, evidence-led interventions. The Partnership will deliver two to three integrated behaviour change campaigns each year, prioritising Fatal Four behaviours, backed up by strong enforcement. The Partnership will also be adopting novel data sources for monitoring driver behaviour on our road network.

In line with the National Road Safety Strategy, we will review our road safety offer for children and young people, to ensure it remains effective, relevant and evidence led.

We will then develop programmes for children under 16, aligned with active travel initiatives to provide a more integrated offer for schools. Where appropriate, these interventions will also be linked to targeted infrastructure improvements (R4) to support safer journeys for children and young people.

New technology can hugely help to identify risky driving behaviour, such as the overhead gantries where cameras can see inside vehicles and identify where people are not wearing seatbelts or are using mobile phones. We want to trial these as part of our integrated behavioural change campaigns.

24 Road-Safety-Education-report-Box-November-2023-1.pdf

We recognise the importance of strong enforcement to deter unsafe driving behaviours and will review and seek to strengthen our enforcement capabilities across the region.

We will continue to develop and use targeted enforcement approaches such as Operation Close Pass, which targets drivers overtaking cyclists without sufficient room.

The Partners are actively working to prevent illegal e-mopeds operating across the region – these are sometimes e-bikes which have been illegally modified to operate at high speeds, or unlicensed e-mopeds.

E-scooters are currently not lawful to operate on either public roads or pavements. We will research the current use of e-scooters in our region to develop actions to reduce risk and actively engage with the proposed upcoming government legislation to legalise e-scooters as well as any trials of hired e-scooter schemes which partners plan to implement.

We will also consider the best way to support safe use of legal e-bikes, and how we will collectively work to prevent illegal e-mopeds from operating on our network.

The first trials for autonomous vehicles begin in 2026. We will monitor these closely and work to ensure that autonomous vehicles operate safely across our network.

And finally, we will work with regional and national partners to advocate for the right sentencing within the criminal justice system for people who commit serious road traffic offences.

To ensure that we create a safe environment for all road users in South Yorkshire, the Partnership will be incorporating the following actions:

Action	Action Description	Timeframe	Partners
RU1 – We will launch targeted campaigns using behavioural and lived experience insights	We will invest in, gather evidence for, and deliver targeted campaigns using behavioural and lived experience insights from South Yorkshire residents.	Campaigns plan 2027 – 2029 agreed by January 2027	All partners, SYMCA to lead on campaign design
RU2 – We will run four SY wide behavioural change campaigns on each of the Fatal Four behaviours	We will launch campaigns specifically focussed on the Fatal Four behaviours (speeding; drink and drug driving; mobile phone use; seatbelts) and each will be designed and evaluated using behaviour change models and lived experience insights. We will align campaign activity with the National Roads Policing Calendar to integrate effectively with enforcement activity. We will work with central government to encourage and support national behavioural change campaigns.	First campaign in 2027; further campaigns in each of 2028 and 2029	All partners, SYMCA to lead on campaign design

Action	Action Description	Timeframe	Partners
RU3 - We will re-evaluate, and update, our current education offerings in schools	We will carry out a comprehensive review of our existing offer for children and young people, especially through schools, building on the evidence provided by the national review. We will develop and deliver campaigns and programmes for children under 16, aligning closely with similar interventions focussed on active travel to deliver an integrated offer for schools and, where appropriate, aligned with targeted infrastructure improvements (R4).	By September 2027, timing dependent on timing of national government review	SYMCA, local authorities and South Yorkshire Fire and Rescue
RU4 – We will review and strengthen enforcement activity to prevent collisions	We will review the current enforcement activity we carry out and ensure it is sufficiently well resourced, strengthen it where we need to (recognising resource constraints), and ensure it is focused around prevention of the most dangerous behaviours.	Review to be completed by September 2027	South Yorkshire Police and SYMCA and criminal justice system organisations
RU5 – We will trial novel enforcement technology	We will pilot novel enforcement technology to monitor Fatal Four behaviours across South Yorkshire for example technology which can automatically detect when drivers are using their mobile phones or not wearing a seatbelt.	First trial in spring 2027	South Yorkshire Police and SYMCA
RU6 – We will advocate for national changes which protect our road users and ensure new technologies are used safely on our network	We will play an active part in consultations and design of policy and regulatory solutions in relation to, for example: protection of younger drivers; protection of older drivers; new technologies like e-scooters and autonomous vehicles to ensure they are used safely on our road network.	Ongoing in relation to consultations; longer-term policy positions to be agreed by September 2027	All partners coordinated by SYMCA
RU7 – We will commission in-depth analysis to focus our resources on reducing the highest risks	We will commission in-depth analysis on our most vulnerable road users and highest areas of risk including: children; young drivers; areas of deprivation; 30mph roads. We will use the findings to focus our investment plans across all pillars of this Action Plan.	First review completed by December 2026; next two reviews comissioined by January 2027	SYMCA

Safe Speeds

Why is this important for South Yorkshire?

On the road, the unexpected can happen at any time. Speed decides the outcome.

Between 2022 and 2024, around 57% of fatal collisions nationally involved a speed-related causation factor.

Slower speeds reduce harm and give drivers crucial extra seconds to react. Even small decreases in speed make a big difference in a crash.

South Yorkshire residents told us that speed makes them feel unsafe in their everyday lives – especially on local streets and near where they live.

This plan is about keeping people safe by making sure rules are followed and harmful behaviours are tackled. It's not about catching people out or limiting freedom - it's about protecting communities.

Our roads are shared spaces, used by people walking, cycling, driving and more. Road safety is about real places—outside schools, residential streets, crossings and bus stops, where feeling safe matters most. Taking care, showing patience and giving space helps keep everyone safe.

> "You get into the village and there's a two-lane road going through, which is a 40mph limit, which makes no sense. It's like, no, that should be a 20mph road because, you know, there's three schools on that road. There are kids walking along that road most of the day and older people walking to the shops from their houses. It makes no sense."
>
> –
>
> **Sheffield resident**

What does the evidence tell us?

We know that speed is a primary cause of road collisions internationally, and the outcomes will be much worse for pedestrians, cyclists, and motorcyclists who have limited protection against high speeds[25]. Promoting Safe Speeds is in line with the Safe System, where a primary aim is to manage the energy involved in crashes, and experts consider it is the area of the Safe System where interventions can achieve the biggest reductions in people killed or seriously injured.

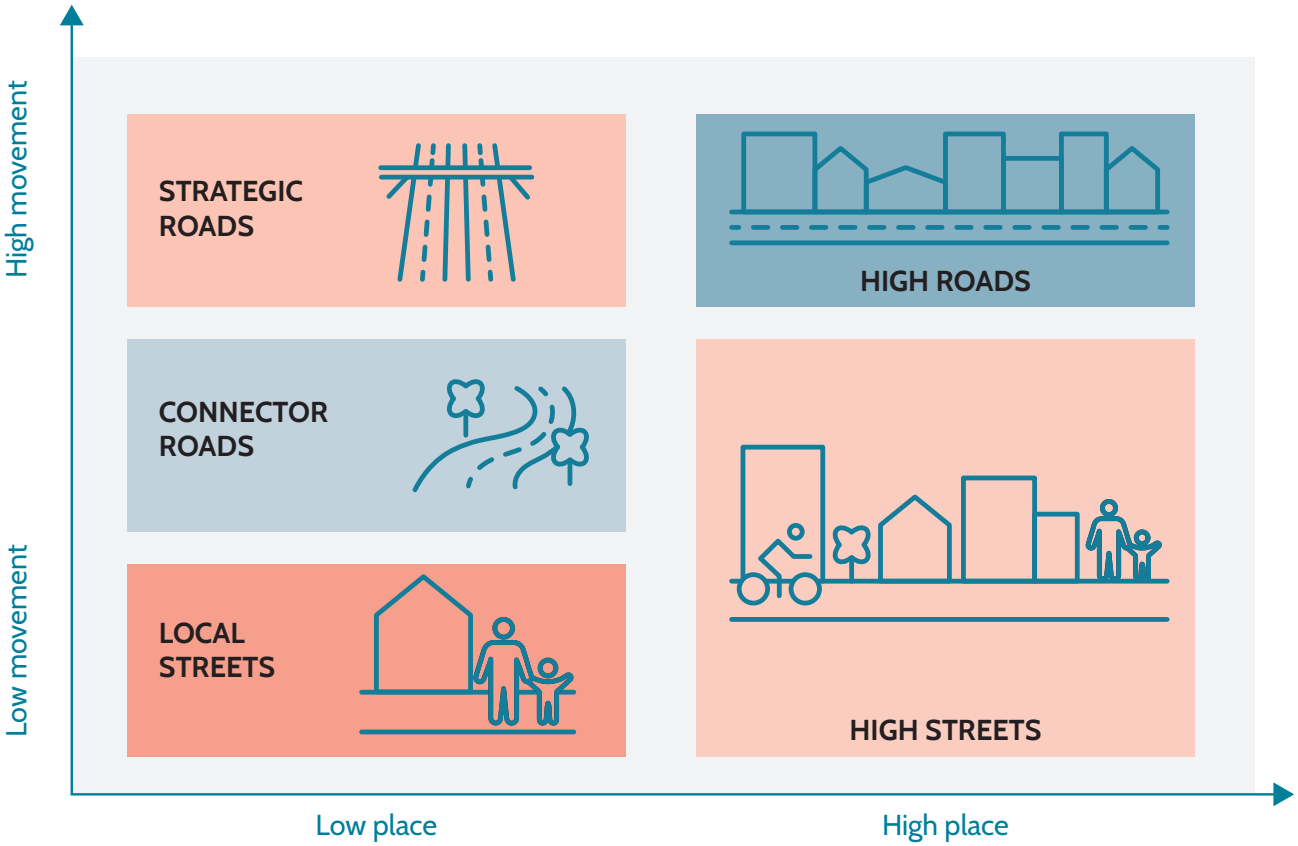
Roads and streets have different purposes. Some of our roads are primarily about '*movement*': we need motorways and dual carriageways to *efficiently move* goods and people around the country; and rural roads to connect villages and towns. Some of our roads and streets are much about '*place*' e.g. they help create communities with *safe places* for people to play, rest, spend time in or make short local trips.

These different movement and place purposes require different safe speed limits; lower speeds near schools, hospitals, shops, and homes, with higher speeds suitable where vulnerable road users are segregated. By thinking about the purposes of our roads and streets, we can set speed limits consistently and safely within a defined framework (like the one shown in Figure 4)

25 Updated estimates of the relationship between speed and road safety at the aggregate and individual levels - ScienceDirect;

Safe speeds: fatality and injury risks of pedestrians, cyclists, motorcyclists, and car drivers impacting the front of another passenger car as a function of closing speed and age | Traffic Safety Research

Figure 4 - Example of a street typology matrix



The relationship between speed and risk is clear: as speeds increase, the risk of death and serious injury also increases[26]. Slower traffic reduces the likelihood and severity of collisions but also makes our streets more pleasant places to walk, wheel, and cycle. There are proven benefits of having lower speeds on the network. A 1kph change in speed leads to roughly an 8% change in fatalities and a 6% change in injury collisions[27].

Given that over half of the people killed or seriously injured in our region are on or near 30mph roads, we will need a particular focus on these roads.

Place = roads and streets, primarily for people to play, rest, spend time or make short local trips.

Movement = roads primarily to efficiently move goods and people.

26 World Bank Document

27 Updated estimates of the relationship between speed and road safety at the aggregate and individual levels - ScienceDirect

People killed or seriously injured on 30mph road between 2021 and 2025

56% of all our KSIs were on 30mph roads therefore improving safety on these routes is a priority.

This is particularly because the number of vulnerable road users killed or seriously injured in these collisions:

630 Killed or Seriously Injured **Pedestrians**

344 Killed or Seriously Injured **Children**

281 Killed or Seriously Injured **Pedal Cyclists**

255 Killed or Seriously Injured **Older People**

International guidance recommends a 20mph speed limit in built up areas where there is a possibility of conflict between motorised vehicles and vulnerable road users such as children, pedestrians and cyclists[28]. This is particularly because of the number of vulnerable road users killed or seriously injured in these collisions. At lower speeds, drivers have more time to react and people are far more likely to survive if they are hit:

Figure 5 - Risk of pedestrian fatality by impact speed (mph) from (Richards, 2010)



A pedestrian hit at 20mph has a 90% chance of surviving.



A pedestrian hit at 30mph has a 50% chance of surviving.



At 40mph, that survival rate drops below 20%.

28 20mph research study - process and impact evaluation: headline report

London's 20mph schemes (150 schemes; 1989-2013) found a 34% decrease in killed and serious injuries on the road network.[29] Edinburgh's 20mph schemes also found a decrease of 23% in the fatal casualties and 33% for serious casualties. As a result of implementing 20mph speed limits in Edinburgh, casualty savings equate to roughly £38,582,514.[30]

Considering the movement and place could also help with building credibility of speed limits; if road users understand why a speed limit is set as it is, they are more likely to comply. Enforcing speed limits is equally important for promoting Safe Speeds in South Yorkshire.

Average speed cameras reduce fatal and serious collisions by 25-46%. [31] A study of more than 4000 safety cameras found that there was a 50% and 35% reduction in people killed and seriously injured at fixed and mobile camera sites respectively.[32] The study also found that compliance with the speed limit improved when speed cameras were deployed, with vehicles exceeding the speed limit reducing by 70% at fixed sites. In addition, vehicles exceeding the speed limit by 15mph or over the speed limit reduced by 91% at fixed sites and 36% at mobile camera sites.[33] When speed cameras were deployed in Barcelona in an urban setting, they led to a net-benefit of €6.8 million.



29 Powerful new long-term TfL research shows 20mph speed limits save lives on London's roads - Transport for London

30 (Part 2: Case Studies) 1. 20 mph Limits - Learning from 25 years of preventative interventions in Scotland - gov.scot

31 Effectiveness of average speed cameras

32 speed-cameras-factsheet-oct-23.pdf

33 speed-cameras-factsheet-oct-23.pdf

What will we do?

We know that Safe Speeds around our communities will aid in protecting our vulnerable road users and create better streets for all. We understand that speed limits should be set considering all road users, especially those who are the most vulnerable.

Getting to Safe Speeds is about helping people keep to the limit in addition to setting safe limits. Speed limits across South Yorkshire have historically been set and reviewed in different ways, with no shared approach guiding how or where slower speeds could be incorporated. We are changing that. **We are going to introduce a consistent speed policy for South Yorkshire based on the idea that speeds should be decided based the purpose of that road.**

We are working with South Yorkshire Police (SYP) and other partners to address and enforce the Fatal Four behaviours. This also means exploring novel data sources to better target enforcement, increasing speed camera use across the region, and running campaigns to encourage compliance.

As with all our approaches to enforcement, this isn't about catching people out – it is about preventing harm and helping everyone get home safely, especially where the risk of harm is greatest for our residents.

We are committed to strengthening our speed camera network, upgrading existing sites and identifying new locations where speed cameras can help reduce fatal and serious injuries on our network.

We also want to expand speed reduction schemes such as Community Speed Watch, speed indicator devices, and incorporating connected vehicle data for encouraging speed compliance.

Together, these actions mean people can go about their daily lives with confidence – giving everyone the freedom to walk, wheel and cycle without hesitation. For drivers, lower speeds mean less stress and more reliable journeys. Slower speeds also give children the opportunity to enjoy their childhood safely and freely in our neighbourhoods.

We will be undertaking the following actions for ensuring slower speeds across South Yorkshire:

Action	Action Description	Timeframe	Partners
S1 - We will ensure all speed-related decisions are data-led	We will utilise consistent, comparable data sources to develop a shared understanding of existing speed limits, driven speeds, movement and place approaches and road use. We will align data sources so information can be reviewed collectively and used consistently to inform decisions.	March 2027	All
S2 – We will develop and implement a SY wide speed policy, focusing on lower speeds where communities need to protect vulnerable road users such as children, the elderly, pedestrians, and cyclists.	We will develop a collective policy for categorising speed limits based on place and movement functions aligning our approach with upcoming national guidance on Setting Local Speed Limits. We will identify where roads need to prioritise traffic to support flow, and where roads need to concentrate on the needs of people using the functional hierarchy of roads.	Develop a shared policy by September 2027 provided national guidance is published in early 2027	All partners, SYMCA to lead shared policy development
S3 – We will establish a consistent approach to speed enforcement across South Yorkshire	We will develop a consistent speed enforcement policy, in line with national guidance, including aspects such as Fixed/Average/Mobile speed camera enforcement, Community Speedwatch, Vehicle Activated Signs, Speed Indicator Devices, including a review of the site selection criteria and prioritisation to give partners and the public confidence in how and why enforcement locations are chosen.	September 2027	South Yorkshire Police and SYMCA to lead development, for agreement across the Partnership

Action	Action Description	Timeframe	Partners
S4 - We will review and expand the safety camera programme, upgrading equipment and investing in new sites where enforcement is required	We will review our financial model for safety cameras and develop an updated model for our Safety Camera Partnership, taking into account additional resource needed for each of the phases below. We will review and expand our safety camera offering split across two phases: **Phase 1** - Upgrade existing camera equipment and sites, increasing the capacity and effectiveness of our Safety Cameras **Phase 2** – Increase the number of available Safety Cameras in response to the data and KSI trends Both underpinned by an integrated behaviour change communications campaign (see RU2)	Model to be completed by spring 2027 Phase 1 – to be complete by March 2028 Phase 2 – Review to commence by March 2028	South Yorkshire Police and SYMCA to lead development of model, for agreement across the Partnership SYP and Local authorities for site selection
S5 - We will deliver a comprehensive speed limit programme, combining all of the other Speed actions.	We will roll out an ambitious programme of lower limits on the roads which need it, and use a combination of behaviour change, enforcement, and engineering measures to encourage compliance with these limits.	Ongoing	Local authorities



Safe Vehicles

Why is this important for South Yorkshire?

Personal vehicle use

We all use the roads, and we all have a role in keeping each other, and our vehicles, safe. Poor vehicle condition, worn tyres, defective brakes and other roadworthiness issues can increase collision risk and severity.

South Yorkshire residents highlighted concerns about vehicle maintenance, vehicle design and modifying vehicles leading to compromised safety conditions. We recognise that safer journeys depend not just on people, but on the vehicles they use.

A safe driver needs a safe vehicle. Simple checks and regular maintenance, such as making sure tyres, brakes and lights are in good condition, can help prevent crashes and reduce the risk of serious injury if a collision does happen.

Vehicle maintenance directly feeds into safety for vehicle passengers and road users. We know that vehicle defects contribute to about 6% of crashes. Inspection programmes (like the MOT) can reduce fleet defects by up to 16% and prevent crashes on our road network. If we all maintain our vehicles, then we can help with ensuring safety for all road users in our community.

Modern vehicles are also fitted with a range of safety features that can help prevent crashes and protect people if one occurs. Some of these features have been standard in vehicles for many years, while others are only available on newer models.

However, the cost of maintaining a vehicle can be a challenge for some households. People facing financial pressures may be more likely to drive older vehicles and put off routine servicing or repairs. This can increase the chance of vehicles being used in an unsafe condition.

This plan aims to reduce inequalities in road risk and help improve road safety for everyone.



> “There are many cars being driven with only one working headlight. This can make it difficult to judge what type of vehicle is approaching and sometimes at night or in poor weather conditions this can lead to misjudgements. Also, modern headlights can be too bright and dazzling which can make it difficult to see the road ahead.”
>
> –
>
> **Member of Bentley Walking Group**



The fleets operated by or under the influence of the Partners

Our initial focus will be centred around buses.[34][1] We are taking increasing responsibility for public transport vehicles across South Yorkshire, most notably ownership of our entire bus network as bus franchising Phase 1 is introduced from September 2027. Working with our partners and key stakeholders, we are in the process of developing and implementing fleet safety standards to ensure vehicles are safe and reliable for Phase 1.

We recognise that a Bus Safety Standard can help with improving safety of passengers and reduce collisions on our network. For instance, London has seen a 34% reduction in those killed or seriously injured by or in a bus in 2024 compared to a 2010-2014 baseline.[35][2]

Driving for Work

Another group that we would like to provide support to is those driving for work. We know that at-work drivers are involved in about a third of all collisions in Britain.[36] In addition to serious injuries to the driver, it can also result in other road users being injured.[37]

We know that drivers of Heavy Goods Vehicles (HGVs) can have limited vision of the environment around them.[38] An HGV driver would need to use about six mirrors and three windows for gaining awareness of vulnerable road users such as pedestrians and cyclists around their vehicle.[39] This increases the risk of children, cyclists and pedestrians not being seen.

34 [1] New era of better buses: Landmark Bus Bill becomes law - GOV.UK

35 [2] Bus Safety Standard 2

What will we do?

We want to shift to having a more significant focus on this pillar over the coming years, recognising that it has not had significant focus to date. South Yorkshire's own fleet of public vehicles gives us several opportunities to consider vehicle safety technologies that can be included in our procurement processes. We will consider safer vehicles including buses, school buses, gritters and bin lorries. We will also be considering standards such as the Direct Vision Standard for HGVs to improve safety for both HGV drivers and other road users around them.

We have worked with experts to define a stringent set of safety standards for our new fleet of around 400 buses which will be rolled out on our network in 2027. This gives us the opportunity to embed vehicle safety within our own fleet while also promoting vehicle safety for personal vehicles on the SY road network.

To support those driving for work, we will collaborate with Driving for Better Business (DfBB) and use their resources for embedding driver safety within companies. We will also consider incorporating the Fleet Operator Recognition Scheme (FORS) and Construction, Logistics, and Community Safety (CLOCS) standards to ensure safety of commercial vehicles.

It is important that our residents are choosing vehicles with safety technologies and know how to use these technologies. We will develop communication campaigns to support our residents when they are buying a new or used vehicle – helping them understand which safety features matter, what to look for and why they make a difference for protecting drivers and others on the road. We will be conducting campaigns promoting vehicle safety for personal and commercial use.

As we shape our approach for encouraging Safer Vehicles in South Yorkshire, we will ensure that vehicles support everyone's safety, not just the people inside the vehicle.



To embed evidence-informed decisions for promoting Safe Vehicles across South Yorkshire, we will:

Action	Action Description	Timeframe	Lead
V1 – We will develop a safety standard for vehicles within the fleets owned and operated by Safer Roads partners	We will develop with partners and roll out a clear fleet safety standard to ensure that our fleet (i.e. the fleet of vehicles owned or operated by SY Safer Roads Partners) has a high standard of safety and maintenance, and that our drivers are fully trained to drive safely. This will build on the work that has already been undertaken in developing the safety specification for new buses for SY	Fleet safety standard to be developed by March 2028	All partners, development coordinated by SYMCA
V2 - We will deliver targeted communications for improving vehicle safety for SY residents	We will deliver campaigns (as part of Action RU1) for SY residents to help vehicle owners both: make informed decisions on purchasing safe vehicles and using safety features; and ensuring their vehicles are well maintained.	Campaign to be developed in 2028	SY Fire and Rescue and SYMCA with all partners
V3 – We will engage with commercial fleet organisations	We will deliver an integrated behaviour change campaign (RU1) with DfBB, FORS, CLOCS and other partners to promote safer commercial fleet operations across South Yorkshire. We will also investigate the application of the Direct Vision Standard for HGVs within South Yorkshire.	Campaign to be developed in 2028	SYMCA to lead on development, all partners to participate



Post Collision Response

Why is this important for South Yorkshire?

Fatal and serious crashes on our road network leave a lasting impact on families, friends, witnesses, emergency services, and wider communities. It is known as the 'ripple effect'. After a serious collision, physical injuries can be life-changing, and psychological trauma long-lasting. We need to support those involved in these tragic incidents.

We must also learn the lessons from every collision, especially fatal collisions, to proactively prevent similar incidents happening elsewhere.



What do we know works?

Reducing the impact of collisions

Research from Australia found that around one in two people involved in a collision suffered psychological distress, with the risk of developing post-traumatic stress disorder being between 16-21% after 6 months and developing a major depressive disorder between 24-26% at 6 months.[40] Research recommends commissioning a dedicated service for road victims from when a collision occurs to any other court proceedings. Sadly, road collisions are still too frequent and traumatic and specialist services to support road victims through criminal proceedings and long-term psychological support are required. It has been shown that careful consideration should be made of who is eligible, what services are offered, and what referral mechanisms are used to support those impacted by road collisions.[41]

We understand that considering a system of data sources can also help with understanding and preventing fatal and serious collisions including Police reported data, public health and fire and rescue services data.

We know that STATS19 data has limitations and by linking with other data sources we can get a more complete understanding of road harm and its impact on people. The Department for Transport has shown that linking police and fire data can enhance the information that STATS19 alone provides[42], and the Government's Road Safety Strategy[43] commits to more links with health data so that longer term casualty outcomes can be better understood.

We have previously conducted limited initiatives in this area, but we recognise that when a collision happens, the response reflects how much we value people. There is a great need for victim support services and, where these are available, they are hugely valuable. For example, Transport for London recently launched a long-term Road Victim Support Service after a successful trial period which has enabled access to timely, trauma-informed, face-to-face support for bereaved families and those with life-changing injuries.[44]



40 https://australianrotaryhealth.org.au/research/the-psychological-impact-of-road-traffic-injuries/

41 Executive-Summary-Road-Victims-Needs-Assessment-StaffsUni-Supporting-Justice.pdf

42 Linking police and fire road collision data: trends and further analysis - GOV.UK

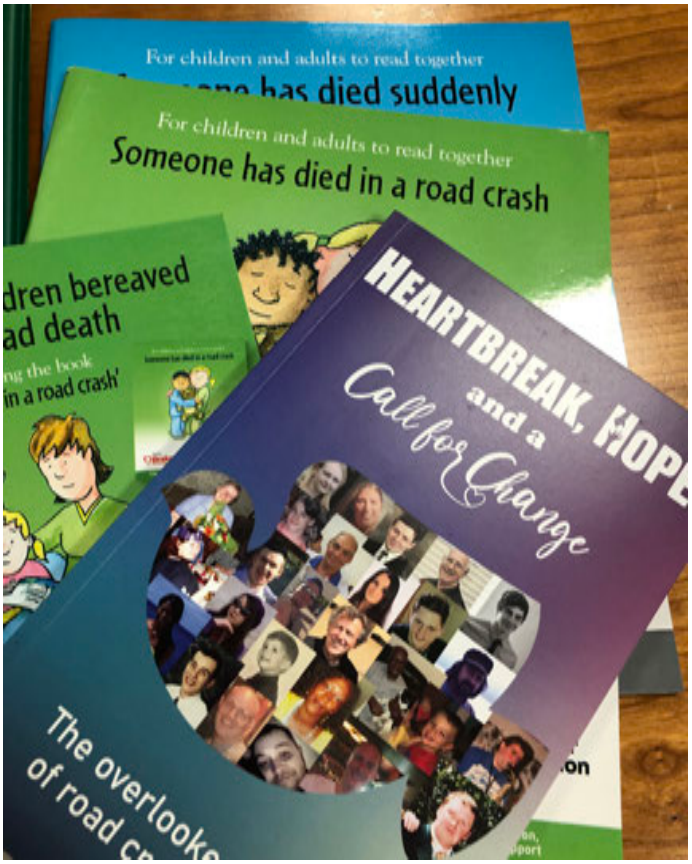
43 Road safety strategy - GOV.UK

44 TfL launches long-term Road Victim Support service to improve care for Londoners affected by traffic collisions - Transport for London

Learning from collisions

Collisions on our network are the result of a complex mix of factors across the Safe System. Safe System Fatal Review Panels are multidisciplinary groups that examine road traffic fatalities (and sometimes serious or high-potential collisions) in a structured, evidence-based way. Their focus is on identifying system failures and actions to prevent future deaths, rather than assigning blame. Bringing together professionals from highways, maintenance, road safety, emergency services, public health and behaviour change, the panels review each case in detail to identify systemic weaknesses and make targeted recommendations. This ongoing learning process helps create a more forgiving road system that anticipates human error and reduces the severity of outcomes.

The approach was pioneered by the Cambridgeshire and Peterborough Road Safety Partnership, with early adoption by several other partnerships. These areas have begun embedding the process into local governance, demonstrating the value of collaborative review and shared learning. As momentum grows, more authorities are adopting this model to support Safe System and Vision Zero ambitions.[45]



What will we do?

We want to place significantly more focus on this pillar as part of the action plan, shifting to a much more proactive and integrated approach. South Yorkshire Police already conduct in-depth collision investigations to bring justice to road victims. Alongside this, we will set up Fatal Review Panels to take learnings from incidents and apply them across our road network, so that learning from each collision, makes the next one less likely. We will also look at the support and rehabilitation services offered in South Yorkshire for those involved in a crash.

We will be using a combination of data for analysing these collisions including data from Yorkshire Ambulance Services, the Police and South Yorkshire Fire & Rescue teams along with local authority datasets. We aim to integrate and systematically analyse these collisions to take a proactive and data-driven approach to preventing crashes.

45 Safe System Fatal Review Panels (2025) - The Road Safety Foundation

To support those involved in a crash, we aim to do the following:

Action	Action Description	Timeline	Partners
PC1 - We will provide better support and information for those involved in road traffic collisions	We will identify and commission clear support for victims of collisions, with agreed consistent referral systems across South Yorkshire for those involved in serious and fatal collisions	March 2027	SYMCA
PC2 – We will establish a South Yorkshire Fatal Review Panel	We will undergo training for, and set up, a Fatal Review Panel with partners across South Yorkshire that focusses on applying a Safe System lens to fatal collisions so we can apply the lessons learned. We will ensure this does not impact the integrity of any ongoing criminal investigations.	Training by March 2027; Panel set up by June 2027	SYMCA to coordinate and secure training, all partners to support
PC3 - We will integrate casualty data sources across the Partnership	We will integrate data sources across the Partnership including STATS19, data from fire & rescue services (SYFRS), ambulance services (YAS) for evidence-based decisions and visibility across all partners.	March 2027	SYMCA to coordinate, all partners to support especially YAS, SYP and SYFR

Innovating through data

Data is critical to delivering a Safe System for the people of South Yorkshire. Accessing, sharing and analysing data effectively gives decision makers the insight they need. It will also enable impactful delivery of the actions within this plan. As part of building this plan, we assessed all the data we are using across the Partnership to understand how we are using data well and where we need to use data differently.

Strengthening our Core Data

STATS19 remains the foundation of our understanding of road risk. We continue to use this data to identify who is being injured on our roads, inform our priorities, and monitor progress towards our targets. Alongside this, we are integrating previously siloed datasets into a single platform, enabling a more complete picture of road safety outcomes, more consistent analysis across the Partnership, and stronger evidence-based decision-making.

Building on STATS19, we are strengthening our use of other established datasets. South Yorkshire has a varied landscape of different road types and mapping our key routes enables us to target those with the highest risk. Data gathered across the Partnership focussing on demographics, infrastructure, compliance, enforcement, speed and traffic all remain important in protecting our communities.

Unlocking New Sources of Insight

By combining our core data with emerging technologies and innovative analytical approaches, we can be more proactive, identifying risks and prevent collisions before they occur. We are investing in new vehicle data and telematics to give a more comprehensive understanding of speed, traffic and driving behaviours on our network. Novel enforcement technology will help to understand the risks associated with the Fatal Four on our network.

We are also investigating new ways of linking and analysing casualty data across the Partnership to more effectively use the insight of the emergency services. The establishment of a data working group will promote good practice and collaboration as new data sources and ways of working are embedded.



Action	Action Description	Timeline	Partners
Data 1 – We will ensure that road safety data is accessible and analysed consistently across the Partnership	We will create a platform where the partners have a single source of truth to view road safety road data and compare trends across local authorities.	December 2026	SYMCA to coordinate with data from all partners
Data 2 - We will establish a data working group	We will establish a multi-agency road safety data and analytics forum across South Yorkshire to coordinate data updates and share best practice.	July 2026	All partners, SYMCA to coordinate
Data 3 - We will develop automated data integration workflows for STATS19 and core open road safety datasets	We will develop and implement automated data ingestion and integration pipelines for STATS19 and other core road safety datasets to enable timely, consistent, and efficient data collection, processing, and integration into the Partnership's central data platform.	November 2026	SYMCA to coordinate
Data 4 - We will create a shared road safety data ecosystem through the procurement of commercial tools and datasets	We will develop a long-term data plan to assess commercial datasets and tools, identify the solutions that best meet Partnership needs, and deliver a programme of procurement, implementation and training to create a shared road safety data ecosystem across South Yorkshire.	Plan agreed by November 2026, procurement of initial set of tools complete by March 2027	SYMCA to coordinate

Monitoring

Our targets

We know from evidence that having a target is linked with better road safety performance. In our 2022 strategy we set out our commitment to Vision Zero and the Safe System that says death and serious injury are not acceptable. This long-term ambition is supported by two ambitious targets for the next three years:

A 20% reduction in the number of road users killed or seriously injured on South Yorkshire's roads by 2029

A 20% reduction in the number of children killed or seriously injured on South Yorkshire's roads by 2029

These are based on a baseline of 818 Total KSIs and 106 Child KSI.

To monitor our progress towards these targets we will use a three-year rolling average. This method avoids focus on individual years where numbers might not accurately represent trends although we will also carefully monitor differences year to year.

Alongside these targets we are also monitoring several other outcome indicators relating to casualties, in line with the government's Road Safety Strategy[1]:

- Number of fatalities caused by road traffic collisions
- Number of people under 25 killed or seriously injured in road traffic collisions
- Proportion of casualties living in the most deprived IMD decile

As well as these lagging indicators, there are several proactive performance indicators that we will track. These provide a greater understanding of current safety performance on our roads and will be structured according to the Safe System. These include:

- % of traffic complying with speed limits on national roads
- % of roads with appropriate iRAP safety ratings
- % of drivers who do not drive after consuming alcohol or drugs

Progress on the Action Plan

Based on international best-practice, we will incorporate a governance structure that embeds the Safe System with senior-level oversight, a strong strategic board and a clear set of delivery groups (see Figure 6).

The lead and collaborative partners identified in this plan will be responsible for delivering the actions within the period specified. We recognise the importance of building a strong Safe System culture to deliver this Action Plan and will invest in learning and development across the Partnership.

1 Road safety strategy - GOV.UK

Figure 6 - Proposed Governance Structure



<table>
<tr><th>Action</th><th>Action description</th><th>Timeline</th><th>Partners</th></tr>
<tr><td>MP 1 – We will monitor performance against our targets to 2029 using casualty data (3-year average)</td><td>We will regularly monitor and evaluate our 20% reduction in KSIs target involving all casualties and child casualties to 2029 using a 3-year average of 2022-2024 with progress meetings with the Strategic Board every quarter and the Executive Oversight Panel twice per year.</td><td>6 monthly</td><td>SYMCA to lead on overall reporting</td></tr>
<tr><td>MP2 - We will agree and track a set of Safety Performance Indicators and use these to proactively monitor safety on our network</td><td>These will broadly mirror those presented nationally by PACTS (Parliamentary Advisory Council on Transport Safety) and examples are shown in the table below.

<table><tr><th>Safe System Pillar</th><th>Example SPI for illustrative purposes</th></tr><tr><td>Safe Speeds</td><td>Percentage of traffic complying with speed limits</td></tr><tr><td>Safe Road Users</td><td>Seatbelt wearing rates; mobile phone use; drink/drug driving prevalence</td></tr><tr><td>Safe Roads & Roadsides</td><td>Percentage of travel on roads meeting defined safety standards</td></tr><tr><td>Safe Vehicles</td><td>Number of partner drivers trained in fleet safety standard</td></tr><tr><td>Post-Collision Response</td><td>Emergency response and treatment times following collisions</td></tr><tr><td>Output Measures</td><td>Enforcement activity, road or street interventions, education and publicity outputs supporting the above SPIs</td></tr></table></td><td>Developed and agreed by March 2027</td><td>SYMCA to lead on designing with partners</td></tr>
<tr><td>MP 3 - We will monitor delivery of these actions within the agreed timescales</td><td>Lead and collaborative partners will be responsible for delivery of these actions with the oversight and accountability provided by the governance structure.</td><td>6 monthly review of progress to Exec Oversight Panel</td><td>SYMCA to lead on reporting</td></tr>
<tr><td>MP 4 – We will invest in Safe System training for our partners</td><td>We recognise the importance of learning and development to embed the Safe System culture. We will invest in Safe System training for our partners to drive evidence-informed and systemic approaches across South Yorkshire.</td><td>First round of training to be delivered by September 2027</td><td>SYMCA to organise training, all partners involved</td></tr>
</table>

List of Acronyms

CLOCS – Construction, Logistics and Community Safety

DfBB – Driving for Better Business

DfT – Department for Transport

FORS – Fleet Operator Recognition Scheme

HGV – Heavy Goods Vehicle

iRAP – International Road Assessment Programme

KSI – Killed or Seriously Injured

MOT – Ministry of Transport (now Department for Transport) vehicle safety test

PACTS – Parliamentary Advisory Council on Transport Safety

PAG – Positive Action Group

SPI – Safety Performance Indicator

SUV – Sports Utility Vehicle

SY – South Yorkshire

SYMCA – South Yorkshire Mayoral Combined Authority

TCR – Transport for City Regions Fund

VRU – Vulnerable Road User

www.southyorkshire-ca.gov.uk/safer-roads

MAKING SOUTH YORKSHIRE ROADS SAFER

BARNSLEY Metropolitan Borough Council

City of Doncaster Council

national highways

Sheffield City Council

South Yorkshire FIRE & RESCUE

SOUTH YORKSHIRE SYMCA MAYORAL COMBINED AUTHORITY

Rotherham Metropolitan Borough Council

South Yorkshire POLICE

NHS Yorkshire Ambulance Service NHS Trust