Improving Insight & Intelligence about Casualties & Drivers

Bruce Walton

MAST Project Manager

Thames Valley Safer Roads Partnership

"A Safer Way" – Vision for the Future

- Published by DfT in April 2009

- "Consultation on making Britain's roads the safest in the world … the vision, targets and measures for improving road safety in Great Britain for the period beyond 2010"

- "We have been particularly keen to understand where collisions happen, **who is involved** (age, gender, socio-economic group), what they are doing and why" *Page 7*

"A Safer Way" – Making Data Work

- "A first key focus of this strategy is on improving the delivery of road safety through **better use of data**" *Page 13*

- "a key role for national Government in the new strategy is to **provide our delivery partners with the information** and support they need to carry out their roles as well as they can" *Page 37*

- "We constantly seek to **improve and expand our existing data** sources to develop our understanding of road safety trends" *Page 41*

MAST

Market Analysis & Segmentation Tools: Providing Customer Insight in Road Safety

"A Safer Way" – Key Actions

- "We want to see … improved organisation which reduces casualties through **more intelligent use of road safety data** at national and local level … [and] improving the quality of our data to help us to **target our interventions** more effectively" *Page 40*

- **"We will work to provide an online database combining accident and socio-demographic data for access by local authorities. This will allow ready local analysis of collision statistics by social and geographical groupings."** *Page 88*

MAST

MAST Project Overview

- Integrate UK STATS19 data with socio-demographic profiles

- Deliver a national online data tool

- Ease of analysis for non-specialists

- Support from government

  – Development funded by DfT

  – Integral part of future strategy

  – In step with focus on customer centred delivery

Market Analysis & Segmentation Tools: Providing Customer Insight in Road Safety

MAST

Background

Project originated in Thames Valley in 2006

Purpose: Integrate Data and Communications

Goal: *Headline Data* collision analysis tool

Benefits

- Instant and easy access to detailed information

- Applied tried and tested market analysis techniques
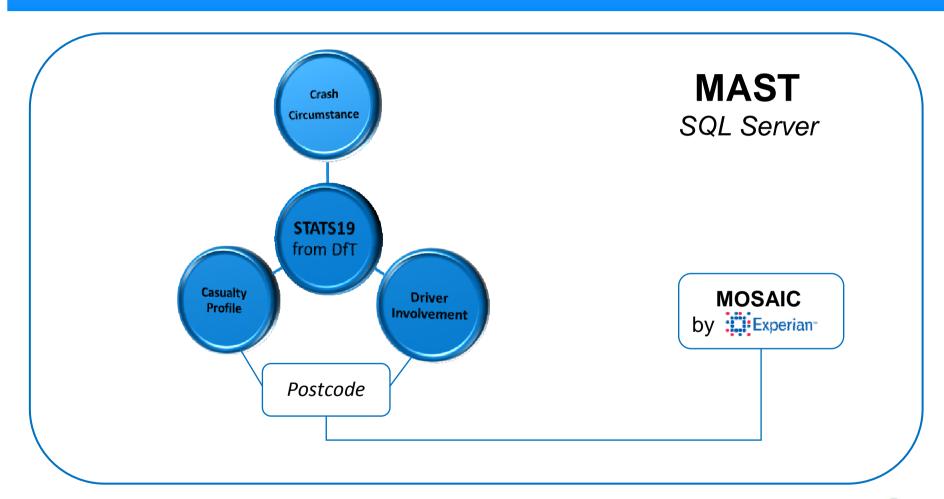
- Improved collaboration between partners

MAST - The Story So Far

- Success of *Headline Data* led to Prince Michael Award
- DfT Partnership Grant funding for national development
- Data collected and integrated
  - National STATS19 data from DfT
  - Socio-demographic profiling data from Experian
- Internet identified as delivery route of choice
- Development team appointed
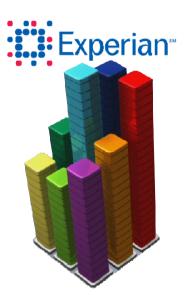- Steering Group of road safety professionals established

MAST

Market Analysis & Segmentation Tools: Providing Customer Insight in Road Safety

Building Blocks of MAST

MAST
SQL Server

Crash Circumstance

STATS19 from DfT

Casualty Profile

Driver Involvement

Postcode

MOSAIC
by Experian

Market Analysis & Segmentation Tools: Providing Customer Insight in Road Safety

Mosaic – a brief overview

- Market leading geo-demographic database
- Household or postcode detail
- Defines communities within
  - 11 groups
  - 61 types
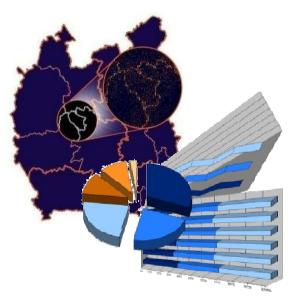- Each with full portrait

Example of a MOSAIC type

Headline Data
Real Life Sample Studies

Three examples of the real value of integrated data from Thames Valley

Area Profiling – Data Provision

- Detailed overview informs strategic planning
- Individual report for each district
- Uniform data presentation
- Regional comparisons based on
  - Demographic data
  - 2010 progress reports
  - Vehicle type analysis
  - Mosaic analysis
  - Enforcement information

Area Profiling – Data in Practice

- Partner authority identified trend from Area Profile
  - High rate of certain crash and offence types
  - Rate presented relative to population
  - Planning in response to and informed by facts

- 'Speed Month'
  - Increased level of speed enforcement
  - Deployment of Vehicle Activated Signs
  - Targeted publicity

- Increased levels of Red Light enforcement

Motorcycle Campaign - Planning

- Analysis carried out using *Headline Data*
- Profiles of 'at risk' types
- Creation of archetypes
- Communications Plan
  - Outdoor advertising
  - Washroom advertising
  - Website

Motorcycle Campaign - Delivery

Campaign Idea – The Plan

- Campaign idea from highways authority
- Target young drivers at risk from mobile phone use while driving
- Scratch cards with safety messages
- Distribution through fast food chain

obile Phones

Campaign Idea – The Reality

- Required report using *Headline Data*

- Initial analysis to final report – 2 hours

- Findings showed disconnect between campaign appeal and target audience

- Advice resulted in campaign being withdrawn

MAST Beta Test version demonstration

Delivering the Vision

Progress to date

Road Safety Analysis website

http://www.roadsafetyanalysis.org

Using MAST Online

MAST Beta Test site

MAST Demonstration
Example Case Studies

Two examples of using MAST in support of planning and intervention

MAST Example Case Studies

- Strategic funding priorities
  - Co-operation between SE authorities
  - Improvements to pedestrian environment
  - Most vulnerable ages
- ETP campaign
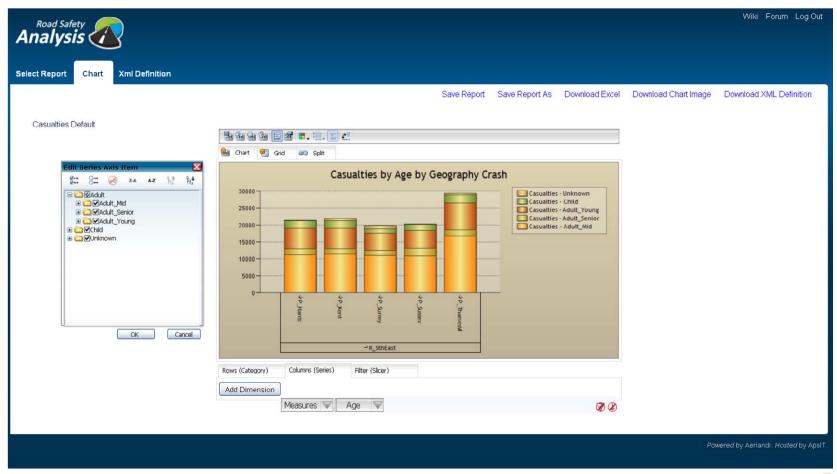 - Motorcycle safety information
  - Local media in South East of England

Strategy - getting started
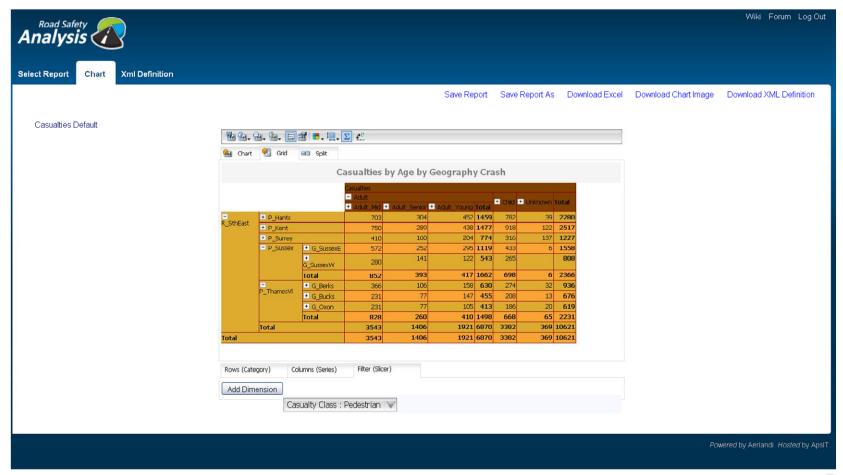
Strategy – Categorise by Location

Strategy – Series by Casualty Age
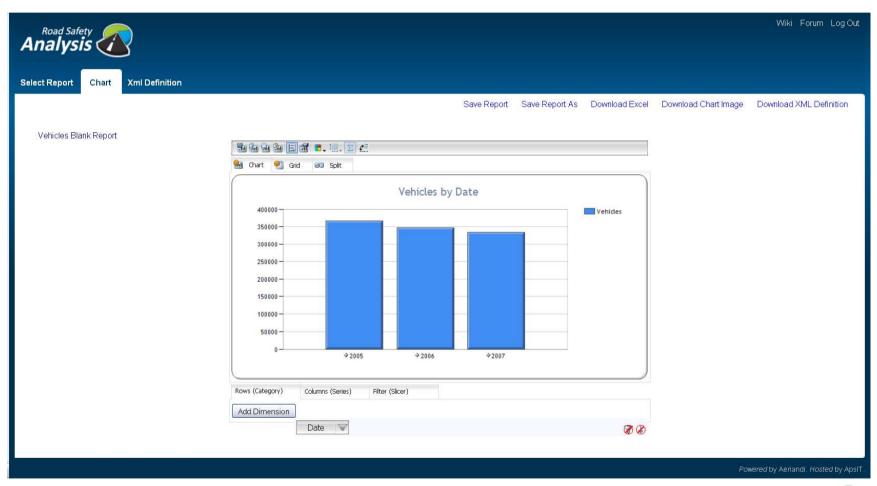
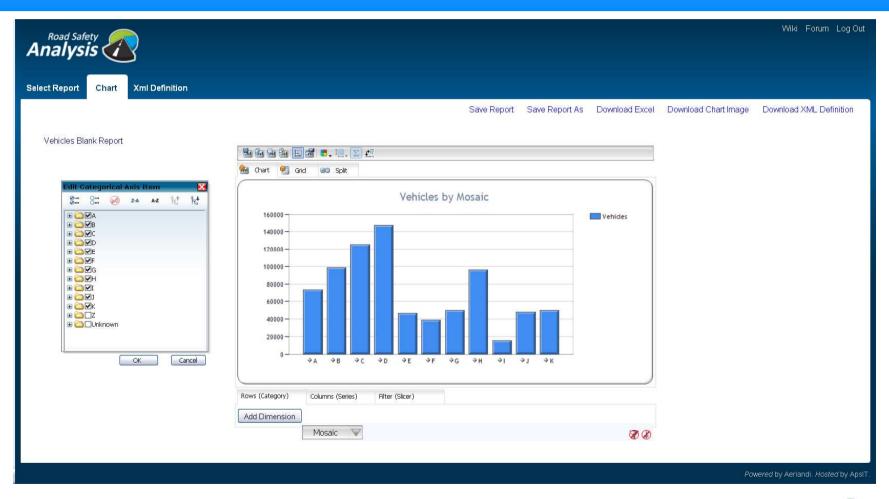# Strategy – Filter by Casualty Class

Strategy – Analysing Detail

Motorcyclists - getting started

Motorcyclists – Categorise by Mosaic

Motorcyclists – Series by Severity
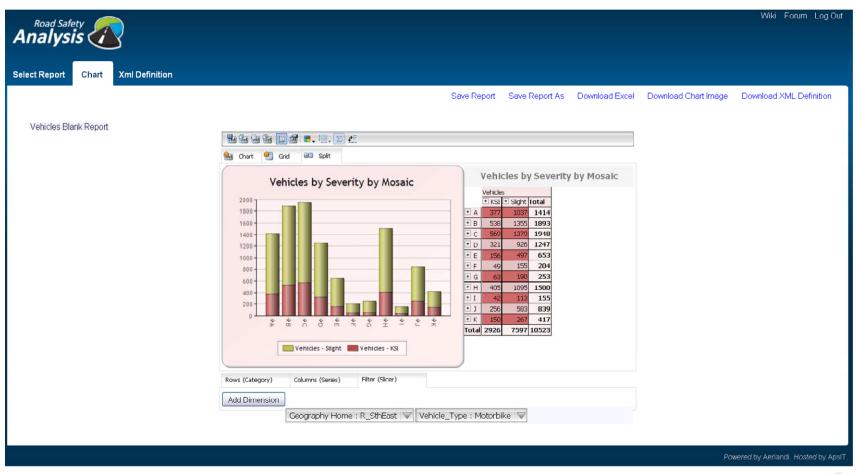
Motorcyclists – Filter by Home Postcode
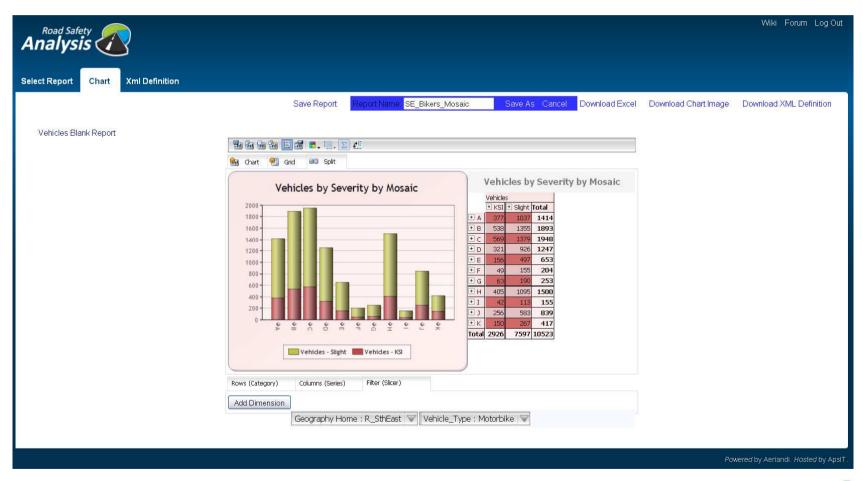
Motorcyclists – Filter by Vehicle Type

Motorcyclists – Customise

Motorcyclists – Save
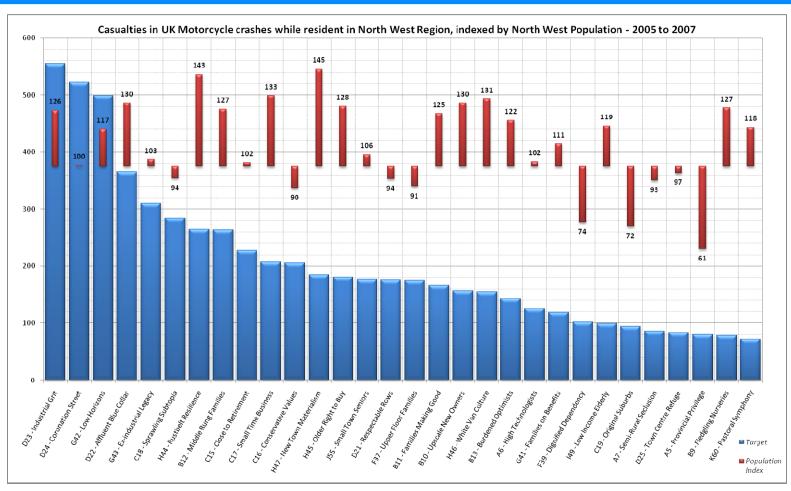
Motorcyclists – Download

Delivery of MAST

- Beta testing now in progress

- Initial version launch events in Sept - Oct 2009

- Full release - March 2010

- Available online to public sector practitioners
  - Initially free of charge
  - Small subscription in future
  - Excellent accessibility
  - Cutting edge data tool for meaningful analysis
  - Easy integration of new data

MAST – the Final Version

Casualties in UK Motorcycle crashes while resident in North West Region, indexed by North West Population - 2005 to 2007

Future Plans

- Public access to STATS19 data

- Improved use of existing data

- Integrating additional datasets

  – Enforcement data

  – Indexes by average annual mileage

  – Comparisons with most similar authorities

- Sharing of best practice

www.roadsafetyanalysis.org

Bruce Walton - MAST Project Manager

bruce.walton@saferroads.org

Tel: 01295 731818