| +Thematic Group | Adult Pedestrians |
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| Objective | To reduce number of adult pedestrian KSI’s |
| Lead Authority/ Officer |  |

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| Planned Activity 1 with timescales  An ‘activity’ is an overarching programme of work within your project | To address the issue of ped KSi’s related to the night time economy. Establish where and why the majority of night time collisions occur , with a particular focus on the city centre | |
| Inputs  ‘Inputs’ are then the actual tasks you undertook as part of an activity | Detailed analysis of all Merseyside adult pedestrians aged 26-59 casualty data, which includes reviewing full reports.  Liaised with the B.I.D. Team (business improvement district) to knowledge share and set up meetings with publicans etc. to discuss ways of potentially tackling night time issues.  Work with Merseyside Police, MFRS, public transport providers, health professionals.  A summary report has been produced for adult pedestrian casualties in Liverpool |
| Outputs  ‘Outputs’ are the changes / improvements / services / appointments etc which have resulted directly from your programme of ‘inputs’. It is these we need to take particular care over as ‘outputs’ are the most visible indication of how successful a project / programme is | To work with publicans to promote a safer night time message to their customers  Investigate the possibility of Merseyside police having a night time presence on roads around the city centre and on routes across Merseyside where high ped casualties are occurring (most ksi’s occur on strategic roads)  BID tram to send out messages through their social media team to all city centre businesses (approx 60,000 people) promoting the scheme.  Work with taxi, bus and delivery companies to raise awareness of the safer message to their passengers  Work with health professionals to promote safer drinking  Target adult pedestrians through schools with a message which emphasises that it is the parent and not the child that is most at risk of being involved in a collision as a pedestrian. |
| Outcomes  Outcomes’ are often more difficult to identify and usually take longer to manifest themselves. They are can be on a variety of levels but it’s often easiest to think of them as the impact (both positive and negative) resulting from the ‘outputs’ achieved |  |
| Impacts  Impacts are the resultant effect of the Outcomes identified | To raise awareness of adult pedestrians, how their actions when crossing the road are placing them at risk of being involved in a collision  To raise awareness with drivers to be more aware of pedestrians who may have been drinking when driving in to the city centre late at night |
| Timescales | 6 months |
|  | Resource/Costing |  |

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| Planned Activity 2 with timescales  An ‘activity’ is an overarching programme of work within your project | High Profile publicity campaigns and events, engage with adult road users. Review MAST data to profile those most at risk. Review what other authorities do to address adult pedestrian issues. | |
| Inputs  ‘Inputs’ are then the actual tasks you undertook as part of an activity | Develop publicity materials, radio adverts, leaflets, posters, external company could possibly manage publicity campaigns |
| Outputs  ‘Outputs’ are the changes / improvements / services / appointments etc which have resulted directly from your programme of ‘inputs’. It is these we need to take particular care over as ‘outputs’ are the most visible indication of how successful a project / programme is | To address all adult road users in the city aged 26-59 as drivers, cyclists etc. as they all peds  If additional funding is available prrocure external marketing company for advice and development the cost for this is based on the cost for procuring the company used for the 20 effect.  Work with local media (local newspapers, radio stations) to publicise message to their readers, listeners to raise awareness  Face to face engagement with the public in town centres, hospitals, job centres (could use mast data to profile where the people shop, etc.) who are being hurt  Liaised with Westminster council and have had permission to use their artwork for our adult pedestrian campaign. |
| Outcomes  Outcomes’ are often more difficult to identify and usually take longer to manifest themselves. They are can be on a variety of levels but it’s often easiest to think of them as the impact (both positive and negative) resulting from the ‘outputs’ achieved | Marketing company to develop publicity campaigns, community engagement and PR events that could attract tv and radio.  Produce publicity materials (posters, leaflets) |
| Impacts  Impacts are the resultant effect of the Outcomes identified |  |
| Timescales | 12 months |
|  | Resource/Costing | £100K to procure marketing company or £10000 for publicity materials |