



Applying Behavioural Insights to Improve Road Safety in Sussex

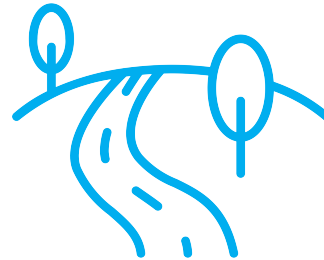


Nick Skelton and Handan Wiesmann
RSGB conference, 28 November 2018

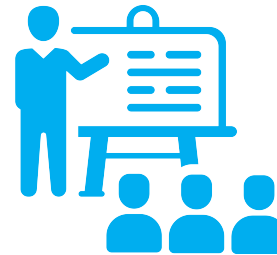
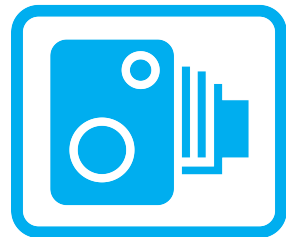


We wanted to answer two questions

1. What, or who, *really* causes KSI collisions?



2. What can we do differently to affect driver behaviour?



Who or what causes KSI collisions in East Sussex?







What can we
do differently
to affect
driver
behaviour?





We need to think differently about behaviour

A bat and ball cost £1.10. The bat costs £1 more than the ball.
How much does the ball cost?

£0.01

£0.10

£0.05



Which behavioural factors might be at play in collisions?





WARNING

PLEASE DO NOT COMPLETE THE FORM IF YOU ARE NOT THE NAMED RECIPIENT

ANY FALSEHOOD WILL BE INVESTIGATED

YOU MUST COMPLETE AND SIGN THE NOTICE OF INTENDED PROSECUTION

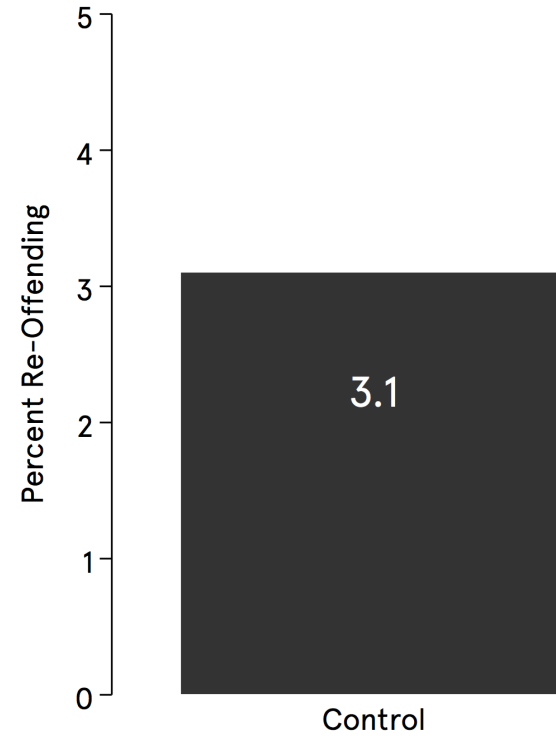
YOU MUST NOT PASS THE NOTICE ON TO ANYONE FOR COMPLETING OR SIGNING ON YOUR BEHALF

WHEN YOU SIGN THE NOTICE YOU ARE DECLARING THAT THE INFORMATION GIVEN IS CORRECT

IN THE EVENT OF AN ADMISSION - FAILURE TO PROVIDE YOUR FULL DRIVING LICENCE DETAILS WILL RESULT IN YOU NOT BEING CONSIDERED FOR AN EDUCATIONAL COURSE

- (1) Failing to provide information of the driver of the vehicle is an offence which will be dealt with by the Magistrates Court and shall carry a penalty of up to £1,000.00 fine plus potential Court costs and your Driving Licence endorsed with six (6) penalty points. Companies will receive a heavier fine.
- (2) Making a false statement or committing perjury is an offence triable either way which means that this may be heard in either the Magistrates Court or the Crown Court. These offences shall carry a penalty of between six to twenty-four (6-24) months imprisonment and /or a fine.
- (3) The offence of Perverting the Course of Justice is an offence triable ONLY at the Crown Court and may carry a lengthy prison sentence.
- (4) As the registered keeper of the vehicle you may be required to produce the documentation relating to the use of the vehicle to a Police Officer. The documentation required is the registered keeper details and the insurance details.
- (5) If you are unable to provide details of the insurance cover or the driver of the vehicle was not covered by a Policy of Insurance then you may have committed further offences which will be endorsed onto the Drivers Licence. The offence of permitting no insurance is punishable on conviction by a substantial fine and six to eight (6-8) penalty points on your Drivers Licence. Failure to produce insurance will result in Court proceedings.
- (6) Any other issues relating to your vehicle at the time of the offence should have been reported to the Police and a note made of any reference given.

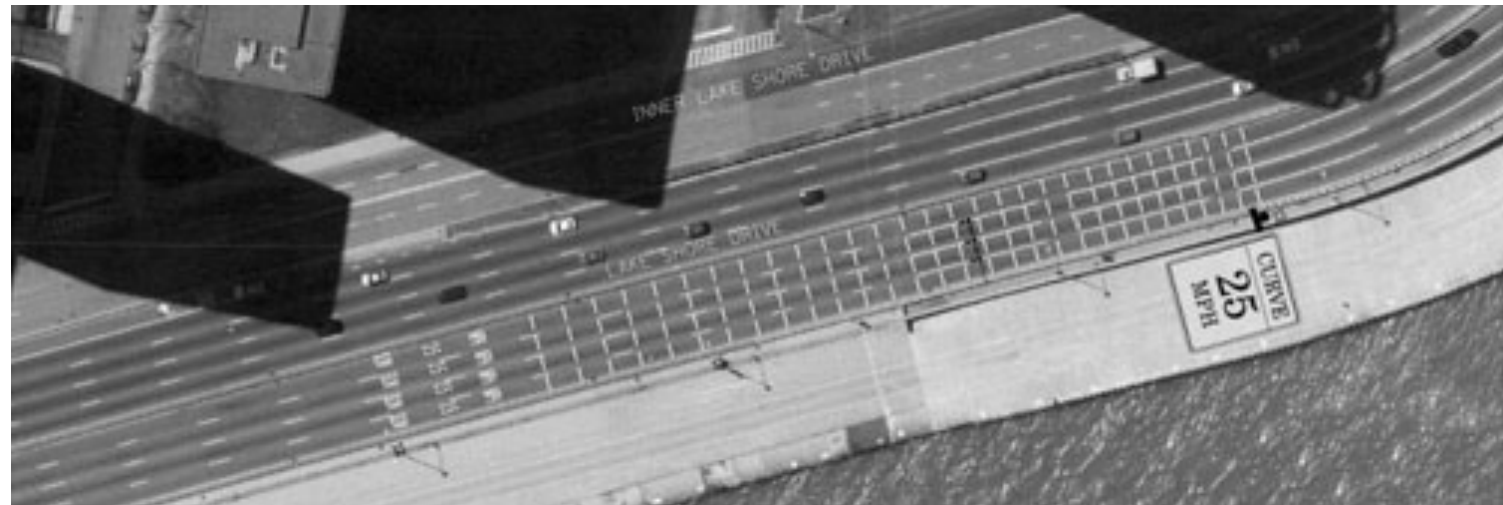
Proportion of people re-offending within 6 months



Total N=11,010

*** p<0.001, ** p<0.01, * p<0.05, + p<0.1

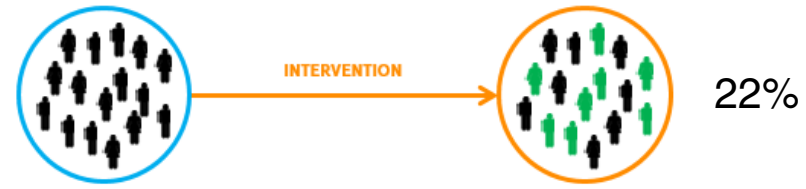
Road safety experts have been nudging for a long time





In recent years we've seen the emergence of a new tool to understand what works

Common approach





'Nudging' and robust evaluation to improve road safety in East Sussex



Targeting drivers caught speeding to reduce reoffending



Using operation crackdown to change behaviour



Using the "anniversaries" or speeding offences to remind drivers to stay safe



Using behavioural insights to engage motorcyclists at rallies



Using social media to better engage young drivers



Thank you!

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