



The Wales Road Casualty
Reduction Partnership
ANNUAL REPORT 2010/2011



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Llywodraeth Cymru
Welsh Government

TIM PEPPIN - INTRODUCTION

I am pleased to present this Annual Report on behalf of the Wales Road Casualty Reduction Partnership (WRCRP). The WRCRP has faced considerable challenges in its second year of operation, but we have continued to build on the successful reduction in casualties seen in our first year.

You will see from the report that 2010/2011 was a busy year for the partnership with a number of important changes taking place, including harmonisation of working practices and a continued drive for greater efficiency.

Welsh Government statistics show that the numbers of people dying on Welsh roads fell to 89 in 2010, the lowest number since the 1994-1998 baseline. The number of people **injured** in Wales has also fallen from more than 14,856 a year in the mid 1990s to 9,961 in 2010, a 33% reduction.

The intelligence-led use of mobile and fixed cameras will continue to be one of the Partnership's key approaches to combating excessive speed and other primary causes of death and serious injury on our roads. Dozens of lives have been saved over the past couple of years, and ongoing work will mean that many more individuals and families will be spared the anguish and grief of losing a loved one in a road collision.

Casualty Reduction Cameras are working and are saving lives. The Partnership's focus will remain the reduction of road casualties in Wales through Education, Engineering and Enforcement.

Clearly there is still much work to do to reduce the number of needless deaths and injuries on our roads. In the coming year we will seek to influence driver behaviour still further through a combination of publicity, education (including Speed Awareness Courses) and enforcement, which remains a priority.

I hope that this year's annual report is informative and gives an insight into the operation of the partnership.



Dr Tim Peppin
Chair
Wales Road Casualty Reduction Partnership Steering Group

JIM MOORE – PARTNERSHIP ACHIEVEMENTS

2010/11 was a year of great change. It's also been marked by two successful and high profile media launches.

The Deadly Mates campaign was launched at a McDonalds restaurant in Carmarthen and was kindly supported by Mrs Angela Smith, the mother of Kyle Smith. Kyle tragically lost his life in a road traffic collision when he was thrown from the rear of a car as his friend, who turned out to be a Deadly Mate, crashed his car. The campaign benefits from a successful partnership with McDonalds, DVLA and DSA.

The second high profile event launched the Wales By Bike campaign which is aimed at motorcyclists. This was supported by the Hollywood Actor Michael Sheen, who in addition to being a motorcyclist himself is also a Chairman of the Treat Trust charity. This is a charity founded by Melanie Davies, who was left Paraplegic following a motorcycle collision when she was 17 years old. She was a pillion passenger on a bike ridden by her boyfriend.

These highly successful launches owe their success to our Communications Manager who worked tirelessly to make them the success that they became.

Perhaps the biggest change during 2010/11 related to funding. The Welsh Government removed certain capital funding from the Partnership budget. These funds were instead included within the wider road safety grant which the UAs were entitled to bid for through the Transport Consortia.

The big positive of 2010/11 was seeing the four Transport Consortia establishing Regional Road Safety Groups, at which the Partnership now reports on progress. These are seen as the operational arm of the regional road safety group, chaired by the Welsh Government. Great emphasis is being placed on applying resources in accordance with the National Intelligence Model.

Another great achievement was negotiating with ACPO Cymru financial support for the partnership, from 1st April 2011, with income from Speed Awareness Courses.

In order to meet the challenges of a reduced budget, the Partnership has undertaken a review of business processes and staffing levels. 2010/11 saw the introduction of the StarTraq ticket processing system across Wales. This system has already allowed for more efficient working practices, improved management information and greater efficiency and effectiveness.

We have been grateful to the Welsh Government for Capital funding which has facilitated the digital upgrade of 27 of the static GATSO cameras. Again, this new technology, which links the Cameras directly to the Central Ticket Offices, reduces the need for human intervention and allows the cameras to work on a 24/7 basis, 365 days of the year.

Further development has taken place in respect of the installation of digital speed on green cameras at 5 locations across South Wales. It is planned that these cameras will go live at time of going to press, after a period of grace to the public. This will be linked with a press release to inform the public of this new type of camera.

Significant work has been done on the M4 (J24 to J28) which is the busiest road in Wales, suffering from congestion and an above average accident rate. Introducing an average speed system has provided a cost-effective solution to deal with these problems and the scheme was successful in terms of compliance with the speed limit during the installation and there were no fatal casualties during the period. Further work will be undertaken this year on the Controlled motorway at Newport.

The operational Police Units in each of the four forces have continued to develop more efficient working practices and I am extremely grateful to them for striving to improve their enforcement time and for their progress towards targets.

2010 was an exceptional year in terms of casualty reduction; going forward we will have to be innovative in our methods to improve further.



Jim Moore
Partnership Manager
Wales Road Casualty Reduction Partnership

EXECUTIVE SUMMARY

- In 1994-98 an annual average of 30.2 children were killed or seriously injured at camera sites in Wales. This has reduced to 9 in 2010**
- From April 2010 – March 2011 46,881 motorists have been diverted into education through attending speed awareness courses in Wales compared to the previous year's total of 28,000.
- There were 67 fewer casualties from collisions involving young drivers at camera sites, with a reduction from 417 in 2009 to 350 in 2010*.
- Casualties from collisions involving professional drivers at camera sites in Wales dropped from 224 in 2009 to 190 in 2010*
- Collisions involving motorcycles at camera sites in Wales decreased from 75 in 2009 to 67 in 2010*
- Awareness of GoSafe is increasing; across the population as a whole; The 2010/2011 survey found that just under one in five (18%) were aware of GoSafe, more than double the proportion in 2009/2010 (8%).
- 16% of those with speeding penalties have attended a speed awareness course (33% in North Wales and 3% in South Wales). Reaction to the Speed Awareness Course has been positive with three quarters of participants saying they have benefited from attending*.
- A large proportion of the population of Wales have been involved in a traffic collision as a driver or passenger. The 2010/2011 GoSafe survey found that 19% have been involved in a traffic collision from the 2,022 respondents interviewed across the four police regions.

* GoSafe Public Opinion Survey 2010

** For further information please refer to the All Wales Table on page 8

THE PARTNERSHIP STRATEGIC AIM

Our Vision – continuing to contribute towards road casualty reduction through enforcement of road traffic offences including speeding & red light offences.

Our Mission – To make Welsh roads the safest in Europe.

Our Aims

In 2000, the Government set casualty reduction targets for road traffic collisions by the year 2010 (against an average for 1994-98).

Camera partnerships were established to form part of the wider road safety strategy to achieve:

- A reduction in the number of people killed or seriously injured by 40%
- A reduction in the number of children killed or seriously injured by 50%
- A reduction in the slight casualty rate by 10%

Our Objectives

The strategic aim is supported by the following key objectives:-

- To demonstrate a reduction in collisions and casualties by utilisation of speed camera enforcement. This to be coupled with an education campaign designed to positively influence the cultural attitude of drivers towards dangerous driving, especially speeding.
- To reassure the public that the motivation behind the process is driven by a wish to improve road safety, and to help educate road users about road safety.
- To ensure that this initiative accords with the principles of Best Value and encompasses Best Practice.

Our Strategy

- Identifying sites and routes where the risks to road users are greatest and providing high visibility targeted speed and red traffic light safety camera enforcement.
- Co-ordination of partnership road safety publicity and marketing strategies across the Partnership area.
- Provision of research and data analysis services in support of joint and independent road safety activities by the partner agencies.
- Exploration and development of broader road safety activities, and support for partner agencies in their delivery.
- Setting challenging but realistic targets to improve services and customers' experiences.
- Top performance – aspiring to achieve this in all our services.
- Recognising risks and managing them.

PERFORMANCE

Performance to date across Wales is encouraging: by the end of 2010, KSI casualties had been reduced by 46% compared with the 1994-1998 annual average. This is ahead of the trend required to reach the target. Slight injuries, including the traffic flow adjustment, have dropped by 42% and child KSI have dropped by 63%, showing that the targets have all been met. Camera sites show a greater reduction than on roads in Wales as a whole. In all cases, the work undertaken so far by core partners will need to continue to ensure that casualty reduction remains a priority.

The WRCRP works to address the concerns of the community by working in partnership, particularly with the Welsh Government, Unitary Authorities, Police and Road Safety Wales, as part of a wider and well co-ordinated response to road casualty reduction.

The primary role of the WRCRP is enforcement but the Partnership also works with other organisations in the wider road safety arena, particularly in the field of education in the following areas:-

- Diversion of offenders into education, as an alternative to a fixed penalty notice and penalty points, by means of Speed Awareness courses.
- Engagement with High Risk Groups – Motorcyclists, Young Drivers and Professional Drivers.

* See table on page 8

PUBLIC OPINION SURVEY

The research was conducted as a face to face street survey, replicating the way in which the survey was conducted in previous years. Eligible respondents were adults aged 16 or over, i.e. a survey of the general public. A quote example of 2,022 residents of South Wales, Gwent, Dyfed Powys and North Wales areas were interviewed in the street between across a total of 29 sampling points.

- **Awareness of Go Safe is increasing:** across the surveyed population as a whole, just under one in five (18%) were aware of GoSafe – double the proportion in 2010 (9%). Looking regionally, the survey suggests that in 2010/2011 awareness is higher in North Wales (26% were aware of the partnership) and Dyfed Powys (24%) and lowest in Gwent (15%) and South Wales (12%).
- **17% of respondents have received a penalty for speeding**, rising to 25% amongst drivers holding a current driving licence. Respondents in North Wales were most likely to have received a speeding penalty (26% amongst the total population). Respondents in Gwent were least likely to have received a speeding penalty (11%).
- 16% of those with speeding penalties had attended a **speed awareness course**. There is significant variation within this figure, with 33% in North Wales and just 3% in South Wales, where speed awareness courses were introduced more recently. Reaction to the course was positive, with three quarters considering that they have benefited from attending.
- Across the population **19% have been involved in a traffic collision**, either as a driver or a passenger – up from 12% in 2010.
- **82% said that they believed Casualty Reduction Cameras make drivers more aware of their speed.**
- **Attitudes towards Casualty Reduction Cameras are increasingly positive:** almost two thirds (65%) disagree with the negative statement *there are too many Casualty Reduction Cameras in my area*. Disagreement has risen substantially over the last year with 51% disagreeing in 2010.
- Respondents rated **younger driver road safety education** as the most important and most effective means of achieving safer roads.

DEATHS AND INJURIES REDUCED

On May 25th 2011, the Welsh Government published the document 'Police Recorded Road Casualties in Wales, 2010'

<http://wales.gov.uk/docs/statistics/2011/110803sdr1312011en.pdf>

This document revealed that the 2010 casualty reduction targets, set by the UK Government in 2000, had been exceeded in each category. By the end of 2010, on roads in Wales:

- the number of people killed or seriously injured (KSI) was 46% lower than the average for 1994-1998 (target of 40%).
- the number of children killed or seriously injured (KSI) was 63% lower than the average for 1994-1998 (target of 50%).

The third target of a 10% reduction in the rate of slight casualties per 100 million vehicle kilometres could not be calculated for 2010 as the road traffic data were not available at time of publishing. However there was an estimated 42% reduction in the rate, using 2009 traffic volume data.

In contribution to the above targets, the following reductions were achieved at Safety Camera Sites across Wales, when comparing data for 2010 with the average for 1994-98.

| All Wales | KSI | Child KSI | Slight |
|--|---------------|---------------|---------------------------|
| 1994-1998 Casualties at current live camera sites | 199.6 | 30.2 | 1298.4 |
| 2010 casualties at current live camera site | 93.0 | 9 | 817 |
| Reduction at camera sites (frequency) | 106.6 | 21.2 | 481.4 |
| Reduction at camera sites (percentage) | 53.41% | 70.20% | 37.08%¹ |
| Reduction across Wales – all roads (percentage) | 46% | 63% | 42%² |
| Target Reduction | 40% | 50% | 10% |

The reduction in KSI and Child KSI casualties at camera sites is a significant improvement on 2009, when figures for the same casualty classes were 41.72% and 54.92% respectively. Major contributors to this significant reduction are streamlining of Partnership camera sites performed over the last 18 months and the enforcement strategy employed at those sites.

Improvements have been made to the Partnership's analysis of data in accordance with the National Intelligence Model, with more in-depth analysis

¹ Reduction at camera sites is a reduction in actual casualty figures

² Reduction on all roads is a reduction in the rate of slight casualties per 100 million vehicle kilometres

of the location and type of collision, causation factors and collected speed data. This ensures that the Partnership enforces where it is most required, leading to greater reductions in the number of road users injured on Welsh roads.

Complementing enforcement at safety camera sites, the Partnership currently runs three educational campaigns targeting specific groups of vulnerable road users. The figures in the tables below show the change in casualties in each of these three groups. All figures are casualties within current live camera sites across Wales.

| *Casualties from Collisions Involving Motorcycles | KSI | Slight | Total |
|--|------------|---------------|--------------|
| 2009 | 19 | 56 | 75 |
| 2010 | 27 | 40 | 67 |
| Change | +8 | -16 | -8 |

While there has been an encouraging decrease in motorcycle collisions and casualties across Wales, there has been an increase in KSI casualties from motorcycle collisions within camera sites, with the majority of these occurring in rural sites in Dyfed Powys. This highlights the need for further education of motorcycle riders in Wales, which the Partnership aims to achieve with the re-launched Wales by Bike campaign.

| *Casualties from Collisions Involving Young Drivers (17-24) | KSI | Slight | Total |
|--|------------|---------------|--------------|
| 2009 | 41 | 376 | 417 |
| 2010 | 36 | 314 | 350 |
| Change | -5 | -62 | -67 |

Following a slight increase in the number of casualties from young driver collisions in camera sites between 2008 and 2009, casualties have now fallen below 2008 and 2009 levels. It is the Partnership's hope that the extension of the Deadly Mates campaign across Wales, with the assistance of the DSA, DVLA and McDonalds restaurants, will assist with this reduction in the months and years to come.

| *Casualties from Collisions Involving Professional Drivers | KSI | Slight | Total |
|---|------------|---------------|--------------|
| 2009 | 26 | 198 | 224 |
| 2010 | 21 | 169 | 190 |
| Change | -5 | -29 | -34 |

* Casualties relate to all casualties

The Partnership provides professional driver packs to local authority partners for use at events, and distribution to businesses in their respective areas. The aim of these packs is to educate motorists who drive for a living into driving responsibly while working. This is likely to have made some contribution to the reduction in casualty figures seen in the above table.

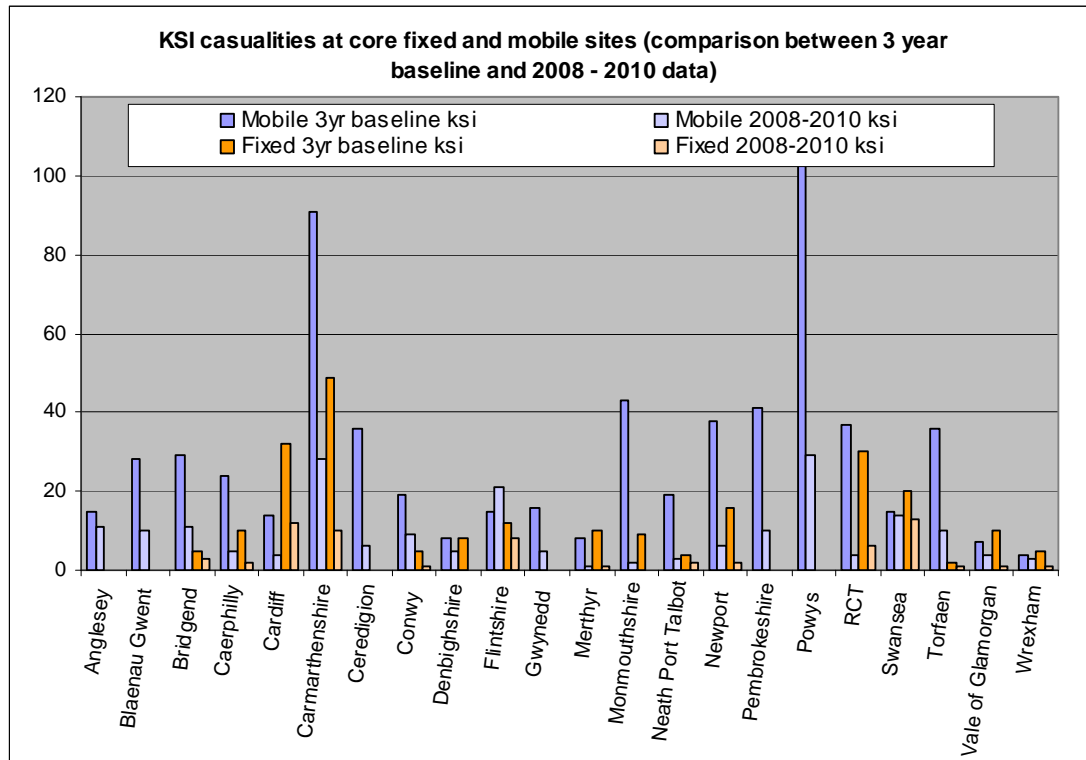
The following table represents the total number of KSI casualties broken down by Local Authorities in Wales.

| County | Mobile 3yr baseline KSI | Mobile 2008-2010 KSI | Difference | % Difference | Fixed 3yr baseline KSI | Fixed 2008-2010 KSI | Difference | % Difference |
|-------------------|-------------------------|----------------------|-------------|---------------|------------------------|---------------------|-------------|----------------|
| Anglesey | 15 | 11 | -4 | 26.67% | | | | |
| Blaenau Gwent | 28 | 10 | -18 | 64.29% | | | | |
| Bridgend | 29 | 11 | -18 | 62.07% | 5 | 3 | -2 | -40.00% |
| Caerphilly | 24 | 5 | -19 | 79.17% | 10 | 2 | -8 | -80.00% |
| Cardiff | 14 | 4 | -10 | 71.43% | 32 | 12 | -20 | -62.50% |
| Carmarthenshire | 91 | 28 | -63 | 69.23% | 49 | 10 | -39 | -79.59% |
| Ceredigion | 36 | 6 | -30 | 83.33% | | | | |
| Conwy | 19 | 9 | -10 | 52.63% | 5 | 1 | -4 | -80.00% |
| Denbighshire | 8 | 5 | -3 | 37.50% | 8 | 0 | -8 | 100.00% |
| Flintshire | 15 | 21 | 6 | 40.00% | 12 | 8 | -4 | -33.33% |
| Gwynedd | 16 | 5 | -11 | 68.75% | | | | |
| Merthyr | 8 | 1 | -7 | 87.50% | 10 | 1 | -9 | -90.00% |
| Monmouthshire | 43 | 2 | -41 | 95.35% | 9 | 0 | -9 | 100.00% |
| Neath Port Talbot | 19 | 3 | -16 | 84.21% | 4 | 2 | -2 | -50.00% |
| Newport | 38 | 6 | -32 | 84.21% | 16 | 2 | -14 | -87.50% |
| Pembrokeshire | 41 | 10 | -31 | 75.61% | | | | |
| Powys | 105 | 29 | -76 | 72.38% | | | | |
| RCT | 37 | 4 | -33 | 89.19% | 30 | 6 | -24 | -80.00% |
| Swansea | 15 | 14 | -1 | -6.67% | 20 | 13 | -7 | -35.00% |
| Torfaen | 36 | 10 | -26 | 72.22% | 2 | 1 | -1 | -50.00% |
| Vale of Glamorgan | 7 | 4 | -3 | 42.86% | 10 | 1 | -9 | -90.00% |
| Wrexham | 4 | 3 | -1 | 25.00% | 5 | 1 | -4 | -80.00% |
| All Wales | 648 | 201 | -447 | 68.98% | 227 | 63 | -164 | -72.25% |

The total number of KSI casualties in the baseline figures for core sites across Wales was 875; during the period 2009-2010 the KSI casualties reduced to 264.

The above figures contribute to the following UK government targets for 2010. The targets are based on the average number of KSI casualties for 1994-98.

Comparison of 3 year baselines with 2008-2010 data



OPERATIONAL COSTS

The 2010-2011 Business Plan submitted by the Partnership to the Welsh Government sought a budget of £6.743m and this was approved.

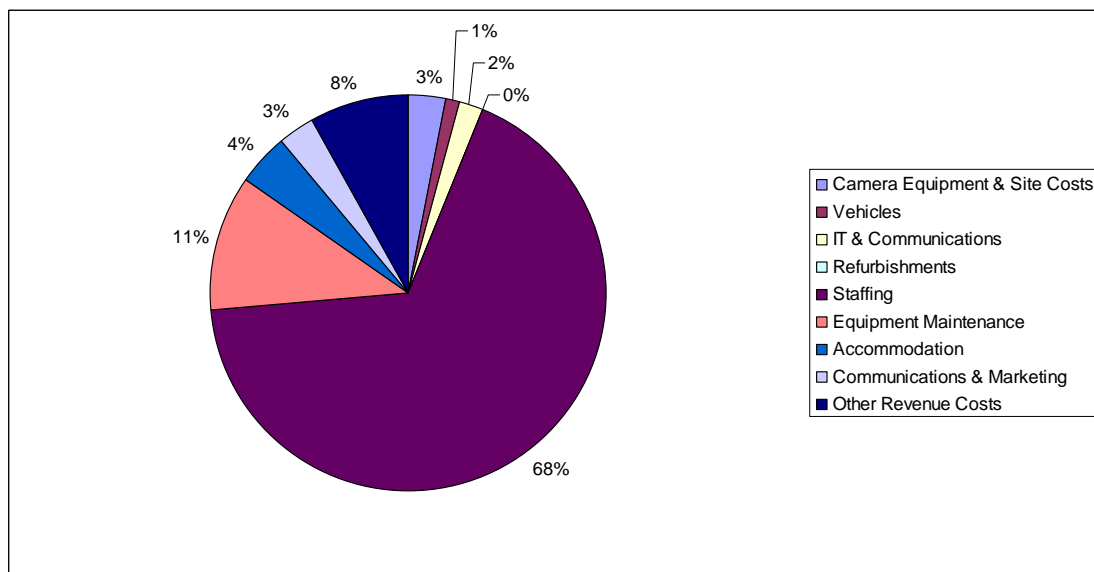
The following table indicate the level of spending on both capital and revenue and illustrates the overall distribution of the funding received.

| Capital Expenditure 2010-2011 | 000's | % |
|---------------------------------|------------|-----------|
| Camera Equipment and Site Costs | 209 | 3% |
| Vehicles | 96 | 1% |
| IT and Communications | 147 | 2% |
| Refurbishments | 19 | -% |
| Sub-total | 471 | 7% |

| Revenue Expenditure 2010-2011 | 000's | % |
|-------------------------------|--------------|-----|
| Staffing | 4,531 | 67% |
| Equipment Maintenance | 720 | 11% |
| Accommodation | 277 | 4% |
| Communications and Marketing | 200 | 3% |
| Other Revenue Costs | 544 | 8% |
| Sub-total | 6,272 | 93% |

| | | |
|---------------------------|--------------|-------------|
| Total Overall Expenditure | 6,743 | 100% |
|---------------------------|--------------|-------------|

Overall Expenditure Summary



The Welsh Government grant for 2010-2011 for the Wales Road Casualty Reduction Partnership was utilised by the Partnership in accordance with the bids submitted to the Treasurer in relation to funding the 'core elements' of the Partnership.

The 'core elements' are:

- The enforcement units located within the Dyfed-Powys Police, Gwent Police, North Wales Police and South Wales Police areas.
- The 'back office' operations of the Central Ticket Offices based in North and South Wales.
- The work undertaken by Her Majesty's Courts and Tribunal Service.
- The Management Unit of the Partnership, including Communications and Marketing, Speed Surveys and Financial Management.

Work has continued during 2010-2011 in the area of Performance Management and this has resulted in a significant increase in the performance of the 'Core Elements' of the Partnership. Further work is also ongoing in order to produce further efficiency savings.

The last year has seen a great deal of work being undertaken in consolidating the work of the Partnership and looking at the way in which the service is delivered in an ever increasingly challenging financial climate. This will continue in 2011-2012 in order to achieve the aims of the Wales Road Casualty Reduction Partnership.

DIGITISATION

The Partnership is working with Unitary Authorities to implement new technology at fixed camera sites, with the introduction of digital cameras. These will replace 'wet film' cameras which will eventually become obsolete. It is estimated that the capital cost for each camera to be upgraded will be in the region of £36,000, with additional ongoing revenue costs. A Business case to fund the project was submitted to the Welsh Government and approved.

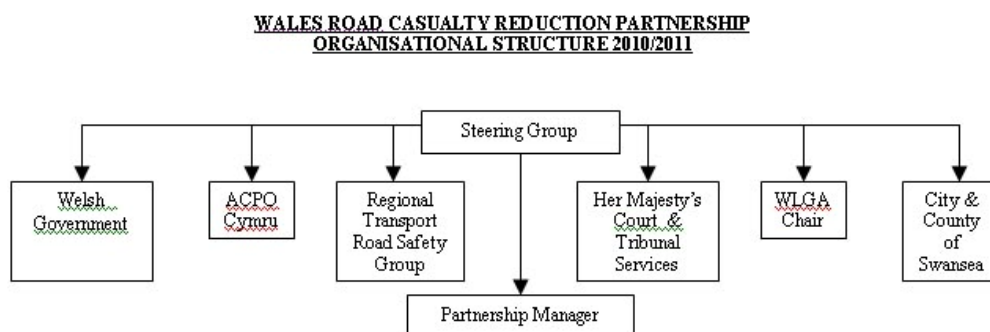
Of the 152 fixed camera housings, 27 housings³ have been identified for digitisation. The sites selected as suitable for upgrade are those that had the highest number of collisions and greatest evidence of speeding in their baseline.

In 2010, digital technology was also installed at Mumbles Road (Swansea), A4119 (Rhondda Cynon Taff) and along Newport Road in Cardiff in the form of "Speed on Green" cameras. This technology has the ability to detect red light offences and also those exceeding the speed limit whilst the traffic signal is on green.

All mobile enforcement equipment will be digitised in 2011.

PARTNERSHIP STEERING GROUP

The partnership has representatives with a clear interest in road safety, with a common aim to bring about road casualty reduction in Wales, working through the Partnership Management Office and the Steering Group.



³ Housings to be digitised are located in locations within Bridgend, Caerphilly, Cardiff, Carmarthenshire, Conwy, Denbighshire, Rhondda Cynon Taff, Swansea and Wrexham

Representatives from the Welsh Government, Unitary Authorities and the four Police Forces make a significant contribution towards policy and strategy, deployment, road casualty reduction planning, co-ordination work, project development, implementation studies and corporate governance. The main function of the Steering Group is to ensure that the Wales Road Casualty Reduction Partnership delivers the aims and objectives included in its Memorandum of Understanding and Business Plan. The diagram above shows the structure of the Steering Group.

COMMUNICATIONS

The Partnership has continued to provide a proactive approach to communicating road safety messages through education and making people more aware of the dangers of excessive speeding.

The communication strategy targets specific marketing campaigns aimed at the higher risk groups (motorcyclists, young drivers and professional drivers) which supports the partnerships drive to reduce road casualties in Wales. Evaluation is essential and has been used to assess the effectiveness of communication investments in achieving the desired results.

Young drivers are more likely to be involved in an accident than older drivers.

- 10% of licence holders in Wales are aged up to and including 24.
- 26% of the drivers involved in all motorised vehicle accidents were aged up to and including 24.

Motorcycling is risky...

- In 2010, the chance of a motorcycle rider being killed or seriously injured, per kilometre travelled, is around 63 times greater than for a car driver.
- Motorcyclists represent 0.9 per cent of traffic in Wales, whilst motorcycle riders made up 39 per cent of fatal and serious casualties of all motor vehicle drivers.

The 2010/2011 communications activity to address these areas included:

- Developing the Deadly Mates campaign, aimed at young drivers and their passengers, to encourage safer driving. A highlight of 2010/2011 has been the support of McDonalds in promoting this campaign in their restaurants across Wales.
- This campaign has also been extended through the DVLA and the Driving Standards Agency (DSA).
- Launching the Wales by Bike Campaign, with Hollywood A-List Actor Michael Sheen to tackle the high number of casualties from collisions involving a motorcycle on Welsh roads.
- Providing education material for professional drivers.
- Promoting speed awareness courses across the whole of Wales for the first time.
- The Official opening of the Central Ticket Office in South Wales.

- Convenience Advertising throughout Universities, Colleges and Service Stations.

VALUE OF PARTNERSHIP WORK

Each accident generates a substantial cost in terms of resources, lost production, health-care, social costs and in personal pain, grief and suffering. Road collisions have been estimated to cost over £583 million per year in Wales. This information is an essential point of reference when assessing the cost/benefit ratio of casualty reduction or accident prevention schemes. The below table indicates the average cost of an accident.

(Source DfT, Average Value of Prevention per reported Casualty and per reported Accident: GB 2009)

| Severity | Average Cost per Casualty (GB) | Average Cost of an Accident (GB) | Savings due to Reductions in Casualties in Wales* |
|------------------------|--------------------------------|----------------------------------|---|
| Fatal | £1,585,510 | £1,790,200 | £14,903,794 |
| Serious | £178,160 | £205,060 | £17,317,152 |
| Slight | £13,740 | £21,370 | £6,614,436 |
| Average all severities | £47,740 | £68,320 | N/A |
| Damage only | N/A | £1,880 | N/A |

(Including an allowance for damage only accidents)

*The savings are based on the reduction in 2010 in the number of casualties in Wales compared with the 1994/1998 average at current live camera sites.

LOOKING FORWARD TO 2011/2012

In 2011/2012 the Partnership will continue to work on developing new initiatives to improve the safety on roads throughout Wales. For the partnership to influence driver behaviour and to reduce road casualties in Wales a number of key areas will be progressed:

- Delivering a response to community concerns about speed related collisions and/or speeding, where there is evidence to support the complaint and where camera-based enforcement is the most appropriate solution.
- Widening the sphere of prosecution for other offences, such as seatbelts and mobile phone offences.
- Identifying sites and routes where the risks are greatest and providing high visibility, intelligence-led safety camera enforcement.
- Co-ordination of road safety publicity and marketing strategies across Wales.
- The exploration and development of broader road safety activities and support for partner agencies in their delivery.

- Keeping abreast of technological developments and innovative techniques in support of casualty reduction.
- Review of deployment strategy.

There are challenges ahead, but the Partnership will continue to work collaboratively to meet these challenges.