RESEARCH
PORTFOLIO

CYCLING: SAFETY IN NUMBERS
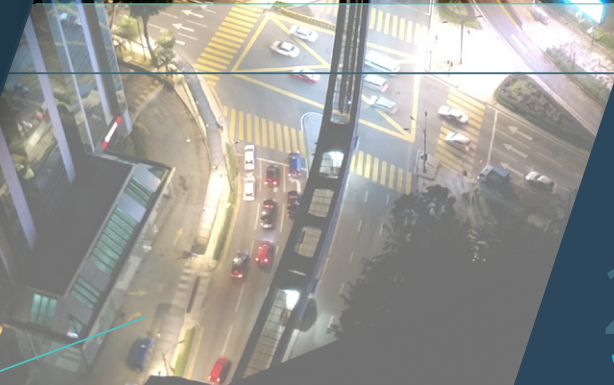
AVERAGE SPEED CAMERAS

YOUNG DRIVER SAFETY

SPEEDING & DRINK DRIVERS

AGILYSIS
& RSA

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17

AGILE SOLUTIONS

SPECIALISTS IN TRANSPORT AND SAFETY RESEARCH

With market leading platforms, tools and approaches, Agilysis has products and services ready to be tailored to all needs.

Research and Evaluation
We investigate what works and what doesn't in the fields of road safety, public health and sustainability. We help organisations review their programmes with an independent viewpoint and critical thinking.

Reporting & Analytics
We supply innovative reports to give you insight into public health and transport issues in your areas of interest. We provide advanced analytical and data visualisation technologies with online delivery through dashboards and maps.

Consultancy and Innovation
Our pioneering new methods and technologies achieve efficiencies and drive deeper understanding of issues. We help organisations to think differently about their services with a friendly yet challenging approach.

Evidence Based & Data Driven: We love data; here's why
Agilysis blends expertise research, policy and practice, drawing on the latest in international research.
Intervention design is based on evidence from a range of disciplines in both transport and health domains.
Sophisticated data architecture delivers management information, social marketing insight and dashboards for policy makers.

Behaviour Change

Behaviour change is at the heart of what we do at Agilysis. We understand the process required to develop effective behaviour change interventions - from detailed needs analysis; the identification of the most appropriate behaviour change theories; to the incorporation and coding of effective behaviour change techniques.

Focus Groups

Agilysis has designed, managed and delivered a number of large-scale evaluation projects, utilising a range of research methodologies, including focus group delivery. Agilysis will work closely with you to design your research questions, facilitate focus group sessions, transcribe session content and interpret findings

Research Syntheses

With many years of experience in searching, prioritising and summarising research from international sources, Agilysis are able to assist with creating an evidence-base for your work.

Primary Research

Agilysis' Research team is comprised of a mixture of enthusiastic researchers and analysts, holding a range of skills essential for conducting high-quality research.

Questionnaires

Questionnaire design and delivery, for all scales of evaluation and research, is a key component of Agilysis' work.

Intervention Design

The established team of researchers includes experts who have also been practitioners. This places Agilysis in a unique position where the gap between evidence and action can be bridged. Combining research findings with an understanding of practicalities on the ground equips Agilysis with the skills and knowledge necessary to help you design and deliver effective behaviour change interventions.

Find out more at:
agilysis.co.uk

agilysis

roadsafetyanalysis

ALTERING PRE-DRIVERS' SOCIAL NORMS, PERCEIVED RISK AND WILLINGNESS FOR MOBILE PHONE USAGE WHILST DRIVING. PILOT EVALUATION

The purpose of this paper is to propose a new way of altering social norms, perceived vulnerability and willingness in road safety interventions aimed at adolescents. Following trends in latest behavioural change research, the proposition of this paper is that positive and self-reflective behavioural change techniques can successfully alter social norms, perceived vulnerability and willingness in road safety or other health areas.

Design/methodology/approach:
Special sessions (incorporating behavioural change techniques such as prompts/cues, action planning and problem solving via interactive games and group discussions) were specifically designed for the target groups and included in a pilot road safety intervention. Pre and post questionnaires were distributed and the results were compared and tested.

Findings:
Major movement in the desired direction was reported for all three aspects investigated. Further, the level of engagement and satisfaction among participants was higher than previous or comparator 'traditional' interventions based on 'fear appeals'

Practical implications:
Latest psychology and behaviour change research suggests social norms, perceived risk/vulnerability and willingness are key factors in determining or influencing young people's behaviour. Moreover, the traditional 'fear appeal' techniques are not proven to work and are more frequently contested. This paper opens new horizons by providing an example of analysis, design, implementation and evaluation of a behaviour change intervention.

Originality/value:
Designed on the basis of new theories and incorporating a number of creative ways to use and evaluate behaviour changing techniques, this paper is a pioneer in road safety, providing a good practice example on both how to tailor interventions and how to evaluate them, whilst incorporating the evaluation and feedback into constantly improving the output.

Report Authors:

Dan Campsall, Tanya Fosdick, Steve Ferris & George Ursachi

Conference Website:

https://www.saferroads.co.nz/

Contact details:

Dan Campsall

+44 1295 731812

dan.campsall@agilysis.co.uk

Dan is an experienced marketing and communications professional. Having dedicated over a decade to road safety, Dan has been involved in leading a number of pioneering and critically acclaimed initiatives such as MAST online, CrashMap.co.uk and Safer Roads Berkshire all of which have gone on to win major awards.

IS SAFETY A CAUSE OF CYCLING IN NUMBERS OR AN EFFECT OF INCREASED CYCLE USE?

The purpose of this paper is to present an analysis of the bidirectional relationship between cycling risk and cycling rates in the Safety in Numbers phenomena. The second part consists of a discussion about when, how and why each might influence the other and where the efforts should be focused on in different life-cycle stages of a cycling community. The proposition is that cycling safety improves with numbers but first numbers increase with safety.

Design/methodology/approach:
The paper uses a variety of data sets to create cycling rates and cycling risk profiles for English cities. Linear and nonlinear relations are investigated and presented in various ways. Part two consists of a literature review and discussion on whether there is a tipping point in the relationship between cycling and risk ratios.

Findings:
Regression functions from both perspectives reveal powerful relationship between cycling risk and cycling rates. The effect seems to be stronger from the rates toward the risk but the strength differs for different categories of cities. However, there is a need for careful analysis and tailoring for each strategy, correlated with the level of risk and other factors such as cycling culture, infrastructure and funding opportunities.

Practical implications:
The paper provides a tool for road safety strategists around the UK and abroad, offering an overview analysis and discussion points that policy makers and practitioners should be aware of before developing road safety or cycling strategies.

Originality/value:
Among the first research papers to investigate SIN from a bidirectional perspective, the paper provides valuable insight, which can be used as a guide for organisations working in cycling or general road safety.

Report Authors:

Richard Owen & George Ursachi

Conference Website:

https://www.saferroads.co.nz/

Contact details:

Richard Owen

+44 1295 731815

richard.owen@agilysis.co.uk

Richard has spent nearly 15 years working in road safety management, with experience in both the public and private sector, running award winning partnerships and programmes.

An expert in enforcement management and UK road legislation he also specialises in aspects of data analysis and visualisation.

PAPERS AND CONFERENCE PRESENTATIONS

The 6th IRTAD Conference
10-12 October 2017, Marrakech, Morocco

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PAPERS AND CONFERENCE PRESENTATIONS

THE EFFECTIVENESS OF AVERAGE SPEED CAMERAS A GLM APPROACH

Speed is one of the key behavioural risk factors in road traffic safety, and speed-related road traffic injuries represents an important issue on international organizations' agenda, with a special focus on enforcement (Jackisch, 2015). Recent studies found positive relationships between speed and crash consequences or severity (Liu, 2005; De Pauw, 2014; Watson, 2014) and speed dispersion is also found to be a key factor in determining crash rates; larger differences in speed between vehicles are related to a higher crash rate (Aarts, 2006). In these circumstances, average speed cameras (ASC), as a means of enforcing speed limits, are seen as an efficient intervention to improve safety on the roads. This paper presents the results of an evaluation study on a comprehensive dataset comprising 51 ASC installed between 2000 and 2015 in the UK.

Design/methodology/approach:
The approach, based upon the one used by Professor Richard Allsop (2013), in a study of spot speed cameras, uses a GLM to estimate the effect of the installation of ASC on the number of collisions. The model has the advantage of allowing for trend, site selection period, and regression to the mean effects; the remaining effect representing the effect of ASC installation.

Results:
Overall, a 36.4% (25%-46%) highly significant reduction in the mean rate of fatal and serious collisions was estimated in the post-installation period. For personal injury collisions, the observed reduction was 16% (9%-22%), but still highly significant.

Conclusion:
The results show that ASC systems are effective in reducing collisions, especially those of high severity. Even after allowing for the effects of trend and regression to the mean, highly significant reductions are noted.

RICHARD OWEN
Richard has spent nearly 15 years working in road safety management, with experience in both the public and private sector, running award winning partnerships and programmes.

An expert in enforcement management and UK road legislation he also specialises in aspects of data analysis and visualisation.

Report Authors:

Richard Owen, George Ursachi & Richard Allsop

Conference Website:

https://irtad2017.ma/en

Contact details:

Richard Owen

+44 1295 731815

richard.owen@agilysis.co.uk

NATIONAL WEB-BASED TOOL FOR MONITORING CRASH DATA EIGHT YEARS OF MAST ONLINE

Improved crash data is a worldwide priority (United Nations, 2011) and the first step for developing an effective safety management system is to create a reliable crash database. The quality of decision making in road safety depends on the quality of the data on which decisions are based (Montella et al., 2017). In the UK, collision data are collected and validated by the police. Common protocols for the collection of collision data has been used across the country since 1979, with the data collated and published by the Department for Transport (DfT), though the reporting mechanism was an established set of national data tables, published annually.

MAST addresses the lack of accessibility to national collision data records through a pioneering, cloud-based analytical platform form that integrates multiple relevant data sets to aid management reporting and intervention design.

Using nationally approved data, RSA developed a suite of web based tools which allows users to find answers on crash and casualty related questions through tables, charts and dashboards. In eight years, MAST has delivered insight and understanding to over 200 road safety organisations through.

- Access to national data through cloud based applications and a sophisticated data warehouse
- Blending road casualty data with third-party socio-demographic insight data, a global first in road safety
- Pioneering residency based analyses to support cross border collaboration and advanced understanding of risk to communities
- Introducing and developing dashboarding technology to engage politicians and civil society

This paper presents a history of MAST development and showcases some of the outputs available through the platform.

BRUCE WALTON
With a background as an IT consultant Bruce brought this skills into the road safety sphere in 2002. Bruce has become widely recognised as a leading expert on road casualty data, contributory factor analysis, resident risk, analytical architecture and enforcement data management. Bruce is a member of the Standing Committee for Road Accident Statistics (SCRAS).

Report Authors:

Bruce Walton, Tanya Fosdick & Dan Campsall

Conference Website:

https://irtad2017.ma/en

Contact details:

Bruce Walton

+44 1295 731818

bruce.walton@agilysis.co.uk

The 6th IRTAD Conference
10-12 October 2017, Marrakech, Morocco

RSS2017 - Road Safety & Simulation International Conference
16-19 October 2017, The Hague, Netherlands

INTEGRATING PREDICTIVE ANALYSIS TOOLS IN TARGET SETTING AND MONITORING

Worldwide, every year, road traffic collisions result in huge economic and social costs, with over 1.2 million fatalities and between 20 and 50 million non-fatal injuries (WHO, 2015). Reducing road traffic collisions is thus an important challenge, with different interventions being developed and delivered with the aim of reducing casualties, some with significant costs., Understanding the road network, selecting appropriate locations and setting realistic targets are crucial elements in developing effective interventions and monitoring success. One common approach to select intervention locations involves the identification of hotspots. Although different hotspot identification studies and tools had been developed (Cheng & Washinghton, 2005; Heydary et al., 2013; Fawcet et al., 2016) the selection of intervention locations is still a challenging task. This study aims to present how a predictive analysis tool can help understand the context, trends and expectations for various sites.

Design/methodology/approach:
The study uses two methods of hotspot identification. The first one, based on casualty analysis on a limited number of years, is largely utilised because of its simplicity and for data availability limitation reasons.
The second method is a more complex approach that involves preparing a more comprehensive dataset and running the data through a road safety hotspot predictive tool (Fawcet et al., 2016). The two results are then compared and discussed.

Results:
The paper successfully identifies a series of shortcomings that simple analysis methods can present, such as selecting sites with a momentary casualty increase caused by natural variation. The second method presents a better representation of the context, accounting for trends, influencing variables and co-variables. The software also provides a prediction for the future evolution of each site, which is essential for planners.

PROFILING DRIVERS WITH SPEED-RELATED CONTRIBUTORY FACTORS ASSIGNED IN COLLISIONS. LESSONS FROM UK

Speed is one of the key behavioural risk factors in road traffic safety alongside with drink-driving, non-use of motorcycle helmets, seat-belts and child restraints. Changing road user behaviour on these five factors is a critical component in reducing road traffic injuries which are responsible for more than 1.2 million deaths and up to 50 million nonfatal injuries each year. While past studies have analysed the socio-demographic, socio-economic and psychological characteristics of speeders using specific rather than extensive samples, no studies have reported profiling information for drivers involved in injury collisions and with speeding violation factors assigned.

Objective:
The objective of this study is to identify drivers in the UK who are more likely to be involved in collisions (and assigned the 'exceeding speed limit' contributory factor) for designing targeted speed compliance campaigns.

Methodology:
To profile drivers with speeding factors assigned in collisions, an extensive dataset was used, comprising all reported injury collisions between 2011 and 2015 in the UK (police records), merged with the Mosaic database. A logistic regression analysis was employed.

Results:
The finding is that some driver groups are significantly more likely to exceed speed limits and contribute to crashes. The specific characteristics in terms of socio-demographic status, lifestyle and behaviour of the drivers who are more likely to receive speed-related contributory factors in collisions are revealed.

Conclusion:
Having identified the profile of the driver who is more likely to exceed speed limits and contribute to crashes, this study provides support for Governments and other co-interested bodies for better targeting and delivery of public education campaigns and interventions.

GEORGE URSACHI

George has specialised in research design and methodologies, constructing and implementing research instruments for a range of clients.

Since moving into Road Safety, George has has applied this experience to improving the evaluation of interventions and increasing the rigour of research into road user behaviour.

Report Authors:

George Ursachi & Andrew Hartley

Conference Website:

https://irtad2017.ma/en

Contact details:

George Ursachi

+44 1295 731810

george.ursachi@agilysis.co.uk

GEORGE URSACHI

George has specialised in research design and methodologies, constructing and implementing research instruments for a range of clients.

Since moving into Road Safety, George has has applied this experience to improving the evaluation of interventions and increasing the rigour of research into road user behaviour.

Report Authors:

George Ursachi, Adrian Horodnic & Tanya Fosdick

Conference Website:

http://rss2017.org/

Contact details:

George Ursachi

+44 1295 731810

george.ursachi@agilysis.co.uk

DISTRACTION IN ROAD-SAFETY INTERVENTIONS. CHALLENGING SOCIAL NORMS WITHOUT USING 'FEAR APPEAL'

The purpose of this paper is to propose an alternative to 'traditional, fear-appealing' approaches in pre-drivers' road safety education. Using positive reframing, interactive games, self-reflective techniques and normalisation of positive behaviour, the pilot intervention successfully challenges two behind-the-wheel-distraction-related social norms.

Design/methodology/approach:
Special sessions (incorporating behavioural change techniques such as positive reframing, prompts/cues, action planning and problem solving via interactive games and group discussions) were specifically designed for the target groups and included in a road safety intervention pilot. Pre and post questionnaires were distributed and results were compared and tested.

Findings:
Two norms were analysed: Phone usage whilst driving and passengers' distraction-related social norms. Movement for both norms was important and statistically significant.

Practical implications:
Social norms are identified in latest psychology and behavioural literature as a key factor in determining and influencing young people's behaviour. Traditional interventions are using 'fear appeal' techniques to tackle social norms, techniques not proven to work and more frequently contested. This paper presents results from a pilot which explores and evaluates alternative behaviour change techniques adapted for the target group. The paper itself is not only a case-study for road safety, it's also a good practice example for analysing, designing, implementing and evaluating a behaviour change intervention.

Originality/value:
The paper has great value not only for road safety but for other health areas, where behavioural change is considered. It provides an example of how new approaches can successfully challenge behavioural influencers and how positive messages, positive reframing, self-reflective techniques and positive models can change young people's social norms.

STEVE FERRIS

With a background in media production, Steve is heavily involved in designing creative and engaging interventions on the basis of the latest evidence. Working through conventional education programmes, social media strategies and emerging technologies (VR and App development) Steve has developed broad experience of progamme management.

Contact details:

Steve Ferris

+44 1295 731816

steve.ferris@agilysis.co.uk

Report Authors:

Steve Ferris, Tanya Fosdick, Dan Campsall & George Ursachi

Conference Website:

https://wrm2017.org/

DRINK DRIVERS' PROFILE. ANALYSIS OF UK COLLISIONS

Drink-driving is one of the key behavioural risk factors in road traffic safety alongside with speed, non-use of motorcycle helmets, seat-belts and child restraints. Changing road user behaviour on these five factors is a critical component in reducing road traffic injuries which are responsible for more than 1.2 million deaths and up to 50 million nonfatal injuries each year. Road traffic injuries are currently the ninth leading cause of death globally and predicted to become the seventh leading cause of death by 2030. In these circumstances, road safety more generally and drink-drive related road traffic injuries in particular represent an important issue on international organizations' agenda.

The objective of this study is to identify drivers in the UK who are more likely to be involved in collisions (and assigned the 'impaired by alcohol' contributory factor) for designing targeted drink drive campaigns.

Design/methodology/approach:
To profile drivers with 'impaired by alcohol' factor assigned in collisions, an extensive dataset was used, comprising all reported injury collisions between 2011 and 2015 in the UK (police records), merged with the Mosaic database. Mosaic divides the UK population into 15 Groups and 66 more detailed Types, based on demographic, lifestyle, and behaviour characteristics. A logistic regression analysis was employed, using a dummy dependent variable with recoded value 1 if the driver was assigned the 'impaired by alcohol' contributory factor and 0 otherwise. The independent variables used are divided into collision related variables (i.e. type of road, weather) and Mosaic related variables. Predicted probabilities are then used to graphically display the likelihood of a representative UK driver being assigned 'impaired by alcohol' contributory factor in collisions, by various contextual variables

Findings:
The finding is that some driver groups are significantly more likely to drive while impaired by alcohol and contribute to crashes. The specific characteristics in terms of socio-demographic status, lifestyle and behaviour of the drivers who are more likely to receive impaired by alcohol contributory factor in collisions are revealed.

Originality/value:
Having identified the profile of the driver who is more likely to drive while impaired by alcohol and contribute to crashes, this study provides support for Governments and other co-interested bodies for better targeting and delivery of public education campaigns and interventions.

Report Authors:

Richard Owen, George Ursachi, Tanya Fosdick & Adrian Horodnic

Conference Website:

https://wrm2017.org/

RICHARD OWEN

Richard has spent nearly 15 years working in road safety management, with experience in both the public and private sector, running award winning partnerships and programmes.

An expert in enforcement management and UK road legislation he also specialises in aspects of data analysis and visualisation.

Contact details:

Richard Owen

+44 1295 731815

richard.owen@agilysis.co.uk

SPEEDING DRIVERS AND DRINK DRIVERS. COMMON CHARACTERISTICS AND DISTINCTIVE CHARACTERISTICS

Speed and drink-driving are two of the key behavioural risk factors in road traffic safety alongside with non-use of motorcycle helmets, seat-belts and child restraints (Jackisch, 2015). Changing road user behaviour on these five factors is a critical component in reducing road traffic injuries which are responsible for more than 1.2 million deaths and up to 50 million nonfatal injuries each year. Road traffic injuries are currently the ninth leading cause of death globally (WHO, 2015) and predicted to become the seventh leading cause of death by 2030 (WHO, 2011). In these circumstances, road safety more generally, and speed-related and drink-drive related road traffic injuries in particular, represent an important issue on international organizations' agenda (WHO, 2016).

Aim:
The aim of this study is to profile drivers in the UK who are more likely to be involved in collisions and assigned the 'exceeding speed limit' or 'impaired by alcohol' contributory factors. The two profiles are then compared, identifying the common and the distinctive characteristics. The findings are discussed for relevance in designing common and separate speeding and drink drive campaigns..

Method:
Multi-level mixed logistic regression analyses conducted on data comprising all reported injury collisions between 2011 and 2015 in the UK (police records) merged with the Experian Mosaic database.

Results:
The study identified several Mosaic Types significantly more likely to be assigned 'exceeding speed limit' CF when contributing to crashes: Asian Heritage, Streetwise Singles, Local Focus, Outlying Seniors, Low Income Workers, Seasoned Survivors, Budget Generations, Families with Needs, Far-Flung Outposts, Disconnected Youth, Dependent Greys, Estate Veterans, Rural Vogue, and Scattered Homesteads..

Conclusions:
The results will be discussed in detail, with the results for the 'impaired by alcohol' CF, allowing for the identification of common and distinctive characteristics of drivers more likely to be involved in crashes and be assigned one of the two CFs.

TANYA FOSDICK
Tanya is an experienced researcher who has worked in the road safety arena for many years and has been involved in a number of national road safety projects. Tanya works on a wide range of research with organisations such as Warwick Medical School, National Farmers Union, Bike Safe and the IAM. She has a postgraduate research certificate in research methodology.

Report Authors:
Tanya Fosdick, Dan Campsall, George Ursachi, Andrew Hartley & Adrian Horodnic

Conference Website:
www.vti.se/en/

Contact details:
Tanya Fosdick

+44 1295 731813

tanya.fosdick@agilysis.co.uk

CHARACTERISING DRIVERS INVOLVED IN COLLISIONS AND ASSIGNED PHONE-USE RELATED CONTRIBUTORY FACTORS

The evidence around mobile phones as a risk factor for road traffic injuries is likely to become a fast-growing concern globally. Although drivers have been, in many countries, the subject of targeted laws limiting mobile phone use while driving, the phenomenon has increased.

Aim:
The objective of this study is to identify drivers who are more likely to be involved in collisions, and assigned the 'driver using mobile phone' contributory factor (CF), for targeted campaigns.

Method:
To profile drivers with phone-related CFs assigned in collisions, an extensive dataset was used, comprising all reported injury collisions between 2011 and 2015 in the UK (police records), merged with the Mosaic database. Mosaic divides the UK population into 15 Groups and 66 more detailed Types, based on demographic, lifestyle, and behaviour characteristics. A logistic regression analysis was employed, using a dummy dependent variable with recoded value 1 if the driver was assigned the 'driver using mobile phone' CF and 0 otherwise.

Results:
The finding is that some driver groups are significantly more likely to use their phones and contribute to crashes. Specific characteristics in terms of socio-demographic status, lifestyle and behaviour of the drivers more likely to receive phone-related CFs in collisions are revealed

DAN CAMPSALL
Dan is an experienced marketing and communications professional. Having dedicated over a decade to road safety, Dan has been involved in leading a number of pioneering and critically acclaimed initiatives such as MAST online, CrashMap.co.uk and Safer Roads Berkshire all of which have gone on to win major awards.

Report Authors:
George Ursachi, Tanya Fosdick, Dan Campsall, Richard Owen, Krzysztof Kałucki & Adrian Horodnic

Conference Website:
www.ivvy.com.au/event/ARRB18/

Contact details:
Dan Campsall

+44 1295 731812

dan.campsall@agilysis.co.uk

Our Foundations

Agilysis was setup by an experienced team with a background in transport safety. Through our work with Road Safety Analysis (an associated company, see below) all of us gained an incredible amount of experience in areas of analytics, networks, data visualisation, evaluation, intervention design, and behaviour change.

As we began to work across multiple sectors and disciplines it became clear that our combined knowledge and skills would prove valuable to a wider market and the decision was made to create Agilysis to service a growing client base.

Guiding Principles

As both researchers and practitioners in social marketing we are in a perfect position to act as translators for our clients.

We are absolutely focussed on understanding 'what works', using evidence from all available data sources, as well as published research. We also understand the practical requirements of those delivering training, campaigns and public relations exercises.

Our principles are therefore directed towards ensuring that realistic, effective interventions can deliver outputs and outcomes for clients.

Associated Companies

Although Agilysis only formed in 2017 the team have been together for a long time (around 14 years). Our shared history and associated companies provides great strength and experience.

Agilysis is the lead delivery vehicle to products and services, especially when it comes to research, evaluation, reporting and analytics. Our focus is not limited to a narrow sector and we are growing our expertise in public health, transport, and behaviour change.

www.roadsafetyanalysis.org

www.insight-warehouse.co.uk

Training

As well as developing courses for our own products and solutions, the Agilysis team have delivered multi-day courses covering a number of subjects.

Social Media – Covering the growth of networks and analysing what works, this course doesn't just tell you how to manage your social media presence, it guides to towards result-based methodologies.

Evaluation – Challenging concepts of intervention design, this course helps guide participants through the path of critical thinking when it comes to finding out if their efforts are actually working.

Social Marketing – Articulating how social marketing fits as part of the wider array of behavioural change processes in public health, this course covers aspects such as market segmentation, targeting, differentiation, and understanding the role of evidence and data.

Media Management – A practical course that will take you through the do's and don'ts of working with the media covering press briefings, radio, and TV.

Find out more at agilysis.co.uk

Consultancy Services

We are able to offer a number of different consultancy services for different sectors in the UK using our specialist knowledge, primarily in the area of transport safety

Data consultancy is the first area most commonly requested as our experience of working with multiple datasets to develop a deeper understanding of local trends is well evidenced.

Partnership management and governance is another area of strength with Agilysis directors having previously managed multi-sectoral partnerships. We can carry out audits and provide advice on effective management and scrutiny.

One of our specialisms is enforcement management and we offer a 'Pathway to Digital' programme for organisations wanting to follow a data-led route to planning enforcement infrastructure upgrades.

Website Design and Hosting

We currently host and maintain over a dozen websites for external clients and our own products and services.

From small microsites to support one-off events through to the homepages for whole organisations, we can deliver a scaleable solution.

Many of the products delivered by our associated companies, Road Safety Analysis and Insight Warehouse leverage online resources and we can pool skills from these organisation to assist new clients.

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