

NORTH LINCOLNSHIRE COUNCIL

CABINET

NORTH LINCOLNSHIRE ROAD SAFETY PARTNERSHIP UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To update Cabinet on the work of the North Lincolnshire Road Safety Partnership.

1.2 Key points in this report are:

- using the government's preferred 3-year rolling average, killed and seriously injured (KSI) casualties in North Lincolnshire have fallen for the third consecutive period, as follows:

○ 2005	159
○ 2006	149
○ 2007	140
○ 2008	123 (based on provisional 118 KSI's for 2008)
- the number of KSI's has to be reduced to 102, or under, by 2010
- provisional figures show there were 118 KSI's in 2008; representing a 17% decrease from 2007 and a 31% decrease from the 2000 baseline
- motorcycle KSI's are down 30% to 23, from 33 in previous year
- cycle and child-in-car KSI's are problem areas, increasing 25% from 12 to 15 and 75%, from 4 to 7, respectively in 2008
- the societal cost of road casualties in North Lincolnshire was approximately £46.3 million in 2008
- National Indicator NI 47 (number of KSI's) is included in the North Lincolnshire Local Area Agreement
- joint working arrangements with Corus established, to develop an effective approach to Occupational Road Risk
- 15742 road safety education units and 2485 cycling and pedestrian skills courses were delivered to local children in 2008
- number of drivers offered speed seminars, as an alternative to penalty points and a fine, increased significantly
- the Partnership's speed management strategy extended, to include '20's Plenty' and 'Community Speedwatch'
- regional partnership work is increasing, through Safer Roads Humber and the Lincolnshire Road Safety Forum
- Department for Transport 'health check' on the Road Safety Partnership carried out
- Seminar to be held to discuss road safety post-2010

2. BACKGROUND INFORMATION

2.1 In order to keep members updated on the work of the North Lincolnshire Road Safety Partnership, it was previously agreed that periodic reports would be provided through the Highways and Planning Cabinet Member, Councillor Bernard Regan, who is also Chair of the Road Safety Partnership.

2.2 Under the government's New Performance Framework, there are two National Indicators relating to road safety:

- NI 47 People killed or seriously injured in road traffic accidents and
- NI 48 Children killed or seriously injured in road traffic accidents

NI 47 has been included as one of the 35 North Lincolnshire Local Area Agreement targets

2.3 The above performance monitoring arrangements have superseded Best Value Performance Indicators. However the Partnership continues to monitor casualties across a wide range of categories, in order to identify specific problems as they develop and instigate timely corrective action (see Appendix 2 for further details).

2.4 Under the emerging management arrangements for the Local Strategic Partnership's Local Area Agreement, road safety is included in the Resilience and Emergency Response Board portfolio. Preliminary discussions with the LAA Theme Lead have already taken place, to discuss how the Road Safety Partnership will contribute to achieving the Community Strategy objectives and the reporting mechanisms.

2.5 In the longer term, the Partnership needs to consider how it will continue to improve road safety post-2010. It is proposed that, in order to set this process in motion, a road safety seminar is arranged during summer 2009, to which community representatives and other interested parties are invited.

3. OPTIONS FOR CONSIDERATION

3.1 There are no decision options to be considered, but Cabinet Member is asked to note the contents of this report.

4. ANALYSIS OF OPTIONS

4.1 See Resource Implications, Outcomes of Consultations and the Appendices to this report, which contain detailed information relating to Road Safety Partnership activity in 2008.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 Reducing road accidents saves considerable sums of money for society. The estimated average societal cost of each fatal, serious and slight casualty is £1.648 million, £0.185 million and £0.014 million respectively. These figures include insurance, emergency services', hospitalisation and lost production costs, plus a figure for emotional cost. The cost of road accident casualties in North Lincolnshire in 2008 was approximately £46.3 million.
- 5.2 There are no staffing implications to this report, however Cabinet Member is asked to note that Humberside Fire and Rescue Service has now appointed a dedicated Road Safety Officer in North Lincolnshire. This has further enhanced the excellent contribution to road safety education and training being made by the Service.
- 5.3 Humberside Police continue to provide a comprehensive enforcement service, which, in addition to speed enforcement, includes enforcement linked to other road safety campaigns and core road traffic offences (e.g. drink/drug driving, seat belts, mobile telephones, defective vehicle and document offences).
- 5.4 Occupational road risk has been identified as one of the Partnership's three key priorities; the other two being motorcyclists and young drivers. Colleagues at Safer Roads Humber are developing a regional occupational road risk strategy, whilst locally a partnership with Corus has been established, as a trial of how occupational road risk management might be developed. A representative from Corus currently attends Road Safety Partnership meetings, in order to progress this initiative.
- 5.5 A key development focus of the Road Safety Partnership is to improve communications with road users. The Partnership's Newsletter is now incorporated as an integral part of the council's Direct magazine. Information available to the public is further enhanced by Scunthorpe Telegraph promotion of road safety campaigns and the Road Safety Partnership and Safer Roads Humber web sites. Safer Roads Humber also develops the regional road safety campaign strategy, on behalf of the four local road safety partnerships in North Lincolnshire, North East Lincolnshire, Hull and the East Riding of Yorkshire.
- 5.6 Appendix 1 contains details of current road safety initiatives and campaigns. Cabinet Member is asked to note that motorcycles, young drivers and occupational road risk are the key Humber regional priorities, as identified through Safer Roads Humber data analysis.
- 5.7 Representatives from the Department for Transport (DfT) carried out a 'health check' of the Road Safety Partnership during 2008. The following areas of good practice were highlighted in the report:

- Good speed management strategy and approach to complaints about speeding issues.
- Interesting re-use of Wiltshire's 'route assessment' programme
- Recognition that, as a small local authority, greater value is obtained by working in partnership wherever possible

In addition to the above, there were areas of potential change and development noted. Actions have been identified to address these. The full draft list of comments and actions is contained in Appendix 4.

- 5.8 The speed management strategy continues to tackle one of the public's major road safety concerns. The treatment programme was improved in 2008, with the '20's Plenty' initiative formally incorporated into the strategy and over 5000 advice cards distributed to town and parish councils, neighbourhood watch groups, residents' associations and the like. There has been excellent support received from all these groups, and Neighbourhood Policing Teams, with the distribution of speed management publicity material.
- 5.9 In addition, the 'Community Speedwatch' initiative has been developed, in conjunction with colleagues in Safer Neighbourhoods. This should result in a number of additional communities benefiting from flashing signs and working with Safer Neighbourhoods' officers to tackle local speeding concerns.
- 5.10 Speed enforcement has been carried out throughout 2008 by safety camera and local Traffic Officers. For operational reasons, enforcement details for individual sites cannot be released. However, by way of example, local Traffic Officers issued 229 fixed penalty notices between April and December 2008 for speed offending. This is in addition to drivers caught speeding at safety camera sites. Enforcement of other traffic offences is carried out throughout the year and in support of specific road safety campaigns from time to time.
- 5.11 As a result of continuing public concern about speed offending, a proportion of safety camera officer time was diverted away from safety camera sites, to carry out enforcement on other routes, which have not previously qualified under the speed management strategy. This has enabled additional sites to benefit from enforcement.
- 5.12 One of the most significant changes to take place in 2008 was to increase the proportion of speed offenders who have the option to attend a speed seminar, as opposed to being fined and receiving penalty points on their license. Evidence suggests re-offending rates are lower for low level offenders who attend a seminar than for those who are fined. Also, any operating surpluses from the seminars are reinvested in local road safety initiatives, whereas fines income would have been lost to North Lincolnshire.

5.13 A comprehensive programme of road safety education and training has been delivered in schools, colleges and workplaces by the council's Road Safety Team, Humberside Fire and Rescue Service and Humberside Police (further details are contained in Appendix 5). This is an area where resources have been increased in recent years and significant benefits have resulted from the support provided by Safer Roads Humber. Of particular interest to members may be the numbers of children benefiting from these education and training programmes in 2008. The figures are as follows:

- Road safety pedestrian and cycling skills training	2485
- Road safety education units delivered	15742

5.14 Close working with the Highways Agency, which is responsible for the motorways and trunk roads in North Lincolnshire, continues. The Road Safety Partnership's casualty figures include those occurring on the Highways Agency's roads. As a member of both the North Lincolnshire Road Safety Partnership and Safer Roads Humber, the Agency has provided support, advice and resources. Approximately 10% of North Lincolnshire's road casualties occurred on the Highways Agency's roads in 2008.

5.15 Close working with the Lincolnshire and North East Lincolnshire Road Safety Partnerships has continued through 2008. This 'Lincolnshire Road Safety Forum' has realised many significant benefits through joint working and sharing information and best practice.

5.16 There are no property or I.T. implications to this report.

6. **OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 Road safety initiatives have significant potential to impact positively on the environment.

6.2 For example, reducing speeding reduces noise and pollution. Improving safety for pedestrians and cyclists encourages greater use of these modes of transport, as an alternative to the car. The establishment of School Safety Zones has significantly improved the local environment outside the ten schools where they have been introduced. More will follow in the coming months and years.

6.3 Road safety enforcement impacts positively on reducing crime and disorder. A number of vehicles stopped for driving offences have resulted in other criminal activity being detected. Evidence recorded during safety camera enforcement has been used to assist in detecting and solving other crimes. Action by the police and Neighbourhood Services colleagues, against untaxed and uninsured vehicles, has resulted in poorly maintained and potentially dangerous vehicles being

taken out of circulation. Also, some of these are 'pool' vehicles, known to be used for criminal activity.

- 6.4 From a diversity perspective, the Partnership's road safety policies try to provide fair and equitable treatment across a wide range of community road safety concerns. Although the potential conflicts and tensions between different types of road users (e.g. drivers, cyclists, pedestrians) are well understood, the Partnership has a number of new areas to attend to in the future. For example, the different road safety cultures of some foreign drivers present different challenges. During 2008 work has been carried out in this area, most notably the distribution of multi-language road safety advice leaflets and specialist rear-view mirror adaptation kits to foreign lorry drivers.
- 6.5 On a more general note, achieving road safety objectives without unnecessarily inconveniencing road users or adversely affecting commercial and business activity, remains a constant challenge.

7. OUTCOMES OF CONSULTATION

- 7.1 In 2005 the then Highways and Transport service held a 'Have Your Say' event, at which representatives of the local community and local businesses voted road safety as their number one highways and transport priority.
- 7.2 The Road Safety Partnership's 5-Year Action Plan was well received by partner organisations. The Department for Transport commented that, "the Plan describes a wholly convincing approach towards tackling road safety issues and sets out a soundly based strategy and a wide range of measures for achieving road safety targets in excess of the national target".
- 7.3 Recent road safety community consultation, undertaken for the Local Transport Plan mid-term review, identified key areas of local concern as speeding, more enforcement, better road maintenance, poor driving, need for road signing improvements, mobile telephones and illegal parking. This information helps inform decision-making and future policy direction.
- 7.4 Consultation with colleagues from Children's Services has ensured that the Road Safety Partnership's commitment to child casualty reduction reflects the importance of this group. Child casualties are currently some 50% lower than the 2000 baseline figures.
- 7.5 Representatives of the Partnership regularly attend public meetings, in order to keep local communities updated on road safety issues and to provide a communication channel to feed back local concerns to the Partnership. This feedback also helps identify changing trends and informs future resource planning decisions.

- 7.6 The Highways and Planning Service's 'Aims' structure (specifically Aim 1, Safer Roads, in this case) ensures effective internal communications and information cascade on road safety issues. It is intended that meetings of the Aim 1 road safety Task Group will be held in other council service areas during 2009, in order to engage a wider internal audience in the road safety debate.
- 7.7 The on-going development of the Road Safety Partnership and Safer Roads Humber web sites has resulted in better access to road safety advice and information.
- 7.8 Road Safety partners have seen this report and are content that it accurately reflects the current performance of, and key issues affecting, the Road Safety Partnership.

8. **RECOMMENDATIONS**

- 8.1 That Cabinet notes the activity and performance information included in this report.
- 8.2 That the Road Safety Partnership arranges a road safety seminar during summer 2009, in order to update the wider community on the work of the Partnership and to consult on how road safety can continue to be improved post-2010.

SERVICE DIRECTOR HIGHWAYS AND PLANNING

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Background Papers used in the preparation of this report: Casualty statistics held in the Safer Roads Team, Church Square House, Scunthorpe
Department for Transport Road Safety Health Check report (carried out 17 July 2008 and published 14 November 2008), held in the Safer Roads Team, Church Square House, Scunthorpe
Data analysis held at Church Square House, Scunthorpe and with Safer Roads Humber at The Hall, Beverley

APPENDIX 1

CURRENT ROAD SAFETY INITIATIVES / CAMPAIGNS

- The Speed Management Strategy is currently being reviewed, in order to identify the 2009/10 treatment programme.
- Continuing comprehensive programme of child road safety education and skills training (see Appendix 6 for more details).
- Forthcoming road safety publicity campaigns are:

Campaign	2009-2010	THINK!	Main Themes	Young drivers Theme	Driving for work / General drivers theme	Motorcycles theme	Enforcement
1	APR	Bikes	Distraction	Speed & Aggressive Driving	Time/economic pressures.	Inexperience/ Aggressive Riding/Other Road Users' Awareness	Speed
	MAY						Mobile Phones
2	JUN	Drink	Impairment	Drink/Drugs/ Inexperience	Drink/Drugs/ Tiredness	Aggressive Riding/Speed	Drink / Drug driving
	JUL	Drugs					Drink / drug driving
3	AUG	Parents	Distraction	Drink/Drugs/ Aggressive Driving	Time/economic pressures.	Driving to Conditions /Aggressive Riding/ Inexperience	Speed
	SEP	Parents					Seat belts / child restraints
	OCT						Mobile phones
4	NOV		Impairment	Drink & drugs/driving to conditions	Night before/morning after. Lunchtime Xmas parties. Xmas work pressures	Riding Conditions is a more appropriate issue for bikes	Drink / drug driving
	DEC	Drink					Drink / drug driving
5	JAN	Teens	Conditions	New drivers & bad weather	Speed/Winter driving/Vehicle condition	Both larger and smaller bikes - issues of not driving to conditions	Winter Driving

- A comprehensive programme of road safety education is currently being delivered by Police and Fire and Rescue Service colleagues, to young drivers attending local colleges and various youth organisations
- The council's programme of Local Safety (engineering) Schemes will continue delivering improvements at identified casualty problem sites and other areas, where engineering can help prevent accidents occurring in the future.
- The North Lincolnshire Motorcycle Forum met in January, to formulate the 2009 programme of motorcycle casualty reduction initiatives.
- The programme of 'Route Assessments' (surveys of roads throughout the council area to identify potential road safety improvements) will continue throughout 2009. Areas being concentrated on include white lining and cats-eye improvements, removal of redundant and unnecessary signs and posts and minor improvements to some bends and junctions.

APPENDIX 2

2008 KSI CASUALTY STATISTICS

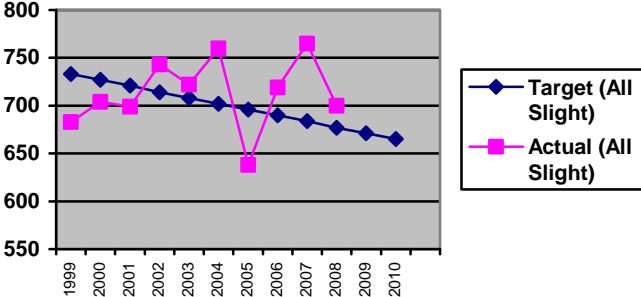
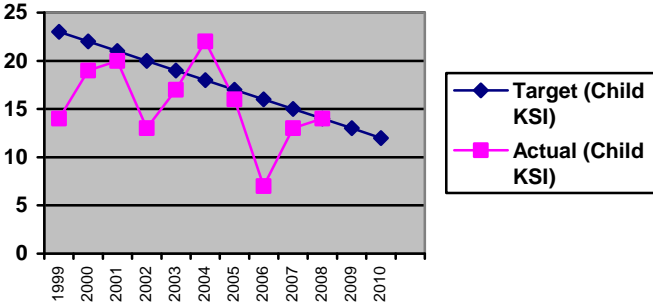
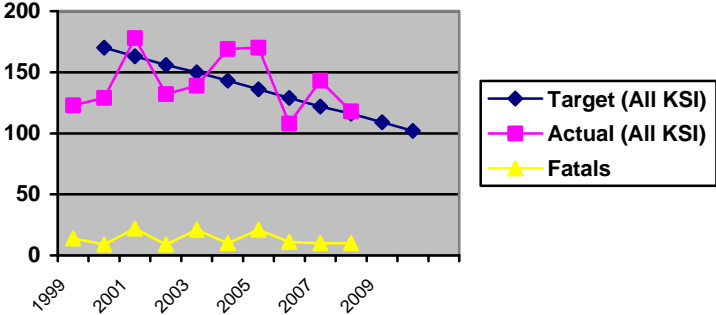
Number of KSI's to end of December 2008 (Fatals)	118 (10)
Target figure (to be below) December 2008	113
Number of KSI's to end of December 2007 (Fatals)	143 (10)

2008 CASUALTY STATISTICS – ALL CATEGORIES

(COMPARED TO 2007 AND BASELINE FIGURES)

	2007 Actual	2008 Actual	2008 Target	% Change from 2007	% Difference to 2008 Target	% Difference to Baseline	Baseline Average 1994 - 98
All Casualties	908	818	791	-10	3	-10	908
All KSI	143	118	113	-17	4	-31	170
All Slight	765	700	677	-8	3	-5	739
Child KSI	13	14	14	8	0	-41	24
Child Slight	64	70	101	9	-31	-36	110
Child Ped KSI	6	5	8	-17	-38	-63	14
Child Ped Slight	17	21	30	24	-30	-36	33
Child Cycle KSI	2	2	3	0	-33	-58	5
Child Cycle Slight	8	8	28	0	-71	-74	31
Child Car KSI	4	7	2	75	250	119	3
Child Car Slight	38	36	38	-5	-5	-10	40
All Car KSI	81	58	57	-28	2	-31	85
All Car Slight	644	511	458	-21	12	4	490
All Ped KSI	17	17	19	0	-11	-40	28
All Ped Slight	42	51	60	21	-15	-22	66
All Cycle KSI	12	15	11	25	36	-9	16
All Cycle Slight	37	38	69	3	-45	-49	74
TWMV KSI	33	23	19	-30	21	-20	29
TWMV Slight	42	49	49	17	0	-7	53
Other KSI	6	5	7		-29	-56	11
Other Slight	72	51	45		13	-9	56

**HEADLINE CASUALTY GRAPHS
(Estimated out-turn for 2008)**



APPENDIX 4

DEPARTMENT FOR TRANSPORT ROAD SAFETY HEALTH CHECK

Highlights of existing activities:

- Good speed management strategy and approach to complaints about speeding issues.
- Interesting re-use of Wiltshire's RASP (Route Assessment) programme.
- Recognition that, as a small local authority, greater value is obtained by working in partnership wherever possible.

Overall impressions and potential for change:

Clearly North Lincolnshire is a well established team and management who are enthusiastic participants in the Safer Roads Humber Partnership. However, they have still to make a definitive impact on KSIs such that they will meet the 2010 National Target. This prompts several questions or possible actions.

Resourcing and organisation:

- Review whether the conclusions of the BVR are still relevant and whether they have been fully implemented.
 - **Action taken:**
 - The key road safety recommendation from the best value review was to increase the amount of road safety education and training, funded by a reduction in Local Safety Scheme engineering
 - This was done and it is felt was a positive change, which still holds good. The investment in child road safety education and training particularly, seems to be resulting in consistently low child pedestrian and cycling casualty figures
 - This approach is consistent with recent changes for adults, where education is featuring more prominently as an alternative treatment for speed offending.
- Undertake more careful analysis of data (locations, user groups and age structure) to lead a debate about how they are going to hit their 2010 /LAA targets. This needs to be done urgently and to involve as wide a range of partners as possible.

Note: We were surprised at this conclusion, because the analyses carried out over the past two years by Safer Roads Humber have been very comprehensive and have driven the regional priorities. We will be taking this up with the DfT inspectors at their next visit.

 - **Action taken:**
 - Have reviewed previous data analysis (in consultation with Safer Roads Humber).
 - Further five-year analysis being carried out, to check if any significant emerging trends have been missed. To date, nothing identified.
 - Analysis of 2008 statistics has identified child car KSI's and adult cycling KSI's as problem areas and actions have already been identified to tackle these areas in 2009.
 - Considering holding partner workshop, to review current approach

Areas not yet developed:

- Consider with Safer Roads Humber how a more comprehensive approach to occupational road risk may be developed.
 - Action taken:
 - Safer Roads Humber is currently developing a regional Occupational Road Risk strategy
 - North Lincolnshire Road Safety Partnership is working with Corus, on a trial basis; to determine how the Partnership can help local employers improve road safety.

Selecting priorities:

- Investigate other approaches to local road safety engineering solutions to try to maintain reasonable rates of return.
 - Action taken:
 - Reviewed Local Safety Scheme (LSS) prioritisation criteria, leading to amendment and adoption of revised criteria – Highways and Planning Cabinet Member report dated 09 February 2009 refers
 - Use of low cost 'mass action' and 'route assessment' initiatives to tackle more 'dispersed' accident patterns
 - 2006/11 Road Safety Strategy sets out quite clearly what our approach would be. This was endorsed by DfT at the time and, we feel, still holds good.

Partnership:

- Although North Lincolnshire has registered for Road Safety 'Time Bank', they have not yet set up home page or entered any projects or good practice (e.g. speed management policy). Membership may also be of help in seeking assistance with meeting their KSI targets for 2010.
 - Action taken:
 - Both the Speed Management Strategy and 'Partnership with Parents' have now been registered on the Time Bank
 - Other entries on the Time Bank are being analysed, to identify potential good practice that we could utilise
 - Responded to enquiries from other partnerships, relating to initiatives that they are developing

Evaluation:

- Consider whether there are more / different ways that the effectiveness of road safety work can be measured or otherwise judged.
 - Action taken:
 - ETP (education, training and publicity) customer feedback systems have been developed and implemented
 - LSS work has always been assessed, although effectiveness (rate of return) has inevitably diminished, as major cluster sites are treated. This was recognised and addressed in the 2006/11 Road Safety Strategy, which the DfT commented favourably on (see paragraph 7.2 of this report).

APPENDIX 5

ROAD SAFETY PARTNERSHIP EDUCATION AND TRAINING PROGRAMME

The programme of education and training includes:

- working with schools to provide road safety education, integrated into national curriculum work
- developing the 'Partnership with Parents' initiative
- Theatre in Education
- the provision of practical pedestrian and cycling skills training
- joint Police and Fire & Rescue Service presentations at local colleges and in the workplace
- supporting other multi-agency risk assessment and survival skills work (e.g. Smartrisk)
- delivering a programme of publicity campaigns to tackle road safety concerns and supporting both regional and national publicity campaigns
- developing and distributing campaign information and materials to organisations and employers