

NORTH LINCOLNSHIRE COUNCIL

**HIGHWAYS AND PLANNING
CABINET MEMBER**

NORTH LINCOLNSHIRE ROAD SAFETY PARTNERSHIP UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To update Cabinet Member on the work of the North Lincolnshire Road Safety Partnership. 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 fourth consecutive year, as follows:

○ 2005	159
○ 2006	149
○ 2007	140
○ 2008	123
○ 2009	121 (based on provisional 98 KSI's for 2009)
- the number of KSI's has to be reduced to 102 by 2010
- provisional figures show there were 98 KSI's in 2009; representing a 20% decrease from 2008 and a 42% decrease from the 2000 baseline
- child casualties down 55% from 87 in 2008 to 39 in 2009 (including child KSI's, down 47% from 15 in 2008 to 8 in 2009)
- motorcycle KSI's down 46% to 13, from 24 in previous year and down 61% from 33 the year before that
- two problem areas identified last year, cycle and child-in-car KSI's, have improved significantly; the former showing no casualties in 2009, compared to 7 the previous year, while the latter decreased from 16 in 2008 to 10 in 2009 (a 37% reduction).
- the societal cost of road casualties in North Lincolnshire was approximately £37.6 million in 2009, down 21% from £47.6 million in 2008
- National Indicator NI 47 (number of KSI's) is included in the North Lincolnshire Local Area Agreement (LAA)
- the Dft has published its draft 2010 to 2020 casualty reduction targets
- road safety seminar has been held
- joint working arrangements with Corus continue
- 11293 road safety education units and 1921 cycling and pedestrian skills courses were delivered to local children in 2009
- over 1500 drivers offered speed seminars, as an alternative to penalty points and a fine
- 'Community Speedwatch' successfully launched

2. BACKGROUND INFORMATION

2.1 In order to keep Elected 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 LAA targets

2.3 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 Appendices 2 and 3 for further details).

2.4 Under the management arrangements for the Local Strategic Partnership's LAA, road safety is included in the Resilience and Emergency Response Board portfolio.

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 2009.

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 £1.684 million, £0.189 million and £0.015 million respectively. These figures include insurance, emergency services', legal and court, material and hospitalisation costs, lost economic output, plus a figure for pain, grief and suffering. The cost of road accident casualties in North Lincolnshire in 2009 was approximately £38.8 million, compared to £47.6 million in 2008 (a 18.5% reduction).

5.2 Humberside Fire and Rescue Service continue to provide a dedicated Road Safety Advocate in North Lincolnshire. This has further enhanced

the excellent contribution to road safety education and training being made by the Service, in partnership with North Lincolnshire Council and Humberside Police.

- 5.3 A new Humberside Fire and Rescue Service venue for Road Traffic Collision Extrication training, based at BDV on Flixborough Industrial Estate, opened on 03 February 2010. This is a ground-breaking initiative, which will further enhance the emergency services' response capabilities at road traffic collisions.
- 5.4 Timely extraction of casualties from vehicles enables paramedic staff to attend to casualties as soon as possible. Treatment administered in this first 'Golden Hour' is vital to improving the survival chances of accident victims and the capacity of East Midlands Ambulance Service colleagues to provide such services has been a significant factor in reducing fatalities and increasing victims' chances of making a full recovery from their injuries. In addition to this core activity, Ambulance Service colleagues continue to provide support for road safety campaign publicity.
- 5.5 As well as their education and training role, 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).
- 5.6 Occupational road risk, motorcyclists and young drivers remain the three Humber sub-regional road safety priorities. Colleagues at Safer Roads Humber are developing an occupational road risk strategy, whilst locally the successful partnership with Corus continues. This work includes improvements to the road infrastructure in the Corus works, road safety education and training for Corus employees and road safety enforcement within the site by Corus staff. Essentially, road safety is now managed within the Corus site in much the same way as on the adopted highway network throughout North Lincolnshire.
- 5.7 The North Lincolnshire Road Safety Partnership's Newsletter, an integral part of the council's Direct magazine, has this year been supplemented by the production of a range of road safety fact sheets. 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, based in North Lincolnshire, North East Lincolnshire, Hull and the East Riding of Yorkshire. Appendix 1 contains details of the current programme of road safety campaigns.

- 5.8 The speed management strategy continues to tackle one of the public's major road safety concerns. The treatment programme was further improved in 2009, with the introduction of the 'Community Speedwatch' initiative, in conjunction with colleagues in Safer Neighbourhoods. This has resulted in a number of additional communities benefiting from flashing signs and targeted enforcement. The '20's Plenty' initiative continues to be popular with 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 Speed enforcement has been carried out throughout 2009 by safety camera and local Police Traffic Officers. For operational reasons, enforcement details for individual sites are not released. However, by way of example, local Traffic Officers issued 967 fixed penalty notices (FPN's) between April and December 2009 for speed offending. This is in addition to drivers caught speeding at safety camera sites.
- 5.10 Enforcement of other traffic offences is carried out throughout the year and in support of specific road safety campaigns. Examples of other offences targeted include:
- mobile telephones (340 FPN's Issued)
 - seat belts (409 FPN's issued)
- 5.11 As a result of continuing public concern about speed offending, a proportion of Safer Roads Humber officer time continues to be diverted away from safety camera sites, to carry out enforcement on other routes, which have not previously qualified under the speed management strategy. This enables additional sites to benefit from enforcement, with no detriment to safety or enforcement effectiveness at safety camera sites, from where resources have been diverted.
- 5.12 A significant proportion of speed offenders continue to 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 Between April and December 2009, 1581 speed offenders were referred to speed seminars from safety camera enforcement sites. This figure is set to increase next year, when the threshold speed for speed seminar qualification is raised.
- 5.14 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 1). 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 2009. The figures are as follows:

- Road safety pedestrian and cycling skills training	1921
- Road safety education units delivered	11293

- 5.15 North Lincolnshire Council undertakes a wide range of road safety engineering works on the council's highway network. This includes accident reduction schemes at identified problem locations. A separate annual report is produced, detailing this work and its casualty reduction benefit.
- 5.16 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 2009.
- 5.17 Close working with the Lincolnshire and North East Lincolnshire Road Safety Partnerships has continued throughout 2009. This 'Lincolnshire Road Safety Forum' has realised many significant benefits through joint working, sharing information and best practice.
- 5.18 The most significant road safety issue nationally at present is the Department for Transport's proposed new casualty reduction targets, to cover the period 2010 to 2020. The Road Safety Partnership and Safer Roads Humber responded to the DfT's consultation on the new targets in the autumn and we await confirmation of the targets from the DfT.
- 5.19 The key proposals, and what they mean for North Lincolnshire, are detailed in Appendix 5.
- 5.20 The Road Safety Partnership's new Road Safety Strategy is currently being prepared and should be completed by the end of June 2010. The Strategy will form an integral part of the council's Local Transport Plan (LTP3) and will also provide the framework within which the Road Safety Partnership will operate for the next five years.
- 5.21 There are no staffing, 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. 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 twelve schools where they have been introduced. More will follow in the coming months and years.
- 6.2 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 against uninsured vehicles under Section 165 of the Road Traffic Act has resulted in poorly maintained and potentially dangerous vehicles being seized. Also, some of these are 'pool' vehicles, known to be used for criminal activity.
- 6.3 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 was 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.
- 6.4 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 current 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 The new Road Safety Strategy will be the subject of on-going consultation with a wide range of stakeholders during the first half of 2010. This process started when a Road Safety Seminar for elected members and town and parish councils was held on 22 October 2009. The seminar provided delegates with information about the wide range of tools available to the Partnership to tackle road safety problems. Delegates were asked to take this information away and discuss the seminar with their town and parish council colleagues, thereafter prioritising road safety issues, to inform strategy development. Appendix 4 contains the final prioritised list, produced from the combined results of 56 town and parish council responses.
- 7.4 Previous 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 also helps inform decision-making and future policy direction.
- 7.5 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. Appendix 6 contains details of the current road safety action plan, as prepared for and with the Local Strategic Partnership Safeguarding Children's Board.
- 7.6 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.
- 7.7 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.
- 7.8 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.
- 7.9 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 Member notes the activity and performance information included in this report
- 8.2 That the report be referred to Cabinet for information.

SERVICE DIRECTOR HIGHWAYS AND PLANNING

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Background Papers used in the preparation of this report:

Casualty statistics held in Safer Roads Team, Church Square House, Scunthorpe
Data analysis held at Church Square House, Scunthorpe and with Safer Roads
Humber at The Hall, Beverley

Department for Transport publication, "A Safer Way: Consultation on Making
Britain's Roads the Safest in the World", dated April 2009.

Highways and Planning Cabinet Member report, "Road Safety Strategy post-2010,
Department for Transport Consultation", dated 19 May 2009.

Highways and Planning Cabinet Member report, "Road Safety Strategy post-2010,
Response to Department for Transport Consultation", dated 06 July 2009.

SAFER ROADS HUMBER

Campaign Strategy 2010-2011

Road Safety Action Plans - Summary

Section 1 - Overall vision

To reduce the number of people killed or seriously injured on the roads in the Humber region

Section 2 - Methodology

2.1 Safer Roads Humber has reviewed the casualty statistics over the last four years and utilising the available intelligence, three main themes have emerged as priority areas –

- Young people – including drivers and passengers
- People driving for work - including using your own vehicle for work purposes
- Powered two wheelers – there are different problems in each local authority / division area

2.2 Collision causation factors were also reviewed and this has revealed the type of crashes drivers in each priority area are having.

- Young drivers – include impairment, driving to the conditions, inexperience, aggressive driving, speed
- Driving for work – speed (possibly due to economic pressures and demanding work schedules), impairment (including fatigue), driving to the conditions and vehicle conditions
- Motorcyclists – even though there are very distinct types of motorcyclists all tend to have collisions related to driving to the conditions, inexperience riding, aggressive riding, speed, and other road users

2.3 These can be broadly categorised into three **main themes** –

- Conditions – includes effects of weather, vehicle conditions, road works, inexperience of driver either as young driver or motorcyclist (driver training?)
- Distraction – includes mobile phones, passengers, time pressures (speed), other drivers, sat navs
- Impairment – including drink, drugs, medication, fatigue, skill level

2.4 The working group has also been using a range of new data sets that allows the partnership to undertake segmentation of key audiences. The partnership wants to ensure that resources are used in the most effective manner and information is delivered by the most appropriate methodology.

2.5 The table below was developed by the Working Group in 2009 and is still an appropriate framework for 2010-11 for the group to prioritise campaign plans. It includes all strands that are needed to be in place to tackle these issues - these being targeted enforcement, communications and education.

2.6 The Think! campaigns resources will be utilised as far as possible.

Section 3 - Campaign messages

Campaign	2010-2011	Main Themes	Young drivers Theme	Driving for work / General drivers theme	Motorcycles theme	Enforcement
1	APR	Distraction	Speed & Aggressive Driving	Time/economic pressures.	Inexperience/ Aggressive Riding/Other Road Users' Awareness	Speed
	MAY					Mobile Phones
2	JUN	Impairment	Drink/Drugs/ Inexperience	Drink/Drugs/ Tiredness	Aggressive Riding/Speed	Drink / Drug driving
	JUL					Drink / drug driving
3	AUG	Distraction	Drink/Drugs/ Aggressive Driving	Time/economic pressures.	Driving to Conditions /Aggressive Riding/ Inexperience	Speed
	SEP					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 / drug driving
5	JAN	Conditions	New drivers & bad weather	Speed/Winter driving/Vehicle condition	Both larger and smaller bikes - issues of not driving to conditions	Winter Driving
	FEB					Driving documents
	MAR					Speed

Section 4 - National and local targets

4.1 Safer Roads Humber recognises that multi-agency road safety projects are crucial to reducing death and injury on the regions roads. Each organisation is working towards their own and joint targets which include the following: -

4.2 To reduce the number of people killed or seriously injured on roads by 40% by 2010 and to reduce the number of children killed or seriously injured on roads by 50% by 2010.

4.3 Reduce the number of people killed or seriously injured in road traffic accidents

- Local area agreement NI 47
- Police performance indication
- Humberside Fire and Rescue Service (HFRS) performance indicator SPI9, LPI9a

4.4 Reduce the number of children killed or seriously injured in road traffic accidents

- Local area agreement NI 48
- HFRS performance indicator SPI9a, LPI 9a

4.5 Integrated Risk Management Plan – HFRS

- Working towards proposal 5 – reducing the impact of road traffic collisions through prevention and intervention.

4.6 Post 2010 targets

The government has recently consulted the road safety community on the development of new targets post 2010. The final targets have yet to be agreed but it is indicated that the main new target will be 33% reduction for killed or seriously injured casualties.

Section 5 – Interventions

Appendix one outlines the budget proposal for the interventions.

5.1 Motorcycles

The key focus for 2010-11 will be the development of targeted campaigns aimed at larger bikes. Research has shown that Bike Safe is targeting a specific group of riders who also feature in the casualty statistics. The Great Roads Great Rides DVD is also targeted at this audience and will continue to be used. A new segment has been identified of larger bikes being used for commuting reasons in urban areas. A new programme will be developed in partnership with a range of road safety partnerships from across the country which will focus on this group. The new materials entitled “Urban survival guide for riders” or a similar programme will be developed in 2010-11.

The partnership hopes to develop a regional motorcycling strategy for the Yorkshire and Humber region. As part of this the partnership is supporting a regional road safety bid to roll out the enhanced rider scheme across the region.

In addition the partnership recognises that a crucial part of a motorcycle strategy is to have a robust enforcement strategy. The partnership will continue to support Operation Achilles where the majority of the riders are referred onto the RIDE diversion scheme.

5.2 Core offences

Safer Roads Humber continues to support the enforcement and communication on the main core offences of speeding, drink and drug driving, using mobile phones whilst driving and none wearing of seat belts.

5.3 Driving for work

Safer Roads Humber will continue to work with a range of organisations to promote road safety whilst driving for work purposes. The partnership will work closely with the Driving for Better Business programme and the Energy Saving Trust to work with businesses to develop robust driving for work policies. The partnership will also concentrate upon the public sector in the first instance.

5.4 Young people

During 2009-10 the partnership was able to develop the iCar project aimed at drivers and their passengers. During 2010-11 the partnership will start to roll out the full programme to deliver the iCar across the region. The iCar will also be used to raise awareness of the importance of road safety with internal and external stakeholders including education and health organisations. The partnership is also developing a young person’s strategy to ensure that we target young people in schools, colleges, not in education or training, at the learner and novice driver stages. A full programme of interventions is being developed around the iCar project.

5.5 Other funding opportunities

The working group will continue to seek out other funding opportunities to further increase the road safety interventions undertaken. During 2009-10 the partnership was very fortunate to receive extra funding from the Highways Agency. This allowed the partnership to reallocate funds to undertake an older driver’s programme, an on-line competition aimed at young people and the distribution of rider’s safety packs. The partnership is extremely grateful for this funding and aims to seek out further opportunities in the future.

5.6 Monitoring & Evaluation

This would include opportunities to see or hear, web hits, distribution of printed media to outlets. This will include a count of sessions, numbers attending sessions and feedback

surveys / exit polls. Also maybe focus groups to establish impact of message and attitude surveys. Evaluation of Bike Safe attendees and number of riders going onto further training would also take place.

Section 6 - Possible Goals / targets – (Provisional)

6.1 Motorcyclists

- To run 10 Bike Safe workshop events to 150 motorcyclists per year
- To monitor the number of motorcyclists undertaking advanced rider training as a result of a Bike Safe courses
- To undertake 2,560 hours of Safer Road Humber funded enforcement through Operation Achilles per year

6.2 Core offences

- To undertake 1,920 hours of Safer Roads Humber funded enforcement through Operation Bid Up per year
- To run two radio campaigns

6.3 Driving for work

- To support ?? business road safety events

6.4 Young people

- To deliver 40 theatre in education sessions per year
- To deliver ? presentations per year to approximately ? young people,
- To deliver ? RoadSkills courses per year
- To deliver ? Choices courses per year
- To deliver ? extrications in ? locations per year
- To visit ? locations with the interactive car with approximately ? young people viewing it

2009 PROVISIONAL CASUALTY STATISTICS

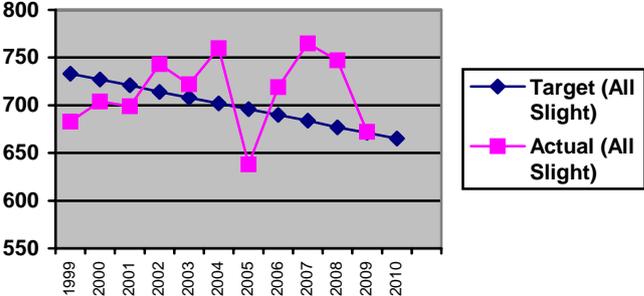
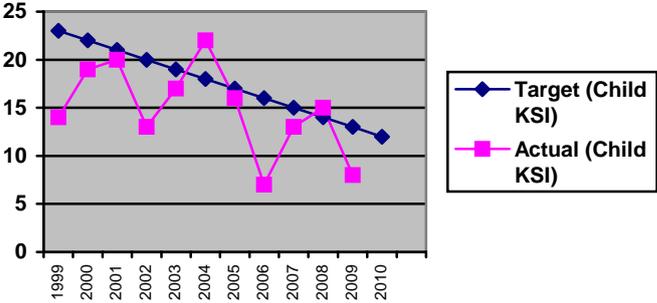
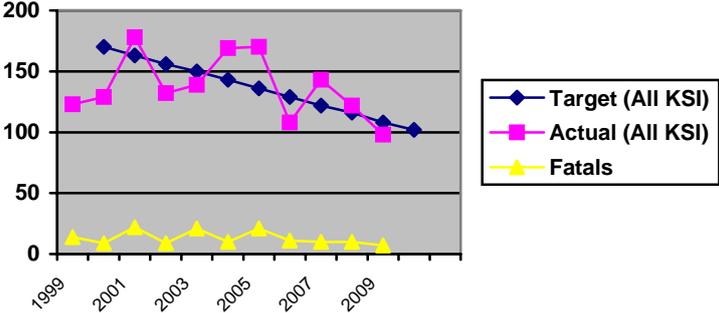
Number of KSI's to end of December 2009 (FataIs)	95 (7)
Target figure (to be below) December 2009	108
Number of KSI's to end of December 2008 (FataIs)	122 (10)

2009 PROVISIONAL CASUALTY STATISTICS – ALL CATEGORIES

(COMPARED TO 2008 AND BASELINE FIGURES)

	2008	2009	2009	% Change	% Difference	%	Baseline Average
	Actual	Actual	Below	from 2008	to 2009	Difference	1994 - 98
			Target	to 2009	Target	to Baseline	
All Casualties	869	770	779	-11	-1	-15	908
All KSI	122	98	108	-20	-9	-42	170
All Slight	747	672	671	-10	0	-9	739
Child KSI	15	8	13	-47	-38	-66	24
Child Slight	72	31	100	-57	-69	-72	110
Child Ped KSI	6	6	8	0	-25	-56	14
Child Ped Slight	22	13	30	-41	-57	-60	33
Child Cycle KSI	2	2	3	0	-33	-58	5
Child Cycle Slight	8	4	28	-50	-86	-87	31
Child Car KSI	7	0	2	-100	-100	-100	3
Child Car Slight	37	13	38	-65	-66	-67	40
All Car KSI	59	59	54	0	9	-30	85
All Car Slight	559	561	454	0	24	7	490
All Ped KSI	18	16	18	-11	-11	-43	28
All Ped Slight	52	46	60	-12	-23	-30	66
All Cycle KSI	16	10	11	-38	-9	-39	16
All Cycle Slight	40	34	68	-15	-50	-54	74
TWMV KSI	24	13	18	-46	-28	-55	29
TWMV Slight	49	31	48	-37	-35	-41	53
Other KSI	5	0	6		-100	-100	11
Other Slight	47	0	41		-100	-100	56

**HEADLINE CASUALTY GRAPHS
(Estimated out-turn for 2009)**



APPENDIX 4

ROAD SAFETY SEMINAR – TOWN AND PARISH COUNCIL PRIORITIES

The following list of road safety activities was given to town and parish council representatives at the 22 October 2009 Road Safety Seminar

Town and parish councils were asked to prioritise the list and the following is the priority order that emerged from that process (highest priority at the top)

(56 responses were received)

SPEEDING

REPAIRING THE HIGHWAY

CARELESS / DANGEROUS DRIVING

PARKING / OBSTRUCTION OF THE HIGHWAY

PEDESTRIAN SAFETY

ENFORCEMENT OF VIOLATIONS

ROAD SAFETY ENGINEERING

ROAD SAFETY EDUCATION

CYCLING SAFETY

EDUCATING OFFENDERS

MOTORCYCLING SAFETY

DEPARTMENT FOR TRANSPORT PROPOSALS FOR NEW CASUALTY
REDUCTION TARGETS 2010 - 2020

Eight key challenges:

- Reducing road deaths
- Pedestrian and cycle accidents in towns and cities
- Protecting children
- Protecting motorcyclists
- Safety on rural roads
- Area variations
- Poor road user behaviour
- Illegal and inappropriate speed

Headline casualty reduction targets:

- To reduce numbers killed by 33%
- To reduce numbers seriously injured by 33%
- To reduce numbers of children and young people (<18) killed or seriously injured by 50%
- To reduce rate of death or serious injury for pedestrians and cyclists (per 100 million km walked or cycled) by 50%

What it means for North Lincolnshire:

	<u>2004/08 av.</u>	<u>% reduction</u>	<u>2020 Target</u>
Killed	13	33	9
Serious	130	33	87
Children and young people	30	50	15
Pedestrians	17	50	8
Cyclists	13	50	6

APPENDIX 5 (contd)

Proposed key performance indicators:

- Rate of road deaths, pedestrian KSI's, cyclist KSI's, motorcyclist KSI's and car user KSI's per 100 million kilometers
- KSI's where driver under 25
- KSI's in over-70 age range per 100,000 population over-70
- Numbers killed on rural roads
- Pedestrian KSI's per capita in 10% most deprived super output areas, compared with 10% least deprived
- Numbers killed where driver or rider OPL (drink-driving)
- Numbers killed not wearing seat belt
- Proportion of vehicles exceeding speed limit
- Cost of road traffic casualties

Local Safeguarding Children's Board Road Safety Action Plan 2009/10 – April to December 2009

Ref.	Priority	Action	Milestones
3.16	Young Drivers	<ul style="list-style-type: none"> Deliver KS4 project to Year 11 students in North Lincolnshire secondary schools. <p>Delivered at 10 schools during October 2009 (1327 students). Other 3 by March.</p> <ul style="list-style-type: none"> Fire & Rescue Service/Police young driver and passenger presentations to students at North Lincolnshire colleges. <p>30 presentations carried out at North Lindsey College (approx 1300 students). Presentations booked at John Leggot College for February.</p> <ul style="list-style-type: none"> Provide "First Car" magazine to all sixth form and college in North Lincolnshire. Distribute to a range of other locations <p>September edition distributed.</p> <ul style="list-style-type: none"> Provide good quality theatre in education productions to address road safety issues in young and new drivers and passengers. <p>"Never Saw the Day" booked into 10 schools for March 2010</p>	<ul style="list-style-type: none"> Eleven schools by December 2009. Thirteen schools by March 2010 Deliver to 400 students by end December 2009 and to 950 by end of March 2010. Distribute September and March editions Achieve funding by May 2009 and provide to 10 secondary schools by end March 2010.
3.17	Children and young people as vehicle passengers.	<ul style="list-style-type: none"> In-car safety packs to all parents booking into the Ante-natal Unit at Scunthorpe Hospital. Provide training to midwives to enable them to back up information and 	<ul style="list-style-type: none"> Deliver approximately 1200 packs per year.

		<p>provide guidance.</p> <p>Ongoing</p> <ul style="list-style-type: none"> • Deliver in-car safety information through the “Partnership with Parents” scheme within KS1 in North Lincolnshire primary and infant schools. <p>Delivered to 984 children (18 schools)</p> <ul style="list-style-type: none"> • Provide good quality theatre in education productions that address in-car safety issues within KS <p>“Perfect” delivered at 10 schools during November 2009 (1533 students)</p> <ul style="list-style-type: none"> • In-car safety input within Fire & Rescue Service schools talks in school years 3, 5 and 8. <p>Delivered to 2152 children</p>	<ul style="list-style-type: none"> • Maintain 29 schools and deliver at two new schools by March 2010. • Achieve funding by September 2009 and deliver to 10 secondary schools by end November 2009 • Deliver to all North Lincolnshire schools by end March 2009.
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