

**NORTH LINCOLNSHIRE COUNCIL**

**HIGHWAYS AND PLANNING  
CABINET MEMBER**

**ROAD SAFETY STRATEGY POST 2010  
DEPARTMENT FOR TRANSPORT CONSULTATION**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To advise Cabinet Member of Department for Transport (DfT) proposals for improving road safety beyond 2010, as far as 2030.
- 1.2 Key points in this report are:
- The DfT has published a consultation document relating to the above proposals
  - Responses have to be returned to the DfT no later than 14 July 2009
  - The proposals take account of wider 'Sustainable Transport' policies
  - The proposals include eight 'key challenges', identified through evidence analysis
  - There are four key targets included in the proposals
  - There are 13 proposed key performance indicators included in the proposals
  - It is recommended that the North Lincolnshire Road Safety Partnership submits a local response to the consultation document
  - It is also recommended that the North Lincolnshire Road Safety Partnership contributes to and supports a Humber region response, developed through Safer Roads Humber

**2. BACKGROUND INFORMATION**

- 2.1 Approximately 3,000 people are killed and 300,000 more are seriously injured on Britain's roads each year and since the year 2000 we have been working towards a 2010 national casualty reduction target.
- 2.2 To date, the Road Safety Partnership has been making good progress towards achieving this target and, although the number of people killed or seriously injured in 2008 was slightly behind the target, the figures for the first quarter of 2009 are well ahead of target. To the end of March this year there were 16 KSIs, against a target of 27 or less.

- 2.3 The DfT has now published its draft proposals, including its vision, targets and measures, for improving road safety beyond 2010. The proposals include targets for further reducing deaths and serious injuries by 2020, however the overall strategy covers a 20-year period, to 2030, in order to encourage longer-term measures.
- 2.4 Following a detailed analysis of national casualty records, the DfT has identified eight key challenges for the new strategy. These are listed in Appendix 1.
- 2.5 It has also identified four casualty reduction targets, to be achieved by 2020, measured against a baseline of the 2004-08 average. These are listed in Appendix 2. If adopted, these would translate into the following targets in North Lincolnshire:

	<u>2004-08 average</u>	<u>%reduction</u>	<u>target</u>
• Killed	12	33	8
• Seriously injured	130	33	87
• Children and young people	To be calculated		
• Pedestrians and cyclists (per 100m km)	To be calculated		

- 2.6 There are 13 key performance indicators proposed, which are listed in Appendix 3.
- 2.7 Although the proposed new targets are essentially a logical extension of the 2010 targets, there are some significant proposed changes in emphasis, as follows:
- There will be a specific target for reducing road deaths (by 33%)
  - Young people (<18) will be included with the child targets (with a reduction target of 50%)
  - There will be a specific target for reducing pedestrian and cyclist casualties (with a reduction target of 50%)

The proposed target for the reduction in serious injuries is 33%.

- 2.8 In terms of the overall approach for delivering the new strategy, the DfT is proposing changes to enforcement, particularly for speed and drink and drug driving. This has been the subject of separate consultation and details will be included in the final strategy. Further specific reference is made to the need to deal with certain dangerous road user behaviours.
- 2.9 The DfT is also looking to improve the delivery of road safety, through:
- Better use of data
  - More systematic information sharing

- Better evaluation
- Supporting skills development and
- New arrangements for national reporting and scrutiny

2.10 The DfT states that it, “wants to work with our delivery partners to deliver a safe, holistic road safety system where road design, vehicles and education work in combination to minimise the risk to road users. We recognise human beings make mistakes, and the holistic system needs to reduce the chances of mistakes on the roads having serious or fatal consequences.”

2.11 Hopefully, this brief resume provides a flavour of the new strategy. It is important that work commences forthwith, in order to analyse the detail behind the proposed strategy and formulate a robust response. Initial impressions indicate that there are likely to be a number of areas requiring clarification and or comment, not least with regard to enforcement.

2.12 Reassuringly however, a number of the proposals are already, in effect, in place in North Lincolnshire. For example, we already analyse and set targets against a much wider range of casualty categories than is proposed in the new strategy. In addition, our ‘Route Assessment’ initiative, which has been in place for two years, is broadly consistent with the proposed ‘holistic system’, which aims to reduce the chances of mistakes on the roads having serious or fatal consequences.

2.13 It is recommended that the Head of Safer Roads, together with partners and stakeholders, prepares a North Lincolnshire Road Safety Partnership response to the draft strategy and submits this for Cabinet Member approval in time for submission to the DfT by the due date of 14 July 2009.

2.14 It is further recommended that the North Lincolnshire Road Safety Partnership contributes to and supports a Humber region response, developed through Safer Roads Humber.

### **3. OPTIONS FOR CONSIDERATION**

3.1 Cabinet Member has three options:

1. To accept the recommendations in full
2. To not accept the recommendations
3. To part accept the recommendations (i.e. submit either a local or a regional response to the consultation, but not both)

### **4. ANALYSIS OF OPTIONS**

4.1 To accept the recommendations in full will ensure the North Lincolnshire Road Safety Partnership has the opportunity to comment on, and hopefully influence, aspects of the final strategy. Contributing to

and supporting a Humber region response will enhance the Partnership's response and provide a shared regional view, consistent with how road safety is now managed.

- 4.2 To not accept the recommendations would deny the Partnership the opportunity to address, challenge or support any issues within the proposed strategy. This would weaken our position in any subsequent dialogue relating to the strategy and would potentially portray the Partnership in an unprofessional light.
- 4.3 To part accept the recommendations could weaken our response, by not having the enhanced credibility that should be forthcoming from a complementary regional response.

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

- 5.1 There are no financial implications to this report
- 5.2 The consultation response would be formulated by officers as part of their routine responsibilities. As such, there are no staffing implications to this report.
- 5.3 There are no property 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 DfT consultation document makes reference to five key goals within the DfT's 'Sustainable Transport System' initiative (within the context of which the road safety strategy proposals have been developed). Included in these is, 'tackling climate change'.
- 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. One of the five key goals (see 6.1 above) is, 'health, safety and security'.
- 6.3 From a diversity perspective, one of the five key goals is 'equality of opportunity'.
- 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. One of the five key goals is, 'supporting economic growth'.

## 7. OUTCOMES OF CONSULTATION

- 7.1 There has been no specific consultation to date. However, subject to approval of the recommendations, partners and stakeholders will be consulted extensively as part of the formulation of our response.

## 8. RECOMMENDATIONS

- 8.1 That the Head of Safer Roads prepares a North Lincolnshire Road Safety Partnership response to the draft strategy and submits this for Cabinet Member approval in time for submission to the DfT by the due date of 14 July 2009.
- 8.1 That the North Lincolnshire Road Safety Partnership contributes to and supports a Humber region response, developed through Safer Roads Humber.

### SERVICE DIRECTOR HIGHWAYS AND PLANNING

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**Background Papers used in the preparation of this report:** Department for Transport document, "A Safer Way – Consultation on Making Britain's Roads the Safest in the World", published April 2009.  
Department for Transport document, "Towards a Sustainable Transport System", published in 2007.  
Department for Transport consultation, "Delivering a Sustainable Transport System", published in 2008.

## APPENDIX 1

### The 8 Key Challenges:

Data analysis has led the DfT to identify the following key challenges for the new strategy:

1. **Reducing the number of road deaths**, which have fallen at a slower rate than the serious injuries
2. **Pedestrian and cyclist casualties in our towns and cities** – particularly in deprived communities
3. **Protecting children**, particularly in deprived areas, and **young people**, who are greatly over-represented in the casualty statistics
4. **Protecting motorcyclists**, who represent 20% of road fatalities but just 1% of traffic
5. **Safety on rural roads**: 62% of all road fatalities in 2007 occurred on rural roads, which carry only 42% of traffic
6. **Variations** in safety from area to area and road to road
7. **Poor road user behaviour** amongst a minority, where drink-driving and failure to wear a seatbelt remain a problem
8. **Illegal and inappropriate speed**: excessive speed was recorded as a contributory factor in 26% of road fatalities in 2007

## APPENDIX 2

### Proposed targets for achievement by 2020 (compared to a baseline of the 2004-08 average):

- To reduce the number of people killed in road collisions by at least 33 per cent
- To reduce the number of people seriously injured in road collisions by at least 33 per cent.
- To reduce the number of children and young people (<18) killed or seriously injured in road collisions by 50 per cent.
- To reduce the combined rate of death or serious injury for pedestrians and cyclists, per 100 million km walked or cycled by 50 per cent.

## APPENDIX 3

### **Proposed key performance indicators (KPIs):**

1. Rate of road deaths per 100 million vehicle kilometre
2. Rate of killed or seriously injured pedestrians per 100 million kilometres walked
3. Rate of killed or seriously injured pedal cyclists per 100 million kilometres cycled
4. Rate of killed or seriously injured motorcyclists per 100 million vehicle kilometres
5. Rate of killed or seriously injured car users per 100 million vehicle kilometres
6. Number of killed or seriously injured casualties resulting from collisions involving drivers under the age of 25
7. Number of people aged over 70 killed or seriously injured in road collisions per 100,000 population aged over 70
8. Number of people killed in road collisions on rural roads
9. Number of pedestrians killed or seriously injured per capita in 10 per cent most deprived Super Output Areas compared with 10 per cent least deprived
10. Number of people killed where at least one of the drivers or riders involved was over the legal blood alcohol limit
11. Number of car occupants killed who were not wearing a seatbelt
12. Proportion of vehicles exceeding speed limits
13. Cost of road traffic casualties