

**NORTH LINCOLNSHIRE COUNCIL**

**HIGHWAYS, PLANNING AND ENERGY  
CABINET MEMBER**

**NORTH LINCOLNSHIRE ROAD SAFETY STRATEGY 2011/20**

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

- 1.1 To seek Cabinet Member approval of the proposed North Lincolnshire Road Safety Strategy 2011/20

**2. BACKGROUND INFORMATION**

- 2.1 The work of the North Lincolnshire Road Safety Partnership is directed by policies and practices contained in its Road Safety Strategy. The current strategy has been in place since 2005 and covered the period to 2011 but now needs updating. The new strategy will be included in the council's Local Transport Plan (LTP) and will cover the period 2011 to 2020.
- 2.2 The Strategy outlines the objectives of the Partnership and the resources available to achieve these objectives. It provides a framework for planning year on year road safety service delivery, but has the flexibility to enable the Partnership to respond to inevitable changing circumstances during the ten-year period.
- 2.3 The Strategy has been drafted jointly by member organisations in the Partnership, those being North Lincolnshire Council, Humberside Police, Humberside Fire and Rescue Service, East Midlands Ambulance Service, the Highways Agency and the Scunthorpe Telegraph. Tata Steel has also contributed.
- 2.4 The North Lincolnshire Road Safety Partnership is a member of the wider sub-regional road safety partnership, Safer Roads Humber.

**3. OPTIONS FOR CONSIDERATION**

- 3.1 There are two options for consideration:
- 3.1.1 Approve the proposed Strategy
- 3.1.2 Reject the proposed Strategy

#### 4. ANALYSIS OF OPTIONS

- 4.1 Approving the Strategy will enable the Partnership to plan its future work, confident those plans are based on well-researched policies and accurate and reliable intelligence.
- 4.2 The generic style of the Strategy reflects the need for flexibility in these difficult economic times. Specifically, the Strategy contains robust prioritisation mechanisms, which will enable informed choices to be made if adjustments in service levels are needed at any time.
- 4.3 A summary of the Strategy's key features and contents is appended to this report, together with details of how to access the full Strategy document, its appendices and case studies, on the council's web site.
- 4.4 Rejecting the Strategy will create uncertainty as to the future direction of the Road Safety Partnership and may compromise the council's ability to complete its LTP submission by the required deadline of 31 March 2011.
- 4.5 Given the above, the preferred option suggested to the Cabinet Member is to approve the Strategy.

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

##### 5.1 Financial

5.1.1 Funding the Road Safety Strategy falls principally to North Lincolnshire Council, Humberside Police and Humberside Fire and Rescue Service.

5.1.2 Broadly speaking, North Lincolnshire Council funds road safety in three ways. Firstly, through the approved road safety revenue budget, which pays for road safety education, training and publicity. Secondly, through the LTP Local Safety Scheme budget, which pays for road safety engineering works, and thirdly, through a revenue contribution to Safer Roads Humber, which pays for enforcement and a range of other road safety support services.

5.1.3 The above budgets vary year on year but, indicatively, based on 2011/12 figures, they are as follows:

- |   |       |
|---|-------|
| - Education, training and publicity (including staff costs) | £126k |
| - Local Safety Schemes                                      | £500k |
| - Safer Roads Humber  | £184k |

5.1.4 It should be noted that the extent to which the Strategy initiatives can be delivered is largely dependant on the level of funding available. The Strategy is designed to enable programme adjustments to be made in response to funding or other resource variations.

## 5.2 Staffing

5.2.1 There are no staffing implications to this report, as the delivery of road safety services will be managed from within the approved staffing establishment.

## 5.3 Property and IT

5.3.1 There are no property or IT implications to this report.

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

## 6.1 Statutory

6.1.1 The Road Traffic Act 1988 places a duty on local highway authorities to prepare and carry out a programme of measures designed to promote road safety. This includes (amongst other things) studying the occurrence of accidents and taking measures to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users and the construction, improvement, maintenance and repair of roads.

## 6.2 Environmental

6.2.1 Safer roads can have a positive environmental impact. For example, improved driving technique results in less pollution, less fuel usage and less noise. Reductions in accidents results in less repairs, less use of spare parts, less processing of scrap. Safer roads also make people feel more positive about using more sustainable forms of transport, such as cycling and walking.

## 6.3 Diversity

6.3.1 A diversity impact assessment has been carried out and is available for inspection in the Safer Roads Team.

## 6.4 Risk and Other

6.4.1 Road casualties place an avoidable burden on the emergency services, the NHS and they also increase insurance premiums.

6.4.2 One of the underlying principles of road safety work is the reduction of risk. In light of the positive impact the previous road safety strategy has had in North Lincolnshire, there is a risk that casualties could start to rise again if that work is not continued.

## **7. OUTCOMES OF CONSULTATION**

- 7.1 The Road Safety Partnership has approved the draft Strategy.
- 7.2 The draft Strategy was widely publicised during early 2011, including placement on the council's web site, where an electronic questionnaire was available for people to submit their views. There was a high level of support for the Strategy, its priorities and targets. A summary of consultation feedback is provided in Appendix 2.
- 7.3 One of the main areas of comment related to a desire on the part of some consultees to see less speed enforcement and a shift towards more education of drivers. This is something the Road Safety Partnership and Safer Roads Humber are actively progressing, through a continuation and expansion of the on-going shift from prosecution, for relatively low-level traffic offences, towards education. The highest profile example of this is the extended use of Speed Seminars. Evidence shows that re-offending rates are the same as for prosecution and any operating surpluses are re-invested in local road safety initiatives.

## **8. RECOMMENDATIONS**

- 8.1 That the Cabinet Member approves the North Lincolnshire Road Safety Strategy for 2011-2020.

### **DIRECTOR OF INFRASTRUCTURE SERVICES**

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#### **Background Papers used in the preparation of this report:**

- "A Safer Way: Consultation on Making Britain's Roads the Safest in the World", Department for Transport, April 2009
- "Roads Policing Strategy", jointly published by ACPO, the Department for Transport and the Home Office, 11 January 2005
- "Reported Road Casualties Great Britain 2008: Annual Report", published 24 September 2009 by Transport Statistics, on behalf of the Department for Transport

- “Advice about Local Road Safety Strategies”, Department for Transport July 2009
- Humberside Police, Roads Policing Strategy 2009 – 2011
- The North Lincolnshire Road Safety Strategy 2005
- NHS guidance on the prevention of unintentional injuries among under-15s, as contained in the National Institute for Health and Clinical Excellence (NICE) Guidance 29 and 31, published November 2010

NORTH LINCOLNSHIRE ROAD SAFETY PARTNERSHIP

PROPOSED 2011-2020 ROAD SAFETY STRATEGY

SUMMARY

The following is a summary of the proposed 2011 to 2020 Road Safety Strategy

Items highlighted in **bold** are some of the key elements of the Strategy

The page numbers and appendices (**in brackets**) indicate where more detailed information can be found in the main Strategy document and its appendices

For a full list of the Strategy's contents, see the **Contents** list at the end of this summary

The full Strategy, Appendices and Case Studies can be viewed on the council's web site, at the following address:

[www.northlincs.gov.uk/NorthLincs/Transportandstreets/roadsafety/RoadSafetyStrategy2011](http://www.northlincs.gov.uk/NorthLincs/Transportandstreets/roadsafety/RoadSafetyStrategy2011)

Background:

The North Lincolnshire Road Safety Partnership's members are:

- Humberside Police (**Appendix 16**)
- Humberside Fire and Rescue Service (**Appendix 15**)
- North Lincolnshire Council (**Appendix 17**)
- The Highways Agency (**Appendix 18**)
- East Midlands Ambulance Service (**Appendix 18**)
- The Scunthorpe Telegraph (**Appendix 18**)

The Partnership operates, together with the other four Unitary Authorities and the emergency services in the Humber area, under the sub-regional road safety partnership, **Safer Roads Humber (page 30)**.

The Strategy adopts the three agreed sub-regional Safer Roads Humber priorities:

- **Young Drivers (page 24)**
- **Motorcyclists (page 26)**
- **Occupational Road Risk (driving for work) (page 27)**

and has added a fourth local priority:

- **Vulnerable Road Users (page 27)**

Underlying principles of the Strategy (and of Safer Roads Humber) are:

- **Casualty Reduction Drives All**
- **Intelligence-Based Decision Making**
- **Value for Money**
- **Impact Monitoring and Review**

The Strategy takes full account of the Department for Transport's "Advice about Local Road Safety Strategies", July 2009

[www.dft.gov.uk/pgr/roadsafety/lguidance/localroadsafetystrategies.pdf](http://www.dft.gov.uk/pgr/roadsafety/lguidance/localroadsafetystrategies.pdf)

However, where local data clearly demonstrates a significant difference between road highway incident patterns in North Lincolnshire and the national situation, our priorities will reflect local circumstances.

Tackling the Department for Transport's six national **Key Thematic Challenges** is a core objective of the Strategy, which contains detailed information about how that is going to be done. Those Challenges are:

- **Pedestrian and cyclist casualties in our towns and cities - particularly in deprived communities (page 5)**
- **Protecting children and young people (page 7)**
- **Protecting motorcyclists (page 10)**
- **Rural roads (page 13)**
- **Poor road user behaviour amongst a few (page 15)**
- **Illegal and inappropriate speed (page 16)**

The Strategy contains a number of **Case Studies (page 18)**, highlighting local, current good practice, which will be continued, as appropriate, in the new Strategy.

The Strategy also contains a number of proposed New Initiatives:

- **Creating a More Forgiving Road Environment (page 19)**
- **Developing an Occupational Road Risk Strategy (driving for work) (page 20)**
- **Establishing a Serious Highway Incident Review Panel (page 21)**

The traditional elements of:

- **Engineering (page 39)**
- **Enforcement (page 42)**
- **Education (page 45) training (page 47) and publicity (page 49)**

will remain important elements of the Strategy. One significant change will be a continuation and **expansion of the on-going shift from prosecution, for relatively low level traffic offences, towards education**. The highest profile example of this is the extended use of Speed Seminars. Evidence shows that re-offending rates are the same as for prosecution and any operating surpluses are re-invested in local road safety initiatives.

Investment in engineering measures at casualty cluster sites will be based on achieving rates of return between 1.7 and 2.0 on that investment (i.e. for every £1.00 spent we will aim to achieve between £1.70 and £2.00 savings in casualty costs) (page 40 and Appendices 7, 8 and 9)

Development of other education, training and publicity programmes will continue to be **data-led (page 36)**, targeting specific audiences, using specialist profiling techniques. Problems are identified through in-depth data analysis, mainly supplied through a dedicated data analyst employed by Safer Roads Humber. Sub-regional and local publicity programmes will continue to be developed by Safer Roads Humber.

The Strategy advocates the **continued use of proportionate enforcement to target core traffic offences (page 44)**, including speed, drink and drug driving, seat belts, use of mobile telephones, careless/dangerous driving and document offences.

**An assessment and prioritisation (Appendix 10)** has been made of all the interventions contained in this Road Safety Strategy, scoring each one against a range of criteria, as follows:

1. How many of the six key thematic challenges (see above) does each contribute to?
2. How does each intervention score against community road safety priorities (identified through town and parish council questionnaire feedback)?
3. To what extent does each intervention contribute to the four Humber sub-region and local road safety priorities (see above)?
4. An assessment of the known or estimated casualty reduction impact of each intervention

The above assessment has enabled all interventions in this Strategy to be prioritised against each other, providing a mechanism whereby informed programme adjustments can be made if, for example, budget cuts necessitate this.

### **Headline casualty reduction targets (page 3):**

- 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 by 50%

### **What it means for North Lincolnshire:**

	<u>Baseline</u> (2004/08 average)	<u>% reduction</u>	<u>2020 Target</u>
Killed	12	33	8 or less
Serious	130	33	87 or less
Children and young people	30	50	15 or less
Pedestrians	17	50	8 or less
Cyclists	13	50	7 or less

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**Summary of Consultation Feedback**

Asked, do you feel the draft Strategy covers all the areas that you would expect to see in a road safety strategy?

Consultees said:	Yes	91%
	No	9%

Asked, do you agree with the following list of four main road safety priority groups in North Lincolnshire?

- Young drivers
- Motorcyclists
- Occupational road risk (driving for work)
- Vulnerable road users

Consultees said:	Yes	86%
	No	14%

Asked, do you agree with the following prioritised list of core road safety functions in North Lincolnshire?

- Priority 1: Enforcement
- Priority 2: Engineering
- Priority 3: Education
- Priority 4: Training
- Priority 5: Publicity

Consultees said:	Yes	57%
	No	43%

Asked, do you agree that the top priority driving offence should be speeding?

Consultees said:	Yes	61%
	No	39%

Asked, do you agree with the following 2020 casualty reduction targets?

- Reduce numbers killed by 33%
- Reduce numbers seriously injured by 33%

- Reduce numbers of children and young people (<18 yrs old) by 50%
- Reduce KSI's amongst pedestrians and cyclists by 50%

Consultees said:	Yes	74%
	No	26%

Asked, do you feel the following six Department for Transport key thematic road safety challenges are all relevant to North Lincolnshire?

- Pedestrian and cyclist casualties in our towns and cities
- Protecting children and young people
- Protecting motorcyclists
- Rural roads
- Poor road user behaviour amongst a few
- Illegal and inappropriate speed

Consultees said:	Yes	91%
	No	9%

There were also a number of general comments received, relating to what consultees found most positive or most negative about the proposed Strategy. The most frequent one or two in each category were as follows:

Positive:

- Supported tackling poor road user behaviour amongst a few
- Supported protecting vulnerable road users

Negative:

- Like to see less emphasis on speed enforcement
- More emphasis on education and training