

Appendix A

Casualty Report for Nottinghamshire 2013

Introduction

Road traffic collisions (RTCs) are the single largest cause of premature death and serious injury in the country, and it remains one of the Authority's Strategic Priorities to address this problem. As resources become limited, more reliance has been placed on working with our Partners this year, to ensure casualty reduction is maximised. Working with the Police, Health, the City Council and the Fire Service, strategies and interventions are being developed to deliver casualty reduction and prevention across Nottinghamshire in the most cost effective manner.

Background

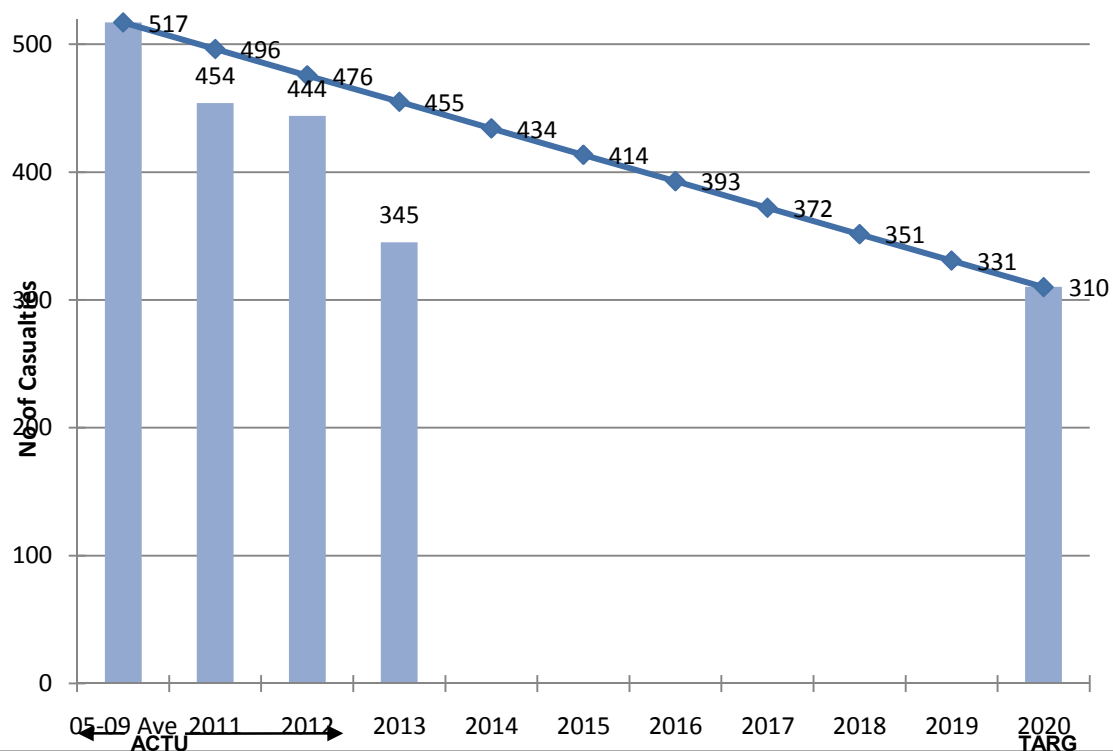
The casualty reduction target, of reducing the number of people killed or seriously injured (KSI) in Nottinghamshire by 40% by 2020 is reviewed quarterly to ensure the interventions in place are targeting the correct areas and user groups. To compliment targeted engineering and enforcement initiatives, life-long learning educational packages are delivered to residents from the early years age group through to our more mature road users.

Progress and Trends

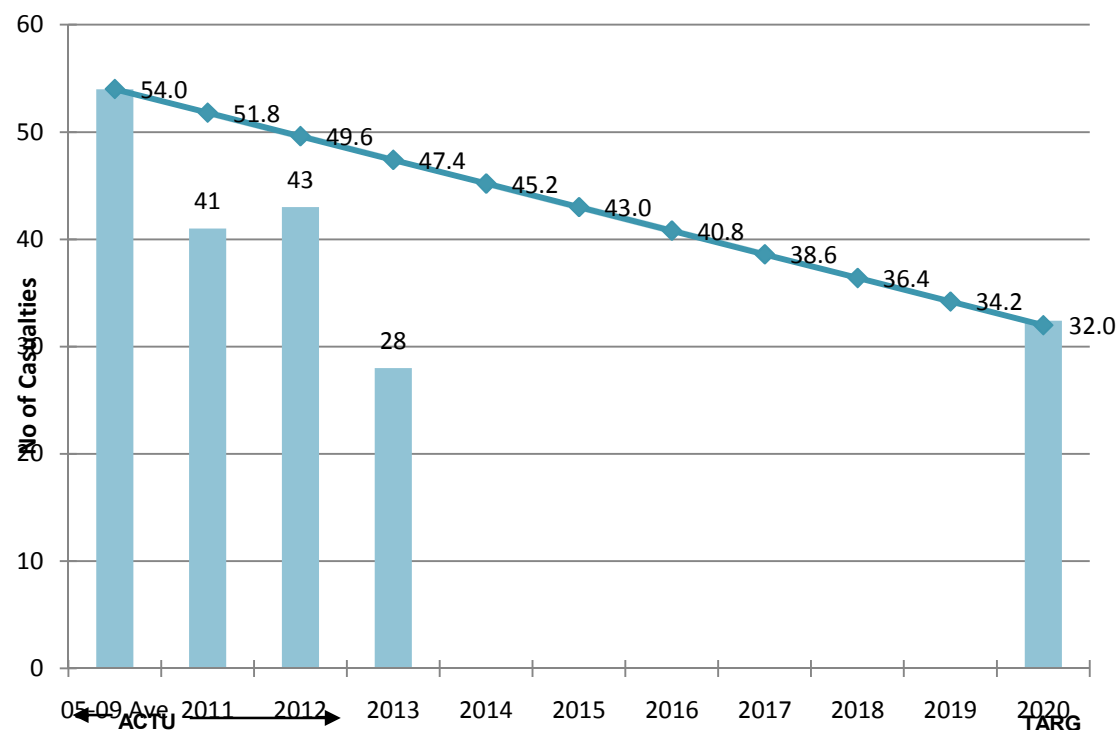
The casualty figures for the end of 2013 indicate that we are on track to meet the 40% reduction target for 2020, for all people killed or seriously injured and for the sub-target of children killed or seriously injured.

Overall, the totals of casualties in each road user group (pedestrians, motorcycles, car drivers and passengers, young drivers aged 17 – 24) have all reduced. The number of people killed or seriously injured in each of these road user groups has also reduced significantly, with the exception of pedal cycles which has increased by 11, comparing 2013 with the 2005 – 2009 average.

PROGRESS ON NOTTINGHAMSHIRE COUNTY 2020 TARGET FOR A 40% REDUCTION IN KSI CASUALTIES



PROGRESS ON NOTTINGHAMSHIRE COUNTY 2020 TARGET FOR A 40% REDUCTION IN CHILD KSI CASUALTIES



Funding

With ever increasing pressures on local authority budgets, new ways of funding services are constantly being investigated. Road Safety practitioners consider providing young people with the skills necessary to deal with the challenges the road environment has for them, as pedestrians, cyclists or young drivers, as essential. Working with the Police, money has been secured from the driver education diversionary funding stream within the Safety Camera Partnership, to ensure road safety education is continued to be delivered to our most vulnerable road users. Initially for a two year period £129,689 per annum has been secured which will fund the posts needed to deliver this education.

Joint delivery initiatives

To maximise the available resources of all Partners, road safety initiatives will either be delivered by one organisation on behalf of the others, or jointly delivered using one resource where possible. For some years now, Nottinghamshire County Council has been commissioned to process and validate the information collected by the police at the scene of a road traffic collision, and provided one, comprehensive accident database to the Police, City Council, the Highways Agency and Nottinghamshire County Council.

Historically, educational packages have been developed and delivered independently by Partners. This year, all Partners have started work on a joint delivery model for road safety education in the whole of Nottinghamshire, to ensure a consistent message is provided to all user groups. This approach also prevents different agencies duplicating the message in some areas, while leaving the potential for no provision in others.

Projects delivered in 2013

The reduction in people being killed or injured in road traffic accidents has been largely achieved through a combination of Engineering, Education and Enforcement.

Engineering

In 2013, over 50 casualty reduction schemes were delivered, including signing and lining improvements, changes to junction layouts, anti-skid surfacing, traffic signal modifications, street lighting upgrades, interactive signs, and measures to reduce speed. These schemes cost £2m and provided at least a 200% rate of return on expenditure, in terms of predicted accident reduction.

Our in-depth investigations of police accident reports identified sites where groups of similar accidents had led to road users being injured. The improvement schemes were tailored to address specific issues identified by the investigations, ensuring that the most effective treatments could be deployed. By this means the maximum reduction in the number and severity of casualties can be achieved with the available funding. Ongoing monitoring of casualty reduction schemes in the County currently shows a 45% reduction in the number of accidents at treated sites.

The majority of schemes are small scale highway improvements which address localised accident problems, many of which have also been the cause of concern to local people.

High skid resistant surfacing



turn

Separately signalled right



Speed limit reduction



Speed indicator device



Education

Evidence based educational and behavioural change activities are carried out in schools and with other vulnerable road user groups throughout the year. These include activities and campaigns raising awareness of issues relating to pedestrians, cyclists, motor cyclists and young drivers. Educational activities in schools and colleges have been delivered to over 14,000 pupils, with a further 3,150 members of the public being actively engaged in promotional events such as the eye checks that were carried out across the county in partnership with Vision Express. Working with businesses such as Percurra and West Burton power station, workforces have been given the skills necessary to become safer drivers. In addition over 3,000 children have participated in Level 1 Bikeability cycle training and nearly 2,400 undertaken Level 2, on-road training. The Junior Road Safety Officer scheme continues in around 100 primary schools.

Awareness raising activities have targeted both drivers and pedestrians in a 'Failed to Look' campaign, using pavement art at crossing points close to public buildings and car parks, and bus back advertising on significant routes. Failure to look effectively by drivers, riders or pedestrians is recorded most regularly as a contributory factor in road traffic crashes. Public surveys undertaken showed 77% recognition of the campaign.



Other initiatives where the public are engaged include child car seat checks undertaken during the summer holidays across the county, which found only 27% of seats fitted correctly, and support for the 'Over the Limit' drink/drive campaigns with the offer of 'Mocktails' at supermarkets across the county in June and December.

Enforcement

Our ongoing excellent working relationship with Nottinghamshire Police has ensured the continual delivery of safety camera enforcement.

This has resulted in a successful programme of works to upgrade our fixed camera sites from wet film to digital. This will ensure that current levels of enforcement and casualty reduction at our red light and speed camera sites are maintained, and deliver the best value option for future years.

An example of a project delivered in 2013 was the installation of time over distance cameras on the A60 between Church Warsop and Cuckney. Between 2009 and 2012 there had been 13 reported injury accidents, 3 of which resulted in fatalities.

Support was received from both councillors and the public for the introduction of this enforcement scheme. This type of camera records the speed of a vehicle over a given distance. Elsewhere in the county they have successfully reduced the number of people killed and seriously injured by 83%.



The next 12 months

Over the next 12 months a targeted review of the service will be carried out to ensure the available resources are used as effectively as possible to meet the Strategic Priority of supporting safe and thriving communities.