

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
9.	FUNDING OPPORTUNITIES				
9.1	Seek new funding streams and opportunities to support Road Safety activities and initiatives.		Ongoing		RS BOARD
10.	LEGISLATION & STRATEGIC CHANGE				
10.1	Identify changes and review at RS Board meetings on a quarterly basis.		Quarterly		RS BOARD
11.	Monitor & review the Action Plan & report performance to the Cabinet Member. Publicise any significant achievement in casualty reduction.		Quarterly	Last review Feb 2012	RS BOARD

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
		Introduce safety camera enforcement at identified casualty sites where there is no other, more appropriate cost effective engineering solution.			
		2. Speed Limit Review Following a pilot 20mph zone, determine policy and action as appropriate.	End of 2013		GMTPP
		Village Speed limit extension – District Managers will prioritise villages in their area. A list of sites will be produced and included in future programmes	Mar 2012	2012/13 Schemes identified; Moorgreen, Zouch & Bunny.	GMHM
		Review A & B routes and finalise policy. An appropriate programme will then be implemented.	Mar 2012	A & B review complete, but no funding for full implementation. Policy needed	GMTPP
8.2	HIGHWAY & OPERATIONAL IMPROVEMENTS Seek to improve the road infrastructure to provide an environment that promotes a reduction in road casualties.	1. Highway Initiatives Develop a process of monitoring sites where Part night lighting has been implemented. Complete an initial review. 2. Highways Maintenance Review the performance of SMA. Review the policy for surface dressing post trading service review, ensuring appropriate treatment of correct sites. Winter maintenance route provision review after MOP transfer for 2012/13 season	June 2012 Early 2013 Spring 2013 Spring 2013	AIU Providing 6mth post-implementation results. So far, in 12 parishes, there have been no accidents.	GMTPP GMHSer GMHSer

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
		Data led Pedestrian Campaign planned for Autumn 2012. Main target group 11-20year olds. Activity in Secondary schools & colleges planned	Autumn 2012	On target	GMHS
		Support the autumn 'road sharing' campaign through JRSO, with supporting challenges and activities designed to enhance child pedestrian safety.	Autumn 2012	Road sharing campaign postponed.	GMHS
		2. Education & Training Continue to expand the delivery of 'Choices', aimed at year 8 pupils, with delivery to at least 400 pupils in each district annually.	2011/12 School year	Target amended to 300 pupils per district - Jan 2012 On target	GMHS
7.	OTHER ROAD USERS				
7.1	Monitor other road user casualty numbers and develop interventions to maintain low casualty numbers as necessary.	1. Mobility Scooters Work with partners to support training for scooter riders and provide information to the public on line and through mobility centres. Expand the training programme to at least one other training centre. 2. Road Workers Develop a road safety awareness campaign to designed to highlight the vulnerability of road workers. Monitor casualty numbers.	Summer 2012	First programme launched Sept 11.	GMHS
			Autumn 2012	On Target	GMHS
8.	NETWORK MANAGEMENT				
8.1	SPEED MANAGEMENT Reduce the number of casualties where there is inappropriate or excessive speed.	1. Safety Cameras Continue to monitor the performance of existing safety camera sites in terms of casualties, and speed, review any non performing sites and introduce additional/ alternative measures where appropriate.	Annually	On Target	GMHS / NRSP

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
		3. Continue to expand the Bikeability training programme in Nottinghamshire, deliver training to 2,000 pupils per school year to the Level 2 standard	Summer 2012	Currently on target	GMHS
		4. Pilot a transition Level 2+ course in at least 6 schools, designed to enable a trainee to cycle to secondary school safely. Evaluate the effectiveness of the training at improving confidence and skills. Expand future programme as appropriate.	Sept 2011	Complete Programme being expanded for summer 2012	GMHS
		4. Education Develop a resource for use with KS2 pupils in schools. Pilot & evaluate the effectiveness of the RSE.	Autumn 2012	Resource 'Pedal it' developed & currently being piloted.	GMHS
6.	PEDESTRIANS				
6.1	ADULT PEDESTRIANS Continue to improve pedestrian behaviour and cut the number of casualties year on year.	1. Road & Environment Management Launch a campaign in Autumn 2011 targeted at pedestrians. The campaign should encompass sharing the road with other road user groups. Evaluate subsequent attitude and behaviour change through surveys. Data led Pedestrian Campaign planned for Autumn 2012. Main target group 11-20year olds 2. Education & Training	Launch Autumn 2011 Autumn 2012	Postponed – under review On target	GMHS GMHS
6.2	YOUNG PEDESTRIANS Further decrease the number of pedestrian casualties with particular emphasis on those aged 11-15 years.	1. Road & Environment management Launch the JRSO (Junior Road Safety Officer) programme designed for primary aged pupils in Sept 2011. Aim to sign up 150 schools.	Launch Sept 2012 Summer 2012	Official Launch complete. Currently 67 schools onboard.	GMHS

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
3.7	YOUNG DRIVERS (17-24yrs) Reduce the number of young drivers involved in injury collisions in Nottinghamshire.	1. Further expand the delivery of 'Wasted' and aim to deliver RSE to 200 sixth form pupils in each district across the county during 2011/12 school year. 2. Pilot a pre- driver education session in at least 6 schools and evaluate its effectiveness in affecting attitude and behaviour of 'future' young drivers. Roll out programme as appropriate. 3. In September 2011 re-launch the updated Nomoreliveswasted website (a regional project) and monitor the number of 'hits' to the website. Also to be launched a new Facebook page, with the aim of having 20,000 users/friends with 5,000 of those in Nottinghamshire. 4. Investigate the effectiveness of young driver training programmes. Evaluate their usefulness and value for money. Formulate a policy.	2011/12 school year Spring 2012 Autumn 2011 End of 2012 Autumn 2011	Target amended to 150 students per district Jan 2012 On target Pilots complete & evaluated. Programme being rolled out Completed Regional campaign currently being reviewed Pilot Pre Driver event delivered 16.02.12 at Newark. Further events planned for Aug 2012	GMHS GMHS GMHS GMHS
4	POWERED 2 WHEEL VEHICLES				
4.1	SPORTS & PERFORMANCE BIKE RIDERS Reduce the number of Riders in this category involved in injury collisions on Nottinghamshire's roads.	1. Road Awareness Support SSUP advertising campaign designed to raise awareness of inappropriate speed and filtering, to run during summer 2012. 2. Safety Clothing & Equipment 3. Education & Training	Summer 2012	On target	SSUP

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
3.	DRIVER / OCCUPANTS				
3.1	ROAD AWARENESS Promote an awareness and understanding of safety issues and improve driver's management of their vehicle on the road.				
3.2	IN CAR SAFETY Raise awareness of the consequences of inappropriate behaviour in a vehicle whilst driving or as a passenger.	1. Seatbelts Campaign provisionally scheduled for summer 2013 2. Mobile Phone Use Campaign provisionally scheduled for 2014	Summer 2013 2014		GMHS
3.3	DRINK/DRUGS Reduce the percentage of drivers driving under the influence of drink / drugs in Nottinghamshire.	1. Design targeted campaigns at key times including Christmas, European football championships (June 2012) and London Olympics (Aug 2012). Work closely with the Police and measure success through enforcement results and attitude surveys.	Dec 2011 Summer 2012	Completed On target	GMHS
3.4	DRIVING FOR WORK Increase awareness of occupational road risk with businesses and employees.	1. Evaluate the effectiveness of the current driving for work policy through liaison with Insurance and fleet managers etc. Formulate a report with appropriate recommendations. 2. Improve links to local businesses and pilot RSE/training for employers & employees in at least 5 establishments. Evaluate the effectiveness of the resource and develop an appropriate programme	Sept 2013 Mar 2012	Scheduled for discussion at the next RS Board Training/ RSE has been delivered/ scheduled at 5 establishments inc West Burton Power station, Percurra, British Gypsum	GMHSer/ RS BOARD GMHS
3.6	TRAINING Evaluate the effectiveness of driver training programmes and support their delivery as appropriate.				

Nottinghamshire Decade of Action for Road Safety

Our 2020 Vision

Appendix 1

Terms & abbreviations

RS	Road Safety	GMHM	Group Manager Highways Management
KSI	Killed and seriously injured	GMHS	Group Manager Highways Safety
RSE	Road Safety Education	GMTPP	Group Manager Transport Policy & Programmes
JRSO	Junior Road Safety Officer	GMHSer	Group Manager Highways Services
SSUP	Shinysideup partnership	CBT	Compulsory Basic Training
BB	Bare Bones	NRSP	Nottinghamshire Road Safety Partnership
MOP	Managing & Operating Partners		

	Action	How Action to be Achieved/ Success Criteria	Time scale	Current Status	Lead
1.	CASUALTY REDUCTION				
1.1	KSI Reduce the number of KSI on Nottinghamshire's roads by 40% <i>* compared to the 2005-2009 average</i>		2020	On Target	RS BOARD
1.2	CHILD KSI Reduce the number of Child KSI on Nottinghamshire's roads by 40% <i>* compared to the 2005-2009 average</i>		2020	On Target	RS BOARD
2.	DATA				
2.1	STATS 19 CASUALTY DATA Effective collection and use of the Police Stats 19 data to inform strategy & delivery.	1. Successful implementation of the new 'Key' accident data system including training of users. Roll out 'Key' data system across the Authority to other users. 2. Investigate data collected and identify road user behaviour, changes and trends. 3. Identify and monitor other casualty data both local and national to inform the road safety strategy.	Summer 2011 Summer 2012 Ongoing Ongoing	Completed On target On target On target	GMHS GMHS RS BOARD

Roundabout. In the 5 years before the cameras were installed, 289 people were killed or injured on this section of road. This type of camera records a driver's speed over a given distance and has successfully reduced the number of people killed or seriously injured by 91% where it has been used elsewhere in the county.



Our commitment to designing safer roads

A safety audit is carried out on all new schemes by experienced crash site investigators, to identify potential highway safety problems which may affect road users and to suggest measures to eliminate or reduce those problems. Safety audits are completed at three different stages, at the preliminary design, the detailed design and once the scheme has been built. 180 safety audits have been carried out in 2011.

The next 12 months

Over the next year we will be working together with the Police, Members, the community and other key stakeholders, to provide safer roads within Nottinghamshire and ensure current levels of death and serious injury resulting from road collisions are significantly reduced. By targeting crash hot spots, supporting vulnerable road users such as pedal cyclists and older road users and delivering the activities in our Decade of Action for Road Safety, our commitment to reducing the number of people killed or seriously injured by 40% by 2020 will be achieved.

Education

Evidence based educational and behavioural change activities are carried out with specific vulnerable road user groups throughout the year. These include motorcycle campaigns, young driver workshops and work with large companies to target their specific problems. School based initiatives include cycle training, which has been delivered to 4900 young people this year and the Junior Road Safety Officer scheme, which has been rolled out in 67 primary schools in 2011.

A major education project delivered in 2011 was the Fatal 4 campaign. This targeted the four main causes of fatal and serious road crashes – “drinking and driving”, “speeding”, “mobile phone use” and “failure to wear a seat belt”.



As a result of radio advertising, roadside posters and face to face advice from the police –

- Speed reduced by 2%
- Mobile phone use decreased by 32%
- Seat belt usage increased by 30%
- People injured in road crashes reduced by 11%

This project was highly commended by the Prince Michael of Kent International Road Safety Awards.

Enforcement

Our long standing, constructive relationship with Nottinghamshire Police has enabled us to work with them in a data-led approach to deliver safety camera enforcement and awareness raising, aimed at seat belt and mobile phone usage, motorcycle safety and drinking and driving behaviour.

An example of an enforcement project procured in 2011 was the safety cameras on the A614, from Leapool to Ollerton

Projects delivered in 2011

These reductions have been achieved through a combination of Engineering, Education and Enforcement.

Engineering

In 2011, over 100 casualty reduction schemes were delivered, including junction improvements, interactive signs, anti-skid surfacing, road lighting improvements, rural route treatments and measures to reduce speed. These schemes cost £2.5M and provided at least a 200% rate of return on expenditure in terms of accidents saved. Performance monitoring of schemes implemented in 2008, 2009 and 2010 show a 51% reduction in the number of accidents occurring at these treated sites.

A major engineering scheme delivered in 2011 was the improvement to the junction of the A60 and Forest Lane Papplewick. Working in partnership with Growth Point to secure a large proportion of the necessary funding, traffic signals have been implemented at this junction to ensure the safe passage of road users at this long standing problem site.



Reviewing the casualties by the type of road user, it can be seen that all categories have shown a reduction against the 2005 –2009 baseline, with the exception of elderly pedestrians, and pedal cyclists. Whilst the numbers of casualties in these groups are relatively small, these vulnerable road users will receive special attention in 2012.

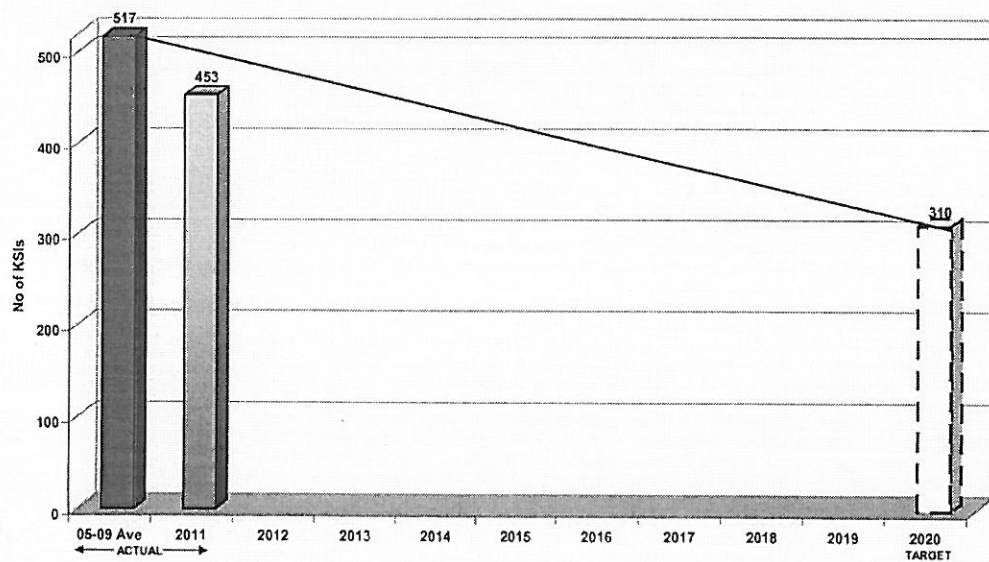
INJURY ACCIDENT AND CASUALTY ANALYSIS - County of Nottinghamshire (excluding the City of Nottingham)

From 01 January 2011
To 31 December 2011

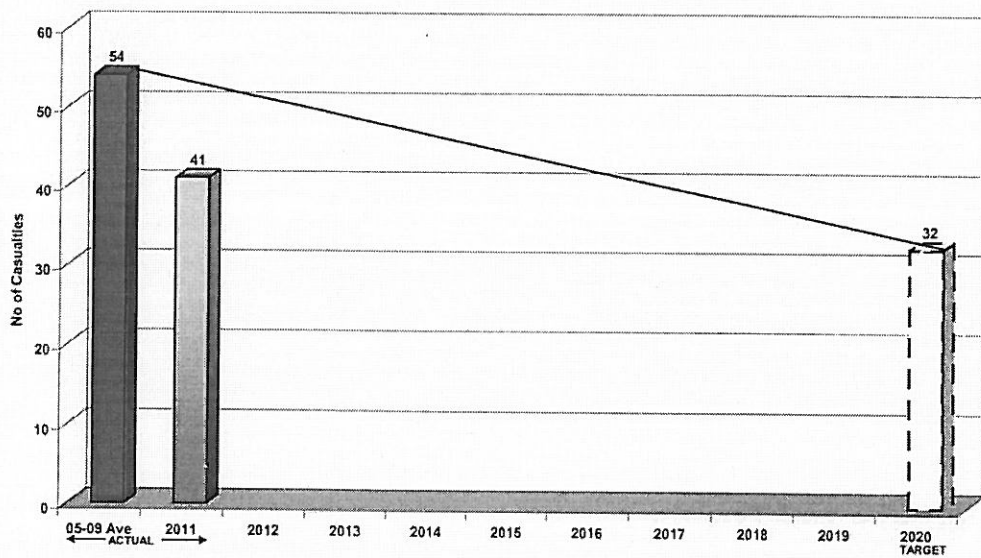
FIGURES AS OF 30/04/2012

	01 Jan - 31 Dec 2006 - 2009 Average	01 Jan - 31 Dec 2010	01 Jan - 31 Dec 2011	Comparison of 2011 with 2010		Comparison of 2011 with 2006 - 2009	
				Change	%Change	Change	%Change
ALL INJURY ACCIDENTS							
Fatal Accidents	42.6	18	35	17	94.4%	-7.6	-17.8%
Serious Accidents	409.2	353	378	23	6.5%	-32.2	-7.9%
Slight Accidents	2,079.8	1,681	1,814	-67	-4.0%	-485.8	-22.4%
TOTAL ACCIDENTS	2,530.6	2,052	2,025	-27	-1.3%	-505.6	-20.0%
FATAL + SERIOUS ACCIDENTS	450.8	371	411	40	10.8%	-39.8	-8.8%
ALL CASUALTIES							
Fatal Casualties	48.0	23	36	13	58.5%	-12.0	-25.0%
Serious Casualties	488.6	394	417	23	5.8%	-51.6	-11.0%
Slight Casualties	3,013.2	2,395	2,333	-62	-2.6%	-680.2	-22.6%
TOTAL CASUALTIES	3,529.8	2,812	2,786	-26	-0.9%	-743.8	-21.1%
KSI Casualties	516.6	417	453	36	8.6%	-63.6	-12.3%
CHILD CASUALTIES (0-15 yrs)							
Fatal Casualties	1.8	0	0	0	0.0%	-1.8	-100.0%
Serious Casualties	51.8	26	41	15	57.7%	-10.8	-20.8%
Slight Casualties	286.8	252	213	-38	-15.5%	-73.8	-25.7%
TOTAL CASUALTIES	340.4	278	254	-24	-8.6%	-86.4	-25.4%
KSI Casualties	53.6	26	41	15	57.7%	-12.6	-23.5%
PEDESTRIANS							
KSI Casualties	76.6	59	74	15	25.4%	-2.6	-3.4%
Slight Casualties	224.8	170	190	20	11.8%	-34.8	-15.5%
TOTAL CASUALTIES	301.4	229	264	35	15.3%	-37.4	-12.4%
Child peds (0-15 yrs) KSI Casualties	25.8	18	24	6	33.3%	-1.8	-7.0%
Child peds (0-15 yrs) Slight Casualties	89.6	69	60	-9	-13.0%	-29.6	-33.0%
Elderly peds (60 and over) KSI Casualties	12.4	16	18	0	0.0%	3.6	29.0%
Elderly peds (60 and over) Slight Casualties	24.0	12	28	16	133.3%	4.0	16.7%
PEDAL CYCLISTS - RIDERS AND PASSENGERS							
KSI Casualties	45.4	42	50	14	33.3%	10.6	23.3%
Slight Casualties	168.6	162	164	2	1.2%	-4.6	-2.7%
TOTAL CASUALTIES	214.0	204	220	16	7.8%	6.0	2.8%
MOTOR CYCLISTS (incl. Mopeds) RIDERS AND PASSENGERS							
KSI Casualties	123.6	103	106	3	2.0%	-17.6	-14.2%
Slight Casualties	224.2	160	159	-1	-0.6%	-85.2	-38.1%
TOTAL CASUALTIES	347.8	263	265	2	0.8%	-82.8	-23.8%
CAR/TAXI DRIVERS & PASSENGERS							
KSI Casualties	240.6	200	195	-5	-2.5%	-45.6	-19.0%
Slight Casualties	2,129.8	1,891	1,593	-86	-5.8%	-536.8	-25.2%
TOTAL CASUALTIES	2,370.4	1,891	1,788	-103	-5.4%	-582.4	-24.6%
ALL CASUALTIES WHERE DRIVER 17-24 yrs INVOLVED							
KSI Casualties	140.0	117	85	-32	-27.4%	-55.0	-39.3%
Slight Casualties	1,008.8	748	723	-25	-3.3%	-285.8	-28.3%
TOTAL CASUALTIES	1,148.8	865	808	-57	-6.6%	-340.8	-29.7%

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



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



Casualty Report for Nottinghamshire 2011

Introduction

Road accidents are the largest single cause of death and serious injury in the country. The cost of one fatal accident is estimated to be £1.79 million, but this pales into insignificance when compared to the suffering and grief that road accidents cause for family, friends and the local community.

Background

Casualty reduction has always been taken very seriously in Nottinghamshire, and following the success in achieving the national 2010 targets, a new set of challenging reductions have been agreed for the next 10 years. Using the average of the casualties for 2005 – 2009 as a baseline, a 40% reduction in the number of people killed or seriously injured (KSI) will be aimed for by 2020. The number of children killed or seriously injured will be monitored as a subset of this target.

To support this process, Nottinghamshire Decade of Action for Road Safety (Appendix 1) has been developed. This is a living document which is updated quarterly, and pulls together areas across the authority that have a desire to improve the safety of road users in Nottinghamshire. The aim of this document is to;

- Improve performance in casualty reduction
- Have a wider ownership of highway safety
- Better co-ordinate initiatives
- Ensure efficient and effective use of resources

Progress and Trends

The casualty figures for the end of 2011 indicate that we are on track to meet the 40% reduction target for 2020, for all people killed and seriously injured and for children killed and seriously injured.