



Nottinghamshire
County Council

Cross-Service Road Safety Plan 2003 - 2010



**ROAD SAFETY & TRAVEL AWARENESS - SERVICE REVIEW
MARCH 2003**

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ROAD SAFETY & TRAVEL AWARENESS - SERVICE REVIEW MARCH 2003

1. Scope of the Service

- 1.1 Two key objectives of the Local Transport Plan's overall transport strategy are to improve road safety and to encourage more cycling and walking, especially for short journeys. To ensure that these objectives are complementary, the County Council has fully integrated its Road Safety and Travel Awareness functions so that from April 1998 the same team of officers who are responsible for road safety education, training and publicity have also been responsible for the development of travel plans among the County's schools and major employers. This has proved extremely successful, particularly among the growing number of primary schools who are involved in School Travel Plans. It is therefore appropriate that the County's road safety strategy should include aspects of its travel awareness activities.
- 1.2 Road Safety remains a priority both nationally and locally. Every year over 300,000 people are injured on Great Britain's roads. Locally around 4,000 people are injured on the County's roads (including Trunk Roads). The cost of these accidents locally is estimated at £290m and to this must be added the incalculable pain, grief and trauma for those involved.
- 1.3 The majority of road accidents occur when a road user fails to cope with the environment, with 95% of accidents involving some form of human error. Enabling road users to cope successfully with their environment is the central element of road safety and there are three main approaches to reducing risk:
- change the environment so the road user is physically guided into taking the correct action (engineering)
 - provide road users with information and skills to cope better with their environment (education), and
 - apply legislation and traffic law to guide and control behaviour where necessary (enforcement).

These approaches are not mutually exclusive and there is considerable overlap.

- 1.4 A range of targets to reduce casualties nationally by 2010 have been established by the Government and the County Council directs substantial efforts at meeting these targets.
- 1.5 The County Council has been a pioneering local authority in the field of travel education and awareness over the last ten years. It recognises that a vital element of the overall transport strategy is to win 'the hearts and minds' of businesses, public organisations and the general public to accept the need to reduce dependency on the private car. It works in partnership with a wide range of stakeholders to promote safer and more sustainable transport choice. Areas of activity considered in this review are:

- (i) The County Council Travel Plan (STEPS)
- (ii) Workplace Travel Plans
- (iii) School Travel Plans
- (iv) Personalised Travel Plan Initiatives; and
- (v) Travel Awareness Campaigns.

1.6 Policies and programmes relating to public transport information have been included in the Public Transport Service Review (April 2002).

2. Resources Provided for Road Safety & Travel Awareness Work

2.1 The County Council currently spends in the region of £3.8 annually through various budgets which contribute to road safety and travel awareness. Around £2m is directed at reducing casualties by engineering methods with £400k on improving disabled facilities. A further £1.2m is spent on road safety and travel awareness which includes £614k on safer routes to school and £464k on the school crossing patrol service.

2.2 A further £9.2m within the highway maintenance and winter maintenance budgets are influential in providing a safer environment for road users.

2.3 Budgets in 2002/03 for the service areas above are as follows:

| | £ |
|--|------------------------|
| Accident Engineering | 1,858,000 capital |
| | 123,000 revenue |
| Disabled Facilities | 403,000 capital |
| Safety Audit | - staff costs |
| Safer Routes to School/School Travel Plans | 641,000 LTP settlement |
| Workplace Travel Plans | 250,000 |
| School Crossing Patrols | 464,000 |
| Road Safety Education | 54,000 |
| Awareness raising/publicity | <u>31,000</u> |
| | 3,824,000 |

2.4 Current staffing resources are as follows:

| Service Area | Staff Nos. (ftes) | Including |
|---|-------------------|---|
| Accident Investigation *will rise to 18 (April 2003) | 15.0* | safety engineering, safety audit, data management |
| Road Safety & Travel Awareness | 17.5 | education, safer routes to school, school travel plans |
| Travel Plans | 2.0 | workplace travel plans, strategy formulation, policy and monitoring |
| Transport Strategy | 0.2 | |
| Highway Services | 0.1 | |
| | 34.8 | <i>*will rise to 18 (April 2003)</i> |

In addition there are 270 school crossing patrol sites.

3. Statutory Obligations

- 3.1 All local authorities must prepare and carry out a programme of measures designed to promote road safety and may contribute to delivering the cost of measures for promoting road safety taken by other authorities or bodies. (Road Traffic Act 1988 Section 39)
- 3.2 The Highways Act 1980, Section 41(1) places a statutory duty of care on the highway authority in maintaining the road network.
- 3.3 In addition the Crime & Disorder Act 1998, Section 17 places a duty for a local authority to consider crime and disorder implications in all that it does. Provision of street lighting can have a considerable impact on crime levels and feelings of safety. Road Safety comes within the definition of community safety in Nottinghamshire.

4. Aims and Objectives of Road Safety & Travel Awareness Services

- 4.1 The overall aims and objectives of the County Council's approach to improving road safety and travel awareness are set out in the current five year Local Transport Plans for North Notts and Greater Nottingham. Several key objectives have been established:
- To improve road safety, particularly for vulnerable road users
 - To encourage safe walking and cycling for short journeys, including travel to schools, shops and other local facilities
 - To reduce the fear of crime, and
 - To increase information and awareness on sustainable transport alternatives.
- 4.2 In practical terms this area of activity cascades into two streams of work:
- casualty reduction
 - changing people's travel behaviour.

5. Performance and Comparisons with Others

Road Safety

5.1 National Targets

Compared to other European countries UK has a comparatively good road safety record. Road deaths have fallen by almost 40% and serious injuries by 45% compared to the Government's original 1981-85 average targets. However, the UK's record on child pedestrian deaths does not compare well with other European countries. Against this background the Government has set new targets to be achieved based on the averages for 94-98 which are:-

- 40% reduction in the number of people killed or seriously injured (KSI)

- 50% reduction in the number of children killed or seriously injured (KSI)
- 10% reduction in the slight casualty rate i.e. number of slight casualties per 100 million vehicle kilometres.

Nottinghamshire's contribution to national targets

| <u>Target</u> | <u>Casualty Reduction</u> | |
|--|---------------------------|---------------|
| | <u>1994-98**</u> | <u>2010**</u> |
| • 40% reduction in overall KSI | 826 | → 496 |
| • 50% reduction in child KSI | 129 | → 65 |
| • 10% reduction in slight casualties* per 100 million veh. kilometres | 3387 | → 3387 |

**This has been interpreted as a nil increase in slight casualty figures because the number of vehicles and the kilometres travelled are increasing year on year.*

***figures relate to all road inc. Trunk Roads*

- 5.2 Current performance towards the above targets is most encouraging and is on track for all indicators above.

| <u>Target</u> | <u>Casualty Reduction</u> | |
|-------------------------------------|---------------------------|--------------------|
| | <u>1994-98</u> | <u>2001</u> |
| • 40% reduction in overall KSI | 826 | → 706 (-15%) |
| • 50% reduction in child KSI | 129 | → 79 (-39%) |
| • Nil increase in slight casualties | 3387 | → 3360 (no change) |

Full details of the longer term targets are shown in the attached Appendix 1.

The County Council has recently agreed a number of ambitious stretch targets with the Government including one relating to road safety. For the original 40% reduction in overall KSI this will mean achieving a reduction from the 94-98 average of 826 killed and seriously injured to 599 by March 2005 (equivalent to 27% reduction).

5.3 Strategic Plan Targets

- The current Strategic Plan sets a target to reduce casualties amongst children by 28% by 2005. As shown in para 5.2 this target has been met although this level needs to be maintained throughout the period to 2005.
- A second strategic target is to reduce journeys to school by car from 27% to 25% by 2005. Monitoring shows that the current position is still 27%. As the introduction of School Travel Plans increases it is anticipated that progress will be seen.

5.4 Best Value Performance Indicators

To assist government in achieving and monitoring the national targets a set of Best Value Performance Indicators have been developed. There are 10 national BV99 indicators. The Authority is one of 34 County Councils and our performance for 01/02 is as follows:

TABLE 1: BVPIs - current performance

| Number | Number of Road Accident Casualties per 100,000 population | Out of 34 Shire Counties | 01/02 Quartile Position | Previous Year |
|-----------|---|--------------------------|-------------------------|---------------|
| BV99a | Pedestrian KSI | 33rd | 3rd | 2nd |
| BV99a(si) | Pedestrian slt. | 19th | Top | Top |
| BV99b | Cyclist KSI | 31st | Bottom | Bottom |
| BV99b(si) | Cyclist slt. | 22nd | 2nd | Top |
| BV99c | Motorcyclist KSI | 23rd | Bottom | Bottom |
| BV99c(si) | Motorcyclist slt. | 8th | 2nd | Top |
| BV99d | Car user KSI | 27th | Bottom | Bottom |
| BV99d(si) | Car user slt. | 11th | 3rd | 2nd |
| BV99e | Other KSI | 27th | Bottom | 3rd |
| BV99e(si) | Other slt. | 33rd | Bottom | 2nd |

On the face of these figures, Nottinghamshire's comparative performance is lacklustre and appears to be deteriorating.

5.5 TABLE 2: Performance against all local authorities

| 2000/01 Summary | 2001/02 Summary |
|---------------------|---------------------|
| 3 Top Quartile | 1 Top Quartile |
| 3 2nd Quartile | 2 2nd Quartile |
| 1 3rd Quartile | 2 3rd Quartile |
| 3 Bottom Quartile | 5 Bottom Quartile |
| 10 Total PIs | 10 Total PIs |

The rate of change in our performance looks poor when compared with other local authorities and appears to be deteriorating. However, this indicator is only a comparison between following years. It does not show any trend information and so is difficult to draw any conclusions from. This is also the case if the comparison is made only with other County Councils.

5.6 It is accepted that accidents are random events in time and location and as such subject to considerable fluctuation. For this reason trend figures are usually used to measure performance typically over 3 years rather than year on year comparisons. Small numbers of incidents subject to fluctuations up or down year on year can produce apparently massive changes which are difficult to explain and are almost meaningless in interpretation. For example,

one incident involving a bus carrying 30 passengers would seriously distort BV99e because the actual figures involved are very small.

- 5.7 Furthermore, it is difficult to compare casualty rates for a particular road user group when the overall number of such road users is not known e.g. Cambridgeshire's cyclist KSI rate appears to be 5 times worse than the best performers Cornwall and Durham CCs. This may simply be because there are 5 times more cyclists in Cambridge than the other two - quite likely given the difference in topography. Thus it is almost impossible to say with any certainty that the figures mean that Cambridgeshire is 5 times more dangerous for cyclists or that Cornwall/Durham's effectiveness in dealing with cyclists is 5 times better than Cambridgeshire's approach. Complex conclusions cannot be drawn from the above information. Given the difficulties in interpreting this information in a meaningful way developing appropriate comparative data with other similar local authorities must become a priority.

5.8 Local Transport Plan Targets

The County Council is committed to a number of targets within this overall service area as included within its LTPs in addition to the County Council's Strategic Plan, National Targets and BVPI's. However, targets on travel plans are only local thus little information is available for comparison with other local authorities.

Key Targets

- Number of major employers actively implementing Travel Plans
- To implement 18 School Travel Plans per annum

The Authority has already surpassed its target of 10% of major employers and is in the process of setting a new target, following consultation. The Authority has also started to invest in travel plans within smaller organisations through TransAct. These travel plans are seen as a significant element of the Authority's programme to achieve modal shift away from the car or increased car occupancy rates for the every day journey to work.

The Authority was one of the first to introduce School Travel Plans. Last year the Authority missed its target of 18 STPs during the year by just one but it fully committed to this process in partnership with the schools, governors and parents. It is considered that now is a good time to review progress on these schemes and a detailed report is currently being produced to monitor the effectiveness of these schemes.

5.9 Other Performance Information

Long Term Accident Trends (Nottinghamshire exc. City)

| | | | |
|---------------------------------|-------------|-------------|---------|
| Year | <u>1979</u> | <u>2001</u> | |
| Total No. of Accidents Reported | 3023 | → 2832 | - 6.4% |
| Year | <u>1979</u> | <u>2001</u> | |
| KSI Casualties | 1226 | → 707 | - 42.3% |

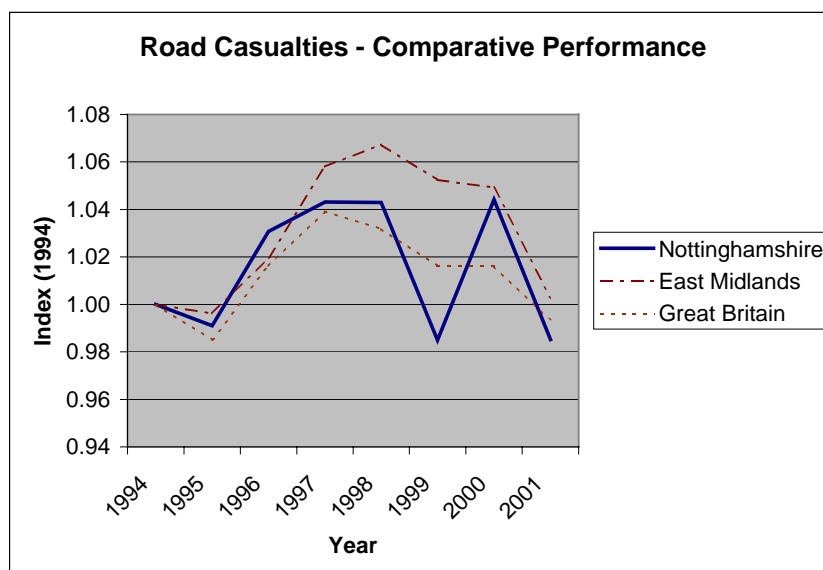
In the same period traffic in the County has increased by around 50% with attendant risk of increased exposure to risk for road users.

Against considerable year on year increases in traffic volumes, a long term reduction of 6.4% in all accidents is a creditable achievement. Whilst it is impossible to assign these savings specifically to the work the County Council has led, it is reasonable to assume that our work across all disciplines made a sustained contribution. The overall reduction in KSI casualties is even more impressive although this will have been affected by many other factors including the effects of drink/drive legislation, seatbelt legislation and better vehicle design and crashworthiness. It is important to note however that since this country is policed 'by consent' the effects of awareness raising and road safety education over the longer term will have been major contributions to the cumulative effects of various agencies working in casualty reduction.

5.10 Regional Accident Trends

Trends in road accidents are subject to significant short term variation and performance needs to be viewed over the longer term. The figure shown below compares performance with other East Midlands authorities and national statistics over the period from 1994-2001.

Fig.1 Road Casualties - Comparative Performance



When viewed in this form Nottinghamshire's performance appears to be following national and regional trends overall. In the mid-90's casualties were increasing in Nottinghamshire at a level above the national figures but below the regional trend. Following acute fluctuations in the late 90's casualties are falling faster than either the regional or national figures.

6. Challenge

- 6.1 One of the main challenges of the review was to identify how effective our policies and services are (i.e. are we doing the right things?) and how efficient the services are as a result (i.e. are we doing this right?). With regard to road safety, over 30 years experience shows that we have been effective both in the short and long term. With regard to Travel Demand Management the real challenge is to make a sustained impact. As already mentioned our assessment has been largely subjective as little information is available to benchmark against, making it difficult to quantify not only the elements of the service but also the different options the Authority could adopt within individual elements.
- 6.2 Following the extensive review undertaken, some of the key issues arising are detailed below, split into the two themes casualty reduction and travel awareness:

Casualty Reduction

- 6.3 In looking to prioritise the approaches to casualty reduction, a balance between short and long term returns needs to be made. In the short term, benefits will undoubtedly come from the continued application of low cost road engineering measures. Education, training and publicity have their place alongside engineering measures now, but over the long term they will assume even greater importance. See Appendix 4 for details on the potential for casualty reduction of various countermeasures. Further impacts will depend on developing sound education and awareness programmes in the broadest sense. In this respect there remains an urgent need to advance our understanding of appropriate measures to influence road user behaviour. To achieve this it remains necessary to explore attitudes to road safety and the safety expectations that people have of the road system. A greater understanding of the road safety implications of increasing transport choice by promoting cycling and walking is also required. Considerable problems will remain if behavioural aspects are not pursued. We must advance beyond the reliance on unending programmes of remedial engineering, requiring huge amounts of funding to achieve diminishing rates of return as the problems treated become more complex and less susceptible to "quick fixes".
- 6.4 Anticipating that new government targets were likely to be KSI led, research was undertaken in 2000 to identify the predominant characteristics in fatal accidents in the County. Key factors to address are motorcyclists, vulnerable pedestrians, speed and accidents in darkness. The objective being to develop a range of innovative counter measures to address KSI (Killed and

Seriously Injured) which would complement traditional low cost engineering safety schemes.

- 6.5 New road safety targets have been set for 2003/04 and an estimate as to their effect on the County Council's quartile position is set out below:

TABLE 3 -Proposed BVPI targets for 2003/04 and estimated quartile shift

| Number | Number of road accident casualties per 100,000 population | Actual 2000/01 | Actual 2001/02 | Proposed Target 2003/04 | Estimated Quartile Shift |
|------------|---|----------------|----------------|-------------------------|---------------------------|
| BV099a | – pedestrians killed or seriously injured | 15.63 | 17.37 | 16.56 | Remain 3 rd |
| BV099a(si) | - pedestrians slightly injured | 34.07 | 36.18 | 36.69 | Remain Top |
| BV099b | - pedal cyclists - killed/seriously injured | 7.35 | 7.61 | 7.48 | Remain Bottom |
| BV099b(si) | – pedal cyclists slightly injured | 25.52 | 29.00 | 27.37 | Remain 2 nd |
| BV099c | – motor cyclists killed/seriously injured | 19.24 | 16.57 | 15.4 | Bottom to 3 rd |
| BV099c(si) | - motor cyclists slightly injured | 23.78 | 27.66 | 22.48 | 2 nd to Top |
| BV099d | - car users killed/seriously injured | 43.29 | 53.05 | 48.06 | Remain Bottom |
| BV099d(si) | - car users slightly injured | 327.5 | 325.9 | 307.45 | Remain 3 rd |
| BV099e | - other vehicle users killed/seriously injured | 4.94 | 6.41 | 5.68 | Remain Bottom |
| BV099e(si) | - other vehicle users slightly injured | 41.29 | 55.45 | 38.63 | Bottom to 3 rd |

Travel Awareness

- 6.6 a) Are workplace based travel plans worth supporting and can they actually change travel behaviour?

The County Council was the first local authority in the UK to introduce its own Travel Plan (known as STEPS) in 1996. Since then the Council has developed a range of measures to reduce drive alone car journeys to its work sites. Bus, cycle and pedestrian routes have been improved in the vicinity of the West Bridgford complex and a state of the art cycle parking and shower facility has been provided. Other initiatives such as the car sharing database

and regular awareness training events have not only stemmed the increase in the proportion of drive alone journeys but actually led to a decrease.

Having led by example, the Authority is actively encouraging adoption of travel plans by a number of different mechanisms.

Firstly, in partnership with Nottingham City Council and with the support of the Nottinghamshire Chamber of Commerce and Industry, it facilitates the TransACT grant scheme which provides funding up to £20k for small and medium sized enterprises to develop facilities at their workplace to encourage sustainable travel.

Secondly, it is proactive under national planning guidance (PPG 13: Transport) to ensure that any planning applications which are likely to have significant transport implications include an appropriate travel plan which will meet Local Transport Plan objectives particularly relating to reductions in car use.

Thirdly, it has strong partnership arrangements with major employers in the County to develop and refine new and existing travel plans.

- 6.7 b) Are school travel plans worth supporting and do they actually influence travel behaviour?

The County Council was one of the first local authorities to introduce School Travel Plans (STP) as part of its mainstream road safety and travel awareness work. The first STP was piloted in March 1999 and since then over 30 plans have been completed. The concept of the STP is that a working group of school governors, teachers, local residents, parents and other interested parties develop a package of measures to improve road safety in the vicinity of the school and reduce the number of children being taken to school by car. The County Council facilitates the working group and gives advice on infrastructure improvements and road safety education programmes. The overall impacts of the Plans are measured directly by an annual survey of mode of travel of school children and indirectly by the trends in child pedestrian accidents. STP activity is very staff intensive and there is a waiting list of schools seeking County Council support to develop new Plans. The Authority thinks that now is the time after a couple of years of implementation to review the outcomes of such schemes and will thus be producing a report on the subject.

- 6.8 c) Is there evidence of the effect of travel awareness campaigns?

The County Council promotes the aims and objectives of its transport strategy in a variety of ways. Through its consultation arrangements associated with Mobility Management Action Areas and major scheme developments it outlines the reasoning behind the need to improve public transport and reduce dependence on the private car. It also organises special events such as the "In Town Without My Car" (European Car Free Day) in Newark in September

2002. This event has been included in the DfT Good Practice Guide (February 2003).

The County Council also works in partnership with the City Council and other stakeholders in the Greater Nottingham Transport Partnership. One of its most successful activities is the awareness raising campaign "The Big Wheel". This is an awareness, marketing and communications programme targeted at business and the general public. It is led by the private sector, using the most up-to-date marketing techniques to influence behaviour. There have already been three public awareness campaigns in 2002. The first concentrated on the LTP strategy and promoted the big change in transport underway in Greater Nottingham. The second campaign made the connection between health and travel, encouraging more sustainable travel to improve personal fitness. The most recent campaign has focused on car drivers, encouraging them to do without their cars for one day a week. Messages are communicated via a wide range of media including bus shelters, billboards, buses (inside and out), taxis, postcards in bars and colleges, radio and a dedicated website. A review of the effectiveness of these measures is currently being undertaken.

In addition to the development of travel plans for organisations, the County Council has been involved in the piloting of personalised travel plans, as a technique of increasing travel awareness. In 1997 it trialled the 'Travel Blending' technique and more recently, in participation with Nottingham City Council, is piloting a 'TravelSmart' project in the Lady Bay Area of West Bridgford. This is an individualised marketing technique designed to change personal travel behaviour. With recent infrastructure and bus service improvements there is a substantial opportunity to market bus, cycling and walking in the area. Other partners include local voluntary groups, Nottingham Development Enterprise, a cycle shop and public transport operators. The critical element of the approach is the direct contact with households, via letters, phone calls and home visits. Willing households are then provided with personalised travel information on alternative modes and incentives to try them out. Detailed travel surveys are conducted before and after the marketing activities to evaluate their impact on travel behaviour. This pilot project will be monitored as described above and if successful, consideration will be given to introducing other similar pilot schemes.

6.9 Finally, a number of generic challenges to road safety and travel awareness work have been identified and listed below. A number relate to improving our service delivery, processes or sharing information and have been addressed and proposals have been included in the improvement plan (Appendix 3).

- clear policies and strategic direction
- closer working and integration across disciplines and agencies
- improve equality by focusing resources/countermeasures on areas of deprivation
- improved consultation arrangements and community linkages
- improved research and analysis of best practice in service provision

- better use of comparative data on effectiveness (with other local authorities)
- more attention to speed management, including the use of camera technology
- decriminalisation of traffic offences
- improved monitoring of awareness, education and publicity work
- establish the benefits accruing from investment in road safety services
- maximise the scope for partnership working.

7. Consultation

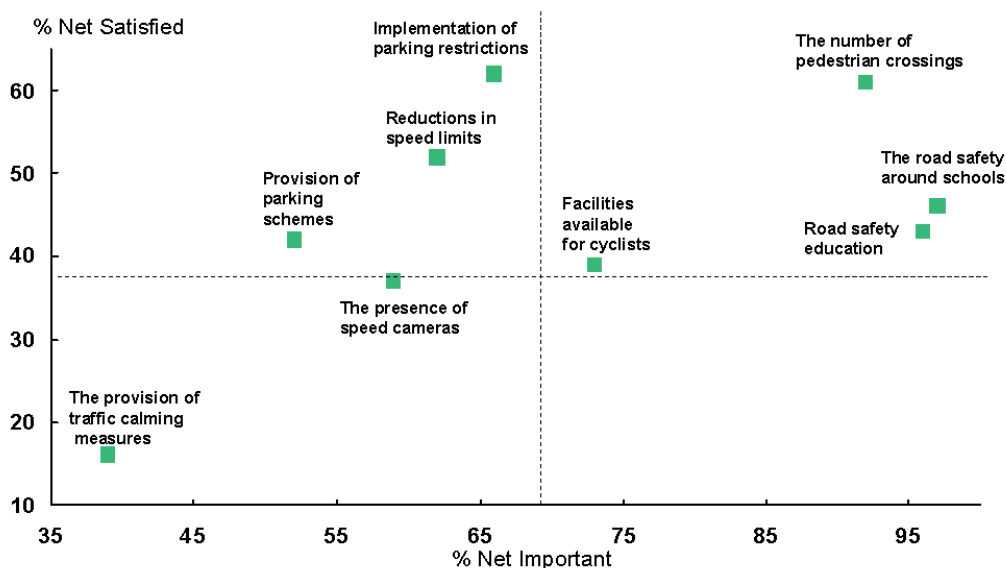
7.1 Following initial identification of issues, consultation has taken place with selected Members of the Ad Hoc Panel and staff in Environment and use has been made of last year's public opinion survey on highway services carried out by MORI.

Residents' top five priorities relating to Traffic and Safety, based on the percentage of residents saying these are very important are:

- road safety around schools (89%)
- road safety education (82%)
- number of pedestrian crossings (69%)
- facilities available for cyclists (48%)
- reductions in speed limits (46%).

7.2 The chart below plots satisfaction with various aspects of traffic and safety against perceived importance. Aspects of safety such as road safety around schools and road safety education are perceived as being most important. Encouragingly, these aspects are in the top right-hand quadrant of the chart, which indicates that residents are also most satisfied with these aspects.

Traffic & Safety - Satisfaction vs Importance



Base: 732 Nottinghamshire Residents aged 16+, telephone survey, September 2002

Source: MORI

- 7.3 Of physical measures intended to reduce speeding, reduction in speed limits is perceived to be most important followed by speed cameras and then traffic calming. Interestingly, while a majority maintain that they never cycle on local roads and cycle ways, residents still feel that facilities available for cyclists are necessary; just one in ten say that cycle facilities are either not very important or not at all important.
- 7.4 Encouragingly for the Council there are no aspects in the bottom right-hand quadrant; where services would fall, if they were unsatisfactory. This does not mean that residents are content with all aspects of traffic and safety; there is still room for improvement and the action plan contains detailed proposals to deliver the national targets and respond to public priorities.
- 7.5 The views of elected Members in relation to road safety were sought as part of the Best Value Review of Highways Services in December 2002. Key points raised related to the use of speed cameras (not yet fully convinced as to their suitability), the need to reduce speeding through villages, the use of temporary rather than permanent traffic restrictions on safer routes to school schemes, greater attention to persuading road users to adopt safer behaviour (especially motorcyclists), the benefits of road safety committees to engage with local communities, more use of interactive signs and issues around decriminalisation. A full list of concerns is attached in Appendix 2(a).
- 7.6 Consultation with staff delivering road safety services took place at a Workshop in January 2003. A considerable number of issues were identified some of which reiterated those of elected Members above. Key issues raised were the need for better co-ordination and strategic direction for road safety services, resolution of conflicting priorities, need to raise awareness for vulnerable groups and difficult to access groups, speed management, reducing motorcycle accidents, addressing problems of older pedestrians and child pedestrians, car drivers and occupants.
- A full list of issues raised is attached as Appendix 2(b).
- 7.7 Responses to issues raised from the above stakeholder groups have been included in the draft Road Safety and Travel Awareness Plan attached as Appendix 3.

8. **Future Actions and Priorities**

8.1 The detailed analysis and review work undertaken has identified many improvements which can be undertaken to improve the service and policies associated with Road Safety and Travel Awareness. A summary of key priorities is set out below under the following grouping. Further details are given in the RSTA Action Plan in Appendix 3.

8.2 Investment

- Continue to invest in annual programmes of casualty reduction, accident prevention and travel awareness.

- Increase resources for road safety publicity and awareness raising
- Seek sponsorship for road safety awareness raising activities.

8.3 Operational Improvements

- Implement a cross-service road safety plan with regular reviews and progress reports
- Implement a speed camera programme with partner organisations
- Develop a forward programme of safety and awareness raising activity
- Implement a data-led approach to awareness raising and publicity and promotion work
- Implement programmes of infrastructure improvements to protect vulnerable road users and reduce casualties
- Restructure RSTA team to increase staff resources on School Transport Plans.

8.4 Communication and Access

- Provide GIS based accident data on new NCC website
- Promote greater involvement with the media in raising awareness of road safety and travel awareness issues.

8.5 Policy/Strategy

- Encourage the use of more sustainable fuels in the County Council fleet
- Negotiate with public transport operators an attractive travel card scheme for employees
- Resolve conflicting priorities between sustainability and safety.

8.6 Performance

- Publish a report on the performance of School Travel Plans in the period 2000-2002
- Report on the performance of travel awareness initiatives 'including Big Wheel' and make recommendations for the future
- Report of annual road safety performance to Cabinet Member

- Undertake research to evaluate accident prevention measures including traffic education in schools and the school crossing patrol service.

8.8 Partnerships

- Work with key partners to deliver safety and awareness raising
- Utilise the Local Strategic Partnership network to increase and improve community consultation.

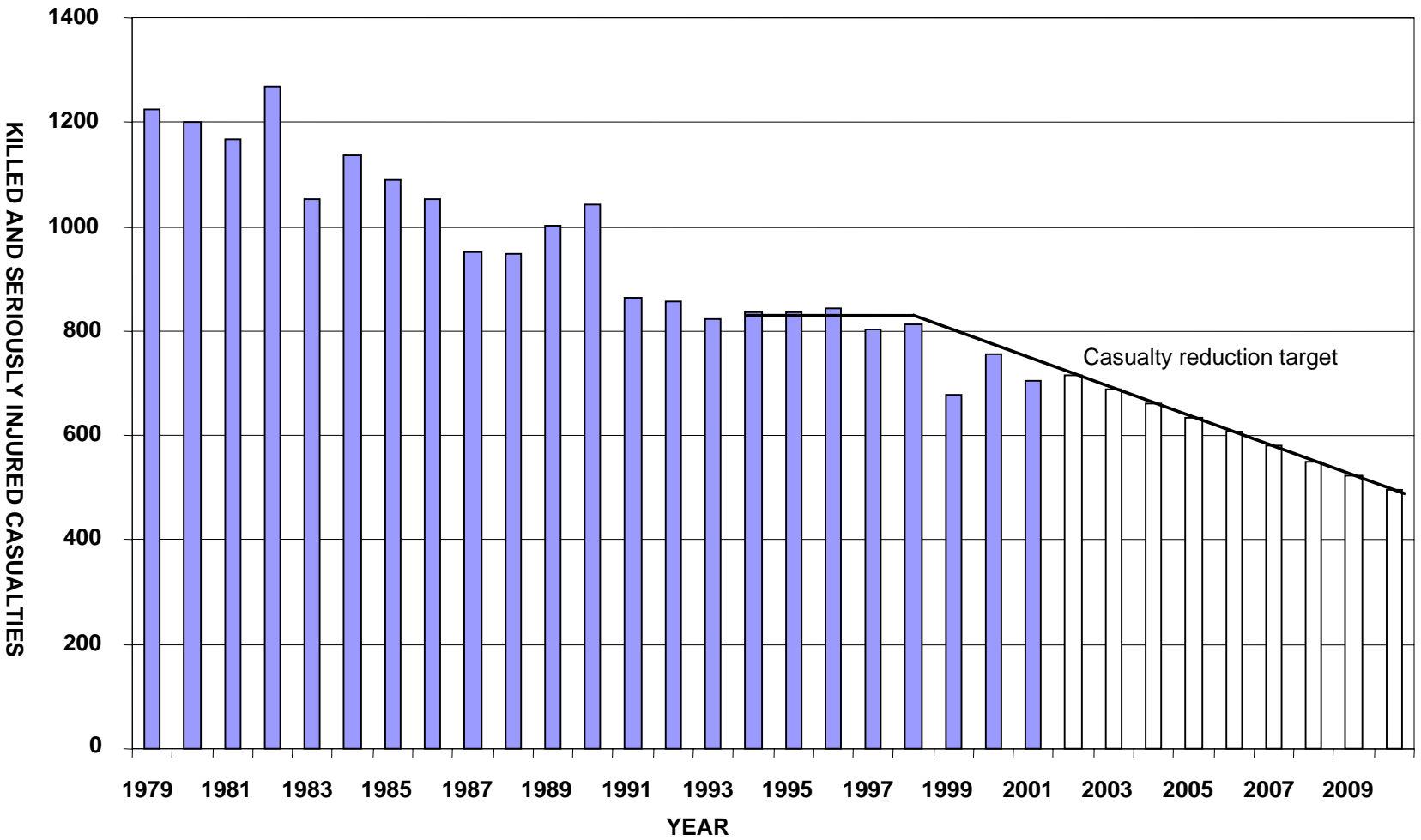
8.9 Development

- Identify accidents in areas of deprivation and crime to target resources for casualty reduction
- Undertake research to provide a more targeted, data-led approach to initiatives.

8.10 All the above priorities have been included in a detailed draft action plan for this service area (Appendix 3). A number are separately incorporated into a cross-service Road Safety Plan, submitted to Environment Management Team and the Cabinet Member for Environment for approval.

R&D/D&I/NW 25 March 2003

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R.26.3.03



Casualty reduction target based on a 40% reduction in the 1994-98 average killed and seriously injured casualties by 2010

**BEST VALUE REVIEW OF HIGHWAY SERVICES
SESSION WITH MEMBERS – 4TH DECEMBER 2002 (P.M.)**

Issues arising for this session with the Ad Hoc Panel Members with regard to the production of a Road Safety Service Plan were as follows:-

- More education for parents to ensure children are seat-belted.
- Use of speed cameras – Whilst Members are not yet fully convinced they do see some of the benefits that will accrue in terms of meeting our performance targets.
- Enforcement – The view is that we need to be more proactive in reducing speeding traffic through villages.
- Use of interactive signs – Although not yet fully proven re effectiveness, Members like them.
- Safe Route to Schools – Members would like to see more temporary rather than permanent restrictions applied during school arrival and departure times only.
- Road Safety Education – Members' view is that further work is needed in this area to improve awareness in schools with children and indeed their parents.
- Motorcycle Accidents – An issue on how to deal with these is required in the Road Safety Strategy combined possibly with our improved highway safety inspection frequencies.
- Road Safety Committees – Members would like them reconvened but it was explained that it was hoped that the Local Strategic Partnerships would assist in this area.
- Decriminalisation – Has to be done on a District basis and can apply to both on and off-street parking. Serious thought needs to be given to this on how it will apply in the County. (e.g. What is suitable for West Bridgford may not be suitable for Langar.)
- Bus Lanes – Should they be 24 hour operation? (“horses for courses” I would suggest).
- DDA – Must ensure we meet our requirements on all new schemes.

**ROAD SAFETY SERVICE PLAN
STAFF WORKSHOP - 14 JANUARY 2003**

KEY OUTCOMES

| Problems | Solutions |
|---|--|
| <u>Strategy</u> | |
| <ul style="list-style-type: none"> • Constraint on delivery of Accident Reduction | <ul style="list-style-type: none"> • Lower levels of intervention • Reduced rate of return required on Engineering solutions |
| <ul style="list-style-type: none"> • Insufficient Monitoring and feedback into Policy making and Priorities | <ul style="list-style-type: none"> • Dedicated staff resource from LTP/County funds |
| <ul style="list-style-type: none"> • Future Maintenance Liability of Engineering Solutions | <ul style="list-style-type: none"> • Maintenance budgets increased to provide higher levels of maintenance necessary • Maintenance specifications adopted by contractors/agents and direct organisation • Costs of schemes as designed to be increased to include 'consolidated amount for ongoing maintenance' |
| <ul style="list-style-type: none"> • Conflicting priorities between Sustainability and Safety | <ul style="list-style-type: none"> • Ensure all sustainability programmes are audited/assessed for safety requirements • Safety afforded highest priority (Cabinet Member approves policy) |
| <ul style="list-style-type: none"> • No clear co-ordinated RS Strategy/Approach • No clear ownership for driving RS forward | <ul style="list-style-type: none"> • Production of Road Safety Service Plan • Assign lead role to Transportation |
| <u>Practice</u> | |
| <ul style="list-style-type: none"> • Public Acceptability of RS Policies e.g. Speed Cameras | <ul style="list-style-type: none"> • More publicity/awareness campaigns • Realignment of Budgets |
| <ul style="list-style-type: none"> • Loss of Police Liaison | <ul style="list-style-type: none"> • Seek quarterly liaison meetings with senior traffic management officers |
| <ul style="list-style-type: none"> • Need to raise awareness across vulnerable groups and difficult to access groups | <ul style="list-style-type: none"> • More focussed advertising/awareness raising activities undertaken • Increase/realign budgets |
| <ul style="list-style-type: none"> • Safety practitioners need access to quality accident information to assist problem definition | <ul style="list-style-type: none"> • Regular information in user-friendly form provided by AIU • Annual Statistics digest reintroduced • Information is available via web (internet and intranet) |

| Problems | Solutions |
|--|--|
| <ul style="list-style-type: none"> Lack of co-ordination between practitioners in department | <ul style="list-style-type: none"> Cross service Business Plan adopted. Quarterly progress and review meetings between AIU and RSE. Six monthly review with LTP/AIU/RSE/ Sustainability Six monthly progress review against BV99 |
| <ul style="list-style-type: none"> Insufficient evaluation and performance information is available for practitioners and policy makers | <ul style="list-style-type: none"> AIU annual programme performance reported to Cabinet Member (casualties/accidents saved year on year) RSE activities evaluated (use best practice from elsewhere) and reported to Cabinet Member Performance published in annual Statistics book and Annual Report Performance used for media/awareness raising |
| <ul style="list-style-type: none"> Community engagement is low | <ul style="list-style-type: none"> Introduce LTP Road Safety Working Groups for all districts of County Seek County Councillor to lead each Group |
| <u>Road User Problems</u> | |
| <ul style="list-style-type: none"> Speed Management | <ul style="list-style-type: none"> More use of Speed Cameras Revised approach to Traffic Calming Develop Interim Speed Limit Policy Promote Awareness |
| <ul style="list-style-type: none"> Two-Wheeler Casualties | <ul style="list-style-type: none"> Develop a co-ordinated NCC Cycling Policy Engage in Motor Cycle Forums to promote awareness/education Tie into national publicity campaigns |
| <ul style="list-style-type: none"> Child/Pedestrian Casualties | <ul style="list-style-type: none"> More parental awareness More STPs/SRTS schemes More input into Road Safety Education Realignment of budgets accordingly |
| <ul style="list-style-type: none"> Car Occupant Casualties | <ul style="list-style-type: none"> Child Seat Use - parental education |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|----|---|------------------------|--|----------------------|--|
| | INVESTMENT | | | | |
| 1. | Programmes established to deliver PSA stretch targets negotiated. | April 03 | <ul style="list-style-type: none"> KSI reductions of 40% achieved by March 2005. Additional government funding received. | AIU RSE AHOs | S. Heydon (Highways) |
| 2. | Obtain sponsorship for Annual Road Safety Quiz. (£10k) for Event/Presentation | May 04 | <ul style="list-style-type: none"> Obtain £10k for event Release of money for other important educational awareness regimes. | RSE | P. Shaw (Transportation) |
| 3. | Implement a speed camera programme with partner organisations. | Sept 03 | <ul style="list-style-type: none"> Casualty reductions at selected sites. Reduced speed and severity of casualties. Publicity programmes targeted at 'Speed Management' | AIU RSE Police | S. Heydon (Highways) P. Shaw (Transportation) |
| 4. | Invest additional £75k in awareness raising, education and training of vulnerable road users. <i>(Relevant items are shown in italics in the plan below)</i> | April 04 | <ul style="list-style-type: none"> Casualty reduction in vulnerable groups Focussed accident prevention | Trans RSE AIU | P. Rankin (Transportation) |
| | CASUALTY REDUCTION INITIATIVES | | | | |
| 5. | Implement annual programmes of Local Safety Schemes. | Ongoing up to Mar 2010 | <ul style="list-style-type: none"> Reduction in accidents associated with achieving national targets for casualty reduction. 200% ERR maintained. | AIU RSE | S. Heydon (Highways) |
| 6. | <i>Promote "Speed Management" publicity campaigns and align closely with national campaigns.</i> | Ongoing | <ul style="list-style-type: none"> Increased speed awareness of car drivers in Nottinghamshire. | AIU RSE | P. Shaw (Transportation) S. Heydon (Highways) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----|---|---|---|------------------------------|--|
| 7. | <i>Deliver Driver Improvement Programme for previous offenders.</i> | Ongoing | <ul style="list-style-type: none"> Reduction in accidents involving convicted drivers. | RSE Magistrates Police | P. Shaw (Transportation) |
| 8. | <i>Develop planned forward programme of safety publicity for 2003/04.</i> | Mar 03 | <ul style="list-style-type: none"> Key contribution to Department's Environmental Awareness Strategy. Greater public awareness and prevention of accidents. Resources better focussed. | RSE D&I | P. Shaw (Transportation) |
| 9. | <p>Introduce 63 Safer Routes to School by March '03</p> <p>103 number Safer Routes to School by March '05.</p> <p>203 number Safer Routes to School by March '010</p> | <p>Mar 03</p> <p>Mar 05</p> <p>Mar 2010</p> | <ul style="list-style-type: none"> Safer walking/cycling whilst encouraging non-car travel. Reduction in child pedestrian/cycling casualties. Contribution to Community Safety | RSE Highways | P. Shaw (Transportation) |
| 10. | <p>Introduce 43 School Travel Plans by March 2003.</p> <p>Introduce 63 School Travel Plans by March 2005.</p> <p>Introduce 113 School Travel Plans by March 2010.</p> | <p>Mar 03</p> <p>Mar 05</p> <p>Mar 2010</p> | <ul style="list-style-type: none"> Reduction in school car journeys. (Meet LTP Target of 25% by 2006) and improve road safety adjacent to schools. | RSE Schools | P. Shaw (Transportation) |
| 11. | <ul style="list-style-type: none"> <i>Establish pre-driver/young driver training initiative.</i> <i>Implement a school based pilot programme.</i> | Sept 03 | <ul style="list-style-type: none"> Reduction in accidents/speeding involving young drivers. | RSE Police DSA | P. Shaw (Transportation) |
| 12. | <i>Liaise with motorcycle groups through a newly established Notts Motorcycle Forum.</i> | Mar 04 | <ul style="list-style-type: none"> Appropriate publicity identified and programmed. Casualty reduction achieved for motorcyclists. | AIU RSE | P. Shaw (Transportation) S. Heydon (Highways) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|---------------------------------|---|----------------------|--|---------------------------|--|
| 13. | <i>Undertake education/publicity surrounding use of car child seats.</i> | Mar 04 | <ul style="list-style-type: none"> Reduction in child car occupant casualties. | RSE AIU | P. Shaw (Transportation) |
| 14. | <i>Pilot targeted road user training programmes to raise knowledge and skills of:-</i> i) <i>child pedestrians</i> ii) <i>older road users.</i> | Sep 04 | <ul style="list-style-type: none"> Reduction in pedestrian accidents involving these categories. | RSE AIU | P. Shaw (Transportation) |
| 15. | Introduce pilot “Safer Routes to Play” scheme in deprived area working with other partners/agencies. | Dec 04 | <ul style="list-style-type: none"> Child pedestrian casualties reduced and prevented in deprived area. | AIU RSE Ground-work | P. Shaw (Transportation) |
| OPERATIONAL IMPROVEMENTS | | | | | |
| 16. | Appoint lead officer to project manage Road Safety Service Plan (2003-2010). | June 03 | <ul style="list-style-type: none"> Dedicated resource to co-ordinate work on the departmental basis to achieve desired performance levels by 2010. | Trans | M. L. Trigg (Transportation) |
| 17. | Cross-service steering group monitors Service Plan progress. | Ongoing | <ul style="list-style-type: none"> Plan delivered to timetable. Progress reported to EMT. | Working Group Members | P. Rankin (Transportation) |
| 18. | Highway improvement programmes used to maximise casualty saving potential. | Ongoing | <ul style="list-style-type: none"> All schemes over £5k receive safety audits. Improved performance against accident reduction targets. | Trans AIU AHOs | P. Rankin (Transportation) S. Heydon (Highways) |
| 19. | Ensure that all highway improvements including private developments are designed to promote safety for all users. (Ongoing) | Ongoing | <ul style="list-style-type: none"> All schemes over £5k receive safety audits. Improve performance against targets. | AIU AHOs | S. Heydon (Highways) |
| 20. | Establish and implement rolling programme of mobility facilities at controlled pedestrian crossings. (*HSBVR) | Mar 2003 Mar 2006 | <ul style="list-style-type: none"> 100% compliance with BV165 by 2006. Pedestrian safety is improved at all controlled pedestrian crossings. | AIU Highways | T. Richmond (Highways) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----|--|---------------------------------------|--|-----------------------|---|
| 21. | Review and evaluate the provision of 'interactive signs' | Dec 03 | <ul style="list-style-type: none"> reduction in speed related accidents | AIU Highways | S Heydon AHOs |
| 22. | Maximise safety benefits of schemes not meeting AIU levels of intervention. | Jun 03 and annually to 2010 | <ul style="list-style-type: none"> Less constraint on targeting casualty sites. Annual programme of as part of LTP. | AIU AHOs LTP | S. Heydon (Highways) Area Managers (Highways) K. Sharman (Trans) |
| 23. | Identify safety critical street lighting columns both in terms of road and community safety. | Ph 1 - Sept 03 Ph 2 - Dec 05 | <ul style="list-style-type: none"> Environment contributions to Community Safety. Known sites identified by 2003, potential sites county-wide by 2005 Higher priority maintenance/replacement/inspection Improved liaison/co-ordination within the Dept. | AIU Trans. | J. Delaney (Transportation) S. Heydon (Highways) |
| 24. | Maximise capacity of Traffic Accident Report System (TARS). | Dec 03 | <ul style="list-style-type: none"> Resources targeted to casualty reduction. | AIU AHOs | S. Heydon (Highways) GM (Highways) |
| 25. | <ul style="list-style-type: none"> Utilise street lighting as casualty reduction engineering solution. Utilise an annual Programme of Street Lighting Schemes to reduce accidents. | Mar 04 and annually to 2010 | <ul style="list-style-type: none"> Significant contribution to all safety Performance Indicators and ongoing targets. | AIU Trans | S. Heydon (Highways) |
| 26. | <ul style="list-style-type: none"> Extend highway safety inspection regime to include on-highway cycle tracks. (*HSBVR) Train Inspectors to identify two-wheeler needs. | Mar 04 | <ul style="list-style-type: none"> Reduction in defects, better public perception in repairs. Ensure fit for use under our Duty of Care under the Highways Act. | Trans Highways | Highways |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----------------------------------|---|--------------------|--|--------------------|---|
| 27. | Extend winter gritting routes to meet with likely new statutory requirements | Sept 04 | <ul style="list-style-type: none"> Reduction of accidents relating to adverse weather conditions. | Highways AIU | K. Jones (Highways) |
| 28. | Expedite completion of Mansfield Ashfield Regeneration Route by 2005. Full impact assessment in Sept 2008. | Sept 05 | <ul style="list-style-type: none"> Accident reduction on adjacent existing networks in Ashfield and Mansfield. | Trans AIU | A. Wallace (Transportation) |
| COMMUNICATION & ACCESS | | | | | |
| 29. | Promote greater involvement with the media on casualty reduction performance in Notts. | Ongoing | <ul style="list-style-type: none"> Media used to bring additional resources. Greater public awareness of impact of casualties and the efforts being undertaken by the County Council to improve the situation. | AIU RSE | P. Shaw (Transportation) |
| 30. | Introduce LSP Road Safety Working Groups in all Districts of the County. | Jun 04 | <ul style="list-style-type: none"> Better community/Member engagement in road safety. | D&I AIU RSE | N. Woodcock (D&I) |
| 31. | Improve access to quality accident information by making accident data available on NCC Website via GIS based system | Dec 03 | <ul style="list-style-type: none"> Better problem definition by practitioners. Better public access to information. Contribution to e-Government by 2005. | AIU R&D | S. Heydon (Highways) S. Smith (R&D) |
| POLICY/STRATEGY | | | | | |
| 32. | Input to District Development Briefs for new development so that road and community safety is incorporated into the design. | Ongoing | <ul style="list-style-type: none"> Safety is designed into all proposals. | Trans AIU | P. Chamberlain (Transportation) S. Heydon (Highways) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----|--|--------------------|---|--------------------|---|
| 33. | Review safety fencing policy and produce prioritised programme of works. (*HSBVR) Top slice budgets for this purpose? | Sep 03 | <ul style="list-style-type: none"> • Programme funded by LSS/LTP budgets • Reduction in crossover accidents on dual carriageways. | Trans AIU | B. Younger (Transportation) |
| 34. | Ensure close integration between the Road Safety Plan and the County Council's Walking and Cycling Strategies. | Apr 03 | <ul style="list-style-type: none"> • A co-ordinated approach to road safety for vulnerable road users. | Trans | P. Rankin (Transportation) S. Calvert (Transportation) |
| 35. | Establish linkages between Road Safety and the Corporate NCC Community Plan. | Apr 03 | <ul style="list-style-type: none"> • Co-ordinated Corporate approach to Service Delivery. | | P. Rankin (Transportation) |
| 36. | Develop interim speed limit policy. | Sept 03 | <ul style="list-style-type: none"> • 30 mph speed limit in all villages. • Development of 20 mph policy criteria. | Trans Police | J. Delaney (Transportation) |
| 37. | Develop Cycling policy for Junior Schools. | Sept 03 | <ul style="list-style-type: none"> • Appropriate cyclist training provision. • Reduced cycling casualties. | | P. Shaw (Transportation) |
| 38. | Review cycling training policy (including on-road training). | Sept 03 | <ul style="list-style-type: none"> • Improved training available for schools in Nottinghamshire. | RSE Education | P. Shaw (Transportation) |
| 39. | Review recruitment policy for school crossing patrols | Sep 03 | <ul style="list-style-type: none"> • Better staff retention, more sites manned, leading to reduction in potential school child casualties | RSE | P. Shaw (Transportation) |
| 40. | Revise approach to traffic calming policy. | Dec 03 | <ul style="list-style-type: none"> • Policy adopted. • New Traffic Calming Design Guide and principles published. | Trans | B. Younger (Transportation) |
| 41. | Extend use of SCRIM to all County Road Network, establish skid resistance policy, standards and programme. | Mar 04 | <ul style="list-style-type: none"> • 20% of network assessed by March 04 • Reduction in accidents at difficult sites. | Trans AIU | B. Younger (Transportation) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----------------------|--|---------------------------|---|---------------------|---|
| 42. | Devise a programme of Route Management Strategies for the Primary Road Network in Nottinghamshire. | Sept 04 | <ul style="list-style-type: none"> A co-ordinated route approach to Traffic Management and Road Safety Treatments. | Highways Trans | Transportation |
| SUSTAINABILITY | | | | | |
| 43 | Review issue of Sustainability vs Road Safety. | Sep 03 | <ul style="list-style-type: none"> Adjustment to policies. | Trans EP | P. Rankin (Trans) R. Crowder (EP) |
| PERFORMANCE | | | | | |
| 44 | Report road safety annual performance to Cabinet Member each year. | June 04 & each year | <ul style="list-style-type: none"> Raised awareness of safety. Year on year monitoring of progress against Performance Indicators. | AIU RSE Trans | P. Rankin (Transportation) |
| 45. | Establish a dedicated resource from LTP/County funding to monitor performance. | Dec 03 | <ul style="list-style-type: none"> Create more effective cross-service monitoring capacity. Enhance feedback into policies and priorities i.e. "Closing of the loop". | Trans | P. Rankin (Transportation) |
| 46. | Undertake research work to establish casualty reduction effects of education. | Dec 03 | <ul style="list-style-type: none"> Assessment of the effectiveness of education in terms of attitude/behaviour. Performance compared against other CC's. | RSE R&D | N. Woodcock (D&I) |
| 47. | Evaluate effectiveness of School Crossing Patrol Service. | Sep 04 | <ul style="list-style-type: none"> Establish VFM/Return on investment. Budget confirmed or realigned. | RSE | P. Shaw (Transportation) |
| 48. | Monitor and review Road Safety Service Plan on a six monthly basis. | Up to 2010 | <ul style="list-style-type: none"> Progress check/status report. Plan amended in the light of experience and national guidelines/advice. | Trans Highways | P. Rankin (Transportation) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----|---|--------------------|--|-------------------------------------|---|
| | PARTNERSHIPS | | | | |
| 49. | Work with Partners such as the Health Authority/Education to fund and improve awareness of road safety issues. | Ongoing | <ul style="list-style-type: none"> Multi-agency approach to service delivery. Additional resources may be available via partners. | Trans PCTs Education | P. Shaw (Transportation) |
| 50. | Establish quarterly strategic liaison meetings between Safety practitioners and Senior Police Traffic Management Officers. | April 03 | <ul style="list-style-type: none"> Improved co-ordination and strategic working with Notts Police. | AIU RSE | P. Rankin (Transportation) |
| 51. | Expand work with Partners to produce annual programme of street lighting Fear of Crime projects. | Mar 04 | <ul style="list-style-type: none"> Contribution to accident savings and reductions in crime. (Community Safety linkage) | Trans AIU | J. Delaney (Transportation) S. Heydon (Highways) |
| 52. | Develop integrated approach linking road safety with education and school transport. | Sep 04 | <ul style="list-style-type: none"> Co-ordinated approach across the Authority. | RSE Public Trans Education | P. Shaw (Transportation) |
| | DEVELOPMENT | | | | |
| 53. | Review implications of gritting on-highway cycle routes and footways against accident savings. (*HSBVR) | Sept 03 | <ul style="list-style-type: none"> Meeting of likely statutory requirements to grit footways and reduce pedestrian accidents. | AIU Highways | K. Jones (Highways) |
| 54. | Identify accidents at areas of deprivation and high crime. (Tie in with national campaign to target child pedestrian problems.) | Sept 03 | <ul style="list-style-type: none"> Package of safety regeneration work to assist with deprived communities. Improvement in Street Scene. | AIU RSE LTP Regeneration | S. Heydon (Highways) |
| 55. | Whole-life maintenance costs of local safety schemes identified. | Sep 03 | <ul style="list-style-type: none"> Safety schemes receive highest levels of maintenance. Prioritised standards in HNMP. | Trans AIU | B. Younger (Transportation) S. Heydon (Highways) |

| | <u>Actions</u> | <u>Target Date</u> | <u>Outcome</u> | <u>Key Players</u> | <u>Responsibility</u> |
|-----|---|--------------------------|---|--------------------------|--|
| 56. | Undertake research and analysis to establish accident casualty factors (including driver error) to focus education and awareness work . | Mar 04 | <ul style="list-style-type: none"> More targeted publicity campaigns achieved (additional funding required). | RSE AIU | S. Heydon (Highways) P. Shaw (Transportation) |
| 57. | Research the needs of people with disabilities and initiate road use training for people with disabilities. | Mar 05 Mar 06 | <ul style="list-style-type: none"> Training & education needs identified. Targeting vulnerable road users to reduce their involvement in accidents. | RSE Soc. Services | P. Shaw (Transportation) |
| 58. | Review all signal junctions without facilities for pedestrians from March 2006 - March 2010 | Mar 2006- Mar 2010 | <ul style="list-style-type: none"> Prioritised Programme of Improvements to reduce vulnerable road user accidents. | Highways AIU | T. Richmond (Highways) |
| 59. | Develop and implement criteria and risk assessment in conjunction with Network Rail at road over rail/other locations.(and bridge parapets) | Sept 2006- 2010 | <ul style="list-style-type: none"> Reduction in severity of accidents at road over rail/other locations. Prioritised programme of improvement works. | Trans Network Rail | J. Delaney (Transportation) |

RNWEKK ROAD SAFETY ACTION PLAN TABLE - AMENDED 16.6.03 2ND VERSION (pm)

Road Safety Countermeasures - Potential for Savings and Value For Money

1. In an ideal world it would be desirable to say with certainty that some solutions are better than others and be able to demonstrate beyond doubt that they represent best value for money. However, road safety countermeasures are often difficult to evaluate and make valid comparisons between, let alone decide objectively, where resources should be concentrated.
2. Available options for reducing accidents and casualties can conveniently be grouped into the following approaches - road engineering measures, vehicle design and influencing the road user. The potential for saving accidents and casualties by application of these established measures has been long accepted as being as follows:-

| <u>Option</u> | <u>Potential Saving (%)</u> |
|--|-----------------------------|
| (i) Road Engineering (low cost safety schemes) | 20% of accidents |
| (ii) Vehicle safety measures (inc. seat belt wearing etc) | 25% of accidents |
| (iii) Road users (inc. education, training, publicity and enforcement) | 33% of accidents |

3. In all, around 60% of accidents can be saved by applying one or a combination of the above options. For many road safety problems there are many options for remedial treatment and the final choice is likely to be greatly influenced by ease of application and predicted economic rate of return.
4. Since 1973 the County Council has invested in annual casualty reduction programmes comprising low cost engineering schemes, road safety education training and publicity besides supporting police enforcement initiatives. In this period, over 1900 low cost engineering schemes have been introduced ranging in scale from simple adjustments to signs and lines to complex area-wide traffic calming schemes involving considerable elements of education, training and publicity. It is estimated that the cumulative casualty savings of this work is almost 30,000 casualties with an average first year rate of return of 300% per scheme.
5. Measuring the effectiveness of site specific countermeasures is relatively straightforward and is determined by comparing the 3 year accident record of the location with the accidents after countermeasures have been introduced and allowed to settle down.

6. Measuring the effectiveness of education, training and publicity is much more difficult and this has long been accepted by the government and its Safety agencies*. It is the very fact that results are long term which makes evaluation difficult and in terms of accident savings almost impossible. It is recognised that to gain long term benefits of changes in behaviour, a long term approach to education and training must be adopted and pursued as an act of faith.
7. To this end the County Council made a commitment in 1973 to devote resources to the education, training and publicity of road safety issues particularly encouraging traffic education in schools, cyclist training, supporting motorcycling and driver training and proactively providing publicity besides supporting the government's national campaigns. Whilst it is impossible to say with certainty what the direct effect of the Council's investment has been , it seems highly likely that this work has contributed significantly to the 30,000 casualty reduction referred to above.
8. Consideration of the role of education and training in road safety re-opens the question of how values should be assessed. There is a dilemma in applying the conventional costing procedures described in 8.5 above for assessment of long term measures. Economic benefits evaluated in this way are unlikely to be positive, even if they are capable of evaluation, and certainly will not compare with those from engineering measures. Current concern to get value for money - a very real and urgent need - should not nevertheless cloud the broader issues which will have repercussions on future generations.

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* see Road Safety & Value for Money: TRRL Report 581 - Barbara Sabey. 1980



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