


REPORT TO ECONOMY, SKILLS, TRANSPORT AND ENVIRONMENT SCRUTINY BOARD

16 November 2017

Subject:	Sandwell Strategic Road Safety Plan 2017-2022
Cabinet Portfolio:	Councillor David Hosell - Cabinet Member for Highways and Environment
Director:	Executive Director - Neighbourhoods - Alison Knight
Contribution towards Vision 2030:	
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DECISION RECOMMENDATIONS

That Economy, Skills, Transport and Environment Scrutiny Board:

1. That Cabinet are recommended to approve the Strategic Road Safety Plan 2017-2022 to inform road safety delivery within the borough over the next five years.

1 PURPOSE OF THE REPORT

- 1.1 Sandwell's Strategic Road Safety Plan 2017-2022 publishes the findings of an in-depth road traffic casualty analysis across the borough and sets out the Authority's new road safety strategy for that period. This report seeks to gain approval to implement the road safety strategy and associated polices to help inform road safety delivery within the borough over the next five years.
- 1.2 This Plan complements the Government's latest road safety statement – *Working Together to Build a Safer Road System* – and embraces their Safe Systems approach in setting out Sandwell's strategy.

- 1.3 Sandwell has an excellent track record in reducing road casualties, Between 2000 and 2015 total road injuries have fallen from 1639 to 880 (46% reduction); killed and seriously injured (KSI) have reduced from 207 to 116 (44%) and most noteworthy is the 61% reduction in child casualties during that time.
- 1.4 However analysis has shown that the trend for road casualty reduction in Sandwell has slowed recently and therefore it is recognised we should not become complacent.

Sandwell will introduce new local road casualty reduction targets. This will help focus resources to help develop future local road safety strategies and programmes of work. The new local casualty reduction targets are,

- **Reduce the number of Killed and Serious Injured (KSI) road casualties by the regional target of at least 40% within 10 years from the 2015 baseline.**
 - **Reduce the number of all road traffic casualties by at least 10% by 2022, based on the 2015 baseline.**
 - **Reduce the number of all child road traffic casualties by at least 10% by 2022, based on the 2015 baseline.**
- 1.5 The new Strategic Road Safety Plan will fully embrace the 2030 vision as road safety has a significant role in realising 4 of the 10 Ambitions.

Ambition 2 - Become a place where people are healthier and safer for longer.

Ambition 6 - Develop excellent transport links to the region and beyond.

Ambition 7 - Create significant number of new homes and employment sites.

Ambition 8 - Develop a better environment in which people will choose to bring up their families.

- 1.6 Detailed analysis has identified the Key Priority groups for specific targeted road safety interventions, for the next 5 years as,
- Killed and Seriously Injured Accidents
 - Child Casualties
 - Pedestrians Casualties
 - Pedal Cyclists Casualties
 - Motorcyclists Casualties

- 1.7 The new Sandwell Road Safety Strategy's Local Action Plan will be delivered following the ethos of the 5 pillar Safe System approach to compliment the national and regional strategies.

Pillar 1: Road Safety Management

Pillar 2: Safer Roads and Mobility

Pillar 3: Safer Vehicles

Pillar 4: Safer Road Users

Pillar 5: Post Crash Response

- 1.8 The safe system approach will include road safety initiatives and campaigns implemented through an integrated programme of engineering, education and enforcement. In particular the Local Action Plan will look to introduce new innovative ways of changing driver behaviour through targeted campaigns developed by the new Sandwell Road Safety Partnership.

One such campaign will be the expansion of the '**Kids Court**' initiative across the borough. This initiative involves Police officers stopping speeding drivers outside of a school, who then face a number of thought provoking questions delivered by children in a court room scenario.

- 1.9 The 2017-2022 Strategic Road Safety Plan also helps discharge Sandwell's Statutory Duty under **Section 39 of the Road Traffic Act 1988** to promote a programme of road safety.

2 **IMPLICATIONS FOR SANDWELL'S VISION**

Ambition 2. Sandwell is a place where we live healthy lives and live them for longer and where those of us who are vulnerable feel respected and cared for.

Ambition 6. We have excellent and affordable public transport that connects to tall local centres and to jobs in Birmingham, Wolverhampton, the airport and the wider West Midlands.

Ambition 7. We now have many new homes to meet a full range of housing needs in attractive neighbourhoods and close to key transport routes.

Ambition 8. Our distinctive towns and neighbourhoods are successful centres of community life, leisure and entertainment where people increasingly choose to bring up their families.

3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 Globally, road traffic collisions are among the top ten causes of death. The United Nations (UN) have a target to halve the number of global deaths and injuries from road traffic accidents by 2020 and they advocated that all countries adopt what is known as a **Safe Systems** approach to reducing national road casualties.
- 3.2 The UN's **Global Plan for Road Safety** promotes a 'Five Pillar' strategic approach to managing road safety and creating a truly safe system.
- Pillar 1:** Road Safety Management
 - Pillar 2:** Safer Roads and Mobility
 - Pillar 3:** Safer Vehicles
 - Pillar 4:** Safer Road Users
 - Pillar 5:** Post Crash Response
- 3.3 Britain has some of the lowest road casualty rates in the world. Between 2005 and 2014 road deaths fell by 45% due to safer infrastructure, improved vehicle design, tougher enforcement, changing social attitudes, extensive educational campaigns and improved trauma and emergency care. However, we should not become complacent and now need to consider fresh, alternative approaches to road safety to complement the existing robust engineering improvement programmes already in place.
- 3.4 The Government's statement actively supports devolution. It empowers Local Authorities, Regional Mayors, and Police & Crime Commissioners to make decisions on local road safety spending priorities, to the benefit of the communities they serve.
- 3.5 The Sandwell Strategic Road Safety Plan 2017-2022 has been produced to compliment the Government's Road Safety Statement and the new West Midlands Regional Road Safety Strategy at a local level. In addition the new West Midlands Plan introduces a new regional target of,
Reduce the number of Killed and Serious Injured (KSI) road traffic accidents by the regional target of at least 40% within 10 years from the 2015 baseline.
- 3.6 The Sandwell Plan publishes the findings of an in-depth road traffic casualty study to identify the Authority's road safety priorities and inform the development of the Borough's road safety strategy for the next five years.

- 3.7 The Sandwell strategy embraces the Government's new **Safe Systems** approach, particularly within Pillars 1, 2 and 4, the main areas where local authorities can help affect change. In the current economic climate this latest Strategic Road Safety Plan considers target led safety interventions and campaigns that are cost effective, whilst focusing resources on the areas and user groups that need it most.
- 3.8 The strategy will encourage greater partnership working and community involvement in road safety decision making. This will help develop future enforcement and educational road safety initiatives to supplement the more traditional engineering improvement programme already in place.
- 3.9 Following the advice within the Government's National Strategy and to enhance upon the West Midlands Regional Strategy, Sandwell aims to introduce additional local road casualty reduction targets. This will help focus resources to help develop future local road safety strategies and programmes of work.

Based on recent historic casualty reduction performance and utilising a base year of 2015 to compliment the WM Regional target, the new local casualty reduction targets are,

- **Reduce the number of Killed and Serious Injured (KSI) road casualties by the regional target of at least 40% within 10 years from the 2015 baseline.**
 - **Reduce the number of all road traffic casualties by at least 10% by 2022, based on the 2015 baseline.**
 - **Reduce the number of all child road traffic casualties by at least 10% by 2022, based on the 2015 baseline.**
- 3.10 Published in 2017, the **Sandwell Vision 2030** identifies 10 Ambitions for the borough to work towards over the next 13 years. Focusing on these areas will boost business, foster major new development, create a skilled workforce and address the issues that really matter in people's lives and their wider community.
- The new Strategic Road Safety Plan will fully embrace the 2030 vision as road safety has a significant role in realising 4 of the 10 Ambitions in particular.

Ambition 2 - Become a place where people are healthier and safer for longer.

Ambition 6 - Develop excellent transport links to the region and beyond.

Ambition 7 - Create significant number of new homes and employment sites.

Ambition 8 - Develop a better environment in which people will choose to bring up their families.

- 3.11 The 2017-2022 Strategic Road Safety Plan also helps discharge Sandwell's Statutory Duty under **Section 39 of the Road Traffic Act 1988** to promote a programme of road safety.
- 3.12 Detailed analysis has shown that Sandwell MBC has an excellent track record in reducing road casualties, achieving a fall in total casualties from 1639 to 880 (46% reduction) between 2000 and 2015. Killed and seriously injured (KSI) reductions were equally welcoming, with a reduction from 207 to 116 (44%) in the same period. Most noteworthy is the recorded 61% reduction in child casualties since 2000, with totals now just a third of those recorded 15 years ago.
- 3.13 However analysis has shown that the trend for road casualty reduction in Sandwell has slowed and plateaued since 2014. Therefore it is recognised we should not become complacent.
- 3.14 When comparing the percentage reduction in total casualties against the 2005-09 baseline, Sandwell out performs national trends significantly (-42% Sandwell, -22% GB). Unfortunately for the percentage reductions in KSI casualties, Sandwell currently falls below the national trend. (-3% Sandwell, -19% GB).
- 3.15 At a local level Sandwell has the second best reduction rate in total casualties but only the sixth best rate for KSI reduction in the West Midlands.
- 3.16 Demographically, the number of total casualties per head of population in Sandwell is lower than the West Midlands average whilst Sandwell performs well in reducing the number of casualties per vehicle miles travelled, having the third best rate in the West Midlands region. Significantly Sandwell has the most 100 million vehicle miles travelled through its borough within the Black Country region, which greater increases the risk of collisions, many involving non-Sandwell residents.

- 3.17 The vulnerability of certain user groups was demonstrated, as almost half of all recorded killed or seriously injured casualties were either pedestrians (33%) or cyclists (13%). Children are particularly vulnerable road users making up a third of all pedestrian injuries. Of those over 50% occurred on school journeys, but not necessarily outside of schools.
- 3.18 16 to 29 year olds are the most at risk age group in Sandwell, accounting for a third of all road casualties. This highlights their in-experience as road users, making them more susceptible to collisions and injury. In addition Motorcyclists account for only 1% of all traffic but are responsible for 17% of all killed and seriously injured casualties in Sandwell. This is a strong indicator of this group's susceptibility to injury for every mile travelled.
- 3.19 Two in every three road casualties in Sandwell were car occupants. This confirms that through continued high exposure to risk (as a result of the high number of miles travelled) car occupants are the most likely group to become road casualties.
- 3.20 The detailed analysis identified the Key Priority groups for particular attention and specific targeted road safety interventions, for the next 5 years as,
- Killed and Seriously Injured Accidents
 - Child Casualties
 - Pedestrian Casualties
 - Pedal Cycle Casualties
 - Motorcycle Casualties
- 3.21 The new Sandwell Road Safety Strategy's Local Action Plan will be delivered following the ethos of the 5 pillar Safe System approach to compliment the national and regional strategies.
- 3.22 **Pillar 1: Road Safety Management.**
This Pillar focusses on governance, strategy and funding by supporting other national and regional road safety strategies and targets whilst identifying new avenues of funding.
- Pillar 2: Safer Roads and Mobility**
This Pillar is concerned mainly with targeted engineering schemes aimed at reducing road casualties, encouraging walking and cycling, maintaining the existing highway asset, the expeditious movement of traffic and working with private developers to improve the highway network.

Notable projects will include the introduction of large scale residential 20mph zones across the borough and increased use of interactive electronic signing.

Pillar 3: Safer Vehicles

This particular area is outside the remit of this report and not within the zone of influence of Sandwell MBC.

Pillar 4: Safer Road Users

This Pillar is targeted in part at educational campaigns, road safety training and publicity with the aim of equipping our young with lifelong road safety skills and in changing people's attitudes towards road safety and the dangers they face. We will continue working closely with our partner emergency service colleagues in delivering high quality educational campaigns.

We will roll out the successful '**Kids Court**' initiative across the borough, whilst developing and expanding the Council's own 'Interactive Road Safety' brand of electronic road safety education packages.

This Pillar is also concerned with the effective and continued enforcement of traffic laws and traffic regulation orders to help keep the roads operating safely. Partnership working is key and expansion of digital camera enforcement is proposed across the borough, particularly using Average Speed Camera and Bus Lane Camera technologies.

Pillar 5: Post Crash Response

This Pillar revolves around working with emergency services and the NHS to ensure road collisions are effectively responded to and investigated. Sandwell is party to the West Midlands and West Midlands Police Fatal Collision protocol. This ensures all fatal and life changing collisions are jointly investigated to determine in detail the main causation of any incident.

3.23 This report therefore seeks to gain approval to implement the Sandwell Strategic Road Safety Plan 2017-2022 and the supporting strategies and policies to help inform road safety delivery within the borough over the next five years.

4 THE CURRENT POSITION

- 4.1 Sandwell has an excellent track record in reducing road casualties, Between 2000 and 2015 total road injuries have fallen from 1639 to 880 (46% reduction); killed and seriously injured (KSI) have reduced from 207 to 116 (44%) and most noteworthy is the 61% reduction in child casualties during that time.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

Any future casualty reduction engineering schemes, traffic regulation orders and road safety initiatives will follow the required statutory and corporate consultation requirements

6 ALTERNATIVE OPTIONS

- 6.1 There are no alternative viable options

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 Delivery of the five year strategy will draw on relevant capital and revenue budgets as necessary at the time. Any required resources will be considered through the relevant corporate processes as and when required.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 The 2017-2022 Strategic Road Safety Plan also helps discharge Sandwell's Statutory Duty under **Section 39 of the Road Traffic Act 1988** to promote a programme of road safety.
- 8.2 Any future casualty reduction engineering schemes, traffic regulation orders and road safety initiatives will follow the required statutory and legal requirements at the time.

9 EQUALITY IMPACT ASSESSMENT

- 9.1 There are no equality issues with this report.

10 DATA PROTECTION IMPACT ASSESSMENT

- 10.1 Any data in the road casualty analysis has been previously censored to remove any relevant personal data.

11 CRIME AND DISORDER AND RISK ASSESSMENT

- 11.1 In particular the partnership working with West Midlands Police around traffic law enforcement is targeted specifically and issues of crime and disorder.

12 SUSTAINABILITY OF PROPOSALS

- 12.1 The Strategic Road Safety Plan and associated delivery strategy is a 5 year plan that is designed to be flexible and meet the demands. Roads casualty data will be analysed on a yearly basis and programmes of work developed annually to help achieve the overarching principles of the Plan.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

- 13.1 Road injuries are the largest cause of accidental death in Britain. The Strategic Road Safety Plan's main focus is the reduction of harm and injury on the Borough's road network with the aim to reduce casualties and improve the safety environment across the council's asset.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

- 14.1 The Strategic Road Safety Plan is targeted at the council's adopted public highway network.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 15.1 Sandwell has an excellent track record in reducing road casualties, Between 2000 and 2015 total road injuries have fallen from 1639 to 880 (46% reduction); killed and seriously injured (KSI) have reduced from 207 to 116 (44%) and most noteworthy is the 61% reduction in child casualties during that time.
- 15.2 However analysis has shown that the trend for road casualty reduction in Sandwell has slowed recently and therefore it is recognised we should not become complacent.
- 15.3 Sandwell's Strategic Road Safety Plan 2017-2022 publishes the findings of the latest in-depth road traffic casualty analysis across the borough and sets out the Authority's new road safety strategy for that period.
- 15.4 This report seeks to gain approval to implement the road safety strategy and associated policies to help inform road safety delivery within the borough over the next five years.

16 BACKGROUND PAPERS

16.1 Sandwell strategic Road safety Plan 2017-2022

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