



## Sandwell Strategic Road Safety Plan 2017 – 2022

### Objectives of the Road Safety Plan

1. To support Government and UN road safety strategies and to deliver our Statutory Duty under **Section 39 of the Road Traffic Act 1988** to promote a programme of road safety
2. To contribute to the 2030 ambitions 2, 6, 7, 8
3. To publish the road traffic casualty analysis for the borough
4. To introduce new local road casualty reduction targets
5. To establish key priority groups for interventions



## Sandwell Strategic Road Safety Plan 2017 – 2022

### Effects of Road Traffic Accidents on Society

- Injury accidents affect families, communities, and businesses.
- There are significant human and social impacts
- The DfT has reported the costs in terms of damage, healthcare, emergency services, insurance, employment, businesses, legal, courts, coroners, congestion etc.
- The average injury accident costs society over £800,000.



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### 1. Supports the UN and Government road safety strategies

➤ *DfT - Working Together to Build a Safer Road 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



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### 2. Contributes to the 2030 Ambitions 2, 6, 7, 8

- **Ambition 2.** Sandwell is a place where we live healthy lives and live them for longer .....
- **Ambition 6.** We have excellent and affordable public transport that connects to tall local centres and to jobs.....
- **Ambition 7.....** attractive neighbourhoods close to transport.
- **Ambition 8.** Distinctive towns and neighbourhoods....where people increasingly choose to bring up their families.



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### 3. Headlines for Sandwell road traffic casualty analysis

- 46% fall in total casualties from 1639 to 880 over 15 years
- 44% fall in killed and seriously injured (KSI) from 207 to 116
- 61% reduction in child casualties since 2000
- Sandwell out performs national trends for total casualty reduction.



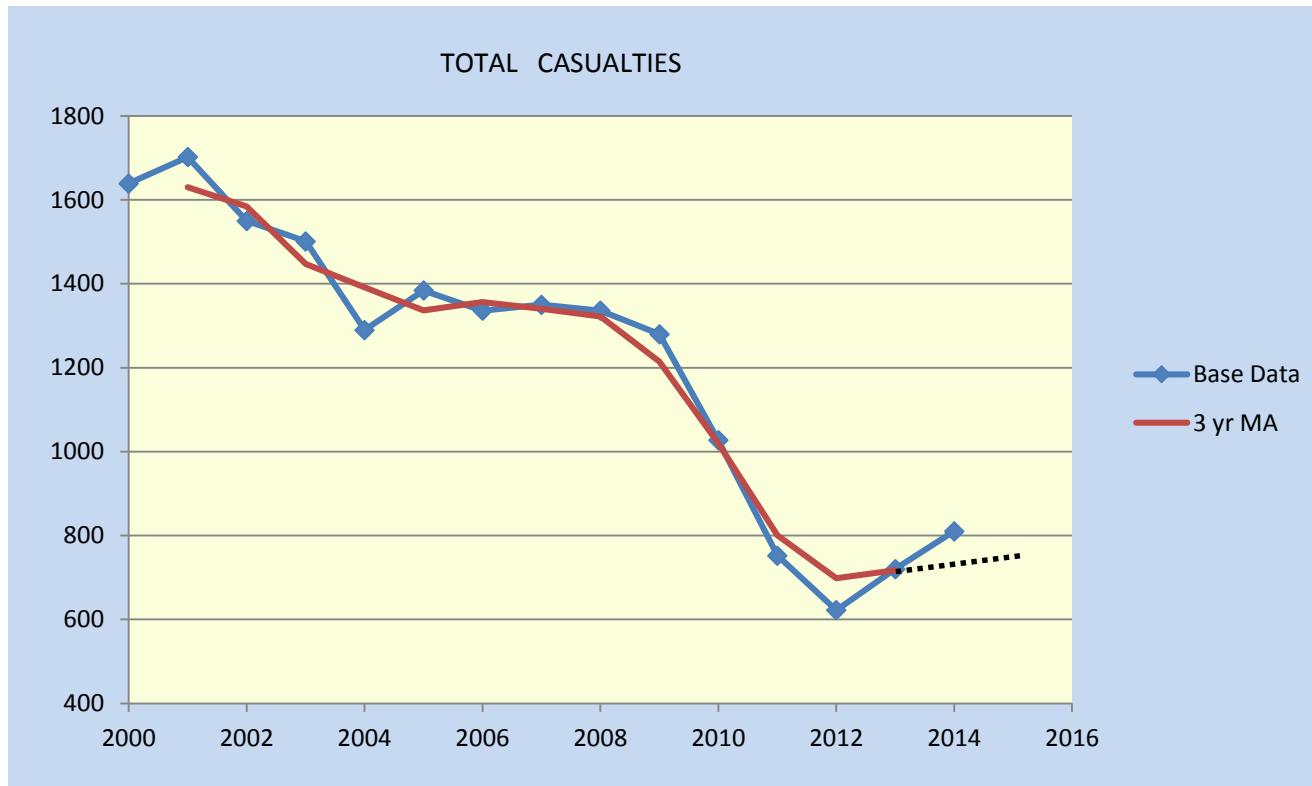
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### Vulnerable Groups

- 33% of KSI casualties were pedestrians
- 13% of KSI casualties were cyclists
- 32% of all pedestrian casualties are children
- 54% of pedestrian child casualties are on school journeys
- 16 to 29 year olds are the most at risk age group in Sandwell, accounting for a third of all road casualties
- 17% of KSI's are motorcyclists who make up only 1% of traffic

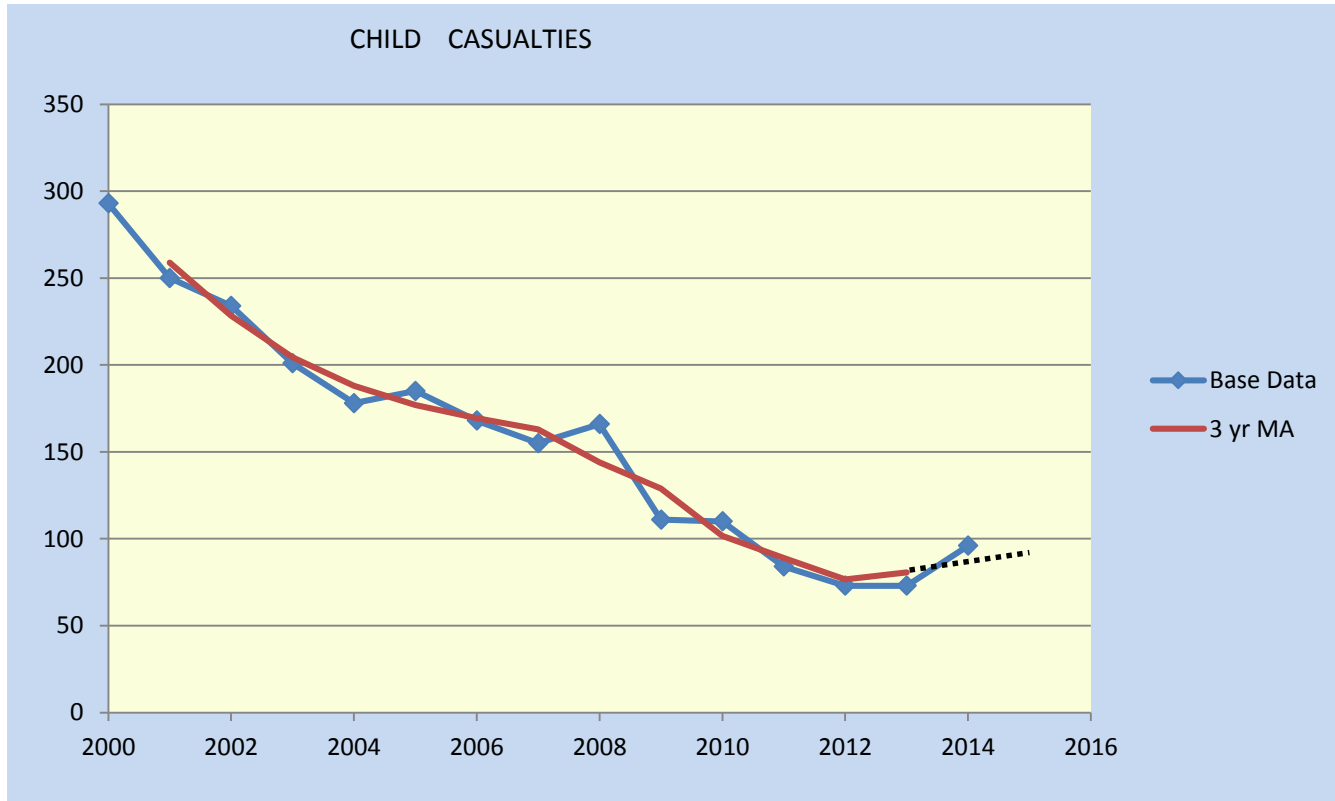


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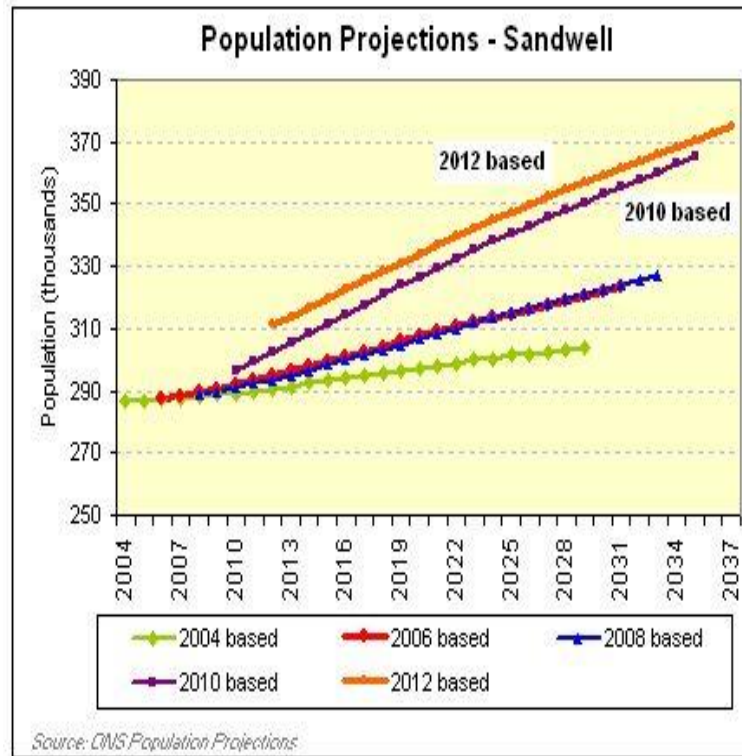
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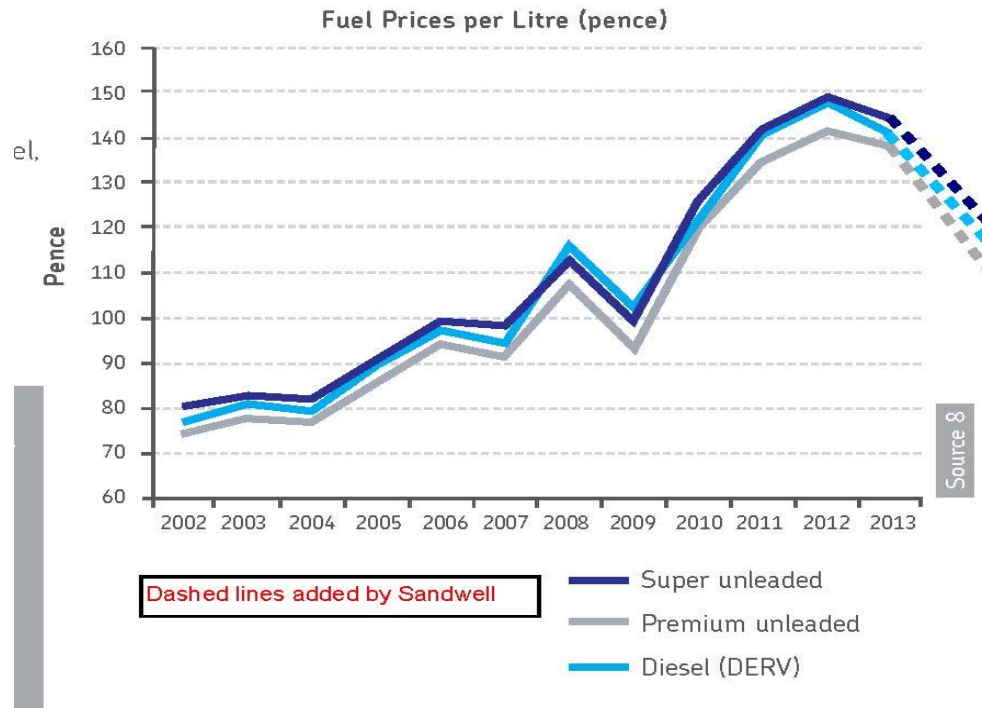
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### West Midlands Travel Trends, Centro 2013







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### 4. New local road casualty reduction targets

- 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.



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### 5. To establish key priority groups for interventions

#### Priority 1 – Reduce

- Killed and Seriously Injured accidents
- Child Casualties
- Pedestrian Casualties

#### Priority 2 – Reduce

- Pedal Cyclists casualties
- Motorcyclist casualties



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### Highway Interventions to Treat Accidents

A large proportion of accidents have causes not linked to a particular location and cannot be corrected through highway interventions. These include;

- driving under the influence of alcohol/drugs,
- reckless driving, driving without due care and attention (using mobile phones, reading maps/directions, operating the radio/CD, eating, etc.)

It is important to closely examine the causes of accidents to identify common factors at the locations of accident clusters.



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### Safety and Campaign initiatives

- Road safety zones
  - Of the 885km of roads in Sandwell there are;
  - 111 km of 20mph roads with** an enforceable 20mph TRO
  - 14 km of 30mph roads with** traffic calming
- Sandwell Road Safety Partnership
- Kids Courts
  - St Mathews School, Windmill Lane, Smethwick
  - Possibly Followed by Friar Park



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# **Showcase – Kids Court Video,**

St Mathews School, Windmill Lane Smethwick





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# QUESTIONS