

**Economy, Skills, Transport &
Environment Scrutiny Board**

**Thursday 13th November, 2017 at 5.30 pm
Committee Room 1
at the Sandwell Council House, Oldbury**

Agenda

(Open to Public and Press)

1. Apologies for absence.
2. Members to declare:-
 - (a) any interest in matters to be discussed at the meeting;
 - (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.
3. To confirm the minutes of the meeting held on 14th September, 2017 as a correct record.
4. Road Safety Plan 2017 – 2022.
5. Regeneration Update - The Councils approach to identifying suitable sites and programmes for the Black Country City Deal and the West Midlands Combined Authority Land Reclamation Fund.
6. Vice-Chairs Working Group updates.

J Britton
Chief Executive

Sandwell Council House
Freeth Street
Oldbury
West Midlands

Distribution:

Councillor Hickey (Chair);
Councillor Ashman, Tagger (Vice-Chairs);
Councillors Ahmed, Allcock, Crompton, Dhallu, Frear, I Jones,
B Price, Rouf.

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Apologies

To receive any apologies from members

Declarations of Interest

Members to declare:-

- (a) any interest in matters to be discussed at the meeting;
- (b) the existence and nature of any political Party Whip on any matter to be considered at the meeting.

**Minutes of the Economy, Skills, Transport and Environment
Scrutiny Board**

**14th September, 2017 at 5.30 pm
at the Sandwell Council House, Oldbury**

Present: Councillor Hickey (Chair);
Councillors Ahmed, Allcock, Ashman, Crompton,
Dhallu and Rouf.

Apologies: Councillors Price and Tagger.

5/17 **Minutes**

Resolved that the minutes of the meeting held on 14th July, 2017 be confirmed as a correct record.

6/17 **Sandwell Cycling Infrastructure Programme 2017/18 and 2018/19**

The Board was advised that the Sandwell Cycling Infrastructure Programme was referred to scrutiny by Cabinet on 26th July 2017 to consider questions raised by Councillor Hickey and P Hughes.

The Strategic Policy Manager outlined the report and response to questions raised by scrutiny. He advised that projects were well spread across the Sandwell area. He advised that the topography in the Rowley Regis area meant that there were fewer cycle routes and that there were slightly more in Smethwick but generally there was a good spread across the Borough.

The Board was advised that Sandwell's Cycling Strategy was developed in 1999, the strategy was subsequently adopted in the Unitary Development Plan and Black Country Core Strategy. The recent reviews of the Black Country Core Strategy and Sandwell Site allocations and Delivery Development Plan meant that the cycling

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strategy was due to be reviewed, scrutiny would be involved at this stage.

From the comments and questions from the Board the following responses were made and issues highlighted: -

- There were different categories of cycle route: -
 - off road – specific approval required;
 - shared footpath;
 - segregated off-road;
 - on carriageway – specific approval required.
- The classifications of cycle route:
 - Mandatory – only cyclist, continuous white line and the road must be wide enough;
 - Advisory – vehicles only go in if there is not a cyclist in there, dotted line and road could be any width.
- The Canal and River Trust maintained the canals and the footpaths and funding had been allocated from Centro and the West Midlands Combined Authority.
- Canal cycle routes had a slightly different status to other cycle routes due to not being available all year and the winter maintenance regime.
- There was regular inspection and maintenance of cycle lanes on highways. The schedule of inspections would be circulated to the Board.
- On-road cycle routes had issues such as drains and rubbish kerbside. The off-road cycle routes were preferable which required less maintenance.
- Anti-social behaviour along canal routes was regulated with Canal and River Trust bye-laws. A copy of the memorandum of understanding would be shared with Members to outline the working arrangements.

The Chair thanked the Strategic Policy Manager for his presentation.

Resolved:-

- (1) that the Scrutiny Board receives the response to questions raised at Cabinet 26th July, 2017 and forwards further comments arising from the discussion to the Cabinet Members - Regeneration and Economic Investment and Highways and Environment for consideration when determining the cycle infrastructure

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programme for 2017/18 and 2018/19.

- (2) that the draft Sandwell Cycling Strategy be considered by the Economy, Skills, Transport and Environment Scrutiny Board as part of the Work Programme 2017-18.

7/17

Cabinet Member for Regeneration and Economic Investment

The Cabinet Member for Regeneration provided a verbal progress report relating to his portfolio. He introduced Executive Director - Neighbourhoods, Alison Knight and the Director Housing and Communities, Alan Caddick recently appointed to Sandwell Council.

The Cabinet Member advised that performance figures for development management had consistently exceeded Government performance targets regarding the determination of planning applications. He advised that the integrity of the planning system depended on fast and effective enforcement action and that there was work taking place to manage the Council's 'Grot Spots' using Town and Country Planning Act section 215 powers to tackle unsightly land and buildings.

The Cabinet Member summarised progress in a number of key work streams as follows:-

- Unauthorised Encampments - Progress had been made including the development of new protocols and a policy document, a three-year temporary planning permission to take forward the creation of the traveller's transit site in Black Patch and a significant fall in the number of encampments in Sandwell compared to 2016. The actions taken were positive and the Cabinet Member was maximising every aspect of the legislation to address issues when they presented.
- West Midlands Combined Authority (WMCA) Update – The WMCA was more established, in Sandwell officers were working to access funding and work on the land reclamation fund was ongoing.

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- Local Enterprise Partnership (LEP) – The LEP continued to support further applications for funding, including several site investigations, where land may be bought for housing, including several large sites which tie in with other regeneration work in the Borough.
- Business Improvement Districts (BID's) – There was a focus on regenerating town centres and the BID was a good way to bring partners together to engage businesses and partners in wider regeneration of town centres. A BID put a small levy on businesses for them to join together and determine the way services for businesses in the area were decided, these could include street cleaning or regular events in the Town Centres and anything else that the BID agreed for the town centre. The Cabinet Member advised that the BID could put in place services over and above what the Council could do and provide additional services to the Town Centre such as additional CCTV camera's and free parking. The West Bromwich BID had worked well and the Wednesbury BID had stalled due to a legal challenge being lodged with Department for Communities and Local Government (DCLG). A response to DCLG had been prepared for submission and progress of this BID would be monitored. The Cabinet Member advised that a trader's forum could be considered as an alternative however a BID had more appeal to business owners and investors.
- Wednesbury Market Relocation – Plans are being developed to look at how the Town Centre could look in the future including the market, public realm and connectivity between the great western metro stop and Wednesbury Town Centre.
- Carrington Road Shops – Work is ongoing to tackle the condition of this area.
- Demolishing sites – Five dilapidated buildings sites had been approved for demolition and were in the programme. Demolition would tackle previous failures to decide on what to do with the sites.
- Land not owned by the Council – Land banking and land where permissions had been granted but never acted on was an issue which the Authority had little power to act. The Authority could raise a discussion with the landowner but could not compel the

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landowner to develop the site. A change in legislation would be needed to change this issue.

- Redevelopment of a 12-acre former cast iron foundry site in Bromford Road, Oldbury. The site had been vacant for 20 years. Four separate permissions to build a retail park had been granted but no development had taken place. The retail park may be obsolete due to changes over 20 years in online shopping. The Board suggested it may be timely for a discussion with the developer.
- Notable Land Sales – Land sales continued to provide good capital receipt for the Authority and encourage development, business rates and employment opportunities.
- Councillor Gavan had been appointed to the Business Ambassador role. The role was to meet with companies, have conversations to generate leads, discuss historical issues and develop better relationships with the top 50 fastest growing companies in borough.
- New Land Disposal Protocol – The Protocol was put in place as a result of the Wragge Report, the Land and Asset Management Committee made recommendations to dispose of land and property interests to the Council's Cabinet, which retained the decision-making power.
- Midland Metropolitan Hospital Update – The hospital development was on track for completion by Spring 2019. Collaborative working was ongoing in relation to the eight identified priorities:
 - the future of remaining sites
 - public safety / public realm, traffic movement and street lighting
 - development of multi-story car park on London Street
 - express bus service from West Bromwich sites
 - pedestrian links to Icknield Port Loop
 - pedestrian and cycle routes to Rolfe Street station
 - re-opening of the canal spur
 - surrounding housing developments and their impact on community infrastructure.

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- Council House Building – There was ambitious council house building programme across the Borough with 72 units being completed since 2016 and a further 337 with approval to be built (or purchased off plan) and an additional 150 units awaiting final approval to proceed from Cabinet. There was potential to link the council house build sites to the funding for land remediation through the Local Enterprise Partnership (LEP) making sites more feasible.
- Alternative types of housing construction – The Walsall based factory that produced flat pack timber frame housing to Accord Housing Association delivered an energy efficient house that resulted in tenants paying up to 60% less in gas and electricity bills. The Board welcomed further scrutiny of energy efficient housing solutions and alternative construction methods to reduce the environmental impact of housing. The Board further suggested that the needs and demands of Council housing solutions be taken into consideration when taking a creative look at alternative housing construction models.
- Birchley Island/ M5 Junction 2 - The scheme involved the construction of a through-roundabout. The major scheme business case was complete and discussions were ongoing with the Black Country Local Enterprise Partnership and the West Midlands Combined Authority to put together a funding package. Land and property acquisition would be required and therefore the earliest date for construction would be early 2019, but this was dependant on the funding being secured and whether a public inquiry into the land acquisition would be required.
- M5 Junction 1 – A major capacity improvement was required at junction 1. Feasibility work was in progress to establish options for further consideration. The timing of the scheme was dependent on funding and on the delivery of other projects taking place on the West Midlands motorway network. It was unlikely that any scheme could be started before 2021.
- Rail Franchise – The Board welcomed the award of the franchise to operate local rail services in the West Midlands to West Midlands Trains Ltd. The benefits to Sandwell would mean service improvements and extras for service users such as free wifi. West Midland Trains Ltd would take over the services from London

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Midland on 10th December 2017.

- Metro Extension – Clearance of land and structural and environmental surveys were being undertaken, the land required to progress the extension was being identified and letters were due to be sent to affected owners/occupiers. Construction on the Metro Extension was expected to commence during 2019 and expected completion 2023.

The Board was appreciative of the Cabinet Member's progress report. There was further discussion relating to the 'Right to Buy' and the pressure it put on Sandwell housing stock. The Director - Housing and Communities indicated that Councils had to work with the Government Policy, but that selling off the higher value Council stock would have an impact on Sandwell's overall housing stock.

In response to a query the Board was advised that Transport for West Midlands had just commissioned work relating to park and ride, particularly around rail travel. There was more to do in relation to the Sprint project and in relation to payment for park and ride.

In response to questions about the potential for encouraging a University to build in Sandwell and what schools and other infrastructure was being considered to support the programme of house building across the region, the Cabinet Member advised that the issue of school place planning was being considered by the Cabinet Member for Children's Services and Children's Services and Education Scrutiny Board and that there was no demand for a university in Sandwell. However, a campus from an existing university may be an option to explore should demand arise in the future.

Resolved:-

- (1) that a report be submitted to the Board providing on major development programmes and projects, including an update on the 12-acre former cast iron foundry site in Bromford Road, Oldbury;
- (2) that the Executive Director – Neighbourhoods and the Director - Housing and Communities investigate land owned by neighbourhoods that could be used for house building;
- (3) that the Budget and Corporate Scrutiny Management Board (BCSMB) be requested to look into alternative

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types of housing construction be considered as part of the Work Programme 2017-18.

8/17 **Vice-Chairs Working Group update**

Councillor Ashman provided feedback from the visit to the Oldbury Job Centre on 13th September 2017. She advised that there was a lot of support to help the 18-24-year-old age group and that the Council was working closely with Department for Works and Pensions (DWP), businesses and specific youth employment programmes such as the Black Country Impact programme in Sandwell.

The Vice-Chair advised that the Oldbury Job Centre was working closely with the Troubled Families Team to help those furthest from work into employment and that an advisor was co-located at the Copse. She advised that the introduction of Universal Credit in Sandwell in 2018 may add further pressure to people out of work, on low wages or with low skill levels.

The Job Centre visit and discussion had highlighted that people were living longer and that there may be a need for them to work longer, however the nature of the work may need to be considered depending on the physical and mental demands of the role.


The Vice-Chair reviewed the scope for the work group and determined to re-focus the work on Employment and Skills of the over 50's, and work around 'Fuller Working Lives' and 'No Desire to Retire' programmes.

(Meeting ended 7:20 pm)

Contact Officer: Deb Breedon Democratic Services Unit 0121 569 3896

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:	
Contact Officer(s):	Robin Weare – Services Manager Highways robin_weare@sandwell.gov.uk

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 policies 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

Alison Knight
Executive Director – Neighbourhoods

Darren Carter
Executive Director – Resources





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.



Sandwell Strategic Road Safety Plan 2017 – 2022

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



Sandwell Strategic Road Safety Plan 2017 – 2022

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.



Sandwell Strategic Road Safety Plan 2017 – 2022

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.



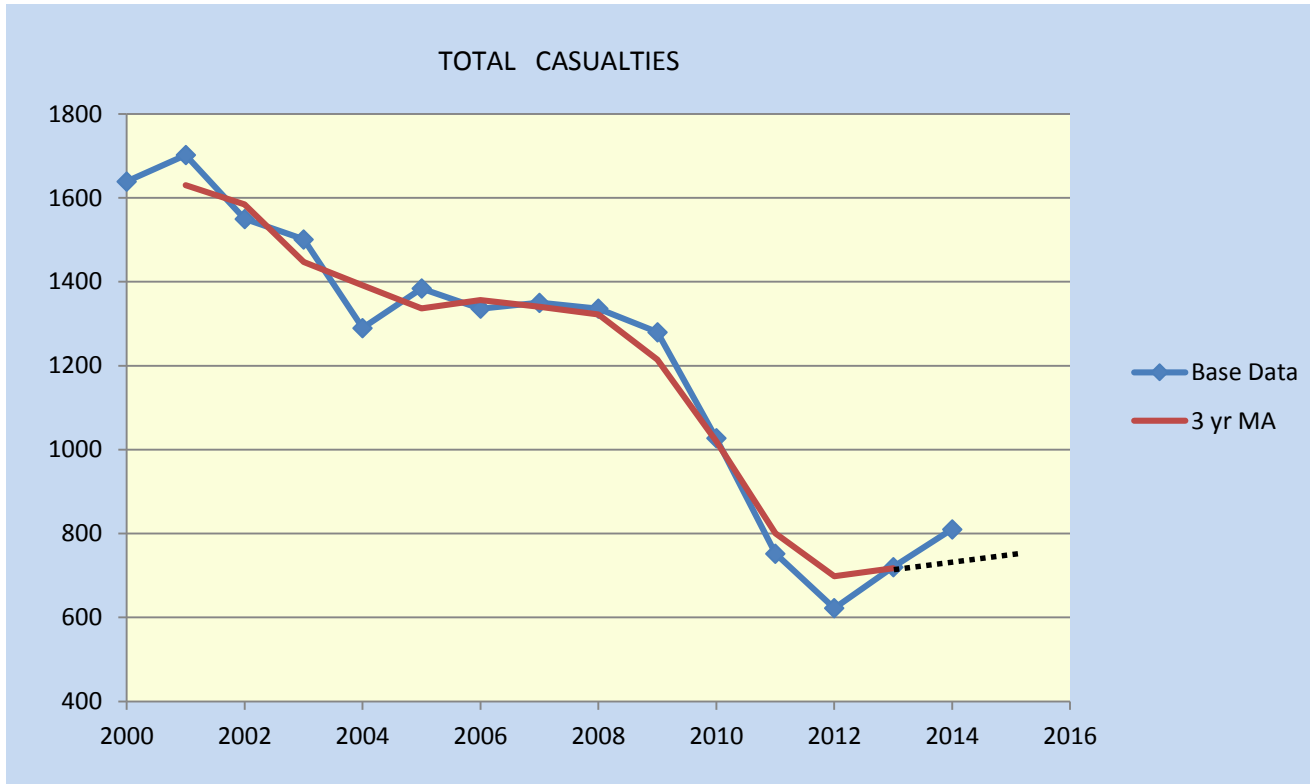
Sandwell Strategic Road Safety Plan 2017 – 2022

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

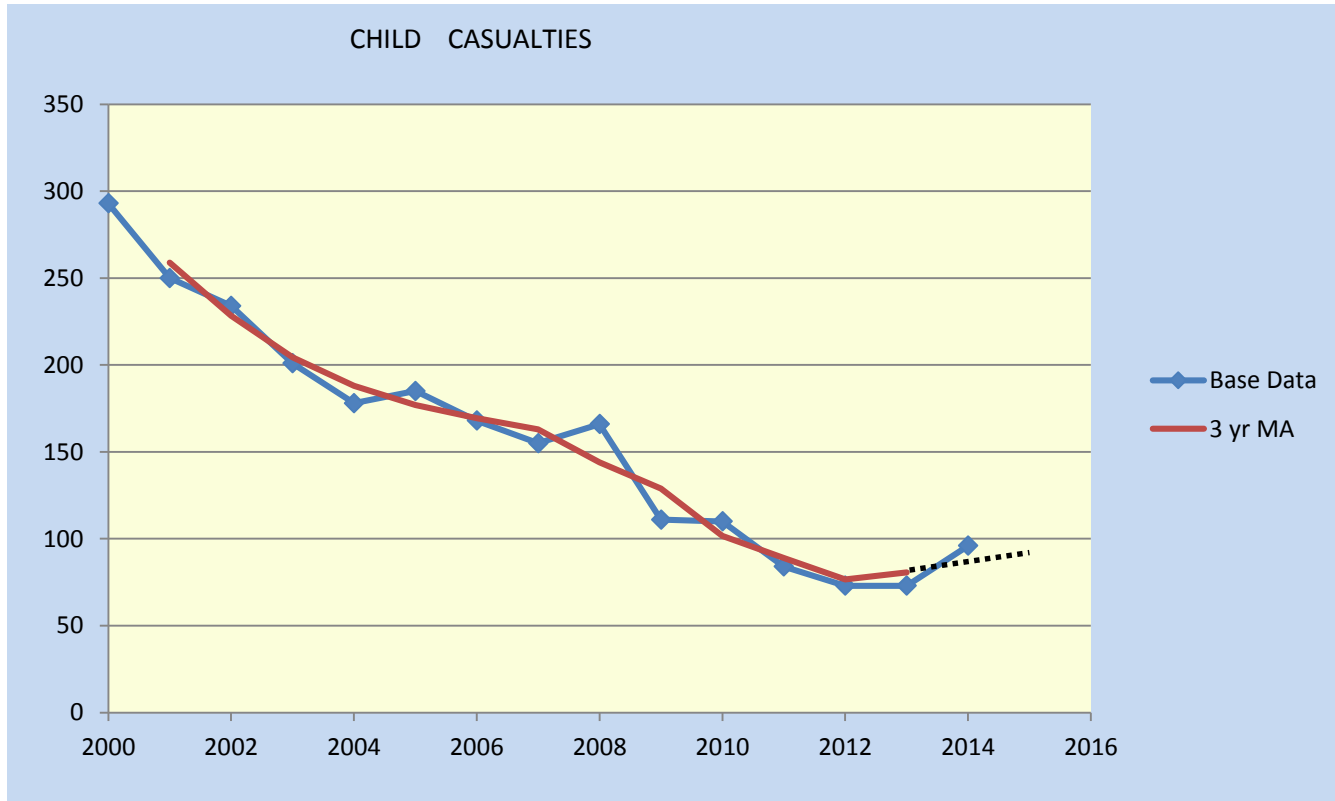


Sandwell Strategic Road Safety Plan 2017 – 2022



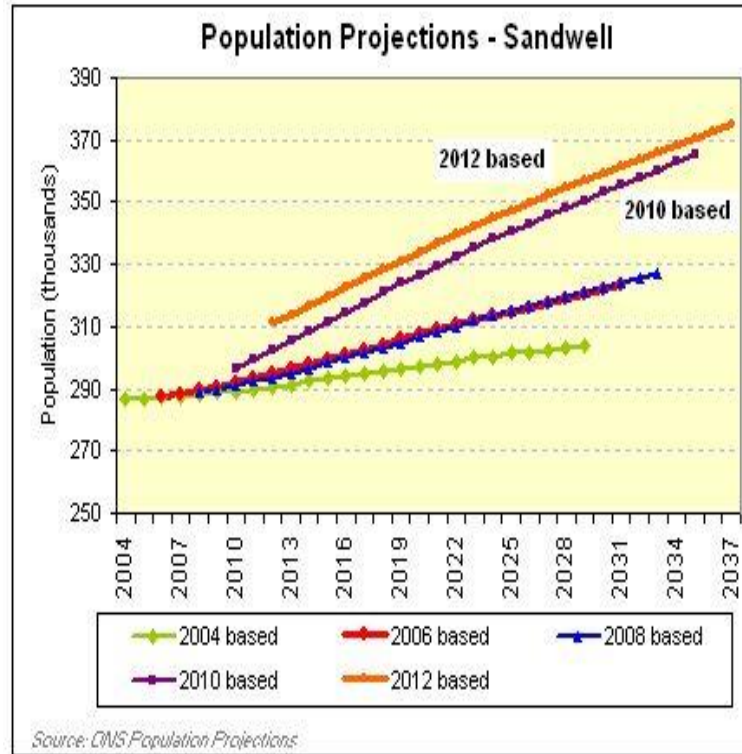


Sandwell Strategic Road Safety Plan 2017 – 2022





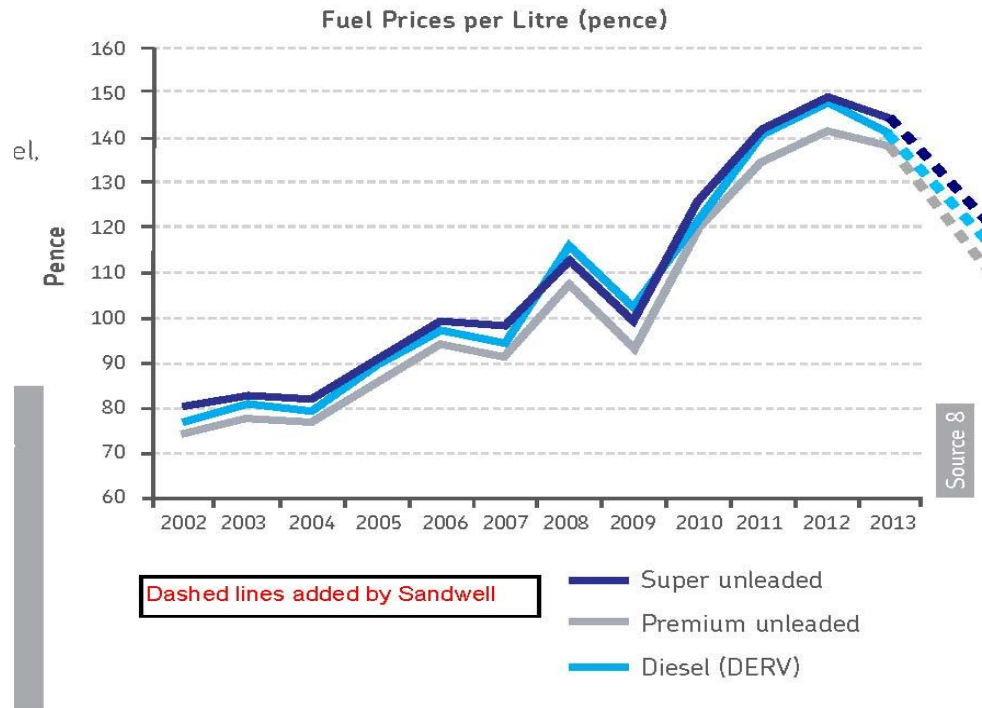
Sandwell Strategic Road Safety Plan 2017 – 2022





Sandwell Strategic Road Safety Plan 2017 – 2022

West Midlands Travel Trends, Centro 2013





Sandwell Strategic Road Safety Plan 2017 – 2022

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.



Sandwell Strategic Road Safety Plan 2017 – 2022

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



Sandwell Strategic Road Safety Plan 2017 – 2022

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.



Sandwell Strategic Road Safety Plan 2017 – 2022

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



Sandwell Strategic Road Safety Plan 2017 – 2022

Showcase – Kids Court Video,

St Mathews School, Windmill Lane Smethwick



Sandwell Strategic Road Safety Plan 2017 – 2022





Sandwell Strategic Road Safety Plan 2017 – 2022





Sandwell Strategic Road Safety Plan 2017 – 2022






Sandwell Strategic Road Safety Plan 2017 – 2022

QUESTIONS

REPORT TO ECONOMY, SKILLS, TRANSPORT AND ENVIRONMENT SCRUTINY BOARD

16 November 2017

Subject:	The approach for identifying suitable sites to receive funding support from the Black Country City Deal and the West Midlands Combined Authority Land & Property Fund and an update on the major development programmes & projects.
Cabinet Portfolio	Councillor Paul Moore - Cabinet Member for Regeneration and Economic Investment
Director:	Executive Director - Neighbourhoods - Alison Knight
Contribution towards Vision 2030:	
Exempt Information Ref:	
Contact Officer(s):	Tammy Stokes Spatial Policy & Development Manager tammy_stokes@sandwell.gov.uk 0121 569 4876

DECISION RECOMMENDATIONS

That Economy, Skills, Transport and Environment Scrutiny Board:

Consider and comment on the content of the report

1 PURPOSE OF THE REPORT

- 1.1 This report has been requested by the Economy, Skills, Transport & Environment Scrutiny Board on the 14th September 2017 (minute 7/17).
- 1.2 The purpose of the report is to firstly provide information as to how suitable sites are identified for funding support from the Black Country

City Deal and the West Midlands Combined Authority Land & Property Fund etc; and secondly to provide an update on the progress being made on the current major development programmes and projects, that are either underway or are being advanced for future funding applications.

2 IMPLICATION FOR THE COUNCIL'S AMBITION

- 2.1 The major development programmes and projects either underway or being advanced by the Planning & Regeneration Team are intrinsic to all ambitions set out in the council's Vision for 2030, particularly ambitions 6, 7, 8, 9 & 10.
- 2.2 Identifying suitable sites and developing regeneration projects and programmes is aligned to building new homes, growing the local economy, and creating distinctive towns that are all connected to each other and the wider West Midlands by public transport.
- 2.3 The approach taken to proactively identify suitable sites and what funding support is necessary to bring them forward for redevelopment stands to build Sandwell's reputation for getting things done.

3 BACKGROUND AND MAIN CONSIDERATIONS

- 3.1 In 2011 the Black Country Local Authorities adopted the Joint Core Strategy (JCS) which provides direction for location based regeneration to address economic, transportation, social and environmental needs. It is based on the concentration of development within regeneration corridors and centres, and establishes broad targets for housing growth and employment land to be met by 2026. Underpinning the JCS, is the Sandwell Site Allocations and Delivery Development Plan (SADD) adopted in 2012, which provides detailed land use allocations and designations to guide development until 2021. The West Bromwich Area Action Plan guides development within the town centre and sits outside of the SADD.
- 3.2 Sandwell's major regeneration programmes and projects are steered by the identified regeneration corridors, strategic centres and the site allocations captured in the JCS and SADD documents. The process of advancing these sites into regeneration programmes or projects is undertaken by the Planning Regeneration Team. The team determines development potential, the development challenges such as land remediation, fragmented ownerships, and viability and how they can be overcome.
- 3.3 If these challenges can be resolved by grant funding or loan intervention, these sites are put forward to the various funding bodies such as the West Midlands Combined Authority, amongst others for initial

consideration. If supported in principle, the Planning Regeneration Team prepares the funding application, the associated evidence, and undertakes the due diligence process and consultation with the decision makers. The funding application process can entail the production of development briefs and masterplans, undertaking site investigations and surveys, market assessments and valuations. Therefore the team works in partnership with Highways, Urban Design & Building Services, Housing Partnerships, Strategic Finance, Property Services, and Legal Services and external consultancies where necessary.

- 3.4 Where sites are in private ownership, the Planning Regeneration Team in accordance with Sandwell's Development Ready Charter, provides dedicated officer support to land owners and developers, ensuring a seamless process through all elements of regeneration, including support with funding or loan applications.
- 3.5 Grant funding has already been secured for the Popes Lane development, Oldbury, which is now being developed as a £60 million facility for Steel and Alloy, Woods Lane, Cradley Heath, which will deliver some 350 houses, and the commissioning of investigative reports at Bull Street, West Bromwich (discussed in more detail at paragraph 4.3).
- 3.6 The West Midlands Combined Authority as part of the Devolution Deal has secured £200 million from Central Government to assist in land reclamation across the region and of those monies £53 million has been awarded to the Black Country LEP. The Land and Property Investment Fund seeks to invest in projects which support the re-use of brownfield land and buildings and the delivery of supporting infrastructure.
- 3.7 Initial proposals have been submitted to undertake site investigations and remediation works across a number of sites in the Borough. This is in addition to projects already identified on the Black Country Pipeline of schemes.
- 3.8 In addition, officers are working with private sector developers to assist them in accessing the targeted grant aid. This will lead to further private sector investment within the borough leading to employment opportunities new residential development.

4 THE CURRENT POSITION

- 4.1 Both the JCS and SADD of 2011 & 2012 are currently under review, and will not be readopted until 2021 and 2022 respectively. To respond to economic changes and to take advantage of funding opportunities during this period, interim planning documents are being prepared to guide larger development programmes, ensuring they benefit from funding

opportunities and achieve Sandwell's economic, social and environmental goals.

- 4.2 This report will now provide an update on the major development programmes and projects currently being undertaken.
- 4.3 West Bromwich town centre has already benefited from significant investment, but there is more to be done. The remaining sites, identified for the second phase of the towns' regeneration are complex and most are in fragmented private ownerships. All of these sites have been reviewed by the Planning Regeneration Team to determine their development potential and their challenges. To this end an Investment Prospectus is being drafted which encapsulates the regeneration opportunities, with an emphasis on town centre living, education and leisure. The draft prospectus will be finalised in 2018 to attract private sector investment and provide a steer for funding intervention. The Bull Street area in particular has been identified for regeneration and the team is preparing a funding application to the Black Country LEP to redevelop this area with a leisure and residential focus. A funding decision on the Bull Street proposals is expected by March 2018.
- 4.4 North Smethwick 'Black Patch' area is being considered for a land use change from its current employment allocation to enable residential development. The area comprises Kitchener Street, Boulton Road, and Merry Hill allotments. A Masterplan and an Interim Planning Statement are being prepared, but these will be informed by an environmental assessment and also consultation before their production, endorsement and ultimately used as a material consideration to guide residential proposals. The Planning Regeneration team is currently working to appoint a consultancy to undertake the environmental assessment and it is anticipated that the assessment will commence during November 2017. Merry Hill Allotments is being considered for closure and subsequent development. Ultimately the decision to close the allotments is down to the Secretary of State and the Planning Regeneration team is working with the Parks team to submit the application. If approved, the allotment may not come forward for redevelopment until 2019. Cabinet has resolved for the Masterplan and Interim Planning Statement to be prepared and for allotment plot holders at Merry Hill to be consulted.
- 4.5 The sites across Grove Lane, Smethwick are in close proximity to the new acute hospital for the Sandwell and West Birmingham NHS Trust, representing £353 million of investment scheduled to open in spring 2019. The new hospital is a catalyst for the regeneration of the wider Grove Lane area which currently comprises industrial uses and a number of potentially attractive features, specifically the canal and the adjacent parkland and its excellent links with Birmingham City Centre and other parts of the Black Country. The area has been identified for residential

and mixed development and has Housing Zone status from DCLG meaning the area is prioritised to receive funding support to enhance the pace and scale of housing. As a result of this status the Homes and Communities Agency awarded SMBC £224k to undertake various studies and surveys to assist housing delivery. The Planning Regeneration team is now utilising the funding received to progress the delivery of residential development in this area. A tender exercise is underway to procure a consultancy to undertake a Masterplan review, surveys, land referencing, housing market and need assessments, and to provide guidance on appropriate delivery mechanisms to accelerate housing delivery. It is hoped this work will be completed by 9 February 2018. In addition an outline application for £15m Housing Infrastructure Funding (HIF) has been submitted to fund the necessary infrastructure to unlock the potential housing sites including Heat Networks, a new school and highway improvements. A Full Business Case is to be submitted by March 2018 with a decision expected in Summer 2018.

- 4.6 The Friar Park Housing Site (Bescot), Wednesbury has also been awarded Housing Zone status by DCLG meaning the site is prioritised to receive funding support to enhance the pace and scale of housing delivery. The site comprises two ownerships; 14ha owned by SMBC and a further 13ha by a subsidiary of Severn Trent plc. The site is constrained by a former sewage treatment plant, which will require significant land reclamation before residential development can commence. Negotiations continue with Severn Trent to agree Heads of Terms, enabling a joint marketing exercise to bring forward a development of approx.767 homes. A funding application has been submitted to the HIF for £7.4m to undertake the land reclamation works, a decision is expected by the end of 2017/ early 2018.
- 4.7 The Dudley Port area in Tipton is a key area for regeneration due to its connections to the canal and public transport network, particularly Dudley Port Railway Station which is set to become a transport interchange as part of the Wednesbury to Brierley Hill Metro Corridor extension. This will increase the accessibility to other areas of the Black Country and Birmingham, and thus additional employment opportunities. To guide future development proposals arising from this opportunity, a Supplementary Planning Document has been produced. Due for adoption in December 2017 it will provide the clarity developers require to invest in the longer term aspirations for the area including the enhancement of the environmental quality and promoting the area as a place to live, work, play and invest.
- 4.8 Powers to construct the extension of the Midland Metro from Wednesbury to Brierley Hill via Dudley were obtained in 2005 and these remain in place. Transport for West Midlands (TfWM) will need to refresh the land acquisition powers and this is likely to commence shortly. A revised

business case to support the bid to Government for funding was submitted in the summer and it is hoped that a funding announcement will be made before the end of the year. Construction is planned to commence in 2019 with the route being open and in use by 2023.

- 4.9 The site at Bromford Road, Oldbury is located near Sandwell & Dudley railway station and is in private ownership, currently allocated for mixed use development. The site benefits from two planning consents for retail development. Of these, the earlier consent remains extant following commencement through the marking out of the internal roads. The latter consent, which expires in May 2019, is the developer's preferred scheme but to date it has not proved possible to secure the anchor tenants meaning that implementation remains uncertain. The Planning Regeneration Team will reopen discussions with the site owners to determine future progress and what can be done to support the development of the site.
- 4.10 The 'Changing the Housing Landscape in Sandwell' report, approved by Cabinet in April 2016 set out the ambitious agenda for a three year Strategic Housing Plan for the development of circa 636 council houses in Sandwell. The plan increases the pace of housing supply by building new homes or buying 'off plan', and re-developing existing premises into residential use. To date 80 properties are complete and occupied which will rise to 194 complete and a further 329 in development by the end of 2017/18. Further sites are currently being prepared to start in 2018/19 meaning the three year strategic target of 636 houses will be met or even exceeded. Further sites are being identified and initial feasibility works are being carried out as a pre-requisite for the next three year plan, due to be finalised early in the New Year.

5 CONSULTATION (CUSTOMERS AND OTHER STAKEHOLDERS)

- 5.1 Report is for information purposes.

6 ALTERNATIVE OPTIONS

- 6.1 Report is for information purposes.

7 STRATEGIC RESOURCE IMPLICATIONS

- 7.1 Report is for information purposes.

8 LEGAL AND GOVERNANCE CONSIDERATIONS

- 8.1 Report is for information purposes.

9 EQUALITY IMPACT ASSESSMENT

9.1 Report is for information purposes.

10 DATA PROTECTION IMPACT ASSESSMENT

10.1 Report is for information purposes.

11 CRIME AND DISORDER AND RISK ASSESSMENT

11.1 Report is for information purposes.

12 SUSTAINABILITY OF PROPOSALS

12.1 Report is for information purposes.

13 HEALTH AND WELLBEING IMPLICATIONS (INCLUDING SOCIAL VALUE)

13.1 Report is for information purposes.

14 IMPACT ON ANY COUNCIL MANAGED PROPERTY OR LAND

14.1 Report is for information purposes.

15 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

15.1 Report is for information purposes.

16 BACKGROUND PAPERS

16.1 Black Country Joint Core Strategy 2011, currently under review
<http://blackcountrycorestrategy.dudley.gov.uk/>

16.2 Site Allocations and Delivery Development Plan Document (SADD) 2012
http://www.sandwell.gov.uk/info/200275/planning_and_buildings/676/site_allocations_and_delivery_development_plan_document

16.3 Development Ready Charter
http://www.sandwell.gov.uk/info/200186/regenerating_sandwell/2442/development_ready_charter

16.4 Dudley Port Supplementary Planning Document
http://www.sandwell.gov.uk/info/200275/planning_and_buildings/4021/dudley_port_supplementary_planning_document_consultation

17 **APPENDICES:**

None

Alison Knight
Executive Director – Neighbourhoods

