

Sandwell Strategy Road Safety Plan 2024-2030



Strategic Road Safety Working Group
23th October 2023

Background

Road Casualties

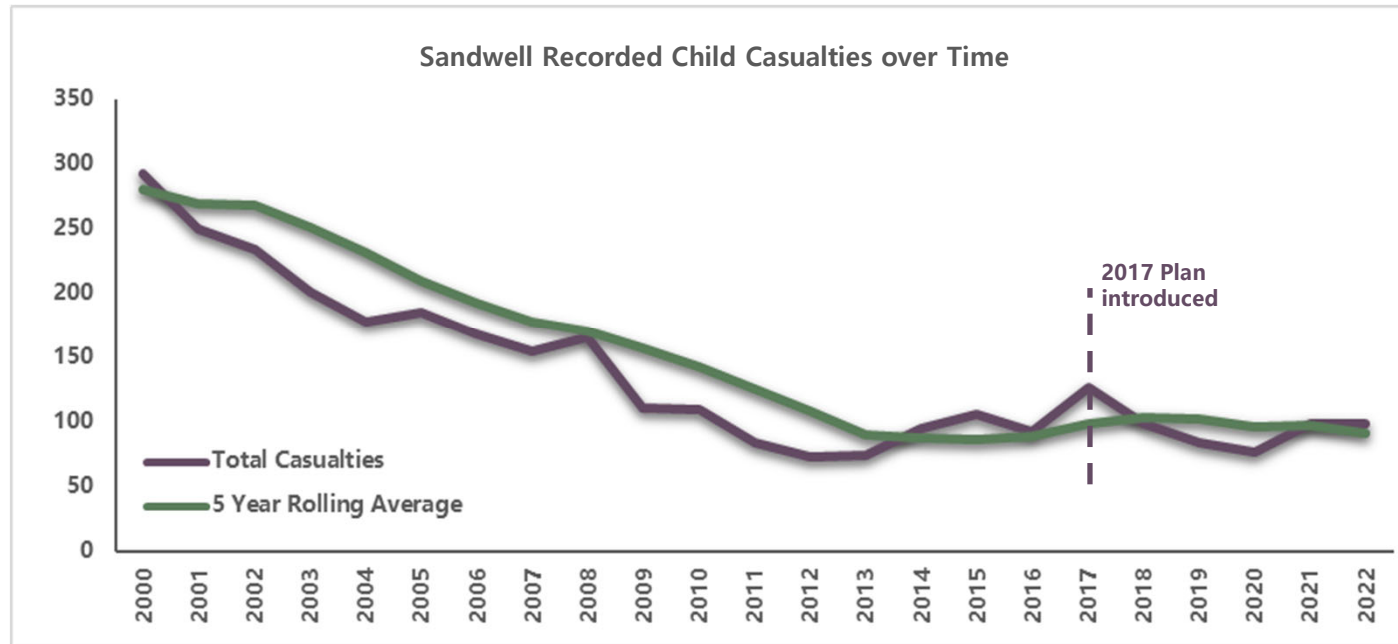
- What is a road casualty? Slight, Serious, Fatal
- Police Stats 19 data for Killed and Seriously Injured (KSI)
- CRASH system for slight (self reporting)
- TfWM Data Insight system

Sandwell Strategic Road Safety Plan 2017-2022

- Approved in December 2017
- Established key priority groups for interventions
 - KSI, Child, Pedestrians, Cyclists, Motorcyclists
- Sets local Road Safety Action Plan and Strategies
 - For the first time based on the Safe System approach



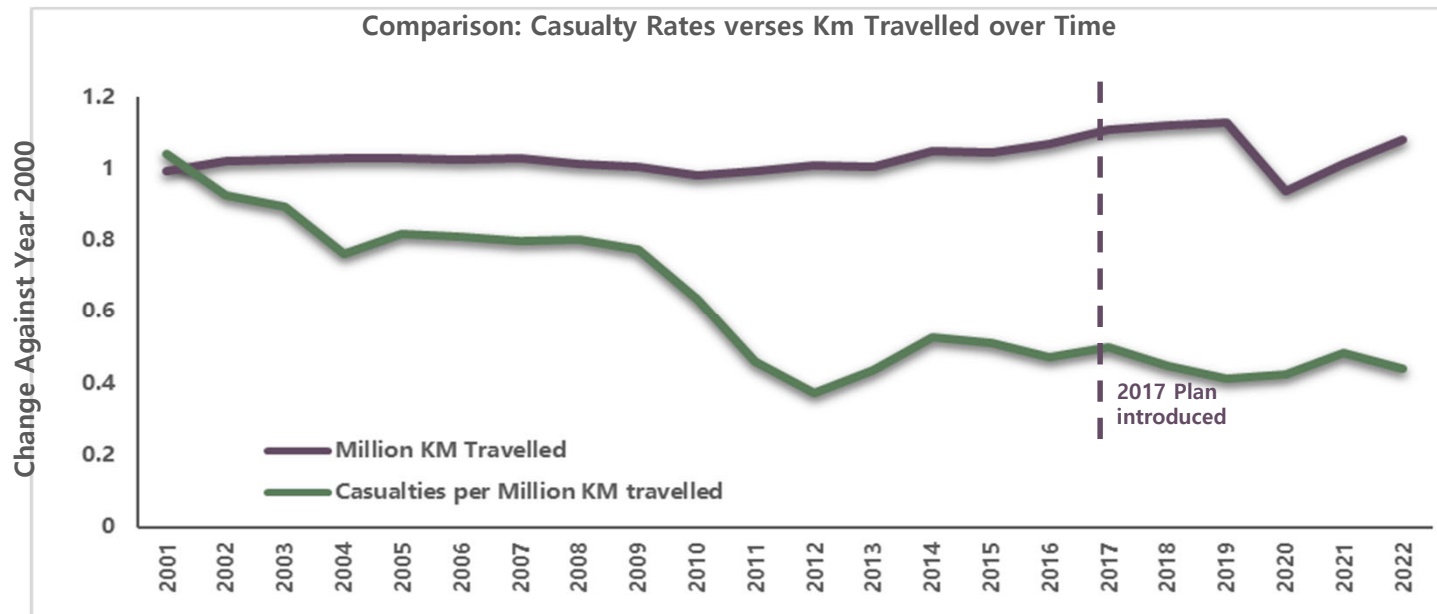
Road Casualty Summary 2000-2022



- Total Casualties fallen by 52% since 2000 (1639 to 785)
- Total KSI fallen by 44% in the same period (207 to 117)
- Child Casualties fallen by 67% since 2000 (278 to 98)

Million Km Travelled

- Sandwell land locked by 4 other urban councils
- Carries highest yearly amount of traffic in Black Country (million Km)
 - Sandwell 2084, Dudley 1644, Walsall 1578, Wolverhampton 1113
- Approximately 60 motorway casualties per year in Sandwell



- Casualty Rates per Km travelled reduced by 58% since 2000
- Highest increase rate in traffic in region since 2015

Comparisons

- Baseline from WM Regional Road Strategy - average 2015 to 2017 figures

National and Regional Comparisons

	% Reduction 2019 to Baseline			% Reduction 2017 to 2019		
	Total	KSI	Child	Total	KSI	Child
Great Britain	-14.7	-5.4	-14.8	-10.4	-2.0	-13.7
West Midlands	-8.4	-6.5	-5.7	-4.6	-3.8	-5.3
Black Country	-7.5	-10.1	-2.7	-5.6	-8.3	-10.5
Sandwell	-12.1	-16.8	-22.7	-16.1	-15.0	-33.9

Local Comparisons

- Baseline to 2019
 - Sandwell best in WM and BC for Child Reduction rates
 - Best in BC for all casualties and KSI reductions and second best in WM
 - Best in BC and WM for reduction of casualties per million Km Travelled
- 2017-2019
 - Sandwell best in WM and BC for child and total casualty reduction rates
 - Best in WM and BC for reduction of casualties per million Km Travelled

User Group Analysis (2017-2022)

Total Casualties



1 in 5 were Pedestrians



1 in 8 were Children



2 in 3 were Car Occupants



2 in 3 were Male

- 1 in 8 were KSI
- Quarter all injuries in 20-29 group
- November worst month & Friday riskiest day
- 1 in 20 were cyclists and motorcyclists
- Wards with higher levels of deprivation were seen to have higher casualty numbers

Killed and Seriously Injured



1 in 3 were Pedestrians



1 in 6 were Children



1 in 5 were Motorcyclists



1 in 10 were Cyclists







70% were Male



- 20-29 old group most at risk
- KSI 6 times more likely per Km on A & B roads than on residential streets

User Group Analysis (2017-2022)

Child Casualties (0-15 year olds)




- 1 in 6 were KSI
-  Half were pedestrians
-  Half of total were boys but increased to 2 in 3 for KSI
-  45% were Car Passengers
-  Quarter all injuries occurred on school journeys BUT very few outside school gates
- Secondary school children greater risk of pedestrian injury whilst Primary School children greater risk of car passenger injury

Pedestrian Casualties



- 1 in 4 were KSI
-  1 in 3 involved children
-  7 in 10 were male
- Almost 1/3rd occurred between 8am to 9am and 3pm to 4pm
- Age most at risk of pedestrian injury are 12-15 year olds
- Majority of pedestrian injuries occurred away from A roads

User Group Analysis (2017-2022)



Cyclist Casualties

- 1 in 4 were KSI
-  9 in 10 were male
-  1 in 8 were children
-  Two thirds occurred at peak journey times
- 20-29 old group most at risk
- Most occurred on A and B roads

Car Occupant Casualties

- Only 1 in 14 were KSI
-  Equal number of male & female
-  1 in 13 were children
- 2 in every 3 total casualties was in a car
- 17-29 age group account for 30% of car injuries
- 7% car casualties were on the motorway
- Majority occur on A roads and motorway

Powered Two Wheeled Casualties

- 2 in every 5 were KSI
-  93% male casualties
-  Half involved small bikes and mopeds
- 16-29 age group account for half of PTW injuries
- Women more likely to be hurt as passengers
- Small bike / moped injuries on local roads
- Large bike injuries on A roads

Priorities and Targets 2024-2030

Key Priority Groups

Vulnerability, Susceptibility, Exposure

- Killed and Seriously Injured Casualties
- Child Casualties
- Pedestrian Casualties
- Cyclist Casualties
- Motorcyclist Casualties
- 17-30 Year Old Casualties



Targets 2024-2030 – Based on average 2015-2017 Baseline

- Reduce the number of Killed and Seriously Injured Casualties by at least 50% by 2030 (regional target)
- Reduce the number of All Road Casualties by at least 20% by 2030 (local target)
- Reduce the number of All Child Casualties by at least 20% by 2030 (local target)

Sandwell Local Road Safety Action Plan 2024-2030

Vision Zero

- Based on the belief that no death or serious injury is acceptable on the roads
- Created in Sweden (safest roads in the world)
- Follows the principle of a Safe System Approach to Road Safety

Safe Systems Approach

- Recognises that humans are fallible and will make mistakes
- Recognises humans are fragile
- Puts joint and proportional responsibility on every one
- Aspires to safety not being compromised by cost
- 5 key elements to a Safe System that must work together



Safe Road Use

Everyone who uses the road has a responsibility to use it safely and comply with rules and laws of the land. It is extremely important that road users who can do the greatest harm take the greatest responsibility.

Action Plan

- In House Road Safety Education, Training and Publicity
 - Road safety assemblies, lessons and campaigns in primary schools, Colleges and libraries
 - Digital Road Safety



Sandwell Strategic Road Safety Plan 2024-2030

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- Partnership Working
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- Behavioural Change
 - Electronic message signs
 - School Crossing patrol service, Bikeability & School Streets



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 - Electronic message signs
 - School Crossing patrol service, Bikeability & School Streets
- Enforcement
 - CEO's for Parking & Mobile Cars
 - MTC and Bus Lanes



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- Enforcement
 - CEO's for Parking & Mobile Cars
 - MTC and Bus Lanes
- Community Involvement
 - Take responsibility for own actions in their neighbourhoods
 - Develop a series of campaigns aimed at removing cultural barriers
 - Further analysis of casualty rates in deprived areas

Safe Roads and Roadsides

In a Safe System, roads and roadsides need to be designed and suitably maintained to help reduce the risk of collisions occurring, or if they do occur to mitigate the severity of any injury.

Action Plan

- Casualty Reduction Schemes
 - Proactively identified by robust analysis and evidence targeted at priority groups
 - Mainly capital funded via WMCA
 - Minor works budgets for reactive schemes – match fund via LABs?
 - Safer Roads Fund for ‘potential site’



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 - Safe and segregated environment for vulnerable groups
 - Road safety embedded in designs



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- **Asset Management**
 - Programmed and reactive maintenance
 - Decluttering and LED upgrades
 - Winter Gritting



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 - Safe and segregated environment for vulnerable groups
 - Road safety embedded in designs
- **Asset Management**
 - Programmed and reactive maintenance of road infrastructure
 - Decluttering and LED upgrades
 - Winter Gritting
- **Planning and Development**
 - Developments mitigate against potential road safety problems and fund improvements
 - New residential estates have 20mph and Traffic Calming inbuilt

Sandwell Strategic Road Safety Plan 2024-2030

Safe Roads and Roadsides



Safe Speeds

The management of appropriate vehicle speeds in a Safe System is extremely important and should be based on ensuring collisions are avoided or reducing the speed at which impacts occur. One of the biggest challenges for the council.

Action Plan

- Enforcement
 - Only WM Police have powers to prosecute speeding – criminal act
 - Average Speed Enforcement
 - Mobile Camera Enforcement
 - Speed Awareness Courses
 - Car cruising injunction



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 - Average Speed Enforcement
 - Mobile Camera Enforcement
 - Speed Awareness Courses
 - Car cruising injunction
- Speed Limit Review
 - Commitment to undertake review across the borough
 - Caution not to just reduce a speed limit without mitigation
- Community Involvement
 - Community Speed Watch
 - Support training of local neighbourhood police to undertake speed enforcement



Safe Vehicles

Modern vehicles are designed and regulated to minimise the occurrence and improve the survivability of not only drivers and passengers, but also to pedestrians, cyclists and motorcyclists. Although important in the reduction of casualties, the design of safe vehicles is not in the gift of Sandwell Council.

Action Plan

- Regulation and Control
 - Private Hire and Hackney Carriage checks and licencing
- Fleet Management
 - Maintained and roadworthy. Training for drivers.

Post Crash Response

Effective post collision emergency care is at the heart of post-crash response. It is essential that any information collected at the scene is accurately recorded and stored as this will be used by partners to formulate road safety initiatives.

Action Plan

- Police Fatal Collision Protocol
 - Real time notification by police. Site visit with police following incidents.

Summary & Approvals

Strategy

- Vision Zero
- Safe System Approach

Priority Groups

- Killed & Serious
- Children
- Pedestrians
- Cyclists
- Motorcyclists
- 17-30 Year Olds

Targets

- Reduce the number of Killed and Seriously Injured Casualties by at least 50% by 2030 (regional target)
- Reduce the number of All Road Casualties by at least 20% by 2030 (local target)
- Reduce the number of All Child Casualties by at least 20% by 2030 (local target)

Action Plan

- Considers road safety to be a responsibility shared by all those that use the road network, those that design, manage, & maintain the network, those that enforce laws and those who provide post crash care.
- Based on Safe Road Use, Safe Road & Roadsides, Safe Speeds, Safe Vehicles and Post Crash Response

Sandwell Strategic Road Safety Plan 2024-2030



Questions ?