

WIRRAL COUNCIL

SUSTAINABLE COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE – 17 NOVEMBER 2010

REPORT OF THE DIRECTOR OF TECHNICAL SERVICES

ROAD SAFETY - REDUCING DEATH AND SERIOUS INJURY ON THE ROADS

1.0 EXECUTIVE SUMMARY

- 1.1 This report details a road safety update and progress in reducing the number of people injured on Wirral's roads.
- 1.2 The report details a comprehensive programme of ongoing and proposed actions by the Council and its partners in respect of road safety, which aim to achieve the road safety objectives set out in the Council's Corporate Plan and Wirral Local Area Agreement.

2.0 BACKGROUND

- 2.1 At its meeting on 18th March 2010, Cabinet approved an update version of Wirral's Corporate Plan 2009-12 Delivery Plan which focuses on 5 key strategic objectives with a series of corresponding improvement priorities.
- 2.2 The second Corporate Objective – “to create a clean, pleasant, safe and sustainable environment” has the following Improvement Priorities for 2010/11:
 - Reduce the Council's carbon footprint;
 - Reduce the number of people killed or seriously injured in road accidents; and
 - Review and implement an affordable housing policy to reflect current market conditions.
- 2.3 Specific Action Plans have been developed for each Improvement Priority to set out the proposed activities to be carried out by the Council and key partners to enable monitoring of progress by senior officers in conjunction with the relevant Cabinet Member. The previous Road Safety Action Plan was submitted for approval by the Sustainable Communities Overview & Scrutiny Committee on 21st September 2009.
- 2.4 This Corporate Priority is also reflected in the Wirral Local Area Agreement for 2008 to 2011, which includes the following Priority Areas for Improvement which are also National Performance Indicators:
 - NI 47 – People killed or seriously injured in road traffic accidents; and
 - NI 48 – Children killed or seriously injured in road traffic accidents.

3.0 CURRENT NATIONAL AND LOCAL TARGETS

- 3.1 Members may recall that in 1999 Government set new national targets for road safety (against a baseline of the 1994 to 1998 average):
 - A reduction of 40% in the number of people Killed or Seriously Injured;
 - A reduction of 50% in the number of children Killed or Seriously Injured and
 - A reduction of 10% in the slight casualty rate (per 100 million vehicle kilometres travelled).

3.2 Members may also recall that in 2008, based on the continuing importance that the Council places on road safety issues, the following road safety targets were included in the basket of improvement targets within the LAA:

- a) All people Killed or Seriously Injured; and
- b) Children Killed or Seriously Injured.

3.3 In 2008, Government changed the methodology for calculating performance for death and serious injury arising from road crashes. The current performance indicator (based on the national target above) relates the percentage change in KSIs (Killed or Seriously Injured) year on year using a three year rolling average and is intended to reflect the performance of Local Authorities.

3.4 The National Indicators NI 47 and NI 48 attempt to take account of the potential variation due to random fluctuations by adopting a three year rolling average.

3.5 Tables 1 and 2 below show Wirral's current performance for these two key indicators:

Table 1

NI 47 – All KSI Casualties Based on three year rolling averages			
	Baseline (2006/2007/2008)	Current Performance (2007/2008/2009)	Target (2008/2009/2010)
Average No KSI's	156	140	125
Percentage change	~	6.18	10.7

Table 2

NI 48 – All KSI Casualties Based on three year rolling averages			
	Baseline (2006/2007/2008)	Current Performance (2007/2008/2009)	Target (2008/2009/2010)
Average No KSI's	23	19	18
Percentage change	~	14.5	5.3

3.6 The Department for Transport (DfT) are yet to release their data for NI 47 and NI 48 for 2009, however, utilising benchmarking data provided by the independent consultancy Price Waterhouse Cooper (PWC) for 22 Metropolitan Local Authorities that have elected to be included in the comparison for NI 47 and 23 Metropolitan Local Authorities for NI 48, **I am pleased to report significant improvements for road safety which rank Wirral in the top quartile of improvement.**

3.7 Appendix 1 shows the comparison of National Indicator NI 47 (All KSI) for Wirral ranked 6th highest. Appendix 2 shows the comparison for NI 48 (Child KSI) for Wirral ranked 6th highest.

4.0 CASUALTY DATA ANALYSIS

4.1 Ongoing analysis of casualty data on Wirral has revealed that during the five years since 2004 when the KSI casualty record peaked at 203 KSIs (see Appendix 3, Figure 1), the numbers of people Killed or Seriously Injured has steadily declined by an average of 6.6% per year, resulting in a total reduction in KSIs of 30% by 2009.

- 4.2 Whilst Wirral continues to make steady progress in improving road safety, it is unlikely that it will meet the National Target for all deaths and serious injuries by the end of 2010.
- 4.3 The total number of people Killed or Seriously Injured during the most recent complete calendar year, 2009, was 142 against the corresponding interim target of 123 KSI.
- 4.4 Whilst still above target for all age groups of KSI casualties it should be noted that during the last 10 years the total number of casualties have fallen from 1933 in 2000 to 991 in 2009, some 49%.
- 4.5 Although the rate of improvement since 2004 continues it is unlikely Wirral will meet the national target of 40% reduction in KSI casualties by 2010 as it is currently 15% above the target in 2009.
- 4.6 The number of children Killed or Seriously Injured also continues along an overall trend of improvements and is likely to meet the National child death and serious injury target by the end of 2010 (see Appendix 3, Figure 2).
- 4.7 Whilst there were 22 Child KSI casualties in 2009, compared to 14 in 2008, further analysis of this important casualty group has shown that of the 36 Metropolitan Highway Authorities in the UK a third of them also demonstrated an unusually low number of child KSI casualties in 2008.
- 4.8 Adult pedestrian casualty figures for all severities have risen during the latest two years although they are still 36% lower than the baseline casualty figures. KSI figures remain low and are 23% lower than the original 1994 – 1998 baseline casualty figures. Although the adult pedestrian casualties have risen slightly in the last 2 years the overall trend continues to fall since the baseline.
- 4.9 Child pedestrian casualty figures for all severities continue to follow a downward trendline and are currently 62% lower than the baseline casualty figures. Child pedestrian KSI casualties remain low and are 37% lower than the original baseline casualty figures.
- 4.10 The overall trend in pedal cyclist casualty figures also continue to show an improvement against the baseline casualty figures. More encouragingly, the number of child pedal cycle casualties continues to remain at a relatively low number. This is particularly promising as Wirral has continued to offer on-road National Standards Bikeability training to all schools, which has seen over 1200 children trained during 2009/10.
- 4.11 Despite an increase of all motorcycle casualties in the 2 years since 2007 the total number of casualties has shown a steady reduction (32%) since the 1994 – 98 base period. Death and serious injury for this road user group, however, remains a concern with a total of 32 KSI riders and passengers in 2009.
- 4.12 Wirral continues to provide a number of initiatives aimed at motorcyclists and other road users to make them more aware of road safety issues for this vulnerable road user group. Together with Merseyside Police, we continue to promote and run the Bikesafe motorcycle training programme. Other projects such as Geared and Go, together with publicity and advertising/awareness raising are also featured in my 2010/11 Action Plan.
- 4.13 The total number of road casualties of all severities and road user groups have shown an improvement by 35% since 2004. All adult casualties have shown an improvement by 31% compared to 2004 and all child casualties have shown an improvement by 28% during the last five years.

4.14 Analysis of the casualty data January – September 2010 compared to previous years reveal a continuing steady improvement. Overall KSI figures for 2010 so far reveal an improvement in numbers from 103 in 2009 to 82 in 2010 during the same 10 month period.

5.0 NEW NATIONAL ROAD SAFETY STRATEGY

5.1 Following consultation with Local Authorities at the beginning of the year on both setting 20mph speed limits and options for a revised National Road Safety Strategy, it was hoped that those National Policy documents would have been published by Government before now. It was further anticipated that greater devolved powers would have been given to English Highway Authorities (similar to powers enjoyed by Scottish highway authorities) which will enable time variable 20mph speed limits to be implemented on main roads outside schools.

5.2 Wirral is currently awaiting the publication of these documents as without devolving additional powers, any requests for variable speed limits will continue to be made to the Department for Transport on a case by case basis.

6.0 ROAD SAFETY ACTION PLAN

6.1 In recognition of the key importance of Road Safety to the Council and indeed, the Community as a whole, I have formed the Wirral Accident Reduction Partnership in order to focus a range of initiatives aimed at reducing road casualties on Wirral's roads. Partners include senior officers from Merseyside Police, Merseyside Fire & Rescue Service, the Merseyside Road Safety Partnership and NHS Wirral.

6.2 Wirral's Accident Reduction Partnership has again developed a Road Safety Action Plan for implementation during 2010/11 (detailed in Appendix 4) which covers five main workstreams:

- Enforcement (ENF);
- Education, Training & Publicity (ETP);
- School Travel Planning (STP);
- Communications (COM); and
- Engineering (ENG).

6.3 Close working between key partners is a key feature of this Road Safety Action Plan and is essential to ensure effective interventions to deal with potential future areas for action such as casualties involving older people, pedestrians, motorcyclists and in-car casualties.

6.4 It is also important to note there is a robust approach to the monitoring and delivery of the Road Safety Action Plan as follows:

- Technical Services Business Planning and Performance Management arrangements based on PIMS and regular reports to Chief Officers Management Team, the appropriate Cabinet Member and Overview & Scrutiny Committee in the usual manner;
- Quarterly inter-agency meetings at Director / Area Commander level between key partner agencies including Police, NHS Wirral and Fire & Rescue Service;
- Reporting and monitoring through the LAA management structures All KSI (NI 47) via the Crime and Disorder Reduction Partnership and Child KSI (NI 48) via the Children & Young People Partnership;
- Regular informal Cabinet Member briefings.

6.5 Members will note that there are 3 individual items listed within the Action Plan that have now been listed as red, as they are not able to be progressed further within the lifespan of the current Plan:

ENG 1.16 Provision of Traffic Calming within Parkside Road, Bebington.
Following further, detailed analysis of the reported crash data revealed that traffic calming measures are not appropriate in this instance. Funding originally made available for this scheme has been re-cast within the Local Safety Scheme Programme, as reported to Cabinet on 22 July 2010.

ENG 5.3 Provision of Dropped Kerbs, Borough wide.
Schemes to provide dropped kerbs to assist pedestrian mobility have been devolved to Local Area Forums to prioritise. Many Forum areas have incorporated this type of scheme in a basket of improvements funded from the You Decide and Integrated Transport Block allocations.

INT 7.0 Drink-Drive Intelligence.
Police data systems are not currently able to provide the required level of intelligence. This issue will be kept under review.

7.0 ROAD SAFETY PROGRAMMES

7.1 The Council also undertakes a range of physical works to achieve road safety objectives contained within the Local Transport Plan (LTP) Road Safety Block. The 2010/11 programme which included an overall allocation of £980,000 for safety schemes was approved by Cabinet on 4th February 2010 (Minute 315) and consisted of the following:

	Approved Budget (14 January 2010)	Recast Budget (following DFT budget reductions) (Cabinet 22 July 2010)
Local Safety Schemes (LSS)	£500,000	£350,000
M53 Junction 3 – Major Safety Scheme	£310,000	£310,000
Community Speed Reduction Initiative	£20,000	£15,000
Safer Routes to Schools (SRTS)	£150,000	£60,000
Total Allocation	£980,000	£735,000

8.0 FINANCIAL IMPLICATIONS

8.1 Road Safety Programmes as described in Section 6.0 are funded by the Transportation Capital Programme (LTP) Road Safety Block. The recast allocation following DFT in-year budget reductions is £735,000 for 2010/11.

9.0 STAFFING IMPLICATIONS

9.1 Existing staff resources will be used to develop the initiatives outlined in the Action Plan.

10.0 EQUAL OPPORTUNITIES/EQUALITY IMPACT ASSESSMENT

10.1 There are no specific implications under this heading.

11.0 HEALTH IMPLICATIONS/IMPACT ASSESSMENT

11.1 There are no specific implications under this heading.

12.0 COMMUNITY SAFETY IMPLICATIONS

12.1 Improvements in road safety will generally have positive Community Safety implications.

13.0 LOCAL AGENDA 21 IMPLICATIONS

13.1 There are no implications under this heading.

14.0 PLANNING IMPLICATIONS

14.1 There are no specific implications under this heading.

15.0 ANTI-POVERTY IMPLICATIONS

15.1 There are no implications under this heading.

16.0 HUMAN RIGHTS IMPLICATIONS

16.1 There are no implications under this heading.

17.0 SOCIAL INCLUSION IMPLICATIONS

17.1 There are no implications under this heading.

18.0 LOCAL MEMBER SUPPORT IMPLICATIONS

18.1 This report has implications for all Wards.

19.0 BACKGROUND PAPERS

19.1 Merseyside Local Transport Plan and Wirral's Road Safety Action Plan.

20.0 RECOMMENDATIONS

20.1 Committee is requested to:

- (i) Note the progress in improving road safety performance and analysis of casualty data outlined in this report;
- (ii) Endorse the proposed Road Safety Action Plan for 2010/11.

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