

**ROAD SAFETY STRATEGY**

*To:* **Cabinet**

*Date:* **27<sup>th</sup> September 2011**

*From:* **Executive Director: Environment Services**

*Electoral division(s):* **All**

*Forward Plan ref:* **2011/049** *Key decision:* **Yes**

*Purpose:* **To review the Council's Road Safety Strategy.**

*Recommendation:* **Cabinet is recommended to:**

- 1) Approve the revised Road Safety Strategy as set out in Appendix B; and**
- 2) Support the implementation process set out in Appendix C.**

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## 1. BACKGROUND

- 1.1 The current County Road Safety Strategy, which was last reviewed in 2005, needs to be reviewed in light of the Government's Strategic Framework for Road Safety published in June this year. Both documents are available as source documents.

## 2. STRATEGIC FRAMEWORK FOR ROAD SAFETY

- 2.1 The recently published national strategy does not advocate a significant change in direction but builds on earlier work and the Government's themes of localism and decentralisation. It reiterates and highlights not only the personal tragedy but also the economic loss, environmental, congestion, emergency services and health service impacts resulting from road casualties as well as the need to robustly analyse improvements in road safety considering all costs and benefits and the pressures on spending.
- 2.2 Wherever possible, it recommends local decision making with the provision of public information to support local delivery and that the private and voluntary sectors should be harnessed to make road use safer. Partnership working with the other relevant public bodies remains central to the delivery of the strategy.
- 2.3 **Appendix A** sets out the main policy strands and challenges in the Framework along with a response. A County strategy document, with proposed revisions in light of the Framework, is shown in **Appendix B**.

## 3. ISSUES IN TAKING FORWARD THE NEW STRATEGY

### Partnership working revisit

- 3.1 The role of the Cambridgeshire and Peterborough Road Safety Partnership (CPRSP) in developing and delivering the road safety strategy needs to be clarified. It is recognised that the strategy and approach being adopted by Peterborough City Council may be different to the County Council's. It is suggested that the CPRSP should lead on the development and delivery of an annual action plan which would cover all types of road safety interventions. The CPRSP Board would sign off the plan which would clarify the various partner responsibilities for delivery.

### *CPRSP Membership:*

*Cambridgeshire County Council, Peterborough City Council, Cambridgeshire Constabulary, Cambridgeshire Fire & Rescue Service, East of England Ambulance Service, Highways Agency, Cambridgeshire & Peterborough Public Health Network*

- 3.2 Whilst the Road Safety Partnership creates an opportunity for cross-boundary working with Peterborough, Bedfordshire and Hertfordshire, through the police collaboration, the opportunities for joint working with other neighbouring authorities also need to be pursued. The current participation of officers in regional road safety groups provides a mechanism to take this forward.

## Joint Strategic Needs Assessment (JSNA)

- 3.3 The Joint Strategic Needs Assessment (JSNA), which was introduced in the Government's *Commissioning Framework for Health and Well-Being*, forms the basis of the new statutory duty for the health and council sectors to co-operate. Strong links to the Road Safety Strategy are needed so that road safety work supports the health and well-being agenda.

## Targets

- 3.4 Whilst the Government's Strategic Framework removes any national targets for casualty reduction, Cabinet is asked to consider whether local targets need to be retained to drive performance management. A new recommended target for killed and serious injuries is set out in **Appendix B** along with a new target for child road deaths and serious injuries. These assume that the downward casualty trends achieved over the last few years will be maintained but it needs to be recognised that further reductions in casualty numbers will become harder and harder to achieve.
- 3.5 Current delivery of road safety interventions is fragmented and there is scope for a more holistic approach which would achieve better co-ordination of the 3 Es; Education, Engineering and Enforcement. Closer working with the police is required to facilitate a greater focus on enforcement activities. Going forward, the resources available for road safety interventions will be reduced, at least in the County Council, and new ways of working are required to achieve a more holistic approach. The successful multi-agency work undertaken on the A1307 in the last 3 years, which has shown an 80% reduction in killed and serious injury collisions, needs to become the norm.
- 3.6 The national strategy advocates the need for education and training programmes but that they need to be delivered with less resource. A revised way of working needs to take this into account and focus on how the CPRSP, local communities and others can add resource to support this element.
- 3.7 Closer integration of council and police resources needs to be a particular focus in addressing speeding and other driver behaviour issues. Moving forward, the delivery mechanisms for driver and cycle training need to be monitored carefully to ensure that the most cost effective models are utilised.

## Localism

- 3.8 The provision of road safety information will become more important as the localism aspects of road safety are developed, to allow local communities to better influence and inform strategy and the action plan. However, there could be the potential for friction if local agendas detract from the evidence and research-led approach that has been adopted in the past. Whilst local communities need to be encouraged to engage more on road safety matters, through neighbourhood panels and district based Community Safety Partnerships (CSPs), any emerging local issues need to be scrutinised based on evidence rather than perception, to ensure that resources are maximised.

### Action Plan

- 3.9 An annual intervention action plan combining all the work being undertaken through the CPRSP is required, which needs to be more effectively communicated to local communities through CSPs. This would include County- and District-based activities as well as cross-boundary activities where there is benefit in joint working with neighbouring highway authorities. The collaboration between Cambridgeshire Constabulary and the police service for Hertfordshire and Bedfordshire may help stimulate more cross-boundary interventions.

### Safety Audit

- 3.10 The role of safety audit in ensuring new highway infrastructure is as safe as possible remains an important road safety tool. When resources are under pressure it is important that this service element operates on a self-funded basis and audit charges are being reviewed to ensure that all costs are covered and that adequate staff resources can be provided to meet demand. Currently, external audits for development proposals are not accepted by the Council, which has raised some concerns over a monopoly situation. The review will address how the private sector can be accommodated in the safety audit process in a way that manages any risk to the county where, as highway authority, key liabilities will rest.

### Resources and Funding

- 3.11 The Integrated Plan has identified savings that need to be made in the road safety budget which will involve a reduction in staff resources. A new service structure is expected to be in place early in 2012, linked to the wider reshaping of Environment Services. The Action Plan and the new ways of working mentioned previously will help to shape this.
- 3.12 In some work areas, fewer resources will mean that the County Council's role will need to become one of facilitation rather than direct delivery. For example, the amount of staff time that can be allocated to road safety education in schools will need to be reduced but alternative ways of working, including greater use of on-line resources, will allow road safety work in schools to continue.
- 3.13 The integration of health and council services will provide a greater opportunity for co-ordinated action with service budgets being aligned to support road safety work. The potential for the police to contribute funding towards road safety work, possibly from the income generated from the driver referral training programme, which is expected to increase in the future, should also be explored to ensure that the cost of road safety interventions is appropriately supported by the key agencies involved.

### Process

- 3.14 **Appendix C** attempts to show diagrammatically how the new strategy would be delivered in a way that responds to the issues set out above.

#### **4. ALIGNMENT WITH PRIORITIES AND WAYS OF WORKING**

4.1 The following bullet points set out details of implications identified by officers:

##### **Supporting and protecting vulnerable people when they need it most**

- There are no significant implications for this priority

##### **Helping people live healthy and independent lives in their communities**

- Reducing road casualties will contribute to quality of life and encourage accessibility on the county road network

##### **Developing the local economy for the benefit of all**

- Improving road safety contributes to the effective and efficient operation of the county road network which, in turn, supports economic activity

##### **Ways of working**

- Improved engagement with the public through Community Safety Partnerships to influence and inform road safety activity supports the drive to be a genuinely local council and for partnership working
- Prevention of road casualties forms an integral part of the road safety strategy.

#### **5. SIGNIFICANT IMPLICATIONS**

##### **Resources and Performance**

###### Finance

5.1 The new strategy will continue to focus funding allocation in ways that maximise casualty reduction in pursuance of the targets, particularly for killed and serious injury accidents (KSIs).

###### Performance

5.2 Combining the three cornerstones of casualty reduction (Education, Engineering and Enforcement) in a more coherent structure is key to achieving continued reductions in road casualties. The new targets for killed and seriously injured casualties will help drive performance management.

##### **Statutory, Legal and Risk Implications**

###### Statutory

5.3 The new strategy will continue to satisfy the statutory requirement on Highway Authorities to monitor and address road safety matters.

### Key Risks

- 5.4 A failure to adequately address road safety on the County road network will:
- Damage the council's reputation
  - Increase the risk of litigation arising from road collisions
  - Increase congestion and delays
  - Increase demands on public health and emergency services
- 5.5 Adoption of the new strategy and the development and delivery of an annual action plan will mitigate the above risks.

### Legal

- 5.6 Covered in the above sections.

### **Equality and Diversity Implications**

- 5.7 No significant implications identified.

### **Engagement and consultation**

- 5.8 The strategy has partnership working at its heart. The strategic process shown in **Appendix C** will facilitate greater local engagement as part of the localism agenda.

Source Documents	Location
County Council Road Safety Strategy	<a href="http://www.cambridgeshire.gov.uk/transport/safety/strategies/road+safety+strategy.htm">http://www.cambridgeshire.gov.uk/transport/safety/strategies/road+safety+strategy.htm</a>
Strategic Framework for Road Safety	<a href="http://www.dft.gov.uk/publications/strategic-framework-for-road-safety">http://www.dft.gov.uk/publications/strategic-framework-for-road-safety</a>

## STRATEGIC FRAMEWORK FOR ROAD SAFETY

Policy strand	Response
<p>National casualty reduction targets for road safety removed</p> <p>Strong expectation that road safety will continue to be prioritised and that local services will continue to seek improvements</p> <p>Performance monitoring and evaluation will be supported by the range of performance indicators presented by the Department for Transport (DfT)</p>	<p>Recommendation to retain the following as local targets to benchmark future road safety work:</p> <ul style="list-style-type: none"> <li>▪ Number of killed or seriously injured casualties</li> <li>▪ Rate of killed or seriously injured casualties per million people</li> <li>▪ Rate of killed or seriously injured casualties per billion vehicle miles</li> </ul> <p>Ongoing commitment to casualty reduction demonstrated by County Council: <a href="#">Cambridgeshire's Local Transport Plan</a>, NHS: <a href="#">Joint Strategic Needs Assessment</a>, Cambridgeshire Constabulary: <a href="#">Local Policing Plan 2011-14</a> Cambridgeshire Fire &amp; Rescue Service: <a href="#">Prevention Strategy 2010-15</a>. CPRSP Board to be champions for road safety strategy</p>
<p>Local services to provide meaningful performance information to enable citizens to challenge</p> <p>Harnessing more local voluntary and private sector efforts to tailor interventions to the specific needs and priorities of local communities</p> <p>Development of more active links with other local agendas</p>	<p>Revised format and content of annual road safety monitoring report</p> <p>Closer engagement with district based community safety partnerships and neighbourhood panels</p> <p>Continue to provide accident data and cluster site information on-line</p>
<p>Provide more information on safety camera efficacy</p>	<p>Information being provided on-line</p> <p>Review of safety camera operations to be undertaken</p>
<p>Encourage an exploration of the role Public Health plays in preventing road casualties</p>	<p>Public health agenda to be co-ordinated with road safety strategy through CPRSP and the Public Health Management Board</p>
<p>Effective use of investment and resources against a backdrop of financial cuts</p>	<p>Priorities for investment to be evidence led and evaluated</p> <p>Retain focus on actual safety problems rather than perceptions</p>
<p>Making it easier to do the right thing as a road user</p> <p>Enable better access to education and training for young and inexperienced drivers</p>	<p>Continued investment in training for young/inexperienced</p>

Recognising the human behaviour element of casualty causation	Communicate key road safety messages in a peer-to-peer style, rather than just the authority to citizen model
Use of remedial (and diversionary) education courses such as National Speed Awareness Courses advocated	Continue to support Speed Awareness / Driver Alertness and motorcyclist diversionary courses. Explore potential for other diversionary courses through CPRSP
Greater levels of roads policing action against the dangerous minority of road traffic offenders	Continue to support roads policing through Operation Anglian Use of funding surplus from diversionary driver training courses
Better tools for Road Safety professionals	Greater use of evaluation tools such as Evalu-it and MAST

## **ROAD SAFETY STRATEGY**

### **STRATEGIC AIM**

To improve road safety for all users of the road network in Cambridgeshire

### **KEY OBJECTIVES**

To continue the downward trend in road casualties in line with performance targets (By 2013/14 no more than 308 deaths and serious injuries, 21.2 [3 year average] child deaths or serious injuries)

To challenge, inform, influence and change public attitudes to encourage responsible use of the County's roads by all road users.

### **PARTNERSHIP COMMITMENT**

Develop a shared strategic road safety action plan within the CPRSP and deliver reduced casualties through the coordinated and evidence led use of our joint resources.

Develop closer links with Community Safety Partnerships / Crime and Disorder Reduction Partnerships and local communities to facilitate the development and delivery of appropriate road safety interventions to address district/local priorities.

### **INFORMATION**

Maintain an accident database and analytical system so that road safety interventions are targeted on areas and activities of most need and where they are most likely to have an effect in reducing road casualties and/or improving road safety, particularly for vulnerable road users.

### **INFRASTRUCTURE**

Ensure all transport infrastructure has road safety as well as environmental and economic benefits.

Ensure that safety audits of all proposed road and other development proposals are undertaken and, where appropriate, that safety features and features which encourage alternative travel modes (public transport, cycling and walking), are built into schemes.

Ensure that highway asset data is used effectively in the development of casualty reduction programmes

### **INTERVENTIONS**

Develop and deliver road safety interventions in an holistic way:

- that targets the key themes identified through data analysis

- that maximises the reduction of killed and seriously injured casualties
- brings together the three Es of Engineering, Education and Enforcement
- that addresses district/local priorities
- taking into account environmental and other road user benefits
- to instigate programmes of remedial action at all sites which share common characteristics likely to cause accidents
- including the development and evaluation of innovative accident remedial measures

## **EDUCATION and TRAINING**

Facilitate road safety programmes in schools and colleges relevant to all ages (5-18 years) linked to the National Curriculum where appropriate.

Promote road safety campaigns and facilitate campaigns by others, aimed at encouraging responsible road using behaviour.

Promote road safety awareness amongst County Council staff and the staff of other public service partners.

Provide and facilitate opportunities for cycle training in primary schools and encourage all those attending to wear cycle helmets.

Encourage the business and commercial sector employing staff who drive as part of their job, including the County Council, to pro-actively manage the 'Occupational Road Risk' of its staff including:

- Reviewing the whole road safety 'culture' of the entire organisation
- Implementing a 'package' of road safety measures to reduce occupational road risk
- Offering appropriate driver training courses to relevant staff
- Encouraging businesses to act as champions for road safety

## **LOCALISM**

Develop, in partnership with others, awareness raising campaigns which encourage responsible road use.

Facilitate the development of initiatives, in partnership with the media, business, local communities and others, which encourage a greater awareness of, and local action for, road safety.

Provide up to date data on road casualties to enable citizens to challenge the need for, engage on and participate in road safety improvements.

Publicise the effectiveness of road safety interventions in achieving significant reductions in road accidents.

## **ENFORCEMENT**

Continue to support co-ordinated high profile enforcement, with a particular focus on the enforceable aspects of accident causing driver behaviour.

Support the use of automatic enforcement methods where they have been shown to have a positive effect on road user behaviour.

Continue to encourage the use of diversionary education courses as an alternative to prosecution where appropriate.

Review and revise safety camera operations to maximise casualty reduction and to ensure they remain cost effective.

## ROAD SAFETY STRATEGY IMPLEMENTATION PROCESS

