

STRONG AND SUPPORTIVE COMMUNITIES SCRUTINY COMMITTEE	Agenda Item No. 6
16 September 2015	Public Report

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ROAD SAFETY

1. PURPOSE

- 1.1 To provide Members with details of accidents happening on Peterborough Roads, partnership work being delivered to reduce the number of casualties and future opportunities for casualty reduction.
- 1.2 The report also provides an update on Operation Backfire, a partnership initiative which is in place to tackle nuisance motorcycles.

2. RECOMMENDATIONS

- 2.1 Members are asked to scrutinise this report, to challenge where necessary and to suggest ideas and initiatives which will impact on reducing road traffic casualties.

3. BACKGROUND

- 3.1 Road traffic collisions can have a devastating impact not only for the people directly involved, but also for their families, friends and wider community. On average, every day during 2014 in the UK almost 5 people were killed and a further 60 seriously injured in reported road traffic accidents.
- 3.2 In addition, there is a significant financial cost associated with road traffic accidents. The table below details the average costs per road traffic casualty and accident. Based on this information from the Department for Transport we can estimate that the costs associated with all accidents on Peterborough roads in 2014 was £33.4 million.

Table 1: Costs per casualty/accident – Department for Transport

Accident/casualty type	Cost per casualty	Cost per accident
Fatal	1,742,988	1,953,783
Serious	195,863	223,870
Slight	15,099	23,544
Average for all severities	52,529	74,280
Damage only	-	2,096

- 3.3 There are three main factor that may contribute to a collision;

- The Environment – including weather conditions and road conditions.
- The Vehicle – overall integrity of the vehicles and its inbuilt safety systems
- The Road Users – the driver, passenger, rider or pedestrian involved in the accidents.

Around 95% of all road traffic collisions involve human behaviour as a contributory factor. To reduce the number of accidents on Peterborough roads there is a need to influence attitude and change the behaviour of road users on our network, through education, publicity, training and enforcement.

- 3.4 Under section 39 of the Road Traffic Act 1988 local authorities are obliged to carry out studies into accidents and to take such measures as appear appropriate to prevent such accidents, including (amongst other things) providing advice and information, and giving practical training. Local authorities must also prepare and carry out a programme of measures designed to promote road safety.
- 3.5 In May 2011 The Government introduced its strategic framework for road safety setting out its approach to continue to reduce the number of people killed and seriously injured on Britain's roads. The government approach identified the following key themes for road safety;
- better education and training for children and learner and inexperienced drivers
 - remedial education for those who make mistakes and low level offences where this is more effective than financial penalties and points
 - tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously
 - extending this approach to cover all dangerous and careless offences, not just focusing on speeding
 - making it easier for road users to do the right thing and going with the grain of human behaviour
 - taking action based upon cost benefit analysis, including assessing the impact on business
 - more local and community decision making from decentralisation and providing local information to citizens being enabled to challenge priorities; and
 - supporting and building capability by working with the road safety community on better tools to support road safety professionals.

4. KEY ISSUES

4.1 CASUALTY DATA

- 4.1.1 Casualty data is collected on statutory pro formas by the police attending road traffic collisions. Information is collated, verified and analysed to identify trends and direct resources and develop activities as required.
- 4.1.2 Casualties are defined based on severity as follows:
- Fatal: where a person dies within 30 days as a result of the injuries sustained in the road traffic collision
 - Serious: where an injury causes a person to be detained in hospital, or any of the following – fractures, concussion, internal injuries, crushing, severe cuts or lacerations, severe general shock, requiring medical treatment, causing death 30 or more days after the collision
 - Slight: where an injury is of a minor character such as a sprain, bruise or cut.
- 4.1.3 During 2014, 676 people were injured on Peterborough Roads of which 75 were killed or seriously injured. Please see appendix 1 for an analysis of casualties.

Table 1 – Number of casualties on Peterborough Roads

Year	Fatal	Serious	Slight	Total
2010	6	89	903	998
2011	7	69	817	893
2012	4	80	788	872
2013	8	80	695	783
2014	4	71	601	676

- 4.1.4 Although casualties across the Peterborough area are falling, Peterborough is still in the bottom quartile when compared to other authorities. The data suggests Peterborough residents are at greater risk of being involved in a road traffic collision.

Table 2 – comparison to national data 2014 casualties per 100 million vehicle Km

	KSI	Slight	Total
Peterborough	4.2	33.4	37.5
Great Britain	4.9	33.9	38.9

- 4.1.5 Casualty data is broken down into various categories when developing targeted initiatives, including mode of travel, age of casualty, location and causation. Please see appendix 2 which gives a more detailed breakdown of location, age and mode of travel.
- 4.1.6 As well as using information collected at the scene of a collision, data is also used from MAST, a national road safety data website. This programme overlays people data from Public Sector Mosaic (a national data modelling tool) with data collected by the Police at the scene of an accident allowing for interventions to be targeted by using the right channel with the correct audience.

4.2 GOVERNANCE

- 4.2.1 The Council's Road Safety service is part of the Safer Peterborough Partnership, and works with various agencies in terms of prevention, intervention, changing attitude and influencing behaviour. Road Safety links with different partners including Safer Schools Officers, Crime Reduction Officers, Local Police Teams, Fire Service as well as the Tri-Force Road Policing Unit.
- 4.2.2 Peterborough City Council is a main partner in the Cambridgeshire and Peterborough Road Safety Partnership (CPRSP). The partnership board membership consists of Cambridgeshire County Council, Peterborough City Council, Cambridgeshire Constabulary, Tri-Force Road Policing, Highways England, Cambridgeshire Fire and Rescue, Public Health and Addenbrooks Trauma Unit. The CPRSP has recently gone through a review and new terms of reference, strategy and business plan have been produced to ensure that the board meets its strategic objectives in reducing casualties for all partner agencies.
- 4.2.3 The partnership board is supported by two working groups – the data and intelligence group and the delivery group (the latter currently chaired by the SPP Road Safety Manager). The delivery group works to a task and finish action plan which covers key themes and links activities of all partner agencies to limit any duplication and ensure best use is made of available resources. A copy of the action plan is included at appendix 3.

4.3 GROWTH AGENDA /LINKS WITH ENGINEERING

- 4.3.1 The Road Safety Service works closely with the Transport and Engineering Service and provides comments on different engineering schemes which are included in the capital programme of works, including location and design of schemes.
- 4.3.2 It is also important that road safety is considered when extending existing schools or building new school or community buildings. This allows for the whole journey to be considered from a pupils/parent viewpoint and will hopefully cut down on road safety concerns which other schools experience.

4.4 CURRENT PREVENTION TARGETTED WORK

- 4.4.1 The Road Safety Service is responsible for delivering a programme of work to reduce and prevent casualties. Data is kept under review and activities developed and adapted as required. Key themes of work include:

i. **Children and Young People**

The CPRSP has a target to reduce the number of children killed and seriously injured on the roads by 40% by 2020. Over the last 3 years 24 children aged 15 years and under have been seriously injured on Peterborough roads and 169 slightly injured.

Work in primary and secondary schools is targeted in areas where children are more at risk of being involved in accidents. Activities include Junior Road Safety Officer Scheme, Pedestrian Training, Scooter Training, Theatre in Education, Be Safe Be Seen campaign and workshops delivered in partnership with Peterborough United that combine sustainable active travel with road safety messages.

ii. **Young Driver**

Reducing the number of young drivers injured on our roads is a key theme for the CPRSP. During 2014 23% of all people killed or seriously injured on our roads were aged between 16 and 25 years. Young drivers are at much higher risk of crashing than older drivers. Research shows that the combination of youth and inexperience puts young drivers at risk. Their inexperience means they are less likely to spot hazards and their age means they are more likely to take risks. Data, national research and feedback from events are monitored by the delivery group to keep adapting and developing ideas to assist with engaging with this group.

Various activities delivered by the CPRSP to this age group include:

- Drive to Arrive which is a series of workshops delivered in schools/colleges by various partner agencies
- A pilot of a large scale young driver event at Huntingdon Race Course which brought together both private and public sector organisations who have an interest in reducing road traffic casualties. The event covered all aspects of driving from choosing an instructor to what happens if it all goes wrong
- Theatre in Education covering drink and drug driving messages. This was not only delivered in schools but also other organisations with large number of young people including the RAF
- Modified Crash Car, a Ford Focus ST which simulates a crash and which attends various schools/colleges and events across the area as well as the UK National Modified Car Show at East of England Showground

As well as targeting young drivers direct, the Road Safety Service also looks at ways to engage with driving instructors and parents of pre/novice drivers. The Service is an accredited provider for Client Centre Learning and the first course is due to be delivered in the autumn.

iii. **Motorcyclists**

Motorcyclists are 30 times more likely to be killed or seriously injured in crashes than car drivers. Injuries to motorcyclists are out of proportion with their presence on UK roads. Motorcyclists are around 1% of traffic, however during 2014 they accounted for 17% of all KSIs on Peterborough Roads.

Activities delivered during the year include:

- Bike Safe, a training programme delivered by advanced police motorcyclists
- Pit stop and dealership days
- Attending the National Motorcycle News Show at East of England Showground
- Various publicity campaigns which link with national campaigns including 'Think Bike Think Biker' which is aimed at car drivers

In Peterborough there has also been an increase in the number of riders aged 16 – 19 years injured on mopeds. ‘Scooter’ days are delivered at Peterborough Regional College which combines skills tests, assessed rides with information about the need for correct equipment. Scooters are also tested to see if they have been de-restricted.

iv. **Publicity Campaigns**

During the year the Road Safety Service ties in with various national and regional road safety campaigns and delivers supporting activities at a local level. This includes the Be Safe Be Seen campaign which last year also saw the launch of the LIT (lights instead of tickets) campaign in Peterborough. Drink Drive, Seatbelts, Mobile Phones, In Car Safety Checks, Winter Driving, and Speed (both urban and rural) which includes the promotion of speed watch and if required the installation of temporary mobile vehicle activated signs and speed surveys are all additional programmes.

4.5 OPERATION BACKFIRE

4.5.1 Due to the number of issues and concerns raised to the police, the city council and through Neighbourhood Police Panels relating to nuisance motorbikes, Operation Backfire commenced on 1 July 2015. Since this time there has been 51 logs added to the case. During this period two motorbikes have been seized.

4.5.2 As well as working closely with the local police teams, the Safer Peterborough Partnership has also been working with the tri-force Road Policing Unit. The Road Policing Unit has undertaken enforcement/engagement activities on the 8th, 9th and 15th August between the hours of 16.30 and 20.30. Locations patrolled included:

- Dogsthorpe - Beechwood Close to Ash road and through Woodfield Park. Redmile Walk, Dalby Court and Harebell Close
- Hampton - Archer Wood and around the old brick pits and the footpath out to Yaxley
- Werrington – Mounsteven Road, Arundel Road from these two roads onto Walton Recreation Ground. Stanliand Way, Foxcovert Road, Skate Park, Kilverstone and Copeswood.
- Orton – Bringhamurst, Gostwick, Leighton, Herlington Centre and Matley

4.5.3 Operation Backfire will continue and as new intelligence is gained information will be shared with all partnership agencies and discussed at the SPP Daily Risk Management Meeting if required for enforcement and education activities.

4.6 SAFETY CAMERAS

4.6.1 Safety Cameras are operated through the Tri-Force Camera, Collision and Ticket Office. Safety Cameras are used to enforce speeds at locations that have a proven history of excessive speeding and KSI casualties resulting from excessive speed.

4.6.2 There are currently 6 fixed camera sites, 2 average camera sites and 8 mobile enforcement sites across Peterborough. There are also a number of community concern sites in Peterborough, however these sites are currently under review.

4.7 SCHOOL CROSSING PATROLLERS

4.7.1 Out of the 76 schools in Peterborough 7 have a school crossing patrol site. Currently the council employs 7 patrollers and has a vacant position on the site on Dogsthorpe Road which pupils use who attend Queens Drive Infants and Thomas Deacon Academy.

4.8 FUTURE OPPORTUNITIES

- 4.8.1 Through the CPRSP data and intelligence group more use is being made of the available data. This includes working closely with Addenbrooks Hospital. Changes have been made to the pro forma used by the Police at the scene of an accident to now include the casualty's NHS number. As data starts to come through the partnership will gain a clearer understanding of serious injuries sustained in a crash, information regarding the person involved, and ongoing health care required. This will allow for more targeted interventions in the future.
- 4.8.2 Work has been undertaken regarding the demographic profile of drivers committing offences. It is hoped that this data can be used to target different groups with various road safety messages before the individuals cause collisions.
- 4.8.3 Through the CPRSP income generation opportunities are being explored, including future delivery of driver diversionary courses and opportunities to work with businesses to promote work-related road safety. Peterborough City Council is an accredited supplier to deliver Client Centre Learning courses to driving instructors on behalf of Road Safety GB.

5. IMPLICATIONS

- 5.1 Not applicable.

6. CONSULTATION

- 6.1 Not applicable.

7. EXPECTED OUTCOMES

- 7.1 That the committee develops a greater understanding of the impacts of the current casualties in Peterborough and suggests new ways of reducing the number.

8. NEXT STEPS

- 8.1 That any comments or recommendations of the committee are duly noted and acted upon.

9. BACKGROUND DOCUMENTS

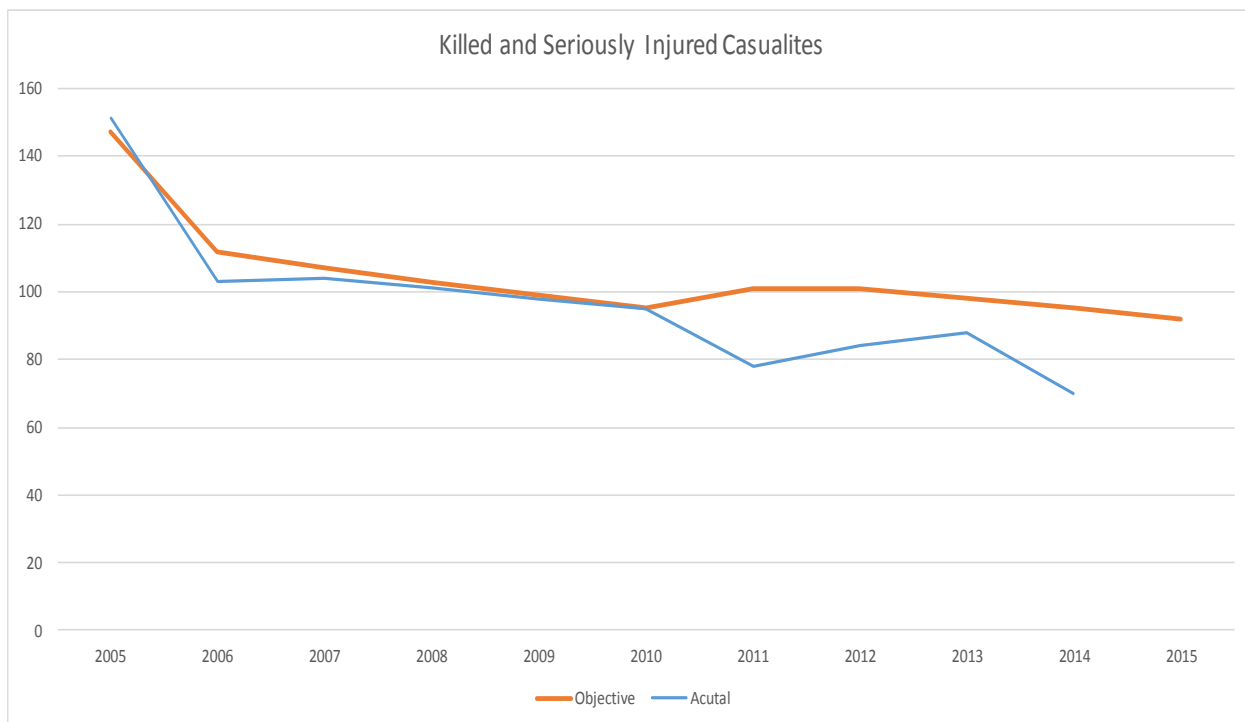
- 9.1 None

10. APPENDICES

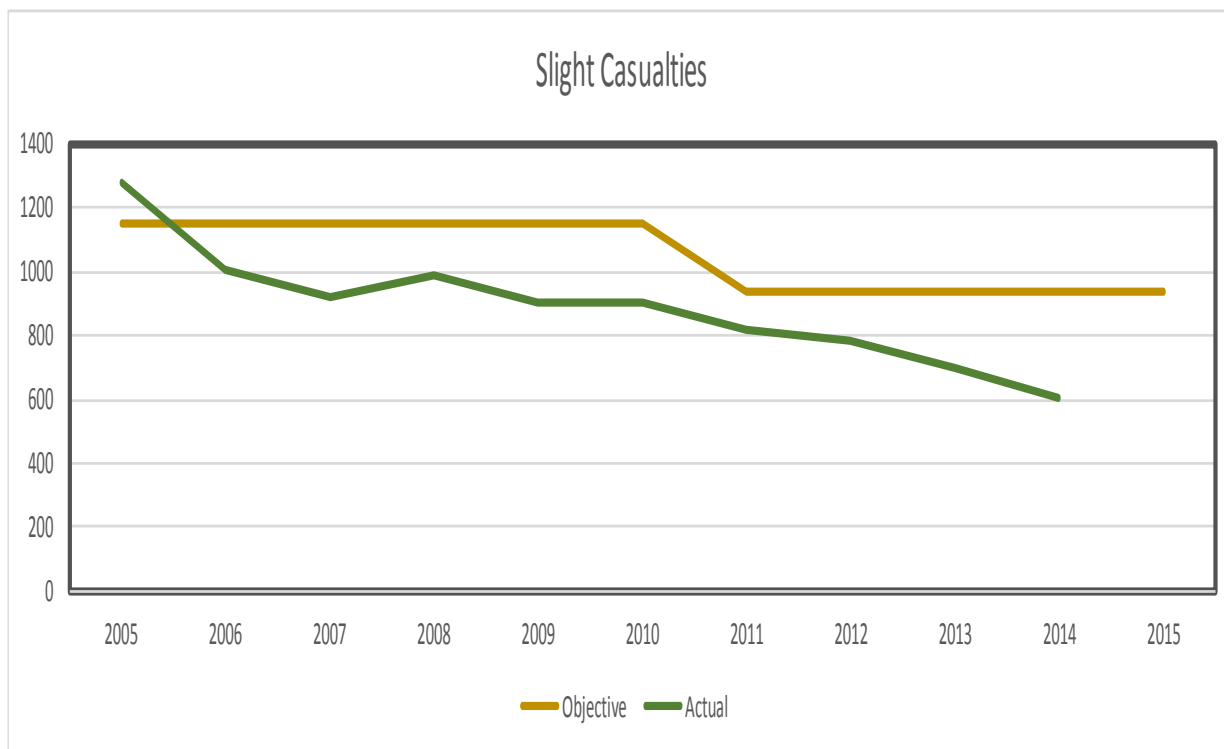
- Appendix 1 Casualty data overview
- Appendix 2 Casualty data analysed by mode, age and location
- Appendix 3 CPRSP Task and Finish Plan

Appendix 1 – Number of casualties against set objectives in Local Transport Plan

Number of people killed and seriously injured on Peterborough roads against objective set in Local Transport Plan

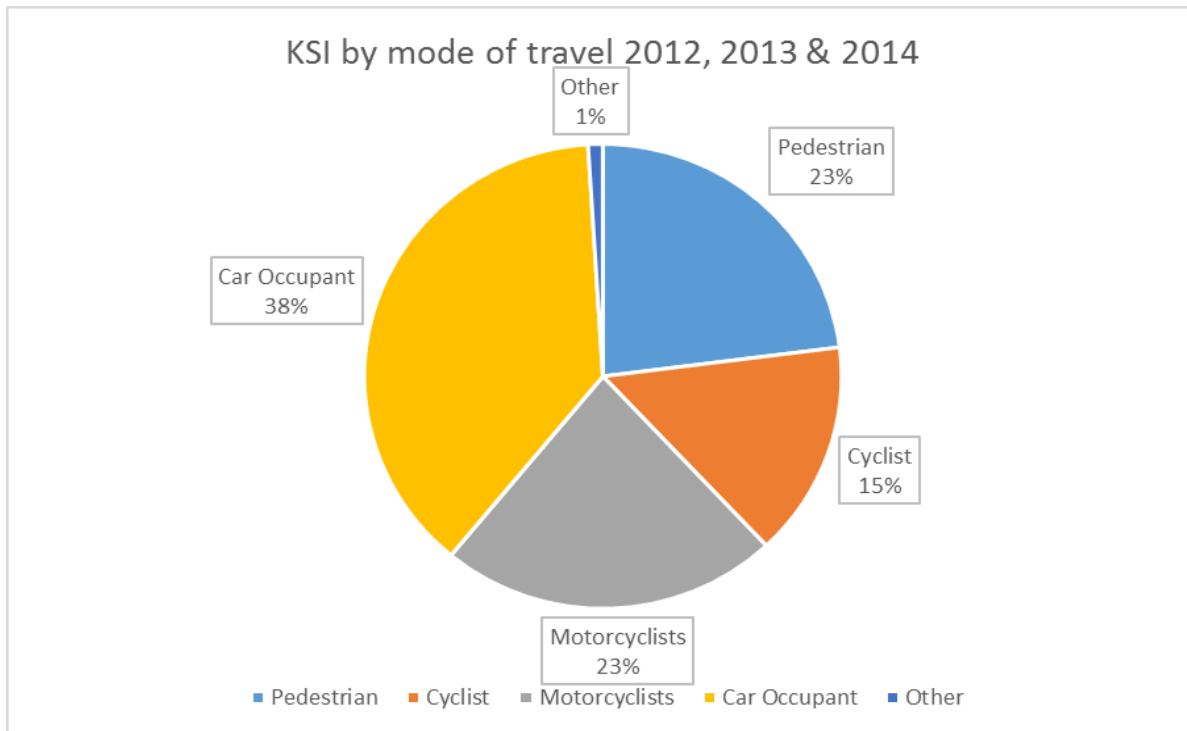


Number of people slightly injured on Peterborough roads against set objective in Local Transport Plan.

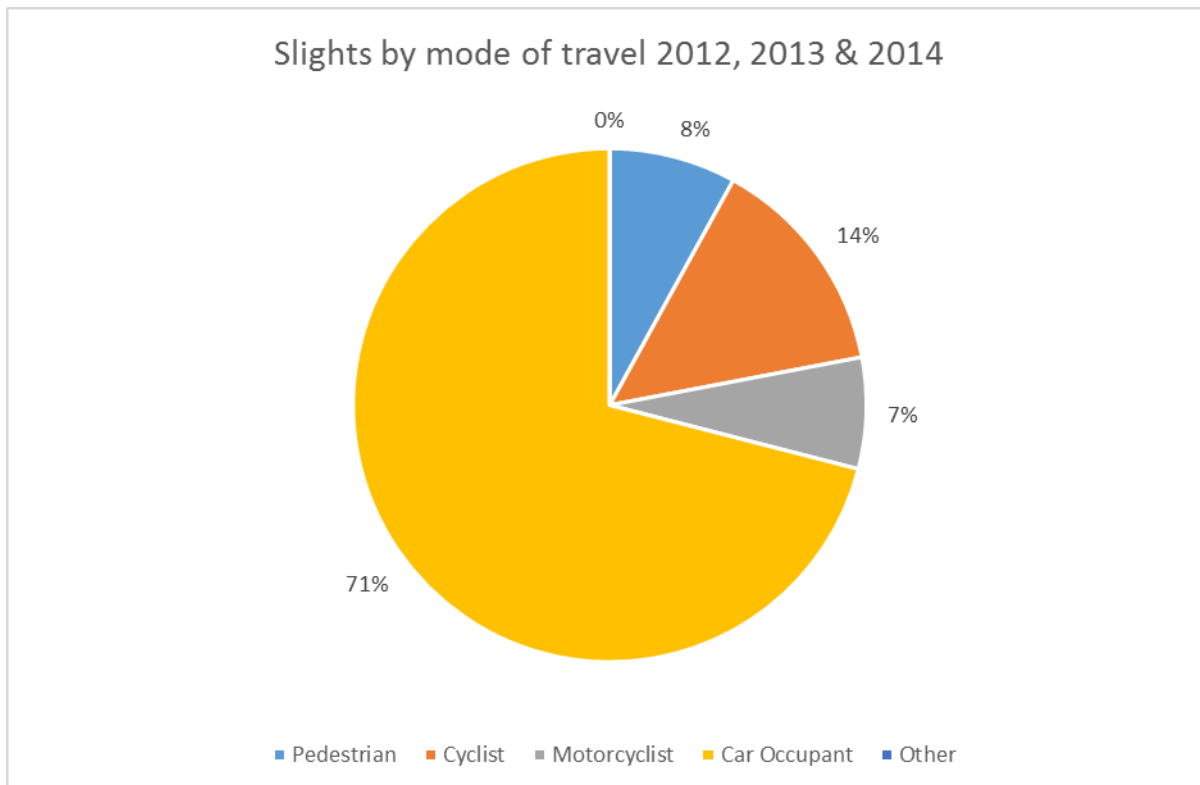


Appendix 2 – Breakdown of casualties by mode, age and location

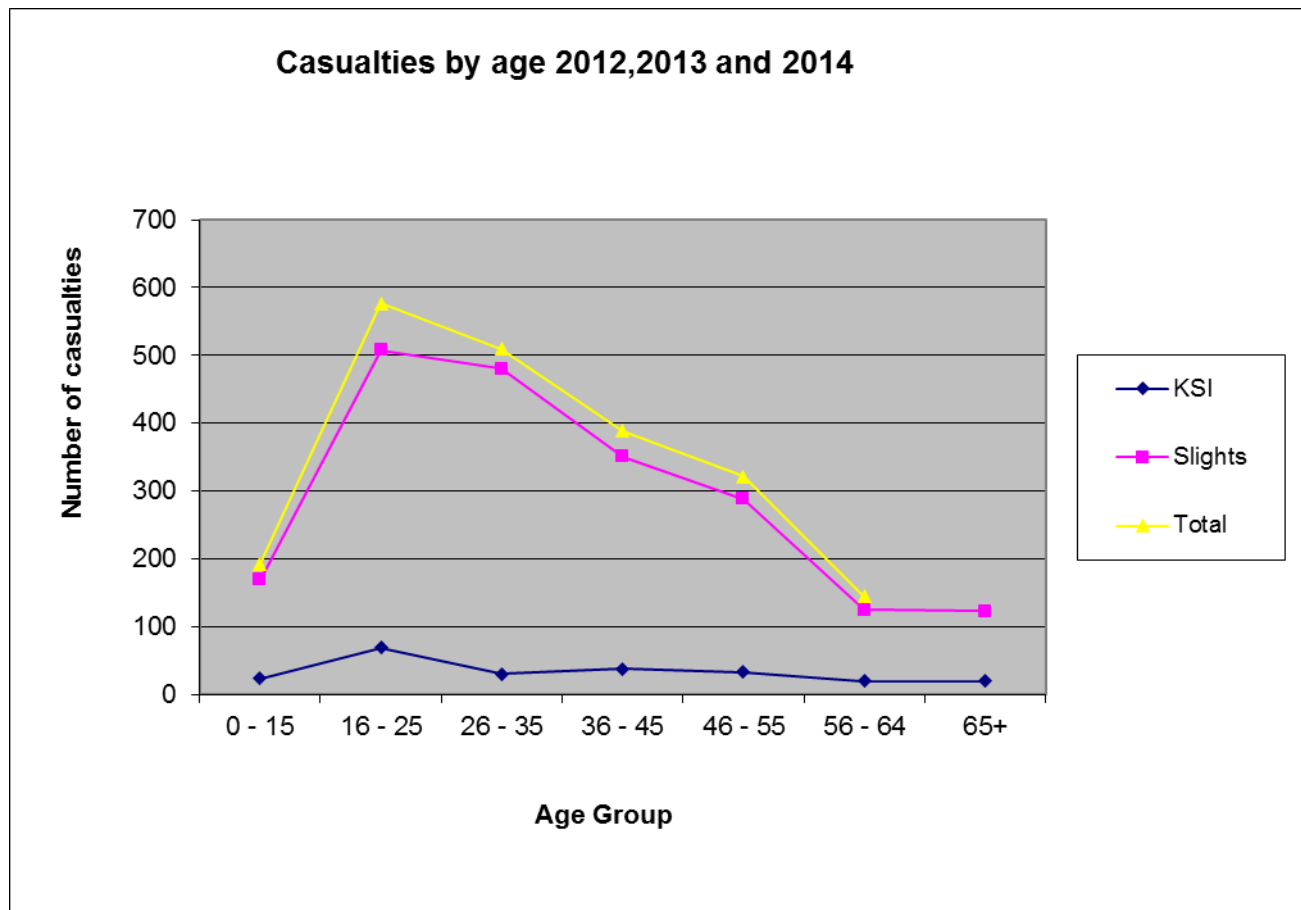
Number of people killed and seriously injured broken down by mode of travel



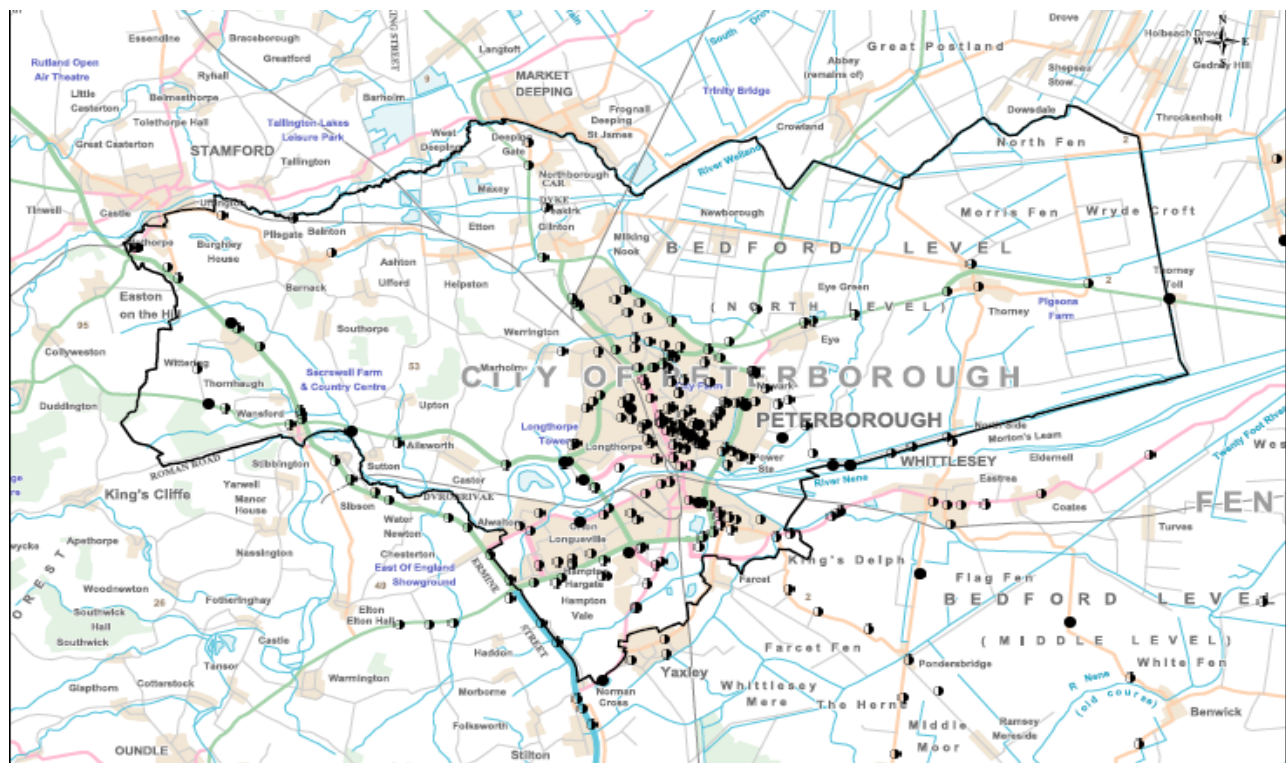
Slight casualties broken down by mode of travel



Casualty breakdown by age



KSI accidents by location



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