

SCRUTINY COMMISSION FOR RURAL COMMUNITIES	Agenda Item No. 5
3 November 2015	Public Report

Report Author – Clair George, Senior Road Safety Officer
Contact Details – 01733 453576

ROAD SAFETY IN RURAL AREAS

1. PURPOSE

- 1.1 To provide Members with details of accidents happening on roads in rural areas of Peterborough, partnership work being delivered to reduce the number of casualties and future opportunities for casualty reduction.

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 in rural areas.

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 which occurred on Peterborough roads in 2014 was £33.4 million of which £7.2 million was from accidents in rural wards.

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

<u>Accident/casualty type</u>	<u>Cost per casualty</u>	<u>Cost per accident</u>
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 In rural areas access to services, education and employment is often reliant on being able to drive. Crashes on rural roads are likely to be serious or fatal due to the higher speeds and these two factors increase risk particularly for young people.
- 3.5 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.
- 3.6 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 The Department for Transport classes all roads 40mph and over as a rural roads, however for the purpose of this report collisions which happened on roads which fall in rural wards of Peterborough have been used. (Barnack, Eye & Thorney, Ginton & Wittering, Newborough & Northborough) This includes any accidents that happen within the village envelope on roads with a limit of 30mph or 20mph.
- 4.1.4 During 2014, 97 people were injured on roads in rural wards of which 14 were killed or seriously injured. This represents 14.3% of all accidents in 2014 on rural roads. The casualties are based on location rather than resident. Please see appendix 1 for an analysis of casualties.
- 4.1.5 A total of 56 collisions during 2014 happened on the Trunk Road Network in Peterborough of which 39 were in the rural wards (A1 and A47).

- 4.1.6 The Trunk Road Network is managed by Highways England who are responsible for any maintenance and infrastructure improvements. Peterborough City Council meets regularly with Highways England to discuss matters arising or areas of concern on the Trunk Road Network.

Table 1 – Number of casualties in Peterborough (and % in Rural Wards)

Year	Fatal	Serious	Slight	Total
2012	4 (25%)	80 (27%)	788 (15.6%)	872 (16.3%)
2013	8 (50%)	80 (21%)	695 (15.3%)	783 (16.3%)
2014	4 (50%)	71 (17%)	601 (13.8%)	676 (14.3%)

- 4.1.7 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

- 4.1.8 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 in rural wards. The data shows that over the last 3 years (2012 – 2014) 89% of people injured in rural wards were in vehicles and 87% of the accidents happened on roads with a speed limit of 40mph and above.
- 4.1.9 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 INFRASTRUCTURE IMPROVEMENTS IN RURAL AREAS INCLUDING BUS STOPS/SHELTERS

- 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 The Department for Transport (DfT) allocates the city council funding for small integrated transport improvement schemes to improve things such as road safety, public transport, traffic congestion, accessibility, pollution, walking and cycling provisions. The integrated transport block funding enhances the network for all forms of transport and is calculated following assessments/analysis and is linked to the policies in the Long Term Transport Strategy and the third Local Transport Plan. A report and a list of proposed schemes are submitted to the Sustainable Growth and Environment Capital Scrutiny Committee on an annual basis before being submitted to the Cabinet Member for Growth, Planning, Housing and Economic Development.
- 4.3.3 The council receives a high number of requests for improvements and with limited budget we score each request based on a number of factors. For example, if an issue was raised about perceived speeding we would collect data on vehicle speeds and accident data and then follow the recommended DfT guidelines on whether or not the issue warrants consideration for a speed reduction scheme. We encourage residents/groups to contact the council with issues and suggestions because we are keen to make improvements where there is a need and where it is possible to do so.
- 4.3.4 All request received for bus shelters are assessed against a methodology table. Methodology includes location to shops, location to places of works and frequency of services. There are currently no bus stop request waiting assessment. Over the last 3 years 2 shelters have been installed at the following location: Northborough opposite the Pack Horse and Wittering on Burghley Avenue.

4.4 MAINTENANCE OF FOOTPATHS AND ROAD NETWORK

- 4.4.1 All policy and standards relating to the highway maintenance service provided by Peterborough Highway Services are applied to the Network as a whole and do not differentiate between urban or rural environments. This applies to all elements of the service whether it be reactive and routine maintenance generated from annual routine safety inspections through to more widespread planned maintenance (resurfacing) identified using the results of condition surveys covering the full network. Essentially a pothole in an urban street is dealt with in the same way as a pothole on a village street using the same intervention levels and the same response times.

4.5 NETWORK RAIL CROSSING CLOSURE PROGRAMME

- 4.5.1 Proposed closures will now be considered as individual crossings rather than a package of measures. The funding for any such closures has now been deferred until Network Rail next funding period.

4.6 CURRENT PREVENTION TARGETTED WORK

- 4.6.1 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. Rural schools across Peterborough are encouraged to take part in the Junior Road Safety Officer Scheme, Pedestrian Training, Scooter Training, as well as the Be Safe Be Seen campaign.

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 the 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 Centred 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. Pit Stop days have taken place on the A47
- 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 combine 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.

This autumn the DfT will be re-running its THINK! Country Road campaign which aims to contribute to a reduction in killed and serious injured casualties on rural roads by reducing drivers' entry speed into bends. Campaign activity will include National radio advertising, video advertising on YouTube, Cinema advertising and social media advertising. Activities will be delivered to support the campaign at a local level.

4.7 SAFETY CAMERAS

4.7.1 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.

4.7.2 There are currently 2 fixed camera sites in the rural area and 3 mobile enforcement sites. There are also a number of community concern sites which are in rural areas, however these sites are currently under review.

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 Centred 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 Rural Wards 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

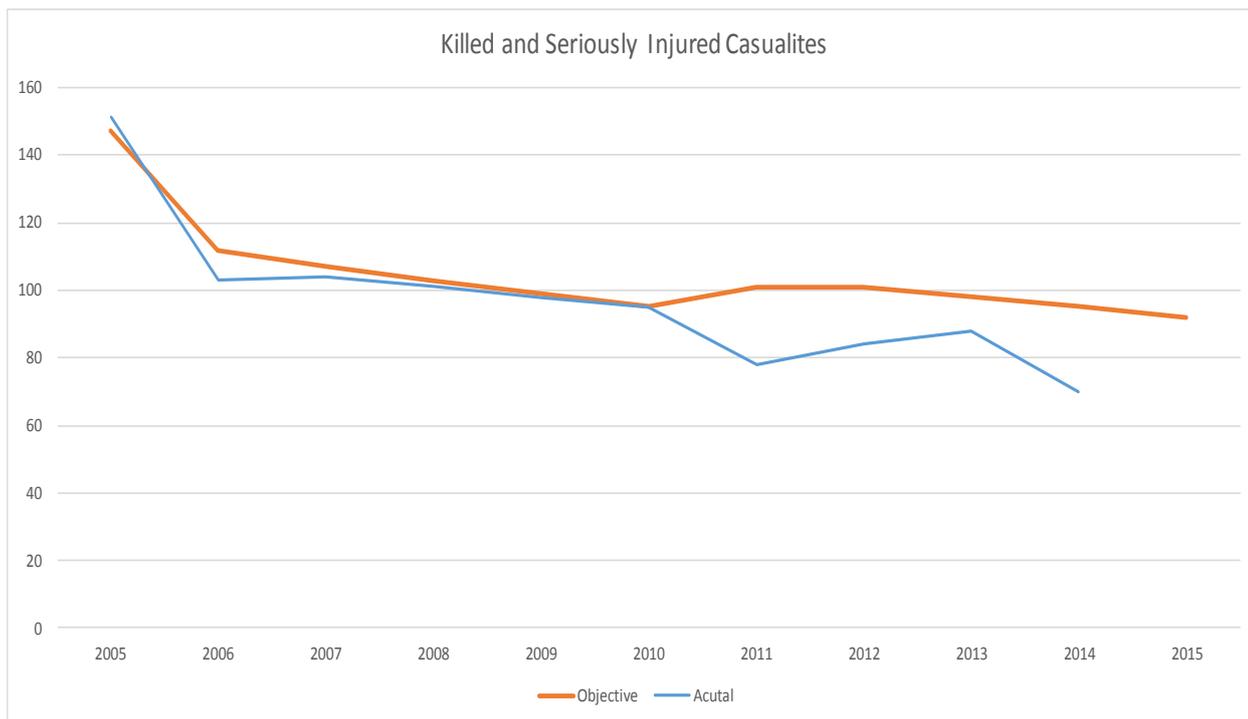
9.1 None

10. APPENDICES

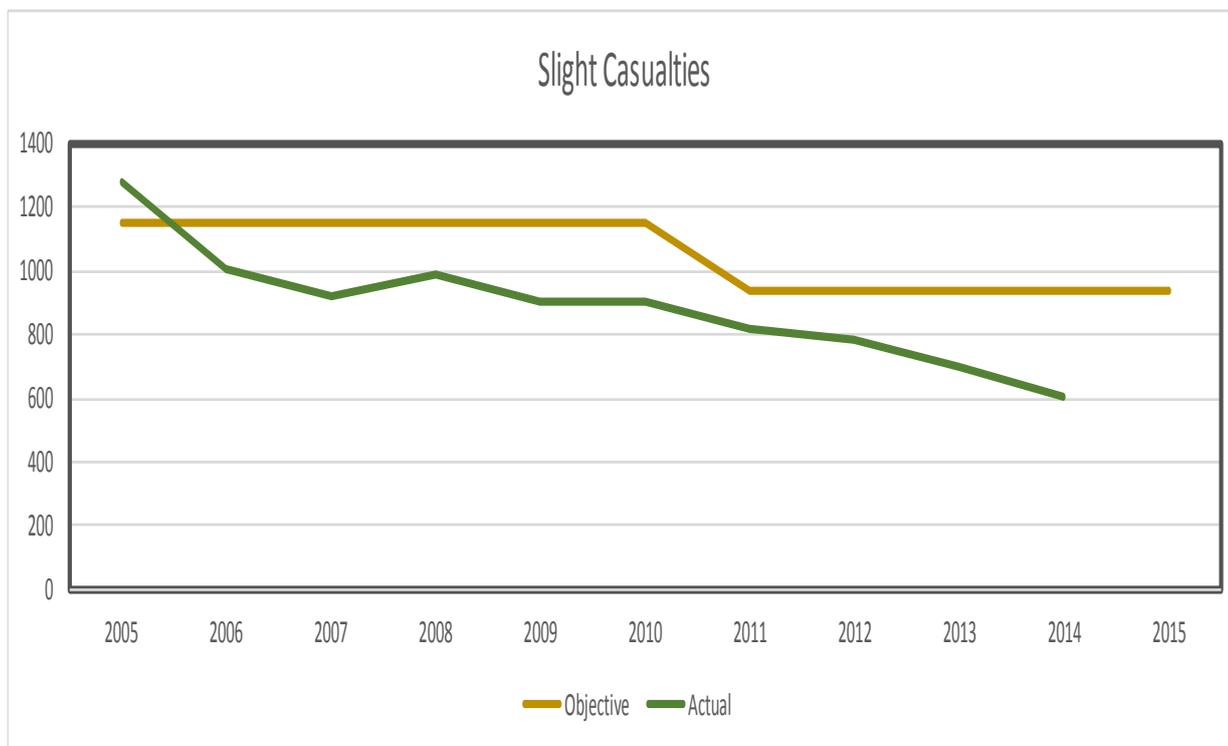
- Appendix 1 Casualty data overview
- Appendix 2 Casualty data analysed by mode, age and location
- Appendix 3 CPRSP Task and Finish Plan

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

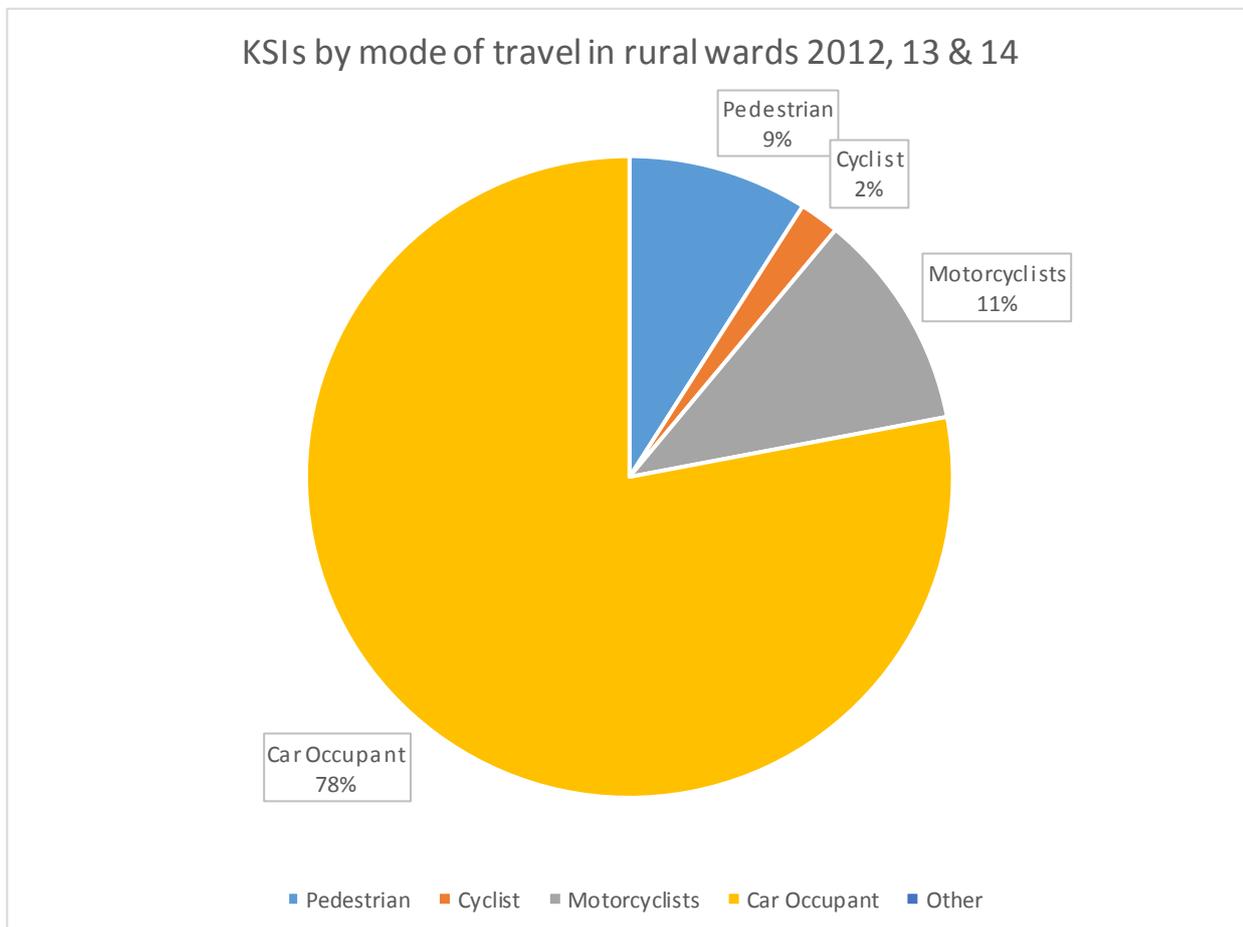
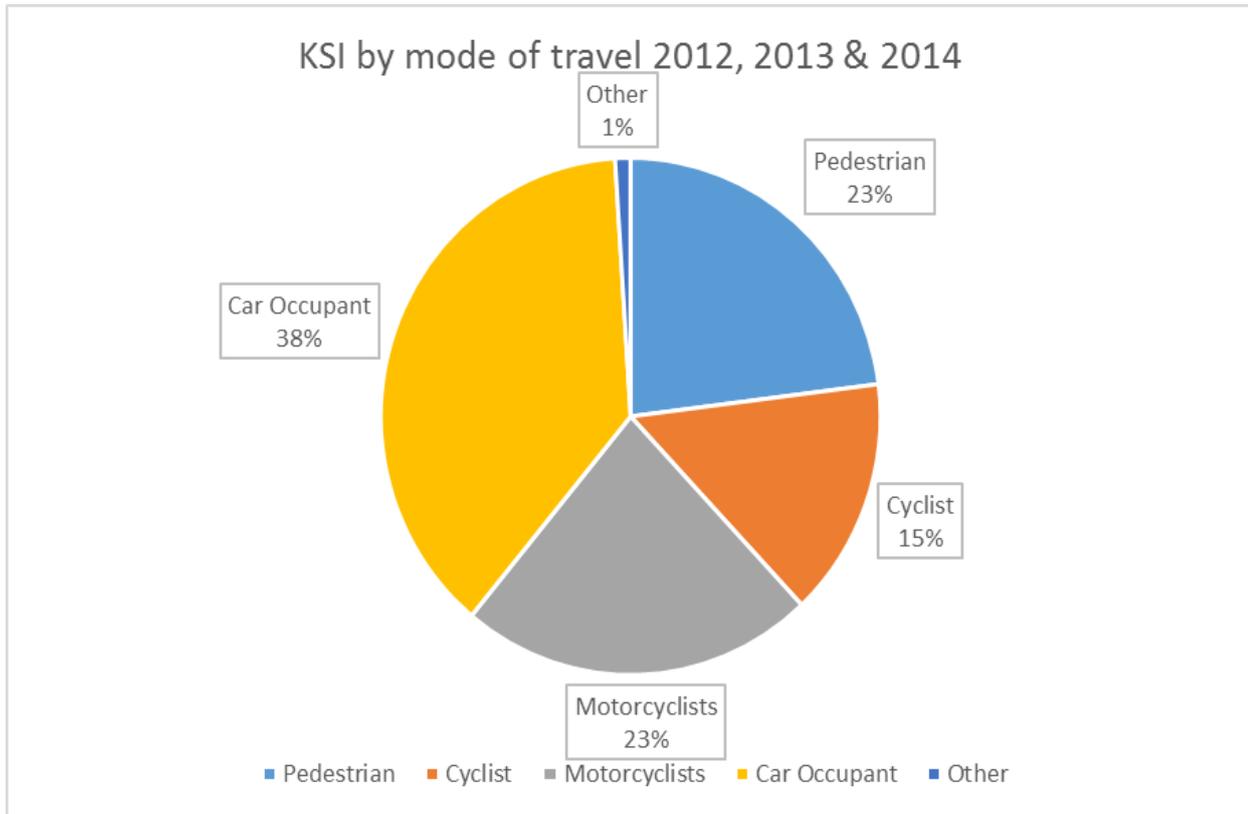


Number of people slightly injured on Peterborough roads against set objective in Local Transport Plan.

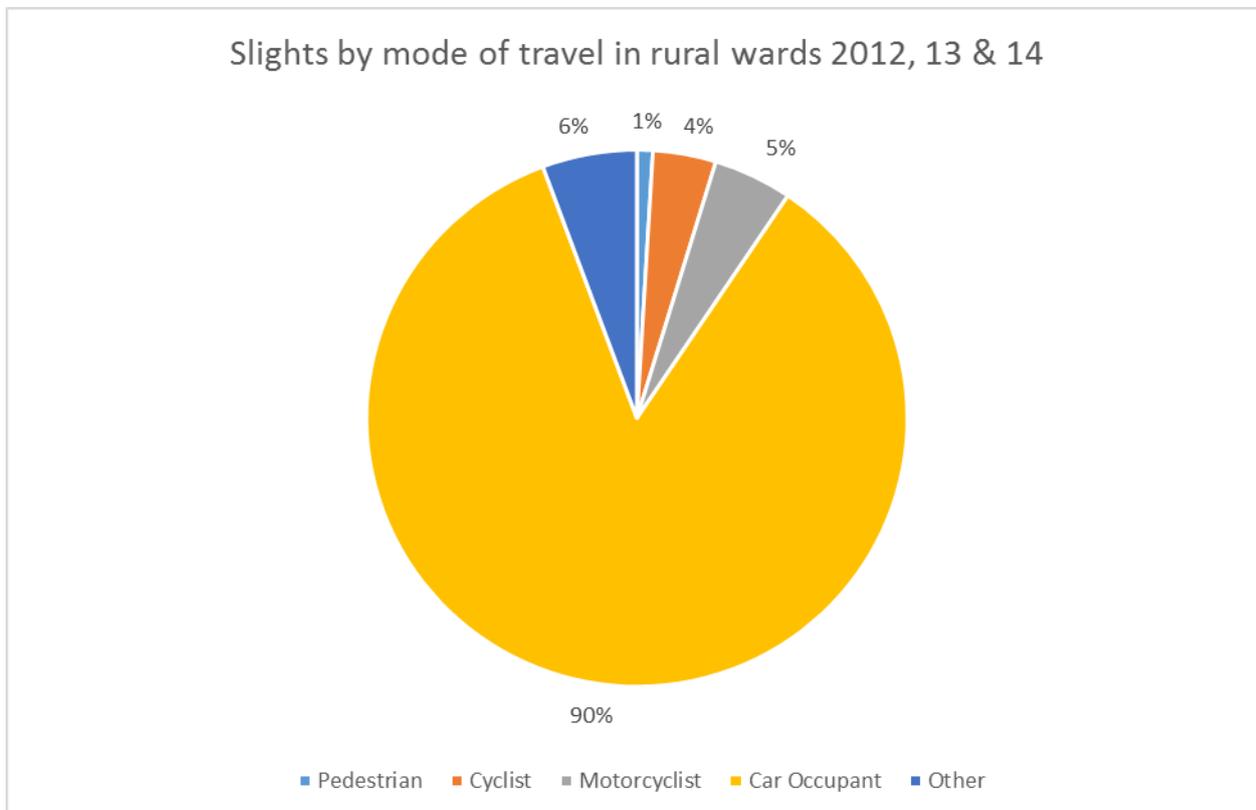
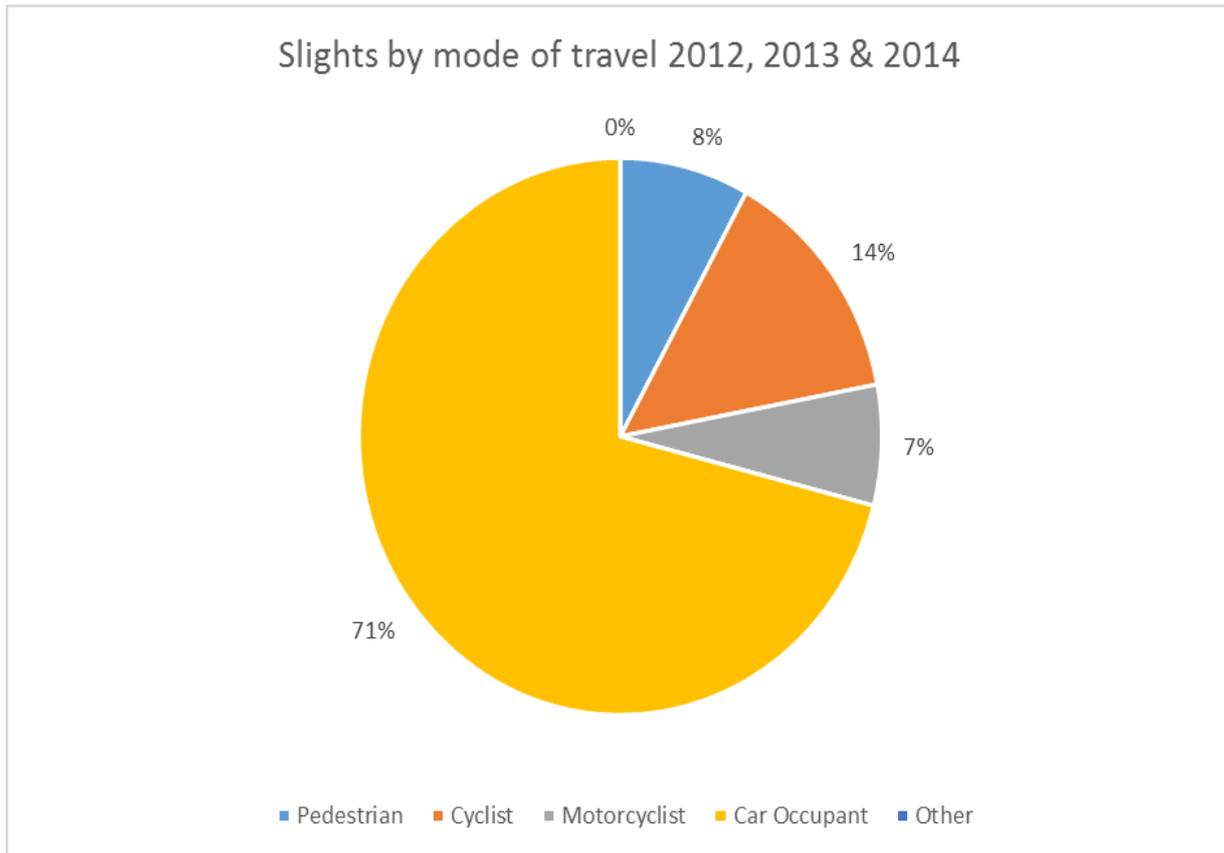


Appendix 2 – Breakdown of casualties by mode, age and location

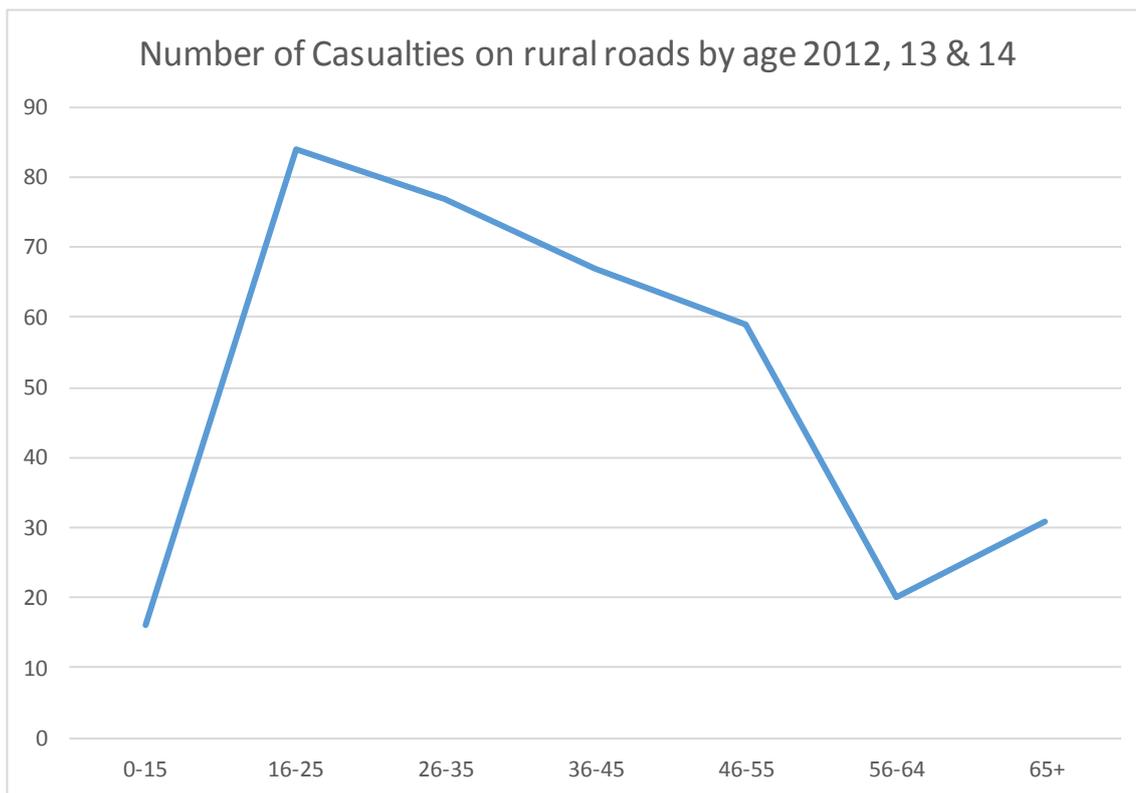
Number of people killed and seriously injured broken down by mode of travel



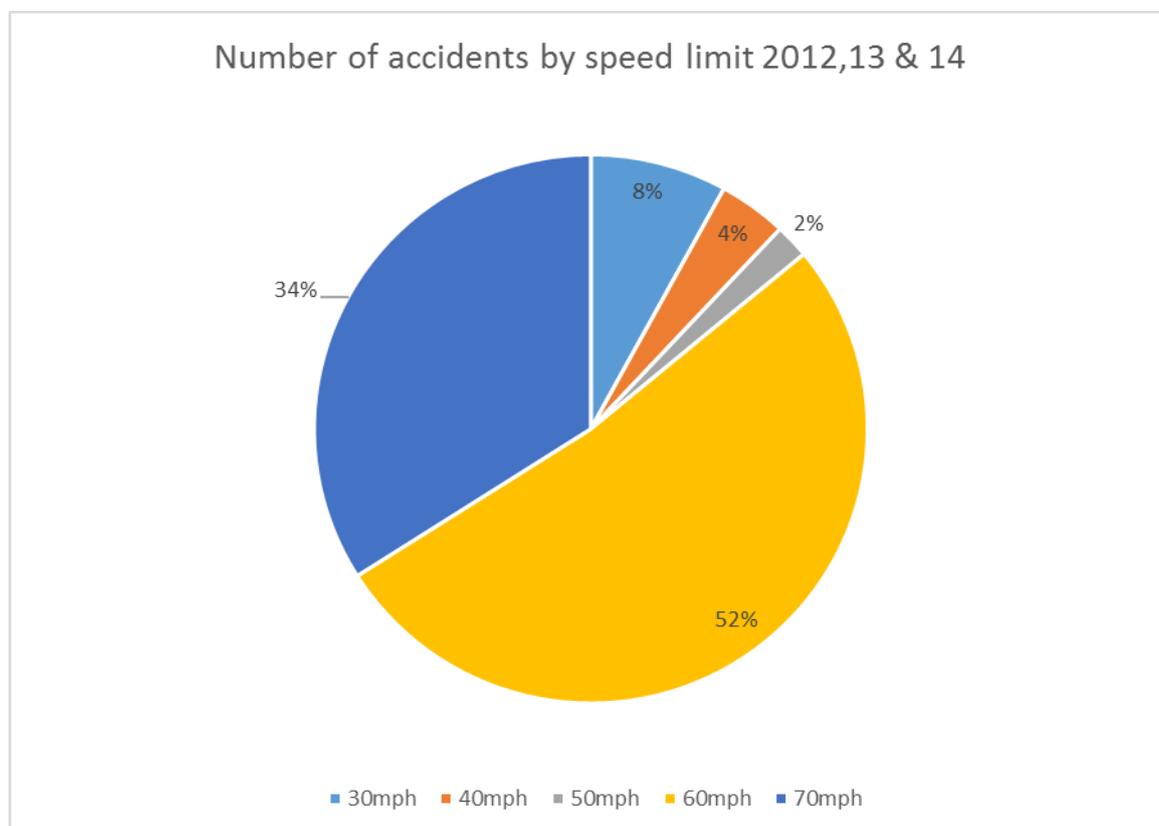
Slight casualties broken down by mode of travel



Casualty breakdown by age rural wards



Accidents by speed limit



KSI accidents by location

