

AGENDA ITEM 8

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP

PROGRESS REPORT – August 2009

Introduction

1. The programme of road safety work for 2009/10 was approved by the West of England Road Safety Partnership (RSP) at its meeting on 18th March 2009. This report outlines progress in implementing that programme at August 2009.

Priorities

2. Having considered the Casualty Data Report the RSP agreed in March 2009 that the resources available to the Partnership should continue to be focussed on trying to achieve further reductions in casualties in the following user groups:
 - Car occupant casualties in all areas
 - Motorcyclist casualties in all areas
 - Pedestrian Casualties in Bristol
 - Child Pedestrian casualties in Bristol
 - Cyclist casualties in Bristol

In addition it was agreed that special attention should be paid to reducing motorcyclist and cyclist casualties to bring them closer to the 2010 target.

Progress with the Road Safety Education, Training and Publicity Programme

3. The funding approved for the Road Safety Education, Training and Publicity (ETP) Programme for 2009/10 amounts to some £765,000 (excluding Local Safety Schemes). As noted in the ETP report, there is substantial continuity between the 08/09 and the 09/10 programmes as most of the ETP initiatives will take time to prove their effectiveness.
4. Progress with the RSP ETP projects approved for funding at the March meeting of the Partnership, are set out below.
5. **Pass Plus** is a project aimed at new driving licence holders and provides them with six additional sessions that cover a variety of topics, including motorway and night driving. The Partnership pays £75 towards the full cost of the six sessions that cost around £140 (varies from instructor to instructor).

Some 286 drivers have taken advantage of the scheme from April to July in 2009. Funding is available for some 750 places in the full year 2009/10. In order to encourage more people to take Pass Plus it has not been restricted to younger drivers only.

It should be noted that the Government is currently consulting on possible changes to the Driving Test and this may require Pass Plus type training to be included in the Test.

6. **SMART RISK** is Theatre in Education at its most powerful with real casualties whose lives have been changed fundamentally after having been involved in accidents. It is aimed at young people aged 11 – 18 to improve understanding and assessment of risk and to help in developing mitigation strategies. It was delivered to 8830 pupils within the West of England area in 2008/09 and is planned to be delivered to a further 4000 pupils in 2009/10.
7. **Keep Your Wheels** is a high profile web based project which targets young motorcycle riders fresh from the compulsory basic training (CBT). The numbers signing up to the website and completing the process have so far been disappointing and the project has largely failed to attract the intended target group. A review was undertaken to try to identify the reasons for this and what improvements could be made to make the project more effective. Unfortunately the review did not produce a clear outcome and so the amount of funding for Keep Your Wheels was reduced. The scheme is now operated mainly in Bristol, but is available for other authorities.
8. A **'THINK' motorcycle** is owned by South Gloucestershire Council and is ridden on behalf of the partnership by the South Gloucestershire motorcycle officer. The aim of this machine is to have a high profile presence on the road with the THINK message taken to the public on a daily basis and at public events as requested.
The motorcycle officer has been working closely with the Police *Kick Start* campaign and BikeSafe events throughout the West of England. He also regularly attends the Weston-s-Mare motorcycle Bike Nights and is planning to attend a motorcycle event in Keynsham.
9. **Motorcycle Training** Ten Training days for riders of large cc motorcycles have been held between April and August 2009 at S Glos Council offices and three further training days are planned for the remainder of the year. The aim is to give riders a better understanding of the capabilities of their machines and themselves. Such training has also been delivered to staff Members at Airbus Filton.
Rider Performance Days are planned to run at Castle Combe for September 2009 in conjunction with Somerset Road Safety Partnership, with 12 riders booked so far.
10. **Publicity Campaigns** Two areas of road safety publicity have been promoted so far this year and further campaigns are under consideration.

Summer Drink Drive Campaign – Targeted drink and drug driving campaigns are conducted in line with the Police national ACPO summer and Christmas campaigns. These involve a pro-active media strategy aimed at young people, high profile stop checks and the use of intelligence to target offenders. This included radio advertising on Heart FM who also hosted a barbecue to support the campaign in Bristol.

Seatbelt Wearing/ in-car safety/ mobile phone use while driving/ School Crossing patrol – Stop means Stop campaign on Heart FM radio.

11. The partnership supports the work of **Lifeskills**, an Interactive Safety Education Centre at the Create Centre, Bristol which delivers safety training to children in Year 6. Lifeskills operates at fully capacity and some 65% of Year 6 children in the Partnership area attend the Centre each year to receive training which includes a road safety module. The Centre also delivers training programmes for adults with learning difficulties and for older people.

12. **Young Drivers/Riders** The *Wheels Project* is used by Bristol and B&NES to deliver a series of targeted road safety sessions to students, mainly from areas of social disadvantage, referred from Youth Offending Teams, Pupil Referral Units, Youth Clubs and Other “hard to reach” groups. This is mainly aimed at potential moped riders broadly in the 15 – 17 age group.

Bristol are developing a Young Drivers Project with UWE.

South Glos are:

- continuing with their on-going “For My Girlfriend” crash extrication re-enactments in partnership with Avon Fire & Rescue Service.
- running pre-driver training in partnership with the North Avon Driving Instructors Association.
- engaging in the Police Kick Start initiative.

13. **Targeted Road Safety.** Projects within this category vary across the authorities as they each address the road safety issues and priorities in their individual areas, whilst ensuring that they also tackle the priorities agreed by the Road Safety Partnership for the whole of the West of England area. This includes practical child pedestrian training; cycle training; education programmes in schools and colleges covering in-car safety, motorcycle safety, pedestrian safety and cycle safety; and publicity campaigns aimed at improving driver behaviour.

N Somerset are providing £150 grants for up to 10 SpeedWatch Groups towards set-up costs.

In order to move forward on targeted Road Safety projects it is necessary for all four unitary authorities to fund additional staff from the road safety grant.

14. **Road Safety Engineering :** All four unitary authorities are progressing programmes of road safety engineering measures aimed specifically at achieving casualty reductions; Common definitions have been agreed between the authorities to help in working consistently on data analysis and development of engineering schemes.

A Speed Management Strategy has been agreed by officers of the four unitary authorities. All four authorities are working on a review of the speed

limits on all A and B roads in their areas with the intention of ensuring that all of these roads have an appropriate speed limit.

A joint route treatment project has been initiated to identify the highest risk routes in the partnership area and consider common approaches to addressing the road safety concerns along them. A route data review identified the A38 and A4 as the initial focus for this work because these two routes have the highest number of accidents per km. Work is ongoing to review the accident data in more detail and identify any common causes or issues that could be addressed by the partnership in a joint route strategy.

Each local authority is continuing to review the safety camera locations across the partnership area in line with the agreed Camera Review Guidance previously developed.

15. Casualty Statistics.

The final accident and casualty totals for 2008 were circulated with the notes of the Road Safety Partnership meeting in March 2009. This showed

- an overall reduction in the number of people killed or seriously injured in the West of England Partnership area from 2007 of 25%;
- a reduction in the number of children killed or seriously injured of 28%;
- and a reduction in the number of slight injuries of 19%.

This significant reduction in casualties means that, for the first time since the 2010 casualty reduction targets were set, the Partnership is on target to achieve all three targets, i.e. 40% reduction in the number of people killed or seriously injured, a 50% reduction in the number of children killed or seriously injured, and a 10% reduction in the slight casualty rate.

Whilst too early in the year to say with any certainty, the corresponding figures for the first quarter of 2009 indicate that a further reduction may be achieved this year which could maintain our position as being on track to meet the 2010 targets.