

Report of the Strategic Director, Regeneration and Culture to the meeting of the Bradford East Area Committee to be held on 26 June 2014

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Subject:

Annual update on Road Safety in Bradford East

Summary statement:

This report seeks to update members on current casualty levels and trends in Bradford East and on the Road Safety education, training and publicity initiatives aimed at reducing these casualties.

Mike Cowlam
Interim Strategic Director
Regeneration and Culture

Portfolio:

Housing, Planning & Transport

Report contact: Sue Snoddy
Casualty Reduction & Road Safety
Partnership Manager
Phone: 01274 437409
E-mail: sue.snoddy@bradford.gov.uk

Overview & Scrutiny Area:

Environment and Waste Management



1.0 SUMMARY

- 1.1 This report seeks to update members on current casualty levels and trends in Bradford East and on the Road Safety education, training and publicity initiatives aimed at reducing these casualties.

2.0 BACKGROUND

- 2.1 A report on proposals for the devolution of Road Safety funding was considered by the Bradford East Area Committee on 22 November 2012. At the meeting members resolved to support an evidence based approach to determine Road Safety priorities. It was also resolved to present an annual 'State of the Nation' style report detailing casualty numbers/trends and details of ongoing and proposed road safety education, training and publicity initiatives to the Area Committee.
- 2.2 The West Yorkshire Local Transport Plan has set a target to reduce the number of fatal and serious road casualties in West Yorkshire by 50% by 2026. This reduction target uses the 2005 – 2009 average figure as a baseline. For the Bradford district this equates to a reduction from 248 to 124 casualties
- 2.3 A 'Road Casualties' report is published annually. Based on Police Road Traffic Collision records the report identifies casualty reduction priorities for the District. This report takes into account the most recent full year data available, i.e. 2013, and trends in comparison to preceding years.
- 2.4 In 2013 there was an overall decrease in casualties in the Bradford District and the long term downward trend has been maintained. Appendix 1 shows the present position for the Bradford District.
- 2.5 In Bradford East there was an overall decrease in casualties and, as with the District, the long term trend is downward. Appendix 2 shows the present position for Bradford East.
- 2.6 An investigation was conducted by Overview and Scrutiny Committee regarding the apparent lapse in the agreed Corporate Indicator NI48: Children Killed or Seriously injured (KSI). The investigation concluded that the reporting method for the Indicator was misleading and could give rise for concern. A re-think on the reporting mechanism will be suggested when the report is published. The report will also highlight the good partnership working and multi agency approach Bradford adopts for Road Safety and Casualty Reduction.
- 2.7 The Road Safety Team operates on a district-wide basis. Staff and financial resources are allocated to education, training and publicity programmes based on priorities identified for greatest impact on casualty reduction. Between August 2013 and July 2014 the team delivered the programmes set out in Appendix 3. These programmes are highlighted in the Bradford Metropolitan District Road Safety Plan, which is supported by the Area Committees.
- 2.8 Car occupants account for the highest number of casualties and are targeted through publicity campaigns and enforcement. Education and training initiatives, delivered at local level, target the 0-19 age group through work with schools, other

educational establishments, youth organisations, multi-agency partnerships and Area Coordinator teams.

3. OTHER CONSIDERATIONS

Activities in Bradford East during 2013 - 2014

- 3.1 In Bradford East activities in primary schools focused on pedestrian safety sessions and practical pedestrian training for Year 3. A number of schools also ran sessions for parents. Secondary schools focused on Year 7 presentations. There was a strong take up of Theatre in Education performances by secondary schools which addressed pedestrian safety, seatbelt wearing, speed and drink driving. These activities are set out in Appendix 4.
- 3.2 In 2014 - 2015 the team will continue to address key issues in Bradford East identified from the Annual Road Casualties Report, through the activities outlined in Appendix 3.
- 3.3 Given the relatively small data-set for user and demographic groups for individual constituencies, district-wide casualty data is more generally used to inform some intervention priorities.
- 3.4 The West Yorkshire Safer Roads Delivery Group, which comprises of Road Safety Officers from each district, delivers regional road safety publicity campaigns which are data led. Its most recent campaign, based on analysis of casualties and causation factors between 2008 and 2012 showed that over 50% of accidents in West Yorkshire were caused by one or more of the parties 'Failing to Look'. This information led to the 'Look Out' campaign which asks all road users to look out for each other when on the road and was launched on 2 June 2014.
- 3.5 A Project Officer, jointly funded by the West Yorkshire Local Authorities, operates at West Yorkshire level to address cycling and motorcycling issues. Appendix 3.

Public Health

- 3.6 Public Health (PH) has been successfully integrated into the council. Several developments have occurred which will consolidate road safety functions within the authority;
 - It became apparent, following a report on the links between the Corporate Indicators, Local Transport Plan objectives/Indicators and the PH Outcomes Framework that, by providing financial support for the Road Safety Team and further resources for walking and cycling interventions within Bradford, PH could reduce the costs of Hospital admissions for lack of movement/obesity and A & E attendance.
 - A service level agreement is currently being agreed in relation to outcomes associated with PH funding and includes such metrics as; killed and serious injuries, excess weight in 4 - 5 year olds and 10 -11 year olds, hospital

admissions caused by unintentional injury and mortality rate from causes considered preventable.

- PH now attends meetings at Board Level with the Combined Authority and has influence on the Local Transport Plan.
- The Joint Strategic Needs Assessment (JSNA) is currently being redrafted; it will identify corporate responsibility for overall highway injuries and highway injuries to children. The JSNA is controlled by the Health and Well Being Board and there is attendance by Planning, Highways and Transportation.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 The Road Safety budget allocation for education, training and publicity resources for 2014/15 is £32,800. This also covers contributions to wider West Yorkshire and Yorkshire and Humber campaigns and initiatives.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 Budget spend on Road Safety is currently prioritised against overall district casualty reduction priorities which are based on analysis of statistical data relating to road casualties. This analysis, underpinned by the District Road Safety Plan priorities, is used to establish key themes of a district-based approach for the following 12 month period. It is anticipated that a failure to maintain this approach would have a detrimental effect on future casualty prevention/reduction.
- 5.2 Without continued strategic use of resources the ability of the Council to achieve value for money through procurement savings as well as participating in partnership working on West Yorkshire and Yorkshire and Humber campaigns, initiatives and events would be at risk.

6. LEGAL APPRAISAL

- 6.1 The ongoing activities of the Road Safety team contribute to the Council's duties under the Road Traffic Act 1988

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

Due regard is given to Section 149 of the Equality Act 2010 when formulating a programme of Road Safety activities and interventions

7.2 SUSTAINABILITY IMPLICATIONS

Improvements in road safety conditions encourage a shift to more sustainable transport modes

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

Any increases in walking, cycling or public transport use encouraged by road safety improvements would have a positive impact on reducing Greenhouse Gas emissions.

7.4 COMMUNITY SAFETY IMPLICATIONS

The work of the Road Safety team contributes towards improving community safety in the following areas:

- Drivers and passengers – speed, seatbelt wearing
- Pedestrian safety
- Vulnerable road users: children, cyclists; and motorcyclists
- Safety around schools

7.5 HUMAN RIGHTS ACT

None

7.6 TRADE UNION

None

7.7 WARD IMPLICATIONS

The information in this report is relevant to all wards

7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS

Road Safety Team activities contribute to the Safer Communities priorities within the Bradford East Area Committee Action Plan. Through education, training, publicity and partnership working with other agencies and local people, the Road Safety Team address traffic, driving and parking problems, including seatbelts and child restraints, particularly around schools.

8. NOT FOR PUBLICATION DOCUMENTS

8.1 None

9. OPTIONS

9.1 That the Bradford East Area Committee identifies additional priority areas that could be addressed by the Road Safety team as part of their annual programme.

10. RECOMMENDATIONS

10.1 That the Bradford East Area Committee notes the information in respect of casualty trends and Road Safety activities in Bradford East.

10.2 That the Bradford East Area Committee continues to support the evidence based approach to determine Road Safety priorities.

11. APPENDICES

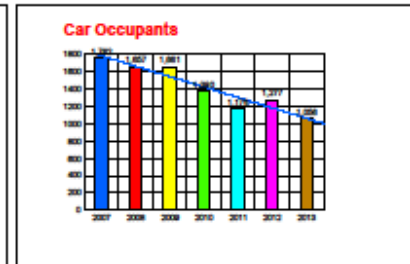
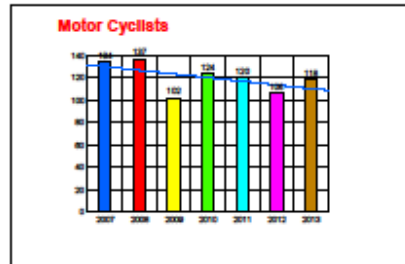
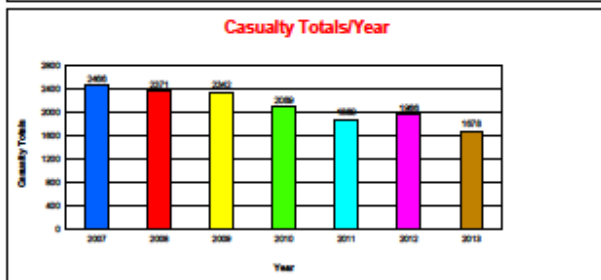
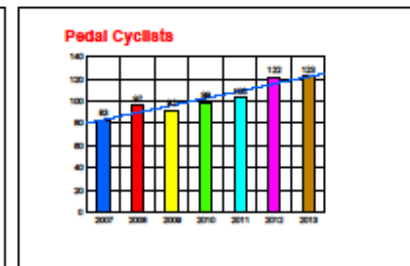
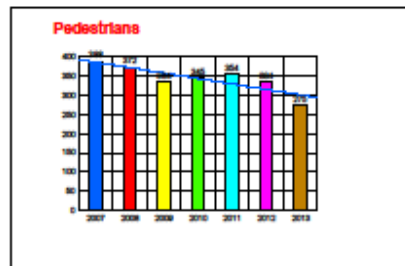
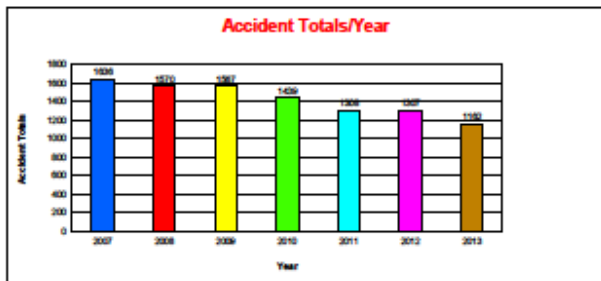
- 11.1 Appendix 1 – Road Casualties Bradford District 2007 to 2013
- 11.2 Appendix 2 – Road Casualties Area Committee: Bradford East 2007 to 2013
- 11.3 Appendix 3 - Road Safety Education Training and Publicity Programmes
- 11.4 Appendix 4 – Work in Bradford East August 2013 – July 2014

12. BACKGROUND DOCUMENTS

Devolution Report

APPENDIX 1

Bradford District @ 2007-2013



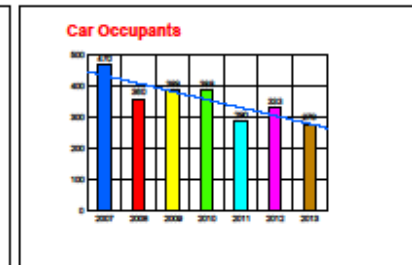
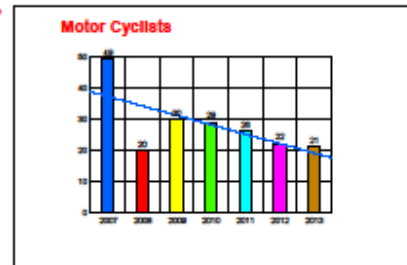
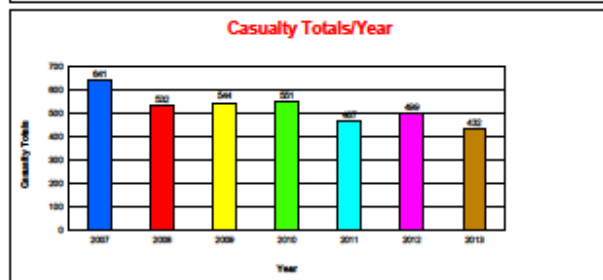
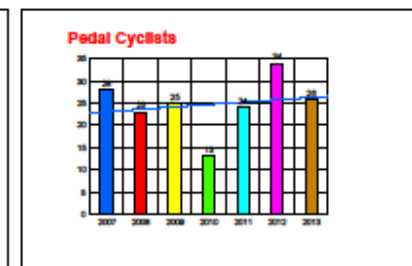
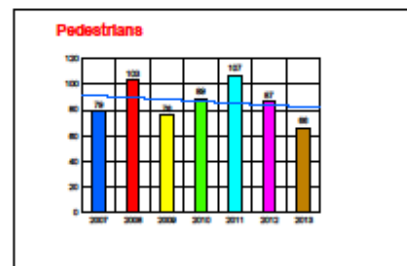
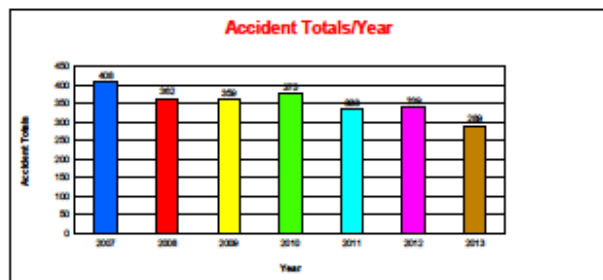
Casualty Data

Acc	2007	2008	2009	2010	2011	2012	2013	Total
Fatal	26	15	20	10	12	13	10	106
Serious	214	231	180	177	197	193	168	1360
Slight	1396	1324	1367	1252	1099	1101	984	8523
Damage	0	0	0	0	0	0	0	0
Total	1636	1570	1567	1439	1308	1307	1162	9989

Cas	2007	2008	2009	2010	2011	2012	2013	Total
Fatal	27	19	21	10	12	15	13	117
Serious	228	255	190	198	204	206	177	1458
Slight	2211	2097	2131	1881	1664	1745	1488	13217
Total	2466	2371	2342	2089	1880	1966	1678	14792

APPENDIX 2

Area committee Bradford East



Acc	2007	2008	2009	2010	2011	2012	2013	Total
Fatal	6	2	5	1	5	0	1	20
Serious	65	52	41	39	53	49	42	341
Slight	337	308	313	335	275	290	246	2104
Damage	0	0	0	0	0	0	0	0
Total	408	362	350	375	333	339	289	2465

Cas	2007	2008	2009	2010	2011	2012	2013	Total
Fatal	6	5	6	1	5	0	1	24
Serious	70	57	44	40	57	49	43	380
Slight	565	470	494	510	405	450	388	3282
Total	641	532	544	551	467	499	432	3866

APPENDIX 3

ROAD SAFETY EDUCATION TRAINING AND PUBLICITY PROGRAMMES

Early Years and Primary School

- a) Nursery/Reception – Teddy Takes a Tumble and Role Play
- b) Year 1 and 2 – Role Play and Mrs Armitage on Wheels
- c) Year 3 – Pedestrian Training – Practical on road skills
- d) Year 3 and 4 – Role Play and In Car Safety
- e) Year 4, 5 and 6 – Bike Safe Play Safe
- f) Year 5 and 6 – Charlie’s Accident and In Car Safety
- g) Cycling Training
- h) Parent/Carer Sessions
- i) Car Seat Checks and information sessions

Resources

- Starting School and Transition
- School Gate Parking information, banners and boards
- Be Bright Be Seen
- Teddy Takes a Tumble Packs – Annual
- To Mum and Dad Packs - Annual circulation through Health Visitors
- Information for Mosques and Madrassas

Secondary School

- Key Stage 3 – Ghost Street
- Key Stage 4 – Too Young to Die
- Key Stage 5 – Drive for Life
- Theatre in Education (TIE) The Decision – Year 7 – Pedestrian Safety
- Theatre in Education (TIE) Perfect – Year 9 – In Car Safety (Seatbelt wearing)
- Theatre in Education (TIE) New Wheels KS4 & 5 – Speed, Seatbelt wearing, drink and drug driving

National and Local Partnership Events and Initiatives

- Child Safety Week
- Brake Road Safety Week
- Stay Safe
- Positive Lifestyle
- Summer Holiday Programmes
- Area Coordinator Team Initiatives
- Multi Agency Events and Health Fairs
- Drivers Awareness Courses
- NHS Wheelchair Tests
- Adoption and Fostering Car Seat Training Sessions

Publicity

Drivers, passengers, adult cyclists, motorcyclists and pedestrians are targeted through publicity activities. Press releases, advertising on buses, radio, JC Decaux boards, and leaflets are used to put out key messages related to seat belt wearing, speed, the use of mobile phones, drink driving, distractions and awareness of other road users.

The team work with the other West Yorkshire and Yorkshire and Humber authorities on publicity campaigns and support the Governments 'Think' campaigns.

'Failure to Look' - targets all road users and is the latest campaign from the West Yorkshire Safer Roads Delivery Group encouraging all road users to share the roads safely and to look out for each other.

Work in Priority Areas with Key Partners

Each year the team target priority wards based on child casualties and offer a comprehensive multi agency programme to the schools and communities in these areas. Partners include; police, F&R, engineers, NHS, local schools and the Area Co-ordinator teams. This work includes;

- Door to door knocking – seatbelts/speed/parental responsibility
- IMPS (Injury Minimisation Programme) for parents
- Pedestrian Training for parents
- Health Fair & Extrication
- Parent's talks & forum
- Slow down correx boards
- Information news sheets for parents

West Yorkshire Project Officer

- Someone's Son Campaign (Cycling (C) and Motorcycling (M/C)) – Radio, printed media and web based resource
- Spot the Difference (M/C) – A leaflet tackling the issue of what young riders wear
- Yorkshire Enhanced Rider Scheme (M/C) - Post training course
- Quality Yorkshire Riders (M/C) www.qualityyorkshireriders.com
- Bimble (M/C) – A quarterly e newsletter
- Urban Survival Guide (M/C) – A DVD and online resource
- Urban Cycling Guide DVD (C)
- Blind Spot Resource (C) Developed to highlight visibility issues of HGV's
- Tour de France – Will bring together the safety messages of planned campaigns and provide links to the Rural and Urban Cycling Guides and other resources

APPENDIX 4

Work in Bradford East August 2013 – July 2014

Bradford East August 2013 – July 2014				
Ward/School Children's Centre	Primary School Sessions	Pedestrian Training (c)	Cycling (g)	Secondary
Idle and Thackley				
Greengates				
Parkland	√ a,b,d,f,g			
Thorpe			√	
Thackley				
Blakehill		√		
Idle CE		√	√	
Immanuel College				New Wheels
Ellar Carr PRU				
Eccleshill				
Holybrook				
Our Lady & St Brendan's Catholic	√ b	√		
Cavendish				
St Luke's CE				
Fagley	√ a,e			
St Clare's Catholic				
Fagley Children's Centre	√ h			
Gateway Children's Centre				
Bradford Moor				
Dixons Marchbank Academy		√		
Killinghall	√ a,b	√		
St Mary's and St				

Bradford East August 2013 – July 2014				
Ward/School Children's Centre	Primary School Sessions	Pedestrian Training (c)	Cycling (g)	Secondary
Peter's Catholic				
Thornbury				
Lapage				
Delius Special				
Feversham Primary	√ a,b,d,f,h			
Laisterdyke Business & Enterprise College				
Bowling and Barkerend				
Bowling Park (Usher St)	√ a,b,d,f	√		
Byron				
Barkerend	√a,b,d,f	√		
Lower Fields				
Carlton Bolling College				The Decision New Wheels
Olive				Yr 7 Girls
Bradford Academy		√		The Decision Perfect New Wheel x 2
Barkerend Children's Centre				
Fearnville				
Westminster CE	√ g			
Oastler Special School				Yr 8&9 ghost street. Yr 7 bespoke session
The Children's Place Day Nursery	√ a,h			

Bradford East August 2013 – July 2014				
Ward/School Children's Centre	Primary School Sessions	Pedestrian Training (c)	Cycling (g)	Secondary
Bolton and Undercliffe				
Wellington	√ b			
Swain House	√ a,b,d,f			
Grove House	√ d,f			
Poplars Farm	√ a,b,d,f	√		
Peel Park	√ a,b,d,f			
St Francis Catholic				
Hanson Upper				Presentations
Feversham College				
Little Horton				
Bankfoot	√ a,b,d,f,h			
Newby	√ b,d,f,h			
Horton Park	√ a,b,d,f		√	
Marshfield	√ a,b,d,f	√		
St Stephen's CE	√ a,b,d,f	√		
Bowling Park (New Cross St)	√ a,b,d,f	√		
Crystal Gardens (Greave Street)				
Eternal Light				
The Fountain				
Canterbury Nursery School & Children's Centre	√ a,h			
Burnett Fields Children's Centre	√ a,h			
Dixons City Academy				The Decision Perfect New Wheels x 3
Other Work				
Community Works Children Centre- h				