

Report of the Strategic Director – Regeneration & Culture to the meeting of the Bradford South Area Committee to be held on 25 July 2013

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Subject:

Annual update on Road Safety in Bradford South

Summary statement:

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

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Portfolio:

Environment & Sustainability

Overview and Scrutiny Area:

Regeneration & Waste Management



1.0 SUMMARY

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

2.0 BACKGROUND TO ROAD SAFETY AND CASUALTY REDUCTION

- 2.1. A report on proposals for the devolution of Road Safety funding was considered by the Bradford South Area Committee on 22 November 2012. Members resolved to adopt the proposals for decision making within the report whereby 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 will be presented to the Area Committee.
- 2.2. 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. 2012, and trends in comparison to preceding years.
- 2.2 In 2012 there was an overall increase in casualties in the Bradford District but the long term downward trend has been maintained. Appendix 1 shows the present position for the Bradford District.
- 2.3 In Bradford South there was an overall increase in casualties but as with the District, the long term trend is downward. Appendix 2 shows the present position for Bradford South.
- 2.4 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. These programmes are highlighted in the Bradford Metropolitan District Road Safety Plan, which is supported by the Area Committees, and includes the aspects detailed in Appendix 3
- 2.5 Drivers and passengers 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 vulnerable 0 – 15 age group through work with schools, other educational establishments, youth organisations and multi-agency partnerships and Area Coordinator teams.

3.0 OVERVIEW AND SCRUTINY COMMITTEE CONSIDERATION

- 3.1. If any decisions arising from this report are called-in they will be considered by a future meeting of the Overview and Scrutiny Committee

4.0 OTHER CONSIDERATIONS

4.1. Performance

Between August 2012 and July 2013, training sessions have been carried out at 27 schools and Childrens Centres in Bradford South. Specific details of activities are shown in Appendix 3.

4.2. Service delivery plan

Specific service delivery proposals are detailed in Appendix 3

4.3. Involving citizens

The team has an established programme of working with schools, Childrens Centres and their wider communities. Advice, support and information are provided on an ongoing basis for citizens and community groups across the district. The team is currently involved in the development of the Self Assessment Toolkit linking road safety into the policy and procedures of Mosques and Madrassas which has been a difficult demographic group to reach.

4.4. Opportunities & Challenges

4.4 The service is in Year 1 of Community Right to Challenge and currently inviting expressions of interest, the closing date is 30 June.

4.5. Additional funding for Theatre in Education for the district's secondary schools has been secured to be delivered in the next academic year.

4.6. 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.

4.7. Road safety activities contribute to the Safer Communities strand within the Bradford South Area Action Plan. Through education, publicity and partnership working with other agencies and local people, the Road Safety team address inappropriate speed and increase awareness of all users about the safe use of the highway.

5.0 OPTIONS

5.1. None

6.0 FINANCIAL AND RESOURCE APPRAISAL

6.1 The Road Safety budget allocation for education, training and publicity resources for 2013/14 is £32,800. This also covers contributions to wider West Yorkshire and Yorkshire and Humber campaigns and initiatives.

7.0 RISK MANAGEMENT

7.1. 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.

7.2. 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.

8.0 LEGAL APPRAISAL

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

9.0 OTHER IMPLICATIONS

9.1. Equality and Diversity

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

9.2. Sustainability Implications

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

9.3. 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.

9.4. 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.

9.5. Human Rights Act

There are no Human Rights Act implications arising from this report.

9.6. Trade Union Implications

There are no Trade Union implications associated with this report.

9.7. Ward Implications

The information in this report is relevant to all Wards.

10.0 NOT FOR PUBLICATION DOCUMENTS

None

11.0 RECOMMENDATIONS

- 11.1. That the Bradford South Area Committee notes the information in respect of casualty trends and Road Safety activities in Bradford South.
- 11.2. That the Bradford South Area Committee continues to support the evidence based approach to determine Road Safety priorities.

12.0 APPENDICES

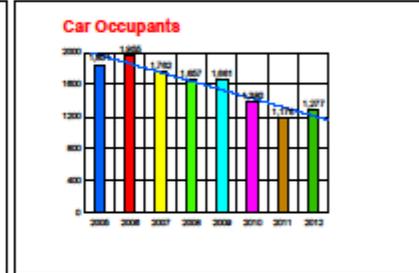
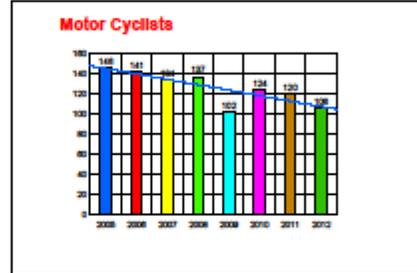
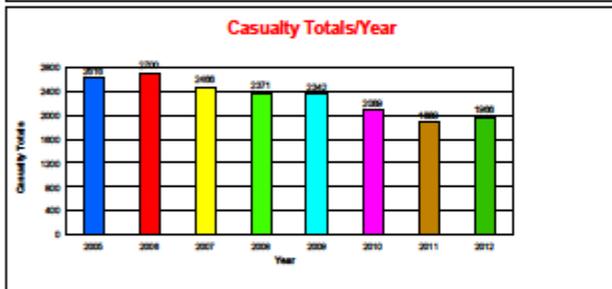
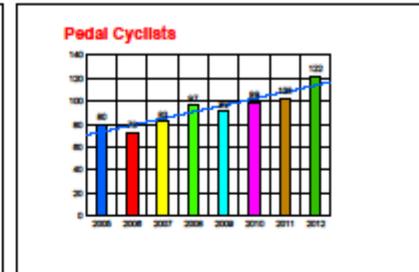
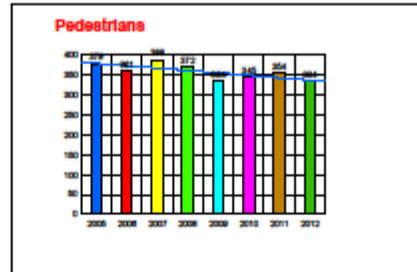
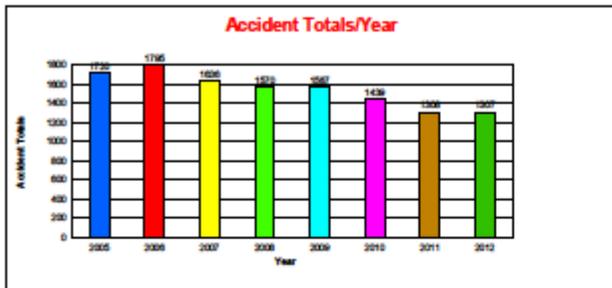
- 12.1 Appendix 1 – Road Casualties Bradford District 2005 to 2012
- 12.2 Appendix 2 – Road Casualties Area Committee: Bradford South 2005 to 2012
- 12.3 Appendix 3 - Road Safety Education Training and Publicity Interventions

13.0 BACKGROUND DOCUMENTS

None

APPENDIX 1

Appendix 1 : Bradford District 2005-2012



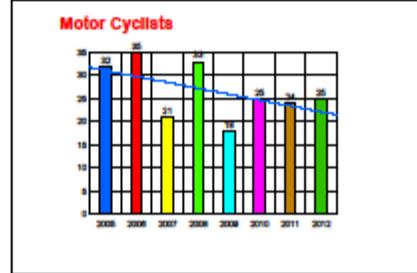
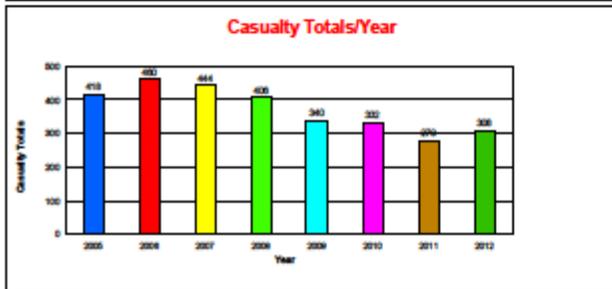
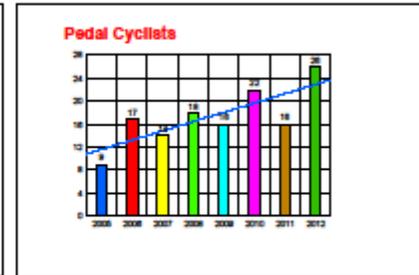
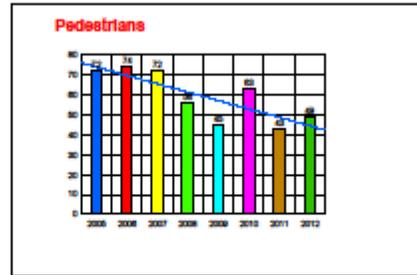
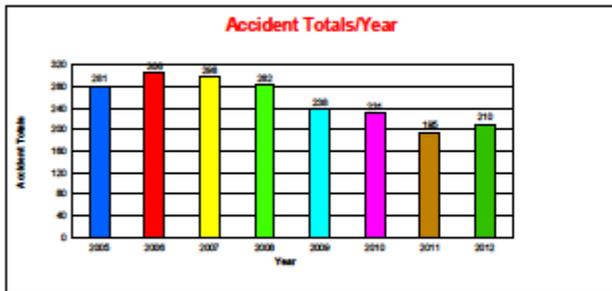
Casualty Data

Acc	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	23	21	26	15	20	10	12	13	140
Serious	199	209	214	231	180	177	197	193	1600
Slight	1498	1565	1396	1324	1367	1252	1099	1101	10802
Dam	0	0	0	0	0	0	0	0	0
Total	1720	1795	1636	1570	1567	1439	1308	1307	12342

Cas	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	26	23	27	19	21	10	12	15	153
Serious	222	229	228	255	190	198	204	206	1732
Slight	2368	2448	2211	2097	2131	1881	1664	1745	16545
Total	2616	2700	2486	2371	2342	2089	1880	1966	18430

APPENDIX 2

Area committee: Bradford South



Acc	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	2	6	3	2	5	2	2	4	26
Serious	33	29	36	38	30	27	30	36	259
Slight	246	271	259	242	203	202	163	170	1756
Dam	0	0	0	0	0	0	0	0	0
Total	281	306	298	282	238	231	195	210	2041

Cas	2005	2006	2007	2008	2009	2010	2011	2012	Total
Fatal	2	8	3	2	5	2	2	5	29
Serious	37	33	37	43	30	28	31	39	278
Slight	379	419	404	361	305	302	246	264	2680
Total	418	460	444	406	340	332	279	308	2987

ROAD SAFETY EDUCATION TRAINING AND PUBLICITY INTERVENTIONS

Education and Training

- A primary school programme which includes pedestrian and cycling training, in car safety sessions, starting school and transition information and parent/carer sessions. Resources to support school activities are also provided including School Gate Parking banners and boards and teaching resources
- A secondary school programme which covers key pedestrian and car passenger safety messages for KS3 pupils, a pre driver presentation and Theatre in Education for KS3/4 pupils
- Car seat checks and information sessions
- School gate parking
- Health visitors deliver a road safety information pack 'To Mum or Dad' aimed at parents on an annual basis
- Parents of 5-6 year olds are provided with 'Teddy Takes a Tumble' packs – car seat and seat belt wearing information, through the local primary school
- Support for Area Coordinator team initiatives focussing on local problems and issues
- Involvement in initiatives throughout the year including; Child Safety Week, Brake Road Safety Week, 'Be Bright Be Seen' the Stay Safe Programme, the Positive Lifestyle Project, Summer Holiday programmes and multi agency events and Health Fairs
- National Driver Improvement Scheme (Driver awareness courses)

Publicity

- Drivers, passengers, adult cyclists, motorcyclists and pedestrians are targeted through publicity activities. Press releases, advertising on buses, radio, JC Decaux boards, and leafleting through information points are used to put out key messages around issues 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.

Work in priority Areas with key partners

Each year the team identify 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 Minimumisation Programme) for parents

- Pedestrian Training for parents
- Health Fair & Extrication
- Parent's talks & forum
- Slow down correx boards
- Information news sheets for parents

Partnership Working

The team is small, delivering a district wide service; therefore working in close partnership with Public Health, the police, fire and rescue, schools, BSCB, Bradford Under 5's, health professionals and others is essential. West Yorkshire Road Safety Officers are currently working together to target 11 – 15 pedestrians who have been identified as a priority and co-operation and liaison on initiatives at a Yorkshire and Humber level also takes place.

Work in Bradford South August 2012 – July 2013

Pedestrian Training: Schools who take up pedestrian training include; Hill Top, Low Moor, Russell Hall, St John the Evangelist, St John's CE and Woodlands.

Cycling Training: Schools who take up the cycling skills course include; Foxhill, Hollingwood, Home Farm, Knowleswood and Wibsey.

Primary School Sessions: The team has worked with and delivered sessions from the Primary School Plan in; Brakenhill, Farfield, Hollingwood, Lowerfields, Russell Hall, Shibden Head, Shirley Manor, Southmere, St Columba's, St John's CE, Saint Winefride's, Stocks Lane, Wibsey, Woodlands and Woodside.

Secondary Schools: Ape Theatre Company has performed in Appleton Academy and Queensbury School.

Other activities in Bradford South include:

- Activities with St Mary's, Woodroyd and Woodside Children's Centres have taken place
- All Children's Centres have been provided with road safety resource boxes funded by Childrens Services

Service Delivery Plan 2013 - 14

For 2013 -14 the section intends to continue to provide the activities as outlined above, but with greater importance being given to cycling due to an increase in child cyclists whilst at play.