

Report of the Strategic Director, Regeneration to the meeting of Shipley Area Committee to be held on 27 July 2016

P

Subject:

Annual update on Road Safety in Shipley

Summary statement:

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

Mike Cowlam
Strategic Director Regeneration

Portfolio:

Regeneration, 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. SUMMARY

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

2. BACKGROUND

- 2.1 A report on proposals for the devolution of Road Safety funding was considered by the Shipley Area Committee on 23 January 2013. 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. 2015, and trends in comparison to preceding years.
- 2.4 In 2015 there was an overall decrease in casualties in the Bradford District and the long term downward trend has been maintained. This mirrors the long term downward trend for West Yorkshire. Appendix 1 shows the present position for the Bradford District.
- 2.5 In Shipley 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 Shipley.
- 2.6 Public Health (PH) now provides financial support for the Road Safety Team. An Inter Departmental Agreement has been agreed linking the Road Safety Team programme with PH outcomes which include; killed and serious injuries, hospital admissions caused by unintentional injury, infant mortality and mortality rate from causes considered preventable.
- 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 2015 and July 2016 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

Children's Services Overview & Scrutiny Committee

- 3.1 A resolution from the Bradford West Area Committee on 16 September 2015 requested that the Annual Road Safety report be referred to the Children's Services Overview & Scrutiny Committee to discuss limited school engagement with the Road Safety Team in Bradford West and across the district.
- 3.2 The Road Safety Report provides a record of activity in schools in the latest academic year, however, it would not be expected that the team would visit a school every academic year. A two year rotation is more viable given the delivery capacity of the team in relation to the size of the Bradford District.
- 3.3 The team effectively provides a 3 tier district wide service. The first tier is the priority ward work, where the schools in the eight Bradford wards with the highest levels of child casualties are specifically targeted. The second tier is the offer of presentations delivered by the team or Theatre Company which are booked in on a first come first served basis. The basic level of service includes the provision of resources and information for all schools across the district to work with and distribute but does not necessitate the presence of a road safety officer to deliver.
- 3.4 This was the subject of a report to the Children's Services Overview & Scrutiny Committee on 10 November 2015 where it was resolved that:
- (i) That the Strategic Director, Children's Services be requested to ensure that schools in priority areas (based on child casualty rates) continue to engage with the Road Safety team.
 - (ii) That the Strategic Director, Children's Services be requested to contact all school Governing Bodies to ensure that they engage with the Road Safety Team.
 - (iii) That the Strategic Director, Regeneration be requested to modify the format for presenting road safety activities in schools within the Annual Road Safety report to reflect the more realistic 2 year rotation system and priority ward considerations. This information is set out in Appendix 4.

Activities in Shipley during 2015 - 2016

- 3.5 In Shipley activities in primary schools focused on pedestrian safety sessions and practical pedestrian training for Year 3. Secondary schools received Theatre in Education performances for Year 7 which addressed pedestrian safety.



- 3.6 In 2016 - 2017 the team will continue to address key issues in Shipley identified from the Annual Road Casualties Report, through the activities outlined in Appendix 3.
- 3.7 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.
- 3.8 The West Yorkshire Safer Roads Delivery Group, which comprises of Road Safety Officers from each district, the police and Fire and Rescue, delivers regional road safety campaigns which are data led. Analysis of casualties and causation factors highlighted the vulnerability of 9 -12 year old pedestrians with failure to look properly being a major contributory factor. This was addressed in the group's most recent campaign through Theatre in Education targeting year 7 students.
- 3.9 A Project Officer, jointly funded by the West Yorkshire Local Authorities, operates at West Yorkshire level to address cycling and motorcycling issues. The officer's activities are outlined in Appendix 3.

Safer Roads schemes

- 3.10 The Traffic & Highways Area Teams deliver a programme of Safer Roads engineering measures such as traffic calming, pedestrian and cycle facilities, speed limit reductions and parking management. These schemes are funded through the Local Transport Plan and are largely evidence-based to ensure best value in terms of casualty reduction. The Safer Roads schemes programmes are the subject of separate reports to the Area Committees.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 The Road Safety budget allocation for education, training and publicity resources for 2016/17 is £32,800. This also covers contributions to wider West Yorkshire and Yorkshire and Humber campaigns and initiatives that have an impact on the Bradford District.

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

The Road Safety Team provides a diverse range of road safety programmes and activities that engage with individuals from across the Shipley area.

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 Shipley Area Committee Action Plan. Through education, training, publicity and partnership working with other agencies and local people, the Road Safety Team address parking and speeding issues particularly around schools.



8. NOT FOR PUBLICATION DOCUMENTS

8.1 None

9. OPTIONS

9.1 That the ShIPLEY 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 ShIPLEY Area Committee notes the information in respect of casualty trends and Road Safety activities in ShIPLEY.

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

11. APPENDICES

11.1 Appendix 1 – Road Casualties Bradford District 2010 to 2015

11.2 Appendix 2 – Road Casualties Area Committee: ShIPLEY 2010 to 2015

11.3 Appendix 3 - Road Safety Education Training and Publicity Programmes

11.4 Appendix 4 – Engagement with schools by ward

12. BACKGROUND DOCUMENTS

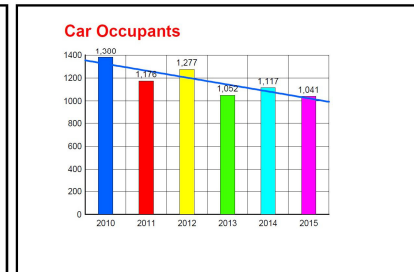
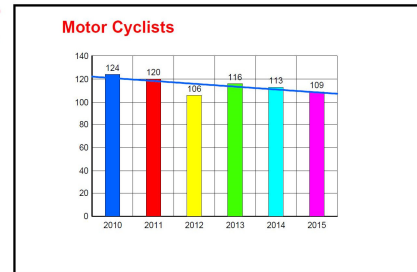
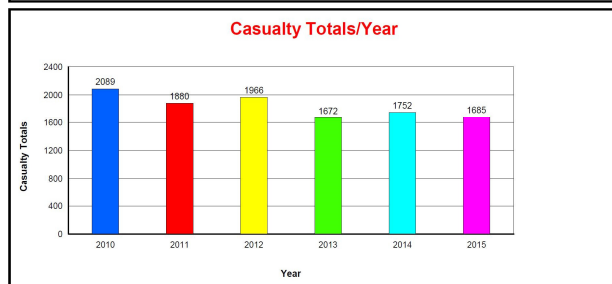
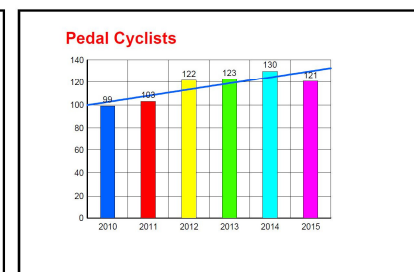
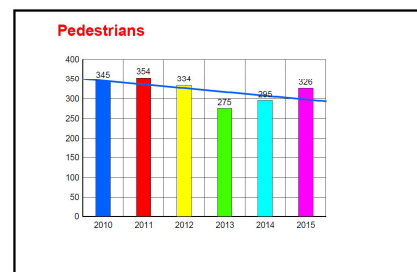
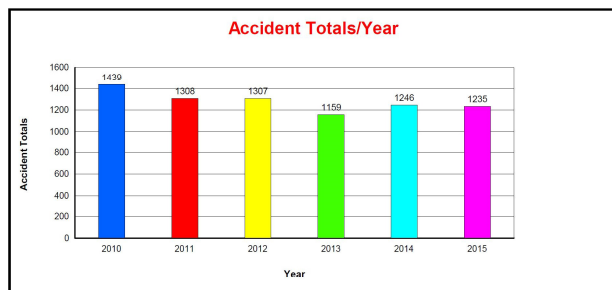
12.1 Devolution Report



APPENDIX 1

Bradford District. RTC between 2010 and 2015. Run on 17.05.2016

Accident Year <= 2015 AND Local Authority = E08000032



Casualty Data

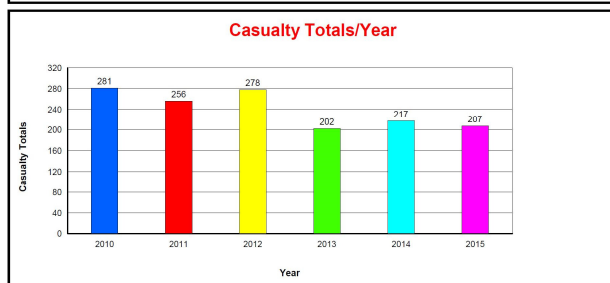
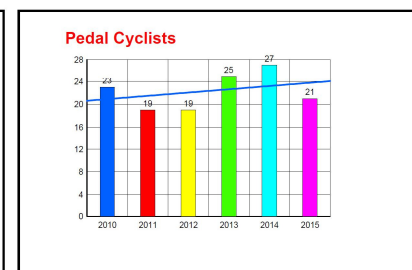
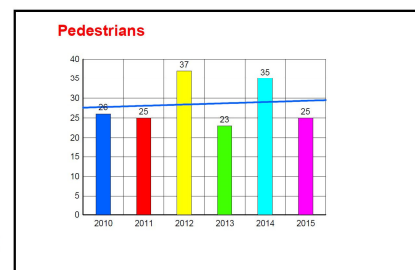
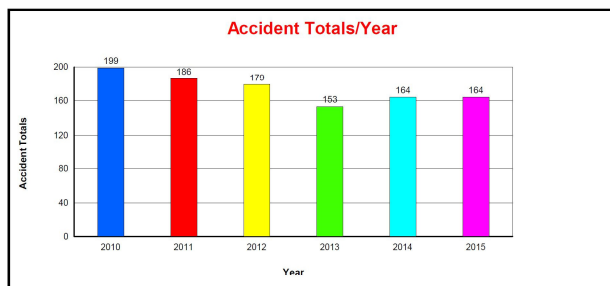
Acc	2010	2011	2012	2013	2014	2015	Total
Fatal	10	12	13	10	14	7	66
Serious	177	197	193	168	174	169	1078
Slight	1252	1099	1101	981	1058	1059	6550
Damage	0	0	0	0	0	0	0
Total	1439	1308	1307	1159	1246	1235	7694

Cas	2010	2011	2012	2013	2014	2015	Total
Fatal	10	12	15	13	15	7	72
Serious	198	204	206	177	190	181	1156
Slight	1881	1664	1745	1482	1547	1497	9816
Total	2089	1880	1966	1672	1752	1685	11044

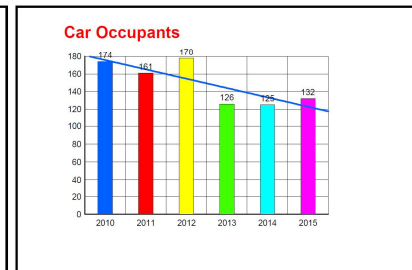
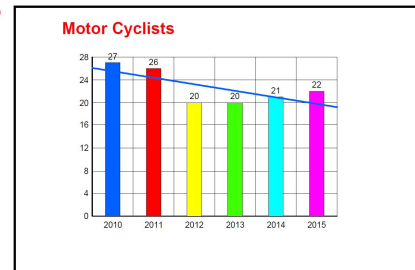


APPENDIX 2

Shipley Const. RTC between 2010 and 2015. Run on 17.05.2016
 Accident Year <= 2015



Casualty Data



Acc	2010	2011	2012	2013	2014	2015	Total
Fatal	2	0	3	2	4	1	12
Serious	27	24	32	23	21	27	154
Slight	170	162	144	128	139	136	879
Damage	0	0	0	0	0	0	0
Total	199	186	179	153	164	164	1045

Cas	2010	2011	2012	2013	2014	2015	Total
Fatal	2	0	4	2	4	1	13
Serious	31	24	34	23	21	30	163
Slight	248	232	240	177	192	176	1265
Total	281	256	278	202	217	207	1441



APPENDIX 3

ROAD SAFETY EDUCATION TRAINING AND PUBLICITY PROGRAMMES

Resources

- Starting School and Transition
- School Gate Parking information, banners and boards
- Be Bright Be Seen (Early years centres, schools, Mosques and Madrassas)
- Teddy Takes a Tumble Packs – Annual
- ‘Getting around safely together’ road safety book - Annual circulation through Health Visitors
- Information for Mosques and Madrassas

Early Years and Primary School

- Childrens Centres/Nursery/Reception – Getting to school safely story
- Childrens Centres/Nursery/Reception – Teddy Takes a Tumble story and Role Play
- Year 1 and 2 – Role Play
- Year 3 – Pedestrian Training – Practical on road skills
- Year 3 and 4 – Role Play ‘It’s Your Choice (pedestrian safety)
- Year 5 and 6 – Tom’s Accident
- In Car Safety – Years 1 - 6
- Cycling Training
- Parent/Carer Sessions
- Car Seat Checks and information sessions

Secondary School

- Year 7 – Theatre in Education (Pedestrian Distractions)
- Year 12/13 – First Car Resource

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 and drug 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 an ongoing 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.



West Yorkshire Project Officer

- **Tour de Yorkshire** – The smartphone app created for the Grand Depart and 1st Tour de Yorkshire, the Cycle Yorkshire: Ride the Routes is now available on the web. This allows easier access to users wishing to access the information, videos providing tips and techniques useful for safe riding in rural areas. (<http://www.ridetheroutes.co.uk/>)
- **Exchanging Places** - These events aim to give vulnerable road users an insight into the visibility issues drivers of large vehicles experience.
- **Look Out Campaign** – The latest phase of the campaign targeted drivers encouraging them to look out for cyclists, especially when pulling in or out of minor roads.
- **Cycle Tips** – A campaign run with Go:Cycling and CTC (CyclingUK) utilising street media, bus backs and radio adverts to inform drivers and cyclists about best practice, such as road positioning, advanced stop lines, opening doors, and giving cyclists adequate space.
- **Be Bright, Be Seen** – The campaign ran throughout the winter encouraging cyclists to make themselves visible especially during the darker winter months. Some events were successfully hosted alongside West Yorkshire Fire Service
- **Driver CPC (Certificate of professional competence)** - Working with CityConnect and fleet training providers initial steps have been made to develop practical cycling elements in CPC courses. The first courses should be available this summer/autumn.

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



APPENDIX 4

Engagement with schools by ward	
1	CITY (West) All Saints CE PS, Copthorne PS, Farnham PS, Horton Grange PS, Princeville PS, St William's RC PS, St Joseph's RC PS, Princeville CC, Dixons Music PS, Dixons Trinity Academy
2	MANNINGHAM (West) Abbey Green Nursery & Children's Centre, Midland Road Nursery & Children's Centre, Atlas PS, Green Lane PS, Iqra PS, Miriam Lord PS, Springwood PS, Westbourne PS, Rainbow PS, St Joseph's Catholic College, Oasis Academy Lister Park, Bradford Grammar
3	BOLTON AND UNDERCLIFFE (East) Wellington PS, Swain House PS, Grove House PS, Poplars Farm PS, Peel Park PS, St Francis RC PS, Hanson Upper, Feversham College
	BRADFORD MOOR (East) Dixons Marchbank Academy, Killinghall PS, St Mary's & St Peter's Catholic, Thornbury PS, Lapage PS, Delius Special, Feversham PS, Laisterdyke Business & Enterprise College
5	LITTLE HORTON (East) Bankfoot PS, Newby PS, Horton Park PS, Marshfield PS, St Stephen's CE PS, Bowling Park (New Cross St) Crystal Gardens (Greave St), Eternal Light, The Fountain, Canterbury Nursery School & CC, Burnett Field's CC, Dixons City Academy
6	TOLLER (West) Lilycroft Nursery, Girlington PS, Lilycroft PS, Lister PS, Margaret McMillan PS, St Cuthbert & The First Martyr's Catholic PS, St Philip's CE PS, Whetley PS, St Edmunds Nursery & Children's Centre, Farcliffe & Lilycroft Children & Family Centre
7	GREAT HORTON (South) Brackenhill PS, Hollingwood PS, Lidget Green PS, Southmere PS, St Oswald's CE PS, Grange Technology College, Southfield Grange (Specialist), Dixons Kings Academy
8	BOWLING AND BARKEREND (East) Bowling Park (Usher St) PS, Byron PS, Barkerend PS, Lower Fields PS, Carlton Bolling College, Olive, Bradford Academy, Barkerend CC, Fearnville PS, Westminster CE PS, Oastler Special, The Children's Place Day Nursery
9	KEIGHLEY CENTRAL (Keighley) Eastwood PS, Holycroft PS, Keighley St Andrew's CE PS, St Anne's RC PS, St Joseph's RC PS, Victoria PS, The Holy Family Catholic, University Academy Keighley, Keighley College
10	TONG (South) Carrwood PS, Knowleswood PS, Newhall PS, Ryecroft PS, St Columba's RC PS, St John's CE PS, Woodlands CE PS, Tong High
11	HEATON (West) Frizinghall PS, Heaton PS (Last in Feb '13), Heaton St Barnabas CE PS, Lady Royd Prep School, Bradford Girls Grammar (KS1&2), Bradford Girls Grammar (KS3&4), Belle Vue Boys, Belle Vue Girls (Booked but cancelled), St Bede's Catholic Grammar, Chellow Heights Special, The Children's Place Day Nursery Heaton
12	WIBSEY (South) St Matthew's CE PS, St Paul's CE PS, St Winefride's RC PS, Wibsey PS
	CLAYTON AND FAIRWEATHER GREEN (West) Clayton CE PS, Clayton Village PS, Crossley Hall PS, St Anthony's RC PS, Dixons Allerton Academy, Bradford Central PRU



Shipley Area Committee

	ECCLESHILL (East) Holybrook PS, Our Lady & St Brendan's RC PS, St Luke's CE PS, Fagley PS, St Clare's RC PS, Fagley CC, Gateway CC
	KEIGHLEY WEST (Keighley) Ingrow PS, Laycock PS, Merlin Top PS, Nessfield PS, Our Lady of Victories RC PS, Worth Valley PS, Rainbow CC, Oakbank
16	ROYDS (South) Farfield, Hill Top CE PS, Reeve Hill PS, Woodside PS, Buttershaw Business & Enterprise College
17	IDLE AND THACKLEY (East) Greengates PS, Parkland PS, Thorpe PS, Thackley PS, Blakehill PS, Idle CE PS, Immanuel College, Ellar Carr PRU, Parkland CC
	THORNTON & ALLERTON (West) Allerton PS, Keelham PS, Ley Top PS (Last in June '12), Sandy Lane PS, St James' Church PS, St Matthew's RC PS, Thornton PS, Thornton Grammar
19	BINGLEY RURAL (Shipley) Cottingley Village PS (Last in May '13), Cullingworth Village PS, Denholme PS (Last in September '12), Harden PS, Wilsden PS, Beckfoot, Samuel Lister, Parkside
	SHIPLEY (Shipley) Hirst Wood Nursery, Glenaire PS, Saltaire PS, Shipley CE PS, St Walburgas RC PS, Wycliffe CE PS, Titus Salt, Bradford Central PRU, Tracks PRU
	WINDHILL & WROSE (Shipley) High Crag PS, Low Ash PS, Christchurch Academy, Owlet Children & Family Centre, Bradford Christian School, St Anthony's RC PS
22	CRAVEN (Keighley) Addingham PS, Aire View Infant, Eastburn J&I, Hothfield Junior, Steeton PS, Daisy Chain CC
	WYKE (South) Low Moor CE PS, Shirley Manor PS, Worthinghead PS, Appleton Academy (Primary), Appleton Academy (Secondary), Wyke Children's Centre
24	BINGLEY (Shipley) Crossflatts PS, Eldwick PS, Myrtle Park PS, Priestthorpe PS, St Joseph's RC PS, Trinity All Saints CE PS, Bingley Grammar
	ILKLEY (Keighley) All Saints CE PS, Ashlands PS, Ben Rhydding PS, The Sacred Heart RC PS (Last March 2013), Ghyll Royd, Ilkley Grammar (Last July 2013)
26	BILDON (Shipley) Baildon CE PS, Hoyle Court PS, Sandal PS
	KEIGHLEY EAST (Keighley) Strong Close Nursery &CC, East Morton CE PS, Long Lee PS, Parkwood PS, Riddlesden St Mary's CE PS
	QUEENSBURY (South) Foxhill PS, Home Farm PS, Russell Hall PS, Shibden Head PS, St John the Evangelist RC PS, Stocks Lane PS, Queensbury
29	WHARFEDALE (Shipley) Burley & Woodhead CE PS, Burley Oaks PS, Menston PS
30	WORTH VALLEY (Keighley) Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS

