

Report of the Strategic Director, Place to the meeting of Keighley Area Committee to be held on 13 July 2017

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Subject:

Annual update on Road Safety in the Keighley Constituency

Summary statement:

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

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Portfolio:

Regeneration, Planning & Transport

Overview & Scrutiny Area:

Environment and Waste Management



1. SUMMARY

- 1.1 This report seeks to update members on current casualty levels and trends in the Keighley Constituency 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 Keighley 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 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. 2016, and trends in comparison to preceding years.
- 2.4 In 2016 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 the Keighley Constituency 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 the constituency.
- 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 2016 and July 2017 the team, which is now responsible for Bikeability cycling training, 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

Engagement with schools

- 3.1 The team provides a three tier district wide service. The first tier is where schools in the top eight wards with the highest child casualties are targeted. The second tier is the delivery of presentations by the team which are booked on a first come first served basis. The third tier is the provision of resources and information for all schools which does not need a road safety officer to deliver. Appendix 4 shows the first and second tier engagement with schools by ward, based on a two year rotation.

Activities in the Keighley Constituency during 2016 - 2017

- 3.2 In the Keighley Constituency activities in primary schools focused on pedestrian safety sessions and there was a strong take up for the practical pedestrian training for Year 3. A number of schools also ran cycling courses. Secondary schools received Theatre in Education performances for Year 7 which addressed pedestrian safety.
- 3.3 In 2017 - 2018 the team, will continue to address key issues in the Keighley Constituency identified from the Annual Road Casualties Report, through the activities outlined in Appendix 3.
- 3.4 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.
- 3.5 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 has continued to highlight the vulnerability of 9 -12 year old pedestrians with failure to look properly being a major contributory factor. This was addressed through Theatre in Education targeting year 7 students.
- 3.6 A Project Officer, jointly funded by the West Yorkshire Local Authorities operated at West Yorkshire level in 2016 to address cycling and motorcycling issues. The officer's activities are outlined in Appendix 3.



Safer Roads schemes

- 3.7 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 Single 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 2017/18 is £33,700. 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 Keighley Constituency 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 Keighley Area Ward Plans. Through education, training, publicity and partnership working with other agencies and local people, the Road Safety Team address parking and speeding issues around schools.

8. NOT FOR PUBLICATION DOCUMENTS

8.1 None

9. OPTIONS

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

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



11. APPENDICES

- 11.1 Appendix 1 – Road Casualties Bradford District 2011 to 2016
- 11.2 Appendix 2 – Road Casualties Area Committee: Keighley 2011 to 2016
- 11.3 Appendix 3 - Road Safety Education Training and Publicity Programmes
- 11.4 Appendix 4 – Engagement with schools by ward

12. BACKGROUND DOCUMENTS

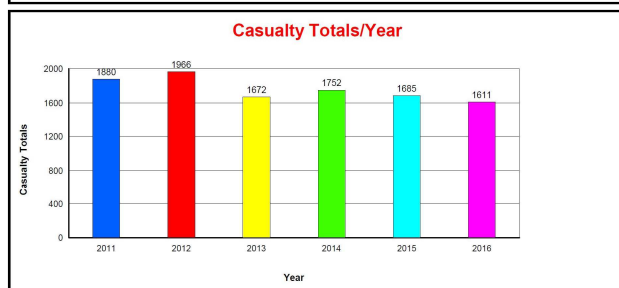
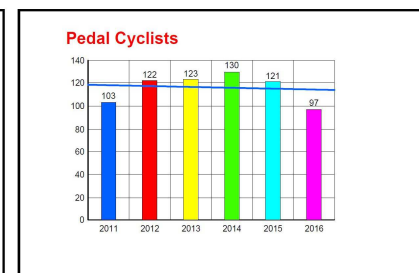
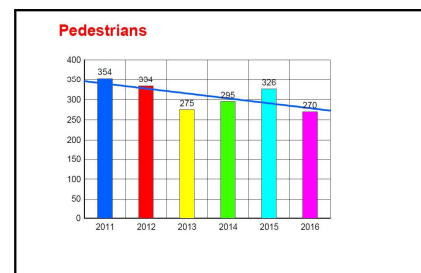
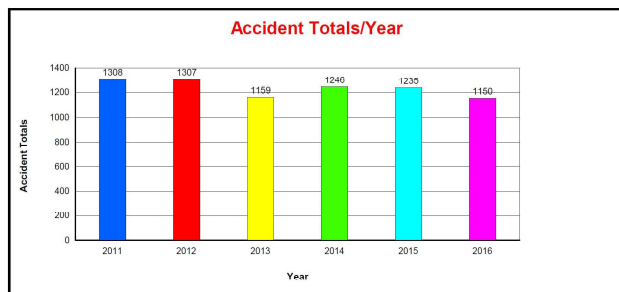
- 12.1 Devolution Report



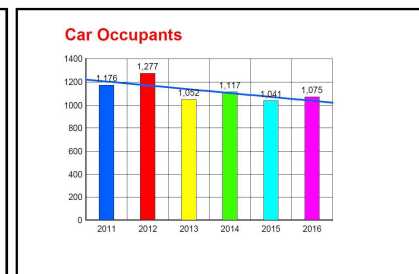
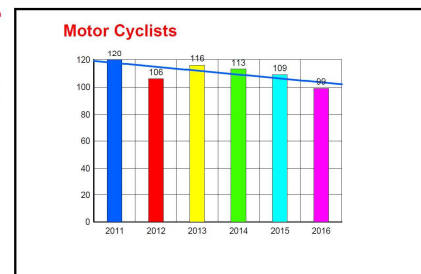
APPENDIX 1

Bradford @2011-2016 (run on 02.05.2017)

Accident Year BETWEEN 2011 AND 2016 AND Local Authority = E08000032



Casualty Data



Acc	2011	2012	2013	2014	2015	2016	Total
Fatal	12	13	10	14	7	7	63
Serious	197	193	168	174	169	155	1056
Slight	1099	1101	981	1058	1059	988	6286
Damage	0	0	0	0	0	0	0
Total	1308	1307	1159	1246	1235	1150	7405

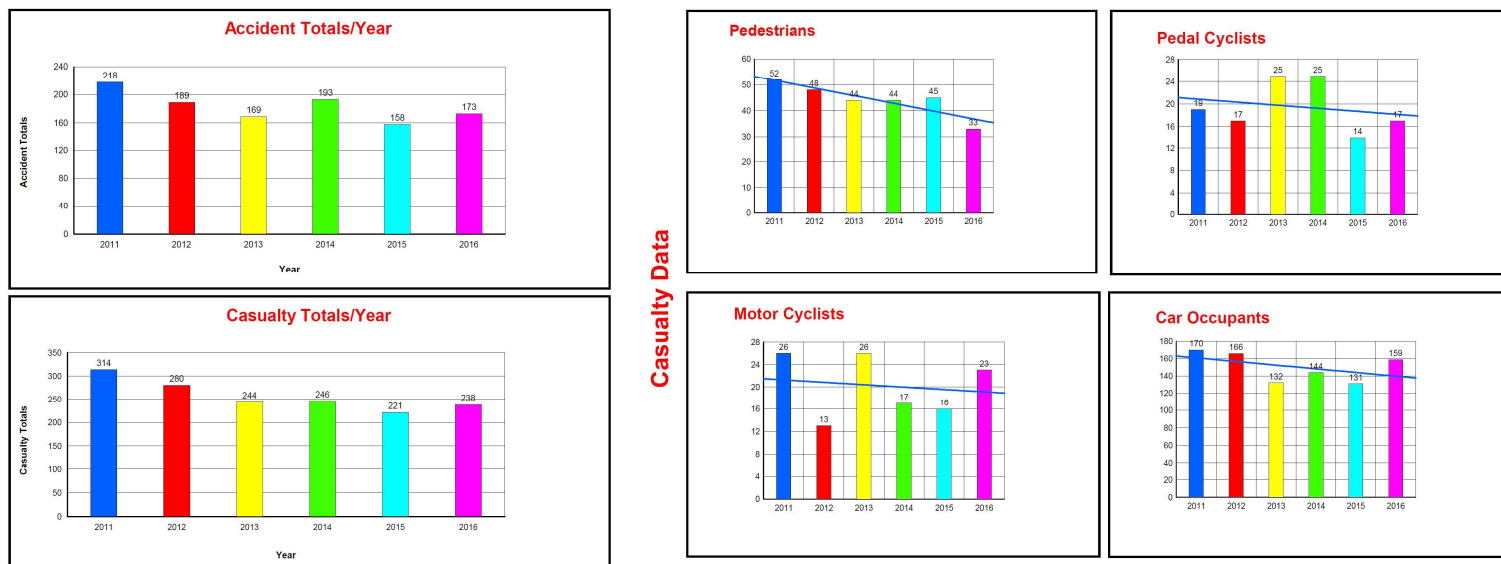
Cas	2011	2012	2013	2014	2015	2016	Total
Fatal	12	15	13	15	7	8	70
Serious	204	206	177	190	181	170	1128
Slight	1664	1745	1482	1547	1497	1433	9368
Total	1880	1966	1672	1752	1685	1611	10566



APPENDIX 2

Bradford Keighley Const. RTC between 2011 and 2016. Run on 02.05.2017

Accident Year BETWEEN 2011 AND 2016



Acc	2011	2012	2013	2014	2015	2016	Total
Fatal	3	4	2	1	1	0	11
Serious	33	29	32	32	22	30	178
Slight	182	156	135	160	135	143	911
Damage	0	0	0	0	0	0	0
Total	218	189	169	193	158	173	1100

Cas	2011	2012	2013	2014	2015	2016	Total
Fatal	3	4	3	1	1	0	12
Serious	35	34	38	33	25	30	195
Slight	276	242	203	212	195	208	1336
Total	314	280	244	246	221	238	1543



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)
- Getting around safely **In the car** – Annual circulation through schools
- 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 around safely **together** story
- Childrens Centres/Nursery/Reception – Getting around safely **In the car** 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 – Charlie's Accident
- In Car Safety – Years 1 - 6
- Cycling skills and Bikeability 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, tweets, 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 Activity

The Safer Roads Group Project Officer attended a number of events, and developed resources to promote road safety among cyclist and motorcyclists.

Street media and bus backs have been used to promote a cyclist specific **LOOK OUT** campaign. The 27 sites and 20 bus routes chosen for the campaign were data led.

Radio Adverts were used to inform drivers about cyclists' road position and to target drivers crossing cycle lanes, asking them to look out for cyclists, especially in slow moving traffic.

A **Cycling Tips** campaign in areas with the highest number of cyclist casualties, based on the casualty's home address, promoted key messages on road positioning, junctions and advanced stop lanes with cyclists and drivers.

The project officer has worked closely with the **City Connect** team on the delivery of their communications and engagement strategy. Key aspects of which were the promotion of the route and informing users and drivers on how to navigate it safely.

The **Cycle Yorkshire** Ride the routes app was updated with the 2016 routes. As part of the update the app has been moved onto a website <http://www.ridetheroutes.co.uk/>

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
- Car Seat Training Sessions



APPENDIX 4

Engagement with schools by ward 2015 – 17

Black Text - Schools participating in sessions offered

Red Text - Priority Schools not participating in sessions offered

Blue Text - Other schools not participating in sessions offered

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 , Dixons McMillan Academy
2	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
3	MANNINGHAM (West) Abbey Green Nursery & Children's Centre, Midland Road Nursery & Children's Centre, Atlas PS, Green Lane PS, Iqra PS, Miriam Lord PS, Dixons Manningham Primary Academy, Westbourne PS, Rainbow PS, St Joseph's Catholic College, Oasis Academy Lister Park, Bradford Grammar
4	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
5	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
6	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 , Bradford Forster Academy
7	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
8	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
9	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
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	WIBSEY (South) St Matthew's CE PS, St Paul's CE PS, St Winefride's RC PS, Wibsey PS
12	HEATON (West) Frizinghall PS, Heaton PS, Heaton St Barnabas CE PS, Lady Royd Prep School, Bradford Girls Grammar (KS1&2), Bradford Girls Grammar (KS3&4), Beckfoot Upper Heaton (Belle Vue Boys), Belle Vue Girls, St Bede's Catholic Grammar, The Children's Place Day Nursery Heaton
13	ROYDS (South)



Keighley Area Committee

	Farfield PS, Hill Top CE PS, Reevy Hill PS, Woodside PS, Buttershaw Business & Enterprise College
14	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
15	WINDHILL & WROSE (Shipley) High Crag PS, Low Ash PS, Christchurch Academy, Owlet Children & Family Centre, Bradford Christian School, St Anthony's RC PS
16	BINGLEY RURAL (Shipley) Cottingley Village PS , Cullingworth Village PS, Denholme PS , Harden PS, Wilsden PS, Beckfoot, Samuel Lister, Parkside
17	THORNTON & ALLERTON (West) Allerton PS, Keelham PS, Ley Top PS , Sandy Lane PS, St James' Church PS, St Matthew's RC PS, Thornton PS, Thornton Grammar
18	WYKE (South) Low Moor CE PS, Shirley Manor PS, Worthinghead PS, Appleton Academy (Primary), Appleton Academy (Secondary), Wyke Children's Centre
19	IDLE AND THACKLEY (East) Greengates PS , Parkland PS, Thorpe PS, Thackley PS, Blakehill PS, Idle CE PS, Immanuel College, Parkland CC
20	KEIGHLEY WEST (Keighley) Ingrow PS, Laycock PS, Merlin Top PS, Nessfield PS, Our Lady of Victories RC PS, Worth Valley PS, Rainbow CC , Oakbank
21	QUEENSBURY (South) Foxhill PS, Home Farm PS, Russell Hall PS, Shibden Head PS, St John the Evangelist RC PS, Stocks Lane PS, Queensbury
22	SHIPLEY (Shipley) Hirst Wood Nursery, Glenaire PS, Saltaire PS, Shipley CE PS, St Walburgas RC PS , Wycliffe CE PS, Titus Salt
23	CLAYTON AND FAIRWEATHER GREEN (West) Clayton CE PS, Clayton Village PS, Crossley Hall PS, St Anthony's RC PS, Dixons Allerton Academy
24	BINGLEY (Shipley) Crossflatts PS, Eldwick PS , Myrtle Park PS , Priestthorpe PS, St Joseph's RC PS, Trinity All Saints CE PS, Bingley Grammar
25	ILKLEY (Keighley) All Saints CE PS, Ashlands PS, Ben Rhydding PS, The Sacred Heart RC PS , Ghyll Royd, Ilkley Grammar
26	KEIGHLEY EAST (Keighley) Strong Close Nursery & CC, East Morton CE PS, Long Lee PS , Parkwood PS, Riddlesden St Mary's CE PS
27	CRAVEN (Keighley) Addingham PS, Aire View Infant, Eastburn J&I, Hothfield Junior, Steeton PS, Daisy Chain CC
28	WHARFEDALE (Shipley) Burley & Woodhead CE PS, Burley Oaks PS, Menston PS
29	BAILDON (Shipley) Baildon CE PS, Hoyle Court PS, Sandal PS
30	WORTH VALLEY (Keighley) Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS

