City of BRADFORD
METROPOLITAN DISTRICT COUNCIL

Report of the Strategic Director, Place to the meeting of Bradford South Area Committee to be held on 27 June 2019

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Subject:

ANNUAL UPDATE ON ROAD SAFETY IN THE BRADFORD DISTRICT

Summary statement:

This report seeks to update members on current casualty levels and trends in the Bradford District 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:

Regeneration & Environment

1. SUMMARY

1.1 This report seeks to update members on current casualty levels and trends in the Bradford District 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 Area Committees in 2012. 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 Committees.

2.2 The West Yorkshire Transport Strategy 2040 includes a specific aim to reduce road accidents, aspiring to 'zero tolerance' of transport-related deaths. There are also aspirations to encourage walking and cycling by improving safety. The strategy includes a casualty reduction target, similar to that first introduced within the Local Transport Plan. This equates to a 42% reduction in the number of people killed or seriously injured in road collisions (KSI) by 2027. (Using the 2016 KSI figure as a base).

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. currently 2018, and trends in comparison to preceding years.

2.4 In 2018 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 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.

2.6 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 2018 and July 2019 the team will have delivered the programmes set out in Appendix 2. These programmes are highlighted in the Bradford Metropolitan District Road Safety Plan, which is supported by the Area Committees.

2.7 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 3 shows the first and second tier engagement with schools by ward, based on a two year rotation.

3.2 Road safety presentations and delivery focus on core pedestrian and in car safety messages. Presentations in primary schools are tailored to year groups with practical training provided in pedestrian and cycling skills. Secondary school students in year 7 receive Theatre in Education addressing pedestrian issues as they become more independent.

3.3 In 2019 - 2020 the team, will continue to address key issues in the Bradford district identified from the Annual Road Casualties Report, through the activities outlined in Appendix 2.

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 11-12 year old pedestrians with failure to look properly being a major contributory factor. This is addressed through Theatre in Education targeting year 7 students.

Safer Roads schemes

3.6 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 There is a base budget allocation for education, training and publicity staffing from Public Health. A financial contribution from a global West Yorkshire fund will also be available for Bradford Safer Roads delivery.

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 Bradford District.

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

There are no issues arising from this report.

7.6 TRADE UNION

There are no issues arising from this report.

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 Area Committee Ward Plans. Through education, training, publicity and partnership working with other agencies and local people, the Road Safety Team address pedestrian safety, safer and responsible driving, and parking issues particularly around schools.

7.9 IMPLICATIONS FOR CORPORATE PARENTING

There are no issues arising from this report.

7.10 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

There are no issues arising from this report.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

9.1 That the 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 South Area Committee continues to support an evidence based approach to determining Road Safety priorities.

11. APPENDICES

11.1 Appendix 1 – Road Casualties Bradford District 2013 to 2018

11.2 Appendix 2 – Road Safety Education Training and Publicity Programmes

11.3 Appendix 3 – Engagement with schools by ward

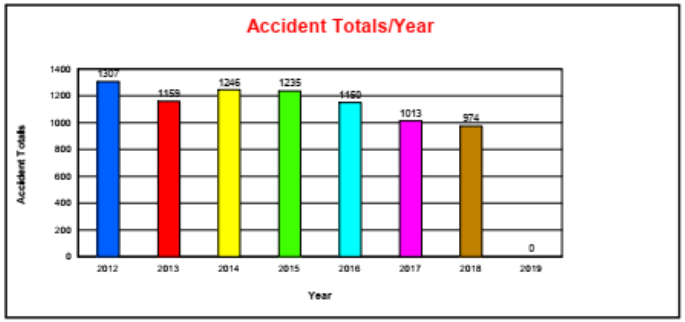
12. BACKGROUND DOCUMENTS

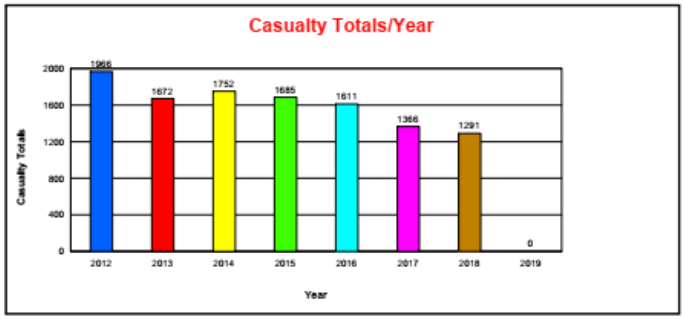
12.1 Report of the Strategic Director Department of Environment and Sport to the meeting of Council Executive 9 October 2012 – Devolution to Area Committees

APPENDIX 1

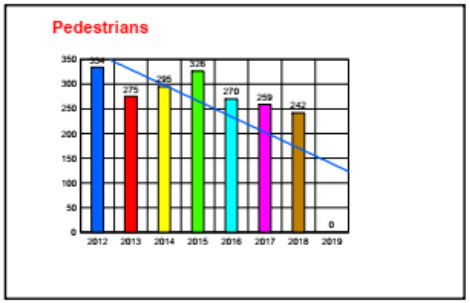
Bradford District. RTC between 2012 and 2018 (Run on 28.05.2019)

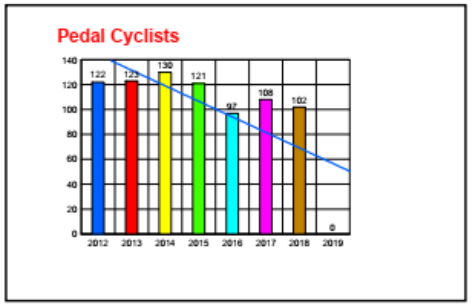
Accident Date BETWEEN '01-Jan-2012' AND '26-May-2019' AND Accident Year BETWEEN 2012 AND 2018 AND Local Authority = E08000032

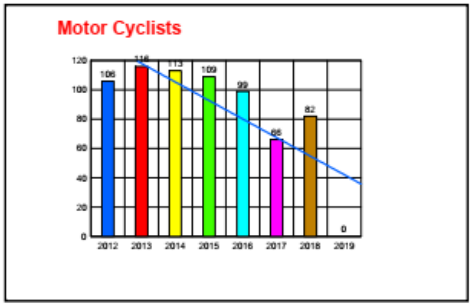


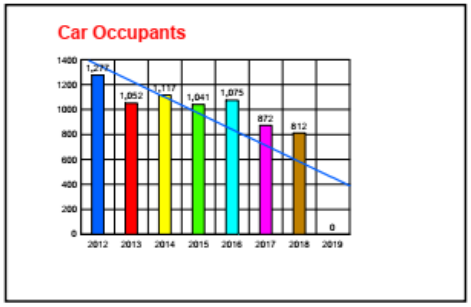


Casualty Data









Acc	2012	2013	2014	2015	2016	2017	2018	2019	Total
Fatal	13	10	14	7	7	10	12	0	73
Serious	193	168	174	169	155	164	151	0	1174
Slight	1101	981	1058	1059	988	839	811	0	6837
Damage	0	0	0	0	0	0	0	0	0
Total	1307	1159	1246	1235	1150	1013	974	0	8084

Cas	2012	2013	2014	2015	2016	2017	2018	2019	Total
Fatal	15	13	15	7	8	10	15	0	83
Serious	206	177	190	181	170	182	162	0	1268
Slight	1745	1482	1547	1497	1433	1174	1114	0	9992
Total	1966	1672	1752	1685	1611	1366	1291	0	11343

APPENDIX 2

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 Sessions

- Reception, Year 1 and 2 – Role Play
- Year 3 Pedestrian Training Film
- Year 3 – Practical Pedestrian Training Course
- Year 4 and 5 – 'It's Your Choice (pedestrian safety)
- Year 6 – Charlie's Accident
- In Car Safety – Reception – Year 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.

National and Local Partnership Events and Initiatives

- Child Safety Week
- Brake Road Safety Week
- Stay Safe
- Summer Holiday Programmes
- Area Coordinator Team Initiatives
- Car Seat Training Sessions

APPENDIX 3

Engagement with schools by ward 2019

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, St Edmund's Children Centre, Al-Mumin Primary, Al- Mumin Secondary
2	**BOWLING AND BARKEREND (East)** Barkerend PS, Bowling Park (Usher St Site), Lower Fields PS, Carlton Bolling College, Olive, Bradford Academy, Barkerend CC, Fearnville PS, Feversham Primary, Westminster CE PS, Oastler Special, The Children's Place Day Nursery, Bradford Forster Academy
3	**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, Beechcliffe Special Secondary
4	**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
5	**WIBSEY (South)** St Matthew's CE PS, St Paul's CE PS, St Winefride's RC PS, Wibsey PS
6	**WYKE (South)** Low Moor CE PS, Shirley Manor PS, Worthinghead PS, Appleton Academy (Primary), Appleton Academy (Secondary), Wyke Children's Centre
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, Lady Royd Prep School, Bradford Girls Grammar (KS1&2), Bradford Girls Grammar (KS3&4)
8	**BRADFORD MOOR (East)** Byron PS, Dixons Marchbank Academy, Killinghall PS, St Mary's & St Peter's Catholic, Thornbury PS, Lapage PS, Delius Special, Laisterdyke Business & Enterprise College
9	**LITTLE HORTON (East)** Bankfoot PS, Newby PS, Horton Park PS, Marshfield PS, St Stephen's CE PS, Bowling Park, Crystal Gardens (Greave St), Eternal Light, The Fountain, Canterbury Nursery School & CC, Burnett Field's CC, Dixons City Academy, Rainbow Primary
10	**BINGLEY RURAL (Shipley)** Cottingley Village PS , Cullingworth Village PS, Denholme PS , Harden PS, Wilsden PS, Beckfoot, Samuel Lister, Parkside, Hazelbeck School (Special Secondary)
11	**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, Oasis Academy Lister Park, Bradford Grammar, One in a Million Secondary
12	**KEIGHLEY WEST (Keighley)** Ingrow PS, Laycock PS, Merlin Top PS, Nessfield PS, Our Lady of Victories RC PS, Worth Valley PS, Rainbow CC, Beckfoot Oakbank Academy (Oakbank), Beckfoot Phoenix Primary Special School

13	**GREAT HORTON (South)** Brackenhill PS, Hollingwood PS, Lidget Green PS, Southmere PS, St Oswald's CE PS, Grange Technology College, Southfield School (Special), Dixons Kings Academy
14	**ECCLESHILL (East)** Cavendish PS, 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	**HEATON (West)** Frizinghall PS, Beckfoot Heaton (Heaton PS), Heaton St Barnabas CE PS, Beckfoot Upper Heaton (Belle Vue Boys), Belle Vue Girls, St Bede's & St Joseph's Catholic College, High Park School, Chellow Heights Special, The Children's Place Day Nursery Heaton
16	**WINDHILL & WROSE (Shipley)** High Crags PS, Low Ash PS, Christchurch Academy, Owlet Children & Family Centre, Bradford Christian School, St Anthony's RC PS
17	**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, Darul Uloom Dawatal Imaan
18	**THORNTON & ALLERTON (West)** Beckfoot Allerton Primary (Allerton PS), Keelham PS, Ley Top PS, Sandy Lane PS, The Academy at St James (St James' Church PS), St Matthew's RC PS, Thornton PS, Beckfoot Thornton Academy (Thornton Academy)
19	**IDLE AND THACKLEY (East)** Greengates PS, Parkland PS, Thorpe PS, Thackley PS, Blakehill PS, Idle CE PS, Immanuel College, Parkland CC
20	**CRAVEN (Keighley)** Addingham PS, Silsden Primary (Aire View Infant/Hothfield J&I), Eastburn J&I, Steeton PS, Daisy Chain CC
21	**QUEENSBURY (South)** Foxhill PS, Home Farm PS, Russell Hall PS, Shibden Head PS, St John the Evangelist RC PS, Stocks Lane PS, Queensbury (Secondary)
22	**WORTH VALLEY (Keighley)** Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS
23	**ROYDS (South)** Farfield PS, Hill Top CE PS, Reevy Hill PS, Woodside PS, Buttershaw Business & Enterprise College
24	**SHIPLEY (Shipley)** Hirst Wood Nursery, Glenaire PS, Saltaire PS, Shipley CE PS, St Walburgas RC PS, Wycliffe CE PS, Titus Salt
25	**BAILDON (Shipley)** Baildon CE PS, Hoyle Court PS, Sandal PS
26	**ILKLEY (Keighley)** All Saints CE PS, Ashlands PS, Ben Rhydding PS, The Sacred Heart RC PS , Ghyll Royd, Ilkley Grammar
27	**WHARFEDALE (Shipley)** Burley & Woodhead CE PS, Burley Oaks PS, Menston PS
28	**CLAYTON AND FAIRWEATHER GREEN (West)** Clayton St John CE (Clayton CE PS), Clayton Village PS, Crossley Hall PS, St Anthony's RC PS, Dixons Allerton Academy, Jaamiatul Imaam Muhammad Zakaria
29	**BINGLEY (Shipley)** Crossflatts PS, Eldwick PS, Myrtle Park PS, Beckfoot Priestthorpe PS, St Joseph's RC PS, Trinity All Saints CE PS, Bingley Grammar
30	**KEIGHLEY EAST (Keighley)** Strong Close Nursery &CC, East Morton CE PS, Long Lee PS, Parkwood PS, Riddlesden St Mary's CE PS