

Report of the Strategic Director Place to the meeting of the Keighley Area Committee to be held on 14 October 2021

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Subject:

Annual update on Road Safety education, training and publicity 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.

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.

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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. Adoption of 'Vision Zero' has been accepted by the West Yorkshire Safer Roads Executive and we are in the process of developing the reality of this vision for the districts. 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 2020, and trends in comparison to preceding years.
- 2.4 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.
- 2.5 In 2020 there was an overall decrease in casualties in the Bradford District, down from 1,117 in 2019, to 937 in 2020. This continues the well-established long term trend which is also mirrored at West Yorkshire level. When taking different road user groups into consideration, car occupant casualties reduced from 688 to 570 and pedestrian casualties reduced from 244 to 192. There were however casualty increases for two road user groups; cyclists, where casualties increased from 80- 89, and motorcyclists where casualties increased from 45 to 62. Both issues have been brought to the attention of the West Yorkshire Safer Roads Executive and will be examined in detail and reported back to this committee. The global Covid-19 pandemic and associated lockdowns had a significant impact on road traffic volumes and it is therefore difficult to establish how much of the downward trend seen in 2020 is due to an overall reduction in road traffic and how much is continuing the well-established downward trend from previous years. Appendix 1 shows the present position for the Bradford District.
- 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. Casualty data is used to identify priorities and staff and financial resources are allocated to education, training and publicity programmes accordingly. Delivery programmes are highlighted in the Bradford Metropolitan District Road Safety Plan which is supported by the Area Committees.
- 2.8 Car occupants continue to account for the highest number of casualties in the district and are targeted through a range of publicity campaigns and enforcement. The team also try to improve safety for other road user groups (e.g. pedestrians, cyclists and motorcyclists) by targeting messages at motorists and reminding them to drive carefully and look out for these more vulnerable groups. This work is becoming increasingly important as the council tries to encourage people to switch to more active and sustainable modes of travel.
- 2.9 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. Road safety presentations and delivery focus on core road safety messages, covering pedestrian safety, in car safety and cycle safety. For older pupils in secondary schools, presentations also cover the consequences and impacts of poor road safety choices, peer pressure and driver & passenger safety.
- 2.10 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, often focusing on outdoor and radio advertising. Interventions are data led and add weight and value to road safety work undertaken at local district level.

3. OTHER CONSIDERATIONS

Engagement with Schools

- 3.1 Ordinarily, the team provides a three tier district wide service. The first tier is where schools in the 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.
- 3.2 In 2020, the Global Covid-19 pandemic, associated lockdowns and school closures severely impacted the team's ability to engage with schools. Delivery of the usual suite of interventions such as practical training and classroom based education was simply not possible. As such, for the greater part of the year, the team focused on developing and providing digital resources to schools. These included PowerPoint presentations, online teaching resources and road safety activities. Where possible the team also distributed physical leaflets and booklets to pupils and parents/ carers. Appendix 2 provides more information on work undertaken during 2020.

- 3.3 With restrictions easing during the Autumn of 2020 (before further lockdowns in November and January) and with schools reopening in March 2021, the Road Safety Team have been able to deliver some practical outdoor training to Primary Schools during the academic year Sept 2020-July 2021. This has comprised of outdoor Pedestrian Training & Bikeability. Indoor delivery of road safety sessions has not been possible under existing risk assessment protocols, although the team are hoping that this will resume in September 2021. For secondary schools, sessions have largely been delivered via virtual platforms such as MS Teams or Zoom although TTC, a company who are piloting a young driver workshop on behalf of Bradford Council, have been able to deliver some face to face sessions due to small group numbers per session. Appendix 3 shows school engagement by ward for the academic year August 2020- July 2021.
- 3.4 Going forward, the team will continue to address road safety issues identified in the annual 'Road Casualties' reports and analyse emerging trends and patterns. The work of the team will also support wider council objectives aimed at reducing health inequalities, encouraging active and sustainable travel and around air quality, pollution and climate change.

Safer Roads schemes

- 3.5 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.
- 3.6 The Council has a devolved Highways budget to deal with larger scale safety priorities that are beyond the scope of an individual Area Committee. As such, programmes around School 20mph zones, city/town centre 20pmh zones and school streets have been delivered and will continue to be delivered.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 There is a base budget allocation for education, training and publicity staffing from Public Health. Financial support from a devolved Integrated Transport Block fund to the Council's Executive is in place for the 21/22 Financial year.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

- 5.1 Budget spend on Road Safety is currently prioritised against overall district casualty prevention & road safety priorities which are, in turn, determined by analysis of statistical data relating to road casualties. This analysis, underpinned by the District Road Safety Plan priorities, is used to establish key themes and target groups / cohorts. It is anticipated that a failure to maintain this approach would have a detrimental effect on future casualty prevention and ambitions to remove barriers to more active and sustainable travel.
- 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 SUSTAINABILITY IMPLICATIONS

The provision of road safety education, training and publicity supports a shift to more sustainable and active transport modes.

7.2 GREENHOUSE GAS EMISSIONS IMPACTS

Any increases in walking, cycling or public transport use encouraged by the delivery of road safety education, training and publicity would have a positive impact on reducing Greenhouse Gas emissions and improving air quality.

7.3 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, mobile phone use
- Tackling anti-social driving behaviour – which often acts as a barrier to more active and sustainable travel and reduces community cohesion
- Pedestrian & cycle safety
- Vulnerable road users: children, pedestrians, cyclists and motorcyclists
- Safety around school
- Removing barriers to more active and sustainable travel

7.4 HUMAN RIGHTS ACT

There are no issues arising from this report.

7.5 TRADE UNION

There are no issues arising from this report.

7.6 WARD IMPLICATIONS

The information in this report is relevant to all wards.

7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)

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, cycle safety, safety for other road users including cyclists and motorcyclists as well encouraging safer more responsible driving, and tackling parking issues - particularly around schools. The work of the team also contributes towards tackling health inequalities and encouraging healthier more active lifestyles.

7.8 IMPLICATIONS FOR CORPORATE PARENTING

There are no issues arising from this report.

7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT

There are no issues arising from this report.

8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

That the Area Committees identify additional priority areas that could be addressed by the Road Safety team as part of their annual programme.

10. RECOMMENDATIONS

That the Area Committees continue to support an evidence based approach to determining Road Safety priorities.

11. APPENDICES

11.1 Appendix 1 – Road Casualties Bradford District 2016 to 2020

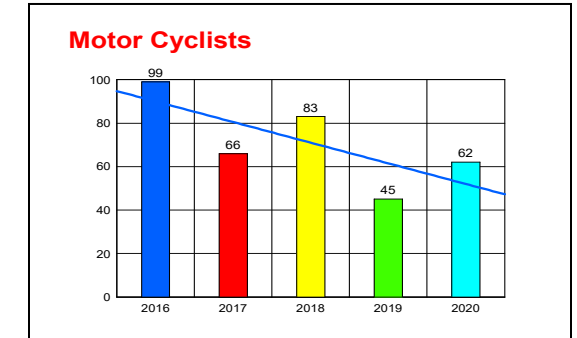
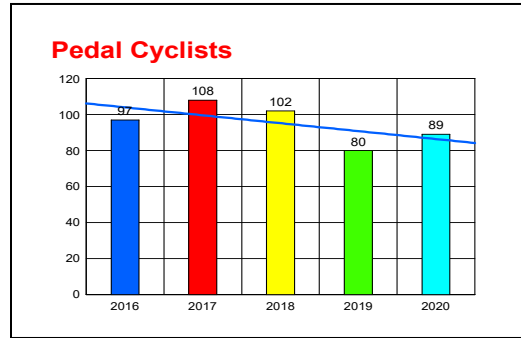
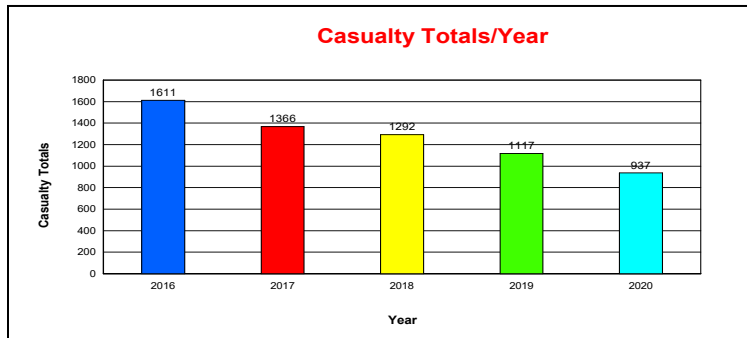
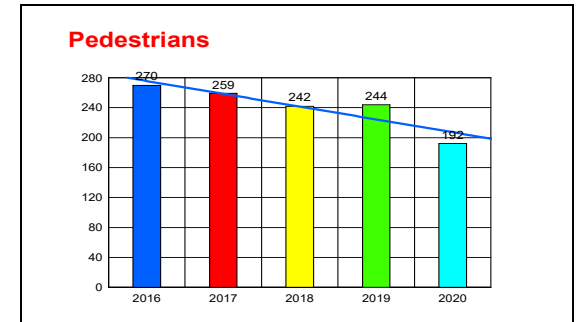
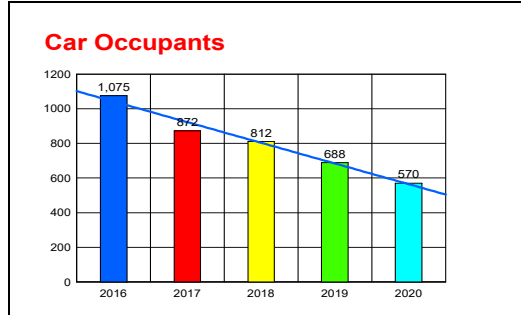
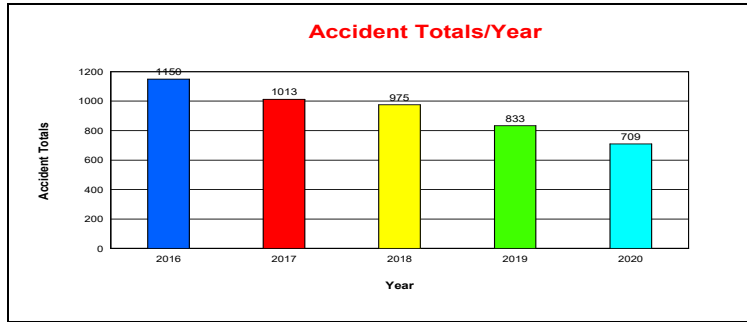
11.2 Appendix 2 – Impact of Covid-19 and summary of activity during 2020

11.3 Appendix 3 – Engagement with schools by ward - academic year 2020-2021

12. BACKGROUND DOCUMENTS

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 ROAD TRAFFIC CASUALTIES (ALL SEVERITY) 2016 -2020



Road Traffic Accidents (All Severity) 2016- 2020						
	2016	2017	2018	2019	2020	TOTAL
Fatal	7	10	12	9	8	46
Serious	155	164	151	139	132	741
Slight	988	839	812	685	569	3893
Total	1150	1013	975	833	709	4680

Road Traffic Casualties (All Severity) 2016-2020						
	2016	2017	2018	2019	2020	TOTAL
Fatal	8	10	15	9	8	50
Serious	170	182	162	159	156	829
Slight	1433	1174	1115	949	773	5444
Total	1611	1366	1292	1117	937	6323

APPENDIX 2 - SUMMARY OF ACTIVITY DURING 2020

The outbreak of the global Covid-19 pandemic, associated lockdowns and school closures had a significant impact on the team's ability to deliver the pre-planned and agreed road safety programme for the 12 months between March 2020 to March 2021.

At the start of the first lockdown in March 2020, it was hoped that school closures and restrictions would be a relatively short term measure and that some sort of return to normality would be possible before the end of the academic year. Existing bookings were therefore paused with a view to rescheduling them later in the school year. As it became clear that the impact of COVID would be felt over the longer term, the team quickly began work on the development of a suite of digital resources and presentations which could be sent to schools in lieu of direct/ face to face delivery along with the distribution of physical leaflets, booklets and other resources where possible.

The table below summarises some of the interventions that were adapted or developed in order to provide some element of road safety education during 2020.

Target Group	Activity	Background Information
Primary School Pupils	Digital resources (PowerPoint presentations, teaching resources & road safety activities) developed in lieu of direct delivery: <ul style="list-style-type: none"> • KSI 'Pedestrian Skills' PowerPoint • Year 3 'Pedestrian Skills' film and lesson plan • Y4&5 'Pedestrian Skills' PowerPoint • Y6 'Transition' PowerPoint • 'Think' Back to School interactive resources • Road Safety Games & Activities • KS1 & 2 'In car safety' based PowerPoint 	Direct delivery of classroom based lessons or practical training not possible due to Covid-19 pandemic.
Secondary Schools	Y7 Presentation developed in lieu of direct delivery	Direct delivery of classroom based lessons or practical training not possible due to Covid-19 pandemic.
Information, booklets, leaflets and resources		
Parents/ carers of children in Reception / Year 1	CAPT child safety booklets distributed in November 2020	Information on keeping children safe, books given to 26 primary schools in high priority areas
Parents/ carers of children in Reception	Trip to the seaside (in car safety book) Distributed through every primary school March 2021	Information for parents of all children in reception on in car safety

Primary & Children's Centre's	Brake Road Safety Week information & teaching resources uploaded on to Bradford Schools online in November 2020	'No Need to Speed' theme.
Primary School Teachers & Pupils	'Be Bright Be Seen' information uploaded onto Bradford Schools online in October 2020	'Be Bright Be Seen' activity sheets to download and stickers to order
Parents / carers of children in Reception	Getting to school safely (pedestrian safety book), Starting School leaflet, School Parking sample leaflet. Distributed through every Primary School in September 2020	Information for parents of all children in reception on pedestrian child safety
Year 6/ 7 (Transition Age Group)	'Good to go' Leaflet distributed through every Secondary School in Sept 2020	Information provided on key transition messages
Madrassas	Information and resources sent by the Road Safety Team covering a range of topical issues <ul style="list-style-type: none"> Eid Al Fitr letter sent to Mosques with information to encourage safe driving (May 2020) Be Bright Be Seen Letter and Activity Sheets provided to Mosques (Oct 2020) 	Information sent to all Madrassas
Campaigns funded by West Yorkshire Safer Roads Delivery Group		
All Road Users	Radio advertising on Heart Radio (West Yorkshire Funded) 150 planned radio slots per month	Adverts Targeted all road users, including specific ads for cyclists, PTW, drivers and pedestrians with key messages on looking out for each other and taking care on the roads.
Y7	Drama presentation for Y7 students focusing on pedestrian safety, distractions & consequences	Live Theatre tour booked, but adapted for virtual delivery via online platforms (MS Teams/ Zoom etc). <i>*Developed during 2020, for roll out and delivery during academic year 20/21</i>
Y8	Road Safety lessons focusing on: <ul style="list-style-type: none"> The Home to School journey Distractions Peer Pressure & Influence Perceptions of Safety Consequences 	Five short films and associated lesson plans & PowerPoint presentations for teachers to use <i>*Developed during 2020, for roll out and delivery during academic year 20/21</i>
Y12/13	Drama presentation for Y12/13 students focusing on young driver and passenger	Pre-recorded films and facilitated online workshops for

	behaviour & safety	students <i>*Developed during 2020, for roll out & delivery during academic year 20/21</i>
All Road Users	Bus Back and Outdoor Campaign (West Yorkshire Funded)	Targeted all road users to 'Look Out' for each other
Drivers	Thermal Radio Campaign (West Yorkshire Funded)	Aired in the morning when temperature dropped below a certain level. Targeting drivers before they leave home with winter driving/ safety messages
Drivers	Outdoor Advertising Campaign – Ivan (West Yorkshire Funded)	Don't Drink/ Drug Drive messages aired during Festive season
Parents	School Gate Parking Radio Campaign (West Yorkshire funded) * adverts only ran when schools were open*	Targeted parents parking at morning and afternoon drop off/pick up times

APPENDIX 3 – SCHOOL ENGAGEMENT BY WARD AUG 2020 – JULY 2021

Engagement with schools by ward Aug 2020 – July 2021 (Priority ranking of wards based on child casualty data 2017 – 2019)	
<p>Blue Text – Schools who have received Practical Pedestrian Training Brown Text - Schools who have received Bikeability Training Green Text - Schools who have received Practical Pedestrian Training & Bikeability Training Red Text Secondary Schools - Schools who have received TTC pre driver session/TIE ‘theatre in education’</p>	
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 Secondary, St Edmund’s Children Centre, Al-Mumin Primary, Al- Mumin Secondary, Dixons 6 th Form Academy (Douglas Mill)
2	BOWLING AND BARKEREND (East) Barkerend PS, Bowling Park PS (Usher St), Lower Fields PS, Carlton Bolling College, Olive Secondary, Bradford Academy, Bradford Academy, Bronte Girls Academy Secondary, Barkerend CC, Fearnville PS, Feversham PS, Westminster CE PS, Oastler Special, The Children’s Place Day Nursery, Bradford Forster Academy Secondary
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 SS, 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	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 Academy, Westbourne PS, Oasis Academy Lister Park, Bradford Grammar, One in a Million Secondary
6	BRADFORD MOOR (East) Byron, Dixons Marchbank Academy, Killinghall PS, St Mary’s St Peters Catholic PS, Thornbury PS, Lapage PS, Delius Special, Laisterdyke Business & Enterprise College
7	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 Secondary, Canterbury Nursery School & CC, Burnett Field’s CC, Dixons City Academy, Rainbow Primary
8	WIBSEY (South) St Matthews CE PS, St Paul’s CE PS, St Winefride’s RC PS, Wibsey PS
9	TOLLER (West) Lilycroft Nursery, Girlington PS, Lilycroft PS, Lister PS, Maragaret 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, Bradford Girls Grammar(KS 1 & 2) Bradford Girls Grammar (KS3&4)
10	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 Specialist School, Chellow Heights Special, The Children's Place Day Nursery Heaton, Netherleigh & Rossefield PS
11	GREAT HORTON (South) Brackenhill PS, Hollingwood PS, Lidget Green PS, Southmere PS, St Oswald's CE PS, Co -Op Academy Grange (Grange Technology College), Southfield School (Special), Dixons Kings Academy
12	WYKE (South) Low Moor CE PS, Shirley Manor, Worthinghead PS, Appleton Academy (Primary), Appleton Academy (Secondary), Wyke Children's Centre
13	KEIGHLEY WEST (Keighley) Ingrow PS, Laycock PS, Merlin Top PS, Beckfoot Nessfield PS, Our Lady of Victories RC PS, Worth Valley PS, Rainbow CC, Beckfoot Oakbank Academy (Oakbank), Beckfoot Phoenix Primary Special School
14	IDLE AND THACKLEY (East) Greengates PS, Co-op Academy Parkland PS, Thorpe PS, Thackley PS, Blakehill PS, Idle CE PS, Immanuel College, Parkland CC, Woodlands Hexagon Care
15	BINGLEY RURAL (Shipley) Cottingley Village PS, Cullingworth Village PS, Denholme PS, Harden PS, Wilsden PS, Beckfoot, Dixons Cottingley Academy (Samuel Lister), Parkside SS, Hazelbeck School (Special Secondary)
16	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
17	BAILDON (Shipley) Baildon CE PS, Hoyle Court PS, Sandal PS
18	CRAVEN (Keighley) Addingham PS, Silsden Primary (Aire View Infant/Hothfield J&I), Eastburn J&I, Steeton PS, Daisy Chain CC
19	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
20	WINDHILL & WROSE (Shipley) High Craggs PS, Low Ash PS, Christchurch Academy PS, Owlet Children & Family Centre, Bradford Christian School, St Anthony's RC PS
21	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
22	THORNTON & ALLERTON (West) Beckfoot Allerton (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)
23	ROYDS (South) Farfield PS, Hill Top CE PS, Reeve Hill PS, Woodside PS, Buttershaw Business & Enterprise College
24	ILKLEY (Keighley) All Saints CE PS, Ashlands PS, Ben Rhydding PS, Moorfield PS, The Sacred Heart RC PS, Ilkley Grammar
25	QUEENSBURY (South)

	Foxhill PS, Home Farm PS, Russell Hall PS, Shibden Head PS, St John the Evangelist RC PS, Stocks Lane PS, Queensbury (Secondary)
26	WORTH VALLEY (Keighley) Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS
27	KEIGHLEY EAST (Keighley) Strong Close Nursery &CC, East Morton CE PS, Long Lee PS, Parkwood PS, Riddlesden St Mary's CE PS
28	SHIPLEY (Shipley) Hirst Wood Nursery, Glenaire PS, Saltaire PS, Shipley CE PS, St Walburgas RC PS, Wycliffe CE PS, Titus Salt
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	WHARFEDALE (Shipley) Burley & Woodhead CE PS, Burley Oaks PS, Ghyll Royd, Menston PS