

Report of the Strategic Director, Place to the meeting of the Corporate Overview and Scrutiny Committee to be held on 10th November 2022

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Subject:

Update on what the Council is doing to combat dangerous driving and Anti-Social driving behaviour in Bradford.

Summary statement:

This report seeks to update members on current casualty levels and trends in the Bradford District and the Capital Programmes, Road Safety Education, Training and Publicity initiatives aimed at addressing dangerous driving and anti-social driving behaviour. The report also sets out the Council's commitment to Vision Zero.

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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 the Capital Programmes, Road Safety Education, Training and Publicity initiatives aimed at addressing dangerous driving and anti-social driving behaviour. The report also sets out the Council's commitment to Vision Zero.

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 the newly established Vision Zero Board (political governance) 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. Milestones and targets are currently being considered at a West Yorkshire level.
- 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 2021, and trends in comparison to preceding years.
- 2.4 In 2021, there was an overall increase in casualties in the Bradford District, up from 937 in 2020, to 1,457 in 2021. It should however, be noted there were unusually few road traffic collisions in 2020 due to the impact of the COVID-19 pandemic on travel. A more robust comparator is the average number of casualties over the 5 year period 2015-19. The average number of casualties per year in this period was 1,414, with the 2021 casualty total representing a 3% increase on this. When taking different road user groups into consideration, comparing 2021 with the average for 2015-2019, child casualties increased from 188 to 207, pedestrian casualties increased from 268-291 and car occupant casualties increased from 903 to 942. Pedal cycle casualties reduced from 102 to 85 and powered two wheeler casualties reduced from 80 to 63. Appendix 2 shows Road Traffic Casualty graphs and charts for the Bradford district.
- 2.5 Casualty analysis also shows that when the number of children killed or seriously injured (KSI) on the highway in 2021 is calculated as a rate per 100,000 of child population, Bradford experienced the highest rate of child KSIs in West Yorkshire:

Bradford: 39.6 KSIs per 100,000 children

Calderdale: 26.1 KSIs per 100,000 children

Kirklees: 24 KSIs per 100,000 children

Leeds: 33 KSIs per 100,000 children

Wakefield: 25.7 KSIs per 100,000 children

Officers will bring parliamentary constituency casualty data to present to the Scrutiny Committee at the meeting.

- 2.6 There is an Inter Departmental Agreement between Public Health and Place to partially fund the Road Safety Team activity. This is because there is crossover between the Public Health outcomes (people killed and seriously injured, hospital admissions and infant mortality) and our own corporate priorities.
- 2.7 The Road Safety Team operates on a district-wide basis. Child casualty data is cross referenced against population data to identify 'priority areas' for the delivery of education and training with staff and financial resource allocated accordingly. The team also work with Area Teams, Ward Officers and other partners and stakeholders such as Youth Services, Wardens, WY Fire and Rescue and West Yorkshire Police as well as supporting other active travel and health improvement projects such as the JU:MP programme and walking and cycling initiatives promoted by organisations such as Living Streets and Sustrans.

Education for pupils in Y11,12,13:

- Young driver workshops to pupils
- Theatre in Education drama performances
- One Life Lost sessions (delivered by West Yorkshire Police Officers)

The Road Safety Team also has a range of resources and presentations aimed at young drivers and passengers. These are available online and advertised to schools and colleges via the Bradford Schools Online portal. We also let the Area Teams / ward officers know about the resources that we have available and any other relevant issues or dates (e.g. we would let Area Teams know about things like Brake Road Safety Week or tyre safety month and have recently informed them on the legal status of e-scooters and promoted the police portal for reporting dangerous driving 'Operation Snap' etc.)

Comms:

We have a programme of radio advertising that runs across the year on Heart Radio which gives 150 slots per month (plus bonus slots) . These adverts are generally aimed at drivers and focus on the fatal four (the four factors most closely associated with KSIs – speed, impairment, distraction & non seat belt use) as well as reminding motorists to drive considerately around more vulnerable road users such as pedestrians, cyclists, motorcyclists and horse riders. We've also run adverts promoting Op Snap and clarifying the legal situation in relation to e-scooters.

We also run adverts on social media which again largely focus on driver behaviour. Examples of campaigns include:

- The recent changes to the highway code aimed at improving safety for vulnerable road users
- Operation Snap
- Mobile phones
- Seat belts
- In car distractions – young drivers

- E-scooters
- Drink / Drug Driving

The Road Safety Team are also part of the West Yorkshire Safe Roads Partnership, the Bradford Safe Roads Partnership and the Steerside Partnership. Appendix 1 shows the West Yorkshire Safe Roads Partnership structure.

- 2.8 Car occupants continue to account for the highest number of casualties in the district as the majority of collisions resulting in serious or fatal injuries involve a motorised vehicle. West Yorkshire Collision analysts are currently investigating with a view to providing more detailed data. Delivering road safety messages to drivers and passengers is therefore critical in supporting our aims of achieving Vision Zero / eliminating death and serious injury on the roads. The team work with Communications & Marketing colleagues to deliver a communications programme which comprises of targeted messaging on social media, a digital district newsletter, radio and outdoor advertising. Messages focus primarily on the four contributory factors most likely to result in fatal or high severity injuries – speed, impairment (drink and drugs), distraction (mobile phones) and not wearing seat belts. Messages also support safety for more vulnerable road users by reminding motorists to drive considerately and look out for others. This communications and publicity work also supports wider aims and ambitions to encourage people to switch to more active and sustainable modes of travel and supports the delivery of road safety engineering and infrastructure implementation across the district. Recently the team have also supported two national awareness raising campaigns – one around the update of the Highway code; which introduced a new hierarchy of road users and new rules to improve safety for vulnerable road users; and the other around changes to legislation on the use of mobile phones whilst driving. As well as delivering a local programme of communications and publicity, the team are also part of the West Yorkshire Safe Roads Delivery Group. Work delivered through this partnership adds weight and value to work undertaken at a local district level.
- 2.9 Going forward, the team will continue to address road safety issues identified in the annual ‘Road Casualties’ reports and look for new and innovative ways of delivering road safety education, training and publicity. 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. As Vision Zero comes online we will be working towards a more pro-active programme of Safe Roads delivery.

Vison Zero

- 2.10 The council is setting out the principles of a whole systems approach to Safer Roads utilising multi-disciplinary partnership work and data sharing that reduces serious injury and death on the road network with the ultimate aim of removal of road death.
- 2.11 Since its inception in 1995 in Sweden, Vision Zero has revolutionised conventional thinking around road safety. The basic starting point for Vision Zero is from an ethical standpoint that no-one should be killed or suffer lifelong injury in a road traffic incident. According to Vision Zero the main problem is not that accidents occur it is instead whether the accidents lead to death or serious injury. Vision Zero stresses the fact that the road transport system is an entity in which the components such as

roads, vehicles and users must be made to interact so that safety can be guaranteed.

- 2.12 Vision Zero now underpins the casualty prevention strategies of several governments in Western Europe and North America and is saving lives and preventing serious injury as part of long term strategies to eliminate road deaths.
- 2.13 West Yorkshire including the Combined Authority has collectively agreed the principle of the approach which includes aligning the safer roads capital investment from the Department for Transport with Vision Zero principles.
- 2.14 Bradford has particular problems around driver behaviour in parts of the district. Bradford also experiences the highest levels of accidents involving uninsured and un-taxed vehicles in the UK (Direct Line, 2019). Bradford also has particular non-compliance issues around seat belt wearing. This leads to a disproportionate and over representation in terms of numbers of casualties and the severity of the injury.
- 2.15 The Council's aim is to develop a suitable local strategy for Bradford that addresses these issues by utilising data sources from internal and external partners.
- 2.16 In 2021, there were 309 killed and serious injuries in Bradford. Public Health England have determined that all highway related injuries are preventable. Our work under Vision Zero aims to realise this.
- 2.17 Road safety is a priority in the current Police and Crime Plan, reflecting the serious and persistent concerns of members of the public, councillors, and MPs. The Plan made a commitment to taking forward with partners the Vision Zero approach to tackling the unacceptable numbers of those being killed or seriously injured on West Yorkshire's roads. Although West Yorkshire has seen a decline in the numbers KSIs the decline in the numbers of vehicles on the roads during the COVID lockdowns is a significant factor. Of particular concern is the disproportionately large number of vulnerable road users KSI: pedestrians, cyclists, and children.
- 2.18 Vision Zero Pillars

There are 5 key pillars set out in Vision Zero that have been collectively agreed at a West Yorkshire level. If adopted, All Safer Roads programmes will be aligned against these pillars:

Safe Speeds: We will encourage slower speeds to achieve safer and healthier journeys. We will maximise our impact on speed detection and compliance through data intelligence, design our streets to slow vehicles down, raise awareness about the benefits of safer speeds to change behaviour and advocate for new ways to enforce and deter speeding.

Safe Vehicles: Lead by example and procure safer vehicles to protect road users and drivers for our fleets. We will raise awareness about the benefits of safer vehicles and in-vehicle technology. We will enforce vehicle safety offences and support changes to vehicle standards to reduce severity and likelihood of collisions.

Safe Roads: We will reduce the dominance of motor vehicles to create streets that are safer for people and active travel by putting the needs of people before those of vehicles when designing infrastructure where possible, implement a connected

network of safer routes and make it easier for people to suggest improvements, report defects and other highway related issues.

Safe Behaviours: We will encourage safer behaviours on our streets by influencing road user behaviour through targeted operations, communication, education and campaigns, engage with people to identify and tackle specific road safety issues and educate drivers and riders about the challenges faced by vulnerable road users.

Post Collision Learning and Support: We will support post-collision care and make changes to our systems as we learn. We will learn from collision investigation, share our findings and make changes to our systems, support people bereaved or suffering life changing injury through post collision care and advocate justice for victims of road collisions.

2.19 Operation Steerside

The Steerside Partnership Board is currently Chaired by Supt Richard Padwell and draws together a number of partners from across the District. The board has overseen Operation Steerside move from being a purely police-led enforcement operation to a true partnership initiative, which looks more collaboratively, utilising all our collective resource and powers to ensure that we have a comprehensive plan that not only focusses on enforcement but also looks at the changing behaviours including working with our young people in schools and youth settings.

The Steerside Enforcement Team consists of a dedicated Sergeant and 10 PC's and through this team, supported by the provision of additional funding through the Community Safety Partnership has enabled a more proactive approach to be adopted.

Between September 2021 – August 2022 Steerside has seen undertaken

- 101 pre-planned operations
- 2871 FPT / TOR / VDRS
- 56 CLE 2/6 (DVLA reports for no tax)
- 357 reports for summons / charges
- 180 S.59 warnings issued
- 391 vehicles seized
- 81 arrests
- 55 PSPO notices issued

The above figures are just those attributable to Steerside and this additionality and is not the totality of enforcement undertaken in Bradford District.

2.20 Roads Policing Activity

The council regularly meets local NPT units on areas of concern in the Bradford District providing important intel for WYP on where deployment of roads policing units are necessary. This supports a pro active approach to roads policing in Bradford and the two way communication assists both agencies to make appropriate financial decisions with programmes.

3. OTHER CONSIDERATIONS

Engagement with Schools

- 3.1 All schools across the district are offered the opportunity of road safety education. In wards where child casualties are high, an extra level of encouragement is offered to persuade schools to take up the training offer. Ordinarily, the team provides a three tier district wide service. The first tier is where schools in wards with the highest child casualty rates are targeted with face to face delivery of education and training by the Road Safety Team. The second tier is the delivery of presentations to schools in the remaining 22 wards. These are booked on a first come first served basis and on a 2 year rotation. 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 provides an overview of the road safety services & resources on offer. Appendix 4 shows a casualty comparison table for West Yorkshire. Appendix 5 shows ward rankings for next academic year (September 2022- August 2023). Casualty data for 2019-2021, cross referenced with population data, has been used to identify these priority wards.
- 3.2 Legacy issues arising from The COVID-19 pandemic continued to impact the delivery of road safety education and training during this school year. With so many children and young people missing out on vital messages during lockdowns and associated school closures, an adapted service was provided to ensure the team could reach as many pupils as possible. For example, pedestrian training, ordinarily delivered over two visits, was provided as a lighter touch 'one visit' session, with supplementary resources left to enable the school to deliver follow up training themselves. For the academic year 22/23 the team plan to move back to provision of the more usual model of delivering a three tier district wide service with Pedestrian training delivered over two sessions and the two-year rotation for schools in Wards 9-30 being re-introduced.

Safer Roads schemes

- 3.3 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 central Government funded with the Combined Authority as project managers for West Yorkshire. Schemes are evidence-based to ensure the best rate of return in terms of casualty reduction. The Safer Roads schemes programmes are the subject of separate reports to the Area Committees. Vision Zero will play a significant role in the shaping of these programmes in the future.
- 3.4 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 20 mph zones, city/town centre 20 pmh zones and school streets have been delivered and will continue to feature on future strategic programmes.

Collision Investigation Team and the Child Death Overview Panel

- 3.5 Following any fatal injury event on the network, the Traffic Teams arrange on site

meetings with the West Yorkshire Police Collision Investigation Team. This is to ensure the council has the most up to date information on any contributory factors with any fatal incident (in order to determine what council service needs to be involved) and if the network can be modified in any way to reduce injury severity or remove the chance of injury.

If there is a fatal injury to a child on the network there is a Statutory function called the Child Death Overview Panel, hosted by Public Health. Partner agencies include the Primary Care Trust, West Yorkshire Police, His Majesty's Office of the Coroner and the Highways Department. The process involves examining the nature of the incident, cause of death and extracting lessons and outcomes which reduce or remove further fatal incidents.

Public Space Protection Order

- 3.6 In March 2014 the Government enacted new powers contained in the Anti-Social Behaviour, Crime and Policing Act 2014 relating to tackling anti-social behaviour including the making by local authorities of Public Space Protection Orders (PSPO's) which can prohibit certain types of antisocial behaviour and make breaches of such subject to fixed penalties and prosecution before the Magistrates Court subject to a fine not exceeding £1000.00.

Dangerous driving, inconsiderate and anti-social use of vehicles can have a significant effect on how safe people feel in the District and is regularly flagged as one of the key anti-social behaviour concerns by our residents. In 2019 the Regulations and Appeals Committee approved the Council to proceed with a PSPO to help reduce the levels of dangerous driving and anti-social use of vehicles. The PSPO has been operational since February 2020 and the Council has issued 97 Fixed Penalty Notices, 3 of which have been successfully prosecuted for non-payment each receiving a fine nearing £1000. The majority of 'Notices of Offence' have been issued by the Police 'Steerside' Enforcement Team. A number of Fixed Penalty Notices (FPN's) have been issued retrospectively by the Council based on dash-cam evidence. We are also looking to authorise Neighbourhood Policing Team (NPT) Officers to be able to enforce the PSPO.

Anti-Social use of vehicles can take many forms, one of which, harassing women by the use of sexualised language or gestures from vehicles is a breach of the PSPO. Police Officers have conducted an operation in parts of the city following third-party reports of females being harassed by drivers. Police mounted visible patrols in parts of the city at key times to provide reassurance but have also deployed plain clothes officers in other areas to get a better picture of what has been taking place. In this operation 16 Fixed Penalty Notices were issued to drivers harassing female pedestrians.

West Yorkshire Safety Camera Partnership

- 3.7 The Safety Camera Partnership sits outside of Local Authority governance and oversight is provided by the Vision Zero Board and the West Yorkshire Safe Roads Executive. A redraft of the deployment criteria is currently underway allowing a less rigid approach to camera deployment for both fixed and mobile cameras. At the same time, new enforcement activity is being introduced:

- Average Speed Cameras on local Roads;
- Introduction of smaller mobile camera units that can be deployed at any location in the West Yorkshire district, even outside of the existing mobile camera sites.

A further report on the detail of this will be written once the new deployment strategy has been agreed.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1.1 There is a Service Level Agreement with Public Health to provide grant funding for education, training and publicity staffing (£125,000). Financial support from a devolved Integrated Transport Block fund to the Council's Executive is in place for the 22/23 Financial year (£50,000). The CRSTS (Integrated Transport Block) settlement will be approximately £1.1M/year for Capital Programme Road Safety spend.

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 (the district's Road Safety Plan is undergoing a refresh this financial year). 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.

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

Casualty data is used to identify priority areas, target groups or to identify key road safety messages. Our targeted approach is designed to re address the imbalance of casualties in the more deprived parts of the district. A child in the most deprived part of the district is 20 times more likely to be killed or seriously injured than their more affluent counterparts.

7.2 SUSTAINABILITY IMPLICATIONS

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

7.3 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.

7.4 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, 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 & School Gate Parking issues
- Removing barriers to more active and sustainable travel

Our links with partner agencies, such as WY Police, are very strong in Bradford. We jointly work on programmes such as Operation Steerside and regularly link in with partner agency programmes to add value.

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 (for reports to Area Committees only)

Road Safety Team activities contribute to the Safer Communities priorities within the Area Committee Ward Plans. This is done through the delivery of education, training, publicity programmes aimed at preventing casualties, tackling anti-social road user behaviour and ultimately eliminating deaths and serious injuries on the roads in line with Vision Zero aspirations. Collaborative work with other agencies as part of the Safe Roads & Steerside partnerships also contribute to the Safer Communities priorities. Through encouraging more active travel and less car reliance, the work of the team also contributes towards tackling health inequalities and encouraging healthier and more active lifestyles.

7.9 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE

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

That the Committee note this report and may, if it wishes, identify additional areas of focus that could be considered by the Road Safety team as part of their annual programme.

10. RECOMMENDATIONS

10.1 That Members note the contents of this report.

10.2 That officers are requested to update the Committee in 12 months time to include Outputs and Outcomes on driver enforcement and driver behaviour.

11. APPENDICES

11.1 Appendix 1 – West Yorkshire Safe Roads Structure Chart

11.2 Appendix 2 – Road Casualties Bradford District 2017 to 2021

11.3 Appendix 3 – Summary of ETP programmes/ resources for schools

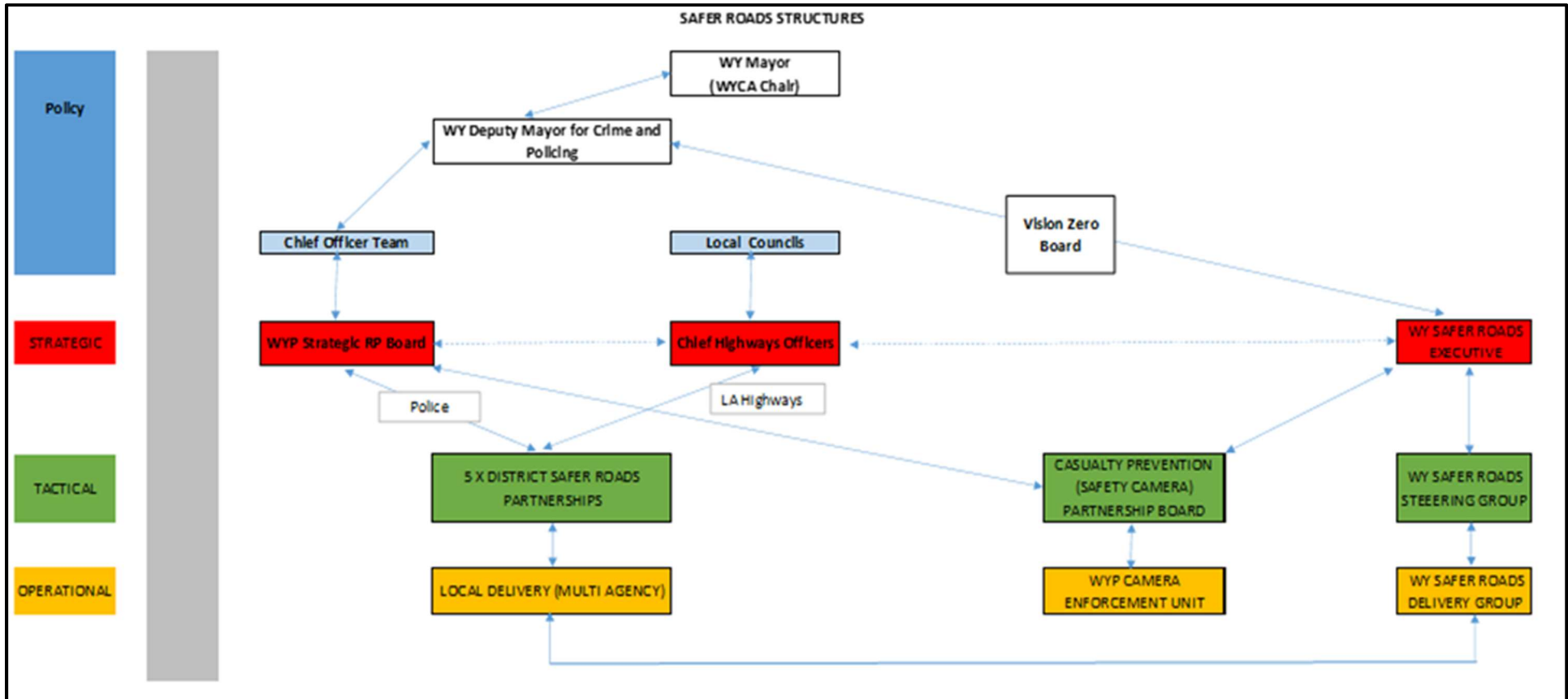
11.4 Appendix 4 – West Yorkshire KSI and All Severities comparison table

11.5 Appendix 5 – Priority Wards for academic year 2022-23

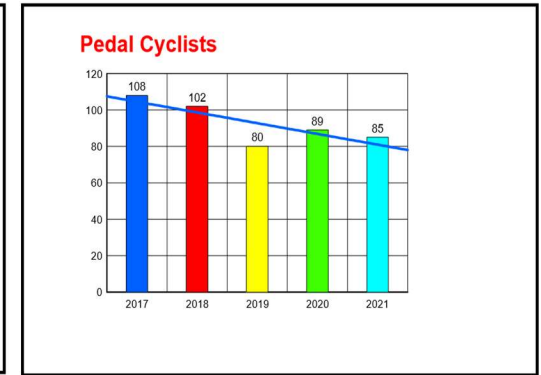
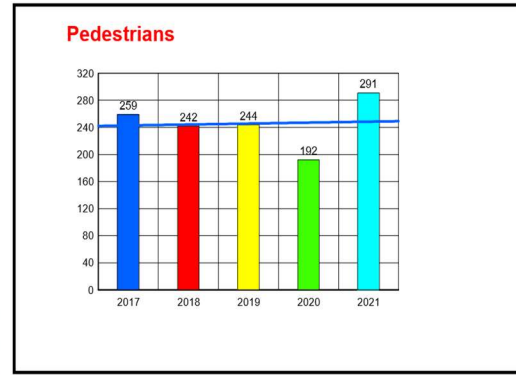
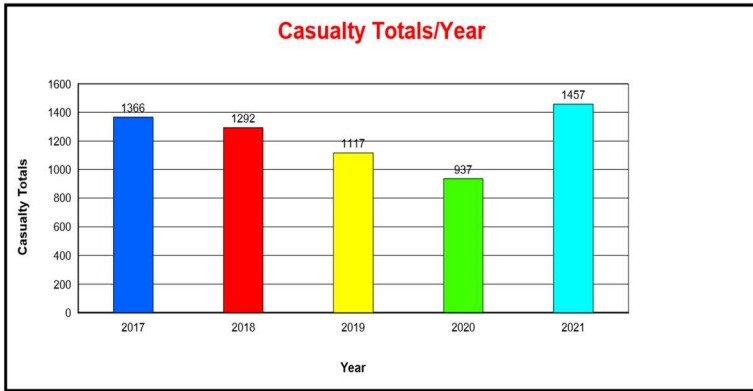
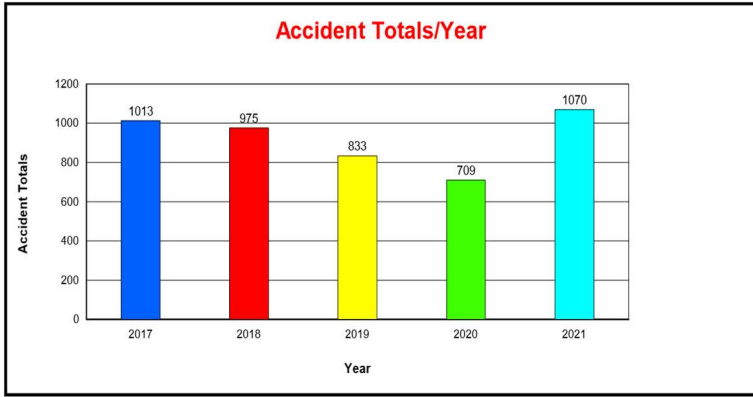
12. BACKGROUND DOCUMENTS

West Yorkshire Road Traffic Collision Annual Report

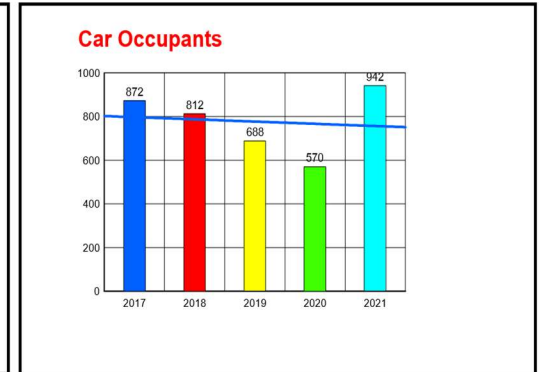
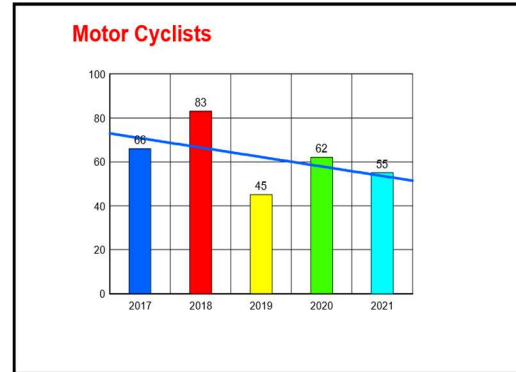
APPENDIX 1: WEST YORKSHIRE SAFE ROADS STRUCTURE CHART



APPENDIX 2 BRADFORD DISTRICT ROAD TRAFFIC CASUALTIES (ALL SEVERITY) 2017 -2021



Casualty Data



	2017	2018	2019	2020	2021	TOTAL
FATAL	10	12	9	8	11	50
SERIOUS	164	151	139	132	264	850
SLIGHT	839	812	685	569	795	3700
TOTAL	1013	975	833	709	1070	4600

	2017	2018	2019	2020	2021	TOTAL
FATAL	10	15	9	8	12	54
SERIOUS	182	162	159	156	298	957
SLIGHT	1174	1115	949	773	1147	5158
TOTAL	1366	1292	1117	937	1457	6169

APPENDIX 3: ROAD SAFETY EDUCATION, TRAINING AND PUBLICITY OVERVIEW

1. SCHOOL BASED EDUCATION & TRAINING		
TARGET GRP	ACTIVITY	DELIVERED BY
Nursery/ Early Years	Getting to School Safely – story sack (Pedestrian Safety) *Audio book on BSO	Delivered by Road Safety Team as part of the Primary School Plan or can be loaned to school for them to deliver themselves .
	Trip to the Seaside – Story sack (in car safety)	
Y1 & Y2 *can also include reception at some schools	Role Play	Delivered by Road Safety Team as part of the Primary School Plan.
	Bikeability + Balance bikes/ Learn to Ride	
Y3	Y3 Pedestrian training film & practical Pedestrian training	Delivered by Road Safety Team as part of the Primary School Plan
Y4 & Y5	Road Safety Quiz – Pedestrian safety	Delivered by Road Safety Team as part of the Primary School Plan
	Cycle training & Bikeability	
Y6	Charlie's Accident	Delivered by Road Safety Team as part of the Primary School Plan
Y5&6	Bikeability Levels 1&2	Delivered by Bikeability instructors. Grant funded by DfT.
Parents/ carers	Bespoke sessions for parents/ carers	Often in conjunction with police and focussing on a range of issues e.g. in car safety, pedestrian safety, school gate parking.
Y7	Theatre in Education (TIE) Show – ‘What Went Down’	Delivered by contracted provider ‘The Riot Act’. 10 sessions funded through West Yorkshire Safe Roads Partnership. 10 sessions funded by CBMDC
Y11-13	Pre/ Young Driver workshop sessions	Delivered by external company TTC and funded through Steerside partnership
	Theatre in Education (TIE) Show – ‘Wanna Lift’	Delivered by contracted provider ‘The Riot Act’. 10 sessions provided. Funded through Steerside partnership
All years	Presentations and lesson plans available on BSO for schools to download and use themselves. Can be adapted to suit needs of school or for different year groups	













2. INFORMATION, BOOKLETS, LEAFLETS AND RESOURCES		
TARGET GRP	RESOURCE	FURTHER INFO
Parents / carers of children in Reception	Getting to school safely - pedestrian safety book (September 2021)	Information for parents of all children in reception on pedestrian child safety. Distributed to all schools
Schools	School Gate Parking Leaflet (September 2021)	Schools able to order copies (FOC) of this leaflet to distribute to parents / carers.
Primary Schools & Children's Centres	Brake Road Safety Week information & teaching resources uploaded on to Bradford Schools online and promoted to Schools, children's centres etc. (Nov 2021)	Theme – Be a Road Safety Hero. Promoted to all schools

Parents/ carers of children in Reception	Trip to the seaside (in car safety book) (March 2022)	Information on in car safety. Distributed to all Primary schools
Madrassas	Eid Al Fitr letter sent to Mosques with information to encourage safe driving (May 2022)	Information sent to all Madrassas
Parents / carers	Starting School leaflet (June 2022)	Road safety information for parents of children who will be starting school in Sept 2022. Focusing on making safe journeys to and from school. Distributed to all schools.
Schools and Children's centres	Support for Walking and Cycling initiatives promoted by other organisations. e.g. Sustrans -'Big Pedal, Living Streets – 'Walk to School Week', Brake – 'Kids Walk'	Information put onto BSO with link to information and resources
Year 6/ 7 (Transition Age Group)	'Good to go' Leaflet (June 2022) ----- Moving on to Secondary School – A Guide for Parents (June 2022)	Information provided to pupils and parents on key transition messages. Distributed to all Y6 pupils and parents
Residents	'Stay Connected' Newsletter	Newsletter focusing on key road safety issues and distributed electronically to residents
Schools	School Gate Parking banners & resource pack	Promoted to all schools via BSO. Banners loaned out on request

3. West Yorkshire Wide Campaigns <i>*funded by West Yorkshire Safe Roads partnership</i>		
TARGET GRP	CAMPAIGN	FURTHER INFO
All Road Users	Radio advertising on Heart Radio	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.
Drivers	Thermal Radio Campaign	Adverts air 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	Digital messaging van displaying messages in the heart of communities in Bradford: <ul style="list-style-type: none"> • Seat belts safety • Tyre safety • Conspicuity (Be Bright, Be Seen) • Don't Drink/ Drug Drive
Parents	School Gate Parking Radio Campaign (West Yorkshire funded)	Targeted parents parking at morning and afternoon drop off/pick up times. Runs for 2 weeks after each school holiday
Driver	Series of short road safety films produced. Aired on Leeds TV and also promoted across social media platforms	Films focus on a range of road safety issues e.g. <ul style="list-style-type: none"> • Mobile phone use, • Driving safely around cyclists and motorcyclists • Drink/ drug driving • In car safety • Speed • Operation Snap (reporting dangerous driving)

Appendix 4: West Yorkshire KSI and All Severities comparison table

West Yorkshire : January To December 2021

Local Authorities	Severities	All Casualties (January-December)											
		Last 5yrs avg	2016	2017	2018	2019	2020	2021	Trend pattern 2016-2021	2021 vs last year		2021 vs avg last 5yrs	
Bradford	KSI	252	266	276	262	244	211	310		46.9%	↑	23.1%	↑
	All severities	1265	1,611	1,366	1,292	1,117	937	1458		55.6%	↑	15.3%	↑
Calderdale	KSI	93	115	93	92	100	64	96		50.0%	↑	3.4%	↑
	All severities	410	555	450	411	366	267	424		58.8%	↑	3.5%	↑
Kirklees	KSI	187	222	210	198	179	127	194		52.8%	↑	3.6%	↑
	All severities	874	1,127	971	909	755	607	841		38.6%	↑	-3.8%	↓
Leeds	KSI	439	492	463	468	479	295	405		37.3%	↑	-7.8%	↓
	All severities	1980	2,551	2,203	1,994	1,907	1243	1,797		44.6%	↑	-9.2%	↓
Wakefield	KSI	176	212	176	211	148	135	174		28.9%	↑	-1.4%	↓
	All severities	750	955	814	833	641	505	645		27.7%	↑	-14.0%	↓
West Yorkshire	KSI	1148	1307	1218	1231	1150	832	1179		41.7%	↑	2.7%	↑
	All severities	5237	6,762	5,761	5,369	4,734	3,559	5,165		45.1%	↑	-1.4%	↓

APPENDIX 5: WARD RANKING FOR ACADEMIC YEAR 2022-23

*based on child casualty data 2019-2021 & cross referenced with population data

1	<p>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 6th Form Academy (Douglas Mill)</p>
2	<p>BOWLING AND BARKEREND (East) Barkerend PS, Bowling Park PS (Usher St), Lower Fields PS, Carlton Bolling College, Olive Secondary, 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</p>
3	<p>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</p>
4	<p>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</p>
5	<p>BOLTON AND UNDERCLIFFE (East) Wellington PS, Swain House PS, Grove House, Poplars Farm PS, Peel Park PS, St Francis RC PS, Hanson Upper, Feversham College</p>
6	<p>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</p>
7	<p>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</p>
8	<p>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, Eden Boys Leadership Academy (Sec)</p>
9	<p>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,</p>
10	<p>ROYDS (South) Farfield PS, Hill Top CE PS, Reevy Hill PS, Woodside PS, Buttershaw Business & Enterprise College</p>
11	<p>WINDHILL & WROSE (Shipley) High Craggs PS, Low Ash PS, Christchurch Academy PS, Owlet Children & Family Centre, Bradford Christian School, St Anthony's RC PS</p>
12	<p>BINGLEY RURAL (Shipley) Cottingley Village PS, Cullingworth Village PS, Denholme PS, Harden PS, Wilsden PS, Beckfoot, Dixons Cottingley Academy (Samuel Lister), Parkside, Hazelbeck School (Special Secondary)</p>
13	<p>SHIPLEY (Shipley) Hirst Wood Nursery, Glenaire PS, Saltaire PS, Shipley CE PS, St Walburgas RC PS, Wycliffe CE PS, Titus Salt</p>

14	KEIGHLEY EAST (Keighley) Strong Close Nursery &CC, East Morton CE PS, Long Lee PS, Parkwood PS, Riddlesden St Mary's CE PS
15	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)
16	WYKE (South) Low Moor CE PS, Shirley Manor PS, Worthinghead PS, Appleton Academy (Primary), Appleton Academy (Secondary), Wyke Children's Centre
17	IDLE AND THACKLEY (East) Greengates PS, Co-op Academy Parkland PS, Thorpe PS, Thackley PS, Blakehill PS, Idle CE PS, Immanuel College, Parkland CC
18	WIBSEY (South) St Matthews CE PS, St Paul's CE PS, St Winefride's RC PS, Wibsey PS
19	ILKLEY (Keighley) All Saints CE PS, Ashlands PS, Ben Rhydding PS, Moorfield PS, The Sacred Heart RC PS, Ilkley Grammar
20	THORNTON & ALLERTON (West) Beckfoot Allerton PS (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)
21	CRAVEN (Keighley) Addingham PS, Silsden Primary (Aire View Infant/Hothfield J&I), Eastburn J&I, Steeton PS, Daisy Chain CC
22	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/
23	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
24	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
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	BAILDON (Shipley) Baildon CE PS, Hoyle Court PS, Sandal PS
27	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
28	BINGLEY (Shipley) Crossflatts PS, Eldwick PS, Myrtle Park PS, Beckfoot Priestthorpe PS, St Joseph's RC PS, Trinity All Saints CE PS, Bingley Grammar, Lady Lane Park PS
29	WHARFEDALE (Shipley) Burley & Woodhead CE PS, Burley Oaks PS, Ghyll Royd, Menston PS
30	WORTH VALLEY (Keighley) Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS