

Report of the Strategic Director, Place to the meeting of the Corporate Overview and Scrutiny Committee to be held on 9th November 2023

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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 2022, and trends in comparison to preceding years.
- 2.4 In 2022, there was an overall decrease in casualties in the Bradford District, down from 1457 in 2021, to 1,407 in 2022. There were 14 fatal injuries in Bradford in 2022 which is two more than occurred in 2021 (12). 291 people were killed or seriously injured in 2022 whilst the figure was 305 in 2021. Appendix 2 shows Road Traffic Casualty graphs and charts for the Bradford district.
- 2.5 Casualty analysis also shows that when KSIs are reported as a rate per billion vehicle miles, Bradford has seen a 44% increase over the 2017 – 2019 average.

Killed or seriously injured casualty rates per billion vehicle miles, by district, West Yorkshire

Authority	2017	2018	2019	2020	2021	% change from average 2017-2019
Bradford	169	160	149	171	229	44%
Calderdale	92	91	97	86	114	22%
Kirklees	116	110	98	95	128	19%
Leeds	105	106	107	90	109	3%
Wakefield	89	107	73	92	103	15%

- 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. Y6 pupils attended a Stay Safe Session in October and July 2022 where they received a road safety session. Stay Safe is a multi-agency event for school pupils covering aspects of health, wellbeing and personal safety. 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.

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:

West Yorkshire has now centralised communications around Safe Roads messaging. Bradford is part of the West Yorkshire group with attendance by a Communications officer and a Road Safety officer. This allows us to have consistent messaging throughout West Yorkshire. We still have the opportunity to provide a Bradford specific message if the issue is related to Bradford only. We have recently done messaging on the following:

- 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. 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 2022, there were 291 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. 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 2022 – August 2023 Steerside has seen undertaken

200 pre-planned operations

2619 FPT / TOR / VDRS

64 CLE 2/6 (DVLA reports for no tax) 403 reports for summons / charges

98 S.59 warnings issued

289 vehicles seized

98 arrests

20 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 and deployment.

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 road safety education and training during this school year (2022/23) 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 for some schools, with supplementary resources left to enable the school to deliver follow up training themselves. For the academic year 2023/24 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.

Safe Roads schemes

- 3.3 The Traffic & Highways Area Teams deliver a programme of Safe 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 Safe 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. Appendix 6 show a map of Bradford along with the last 12 months Killed and Seriously injured locations with the red dots being fatal locations and the orange being seriously injured. Appendix 7 shows a deprivation map of Bradford along with our safety interventions (blue dots) for last year. This highlights our targeted approach to delivery and it can clearly be seen that the most deprived parts of the district feature the highest levels of casualties. A pre-collision approach to delivery is the next step where a multi-agency approach looks at areas of high risk on the network and the solution to the issue will be a district wide approach with all our partners.

West Yorkshire's recently established data group is now yielding a greater level of understanding of what is happening and where on our districts roads. A recent document produced by the group highlighted post code areas of high risk where drivers were involved in pedestrian killed or serious collisions. Bradford has six out of the top ten postcodes in West Yorkshire for driver injury to pedestrians with BD3 having the highest rate per 100,000 population (a rate of 128 drivers/100,000 population and a total of 44 drivers involved in collisions that either killed or seriously injured a pedestrian over a 4 year period. Other postcodes in the top ten are BD1, BD2, BD3, BD7, BD8 and BD9. With the help of the police, we are starting to

understand where dangerous driving and anti-social behaviour on the roads is taking place and where the perpetrators reside. Action around enforcement and education can now start to take place in a targeted manner along with bringing in other agencies such as the Youth Service, Education, Public Health and Social Services so we can tackle the issue as part of a whole systems approach.

- 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 mph 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 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 specific behaviours to fixed penalties and prosecution before the Magistrates Court subject to a fine not exceeding £1000.00.

Dangerous driving and anti-social use of vehicles has 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 Order was reviewed and renewed for a further three years by the Committee in 2022.

To date in 2023 the Council has issued 47 Fixed Penalty Notices and 147 in total. During the life of the PSPO 5 have been successfully prosecuted for non-payment each receiving a fine nearing £1000. A significant number of 'Notices of Offence' have been issued by the Police, primarily the 'Steerside' Enforcement Team. An increasing number of fines are issued retrospectively by the Council based on dashcam or CCTV evidence. Neighbourhood Policing Team Officers have also been authorised to be able to enforce the PSPO.

Anti-Social use of vehicles can take many forms and the Order enables the Council to tackle a range of vehicle related transgressions. This has included use of nitrous oxide (laughing gas), anti-social congregations of vehicles where drug dealing is suspected, 'Car Cruise (Car Meet) events and also where vehicles have been used to sexually harass women.

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.

11 Sites for the Community Speed Van are currently being assessed and an Average Speed Camera Site is currently being discussed with the Portfolio Holder and Ward Members.

There is an on-going camera digitisation programme in the district with old wet film sites being converted into digital camera sites.

School Streets and Play Streets

3.8 School Streets

The streets around schools - and especially primary schools - are often congested at the beginning and the end of the school day, with parents and carers dropping off and collecting children. Not only does this prevent those children being driven from walking or using more active modes of travel, it increases pollution on those streets and creates a more dangerous environment with respect to road safety.

A School Street is a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction applies to school traffic and through traffic.

The aim of a School Street is to help:

- reduce avoidable short car journeys and unsafe parking close to school
- reduce noise and the potential for arguments relating to traffic and parking
- reduce vehicle emissions around the school
- encourage walking, cycling, wheeling and scooting to school
- create a safer and more pleasant journey to school

- give children a calm, safe and happy start to their school day

School Streets have the potential to provide many benefits for pupils, families, school staff and for everyone living and working close to the school.

To create a School Street, the council introduces an Experimental Traffic Regulation Order (ETRO). This is a legal order which restricts traffic at drop of and pick up times, during term time. Signs informing drivers, and showing the times of the restriction, are placed at each edge of the School Street zone. As the restrictions are designed to make a safer, calmer environment for children, they are only in place during term time and at times linked to the start and end of the school day.

The restricted access does not apply to some drivers e.g. blue badge holders, postal services providers or emergency vehicles. Residents and businesses with premises in a School Street are also allowed access, so the introduction of a School Street doesn't remove all traffic, but it does mean that there are generally far fewer vehicles.

The access restrictions imposed using the ETRO can be modified within the first six months of the order as a result of feedback and monitoring. ETROs have a maximum lifespan of 18 months. Before each order comes to an end an assessment is made as to whether to make it - and therefore the School Street scheme - permanent.

Current position

School Street Schemes in Bradford are currently funded as part of the Council's Active Travel Programme. When funding is confirmed (annually), schools are assessed against eligibility criteria which includes reviewing the suitability of the adjoining highway, air quality levels and existing school engagement.

In June 2021 an initial pilot project was launched involving nine schools (Tranche 1). Following monitoring and evaluation, four schools have now converted to permanent schemes. Between June and September 2023 a further three schools (Tranche 2) launched their School Street Schemes using ETROs. A number of other School Street schemes are in development.

Evaluation

There is a comprehensive monitoring and evaluation system in place for School Streets.

The Council's research partner, Act Early, assess impact through use of a Health and Place Intervention Evaluation (HAPIE) tool which includes a standard measure of wellbeing, physical activity play and street perception. They also conduct in depth interviews to generate qualitative insights. In October 2023, 265 Y5&6 children from the three new Tranche 2 schools completed surveys about their schemes. The results from the Tranche 2 school surveys are currently being analysed as part of the wider evaluation, but preliminary analysis suggests that the majority of children like School Streets a little (47%) or a lot (30%).

When asked what they liked about School Streets some of the pupils' responses were:

"It keeps me and everyone else safe"

“It’s more safe and healthy and it encourages people to walk, cycle etc.”

“I like that there is no more cars going near the exit.”

Before and after traffic surveys are also conducted at each site with results show significant reductions in through vehicle counts.

Air quality monitoring – using diffusion tubes- is also being undertaken with Tranche 2 schools (which also have a control school). This will provide a general measure of air quality over time. A real time monitor has also been installed outside one Tranche 2 school and one control school.

3.9 Play Streets

A Play Street is a street that has been legally closed to through traffic for a few hours to give local children an area, on their doorsteps, to play out under the supervision of parents and caregivers. Play Streets also provide an opportunity for neighbours to get to know each other better and can help foster a sense of community spirit.

The Play Street model was first developed in Bristol in 2009 and the idea has now been taken up by hundreds of communities and local organisations across the UK. There are now 94 councils actively supporting the Play Streets model and many have specific street play policies in place.

Play Streets are classed as an event on the highway that requires a mandatory legal road closure order under S.16A of the Road Traffic Regulation Act 1984. Road closures need to be coordinated with other events on the highway network and as such require an advance notification period.

Although the Local Authority need to undertake the legal processes to allow the street to be closed to through traffic (residents are allowed access throughout) and will usually provide the necessary signage and barriers, the Play Street model is that the sessions are organised and led by residents or local community based organisations. This is done by submitting an application to the council.

The ambition for Bradford is to enable a district wide Play Street approach, with the scheme being free and open to all residents and community organisations. However, not all roads will be suitable for Play Street Sessions. The most suitable roads will be quiet, residential streets or cul-de-sacs where access / egress is only required by residents or an easy alternative route for traffic can be provided. Main roads or bus routes are not suitable and applications to hold a Play Street session on roads of that nature would not be supported. Each Play Street application would be assessed for suitability before approval is granted.

Current position

The Bradford district is geographically diverse with an uneven distribution of playgrounds and green spaces. High levels of poverty further exacerbate inequality of access to play and health activities. The nature of the housing stock and urban environment means that many children and families live in areas which lack the space to support outdoor play. 22.5 % of 4-5 year olds and 37.9% of 10-11 year olds are overweight or obese (ref Bradford JSNA). A Born in Bradford (BiB) survey showed that only around 36% of 9-10 year olds in the cohort study met the recommended 60

minutes of moderate to vigorous physical activity each day.

A local multi-partnership group, including Highways, is actively working towards enabling an agreed Play Streets approach for the District. The group have received advice and guidance from Playing Out CIC (national organisation who help support Play Streets become established) and consulted other local authorities. A draft toolkit and supporting materials (letters, leaflets etc. risk assessments etc.) has been prepared and the model and resources are being tested through a series of pilot sessions, the first of which took place on Wednesday 25th October, facilitated by Better Place Bradford (Bradford Trident). Up to two more Pilot sessions (using a facilitated model where a locally based community organisation works with the residents to help with the organisation) will take place this Autumn / winter.

Evaluation

Once pilot sessions have been held the working group will assess feedback received and review processes with a view to launching a district wide approach.

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 specific issues arising from this report but it is clear that there is an imbalance in the rate of injury to children in the more deprived parts of the district. The council's approach to casualty reduction seeks to readdress this.

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.

11. APPENDICES

11.1 Appendix 1 – West Yorkshire Safe Roads Structure Chart;

11.2 Appendix 2 – Road Casualties Bradford District 2015 to 2022;

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;

11.6 Appendix 6 – Killed and Seriously Injured locations for the last 12 months;

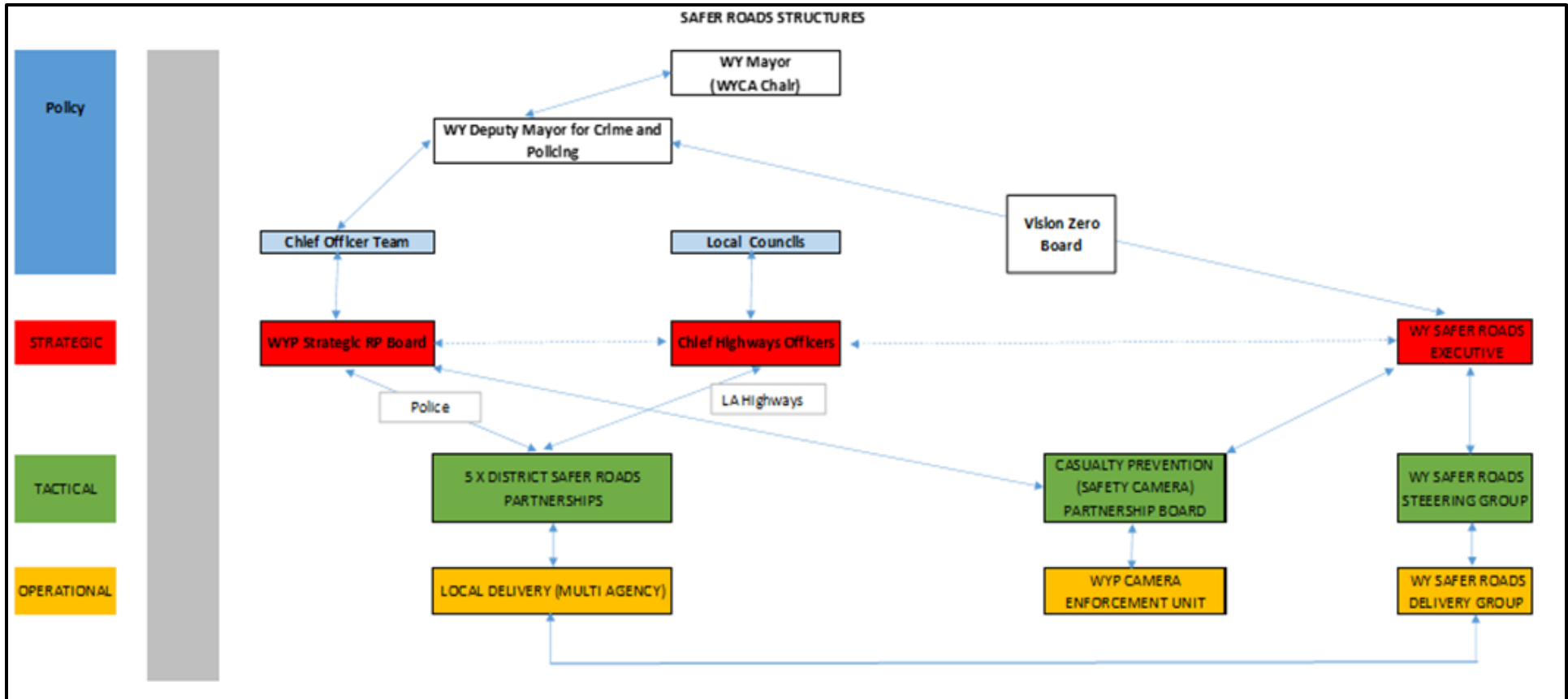
11.7 Appendix 7 – Deprivation Map of Bradford along with last year's safety scheme locations for the District.

12. BACKGROUND DOCUMENTS

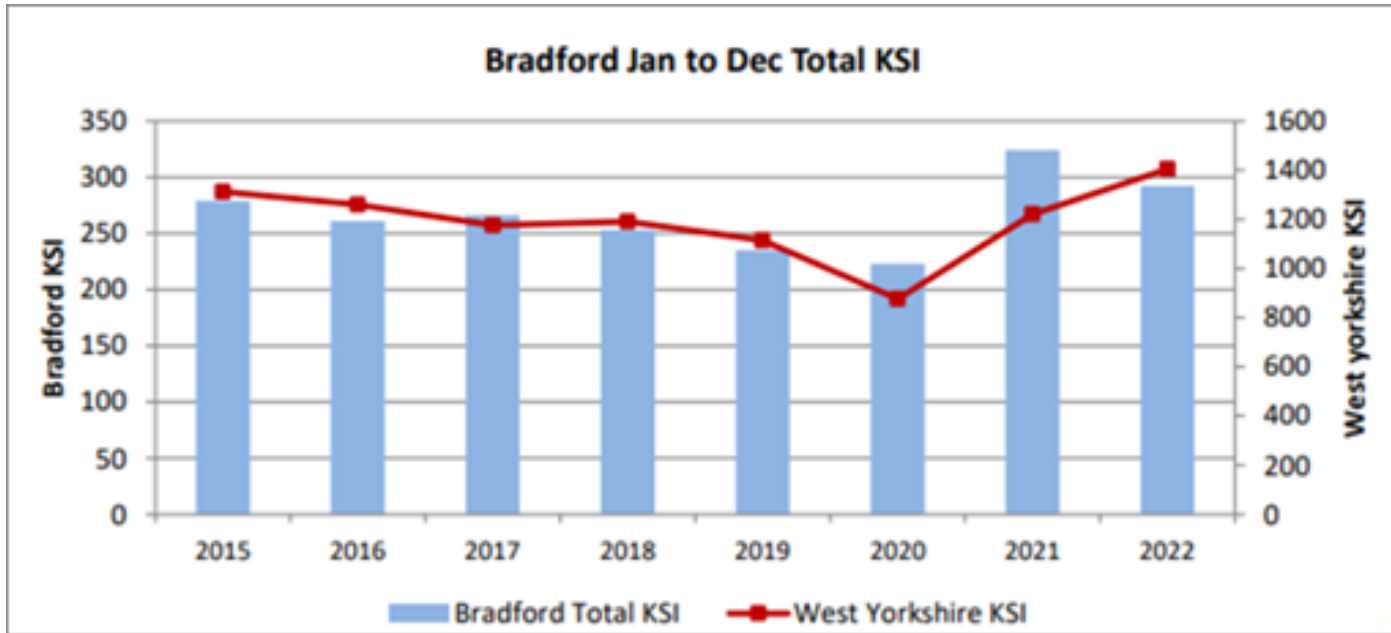
West Yorkshire Road Traffic Collision Annual Report

West Yorkshire Sites and Lengths for Concern Report
West Yorkshire Safe Roads Analysis of Collision Date 2017 - 2021

APPENDIX 1: WEST YORKSHIRE SAFE ROADS STRUCTURE CHART



APPENDIX 2 BRADFORD DISTRICT ROAD TRAFFIC CASUALTIES (Killed and Seriously Injured) 2015 -2022



	Bradford Total KSI	West Yorks KSI
2015	279	1311
2016	261	1259
2017	266	1176
2018	253	1191
2019	235	1114
2020	223	876
2021	324	1221
2022	291	1413

APPENDIX 3: ROAD SAFETY EDUCATION, TRAINING AND PUBLICITY OVERVIEW

1. SCHOOL BASED EDUCATION & TRAINING Aug 2022 – Jul 2023		
TARGET GRP	ACTIVITY	DELIVERED BY
Nursery/ Early Years	Getting to School Safely – story sack. Distributed (Pedestrian Safety) *Audio book on BSO Trip to the Seaside – Story sack (in car safety)	Delivered by Road Safety Team as part of the Primary School Plan or can be loaned to school for them to deliver themselves.
Parent & Toddler Groups	Engage with parents - offering general road safety and in-car safety advice.	Delivered by Road Safety Team as and when staff resources are available. (Sessions delivered 18)
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.
Y1 & Y2 *can also include reception class at some schools	Role Play	Delivered by Road Safety Team as part of the Primary School Plan.
Y3	Y3 Pedestrian training film & practical Pedestrian training	Delivered by Road Safety Team as part of the Primary School Plan. Approx 10,000 pupils trained.
Y4 & Y5	Road Safety Quiz – Pedestrian Safety based ----- Cycle training	Delivered by Road Safety Team as part of the Primary School Plan
Year 5/6	Bikeability Level 1 & 2 - Years 5 &6 Balance - Rec/Year 1	Delivered by Bikeability Instructors funded by Active Travel England. Please note that the figures below are for the financial year 1 st April 22 / 31 st March 23 and not an academic year. Level 1 – 1,458 pupils (this is stand-alone level 1) Level 1 & 2 combined (these are not the same children that took part in the level 1) – 2,697 pupils. Level 3 (more advanced riding) – 8 pupils Balance – 510 pupils (Rec/Year 1) Learn to Ride – 180 pupils. Family Ride – 75 families 2 E Bike Sessions supporting Airedale Hospital Active Travel Day and a Family Fun Eco Day at Cliffe Castle
Y6	Charlie's Accident	Delivered by the Road Safety Team as part of the Primary School Plan. Approx 22,300 pupils in years 1, 2,4, 5 and 6 have received the Primary School Plan. (Year 3 received Pedestrian Training – figure for number of pupils trained as above)
Y7	Theatre in Education (TIE) Show 'What Went Down'	Delivered by contracted provider 'The Riot Act'. 10 sessions funded by CBMDC (Jan 2023) 10 sessions funded through West Yorkshire Safe Roads Partnership (May-Jul 2023)

All years Primary & Secondary	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
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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 2022)	Information for parents of all children in reception on pedestrian child safety. Distributed to all schools.
Schools	School Gate Parking Leaflet (September 2022)	Schools able to order copies of this leaflet to distribute to parents/carers.
Madrassas, All Schools and Children Centre's	Be Bright Be Seen (October 2022)	Information and Activity ideas encouraging children and young people to stay safe by wearing something fluorescent and reflective when out and about.
Primary Schools & Children's Centres	Brake Road Safety Week information & teaching resources uploaded on to Bradford Schools online and promoted to Schools and children's centres (Nov 2022)	Theme – Safe Roads for All
Parents/ carers of children in Reception	Trip to the Seaside (in car safety book) (March 2023)	Information on in car safety. Distributed to all schools.
Parents / carers of children due to start Reception in Sept 2023	Starting School leaflet (June 2023)	Road safety information for parents of children who will be starting school in Sept 2023. Focusing on making safe journeys to and from school. Distributed to all schools.
Year 6/ 7 (Transition Age Group)	'Good to go' Leaflet distributed to Y6 pupils (June 2023) ----- Moving on to Secondary School – A Guide for Parents (June 2023)	Information provided to pupils and parents on key transition messages. Distributed to all Y6 pupils and parents.
All	'Stay Connected' Newsletter	Tailored newsletters focusing on key road safety issues and distributed electronically to the following groups: <ul style="list-style-type: none"> • Residents who have electronically subscribed to receiving Road Safety information • Area Teams • Schools
Schools	School Gate Parking banners & resource pack	Promoted to schools via BSO. Banners loaned out on request.

3. West Yorkshire Wide Campaigns

**Funded by West Yorkshire Safe Roads partnership*

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.
All Road User Groups	Social media messaging across Facebook and Instagram.	Casualty data led. DfT/Think /National Highways resources used as well as films produced as part of the Leeds TV project. Topic includes: <ul style="list-style-type: none"> • Highway Code • Highways England Tyre Safety • Operation Snap • Conspicuity • E-scooters • Young Drivers (in car distractions) • Drink /Drug World cup/Christmas • Mobile phones • Seat belts • Horse riders • Cyclists/motorcyclists
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
Driver	Road safety films produced. Aired on Leeds TV and promoted across social media platforms. Can be used for ongoing promotion.	A suite of 12 short films covering the following topics: <ul style="list-style-type: none"> • Winter Driving • Operation Snap • Child Car Seats • Mobile Phones • Cyclists/motorcyclists (aimed at drivers and covering safe passing etc.) • Impairment x 2 (one general and one focusing on Christmas Drink Drive) • Seat belts • Safe speed in residential areas • School Gate Parking • Pedestrian safety (older road users) • In car safety/distractions (young drivers) • Motor Cycling Film
Young People	Digital Audio Exchange (DAX) is used to target young people as they stream music.	Works best when delivered in conjunction with other interventions and therefore this was tied in with the delivery of Y7 Theatre in Education.
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

APPENDIX 4: WEST YORKSHIRE KSI AND ALL SEVERITIES COMPARISON TABLE

Local Authorities	Severities	All Casualties (January-December)										Trend pattern 2017-2022	2022 vs 2021	2022 vs avg 2017-2019
		2017-2019 average	2017	2018	2019	2020	2021	2022						
Bradford	KSI	251	266	253	235	223	324	292		-9.9%	↓	16.2%	↑	
	All severities	1258	1,366	1,292	1,117	937	1458	1407		-3.5%	↓	11.8%	↑	
Calderdale	KSI	92	90	89	97	67	100	128		28.0%	↑	39.1%	↑	
	All severities	409	450	411	366	267	424	500		17.9%	↑	22.2%	↑	
Kirklees	KSI	189	203	191	173	134	200	236		18.0%	↑	24.9%	↑	
	All severities	878	971	909	755	607	841	949		12.8%	↑	8.0%	↑	
Leeds	KSI	456	448	454	467	311	420	553		31.7%	↑	21.2%	↑	
	All severities	2035	2,203	1,994	1,907	1,243	1797	2,016		12.2%	↑	-0.9%	↓	
Wakefield	KSI	172	169	204	142	141	177	196		10.7%	↑	14.2%	↑	
	All severities	763	814	833	641	505	645	800		24.0%	↑	4.9%	↑	
West Yorkshire	KSI	1160	1176	1191	1114	876	1221	1,405		15.1%	↑	21.1%	↑	
	All severities	5343	5,804	5,439	4,786	3,559	5165	5,672		9.8%	↑	6.2%	↑	

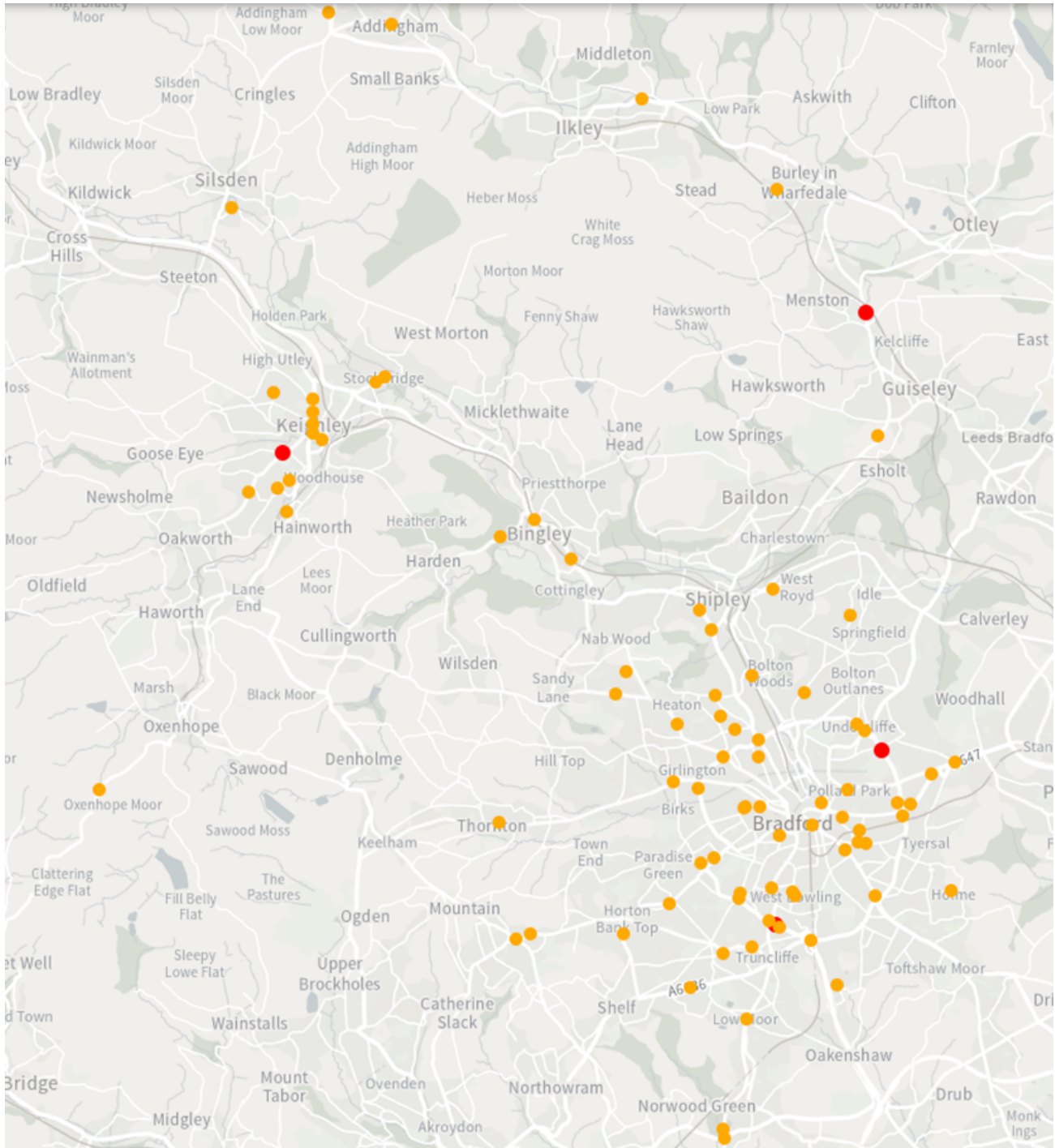
APPENDIX 5: WARD RANKING FOR ACADEMIC YEAR 2022-23

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

Engagement with schools by ward Aug 2022 – July 2023	
(Priority ranking of wards based on child casualty data 2019 – 2021 & cross referenced with population data)	
Black Text – First and second tier schools receiving sessions in the last year or last two years respectively	
Red Text - Priority Schools who have not received sessions in the last year	
Blue Text - Schools who have not received sessions in the last two years	
1	CITY (West) Al-Mumin Primary, All Saints CE PS, Copthorne PS, Farnham PS, Horton Grange PS, Princeville PS, St William’s RC PS, St Joseph’s RC PS, Dixons Music PS, Al- Mumin Secondary , Bradford Academy (secondary), Dixons Trinity Academy, Dixons 6th Form Academy (Douglas Mill) , Dixons McMillan Academy Secondary, St Edmund’s Children Centre, Princeville CC
2	BOWLING AND BARKEREND (East) Barkerend PS, Bowling Park PS (Usher St), Lower Fields PS, Bradford Academy, Fearnville PS, Feversham PS, Westminster CE PS, Oastler Special, The Children’s Place Day Nursery , Bradford Forster Academy Secondary, Bronte Girls Academy Secondary, Carlton Bolling College, Olive Secondary, Barkerend CC,
3	GREAT HORTON (South) Brackenhill PS, Hollingwood PS, Lidget Green PS, Southmere PS, St Oswald’s CE PS, Co-op Academy Grange (Grange Technology College), Dixons Kings Academy, Southfield School (Special)
4	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, Carlton School Keighley, Keighley College, Beechcliffe Special Secondary
5	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
6	MANNINGHAM (West) Atlas PS, Green Lane PS, Iqra PS, Miriam Lord PS, Dixons Manningham Academy, Westbourne PS, Bradford Grammar, Oasis Academy Lister Park, One in a Million Secondary, Abbey Green Nursery & Children’s Centre, Midland Road Nursery & Children’s Centre
7	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
8	BRADFORD MOOR (East) Byron, Dixons Marchbank Academy, Killinghall PS, Co-op Academy Penny Oaks (was St Mary’s St Peters), Thornbury PS, Lapage PS, Laisterdyke Business & Enterprise College, Eden Boys Leadership Academy (Sec), Eden Girls (secondary), Delius Special School
9	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
9	ROYDS (South) Farfield PS, Hill Top CE PS, Reevy Hill PS, Woodside PS, Buttershaw Business & Enterprise College
11	WINDHILL & WROSE (Shipley) High Craggs PS, Low Ash PS, Christchurch Academy PS , Bradford Christian School, St Anthony’s RC PS, Owlet Children & Family Centre
12	BINGLEY RURAL (Shipley)

	Cottingley Village PS , Cullingworth Village PS , Denholme PS, Harden PS, Wilsden PS, Beckfoot School , Dixons Cottingley Academy (was Samuel Lister) , Parkside School, Hazelbeck School (Special Secondary)
13	SHIPLEY (Shipley) Baildon Glen (Glenaire), Saltaire PS , Shipley CE PS, St Walburgas RC PS, Wycliffe CE PS, Hirst Wood Nursery , Titus Salt School
15	TOLLER (West) Girlington PS, Lilycroft PS, Carlton Mills-(was Lister), Margaret McMillan PS, St Cuthbert & The First Martyr's Catholic PS, St Philip's CE PS, Whetley PS, Lady Royd Prep- Bradford Girls Grammar (KS 1 & 2), St Edmunds Nursery & Children's Centre , Farcliffe & Lilycroft Children & Family Centre , Lilycroft Nursery
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, 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 (New Cross St), Crystal Gardens (Greave St), Rainbow Primary, Dixons City Academy , Eternal Light SS , The Fountain SS , Canterbury Nursery School & CC, Burnett Field's CC
24	KEIGHLEY WEST (Keighley) Ingrow PS, Laycock PS, Merlin Top PS, Beckfoot Nessfield PS, Our Lady of Victories RC PS, Worth Valley PS, Beckfoot Oakbank Academy (Oakbank) , Beckfoot Phoenix Primary Special School , Rainbow CC
25	QUEENSBURY (South) Foxhill PS, Home Farm PS, Russell Hall PS, Shibden Head PS, St John the Evangelist RC PS, Stocks Lane PS, Trinity Academy Bradford (Queensbury Academy)
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
28	BINGLEY (Shipley) Crossflatts PS, Eldwick PS, Myrtle Park PS, Beckfoot Priestthorpe PS, St Joseph's RC PS, Trinity All Saints CE PS, Lady Lane Park PS, Bingley Grammar
29	WHARFEDALE (Shipley) Burley & Woodhead CE PS, Burley Oaks PS, Menston PS, Ghyll Royd School
29	WORTH VALLEY (Keighley) Haworth PS, Lees PS, Oldfield PS, Oxenhope CE PS, Stanbury PS, Oakworth PS

APPENDIX 6: KILLED AND SERIOUSLY INJURED LOCATIONS FOR THE LAST 12 MONTHS



APPENDIX 7: DEPRIVATION MAP OF BRADFORD WITH LAST YEAR'S SAFETY SCHEME LOCATIONS FOR THE DISTRICT

