

# Report of the Strategic Director, Regeneration and Culture to the meeting of Bradford East Area Committee to be held on 17 September 2015

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## Subject:

Annual update on Road Safety in Bradford East

## Summary statement:

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

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Mike Cowlam  
Strategic Director  
Regeneration and Culture

## Portfolio:

**Housing, Planning & Transport**

Report contact: Sue Snoddy  
Casualty Reduction & Road Safety  
Partnership Manager  
Phone: 01274 437409  
E-mail: sue.snoddy@bradford.gov.uk

## Overview & Scrutiny Area:

**Environment and Waste Management**



## **1. SUMMARY**

- 1.1** This report seeks to update members on current casualty levels and trends in Bradford East and on the Road Safety education, training and publicity initiatives aimed at reducing these casualties.

## **2. BACKGROUND**

- 2.1** A report on proposals for the devolution of Road Safety funding was considered by the Bradford East Area Committee on 22 November 2012. At the meeting members resolved to support an evidence based approach to determine Road Safety priorities. It was also resolved to present an annual 'State of the Nation' style report detailing casualty numbers/trends and details of ongoing and proposed road safety education, training and publicity initiatives to the Area Committee.
- 2.2** The West Yorkshire Local Transport Plan has set a target to reduce the number of fatal and serious road casualties in West Yorkshire by 50% by 2026. This reduction target uses the 2005 – 2009 average figure as a baseline. For the Bradford district this equates to a reduction from 248 to 124 casualties.
- 2.3** A 'Road Casualties' report is published annually. Based on Police Road Traffic Collision records the report identifies casualty reduction priorities for the District. This report takes into account the most recent full year data available, i.e. 2014, and trends in comparison to preceding years.
- 2.4** In 2014 there was an overall increase in casualties in the Bradford District but the long term downward trend has been maintained. This mirrors the trend for West Yorkshire. Appendix 1 shows the present position for the Bradford District.
- 2.5** In Bradford East there was an overall increase in casualties but, as with the District, the long term trend is downward. Appendix 2 shows the present position for Bradford East.
- 2.6** Public Health (PH) now provides financial support for the Road Safety Team. An Inter Departmental Agreement has been agreed linking the Road Safety Team programme with PH outcomes which include; killed and serious injuries, hospital admissions caused by unintentional injury, infant mortality and mortality rate from causes considered preventable.
- 2.7** The Road Safety Team operates on a district-wide basis. Staff and financial resources are allocated to education, training and publicity programmes based on priorities identified for greatest impact on casualty reduction. Between August 2014 and July 2015 the team delivered the programmes set out in Appendix 3. These programmes are highlighted in the Bradford Metropolitan District Road Safety Plan, which is supported by the Area Committees.



- 2.8 Car occupants account for the highest number of casualties and are targeted through publicity campaigns and enforcement. Education and training initiatives, delivered at local level, target the 0-19 age group through work with schools, other educational establishments, youth organisations, multi-agency partnerships and Area Coordinator teams.

### **3. OTHER CONSIDERATIONS**

#### **Activities in Bradford East during 2014 - 2015**

- 3.1 In Bradford East activities in primary schools focused on pedestrian safety sessions and practical pedestrian training for Year 3. A number of schools also ran cycling courses. Secondary schools received Theatre in Education performances for Year 7 which addressed pedestrian safety. These activities are set out in Appendix 4.
- 3.2 In 2015 - 2016 the team will continue to address key issues in Bradford East identified from the Annual Road Casualties Report, through the activities outlined in Appendix 3.
- 3.3 Given the relatively small data-set for user and demographic groups for individual constituencies, district-wide casualty data is more generally used to inform some intervention priorities.
- 3.4 The West Yorkshire Safer Roads Delivery Group, which comprises of Road Safety Officers from each district, the police and Fire and Rescue, delivers regional road safety campaigns which are data led. Analysis of casualties and causation factors highlighted the vulnerability of 9 -12 year old pedestrians with failure to look properly being a major contributory factor. This was addressed in the group's most recent campaign through Theatre in Education targeting year 7 students.
- 3.5 A Project Officer, jointly funded by the West Yorkshire Local Authorities, operates at West Yorkshire level to address cycling and motorcycling issues. The officer's activities are outlined in Appendix 3.

#### **Bradford District Road Safety Plan 2015 - 2018**

- 3.6 The Bradford District Road Safety Plan has been updated, replacing the previous plan which covered the period 2012 – 14. The updated version, which covers 2015 – 2018 (attached as Appendix 5), sets out Safer Roads initiatives aimed at reducing road casualties across the district. The plan reflects the closer links with PH emphasising the importance of health, well being and quality of life.

### **4. FINANCIAL & RESOURCE APPRAISAL**

- 4.1 The Road Safety budget allocation for education, training and publicity resources for 2015/16 is £32,800. This also covers contributions to wider West Yorkshire and Yorkshire and Humber campaigns and initiatives that have an impact on the Bradford District.



## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

**5.1** Budget spend on Road Safety is currently prioritised against overall district casualty reduction priorities which are based on analysis of statistical data relating to road casualties. This analysis, underpinned by the District Road Safety Plan priorities, is used to establish key themes of a district-based approach for the following 12 month period. It is anticipated that a failure to maintain this approach would have a detrimental effect on future casualty prevention/reduction.

**5.2** Without continued strategic use of resources the ability of the Council to achieve value for money through procurement savings as well as participating in partnership working on West Yorkshire and Yorkshire and Humber campaigns, initiatives and events would be at risk.

## **6. LEGAL APPRAISAL**

**6.1** The ongoing activities of the Road Safety team contribute to the Council's duties under the Road Traffic Act 1988.

## **7. OTHER IMPLICATIONS**

### **7.1 EQUALITY & DIVERSITY**

The Road Safety Team provides a diverse range of road safety programmes and activities that engage with individuals from across the Bradford East area.

### **7.2 SUSTAINABILITY IMPLICATIONS**

Improvements in road safety conditions encourage a shift to more sustainable transport modes.

### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

Any increases in walking, cycling or public transport use encouraged by road safety improvements would have a positive impact on reducing Greenhouse Gas emissions.

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

The work of the Road Safety team contributes towards improving community safety in the following areas:

- Drivers and passengers – speed, seatbelt wearing
- Pedestrian safety
- Vulnerable road users: children, cyclists; and motorcyclists
- Safety around schools



**7.5 HUMAN RIGHTS ACT**

None

**7.6 TRADE UNION**

None

**7.7 WARD IMPLICATIONS**

The information in this report is relevant to all wards.

**7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

Road Safety Team activities contribute to the Safer Communities priorities within the Bradford East Area Committee Action Plan. Through education, training, publicity and partnership working with other agencies and local people, the Road Safety Team address traffic, driving and parking issues particularly around schools.

**8. NOT FOR PUBLICATION DOCUMENTS**

8.1 None

**9. OPTIONS**

9.1 That the Bradford East Area Committee identifies additional priority areas that could be addressed by the Road Safety team as part of their annual programme.

**10. RECOMMENDATIONS**

10.1 That the Bradford East Area Committee notes the information in respect of casualty trends and Road Safety activities in Bradford East.

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

10.3 That the Bradford East Area Committee supports the Bradford Road Safety Plan 2015 – 2018 attached as Appendix 5.

**11. APPENDICES**

11.1 Appendix 1 – Road Casualties Bradford District 2009 to 2014

11.2 Appendix 2 – Road Casualties Area Committee: Bradford East 2009 to 2014

11.3 Appendix 3 - Road Safety Education Training and Publicity Programmes

11.4 Appendix 4 – Work in Bradford East August 2014 – July 2015

11.5 Appendix 5 – Bradford District Road Safety Plan 2015 – 2018



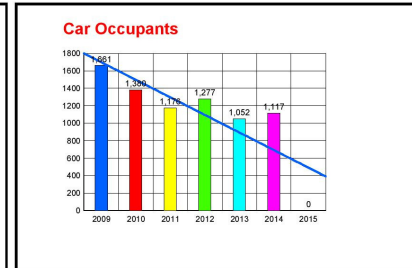
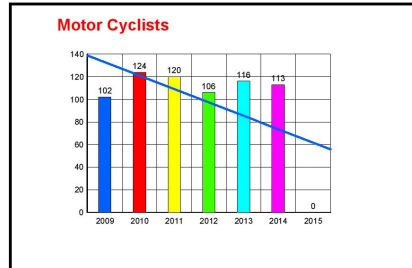
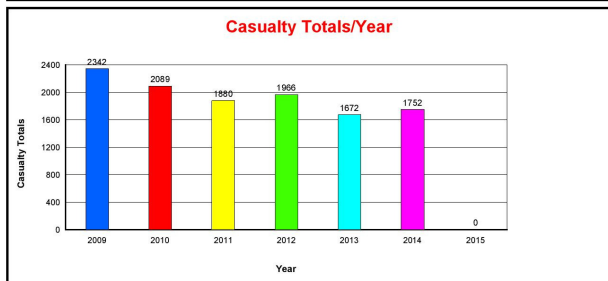
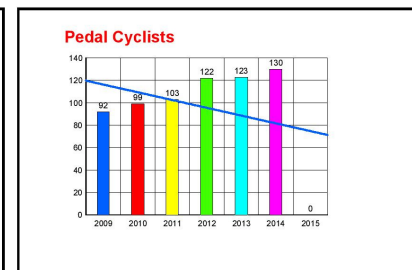
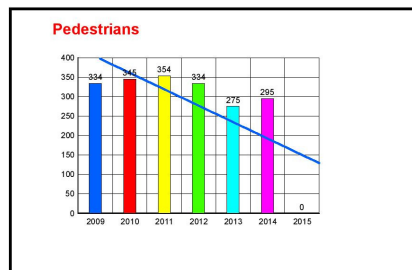
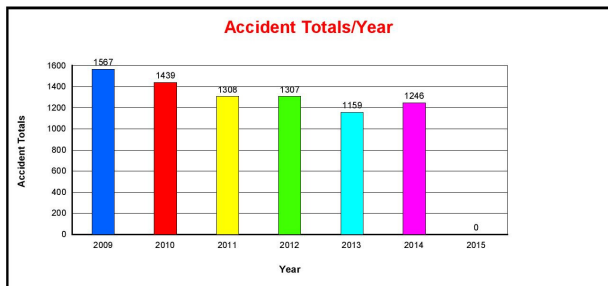
**12. BACKGROUND DOCUMENTS**

**12.1** Devolution Report



APPENDIX 1

Bradford District. RTC between 2009 and 2014 run on 24.14.2015



Acc	2009	2010	2011	2012	2013	2014	2015	Total
Fatal	20	10	12	13	10	13	0	78
Serious	180	177	197	193	168	174	0	1089
Slight	1367	1252	1099	1101	981	1059	0	6859
Damage	0	0	0	0	0	0	0	0
<b>Total</b>	<b>1567</b>	<b>1439</b>	<b>1308</b>	<b>1307</b>	<b>1159</b>	<b>1246</b>	<b>0</b>	<b>8026</b>

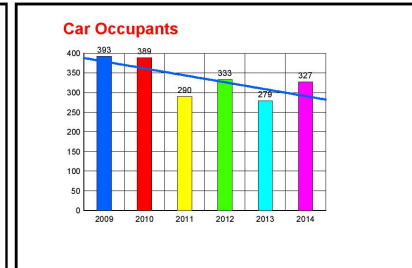
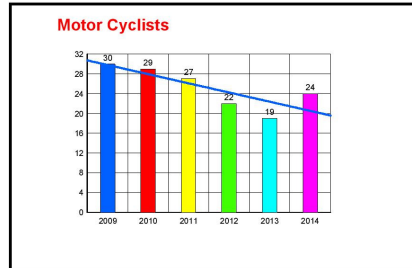
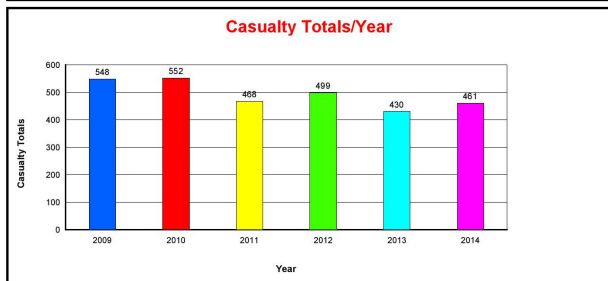
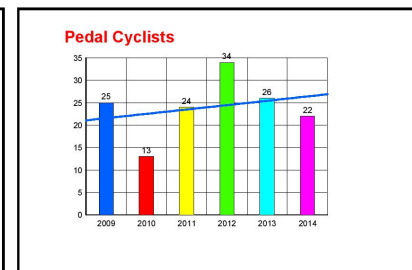
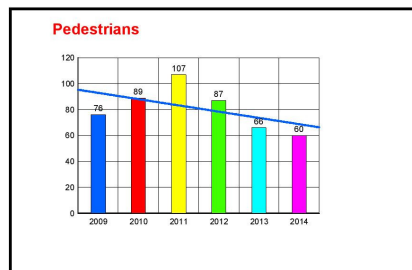
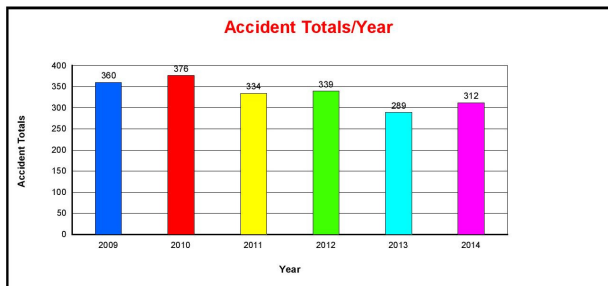
  

Cas	2009	2010	2011	2012	2013	2014	2015	Total
Fatal	21	10	12	15	13	14	0	85
Serious	190	198	204	206	177	190	0	1165
Slight	2131	1881	1664	1745	1482	1548	0	10451
<b>Total</b>	<b>2342</b>	<b>2089</b>	<b>1880</b>	<b>1966</b>	<b>1672</b>	<b>1752</b>	<b>0</b>	<b>11701</b>



**APPENDIX 2**

Bradford East RTC between 2009 and 2014 run on 24.14.2015



Casualty Data

Acc	2009	2010	2011	2012	2013	2014	Total
Fatal	5	1	5	0	1	1	13
Serious	41	39	53	49	42	47	271
Slight	314	336	276	290	246	264	1726
Damage	0	0	0	0	0	0	0
<b>Total</b>	<b>360</b>	<b>376</b>	<b>334</b>	<b>339</b>	<b>289</b>	<b>312</b>	<b>2010</b>

Cas	2009	2010	2011	2012	2013	2014	Total
Fatal	6	1	5	0	1	1	14
Serious	44	40	57	49	43	55	288
Slight	498	511	406	450	386	405	2656
<b>Total</b>	<b>548</b>	<b>552</b>	<b>468</b>	<b>499</b>	<b>430</b>	<b>461</b>	<b>2958</b>





## APPENDIX 3

### ROAD SAFETY EDUCATION TRAINING AND PUBLICITY PROGRAMMES

#### Early Years and Primary School

- Nursery/Reception – Teddy Takes a Tumble and Role Play
- Year 1 and 2 – Role Play
- Year 3 – Pedestrian Training – Practical on road skills
- Year 3 and 4 – Role Play 'It's Your Choice (pedestrian based) and In Car Safety
- Year 5 and 6 – Charlie's Accident
- Cycling Training
- Parent/Carer Sessions
- Car Seat Checks and information sessions

#### Secondary School

1. Year 7 – Ghost Street (pedestrian, cyclists and passengers)
2. Year 10 – Too Young To Die (pedestrian, passengers)
3. Year 12/13 – Drive For Life (pre driver)
4. Year 7 – Theatre In Education, Pedestrian Distraction (TIE – The Decision)

#### Resources

- Starting School and Transition
- School Gate Parking information, banners and boards
- Be Bright Be Seen (Early years centres, schools, Mosques and Madrassas)
- Teddy Takes a Tumble Packs – Annual
- To Mum and Dad Packs - Annual circulation through Health Visitors
- Information for Mosques and Madrassas

#### National and Local Partnership Events and Initiatives

- Child Safety Week
- Brake Road Safety Week
- Stay Safe
- Positive Lifestyle
- Summer Holiday Programmes
- Area Coordinator Team Initiatives
- Multi Agency Events and Health Fairs
- Drivers Awareness Courses
- NHS Wheelchair Tests
- Adoption and Fostering Car Seat Training Sessions



## Publicity

Drivers, passengers, adult cyclists, motorcyclists and pedestrians are targeted through publicity activities. Press releases, advertising on buses, radio, JC Decaux boards, and leaflets are used to put out key messages related to seat belt wearing, speed, the use of mobile phones, drink driving, distractions and awareness of other road users.

The team work with the other West Yorkshire and Yorkshire and Humber authorities on publicity campaigns and support the Governments 'Think' campaigns.

**'Failure to Look'** - targets all road users and is the latest campaign from the West Yorkshire Safer Roads Delivery Group encouraging all road users to share the roads safely and to look out for each other.

## West Yorkshire Project Officer

- **Tour de France/Yorkshire** - As part of the legacy a smartphone app has been produced providing tips and techniques for those attempting the 'Tour routes' or similar rural routes to stay safe.
- **Exchanging Places** - These events aim to give vulnerable road users an insight into the visibility issues drivers of large vehicles experience.
- **Be Bright, Be Seen Campaign** - This campaign was delivered in October 2014 and targeted cyclists on key arterial routes. The aim of the campaign was to tackle the increasing numbers of cyclists injured during the winter months.
- **Considerate Cycling Campaign** - The campaign which asked cyclists to be considerate of other road users ran from March-May 2015. It utilised adverts created by Made in Leeds TV and saddle covers which displayed key messages.
- **DfT** - The DfT working with the project officer ran a cycle awareness campaign Bradford in March 2015. Simple diagrams were used aimed at explaining to other road users why cyclists do what they do.



**APPENDIX 4**  
**Work in Bradford East August 2014 – July 2015**

**Key**  
**Early Years and Primary School**

- Nursery/Reception – Teddy Takes a Tumble and Role Play
- Year 1 and 2 – Role Play
- Year 3 – Pedestrian Training – Practical on road skills
- Year 3 and 4 – Role Play 'It's Your Choice (pedestrian based) and In Car Safety
- Year 5 and 6 – Charlie's Accident
- Cycling Training
- Parent/Carer Sessions
- Car Seat Checks and information sessions

**Secondary School**

1. Year 7 – Ghost Street (pedestrian, cyclists and passengers)
2. Year 10 – Too Young To Die (pedestrian, passengers)
3. Year 12/13 – Drive For Life (pre driver)
4. Year 7 – Theatre In Education, Pedestrian Distraction (TIE – The Decision)

**Bradford East August 2014 – July 2015**

School	N – RP/TTAT	R RP/TTAT	1 RP	2 RP	3 IYC/ICS	4 IYC/ICS	5 Charlie's Accident	6 Charlie's Accident	Cycling Yrs 4/5/6	PT Yr 3	Parent
<b>Idle &amp; Thackley</b>											
Greengates											
Parkland		√ RP	√	√							
Thorpe	√	√	√	√	√ IYC	√ IYC	√	√			
Thackley	√	√	√	√	√ IYC	√ IYC	√	√			
Blakehill									√	√	
Idle CE									√	√	
Immanuel College											
Ellar Carr PRU											
Parkland Children's Centre											√
<b>Eccleshill</b>											
Holybrook											
Our Lady & St Brendan's Catholic	√	√	√	√	√ IYC	√ IYC	√	√		√	
St Luke's CE											
Fagley	√RP	√RP	√	√	√ IYC	√ IYC	√	√			



## Bradford East August 2014 – July 2015

School	N – RP/TTAT	R RP/TTAT	1 RP	2 RP	3 IYC/ICS	4 IYC/ICS	5 Charlie's Accident	6 Charlie's Accident	Cycling Yrs 4/5/6	PT Yr 3	Parent
St Clare's Catholic											
Fagley Children's Centre											
Gateway Children's Centre											
St Clare's Catholic											
Fagley CC											
Gateway CC											
<b>Bradford Moor</b>											
Dixons Marchbank Academy	√RP	√RP	√	√	√ IYC	√ IYC	√	√	√	√	√
Killinghall										√	
St Mary's St Peter's Catholic											
Thornbury										√	
Lapage	√RP	√RP	√	√	√ IYC	√ IYC	√	√		√	
Delius Special									N/A	N/A	
Feversham											
Laisterdyke Business & Enterprise College	<ul style="list-style-type: none"> <li>TIE</li> </ul>										
<b>Bowling &amp; Barkerend</b>											
Bowling Park (Usher St)	√TTAT	√TTAT									√
Byron											
Barkerend									√	√	
Lower Fields											
Carlton Bolling College	<ul style="list-style-type: none"> <li>TIE</li> </ul>										
Olive											
Bradford	√RP	√RP	√	√	√ IYC	√ IYC					



## Bradford East August 2014 – July 2015

School	N – RP/TTAT	R RP/TTAT	1 RP	2 RP	3 IYC/ICS	4 IYC/ICS	5 Charlie's Accident	6 Charlie's Accident	Cycling Yrs 4/5/6	PT Yr 3	Parent
Academy											
Barkerend Children's Centre	√TTAT										
Fearnville											
Westminster CE	√RP	√RP	√	√	√ IYC	√ IYC			√		
Oastler Special											
The Children's Place Day Nursery											
<b>Bolton &amp; Undercliffe</b>											
Wellington									√		
Swain House											
Grove House											
Poplars Farm										√	
Peel Park											
St Francis Catholic											
Hanson Upper	<ul style="list-style-type: none"> <li>• Drive 4 Life YR 12 Carousel Event</li> </ul>										
Feversham College	<ul style="list-style-type: none"> <li>• TIE</li> </ul>										
<b>Little Horton</b>											
Bankfoot											
Newby			√RP	√RP							
Horton Park	√	√	√	√	√	√	√	√			
Marshfield										√	
St Stephen's CE									√		
Bowling Park (New Cross St)	√	√								√	
Crystal Gardens (Greave St)	√RP	√RP	√	√	√ IYC	√ IYC	√	√	√		
Eternal											



**Bradford East August 2014 – July 2015**

School	N – RP/TTAT	R RP/TTAT	1 RP	2 RP	3 IYC/ICS	4 IYC/ICS	5 Charlie's Accident	6 Charlie's Accident	Cycling Yrs 4/5/6	PT Yr 3	Parent
Light											
The Fountain											
Canterbury Nursery School & CC											
Burnett Field's CC	√										
Dixons City Academy	• TIE										
<b>Other Work</b>											
• Community Works Children Centre											



APPENDIX 5

Bradford District Road Safety Plan 2015 – 2018



*Safer and Healthier Together*

Bradford Metropolitan District  
**Road Safety Plan** 2015 – 2018





# Welcome

## Foreword by Council Leader Councillor Dave Green

Welcome to the 2015 – 2018 Road Safety Plan which sets out the aims of the Council and its partners for improving Road Safety across the Bradford District.

The plan sets out how we, with our partners, will continue to work together with the involvement of local communities to make Bradford a safer place to live, work and travel. By making our roads safer we will also improve health, well being and quality of life.

**Dave Green**  
Leader, City of Bradford Metropolitan District Council







## Safer and Healthier Together

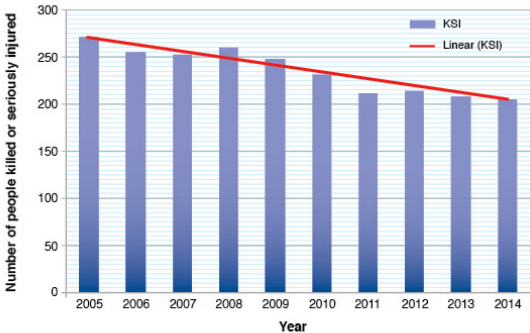
### Where are we now?

The work we have done together with our partner agencies and with local people has made the roads of the Bradford District safer. We need to respond to the different characteristics within each of our communities to be able to sustain, and continue making, the improvements we have seen.

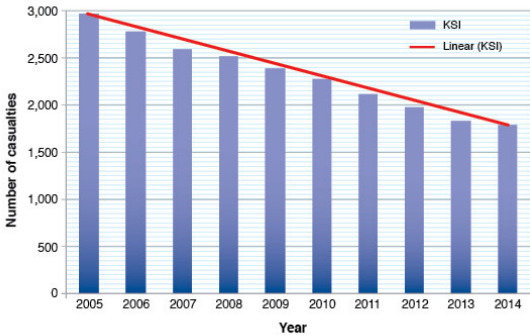
The Council has an overall responsibility to reduce road crashes and injury, and to work to regenerate local communities, to protect them from the harmful effects of road traffic including risk of road injury. Many traffic and safer roads matters, including road safety and reducing road casualties, are delegated to the constituency Area Committees for evidence-based prioritisation and local involvement and determination.

A significant proportion of funding for Safer Roads measures in Bradford is provided through the [West Yorkshire Local Transport Plan](#).

### Bradford District – killed or seriously injured



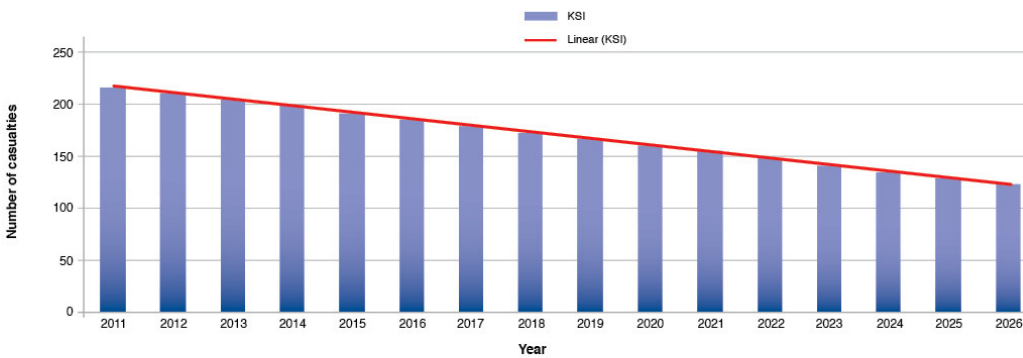
### Bradford District – all casualties





## Safer and Healthier Together

### Bradford KSI Casualty Reduction Target



The West Yorkshire Local Transport Plan has set a target to reduce the number of fatal or serious road casualties in West Yorkshire by 50% by 2026.

This reduction target uses the 2005-2009 average figure as a baseline.

For the Bradford district this equates to a reduction from 248 to 124 casualties.

There are also Public Health aims to reduce :-

- Killed and Seriously Injured casualties on England’s Roads.
- Hospital Admissions caused by unintentional injury.
- Infant Mortality
- Mortality rate from causes considered preventable





# Safer and Healthier Together





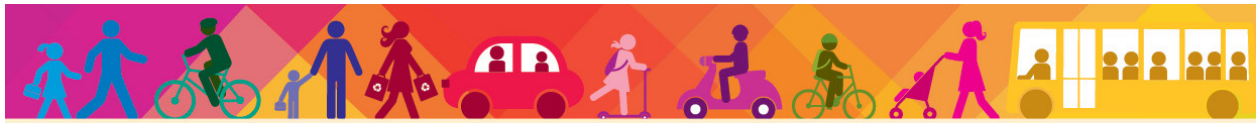
# Road Safety Plan 2015 – 2018

## Initiatives

### 1. Strengthening the links between the Constituency Area Committees and local communities

- The 5 Constituency Area Committees will deliver Safer Roads schemes and activities at a local level to tackle issues prioritised to address those sites with the worst casualty rates
- We will also work with local communities through Neighbourhood Forums, community groups and day-to-day contact with local residents to assist the Area Committees in determining where the problems are and what the community priorities are.
- Comprehensive local consultation exercises will take place to ensure that schemes are developed to best address safety issues and the needs of the community.





## Initiatives

### 2. Providing and maintaining safer roads

- Highways improvement schemes will contribute to the reduction of road traffic collisions and associated casualties. Schemes will also seek to: -
  - Reduce vehicle speeds
  - Provide for safe pedestrian, cycle and horse rider movements
  - Encourage increased walking, cycling and public transport use
- We will undertake a comprehensive highway inspection and repair regime to ensure that roads and paths are maintained in a safe condition.





## Initiatives

### 3. Promoting safer road use and influencing driver and rider behaviour

Raising road safety awareness and encouraging behavioural and attitude change through:

- The provision and advice of information to all categories of road users
- Participation in local and regional campaigns on speed, seatbelt use, mobile phones and drink/drug driving and other inappropriate driving behaviours
- Support for the Governments 'Think' Road Safety Campaigns, linking them to local and regional promotions
- The distribution of resources and information to schools, children's centres, libraries, health, medical and community centres
- The provision of pre-driver education for secondary schools and other establishments
- Partnership work to deliver multi agency programmes.





### Initiatives

#### 4. Road Safety education and training

- We will provide education and training for pre-school, primary and secondary age groups with age appropriate messages covering: -
  - Pedestrian safety
  - Cycling safety
  - Car passenger safety
  - Driver safety





## Initiatives

### 5. Reducing road speeds

- Continuing use of static and mobile safety camera sites including the ongoing monitoring of their effectiveness.
- Provide driver awareness courses for motorists marginally exceeding the speed limit.
- Enforcement of speed limits on local roads in response to the concerns of local residents.
- Introduction of 20mph zones/speed limits on residential roads as prioritised by the Area Committees.
- Provision of traffic management measures to address local safety concerns.







### Key partners

#### Who is supporting the plan?



**Councillor Val Slater**  
Executive Member responsible for transportation and highways.

**City of Bradford MDC**  
[www.bradford.gov.uk](http://www.bradford.gov.uk)



**Martin Speed**  
District Commander Bradford District

**West Yorkshire Fire & Rescue**



**Derek Hughes**  
Chief Inspector Roads Policing Operational Support Services, West Yorkshire Police.

**WEST YORKSHIRE POLICE**



**Anita Parkin**  
Director of Public Health.

**City of Bradford MDC**  
[www.bradford.gov.uk](http://www.bradford.gov.uk)



**Jane Held**  
Independent Chair of Bradford Safeguarding Children Board

**Bradford BSCB**  
Safeguarding Children Board

**West Yorkshire Police Bradford Safeguarding Children Board**  
**West Yorkshire Casualty Reduction Partnership**  
**NHS**  
**West Yorkshire Fire & Rescue**





## We are all responsible for road safety



### Contacts

#### Engineering Measures/Bradford Safer Roads Partnership

- **Simon D'Vali** – Principal Traffic & Highways Engineer  
simon.dvali@bradford.gov.uk      Tel: 01535 618375
- **Andrew Smith** – Principal Traffic & Highways Engineer  
andrew.smith@bradford.gov.uk      Tel: 01274 434674

#### Road safety - Education, Training and Publicity

- **Sue Snoddy** – Casualty Reduction and Road Safety Manager  
sue.snoddy@bradford.gov.uk      Tel: 01274 437409

#### School Crossing Patrol contact details

- **Sue Heaton** – School Crossing Patrol Co-ordinator  
sue.heaton@bradford.gov.uk      Tel: 01274 385636



**BRADFORD**  
working in partnership

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