

# Cheshire West and Chester Council

## Road Safety Plan 2015/16

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## Section 1: Introduction

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This plan brings together the Road Safety activities of Cheshire West and Chester Borough Council for the year 2015/16 to ensure a co-ordinated and effective delivery of road safety improvements. The ultimate aim is to reduce the numbers and severity of casualties involved in road traffic collisions on the highway network. Road Safety is not just about providing facilities, but is also about people's behaviour, having the skills to be safe, together with individual responsibility and an awareness of road safety.

In the year 2014 there were 1020 people injured (excluding motorways) as a result of 773 road traffic collisions on Cheshire West and Chester's roads. This is an increase of 101 collisions from 2013. The cost to the community of all collisions last year in Cheshire West and Chester was approximately £77 million.<sup>[1]</sup>

Cheshire West and Chester Council have seen a steady decline in killed and seriously injured (KSI) road traffic collisions in the past 10 years; however during 2014 we saw an increase of 53 KSI casualties from the previous year. Nationally, KSI figures was seen to be higher in 2014 than its previous year, however, in light of such low numbers of collisions recorded in 2013 within Cheshire West it was expected that an increase would occur in 2014 due to the average number of collisions recorded over a five year rolling period.

The Council wishes to continue to counter this continuing and challenging problem and will resolve to strengthen partnership working with partner agencies in Cheshire Police, Cheshire Fire and Rescue and neighbouring authorities. We will continue to work in schools, colleges, businesses and with local communities to raise awareness, educate and train all types of road users in order to improve skills and behaviour.

We are investing in Engineering, Education, Training and Publicity (EETP) at a local level and are working closely with Cheshire Police to support enforcement through a variety of speed management initiatives. In addition to this we are also working with the Cheshire Fire and Rescue Service and Cheshire Police to deliver a wide number of driver/rider education initiatives.

It is anticipated that existing resources and funding already in place will support and deliver planned work programmes. The delivery plan will include EETP programmes and will link Enforcement to these areas. It is considered that by implementing a holistic programme of casualty reduction measures through education, engineering and enforcement we will continue to deliver the primary objective of reducing casualties on the highway network.

[1] The average cost of a Road Traffic Collision being £99,846 DfT Transport Analysis Guidance A4.1 (Social Impact Appraisal)

## Section 2: Purpose

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The Road Traffic Act 1988 (Section 39) specifies that local highway authorities must provide a Road Safety service. This should include education, training and publicity programmes, engineering schemes and road safety audits. It is the Council's duty to try to prevent as well as cure road traffic collisions.

The main purpose of the Road Safety Plan is to provide a programme of works through engineering, education and training that will help reduce road traffic casualties within Cheshire West and Chester. This will include:

- Continuing to work with partners to deliver a strong road safety message in Cheshire West and Chester.
- Using intelligence to identify high risk groups where road safety activities can be targeted.
- Facilitating and promoting engagement with local communities to promote the road safety message.
- Maximising the use of innovative technologies which contribute to enhanced road safety.
- Seeking to lead by example in road safety practices.
- Improving access to the highway for all, especially vulnerable road users.

## Section 3: Organisation and resources

Road Safety activities are made up of three key areas, education, engineering and enforcement.

- **Education** promoting road safety through targeted information campaigns, training and increased public awareness.
- **Engineering** identifying and introducing remedial measures to improve road safety and ensuring that new highway projects operate safely.
- **Enforcement** ensuring that road users adhere to restrictions that are essential for the safe operation of the network, particularly driving at safe speeds.

The Council's Road Safety functions of both education and engineering are delivered by the Council's Highways Service. The Road Safety Team have a borough-wide remit and deliver a wide range of road safety activities specifically to target areas of high risk sites and vulnerable road users.

The following table describes each team and its make-up.

<b>Jim Gibbins, Principal Road Safety Engineer Place Operations, Place Network and Environment Management</b>		
<b>Team</b>	Road Safety Engineering	Road Safety education, training and publicity
<b>Lead officer</b>	Jim Gibbins	Sarah Collins
<b>Activities</b>	Road Safety engineering and casualty reduction. Management and investigation of the casualty database. Annual casualty analysis, local engineering programme development, road safety audits, performance monitoring, community speed management, speed limit assessments, and Safety Camera Partnership liaison. Traffic surveys, management and maintenance of permanent traffic count sites and management and dissemination of casual enumerator staff to undertake borough wide traffic surveys.	Educational, training and publicity schemes and programmes in pre-schools, schools, colleges, universities, workplaces and within the community. Including, cycle, pedestrian, driver, minibus driver, company, moped and young driver training. Junior Safety Officer scheme, child car restraint advice, various publicity schemes including drink/drug driving and community events. Corporate support in a number of programmes such as HR, walking routes to school, School Crossing Patrol site reviews and Health and Safety Policies.
<b>Budget</b>	Approximately £136,000 Capital Programme to deliver borough wide local safety engineering schemes specifically aimed at reducing road traffic collisions on the highway network.	Approximately £20,000 revenue to deliver education, training and publicity programmes.

## Section 4: Roles and responsibilities

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There are various roles and responsibilities that the Council as Local Authority has in conjunction with the Cheshire Constabulary and Cheshire Fire and Rescue Service that contribute to the delivery of the Council's Road Safety Plan. The roles and responsibilities are outlined below.

### **Cheshire West and Chester Council (Place Network and Environment)**

The Local Elections that took place in May 2015 resulted in a new Council administration where the Labour group have now taken control and is led by Councillor Samantha Dixon. The Labour group has an ambitious plan for a fair transparent and efficient Cheshire West where residents come first. One of the key priorities is to look after the environment, reduce litter and promote recycling and make the Council a cleaner, safer and greener place for everyone who lives, works or studies in Cheshire West.

The Council's Highway Authority has a statutory duty to promote road safety and make improvements to the highway network to reduce casualties through engineering remedial measures, road safety audits of highway improvements, education, training and publicity programmes.

The Council cares for and improves Cheshire West and Chester's highways and public spaces and make the roads safer. It delivers the capital programme for road maintenance and Local Transport Plan schemes to improve the safety and condition of the road network and work towards increasing road safety and reducing collisions that result in killed and serious injuries by undertaking targeted campaigns.

We work in partnership with others to change the attitude and behaviour of drivers and reinforce the road safety message. Community involvement is important and one area of engaging with local areas and individual drivers is through Community Speed Management and the associated RoadSAFE initiative. We work with schools and other bodies to raise awareness of road safety and implement measures to provide safer accessibility for vulnerable road users and pedestrians.

Speeding continues to be one of the key road safety concerns being raised by local communities and in particular the introduction of 20 mph speed limits on residential roads. The Council's Manifesto has highlighted that the Labour Group will look to introduce 20 mph speed limits in residential areas to reduce collisions, encourage more children to walk to school and reduce pollution.

### **Public health**

Under the Health and Social Care Act 2012 responsibility for public health transferred from the Health Service to become a local authority function in April 2013. Discussions have already taken place in relation to the links between health and wellbeing and the whole road safety and sustainability agenda. This is an area where is expected that more partnering and joint initiatives will be explored. A reduction in casualties will have a direct impact on resources but an increase in walking and cycling more safely will also bring significant long term health benefits.

## Cheshire Constabulary

Cheshire Constabulary is responsible for the enforcement of road traffic offences such as speeding, drink driving and the use of mobile phones. Cheshire Constabulary is a key partner in the Cheshire Road Safety Group and manages and delivers the enforcement activity at Safety Cameras. Local speed enforcement activity has a significant role in delivering casualty reduction and is a complementary function to the Community Speed Management initiative.

In 2012 the introduction of a Police and Crime Commissioner (PCC) replaced the role of a Police Authority: The new PCC working alongside the Chief Constable has developed his first Police and Crime Plan 2013-16 where the main objectives include:

- Visibility and engagement
- Young people
- Policing the roads
- Continued partnership working

One central part of Cheshire Constabulary's aim is to use information and feedback they receive from the people of Cheshire on their priorities for policing. This will address public priorities in the objectives, they have highlighted four elements of road safety in the top six issues as:

- **Anti-social behaviour; Road Safety**
- **Speeding; Road Safety**
- **Road safety; Road Safety**
- **Traffic enforcement; Road safety**
- Targeting drugs;
- Theft.

Cheshire Constabulary will undertake the above work with local authorities and the Fire and Rescue Service introducing more efficient working arrangements including how they communicate with, involve and encourage the participation of the people of Cheshire.

Cheshire Constabulary will, in partnership deliver against themed engagement, where data and intelligence has directed resources to achieve objectives, key messages, targeted audiences and casualty reduction.

1. Drive Survive (Monthly)
2. Motorway Engagement Days (Monthly)
3. Global Road Safety Week (Annual)
4. Drink/Drug Drive Campaign (Summer)
5. Winter Driving Campaign (October)
6. Brake Road Safety Week (Annual)
7. Drink/Drug Driving Campaign (Winter/Christmas)

Parking enforcement is the responsibility of the Local Authority under the powers of the Traffic Management Act 2004 and is undertaken in all areas of the Borough by Cheshire West and Chester.

Cheshire West and Chester's Road Safety Team maintain close contact with Cheshire Police to assist in the delivery of targeted enforcement programmes that contribute to the local casualty reduction strategy. Intelligence and information is shared to ensure consistency of approach and coordinate educational and enforcement campaigns.

## Cheshire Fire and Rescue Service

The Fire and Rescue Service must make provision for the purpose of rescuing people in the event of a road traffic collision in its area and protect people from serious harm. In recent years, the Fire Service have increased their support towards educational road safety activities that will result in a reduction in road traffic collisions as it is considered to be one of their primary demand areas.

Cheshire Fire Rescue Service (CFRS) will play a significant part in the delivery of the road safety within this multi-agency road safety plan, as such CFRS will produce and deliver against its own Road Safety Plan to target road safety activity across Cheshire East, Cheshire West and Chester, Halton and Warrington. CFRS works with Cheshire Constabulary and each local authority to reduce road traffic collisions and associated killed and seriously injured figures.

Utilising its own Road safety Plan CFRS will actively support Cheshire West and Chester to deliver the multi-agency road safety plan which is in place to reduce casualty injuries across the Council.

CFRS will play a proactive role in the delivery of road safety activity aligned to their experience and to which their training relates using intelligence and data to align resources appropriately as follows:

- CFRS will continue to deliver its award winning “Flagship” road safety educational programme “Drive Survive” in partnership internally at Fire Service HQ and externally to sixth forms and colleges across Cheshire including CWAC (minimum 30 events).
- CFRS will continue and maintain fire station led delivery of motorway engagement days (MED). These events are themed to coincide with National, Regional and local themes. The target is to deliver eight MEDs at “Hapsford” motorway services with Highways England staff.
- CFRS will continue to support and deliver against the CFOA UK Road Safety week (June).
- CFRS will continue to support and deliver against the Winter Driving Campaign (Tyresafe) throughout October.
- CFRS will continue to support and deliver road safety educational information/messages throughout “Brake” Road Safety week.
- CFRS will continue to support the Association of Chief Police Officers (ACPO) in partnership with Cheshire Constabulary and the local Authorities to deliver two separate drink drive campaigns (summer and winter).
- CFRS will promote the use of the Think car alongside partners linking the Drive I.Q. programme (IT based educational product – free online brain training).
- CFRS will continue to deliver motorcycle safety messages and information to targeted motorcyclists at convergence areas by using our ‘Firebike’. We will also deliver a minimum of six ‘Biker Down’ courses.



## Section 5: Partnerships

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Cheshire West and Chester Council collaborates with various agencies for the delivery of some of its core-activities of road safety which consists of Cheshire Police, Cheshire Fire and Rescue Service, Cheshire Road Safety Group (CRSG) and its term maintenance contractor, Ringway.

### **Cheshire Road Safety Group (CRSG)**

CRSG was formed on 1 April 2011. The Group consists of Cheshire West and Chester Borough Council, Cheshire East Borough Council, Warrington Borough Council, Halton Borough Council, Cheshire Police, Cheshire Fire and Rescue Service and Highways England.

The main purpose of the Group is to reduce the number of people killed, seriously or slightly injured on the roads through the operation and maintenance of speed and red light safety cameras within Cheshire. In addition to this Cheshire Police deliver the Speed and Driver Awareness Courses within Cheshire.

Cheshire West and Chester Council, Cheshire East Council, Warrington Borough Council and Halton Borough Council are the financially contributing partners, while Cheshire Police provide in kind financial support in the form of office accommodation and logistical support to the Group.

The parties have established governance via a Group Management Board and meets at approximately six weekly intervals to consider all business associated with Group activities. A Technical Officers Group has also been formed with key staff who are involved with the operational activities of the Groups purpose. In 2014 an Education, Training and Publicity group has also been formed with key representatives who meet to discuss joint partnership initiatives to target specific casualty groups.

### **Cheshire West and Chester Road Safety Partnership (CW&CRSP)**

The Council collaborates with various agencies through the Cheshire West and Chester Road Safety Partnership, which consists of various teams from Cheshire West and Chester Council, Cheshire Police and Cheshire Fire and Rescue Service.

There is a vision to reduce the number and severity of road casualties in the Borough of Cheshire West and Chester and to improve safety for all road users. Members of the Partnership act as multi-disciplinary 'think tank' on key casualty reduction methods and on collision causation and use collision and casualty data to inform various agencies of potential for casualty reduction. The objectives of the Partnership are to:

- Consult and exchange information and best practice on priority themes for stakeholders
- Reduce road traffic collisions in the borough
- Deliver evidence based road safety initiatives
- Support the enforcement of road traffic legislation

### **European Road Assessment Programme (EuroRAP)**

The Council have continued its membership with EuroRAP to learn its protocols, develop new interventions and help identify priorities for action and investment on existing and new routes.

EuroRAP is an international not-for profit association. Its members are motoring organisations, national and regional road authorities, and experts who have been elected because of the special contribution they have made to EuroRAP. The formal objectives of EuroRAP are to reduce death and serious injury on European roads rapidly through a programme of systematic testing of risk that identifies major safety shortcomings which can be addressed by practical road improvement measures.

EuroRAP provides three protocols for measuring and communicating road safety risk that can be applied to any country:

- Risk mapping                      A way of measuring and mapping the number of collisions on individual sections.
- Performance tracking            A way of tracking the number of collisions occurring on individual roads over time.
- Star rating                         A scale showing how well a road protects the user from death or serious injury once a crash occurs. The aim of the assessment is to evaluate the safety that is built in to the road through design.

The Council are expected to benefit from the work being undertaken by the organisation. We will be able to inform road users of the road safety risk and how it changes as they turn on to different standards and type of road. Road users will be more likely to adapt their driving to reduce their risk of a collision and understand and respect the reasons for traffic laws and speed limits that reflect the risk of being killed or seriously injured.

### **Ringway – The term maintenance contractor**

Ringway Infrastructure Services Limited is appointed as Cheshire West and Chester Borough Council's highways maintenance partner.

This contract operates in partnership with Shropshire Council and delivers on quality and cost requirements for the provision of highway services.

Ringway will carry out the contract to deliver the service over a seven year period with an option to extend.

## Section 6: Associated road safety groups

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Formal working and consultative groups provide a framework for initiatives to be tried and tested. Cheshire West and Chester Council have input into the following associated road safety groups:

### **Northwest Safety Engineers Group (NWSEG)**

The purpose of this group is to discuss and develop strategies to ensure the region provides a positive contribution towards targets for reducing road casualties. It promotes the adoption of best practice and prepares an annual report benchmarking the regional position in relation to road traffic casualties and reduction forecasts.

Membership is extended to all highway authorities in the North West region together with representatives from the Highways England and local Police Forces. The primary aims and objectives of the group are:

- To share knowledge and experience of collision investigation, Local Safety Scheme Engineering and Road Safety Audit techniques in order to encourage best practice and to seek to influence national policy.
- To promote comparative data on collisions and casualties between authorities in the North West region.
- To commission research as considered necessary.
- To work collaboratively with Officers of Road Safety Great Britain North West to ensure common goals.

### **Road Safety Great Britain Northwest (RSGB NW)**

Road Safety GB supports Road Safety Officers in fulfilling their statutory role to reduce the number of road traffic collisions through education, training and publicity policies and programmes. Sarah Collins (CW&CC ETP Road Safety) is currently the Honorary Secretary. Road Safety GB seeks to influence national debate, government policy, action and public opinion and works with other organisations to achieve the following common goals.

- Advising government and contributing to consultation on road safety policy, and identification of achievable national targets.
- Providing members with information on national and international road safety issues.
- Seeking national recognition for road safety issues, particularly where there may be conflict with current/projected policies and programmes.
- Encouraging the adoption of common policies and promotion of best practice.
- Providing opportunities for working in partnership with the private sector to achieve best value for money, particularly in commissioning and producing resources.
- Encouraging commerce and industry to address collision reduction through work based policies and initiatives for employees.
- Commissioning and contributing to research into the behavioural aspects of road collisions
- Work with the media to provide expert knowledge and advice
- Publishing documents that identify and promote good practice.
- Provide a forum for sharing ideas and programmes.
- Working with government to develop national road safety campaigns

## **Midlands Service Improvement Group (MSIG)**

This group was established in 1997 as the Midlands Regional Best Value Group to deal with matters concerning Best Value and Performance Management, specifically within the Highways and Road Safety disciplines of Local Authorities.

The founder members of the group were Cheshire, Derbyshire, Herefordshire, Lancashire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Rutland, Shropshire, Staffordshire, Warwickshire and Worcestershire. The group has now expanded to 18 members with the City Unitary Authorities of Derby City, Leicester City, Nottingham City, Stoke on Trent, Coventry City Council and Telford and Wrekin.

In September 2003, the group changed its name to the current Midlands Service Improvement Group. This better reflected the aims and purpose of the group and allowed MSIG to be embedded as a beacon of good practice and service improvement.

The purpose of the group is to enable effective and efficient delivery and improvement of casualty reduction primarily through engineering, across MSIG member authorities through support, guidance and sharing of data and information.

## Section 7: Casualty information

The tables below shows the numbers and ages of casualties involved in road traffic collisions for the last three complete calendar years. Please note the data below only includes recorded personal injury data that has been provided by Cheshire Police. Cheshire West and Chester Council do not hold casualty data for non-recorded injury collisions.

Casualty group	2012					2013					2014				
	Fa	Se	SI	Total	%	Fa	Se	SI	Total	%	Fa	Se	SI	Total	%
All casualties	11	194	917	1122	-	7	119	763	889	-	9	170	841	1020	-
Pedestrians	2	29	79	110	10	3	24	79	106	12	1	26	80	107	11
Pedal cyclists	0	24	76	100	9	1	22	82	105	12	0	27	97	124	12
Motor cyclists	4	58	67	129	11	2	21	90	113	13	1	59	75	135	13
Car occupants	3	75	646	724	65	1	46	477	524	59	7	54	551	612	60
PSV occupants	0	4	20	24	2	0	4	10	14	2	0	1	6	7	1
Other	2	4	29	35	3	0	2	25	27	3	0	3	32	35	3
KSI total					205					126					179

KSI's in Cheshire West and Chester increased in 2014 compared with 2013. As you would expect the casualty group of car occupants continues to account for the largest percentage of road traffic casualties. Pedestrians have seen a very small increase with last year and have remained stable over the last three years. Motorcycle casualties (riders and passengers) have increased by 22% in 2014 compared with 2013 and pedal cycle casualties have also increased by 18% in 2014 compared with the previous year.

### Casualty group by age (2012 to 2014)

Casualty age group	Pedestrians	Pedal cyclists (Including passengers)	Motorcyclists (riders)	Car drivers (Including taxi drivers)	PSV occupants
0 to 11 years	50	15	0	0	2
12 to 15 years	35	21	0	0	0
16 to 19 years	24	29	87	70	2
20 to 29 years	54	56	111	314	6
30 to 50 years	72	131	113	496	12
Over 50 years	88	76	50	340	23

There were a total of 85 child pedestrian casualties between the ages of 0 to 15 years within the period of 2012 to 2014. Pedal cyclists of the ages between 30 to 50 years account for the most casualties in their respective category, whilst motorcycle riders have shifted from the age group of 16 to 19 years (2011 to 2013) to the age group of 30 to 50 years during the latest three years.

## Section 8: Performance management

The Council's Place Operations and Place Strategies Directorates lead the authority's responses to the challenges of addressing environmental sustainability, developing safer and stronger communities and putting the customer at the heart of our service delivery. The aim is to build accessible, attractive and safe neighbourhoods in partnership with local residents and supported by services appropriate to local area needs. To help deliver this vision the Directorates have identified a number of key priorities to ensure we deliver the right services in the right place at the right time. Road Safety plays an important part of this vision and is incorporated within the directorate priorities.

Central Government no longer requires Local Authorities to monitor performance against a national casualty reduction target. Through detailed analysis of collision and casualty data, we have established demanding reduction objectives in Cheshire West and Chester on an annual basis. We have adopted the former National Indicator's set for Road Safety as this is still considered as an important group to monitor. All performance indicators detailed below exclude collisions and casualties that occurred on the motorways within Cheshire West.

### People killed or seriously injured in road traffic collisions 2012 to 2014

In 2014 the aim and objective for this casualty group was to achieve 190 or less casualties (1% reduction over five years). Cheshire West and Chester achieved 179 KSI casualties in 2014 and therefore reached its objective for last year.

2012 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Final status
210	24	20	17	13	15	18	17	15	20	18	12	16	210	205	Green

2013 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
203	8	9	7	10	9	11	14	12	14	11	6	15	203	126	Green

2014 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
190	13	8	22	11	10	20	18	12	22	20	10	13	190	179	Green

### Children killed or seriously injured in road traffic collisions for 2012 to 2014

In 2014 the aim and objective for this casualty group was to achieve 12 or less Child KSI casualties (15% reduction over 5 years and 15% reduction from previous year). Cheshire West and Chester achieved nine child KSI casualties in 2014 and therefore reached its objective for last year.

2012 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Final status
12	2	1	0	0	1	0	2	0	1	4	0	2	12	13	Red

2013 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
11	1	0	2	0	0	2	0	4	4	0	1	0	11	14	Red

2014 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
12	0	0	2	0	0	2	1	0	2	1	0	1	12	9	Green

## Performance indicators for 2015

Local indicators have been set for the year 2015 for both Killed and Seriously Injured (KSI) and Child Killed and Seriously Injured (CKSI). Killed and seriously injured road traffic collisions are subject to significant variations on a year by year basis. In order to reduce the impact of these variations the performance indicator objectives have been measured against a five year average.

### People killed or seriously injured in road traffic collisions

In the calendar year of 2015 the objective for this casualty group is 1% reduction over five years and 5.5% reduction from the previous year. This results in Cheshire West and Chester Council achieving 169 or less casualties.

2015 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
169	7	14	8	12	15	11							85	67	Green

### Children killed or seriously injured in road traffic collisions

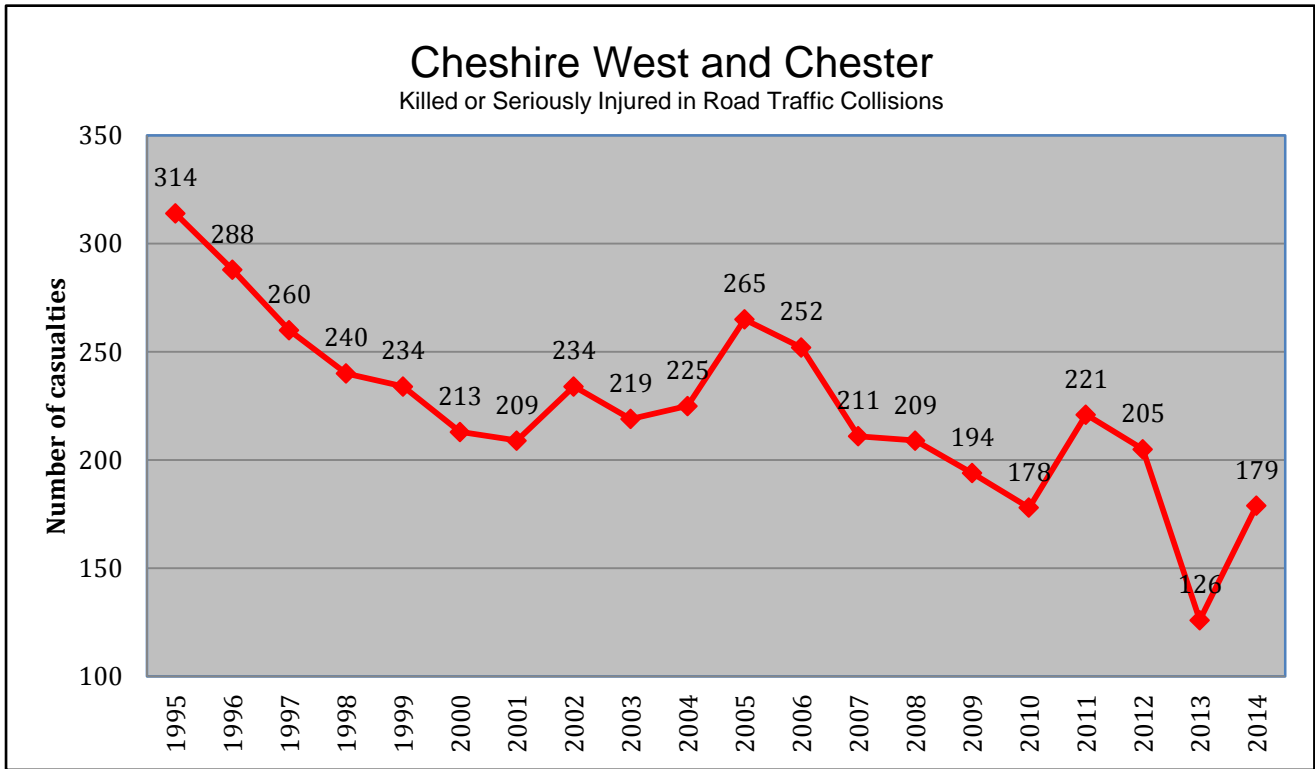
In the calendar year of 2015 the objective for this casualty group is 1.5% reduction over five years and to remain stable from previous year. This results in Cheshire West and Chester Council achieving nine or less casualties.

2015 aim	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Aim to date	Actual to date	Latest status
9	0	2	1	0	2	0							5	5	Amber

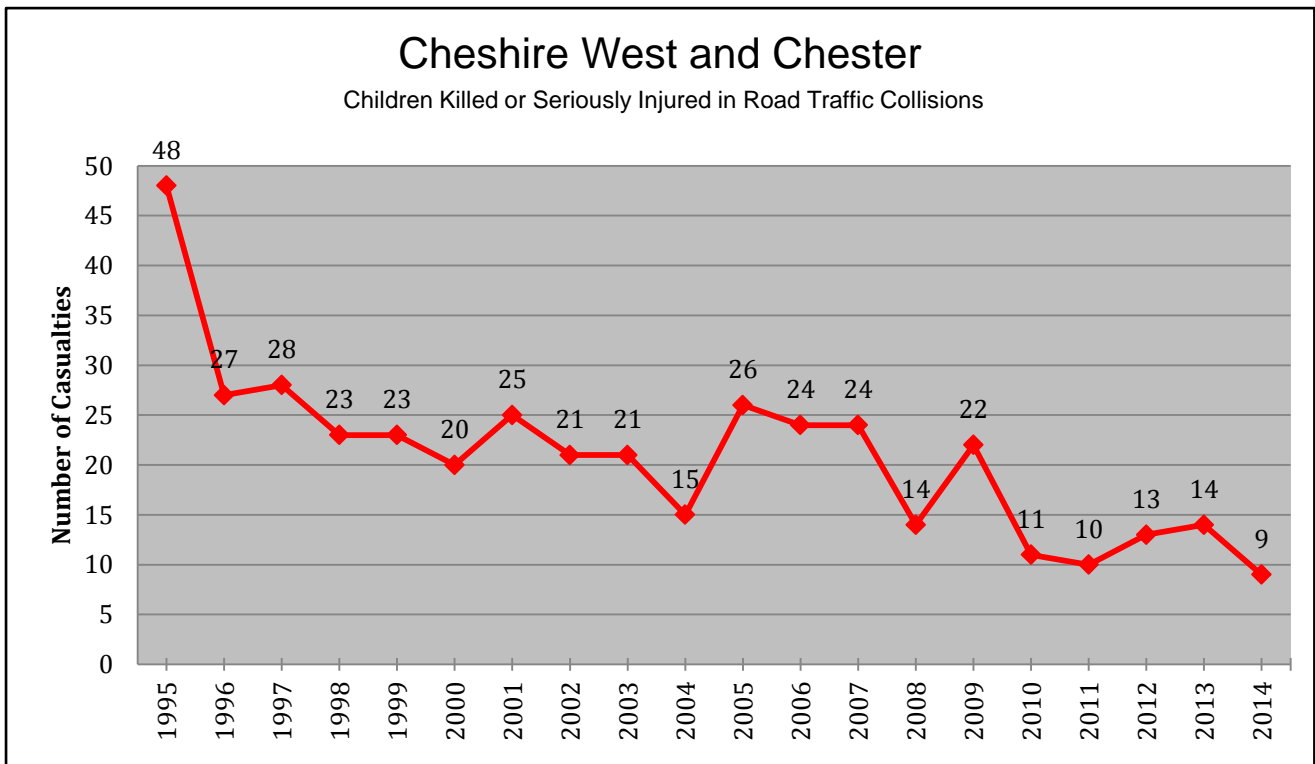
### Review to date

The Council after six months are currently on target to achieve less than 169 KSI casualties for 2015; however the Child KSI's currently remain stable.

The following graph shows the KSI's on Cheshire's highway network since 1995. There is a clear indication from the overall trend of casualties reducing over the years. A combination of engineering, education, enforcement, improvements of in-car technology and vehicle design has made a significant contribution to this reduction. However, there has been significant increases in KSI casualties in 2011 and 2014 following an unexpected reduction from its previous years and therefore it is considered we are still maintaining our overall trend of a reduction.



The graph below shows the Child KSI on Cheshire’s highway network since 1995. There is also a clear indication from the overall trend of child KSI casualties reducing over the years. However, in 2009 there was an unusual increase in 22 casualties. An in depth study was undertaken following this increase to determine whether this was due to a one off ‘spike’ that year or there was a real problem that needed to be addressed. The conclusion was this was a one off poor year in terms of child KSI’s and we would monitor the situation to see if the numbers returned to a more expected level which they did.





## Section 9: Road Safety Delivery Plan 2015/16

### Engineering

Local Engineering Schemes are designed to address identified recorded injury collisions that have occurred at a single site, route or an area. To qualify as a scheme, it must be shown that the site or area has a treatable problem and that the occurrence of personal injury collisions is likely to be reduced by the application of cost effective engineering measures. Local Engineering Schemes should not be implemented where these criteria are not met.

Road Safety Engineers will regularly assess the collision problems on the network. This will involve studying collision patterns over a period of time according to a location, circumstance and the vehicles and casualties involved. The relative size of the problems and the ability to tackle them must be assessed and suitable cost-effective solutions devised and planned. Traditionally, this is known as a collision investigation and prevention approach. Previous experience has shown this to be a successful approach, reducing casualties by identifying locations with the highest collision frequencies and giving them priority over others for remedial treatment as Local Engineering Schemes. The works budget for 2015/16 is £136,500 and a list of engineering schemes and an evaluation of previous collision reduction schemes can be found below:

#### Local engineering schemes programme 2015/16

Site number	Location	Works budget	Scheme description
1	A548 Sealand Road/Bumpers Lane, Chester	£85k	Traffic signal improvement including separate right turn phases.
2	Blacon 20 mph Scheme	£15k	Additional measures to encourage compliance within 20 zone including VAS and speed cushions.
3	A51 Tarvin Road/BP Garage, Near Tarvin	£5k	Speed limit reduction to 50 mph between Stamford Bridge lights to 40 mph at Vicars Cross Golf Club.
4	A556 Chester Road/B5152 Abbey Lane, Delamere	£15k	Vehicle activated signs, improved signing and lining and reduced speed limit on Abbey Lane.
5	Zebra Crossing LED Upgrade (various locations)	£16k	The installation of LED lighting to Belisha heads and poles.
	<b>Estimated total cost of schemes</b>	<b>£136k</b>	

**Monitoring and evaluation of collision reduction schemes  
Local engineering schemes programme April 2010 to March 2015**

Site number	Location	Date works completed	Cost	Total number of collisions in three year study period	Three year after			Collision savings *
					Year 1	Year 2	Year 3	
1	A56 Hoole Way/Brook Street Chester Traffic Signals Improvement	May 10	£5k	14	1	2	1	£998,460
2	A5268 St Oswalds Way/Hoole Way Chester Street Lighting Improvement	October 10	£7k	16	1	2	1	£1.2 million
3	A559 Chester Way/Watling Street Northwich Signing Improvement	November 10	£5k	15	1	4	0	£998,460
4	A54 High St/Weaver Roundabout Winsford Signing and Lining Improvement	November 10	£8k	14	1	3	2	£798,768
5	A41 Chester Rd/Backford Cross Backford Signing and Lining Improvement	November 10	£16k	10	3	2	2	£299,538
6	Eaton Lane/Eaton Road Near Tarporley Surfacing Improvement	November 10	£41k	7	1	0	0	£599,076
7	A556 Chester Rd/Dalefords Lane Sandiway Red Light Safety Camera	December 10	£37k	11	1	0	0	£998,460
8	A41 Chester Road/Ledsham Road Little Sutton Signing and Lining Improvement	January 11	£1k	9	1	1	0	£698,922
9	A54 Middlewich Road/Abbey Lane Delamere Junction Visibility Improvement	January 11	£6k	7	3	2	2	£0
10	Holmes Chapel Road Lach Dennis Surfacing and Improved Signing	February 11	£12k	9	7	0	1	£99,846
11	B5082 Middlewich Road Rudheath Improvements to Reduce Child KSI's	March 11	£46k	23	4	6	1	£1.2 million
12	A54 Chester Rd/A49 Tarporley Rd Little Budworth Major Junction Improvement	April 11	£343k	9	0	1	0	£798,768
13	Clive Green Lane/Clive Back Lane Winsford High Friction Surfacing	July 11	£25k	8	2	1	0	£499,230
14	A51 Tarvin Roundabout/Jnc M53 Tarvin Resurfacing in conjunction with HA	October 11	£50k	14	2	2	5	£499,230
15	A49 Tarporley Road/Eaton Lane Tarporley Resurfacing, Signing and Lining	October 11	£20k	6	0	0	0	£590,760
16	B5130 Chester Rd/Sandy Lane Huntington Speed Limit Reduction	February 12	£3k	6	1	0	1	£299,538
17	A56 Main Street/Church Street Frodsham Puffin Crossing	February 12	£50k	9	1	1	0	£698,922
18	A56 Hoole Road/Westminster Rd Chester Signing and Lining Improvements	February 12	£2k	6	1	1	0	£399,384
19	A51 Tarporley Road Duddon and Clotton Areas Speed Limit Reduction	March 12	£16k	6	2	2	1	£99,846
20	A548 Nicholas St/Watgate St Chester Traffic Signal Improvement (Trial)	March 12	£48k	15	1	0	0	£1.3 million

Site number	Location	Date works completed	Cost	Total number of collisions in three year study period	Three year after			Collision Savings *
					Year 1	Year 2	Year 3	
21	A51 Boughton Jnc/Hoole Lane Chester Signing and Lining Improvement	March 12	£10k	7	1	2	1	£299,538
22	A5116 Liverpool Road Moston Speed Limit Reduction	March 12	£19k	7	3	1	0	£299,538
23	A49 Tarporley Rd (Red Fox Jnc) Tarporley Street Lighting Improvement)	January 13	£10k	8	1	1		£332,820
24	A548 Sealand Road/Ferry Lane Chester Signing, lining and surfacing	February 13	£26k	6	0	1		£299,538
25	A556 Chester Road/Abbey Lane Delamere Resurfacing	March 13	£75k	5	2	3		- £166,410
26	A49 Warrington Rd/Willowgreen Weaverham Signing, lining and speed limit	March 13	£20k	4	1	2		-£33,282
27	A559 Marston Ln/Ollershaw Ln Marston Junction Improvement	March 13	£61k	11	0	2		£532,512
28	Various Locations Northwich and Winsford Installation of Trixi Mirrors	March 13	£1k	0	0	0		£0
29	A5032 Chester Rd/Pooltown Rd Ellesmere Port Enhanced visibility of crossing	March 13	£1k	7	1	0		£366,102
30	Various Locations Chester and Ellesmere Port Installation of Trixi Mirrors	March 13	£1k	1	0	0		£66,564
31	A54 Chester Rd/Kelsall Bypass Kelsall Red light safety camera	April 13	£27k	5	0	0		£332,820
32	A56/M53 Roundabout to Mickle Trafford, Chester Signing, lining and speed limit	May 13	£10k	28	1	4		£1.3 million
33	Dalefords Lane/Cinder Hill Whitegate Signing and Lining Improvement	September 13	£8k	6	1			£99,846
34	Princes Road/The Grange Area Ellesmere Port Area-wide 20 mph zone	December 13	£20k	36	10			£199,692
35	Western Avenue Area Blacon Area-wide 20 mph zone	March 14	£6k	30	8			£199,692
36	A559 Manchester Rd to County Border Northwich Area Signing, lining and speed limit	March 14	£7k	32	4			£665,640
37	B5135 Boathouse Lane Neston Signing, lining and surfacing	March 14	£26k	4	0			£133,128
38	A5116 Liverpool Road/Countess Way Chester Signing and lining improvement	January 15	£5k	10				
39	Cliveden Road/Lache Park Avenue Chester Signing and lining improvement	January 15	£5k	5				
40	A5117 Arterial Road/Jnc M56 Hapsford Signing, lining and surfacing	March 15	£25k	7				

Site number	Location	Date works completed	Cost	Total number of collisions in three year study period	Three year after			Collision savings *
					Year 1	Year 2	Year 3	
41	A54 Middlewich Road/Abbey Lane Delamere Signing and Lining Improvement	Mar 15	£15k	7				
42	A49 Tarporley Road O/S Hollies Sandybrow Signing, lining & Speed Limit Reduction	Mar 15	£15k	7				
43	C608 Norley Road/Cheese Hill Lane Norley Street and lining improvement	Mar 15	£10k	6				
44	Leftwich Area Leftwich Area-wide 20 mph scheme	Mar 15	£20k	12				
	<b>Totals</b>		<b>£1.16 million</b>	<b>465</b>				

\* The average cost of a recorded injury collision as defined in Department for Transport (DfT) Transport Analysis Guidance A4.1 (Social Impact Appraisal) is £99,846. For engineering schemes that do not have a complete set of three year after data, collision savings have been calculated from the difference between the yearly average of the total collisions within the study period and the yearly average recorded after the period.

## Education, training and publicity

The ETP function of the Council provides a service to target casualty priority groups. The team delivers a variety of targeted initiatives across the Borough. The team focuses any interventions towards casualty groups of greatest concern. A list of road safety initiatives are listed below: -

Initiatives	Facilitating service	Partnership members	Delivered by
<b>Initiatives (Key Stage 1 and 2)</b>			
Traffic Club Resource	CW&C		Nursery/School
Junior Safety Officers	CW&C	CW&C and Police	CW&C and Police
Let's Walk (Pedestrian Training Key Stage 2)	CW&C		CW&C
Let's Bike (Basic Cycle Training Key Stage 2)	CW&C		CW&C
Bikeability (On road Cycle Training Key Stage 2)	CW&C		External partners
TACS (Truck and Child Safety Key Stage 2)	CW&C	CW&C and Fire	CW&C, Fire and DHL
Theatre in Education (when funding available)	CW&C		External Partners
Presentation to Key Stage 1	CW&C	CW&C and Police	Police
Presentation to Key Stage 2	CW&C	CW&C and Police	Police
School Travel Plan/Safer Routes to School	CW&C		CW&C
Parent Parking Charter	CW&C		CW&C
Parking Assembly Workshop	CW&C	CW&C and Police	CW&C & Police
<b>Initiatives (Key Stage 3, 4 and sixth form/colleges)</b>			
Lower High School programme (Year 7 to 11)	CW&C	CW&C and Police	CW&C and Police
Ghost Street Workshop (Year 8 to 10)	CW&C		CW&C
Cheers Bar (Drink Drive bar)	CW&C	CW&C and Fire	CW&C and Fire
Sixth Form and College/University Police Presentations	CW&C	CW&C and Police	CW&C and Police
Brake workshop (Too Young to Die)	CW&C	CW&C and Police	CW&C and Police
Fatal Distractions (Drug Driving Workshop)	CW&C	CW&C and Police	CW&C and Police
The Luke Campaign ( Motorcycle)	CW&C	CW&C and Police	CW&C and Police
Fire Service Road Show Year 11 students	CW&C	CW&C, Police and Fire	CW&C, Police and Fire
Theatre in Education (when funding available)	CW&C		External partners
School Travel Plan/Safer Routes to School	CW&C		CW&C
<b>Training (Young Drivers)</b>			
Road Skills Experience (Driver Training Course)	CW&C		External partners
IAM Advanced Driving for Car Drivers and Motorcycle Riders	CW&C		External partners
Engage (ADI Training for New Drivers)	CW&C	CW&C, Police and Fire	External partners
<b>Training (Community)</b>			
Child Car Seat Clinics	CW&C		CW&C
Minibus Driver Training	CW&C		External partners
Smartdrive (Community and Company Driver Training)	CW&C		External partners
Individual Driver Assessments	CW&C		External partners
Speed Awareness Course	Police		Police
Driver Alertness Course	Police		Police
Driver Improvement Course	Police		Police
What's Driving Us? course	Police		Police
Rider Intervention Developing Experience	Police		Police
Independent Travel Training	CW&C		CW&C
<b>Publicity Events</b>			
Rural Touring Clinics	CW&C	CW&C, Fire and Police	CW&C, Fire and Police
Awareness days for the older road user	CW&C	CW&C, Fire and Police	CW&C, Fire and Police
Various Community events (Greenspace)	CW&C	CW&C, Fire and Police	CW&C, Fire and Police

Motorcycle campaign, Ride Safe, Bike Safe, Biker Down	CW&C	CW&C, Fire and Police	CW&C, Fire and Police
Drink Drive campaigns (Summer and Christmas)	CW&C	CW&C, Fire and Police	CW&C, Fire and Police
Winter Drive campaign	Fire	CW&C and Fire	CW&C and Fire
Drive Survive Education Course	Fire & Police	Fire and Police	Fire, Police and NWAS
RoadSAFE (Community Speed Programme incl SIDS)	CW&C	Police	CW&C and Police
Health Week/Citizenship Events	CW&C	External partners	CW&C
Motorway Engagement Education Day	Fire	Fire and Police	Fire and Police

The Road Safety team also provides a proactive service delivery in response to specific road safety concerns or requests for advice. We pursue our aims and strategies by liaising closely with other professionals such as the police, highway engineers, educationalists and health promoters. We look at both general and local trends, furnished with the latest information and tailor our messages to the appropriate audience. We deliver targeted interventions to maximise the effectiveness of our message, research shows that shock tactics are not always appropriate and it is important that Road Safety messages are delivered by fully trained experienced staff,. A calendar of events between April 2015 to January 2016 is listed below:

### Calendar of Road Safety Events for CW&CC and Cheshire Road Safety Delivery Group

Month	Date	Activity	Who
<b>April-March</b>		Sixth Form Presentations including , 33 sites	CW&C and Police
		Year 7-11 Road Safety Presentations to High Schools, 25 sites	CW&C and Police
		Pedestrian and cycle training in all Primary schools	CW&C and external company and volunteers
		Cycle training in High Schools	CW&C and external company
		Adult Cycle Training	CW&C and external company
		Trucks and Child Safety (TACS) Workshop	CW&C and external company
		Junior Safety Officer Scheme in all Primary Schools	CW&C and Police
<b>May</b>	2	Biker Down Wolf Training Ellesmere Port	Cheshire Fire and Rescue
	4-10	UN Global Road Safety Week	All partners
	4	Superbike at Oulton Park Road Safety Display	Cheshire Fire and Rescue
	5	Drive Survive West Cheshire College	Fire and Police
	18	Drive Survive Fire HQ	Fire and Police
	18-22	Walk to School Week	CW&C
	24	Biker Down	Cheshire Fire and Rescue
<b>June</b>		Drink/Drug Drive Campaign	All partners
	1	Drive Survive TTE, Ellesmere Port	Fire and Police
	3	Drive Survive TTE, Ellesmere Port	Fire and Police
	7	British Touring Cars at Oulton Park, Road Safety Display	Cheshire Fire and Rescue
	8	Drive Survive Frodsham Fire Station	Fire and Police
	13-21	National Bike Week	CW&C and external partners
	12-14	Pageant of Power , Think Car display	Police
	15	Drive Survive Fire HQ	Fire and Police

	23-24	Cheshire Show, Road Safety Display	Police
	30	Drive Survive Fire HQ	Fire and Police
	30	Engage Programme, Driver Instructor Training Day	Fire and Police
	30	Engage Programme members meeting, Frodsham Fire Station	CW&C and Merseyside Road Safety Partnership
<b>July</b>	5	Biker Down	Cheshire Fire and Rescue
	8	Drive Survive Fire HQ	Fire and Police
	13	Drive Survive Fire HQ	Fire and Police
	31-2 Aug	Car Fest, Road Safety Display	CW&C, Police and Highways England
<b>Aug</b>	23	Biker Down	Cheshire Fire and Rescue
	31	Gold Cup, Oulton Park Road Safety Display	Cheshire Fire and Rescue
	31-06 Sept	ACPO Motorcycle Campaign	All partners
<b>Sept</b>	6	Superbikes Oulton Park, Road Safety Display	Cheshire Fire and Rescue
	15	Drive Survive Fire HQ	Fire and Police
	16	Drive Survive TTE Ellesmere Port	Fire and Police
	24	Drive Survive Fire HQ	Fire and Police
<b>Oct</b>	1	Junior Safety Officer Launch	CW&C and Police
	3	Junior Safety Officer Launch	CW&C and Police
	4	Biker Down	Cheshire Fire and Rescue
	5-16	Crucial Crew	CW&C, Police and Partners
	21	Drive Survive Fire HQ	Fire and Police
<b>Nov</b>	10	Drive Survive Fire HQ	Fire and Police
	19	Drive Survive Fire HQ	Fire and Police
	18-19	The National Road Safety Conference, Nottingham	All partners
<b>Dec</b>		ACPO Drink and Drug Drive Campaign	All partners
		Cheers Bar (Drink drive display) to business premises and High School/University/College sites	CW&C
	3	Drive Survive Fire HQ	Fire and Police
	6	Biker Down	Cheshire Fire and Rescue
	15	Drive Survive at Fire HQ	Fire and Police
<b>Jan</b>	13	Engage Programme members meeting at Police HQ	CW&C and Police