

BRACKNELL FOREST BOROUGH COUNCIL

ROAD SAFETY PLAN 2008

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1 Introduction

About Road Traffic Accidents

- 1.1 Injuries from road traffic accidents, especially fatal and serious injuries, result in a substantial measure of grief and suffering for casualties, their relatives and friends, and can blight the lives of those involved. There is also a significant financial cost to the wider community - Government estimates that each injury accident costs the community £64,440*, with fatal and serious accidents costing over £1.5 million and over £180,000 respectively.
- 1.2 Injury accidents form only a small proportion of the total. For each injury accident recorded by the Police, it is estimated that there are a further 6 non-injury accidents, involving damage to vehicles and property.

The Council's Commitment

- 1.3 Bracknell Forest Borough Council is committed to improving safety on the Borough's roads - reducing the number of people killed and injured, and reducing the severity of the injuries received. Safety is seen as an overriding consideration for all transportation proposals in the Borough.
- 1.4 The Council has programmes of positive action for improvement in safety and the reduction in traffic accidents, and is a member of standing groups of local authorities holding regular meetings with the Government Office for the South East, and with Thames Valley Police, looking at best practice in casualty reduction.
- 1.5 New national targets were established in 2000 for casualty reduction. The Council fully supports the national approach and aims to exceed these targets wherever possible.

This Document

- 1.6 This document, the **Road Safety Plan 2008**, sets out current casualty statistics and describes the action being taken by the Council to tackle the problems of road safety. In particular the Plan:
 - outlines the framework proposals for improvement in safety contained in the Council's transport strategy document, **the Local Transport Plan (2006-11)**;
 - describes the national and local targets for reductions in road traffic accident casualties;
 - reviews national and local trends in casualty numbers and progress towards achieving local reduction targets;
 - provides a broad analysis of current casualty statistics; and
 - describes in detail the main road safety related action plans.

NOTE: * Figures from Highways Economic Note 1 (table 4a)
Department of Transport, Local Government and the Regions.

2 The Local Transport Plan

Local Transport Plan Objectives

- 2.1 The Local Transport Plan (2006-11) sets a framework for the development of programmes of action in all aspects of transport. Action is to be focussed on progress towards Key Transport Objectives, which themselves contribute to the wider priorities of the Council for improvements in quality of life, including road safety.
- 2.2 The Council's work on the transport aspects of safety is in two main areas:
- Road Safety, through the reduction in the number road traffic accidents and the severity of injuries (which is the subject of this Plan); and
 - Improvement in personal safety and confidence of the travelling public.

The local Objectives for **Road Safety** are:

- Sustain enhanced progression towards the Government's 2010 casualty reduction targets.
 - Reduce the risk of collisions on Bracknell Forest's roads.
 - Improve road safety awareness amongst vulnerable and high-risk road users.
 - Work in partnership with key organisations, partners and businesses to help secure road safety improvements.
- 2.3 This Road Safety Plan 2008 is developed within the framework of these Local Transport Plan objectives. It sets out the targets for casualty reduction for the Local Transport Plan period and beyond and includes a description of the committed work programme for 2008-09.

3 Targets for Casualty Reduction to 2010

National targets

- 3.1 New national targets for casualty reduction were set in 2000, with a particular emphasis on child casualties. Compared with the average casualty numbers recorded in the period 1994-98, the national goal is to achieve, by 2010:
- a 40% reduction in the number of people killed or seriously injured in road accidents;
 - a 50% reduction in the number of children killed or seriously injured; and
 - a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured (per 100 million vehicle kilometres).

Local targets

- 3.2 The Local Transport Plan contains local targets for casualty reduction in line with the national targets, with intermediate milestone targets for the Local Transport Plan period.
- 3.3 In 2003 we successfully negotiated a Local Public Service Agreement whereby the Government provides further resources in return for setting more challenging local casualty reduction targets, in our case to promote a stretch-target of 8 fewer Killed or Seriously Injured casualties in 2004. Casualty figures show that we exceeded this target, achieving 9 fewer Killed or Seriously Injured casualties than our stretched PSA target for 2004.
- 3.4 In response, in 2004 we adopted even more stretching targets for casualty reduction. Whilst recognising the need for a degree of caution when predicting future casualty figures, we aimed to achieve the national targets for reduction by 2006, instead of 2010. Casualty figures show that we exceeded this target, achieving 12 fewer Killed or Seriously Injured casualties than our stretched target for 2005.
- 3.5 The Local Transport Plan 2006-11 further stretched these targets and the inclusion of the two Killed or Seriously Injured casualty targets within the Council's Local Area Agreement, whereby local priorities are agreed with central Government, has now fixed these for the remainder of the plan period.

Targets for Casualty Reduction to 2010 – Cont'd

<u>Local Transport Plan Casualty Reduction Targets</u>			
	Killed or Seriously Injured – all ages	Killed or seriously injured – Children	Slight Injuries - all ages
Baseline figures 1994 to 1998 average	72	9	414
	Original target 40% reduction LAA stretched 2010 target (-54%)	Original target 50% reduction LAA stretched 2010 target (-66%)	Original target 10% reduction LAA stretched 2010 target (-27%)
Targets (calendar years) Not more than		
2000 ¹	69	9	411
2001 ¹	66	8	407
2002 ¹	63	8	402
2003 ²	55	6	391
2004 ²	51	6	385
2005 ²	47	5	379
2006 ³	32	3	311
2007 ³	31	3	309
2008 ⁴	35	3	307
2009 ⁴	34	3	305
2010 ⁴	33	3	302

¹ Original 40% reduction targets

² Local Public Service Agreement target

³ LTP2006/11 targets

⁴ LAA targets 2008-2010

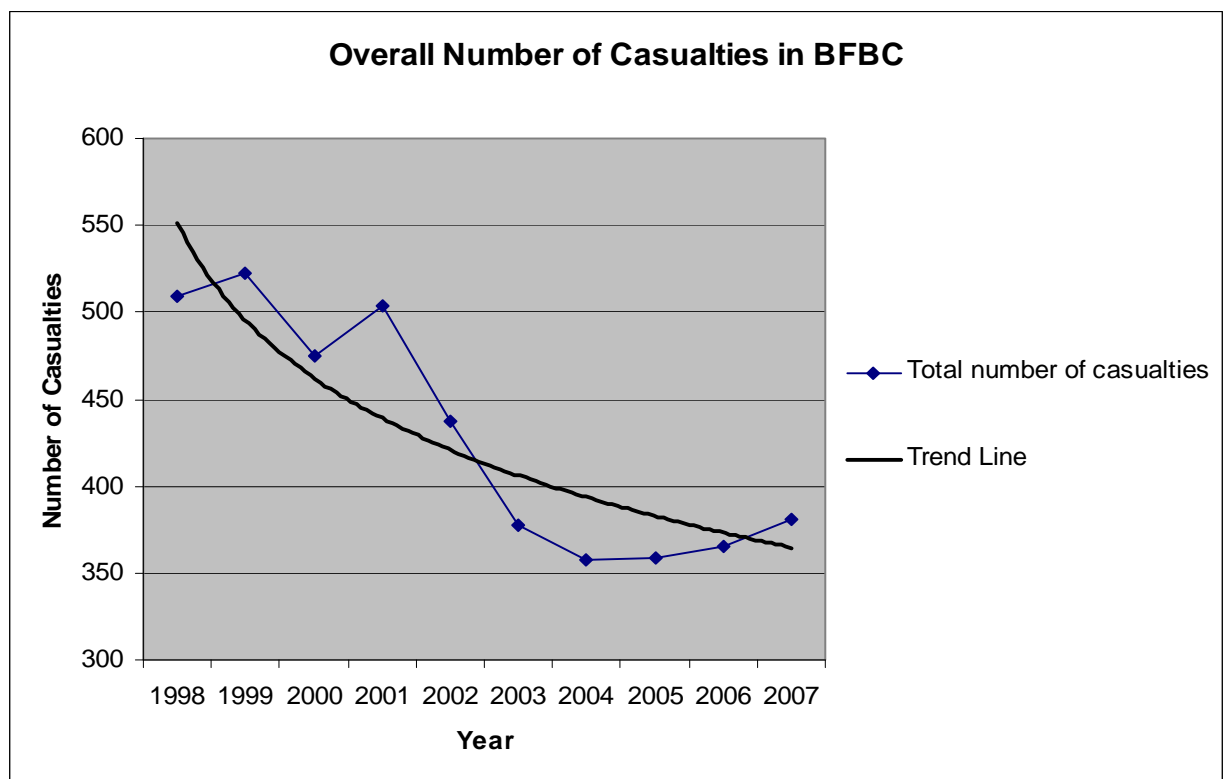
4 Review of Performance

The Year 2007 Casualty Statistics

- 4.1 During the calendar year 2007, Thames Valley Police recorded a total of 381 casualties resulting from injury traffic accidents on roads in the Borough. Of these:

4 (4)	were fatal	
32 (62)	were serious	
345 (310)	were slight	(2006 figures in brackets)

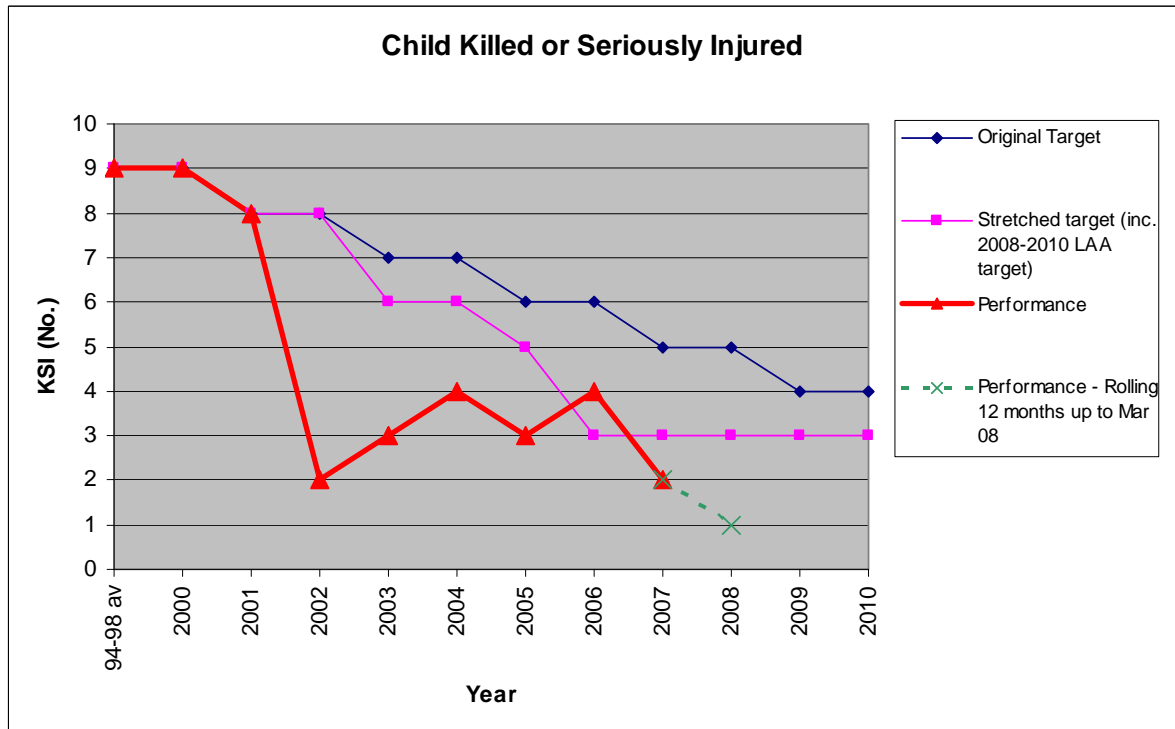
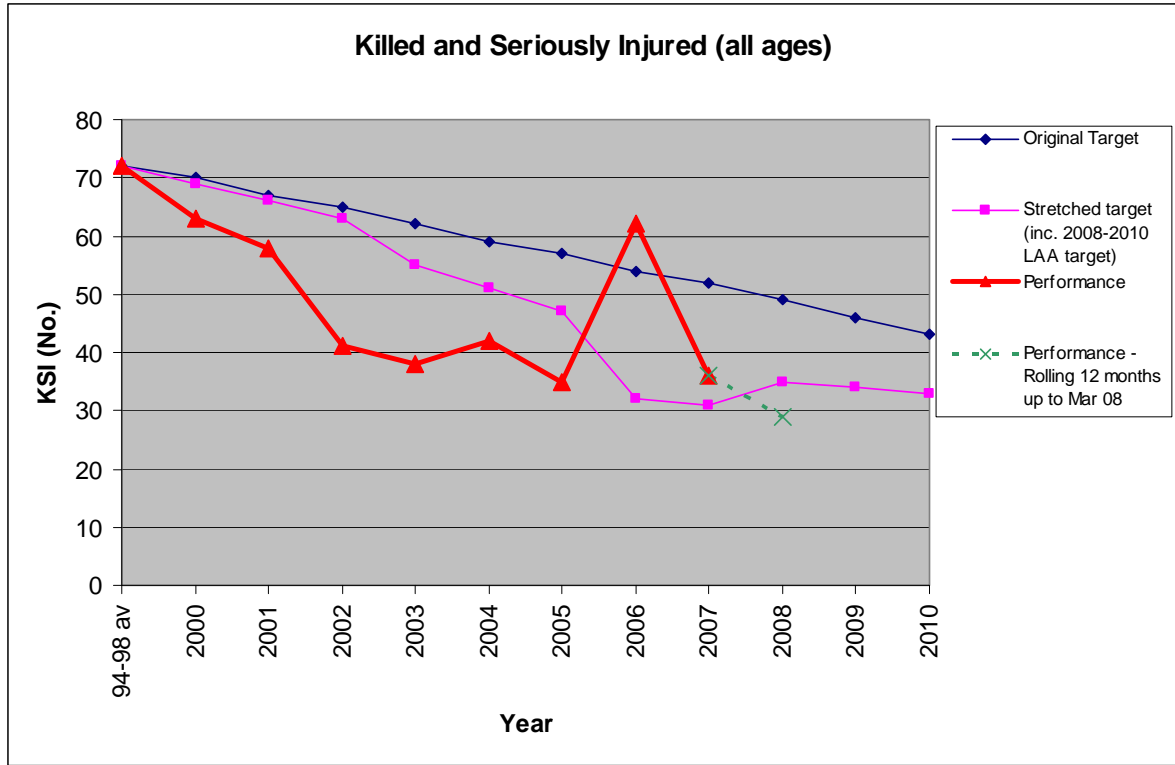
- 4.2 The graph below shows the overall casualty trend in Bracknell Forest since 1998. Although broadly in decline, the casualty trend does show an increase in casualties in 2007, and to a lesser degree in 2006.



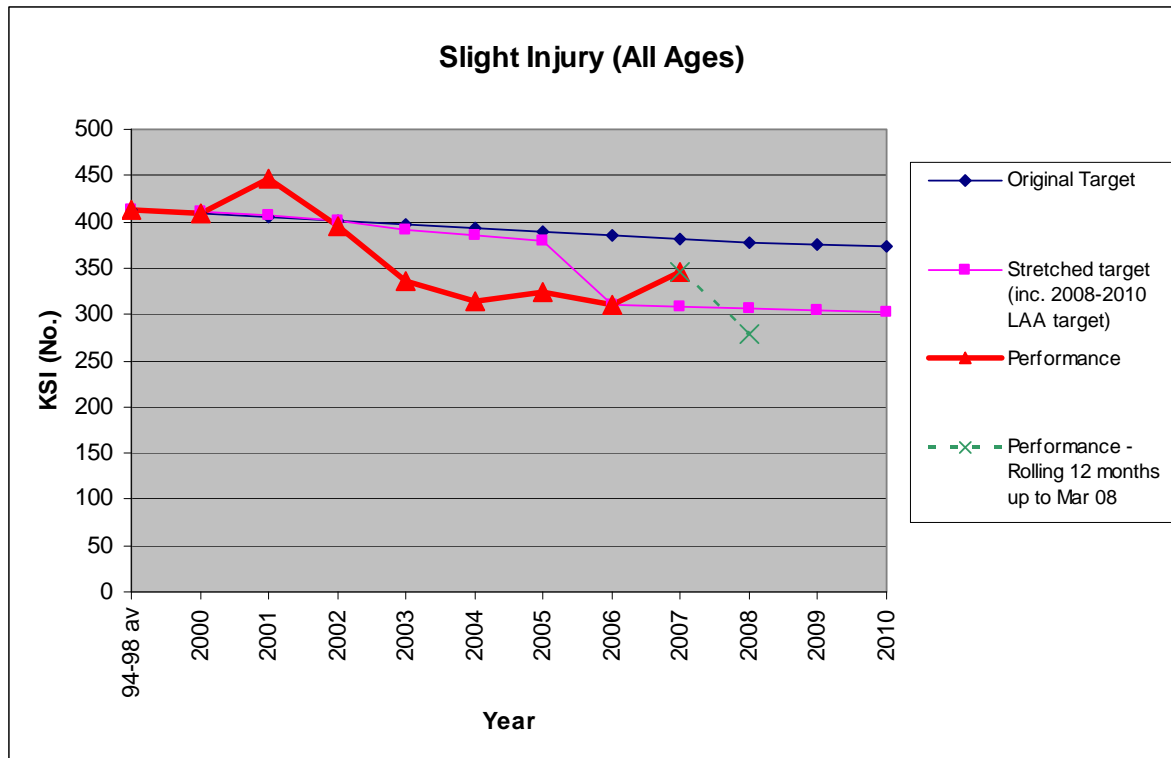
- 4.3 The 2006 casualty increase was attributed to a sharp rise in the number of road users suffering from a serious injury as the result of a collision. Much work has been done to identify the causes of the 'surge' in KSI casualties in 2006, but no identifiable reasons could be found. The 2007 increase has been attributed to a rise in the number of road users suffering from a slight injury and once again no identifiable reasons can be found.
- 4.4 At the time of writing this plan, accidents statistics are available for the first 3 months of 2008. These results indicate a reduction in the number of serious and slight casualties in comparison to the same period for 2007. It is therefore anticipated that the total number of casualties in 2008 will be reduced from those recorded in 2007. However, the emerging shallowing of the overall casualty reduction trend indicates that future reductions may not be of the magnitude previously experienced.

Review of Performance – Cont'd

- 4.5 The following graphs show the specific performance for the 3 categories within the National Target:



Review of Performance – Cont'd



Effectiveness of Past Road Safety Programmes

- 4.6 The following table summarises the performance of recent work to improve the safety of the highway by engineering or traffic management works (the Local Safety Scheme programmes). The table also compares their cost effectiveness using the value for money criteria FYRR (the first year rate of return). The FYRR compares accident cost savings with the cost of the schemes.
- 4.7 A first year rate of return of about 250% is usually taken as a yardstick for comparison. Appendix A includes details of individual schemes in the 2005/06, 2006/7 and 2007/08 programmes. The direct effects of other accident reduction activities, particularly the Education, Training and Publicity work, are less easy to demonstrate, although there is evidence that increased speed camera enforcement in the Thames Valley Police area is having some effect.
- 4.8 Appendix B contains the schedule of approved Local Safety Schemes for 2008/09.

Review of Performance – Cont'd

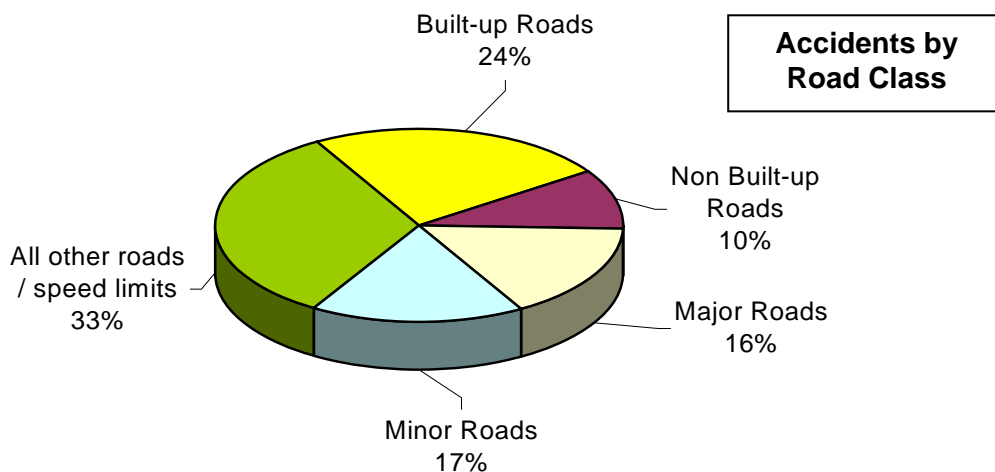
Local Safety Scheme Programme Performance				
Programme Year	Cost	Accidents		FYRR
		3 Years Before	3 Years After	
1994-95	£96,757	82	53	481%
1995-96	£105,000	81	66	229%
1996-97	£152,820	81	49	336%
1997-98	£86,627	90	44	881%
1998-99	£50,100	44	35	298%
1999-00	£55,500	65	35	986%
2000-01	£100,500	63	47	361%
2001-02	£109,000	57	44	289%
2002-03	£105,000	87	55	652%
2003-04	£166,000	100	38	760%
2004-05	£174,000	73	45*	501%
2005-06	£159,000	72	42*	391%*
2006-07	£127,000	40	28	209%*
2007-08	£110.000	69	43	544%*

NOTE: * Figures for 'Accidents, 3 Year After' for the years 2005-06, 2006-07 and 2007-08 are predictions, based on expected effects and data recorded to date

5 Accident Analysis

Where Accidents Occur

- 5.1 The figure below shows that almost two thirds of all accidents in Britain occur on roads within the urban areas and almost two thirds occur on the classified road network.



Source – Table 5 (GB2006) – DfT Transport Statistics Bulletin, Road Casualties in Great Britain main Results:2006

- 5.2 Analysis of clusters of accidents is useful in identifying parts of the highway network which would benefit from engineering or traffic management work to improve safety. Each year the Council's accident records are analysed to identify these clusters and any common causes, which may be treatable in terms of highway improvements. The results of this on-going exercise form the basis of the Local Safety Schemes, which are implemented annually.

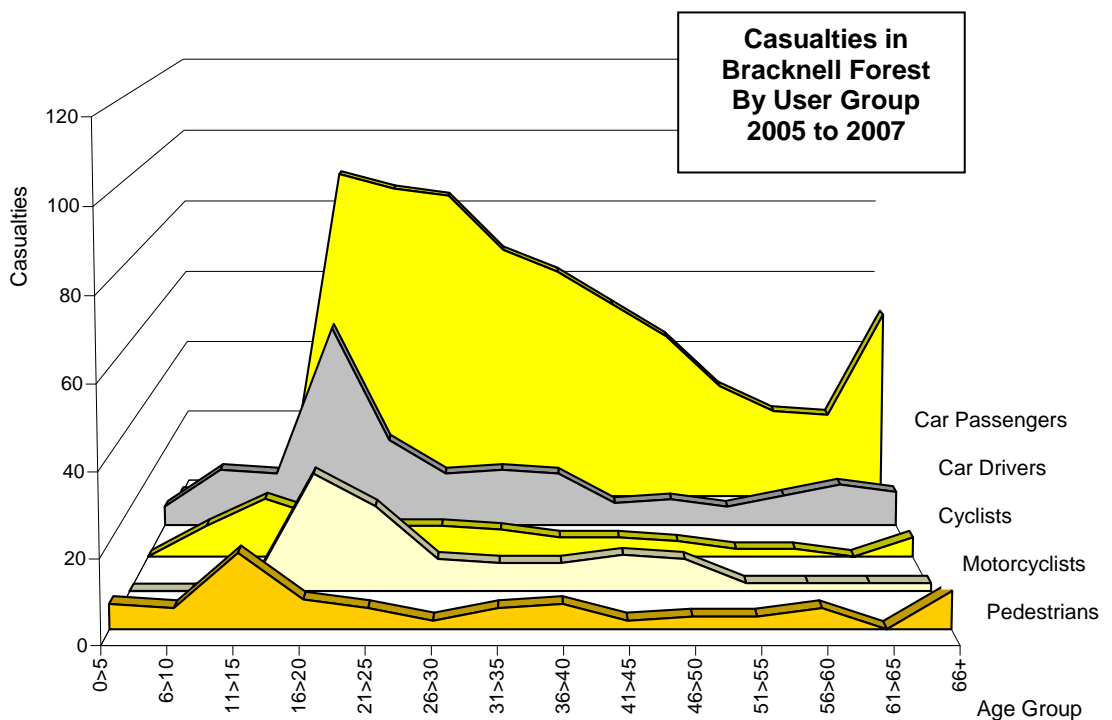
People involved in accidents

- 5.3 Analysis of accidents to determine age and gender of those involved and their mode of travel helps in targeting Education, Training and Publicity work to gain best effect.
- 5.4 The table below shows an analysis of casualty numbers by key road user group for the Borough, with trends related to the base period for the current accident reduction targets.

Accident Analysis – Cont'd

Casualties in Bracknell Forest by Road User Group								
Road User Group	1994-98 average		2000		2007		2007 change on 94-98 average	
	M	F	M	F	M	F	M	F
Motorcyclist	41	5	41	10	26	3	-36%	-40%
Car Drivers	116	120	122	130	108	112	-7%	-7%
Cyclists	32	9	25	5	22	3	-31%	-67%
Car Passengers	39	67	31	45	24	40	-38%	-40%
Pedestrians	21	17	26	18	17	16	-19%	-6%
Other	13	5	13	7	7	3	-46%	-40%
Total casualties (including children)	262	223	258	215	204	177	-21%	

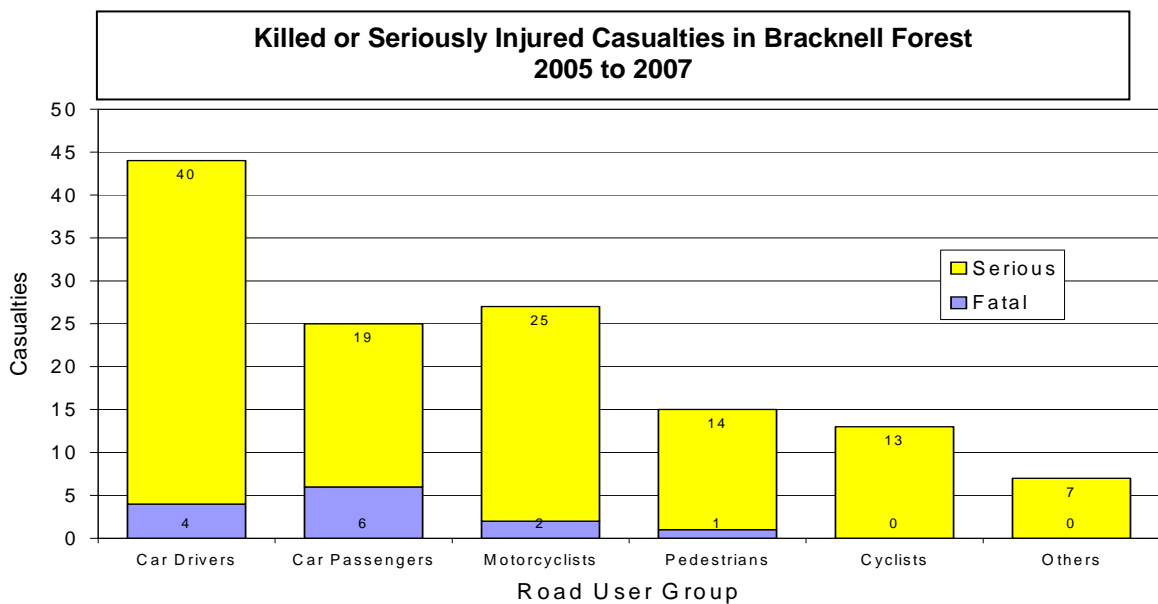
5.5 The diagram below shows a more detailed breakdown of casualty age for each user group. The diagram shows clearly how car driver and car passenger casualties overshadow all other road user groups. Indeed, car occupants make up over two thirds of all casualties in the Borough. Data for a three-year period has been used in order to increase the sample size and give a better indication of relative casualty numbers.



Accident Analysis – Cont'd

Severity of injuries

- 5.6 Pedestrians, cyclists and motorcyclists are more likely to suffer serious or fatal injuries when involved in accidents. Car occupants make up most of the fatal and serious casualty numbers, however, for the period 2004 to 2006, pedestrians and cyclists taken together made up 14% of total casualties, but 26% of serious and fatal casualties. In the same period, motorcyclists made up 10% of total casualties but 26% of serious and fatal casualties.



Key Statistics

- 5.7 A number of key points arise from an analysis of the accident statistics for the Borough (2005 - 2007). These include the facts that:
- **Young drivers** aged 30 years or less make up over 42% of all car driver casualties
 - **Car passengers** under the age of 20 years make up 44% of all car passenger casualties
 - 62% of all **cyclist** casualties are under 30 years of age
 - 47% of **pedestrian** casualties are aged 20 years or less
 - **Motorcyclists** account for 25% of all serious and fatal accidents but only 1% of traffic.
 - 65% of motorcycle accidents occurred at a junctions.
 - 16-19 year olds represent 25% of motorcycle casualties.

6 Road Safety Action Plans

A Comprehensive Approach

- 6.1 The planned national casualty reductions will come from action on a number of fronts. Much will come from improvements in vehicle design, but the majority is expected to come from Engineering, Education and Enforcement.
- 6.2 Bracknell Forest Borough Council, in common with all highway authorities, has programmes of engineering work and standard practices for the improvement in safety of the highway. The Council carries out programmes of road safety education, training and publicity, and has close co-operation with Thames Valley Police on issues of enforcement of highway law. Some details of the programmes of this work being carried out in 2008/09 are set out in the following sections.

Road Safety Engineering

- 6.3 The Council has a statutory responsibility under the 1988 Road Traffic Act to take measures to reduce the possibility of accidents occurring on new roads. Accident problems can also arise from improvement or maintenance schemes on the existing road network. A standard approach used by the Council is to use **Safety Audits** at well-defined stages of the planning, design and construction of highway schemes to identify possible problems and design in appropriate safety measures.
- 6.4 Highway safety improvements are funded through revenue programmes, or by developer contributions secured through planning agreements, however the largest regular programme of improvements to the highway aimed at tackling injury accident problems is the **Local Safety Scheme** programme. Government provides funding support through the Local Transport Plan process for the Local Safety Scheme programme.
- 6.5 Possible local safety schemes are identified through accident analysis, and are ranked in priority on the basis of their predicted cost effectiveness contribution towards the casualty reduction targets. Accident investigation employs the following well-known techniques:
- *Investigation at high-risk accident sites.* The search for common patterns and suitable solutions at specific sites with a high or rising accident record.
 - *Mass Action Investigations.* The identification of sites with common accident circumstances and the implementation of engineering works designed to tackle them. For example, the surface treatment of sites with a high proportion of accidents in wet road conditions, provision or enhancement of street lighting at sites with a poor darkness accident record, and the provision of pedestrian facilities at pedestrian accident cluster sites. There is a link here with the work being carried by the Council in developing 'Safe Routes to School'.
 - *Area Action Investigations.* The identification of accident clusters, typically in residential areas on the unclassified road network, where use of engineering techniques such as traffic calming may be expected to reduce accidents.

Road Safety Action Plans - Cont'd

- 6.6 An evidence based approach to Safety Schemes will continue alongside detailed analysis of trends in accident causation factors. Although some strategic junctions deserving treatment are currently out of limits for major scheme work, due to future improvements connected with town centre regeneration, interim work will be considered where an acceptable cost/benefit ratio can be achieved.

Education, Training and Publicity (E.T.P.)

- 6.7 The majority of injury accidents result from errors, poor judgement or failure to cope with the road environment. Education, training and publicity activities help the process of preparing people for dealing with road conditions and advising on how to use the roads safely. The Council considers ETP an important area of work and currently spends over £90,000 a year on a comprehensive programme. Work will continue to be multi-targeted, whilst ensuring a concentrated approach towards key vulnerable groups.
- 6.8 During 2008/2009, action will be focused towards education, training and publicity initiatives aimed at specific groups with particular themes. The key issues are:
- excessive use of speed
 - car occupants, especially children
 - young, inexperienced drivers
 - older drivers
 - young cyclists
 - young pedestrians
 - motorcyclists
- 6.9 Excessive **speed** continues to be the single largest identifiable cause of accidents. The Council's aim is to raise awareness about the significant link between higher speed and the severity of accidents. The campaign to change attitudes will continue to emphasise that inappropriate speed is socially unacceptable. The Council will continue to be an active member of the Thames Valley Safer Roads Partnership, which will include joint initiatives of speed enforcement and education. Drivers will be targeted through talks and publicity using specially designed advertisements and publicity materials. In addition, we will continue our partnership working with the Police by regularly undertaking speed awareness exercises aimed at influencing driver's attitudes towards excessive speed.
- 6.10 **Car Occupant** injuries affect all ages. Work planned includes:
- Education and publicity campaigns promoting the use of seat belts, linked to an enforcement drive involving road safety officers as well as the Police.
 - Active promotion of the correct fitting of child car seats, including 'Baby and Child Car Seat Check' events organised for the public together with poster and leaflet campaigns with advice for parents.
 - Talks to anti natal and post natal groups and parents.

Road Safety Action Plans - Cont'd

- 6.11 Car occupants form the largest group of road users injured on the Borough's roads. **Young, inexperienced** drivers are particularly liable to be involved in accidents and therefore are of particular concern. The Council will offer pre-driver theory sessions to sixth form students and further education students and the motorwise course which offers both theory and practical driving.
- 6.12 The Council will continue to work in partnership with the Police, Fire and Rescue and the Ambulance Service to highlight to this age group the potential consequences of road traffic accidents. The council is supporting Thames Valley Police in the new Safe Drive Stay Alive initiative.
- 6.13 The Council will continue to support the 'For My Girlfriend' campaign which targets young drivers and aims to highlight the consequences of extreme driver behaviour. The Council encourages all year 12 and 13 pupils to attend. As well as targeting specific venues attended by young drivers, regular contact is made with local employers of 17-25 year old drivers.
- 6.14 Many drivers, particularly in rural areas where there is limited public transport will continue driving into old age to retain their lifestyle. The European Commission will shortly be publishing proposals to introduce regular examinations for drivers over the age of fifty and stiffer tests for those over seventy. The Council has introduced 'Driver Assessment Sessions' for **older drivers** to help them with the changing traffic environment and for those returning to **driving after a break** or **driving as part of their job**. These sessions will include discussions on particular problems and concerns as well as an observed assessment of their driving abilities.
- 6.15 In 2007/08, volunteer cycle instructors trained 399 young **cyclists** in the on-road training scheme. The Council will continue to deliver this scheme through the Borough's primary schools by:
- organising holiday cycling courses for children who were unable to attend courses at their school during the school term
 - organising and delivering seminars for volunteer cycling instructions
 - arranging the cyclist courses in liaison with schools
 - monitoring the courses to assist the instructors to maintain a consistent standard
 - recruiting and training additional instructors and examiners
 - preparing and purchasing additional resources to assist the instructors to deliver the theory sessions
- 6.16 The Council will also encourage safer cycling by:
- promoting training for younger children (8/9 years training on school playgrounds)
 - consulting with secondary schools on their policy on cycling to school and opportunities for training
 - campaigning to increase the wearing of cycle helmets
 - providing information on low cost helmet purchase schemes as well as selling helmets and reflective materials

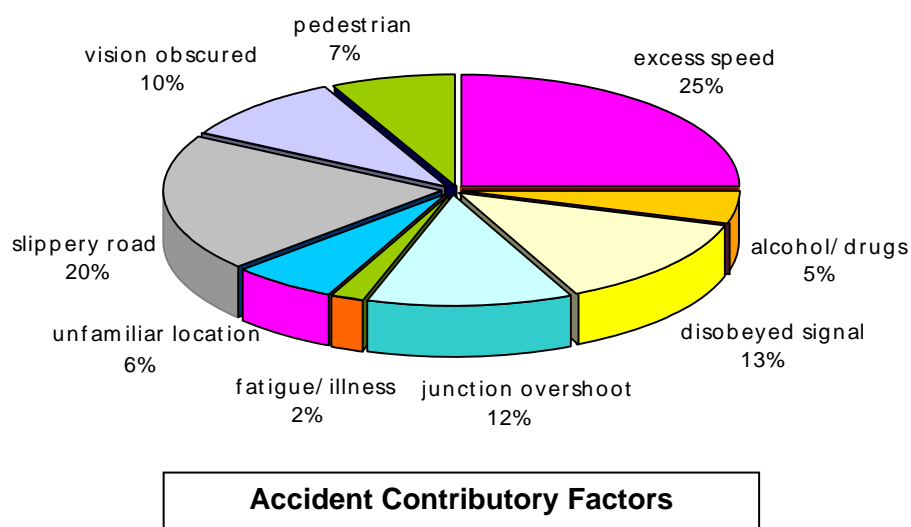
Road Safety Action Plans - Cont'd

- 6.17 Research indicates that roadside pedestrian training can significantly increase children's safety after three or four brief sessions. An instruction guide and leaflet has been produced to help promote the **young pedestrian** training scheme in schools and after-school clubs. In addition to the wider benefits to health and the environment, the 'Walking Bus' scheme is an ideal opportunity to increase children's awareness of the road and traffic scene. The Council is encouraging and supporting these schemes through the 'Safe Routes to School' programme and providing instruction and advice for parents.
- 6.18 In addition, an interactive road show will be visiting nursery and reception classes to help build the foundations of the road safety skills needed in later life.
- 6.19 **Motorcyclist** injury accidents are increasing and are a cause for concern. 77% of these accidents take place at junctions, the predominant crash causation factors being 'failed to look' and 'looked but did not see' for the partnering vehicle (i.e. not the motorcycle). The number of motorcyclists who take advanced or defensive training is low. In response to this, the Road Safety Team is working with the Thames Vale IAM Motorcycle Group and Thames Valley Police to encourage riders to fine tune their riding skills through advanced training. In addition, publicity campaigns will remind motorcyclists to be aware of other road users, highlight the risk areas and raise awareness about the speed related factor in these crashes. Car driver awareness to the increasing numbers of motorcyclists on the roads will also be raised.
- 6.20 In 2008, the Council is continuing with its general programme to provide appropriate road safety education resource material for all ages. These will be made available to pre-schools, nurseries, schools, after-school clubs and youth groups.
- 6.21 Schools will be encouraged to take part in National Road Safety Week's, as well as integrating road safety into the curriculum. A series of road safety workshops will be delivered to groups of:
- anti-natal and post-natal groups
 - parents and guardians
 - pre-school leaders
 - childminders
 - after-school club leaders

Enforcement

- 6.22 The chart overleaf shows the degree to which various factors have been recorded as contributing to accidents. Excessive speed and the use of alcohol and drugs in particular are factors which can be reduced through effective enforcement.

Road Safety Action Plans - Cont'd



6.23 The Council works routinely with Thames Valley Police on the enforcement of road traffic law, and the improvement of its effectiveness in reducing accidents and injuries. The main elements are:

- Consultation on the enforcement aspects of traffic management proposals
- High profile enforcement events
- Co-ordination of road safety promotion
- TVP Casualty Reduction Strategy Group
- Driver Improvement Schemes

6.24 Bracknell Forest Borough Council, and other Highway Authorities in the Thames Valley Police area are members of the **Thames Valley Safer Roads Partnership (TVSRP)**. The TVSRP was created in April 2000 to deliver speed and red light camera enforcement as part of the national safety camera programme. Since April 2007, the funding previously ring-fenced for safety camera activity has been allocated to Highway Authorities to spend on the varied road safety activities necessary to achieve the national casualty reduction targets. Whilst speed and other traffic enforcement remains a key function of the TVSRP, the broad range of activities undertaken are tailored to improve the safety and quality of life in communities, neighbourhoods and on the roads in the Thames Valley area.

6.25 Generally, TVSRP adhere to national guidance issued by the Department for Transport and activities undertaken by TVSRP include:

- enforcing traffic offences to achieve casualty reduction targets within Thames Valley;
- using data, intelligence and research to influence partnership activities and ensure effective use of resources to address regional issues;
- using local intelligence and area profiling to address specific local issues within partners' areas
- educating identified offenders through the appropriate driver education scheme