Appendix B

Central Bedfordshire Council
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Central Bedfordshire Local Transport Plan: Appendix I

Road Safety Strategy

August 2014

Executive Summary

Central Bedfordshire Council's Local Transport Plan (LTP) for the period 2011-2026 includes a number of key objectives and the Road Safety Strategy aims to identify how the authority will achieve those. The current Strategy was adopted as part of the LTP as Appendix I. That Strategy remains and the values are the same covering the LTP period unless highlighted within this update or Central Government are to launch national targets or direction.

The purpose of this update is to:

- Inform all of progress so far within CBC and set the national context since the original Strategy was written;
- Reflect on schemes which have been implemented within CBC and look at their success or failure;
- Discuss new technology and new directions for Road Safety which are having an impact on the roads in CBC
- Consider the existing and future development of housing, business and new highway infrastructure and the affect on road traffic and road safety.
- Add or amend any key deliverables from the adopted Strategy as Appendix I of the LTP

The Strategy itself is important, but the key to delivering the targets lies in working together to reduce road casualties to make the best use of funding. The Bedfordshire and Luton Casualty Reduction Partnership (BLCRP) is a multi-agency strategic partnership that aims to reduce the number of people killed and injured in road traffic accidents in Bedfordshire, and it is the means whereby everybody concerned with road casualty reduction seeks to deliver co-ordinated programmes.

Central Bedfordshire's recent performance is good in terms of a reduction in the total number of road casualties. There has been a general downward trend in the number of collisions and casualties over the past 10 years. In terms of Child (0-15) Killed and Seriously Injured casualties, while there has been a marked annual variation in terms of serious injuries, the general trend is also downwards.

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Reduce pedestrian and cyclist casualties in urban areas – particularly in deprived communities.

This category of vulnerable road users is still represented within our area of concern. The locations and types of collision are broadly the same with the majority of this type of casualty occurring in urban built up areas.

We have seen some isolated cycle collisions within the rural road network, often on national speed limit roads. This could be down to leisure cycling/walking, moving between places of work or specific visits to locations connected by high speed routes.

The trend in these casualty areas has however changed. There used to be a very clear pattern in that the motorist was often the one considered to be at fault in the collision. This has now changed and there appears to be a swing in both the thought process and the "blame". This often lends itself to the change in wording from "accident" to "collision". This would make the assumption that someone is to blame. It is assumed that insurance companies and the like need someone to blame. Crash for cash "accidents" could be apportioned to this theory.

All parties must take some responsibility for their own actions and safety. It is evident that cyclist and pedestrians do not always obey or adhere to the laws of the road, thus the possible movement away from the total blame on the motorist. This does not mean we should remove the focus on the vulnerable road user and CBC will maintain its focus in this area.

Measures such as 20mph limits and safer routes to school have greatly increased throughout CBC making the built up environment a more pleasant safer place to be. New measures such as "shared space" or "improved streets" have been introduced in CBC, moving away from the traditional "car is king" mentality.

Protect children, young people and other vulnerable road users who are over-represented in the casualty statistics.

Particular attention will be paid to educating children to ensure that they are equipped with the essential road life skills for adulthood and our Safer Routes to School, Bikeability (delivered externally on our behalf) and Educational programmes will continue to play a vital role in reducing the risk to children. The type of approach has included

- We target 'high risk' schools, based on casualty statistics for input/involvement, however, with staffing at current levels we would be unable to attend every school at every age and provide an input
- All Yr 2 and Yr 4 students receive an educational workbook to help teach them road safety
- We have StreetFeet boxes that schools all have for eight days at a time to help the teachers to teach road safety
- We are targeting parents though their children with a school gate parking campaign and a generic Be Bright Be Seen campaign

All these measures are then supported with a visit from one of our Road Safety Team, School Crossing Patrol and or the Police PCSO's to reinforce the messages and to get the message home to the Parents.

Protect Motorcyclists

The use of motorbikes, mopeds and scooters, has continued to rise due to the cost of living and the convenient mode of transport this offers. There is a continual rise of young adults who are attending College and want/need a mode of transport which offers them value for money and also gets them from door to door. The scooter/moped offers this and continues to appeal to young adults, especially young males.

The issue we are seeing is that there is very little "after thought" in terms of training, once the Compulsory Basic Training (CBT) is complete. Often clothing and the correct equipment is also an issue, thus increasing the risk to the rider. It is through this that we are growing our "RideFree" motorcycle event which offers a full weekend to all levels and types of motorcyclist. This event has grown in stature and status and now attracts more than 2000 people.

This event has been very successful at reaching out to all riders, new and old, but we are very aware that more must be done and far too many collisions are occurring with motorcyclists involved. To help combat this we are also developing further schemes/training such as these below:

- Adapt the current Winter Skills Day to be a skills course which can be delivered throughout the year, covering defensive riding, statistics and riding in all weathers. The first course will be delivered on 10th August
- We are reviewing Take Control (Post CBT) as the uptake has been poor. We are discussing the course with Approved Training Bodies to see whether the course needs to be amended or whether we can improve the appeal.
- Under 50cc motorcyclists were a problem around Central Beds College. We are working with them on two days of input during Road Safety Week with Bedfordshire Fire Service

Target poor road user behaviour

Drink-driving, failure to wear seatbelts and the use of mobile phones when driving remain problems in spite of consistent and long running education and enforcement campaigns.

This has become more common place with the extensive capabilities of “Smart Phones”, Tablets, etc. Social media is also a very big part of this and much of our target areas are heavy users of this type of media. It is with this in mind that our campaigns now deliberately use social media to reach the audience we want.

The technology means it is almost an addiction to check a “Tweet” or amend your “Status” on Facebook or Twitter. This may translate in to the car, it is no longer just a call or text, it is all the other types of contact as well.

In more recent times, newer vehicles have the ability to press a button and read out a text you have received. Is this a good thing or another button to press and a further distraction? Does this remove the want to grab your phone, or does it increase the temptation to respond. The response is unlikely to occur when parked up safely; it is likely to occur at the wheel.

With this in mind we have to be very careful and clever as to how we deliver our messages. We simply cannot afford to ignore the use of new technology and delivery methods, but we have to ensure the message is right, educates the recipient to the dangers of using technology in the car and work with our partners on campaigns to reinforce the message and the Police enforcement side as well.

Target illegal and inappropriate speed.

Excessive speed continues to be a Police recorded contributory factor in casualties throughout CBC. Previously it was a factor in 10% - 15% of road fatalities in Central Bedfordshire. With work we have done so far this has dropped to around 10%, which is a step in the right direction. However we are still aware that speeding and inappropriate speed causes a great deal of stress and upset to residents in all our towns and villages, but especially those more rural communities who have less infrastructure to navigate from place to place.

Much of what we experience and feedback we receive is emotive and often the issue of speed is perception. A speeding motorist is only speeding if they are breaking the legally posted limit, a matter for our Police colleagues to enforce. However inappropriate and anti-social speed can often be just as much of an issue.

We are tackling this with Educational campaigns and with the assistance of schemes such as Speed Watch. Speed Watch has grown and grown and more Towns and Parishes have now taken up the scheme and this is the first step in telling the motorist it is not acceptable to speed through their Town or Village. We as CBC very much support this approach and are supporting it by investing in new technology to help the T&PC's to help themselves.

Since the start of the LATP and the continuing Road Safety Strategy we have successfully bid for Capital funds to enhance our provision of speed cameras. With the swift movement in new technology and the massive benefits it brings, CBC are looking a upgrading many existing sites to digital technology as well as introducing new locations.

This work is done in partnership with the T&PC's as well as the Police unit based in Stevenage who look after and maintain the speed camera back office. This approach will offer CBC a greater ability to manage speed and casualties at identified sites 24/7 through the use of digital technology.

We will maintain the current deployment of safety cameras at sites meeting defined casualty thresholds, rather than pursuing locations that are unlikely to give casualty reduction benefits. There is finite capacity to process work in the backoffice therefore we will also seek to remove or move cameras that have been replaced by engineering measures in the road, which have significantly reduced speeds in those locations. Cameras will continue to play an important role in speed management at sites where the data shows that they are making a positive contribution to the reduction of casualties over a long period.

At work road risk

A government investigation revealed that company car users are driving in a culture of stress, high mileage and time pressure that puts them at the greatest risk of accident, injury and death. We publish and distribute locally our 'At Work Road Risk – The Safer Travel Guide' to local businesses and can provide through recognised partners assessments of their employees' driving which can have many benefits for participating companies.

This has very much remained, if not increased as a culture in a work environment. More pressure and targets are placed on a driver or professional travelling between offices and locations. This has led to poor behaviour, lack of care and also the illegal use of technology in the vehicle to keep up with the work load and targets.

During the period of this review (2010-2014), we have visited many of the significant businesses in CBC and delivered talks and educational programmes to both Management, highlighting these issues and also the employees, reminding them of their responsibilities whilst on the road.

This has been very well received and a great success and many more talks and programmes are planned. The success has also been echoed in some local businesses changing their polices, including using mobile technology, smoking and other matters. It is with this continued approach that we can educate and start to change behaviour.

Engineering Measures

Over the last four years and since the adoption of the Local Transport Plan 3 2011-2026, we have continued to monitor and analyse casualty cluster sites for both Urban and Rural settings. This has been important as it allows CBC to compare and contrast the similarities and differences between our rural highway network and the types of collisions occurring within our towns and villages. This level of detail often allows for a route based treatment, combining different measures to treat two sets of issues, this could be simple signs and lines to extended physical engineering measures.

With the analysis we undertake and the identification of schemes, we have to prioritise and formulate a scoring system to target specific areas. Ultimately a value has to be placed on works and budgets are finite, which means we have to prioritise areas to be treated, again highlighting the importance of internal and external partnership working. Once cluster sites are identified and measures to treat them proposed a measure of the First Year Rate of Return (FYRR) is used. This national method uses the cost of the scheme and the value of each casualty within the cluster site and the difference of how many casualties will be saved over a three year period following the scheme implementation.

Using figures published by DfT, Reported Road Causalities in Great Britain: 2011 Annual Report, a Fatal casualty has a national cost of £1,686,532, a Serious casualty £189,519 and a Slight casualty £14,611. This value is the cost associated with prevention and cure, medical costs, emergency services costs, insurance costs, loss of business and time. However this does not go anyway toward the loss of actual life and the impact on those left behind or those seriously hurt.

The tables below show the engineering schemes that have been implemented since the adoption of the CBC Road Safety Strategy and their associated works and costs. In total including funds from other sources, including the safer routes to school team, structural maintenance programmes and local funding, a spend of £822,116 has been made over the last few years. When this is compared to the sum of £1,686,532 for a Fatal casualty, the value of work over spend can be seen in the decreasing casualty figures within CBC. Of course it is not fair to attribute all casualty reduction to our efforts in Engineering or ETP, many other factors affect road safety, most of which are discussed and highlighted in this update.
However using the average of the Fatal casualty data for the last four years of 9.25 Fatal causalities compared to our Baseline target we are currently saving 6 Fatal casualties over our Target period which equates to £10,119,192.

Below is a list of engineering measures which have been installed on the ground over this review period. The FYRR varies between 150% and 380%. Currently we have done the full review of the CBC network and only a single site those we have treated has recurred. The site is the A6/A507, however the collision type and location has changed therefore further treatment is required.

We are in a position to receive the full three year Police validated collision data for our schemes and then we will be able to undertake a full reported review of each casualty site and provide additional appendix reports to this document and the overall strategy. This will be the first review of its type since CBC became a Unitary Authority in 2009.

	Scheme No.	Scheme name	FY	Cost of the works	Scope of works
1	701463, 700511	A6/A507 Clophill	2013/14	£205,155.14	c-way resurfacing (HRA, 68+); new road markings (weatherline+); new road studs (holphane); red mma material; red anti-skid new signage & clean exsiting; landscape works; new keep left bollards
2	708989	Crawley Road, Cranfield	2013/14	£126,409.86	c-way resurfacing; red anti-skid new road markings (weatherline+); new road studs (holophane); advisory speed limit & signs; verge marker posts; new signage & clean existing; landscape works
3	701463	A5120 Thorn Turn	2013/14	£29,277.35	landscape works; red mma; new road markings (weatherline +) new road studs (holophane); new sigange & clean existing;
4	701463 (c/f)	B1042 Potton Road/RSPB	2013/14	£7,999.95	new road markings (weatherline +); new road studs (holophane); new warning signs; new verge marker posts; landscape works

5	700510 (c/f)	A603 Moggenhanger/Sandy	2013/14	£33,869.51	new road markings (weatherline +); new road studs (holophane); red mma; new chevron sign & clean existing signs; new bollards; landscape works
6	7005129 (c/f)	B530 Ampthill Road	2013/14	£7,121.36	Yellow rumble strips; Landscape works; MMA markings
7	700509 (c/f)	B653 Lower Harpenden Road	2013/14	£6,444.14	White MMA markings
8	702740/702731	Sundon Road	2013/14	£750.48	verge marker posts; signage
9	703139	Tebworth	2013/14	£248.93	verge marker posts; road markings
				£417,276.72	

	Scheme No.	Scheme name	FY	Cost of the works	Scope of works
1	600475, 609134	A603 Moggenhanger/Sandy	2012/13	£8,007.40	landscape works; sigange
2	609133	B653 Lower Harpenden Road	2012/13	£77,473.51	resurfacing works (SM team); road studs (holophane); verge marker posts chevrons and warning signs & NAL sockets; red mma; red anti-skid; landscape works road markings (weatherline + & MMA);
3	609882	B530 Ampthill Road	2012/13	£75,670.28	road markings; white gates; new road studs (halifax); admiral bollards; landscape works; red anti-skid
4	602151	Sundon Road	2012/13	£7,304.22	c-way re-texture; verge marker posts
5	602152	A4012 c/f	2012/13	£4,478.28	chevron signs
				£172,933.69	

	Scheme No.	Scheme name	FY	Cost of the works	Scope of works
1	504726	A4012 Woburn-Hockliffe-Leighton	2011/12	£79,052.88	surface dressing (SM Team); new road markings; road studs (halifax & holophane); new chevrons, warning signs, directional signs; landscape works; verge marker posts; timber gates; red anti-skid;
2	500895	B489 West Street, Dunstable	2011/12	£76,508.32	resurfacing works (SM Team); kerb build outs; new equipment for zebra X-ing; new grip-top covers; new signage; new bollards; landscape works
3	504713	C194 Sundon Road, Houghton Regis	2011/12	£64,335.95	resurfacing works at the roundabout; new mini-roundabout; new signage; red & buff anti-skid; new bollards; landscape works; knee rail fencing; new guardrails;
4	506733	Woburn Street, Ampthill	2011/12	12010.81	footway improvement works
				£231,907.96	

NATIONAL CONTEXT

A Statistical Release was published in June 2014 by the Department for Transport (DfT), **Reported Road Causalities in Great Britain: Main Results 2013**.

This release presents the statistics in Personal Injury Accidents (PIA's) on the public highway, as well as footways, in Great Britain as reported by the Police. The method of reporting is from the "Stats 19" form which is completed by an attending officer to the collision. The Stats 19 form has multiple areas to complete which attribute the circumstances of the collision, contributory factors, the weather, who was involved and a brief description of the vehicle manoeuvres in the collision.

In the past there has been much discussion over the accuracy and reliability of this data. The completion of the form is not always and should not always be the priority of the Police officer on the scene. On occasion the form is completed retrospectively with the best memory and recollection of the collision by the officer. However this is currently the nationally recognised system and all DfT data is collated in this way before being provided to the local authorities for their own analysis. A new system for this process is being trialled and due to be rolled out in late 2014.

The highlighted findings from this release were as follows:

- Road deaths decreased by 2% compared to 2012, to 1,713
- 6% decrease in seriously injured casualties in 2013
- Reported child causalities (ages 0-15) fell by 9% in 2013
- Total number of child KSI's fell by 13% in 2013
- Traffic levels increase by 0.4%

All areas of casualty and vehicle type are compared to a baseline average which covers the period 2005-2009. This allows a benchmarking process to be used and local and national figures/targets to be set.

In terms of the national picture comparing casualties in 2013 to the 2005-2009 baseline the following is shown:

- Killed decreased by 39%
- Serious decreased by 20%
- KSI combined deceased by 22%
- All casualties including children decreased by 25%

This as a whole shows a great deal has been achieved and everyone is contributing to help improve matters, but still more has to be done. People are still being injured and killed on our roads. Of the 1713 people killed in 2013 the summary below shows the national picture in terms of road user:

- Car occupants 46%
- Pedestrians 23%
- Motorcyclists 19%
- Pedal cyclists 6%
- Other 5%

In general terms there has been a downward trend in most of these areas in terms of KSI's, the exception being Pedal cyclists. Pedal cyclists nationally are the only area showing an increase in casualties. Fatalities have decreased, but serious and slight PIAs have increased. This may be to do with the financial climate and people seeking cheaper more sustainable ways to travel to work, increased leisure time and the desire to get fit and save money on the car. It may be a spike in targets and not an overall trend, but this fluctuation needs to be monitored.

Below is an extract from the release which highlights some of the background to the casualty trends:

[1]"There are a number of factors which are likely to have contributed to falling numbers of people killed or injured in reported road traffic accidents. There is evidence to suggest that economic recessions have accelerated decreases in road traffic deaths. The two periods of large falls in road deaths since 1979 (1990-1994 and 2006-2010) coincided with the 1990-92 and 2008-09 recessions. There is also evidence that the average traffic speed in free flow areas as well as the proportion of drivers exceeding the speed limit has decreased over the last decade. This might not only help drivers avoid accidents altogether, but also might reduce the severity and number of causalities when they do occur. Technological and engineering improvements to vehicles and highways will have played a similar role in both avoiding accidents and minimising their consequences. Improved education and training is likely to have produced better and safer drivers. Finally improvements in trauma care (and in particular the creation of major trauma centres in England) are likely to have helped improve outcomes once an accident has taken place."

[1] Reported Road Causalities in Great Britain: Main Results 2013

PAST CONTEXT – BASELINE DATA

The Council, has a statutory responsibility under the Road Traffic Act 1988 to investigate and prevent collisions on our roads. The Road Safety Team is directly responsible for the following functions:

- collision investigation and analysis;
- design, implementation and monitoring of collision remedial measures;
- development of speed management initiatives;
- implementation of Safer Routes programmes, and
- Road Safety Education, Training and Publicity (ETP) programmes.

Central Bedfordshire's overall performance is good in terms of a reduction in the total number of road casualties. There has been a general downward trend in the number of collisions and casualties over the past 10 years as shown below in Figure 1: Current trend against 2010 Target. The number of fatalities has fluctuated during the last decade but it has steadily decreased since 2006.

Indeed the Council was commended in 2012 by Prince Michael of Kent for its data-led approach to road safety for its ETP initiatives and by the TyreSafe award 2013 for promoting vehicle safety.

Figure 1 Central Bedfordshire KSI Casualties 1998 - 2009

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Target
Baseline	**202**												**121**
Fatal	24	34	26	23	34	17	12	20	22	18	15	7	
Serious	203	178	157	157	127	129	120	130	118	117	110	128	
KSI Casualties	227	212	183	180	161	146	132	150	140	135	125	135	

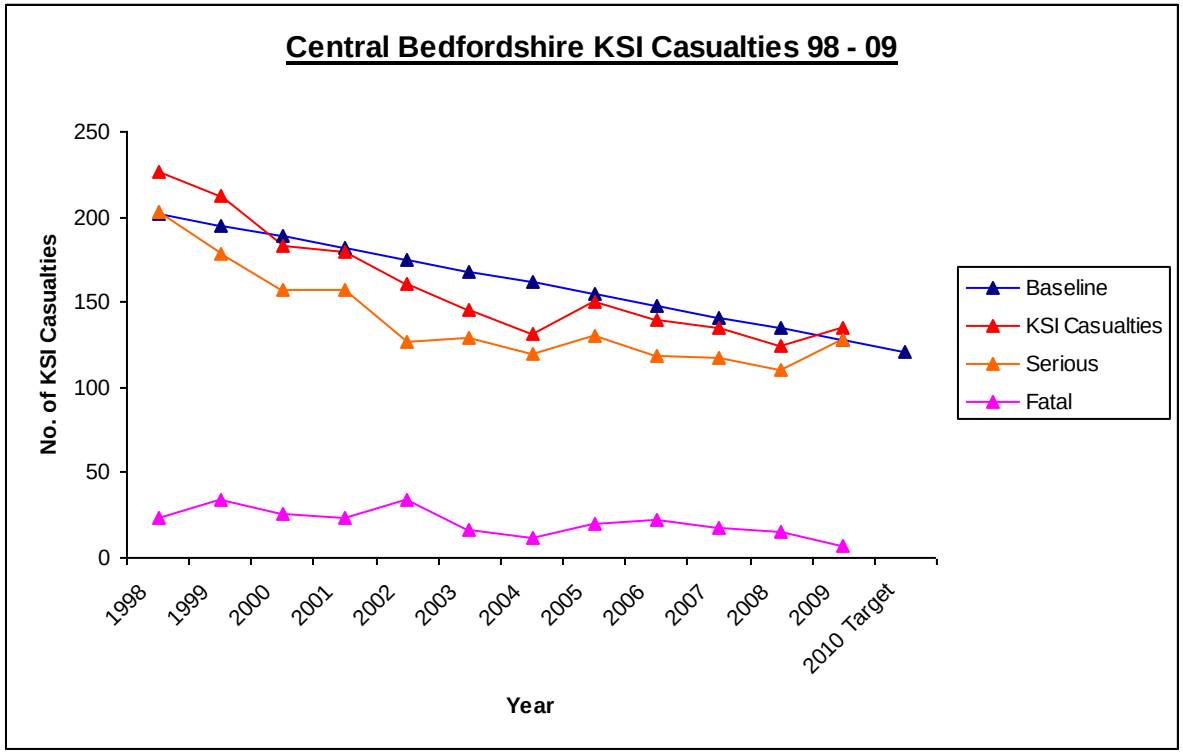
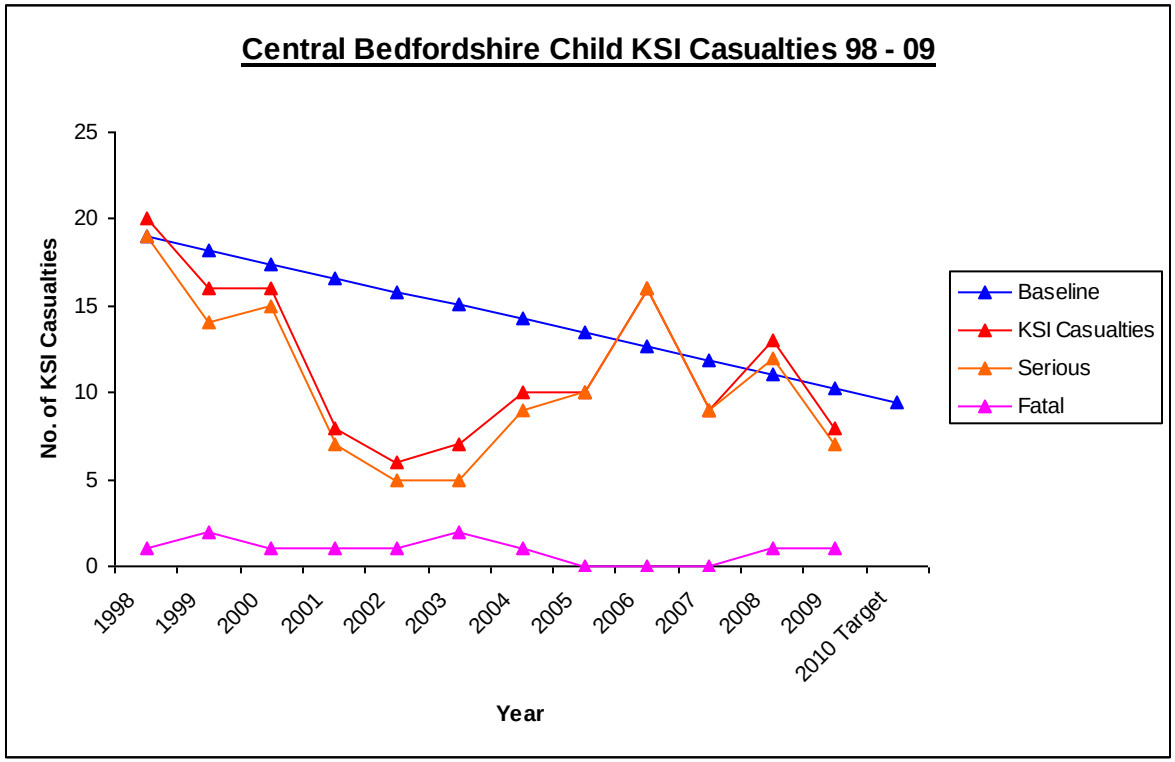


Figure 2 Central Bedfordshire Child KSI Casualties 1998 - 2009

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Target
Baseline	**19**												**9.5**
Fatal	1	2	1	1	1	2	1	0	0	0	1	1	
Serious	19	14	15	7	5	5	9	10	16	9	12	7	
KSI Casualties	20	16	16	8	6	7	10	10	16	9	13	8	



A significant number of the total KSI casualties contained within our data occurred on the Trunk Road network, operated and maintained by the Highways Agency (HA). In 2009 alone, 43% (3) of the 7 Fatal casualties and 21% (27) of the 128 Serious casualties occurred on the HA network. Central Bedfordshire Council has no responsibility over these roads, but the casualties that occur on them are recorded within the authority's figures.

This issue is not unique to Central Bedfordshire and it highlights the importance of working in partnership, especially when budgets are constrained. While the HA will remain responsible for engineering solutions, there is a role for us in working with the HA to ensure that road safety education includes instruction about the specific requirements of driving on high speed roads.

CURRENT SITUATION - BASELINE DATA

Partnership work has become even more significant to achieve success in maximising ever reducing budgets and move toward our goals for 2020 and beyond. Working with our neighbouring authorities, the Highways Agency, emergency services and significant stakeholders has allowed for a wider delivery programme. This is particularly evident within the ETP element of our work.

Budgets and resource have significantly decreased over the past four years and the input from Town and Parish Councils and their ability to assist via their own precepts has become a tool to achieve local as well as strategic benefits and casualty reduction. Another partnership tool which has been widely used, especially on route based casualty reduction schemes is working in partnership with the Structural Maintenance team. This does not only save money and improve the general highway as well as reduce casualties; it also reduces the impact on the general public.

It must also be noted that much has been done in terms of vehicle safety and amendments to the law in regard to penalties when an offence such as mobile phone use is detected by the Police. Car manufacturers are now installing additional safety measures to their new vehicles as standard. Systems such as lane departure warning, self-braking in city environments, speed limit and sign recognition are just a few which are aimed at preventing the collision in the first place. Vehicle manufacturers have also greatly improved the safety of the vehicle for both the occupants and also pedestrians in low speed impacts.

Black box technology is also assisting with new young drivers, rewarding them for safe driving over a set period of time. The “Black Box” is a device fitted in to the computer of the drivers own vehicle which constantly records that drivers behaviour. This might be journey distance, journey times and time of day or night and of course speed limit adherence. This data is reviewed by a company, 99% of the time this is the motorists insurance company and the young driver is rewarded with lower insurance costs over time. This type of measure is not only a benefit to the driver, but a huge benefit to the wider road safety message and goal to reduce casualties. There is no better message or education than that of a peer boasting about something they are getting that their friends are not.

With this in mind it shows the many factors that make up the continued success within CBC. The data below highlights the up to date position within CBC, however it must be noted that our figures shown below do include the casualty figures from the Highways Agency Trunk Road network. Causalities as a whole have fallen within CBC and if our data was separated from the HA figures we would be significantly under our baseline target. As it is, we are achieving a well balanced reduction in KSI casualties as well as Slight injuries. We have also made a noticeable impact on the reduction in severity of collisions, perhaps not always removing the casualty altogether, however reducing the severity has a large impact on overall casualty reduction and impact on the highway network.

From 2009 (allowing for fluctuation in 2010) we are on track to hit our 2020 target for total KSI reduction and the overall reduction in Slight causalities. Currently we are tracking a 16% reduction in KSI's. Using figures from 2010, our worst recorded year, 140 KSI's were recorded, but 25% are on the HA network. Comparing 2013, our latest full year of data, 115 KSI's were recorded, 28% on the HA network. This clearly shows the work of CBC is having an effect, but highlights the significance of the Motorway and Trunk Road network on our figures.

Figure 1 Central Bedfordshire KSI Casualties 2009 - 2013

	Baseline	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 Target
Baseline		**136.4**	**131.4**	**126.4**	**121.5**	**116.5**	**111.6**	**106.6**	**101.6**	**96.7**	**91.7**	**86.8**	**81.8**
Fatal	17.4	7	13	7	10	7							
Serious	119	128	127	87	98	108							
KSI's	136.4	135	140	94	108	115							

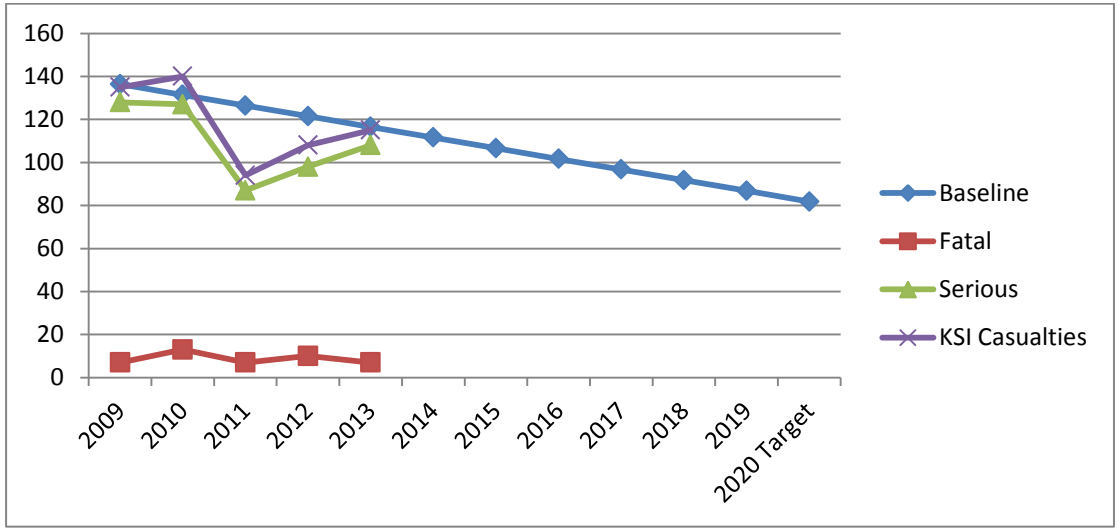
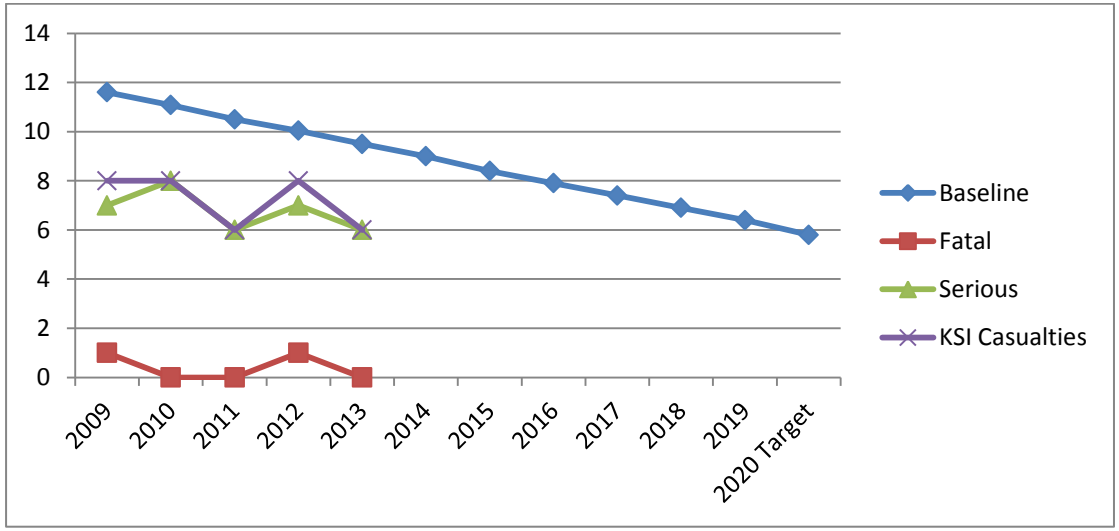


Figure 2 Central Bedfordshire Child KSI Casualties 2009 - 2013

	Baseline	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020 Target
Baseline		**11.6**	**11.08**	**10.5**	**10.04**	**9.5**	**9**	**8.4**	**7.9**	**7.4**	**6.9**	**6.4**	**5.8**
Fatal	0.4	1	0	0	1	0							
Serious	11.2	7	8	6	7	6							
KSI's	11.6	8	8	6	8	6							



Central Bedfordshire Council Adult Casualty figures inc. Trunk Roads

		04-08 Baseline	2009	2010	2011	2012	2013	Change from Baseline
Adult Casualties	Fatal	17.4	7 (4)	13 (10)	7 (4)	10 (8)	7 (3)	-60%
	Serious	119	128 (102)	127 (95)	87 (71)	98 (82)	108 (80)	-9%
	KSI	136.4	135 (106)	140 (105)	94 (75)	108 (90)	115 (83)	-16%
	Slight	978.6	896 (607)	853 (588)	825 (566)	757 (536)	715 (440)	-27%
	Total	**1115**	**1031 (713)**	**993 (693)**	**919 (641)**	**865 (626)**	**830 (523)**	**-26%**

(CBC Individual Figures)

Central Bedfordshire Council Child Casualty figures inc. Trunk Roads

		04-08 Baseline	2009	2010	2011	2012	2013	Change from Baseline
Child Casualties	Fatal	0.4	1 (0)	0 (0)	0 (0)	1 (1)	0 (0)	-100%
	Serious	11.2	7 (6)	8 (8)	6 (5)	7 (6)	6 (4)	-46%
	KSI	11.6	8 (6)	8 (8)	6 (5)	8 (7)	6 (4)	-48%
	Slight	88.2	51 (41)	70 (58)	69 (57)	47 (39)	48 (38)	-46%
	Total	**99.8**	**59 (47)**	**78 (66)**	**75 (62)**	**55 (46)**	**54 (42)**	**-46%**

(CBC Individual Figures)

TARGETS

The overall aim of all the programmes described above is to contribute to the achievement of a number of casualty reduction targets as set by Central Bedfordshire Council as our contribution to the delivery of National targets.

Suggested targets have always been:

- 33% reduction in the number of people killed
- 33% reduction in the number of people seriously injured
- 50% reduction in the number of children and young people aged 0-17 killed and seriously injured
- 50% reduction in the KSI rate per km travelled by pedestrians and cyclists

However, as with the National Road Safety Strategy, these have not been confirmed by the Coalition Government which has yet to publish its casualty reduction targets.

In the absence, therefore, of nationally set targets Central Bedfordshire Council has analysed its historical performance and that of its predecessor, Bedfordshire County Council, and has identified the following targets for 2020:

ALL KSIs

BASELINE (2004-2008 Average)	**CBC Target (40% reduction**	**Proposed National Target (33% reduction)**
Fatal 17.4 per annum	10 per annum	12 per annum
Serious 119 per annum	71 per annum	80 per annum
Current Situation		
2013 Fatal	3	-70%
2013 Serious	80	+12%

CHILD KSIs

BASELINE (2004-2008 Average)	**CBC Target (100% reduction (fatal) and 50% (serious))**	**Proposed National Target (50% reduction)**
Fatal 2 over 5 years	0 per annum	1 Over 5 years
Serious 11.2	6 per annum	6 per annum
Current Situation		
2013 Fatal	0	-------
2013 Serious	4	-44%

SLIGHT

BASELINE (2004-2008 Average)	**CBC Target (10% reduction)**	**Proposed National Target**
978.6	881 per annum	N/A
Current Situation		
2013	440	-51%

While the proposed Government targets for Killed and Seriously Injured were set at a 33% reduction by 2020, Central Bedfordshire Council has taken the decision to aim for a stretched target of 40%.

For child serious injuries we have set a target of a 50% reduction by 2020 but for child fatalities we believe that we should aim for 0 per annum by 2020.

The proposed Government targets did not include for a reduction in slight injuries but we believe that we should aim for reduction of 10% by 2020.

While we believe that the targets proposed are ones for which we should be aspiring, we shall review these if necessary following the publication of any National targets which are set by the Coalition Government.

ON TO 2020

This update will also enable progress against the authority – wide targets to be presented and used to set out the actions required to ensure that progress towards those targets remains on track. It is clear that success has been achieved in CBC, but some fluctuations have occurred. Central Bedfordshire Council are in a strong position and as long as funding remains for this work, further success can and must be achieved.

Working with our partners and being smart about how we deliver our measures and messages and embracing the future will be key to achieving value for money and competing in austere times. We have come a long way as CBC and achieved much, but we still have much to do and times are very different and challenges are equally different. Time and technology do not stand still and pressures have increased with savings having to be made in all sectors.

This update has allowed us to review our position, review what we are delivering and challenge ourselves moving forward. Our target areas are broadly the same, with some new introductions to how and who collisions are caused and those involved. We have identified this and this gives us a very clear picture as to what we need to do next. With support of our partners, the right steer from Central Government and available funds, CBC can be confident that it will not only meet its 2020 target, but exceed them.

2020 Targets

A 40% reduction in all KSIs and a 50% reduction in child KSIs, but we also have an aspiration to have zero child fatalities by 2020. In addition, we are confident that we can also achieve a 10% reduction in slight injuries by 2020.