

## Central Bedfordshire Council Casualty Reduction Action Plan 2010/11

### **Introduction**

Central Bedfordshire Council's aim is to significantly reduce the number of people killed and seriously injured in road traffic accidents on our roads. Our vision is for the safest road environment possible for all users free from the risk of fatal collisions.

Provisional figures from Bedfordshire Police show that in 2009 there were 7 people killed, 128 people seriously injured and 723 people slightly injured on Central Bedfordshire's roads. This represents a total reduction of 176 casualties over the figures recorded for 2008. This reduction also amounts to a significant financial saving. Apart from financial savings, it is important to note the number of families that have been spared considerable distress and the reduced burden of catering for the longstanding needs of persons with serious injuries. Understanding the cause of accidents in Central Bedfordshire and delivering successful highway safety schemes in conjunction with Education, Training & Publicity Services and police enforcement has been key to obtaining casualty reduction.

Whilst the 2009 results are encouraging in terms of overall reduction in casualties, closer examination of the severities of the casualties shows that whilst fatal's have been reduced there has been a 16% increase in the number of serious casualties. The Council is committed to reducing fatal and serious casualties and working towards new government targets, as outlined in the Department for Transport's (DfT) summer 2009 consultation document 'A Safer Way'.

This document sets out the Council's commitment to dealing with Casualty Reduction for the period April 2010 to March 2011 as a set priority of actions. It encompasses all the activities to be delivered by the Council and its Partner organisations to address priority problem areas that have been identified for intervention. Whilst not all activity will be delivered by the Council, the plan reflects the multi-agency approach to problem behaviours and road user groups who are most at risk of being involved in road traffic accidents.

### **Objectives**

By 2020, in line with emerging national targets, compared with the base line average accident rates 2004 to 2008 inc, Central Bedfordshire will reduce:

- Fatal casualties by 1/3<sup>rd</sup>
- Serious casualties by 1/3<sup>rd</sup>
- Child Killed and Seriously injured casualties by 50%
- Pedestrian and cyclist Killed and Seriously injured casualties by 50%

- Slight Casualties by 10%

### **Approach**

There are three basic approaches to casualty reduction, Road Safety Education; Road Safety Engineering and Law Enforcement. When combined they are most effective in addressing complex issues such as speeding; inattention and other forms hazardous road user behaviour.

### ***Education***

Almost all road traffic collisions (95%) occur as a result of human error (failure to cope). Road Safety Education encompassing Training and Publicity (ETP) aims to equip road users with the knowledge, skills and attitude to keep themselves and others safe on the roads.

### ***Engineering***

Engineering interventions can be broken down into four approaches to road traffic accident reduction:-

- Single or Hazardous sites - Specific locations considered to be hazardous by reason of total number of accidents on the road (6 or more accidents having occurred in the last 3 years).
- Mass Action – Locations with particular types of accident (i.e. accidents that all occur at night or in wet conditions etc)
- Route Action – Sections of road having more than the normal or average expected amount of accidents.
- Area Action – Discrete areas or neighbourhoods having an accident rate above a predetermined level.

Engineering measures are specific to each site and help people use the roads safely and by making the roads more forgiving in the event of human error or collision. Interventions may include changes to road layout, use of street furniture, signs, lines, lighting and road surface treatments. Although engineering plays a key part in our overall approach to casualty reduction, it is becoming increasingly difficult to identify hazardous sites where engineering alone can reduce or remove the problem.

### ***Enforcement***

Effective enforcement of traffic laws improves safety by deterring hazardous behaviour, due to the risk of being detected and penalised. The penalty system can also remove hazardous road users from the roads through disqualification or imprisonment.

### ***Partnership Working***

Formed in April 2002, 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. As a key player in the partnership with Bedford Borough Council, Luton Borough Council, the Highways Agency, Bedfordshire Police, Bedfordshire and Luton Fire and Rescue Service and Her Majesty's Court Service, we will continue to encourage collaborative working for the benefit of all road users. Close working with our partner organisations will draw upon their skills and strengths and help Central Bedfordshire achieve its casualty reduction aspirations as well as assisting our partners to achieve theirs.

### **Prioritising Road Safety**

The benefits to the Central Bedfordshire community in reducing casualties are measured in terms of the costs in dealing with the accident on site, the cost in treating subsequent injuries to the person(s) involved and the loss of output from the injured person(s). There are also factors to account for the pain and suffering endured by the injured person(s) along with their families.

The Department for Transport (DfT) currently estimates the average cost of an accident to be in the region of £73,000. Last year (2009) accidents within Central Bedfordshire decreased from 714 recorded in 2008 to 593, a saving of approximately £8,833,000. From these figures, there can be no doubt that targeting the reduction of accidents and hence casualties, makes sound economic sense.

Whilst most people use the roads day in day out without incident and accident trends are downwards there is still much to be done. The casualty reduction action plan seeks to address the known causation and contributory factors in fatal, serious and slight road traffic accidents. This approach is over and above the essential preventive road safety education (e.g. teaching young children to cross the road safely), engineering (e.g. road maintenance) and routine enforcement activities which help keep our roads safe.

## Casualty Reduction Programme 2010/11

### Road safety Engineering

<b>ACTIVITY</b>	<b>When? Q1,2,3,4</b>	<b>Funded by</b>	<b>Cost</b>
Disaggregate Central Bedfordshire Accidents records from Bedfordshire wide accident data base for 2004 to date. Derive Central Bedfordshire average casualty rates for the period 2004 to 2008 inclusive. Set casualty reduction targets in line with DfT consultation document.	Q1	CBC Highways Budget	TBA
Analyse Central Bedfordshire accident data for the three year period ending in 2009 to identify hazardous sites, routes with higher than expected accidents rates, with particular emphasis on vulnerable road users. Prioritise accident sites/routes with weighting towards those with higher proportions of killed and seriously injured.	Q1	CBC Highways Budget	TBA
To continue with implementation of the prioritised Safety Schemes in line with the councils forward programme of works.	Q1, 2, 3 & 4	CBC Highways Budget	TBA
Undertake detailed analysis of future prioritised schemes and programme into the 5 year programme in line with projected budgets.	Q2, 3, 4	CBC Highways Budget	TBA
Carry out detailed design and costing for the following years prioritised road safety schemes.	Q3 & 4	CBC Highways Budget	TBA
Implement a process of safety checking/auditing of all engineering proposals in line with Central Bedfordshire's Policy Document	Q1, 2, 3 & 4	CBC Highways Budget	TBA
Monitor and review the accident records of all schemes installed, to gauge performance and ascertain whether further remedial action is needed.	Q1, 2, 3 & 4	CBC Highways Budget	TBA

## Speed Management

<b>ACTIVITY</b>	<b>When? Q1,2,3,4</b>	<b>Funded by</b>	<b>Cost</b>
Continue Speed limit review on Central Bedfordshire roads where higher than expected speed related accidents occur and or considerable customer concern exists.	Q1, 2, 3 & 4	LAA Based Road Safety Grant	TBA
Deployment of high visibility mobile safety cameras on high rate accidents routes and at accident hot spots.	Weekly throughout the year	LAA Road Safety Grants	
Speed enforcement on high casualty routes (covert operations)	subject to available resources.	Bedfordshire Police	Staff resources
Speed enforcement in road works	Duration of road works	Contractor	Revenue income
Management of mobile Vehicular Activated Signs.	Q1 and Q3	LAA Based Road Safety Grant -	£10k
Speed enforcement at sites of community concern. (To include purchase of 2 additional speed indicator devices as an education tool)	Subject to available resources.	Bedfordshire Police	£5k
Operation Pride (speed)	All	CBC and Police SNT	Staff resources
Implement speed reducing measures, where appropriate, under the Safety Scheme programme at locations identified with speed related accident problems by the annual accident and speed limit reviews.	Q1, 2, 3 & 4	LAA Based Road Safety Grant	TBA

## Vulnerable Road Users

ACTIVITY	When? Q1,2,3,4	Funded by	Cost
<b>Pedestrians</b>			
To implement measures, where appropriate, under the Safety Scheme programme at locations identified with pedestrian casualty problems by the annual accident review.	Q1, 2, 3 & 4	CBC Highways Budget & LAA Based Road Safety Grant	TBA
To identify and carry out safety assessments of all major pedestrian routes within Central Bedfordshire, prioritise schemes and implement measures where appropriate. (Safer Routes to schools are covered in the School Travel Plan section).	Q1, 2, 3 & 4	CBC Highways Budget	TBA
Identify and undertake safety assessments of potential pedestrian routes to and from major developments, which are shown to generate a large amount of pedestrian activity and request contributions from developers to implement measures where appropriate.	Q1, 2, 3 & 4.	CBC Highways Budget	Staff resources
Investigate and respond to requests for pedestrian facilities.	Q1 and Q3	LAA Based Road Safety Grant -	TBA
<b>Cyclists</b>			
Implement measures, where appropriate, under the Forward programme of works at locations identified with cycle casualty problems, by the annual accident review. Implement new cycling improvement schemes	Q1, 2, 3 & 4.	CBC Highways Budget & LAA Based Road Safety Grant	TBA
Identify and Safety Audit potential cycle routes to and from major developments, which are shown to generate a large amount of cyclist activity and request contributions from developers to implement measures where appropriate.	Q1, 2, 3 & 4	CBC Highways Budget	Staff resources
Investigate and respond to requests for cycle facilities.	Q1, 2, 3 & 4	CBC Highways Budget	Staff resources

## Vulnerable Road Users

ACTIVITY	When? Q1,2,3,4	Funded by	Cost
<b>Motorcycles</b>			
To implement measures, where appropriate, under the Safety Scheme programme at locations identified with motorcycle accident problems by the annual accident review.	Q1, 2, 3 & 4	CBC Highways Budget & LAA Based Road Safety Grant	TBA
Season Kick Start event	Q1 (28th March 2010)	Remaining DfT Grant where necessary	
Deliver up to 9 motor cycle safety events throughout the biking year April to October.	Monthly throughout the year	Joint funding from partners. Beds Police providing officer time for RideSafe. Local authority officer time distributed equitably across events to support project.	Staff time
Production of Bedfordshire Biker Magazine Issue 2	Q4 09/10	Highways Agency	£7,500
Eastern Region Bid – downsized to pilot project for DSA Enhanced Rider Scheme promotion	2010 - 2011	Funded by DfT through partnership grant	amount not yet known

## Road Safety Education, Training & Publicity

### Young People

ACTIVITY	When? Q1,2,3,4	Funded by	Cost
Distribute Pass Port for Life project packs to Central Bedfordshire schools. Provide assistance and monitor progress of scheme through years 1 to 8.	Q1, 2, 3 & 4	CBC Highways Budget & LAA Based Road Safety Grant	£10k
Year 4 Seat belt Sergeant	Q4	CBC Highways Budget	Staff time
Year 5 Road Safety Talks	Q1, 2, 3 & 4	CBC Highways Budget	Staff time
Year 10 Pre Compulsory Bike Test	Q4	Joint funding from partners.	Staff time
Stepping out Safely pedestrian training (including website)	All	CBC & police community support officers	Staff Time
Bikeability cycle training for yr 5 and 6	All	CBC (grant from DfT and SPT)	
Year 11 Pre Driver – A2OM – BTec in Driving Science – Roll out to Upper Schools	Q1, 2, 3, & 4	Free Material – Government Initiative	Staff Time
Year 12 – Another Fine Day – Educational Car Safety Messages	Q1, 2, 3, & 4	CBC Highways Budget	Staff Time