

## Cabinet – 13 February 2019

### Walsall Road Safety Strategy

**Portfolio:** Councillor Adrian Andrew, Deputy Leader and Portfolio Holder, Regeneration

**Related portfolios:** Councillor Tim Wilson, Portfolio Holder for Children's and Health & Well-Being

**Service:** Planning, Engineering and Transportation

**Wards:** All

**Key decision:** Yes

**Forward plan:** Yes

#### 1. Summary

- 1.1 This report outlines the development of a strategy to deliver road safety related work over the period April 2019 to March 2025.

#### 2. Recommendations

- 2.1 That Cabinet authorise implementation of the Walsall Metropolitan Borough Council Road Safety Strategy with effect 1 April 2019. (Appendix A)

#### 3. Report detail

- 3.1 Globally, road traffic collisions are among the top ten causes of death. The United Nations (UN) have a target to halve the number of global deaths and injuries from road traffic accidents by 2020. In support, the World Bank has advocated that all countries adopt a **Safe Systems** approach to reducing national road casualties.
- 3.2 Great Britain continues to benefit from some of the lowest road casualty rates in the world, being one of only four countries to have less than 30 road deaths per million inhabitants - bettered only by Norway, Sweden and Switzerland.
- 3.3 Last year, there were 1,793 reported road deaths in Great Britain, 39% less than in 2007, but this trend has been broadly flat since 2010. Road traffic collisions have fallen steadily due to safer infrastructure, improved vehicle design, targeted enforcement, changing social attitudes and improved emergency care. More recently there have been notable increases in reported serious collisions, but this can be explained in part by changes to the reporting systems used by the Police

which have seen more accurate recording of the injury severity; therefore, care needs to be taken when comparing historical collision data from 2015.

- 3.4 In December 2015, the Department for Transport (DfT) published its latest road safety statement **Working Together to Build a Safer Road System**, setting out the Government's national vision, values and priorities for road safety. This statement promoted a **Safe Systems** approach to support road users and the economy whilst encouraging everyone to make safer choices and is based on the five pillars below.

**Pillar 1:** Road Safety Management

**Pillar 2:** Safer Roads and Mobility

**Pillar 3:** Safer Vehicles

**Pillar 4:** Safer Road Users

**Pillar 5:** Post Crash Response

- 3.5 It also recognised the challenges faced in bringing safety improvements to all the varying road user groups on the highway network.
- 3.6 The statement actively supported devolution, empowering Local Authorities, Regional Mayors, and Police & Crime Commissioners to make decisions on local road safety spending priorities, to the benefit of the communities they serve. In support of this, the West Midland Combined Authority (WMCA) have developed a Regional Road Safety Strategy (RRSS) to coordinate and address casualty reduction across the region. The Regional Road Safety Strategy Group (RRSSG) will oversee this role and our Plan consolidates and outlines the delivery at a local level.
- 3.7 Despite our long-term success with casualty reduction, we should not become complacent as 700 people were injured on Walsall's roads during 2017, at an estimated cost of £45million to the local economy. Furthermore, the casualty trends are now slowly rising and as many of the obvious improvements, such as re-engineering injury hot spots, have already been implemented, along with the predicted increase in trips and users on the network, further reductions may prove difficult to achieve. Therefore, an alternative approach to road safety management needs to be considered to complement the existing robust engineering programmes already in place.
- 3.8 This strategy defines the priorities and targets for road safety in Walsall and outlines an action plan to address them over the medium term, whilst embracing the Safe Systems approach to effect change. Greater emphasis in developing an intelligent, data led approach for all road interventions and campaigns will ensure a cost-effective service, focusing resources on the areas and user groups that need it most. Continuing to work in partnership with other key stakeholders and encouraging greater community involvement will provide further support in the development and delivery of future road safety programmes.
- 3.9 Historically casualty reductions across the highway network have been considered

by comparing collision numbers and casualty levels to a predefined baseline year. In recognition of smoothing the extremes of casualty numbers year on year, it has been common practice to consider the data using a rolling three-year average. Most historic targets have been based on this methodology and the current regional target to achieve a 40% reduction in KSI's also utilises this approach.

- 3.10 When considering and developing highway programmes we have analysed road traffic collisions to identify clusters of patterns and trends occurring across the highway network. Feasibility schemes were drawn up to address these collisions and the savings assessed. The estimated costs of delivering the scheme proposals were evaluated and the First Year Rate of Return calculated. The Local Safety Scheme programme was then produced, prioritised on the First Year Rate of Return.
- 3.11 Targeting highway improvements in this way has been highly successful in treating those locations with highest prevalence of road traffic collisions. However, it has been recognised that the number of cluster sites identified has now reduced, and there is a need to reconsider how we analyse collision patterns and develop programmes. Many authorities, Walsall included, are exploring different approaches for assessing route performance and we are in the process of developing our route performance index and migrating to this approach.
- 3.12 The new approach enables us to take account of a broader range of criteria when comparing routes across the borough. The assessment criteria still retain casualty reduction at its core, however, it also considers the operational performance of the route including traffic speed, compliance with the speed limit, KSI rates, collision rates, impact on identified VRU's, Public Anxiety and a '*safe system assessment*'. The move towards considering the '*safe system assessment*' aims to protect people against death or serious injury by upgrading the strategic and local road network by targeting sections and areas of highest risk. To this end, network design should seek to: separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions; provide crash protective roadsides to address run-off-road collisions; achieve safe speeds at intersections to reduce the incidence and severity of side impacts; separate motor traffic from unprotected users except where speeds are low; achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space; and improve highway surfaces, particularly on busy footways and those parts of the carriageway used by cyclists and P2W. The safe system assessment is being developed to consider these elements and rate the roadside environment accordingly. The overall assessment culminates in a comparative route grading, based on 5 Star for the best routes and 1 Star for the worst routes.
- 3.13 This approach not only supports the priority for casualty reduction across the borough but also contributes towards the performance outlined in the West Midlands Congestion Management Strategy and Walsall and Wolverhampton's joint Network Management Plan. Furthermore, throughout the life of the strategy we plan to explore incorporating asset management and highway maintenance assessments

into the Route Performance Index to develop a more holistic approach to highway management and to facilitate combined highway delivery programmes.

- 3.14 The importance of identifying success criteria is essential for the delivery of any strategy and Walsall Council accepts the responsibility to contribute towards the delivery on the regional targets, however, through detailed analysis of local collisions we have set out wider ambitions to reduce the following casualty groups by 2025, based on the 2015-2017 three-year average:

Target	2015-17 baseline (Casualties)	2025 target (Casualties)
Killed and seriously injured road casualties by 40%	97	58
All slight casualties by 10%	614	553
Number of children KSI by 40%	13	8
Number of child casualties by 10%	85	77
Target	2018 KSI/Km	2025 target KSI/Km
To reduce the average KSI per km by 40%	0.40	0.24

- 3.15 In addition to the targeted reductions outlined above we have also identified the following groups which we will continue to monitor during the life of the plan and target through educational campaigns.

Target	2015-17 baseline (Casualties)
Pedestrians aged 5-19	46
Cyclists aged 10-19	14
P2W aged between 16-29 (all sizes)	31
Car Drivers aged between 20-29 Male and Female	160
All car passengers aged between 15-24	99
Female car passengers aged between 15-19	55

- 3.16 In addition to the above, other objectives will include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality; and
- Making road spaces safer for all users, thereby reducing the economic costs of collisions on society.

- 3.17 Walsall also recognises the importance in developing a route performance index rating and is seeking to develop this further throughout the life of the strategy. The targets below demonstrate our commitment to this approach.

Target	2018	2025 target
Increase the number of 5-star routes by 50%	8 routes	12 routes
A 25% reduction in the number of routes exceeding the national average collision rate	24 routes	18 routes

Achieve a 2mph reduction in the average 85 <sup>th</sup> percentile speed (across all A&B routes) <i>Note: a reduction a 1mph should reduce accident frequency by 6%</i>	36.5mph	34.5mph
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- 3.18 A fundamental aspect of our collaborative approach for improving road safety, is to use evidence to identify and target our programmes, then to coordinate our partners to deliver initiatives that support the achievement of our vision.
- 3.19 Based on analysis of road safety data and the challenges we face, we have a good understanding of the patterns and trends of road traffic collisions, the casualties that are caused and how we should target improvements. This approach has been used to inform many of the road safety measures and initiatives which are now in place. Evaluation of these initiatives is critical to maintaining their effectiveness and to use this knowledge to inform and evolve future new programmes to address existing and new issues.
- 3.20 An emerging aspect of this is to improve our understanding of our highway network and how it performs to ensure that our road users travel in a safe and expeditious manner leading to reduced casualties. To achieve this, we must effectively combine road safety management, secure investment to improve our highway network, employ optimal enforcement regimes and improve the knowledge and education of our road users. The support of our partners is fundamental to our success in this area.
- 3.21 There are many factors that contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns that can be mitigated through a single approach. Walsall recognised this many years ago and was at the forefront of developing and integrating education, engineering, enforcement across both road safety and sustainable travel. Utilising a matrix approach to scheme development it has been possible to integrate and fund work programmes that deliver on many different fronts. Using this innovative approach has enabled Walsall to benefit in terms of casualty reduction and increased modal shift. More recently through developing enhanced partnerships with Children Services and Public Health a different perspective has been created which has improved how we interpret, monitor and evaluate data to deliver improved, more focussed programmes.
- 3.22 Building on this foundation it has been necessary to consider how we incorporate the principles of safe systems to complement our local, integrated approach to meeting the road safety objectives. Through outlining how our current interventions contribute towards achieving the five pillars, we can also identify the gaps which need to be addressed to ensure our road safety action plan can further improve and our goals achieved.
- 3.23 **Pillar 1: Road Safety Management** – Ensuring effective governance and management at a Regional and local level is a cornerstone to delivering this strategy. Through the continued integrated approach, we can build on our foundations to enhance the delivery of our road safety work and meet our challenges head-on. We can achieve this by:
- Adoption of the agreed Memorandum of Understanding for regional support

- Support the delivery of the Regional Road Safety Strategy through membership of the Regional Road Safety Group;
- Develop, implement and co-ordinate 5-year Local Road Safety Plan and continued support through Black Country Road Safety Partnership;
- Set time-limited challenging targets to reduce the number of road traffic casualties including rate-based targets for reducing specific road user groups.
- Strengthen policies, procedures and practices for the safety provisions on local roads which take into consideration a consistent approach to the provision of safety features. For example, evidence-based standards should be set as to where reducing the speed limit to 20mph or below is appropriate and beneficial.
- Review and develop policy and procedures to manage service delivery
- Develop route performance index to assess and prioritise routes in line with establishing a long-term goal to raise the safety of local authority 'A' roads to a 3-star minimum level to be achieved by 2030.
- Further develop the safe system assessment method to be incorporated into the Route Performance Index
- Develop a Network Management Plan, incorporating Congestion Management and Road Safety at its core
- Develop and implement Education, Engineering and Enforcement work programmes
- Supporting the introduction of the Regional Transport Coordination Centre, to improve coordination and response to incidents and collisions occurring on the network.
- Monitoring and Evaluation of all road safety activity (LSS monitoring/ Speed management/ Evalu-it/ Public Health outcomes)
- Further development of shared services

**3.24 Pillar 2: Safer Roads and Mobility** - Investing in Safer Roads and Network Resilience seeks to address road safety concerns, enhance network resilience, support development and regeneration whilst tackling traffic congestion. There is a growing need to accommodate the needs of vulnerable road users who have the legitimate right to use the roads for both recreational and business use and indeed journeys to and from work. These include pedestrians and riders of bicycles, motorcycles and horses. We also need to recognise the needs, vulnerabilities and rights to mobility of an increasingly aging population.

3.25 Annual engineering programmes are approved to deliver physical improvements to the highway network and range from major schemes to minor works programmes and include:

- M6 Junction 10 major scheme
- Network resilience package improvements
- Congestion and Road Safety Fund improvements
- National Productivity Infrastructure Fund improvements
- West Midlands Sprint
- Development of Local Transport Plan: minor works programme
  - Local Safety Scheme programme;
  - Promotion of Community Health & Safety;
  - Measures to Encourage Walking;
  - Measures to Encourage Cycling;
  - Safer Routes to School;
- Maintenance schemes:

- Pedestrian Facility upgrades such as 'PUFFIN' or 'TOUCAN' crossings
- Street Lighting upgrades
- Signing improvements and decluttering
- Use of technology
  - Roll out of Average Speed Enforcement across Black Country
  - Implement selective vehicle priorities;
- Develop a safe system principle targeting sections and areas of highest risk. Network design should seek to:
  - separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions;
  - provide crash protective roadsides to address run-off-road collisions;
  - achieve safe speeds at intersections to reduce the incidence and severity of side impacts;
  - separate motor traffic from unprotected users except where speeds are low;
  - achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space;
  - and improve highway surfaces, particularly on busy footways and those parts of the carriageway used by cyclists.
- Ongoing speed management of routes
  - Roll out of are wide 20mph speed limits
  - Use of Watchman signs to educate motorists regarding use of speed
  - Use of Variable Message Signs and Vehicle Activated Speed Signs to highlight physical dangers on the network and to support education initiatives and campaigns
- Safer cycling infrastructure

**3.26 Pillar 3: Safer Vehicles (Regional)** – Primarily this pillar will be delivered at a regional level due to its strategic overarching nature. However, Walsall will actively support this locally by promoting the following initiatives:

- Continued active support for the regional road safety partnership to deliver on the priorities set out in the regional Road Safety Strategy;
- Connected and Autonomous Vehicles - Collaboratively, the region will build a test environment for CAV; stretching across 80 kms of public roads in Birmingham, Coventry, Solihull and North Warwickshire; enabling managed interaction between CAVs and other road users. This could result in CAV's saving over 2,500 lives, preventing more than 25,000 serious accidents in the UK by 2030, helping reduce air and noise pollution and provide wider health benefits.
- Vehicle priority at traffic signals to support improved emergency response times

**3.27 Pillar 4: Safer Road Users** – Creating a 'safer environment' and encouraging 'safer behaviour' supports the 'safer movement' of road users on Walsall's roads.

Understanding the different groups of road users enables us to target those groups with a disproportionately high number of Killed or Seriously Injured casualties (KSI's) in an attempt to change their behaviour. Focusing Education Training Publicity (ETP) campaigns on key user groups should lead to a change in their behaviour and attitude to risk when using the highway network. Effecting change at this level should lead to reduced casualties, which not only supports the regional aspiration, but also impacts on the physical and emotional responses of the local community whilst reducing costs to the local economy. Recognising the clear secondary benefits, including improvements to health, further supports the delivery

of wider local ambitions for Walsall. Improving the knowledge and environment for our vulnerable user groups contributes to modal shift by encouraging an increase in sustainable forms of travel, such as cycling, scooting and walking, all of which have associated health benefits.

3.28 Through our regional representation we will lobby and support the following legislative changes:

- **Young driver safety** - Young drivers are involved in a disproportionate number of crashes resulting in death and serious injury in their first few months of driving. A national review is required to consider the benefits and effects of graduated driver licensing supported by appropriate evidence-based restrictions for a period after the test when further experience can be gained along with a minimum learning period.
- **Lower the drink drive limit and improve enforcement** – The current limit of 80 milligrammes of alcohol per 100 millilitres of blood is higher than the rest of Europe where the limit is 50 milligrammes of alcohol per 100 millilitres of blood or below. The lower limit already is in place in Scotland and is likely soon to be adopted by Northern Ireland. It will prevent the loss of a considerable number of lives.
- **Follow up the new drug driving legislation with effective and practicable initiatives, including enforcement and publicity measures, to reduce drug driving** - The aim must be to make drug driving as socially unacceptable as drink driving.
- **Encourage organisations to address the risks involved with work related journeys** - It is recognised that as many as a third of casualties on the road arise from people driving for work. There is a need to reinvigorate this activity in terms of both managing the risks associated with using vehicles for business and the actual driving itself. The work of “Driving for Better Business” and the “Occupational Road Risk Alliance” should be built on to improve this area.
- **Adopt Single/Double Summer Time** - Create safer conditions for all road users by adopting Single/Double Summer Time. Research indicates this would produce annual casualty savings because reductions in numbers of collisions in the hours made lighter would substantially outweigh any increases in the hours made darker.

3.29 In terms of promoting safe road users, education and compliance with the environment and rules and regulations is fundamental in developing improvements in behaviour. In support of this the following areas will be supported:

- **Roads policing and enforcement** – It is recognised that the significant reduction in specialist roads policing officers has had an adverse impact on the compliance with traffic laws. An objective and evidence led approach is needed with the Home Office and Department for Transport working together with shared stated aims to reverse this decline and to rebuild purpose and status of the enforcement of road traffic and vehicle safety legislation.
- **Ensure that road safety and sustainable travel education is embedded within the school curriculum** - Basic road user education outcomes should be integral within the core curriculum, appropriate to each age group and stage of development. This means inclusion core lessons such as Science, Maths, Spanish and Geography. This should include practical learning too: Pedestrian



training followed later by Bikeability as a core part of the primary and secondary school curriculum so that every child has the opportunity to learn to cycle and, thus, how to use the road. The continued roll out and evolution of the A\*STARS programme continue to underpin this approach.

- **Maintain high profile national, regional and local publicity campaigns -** Whilst concentrating on speed, drink drive, and seat belts there is a greater need for enforcement programmes co-ordinated on a regional basis throughout the period of the campaign and beyond. Further support will also be available to allow for locally-based campaigns to address a specific local or regional problem and a campaign strategy that can be evaluated and replicated.
- **Maximise the road safety benefits of telematics and similar technologies for young drivers, business and commercial drivers -** Event data recorders (now fitted to most new vehicles), telematics and other “black box” technologies offer enormous potential new data sources. These can contribute to safer vehicles, infrastructure design and improve driver training.
- Continue to promote, support and deliver the national standard **Bikeability training** programme for young and adult cyclists.
- A programme of mitigation measures as highlighted in Appendix 3 – Current Initiatives and Road Safety Action Plan, will be implemented and monitored quarterly.

**3.30 Pillar 5: Post Crash Response -** Collision Investigation - Accident analysis will be undertaken by each Local Authority to determine collision trends and causation factors.

Measures could include;

- **Response to collisions -** Closer collaboration between Local Authorities and Emergency Services in managing the collision scene and surrounding area in the aftermath of a collision is required to reduce the impact to other road users. Protocols should be developed to utilise the support available from Urban Traffic Control Centres in managing and coordinating the highway network to maintain network resilience.
- **Improve knowledge and understanding of collisions and casualties in UK road transport –** Improvement is required to improve the data source available relating to transport-related collisions and casualties. Consideration of combining the different data sources available to provide a more comprehensive data set for use in the national statistics for reported road casualties.
- **Joint Collision Investigation -** There needs to be better collaboration between highway authorities and West Midlands Police and a more systematic and comprehensive system of investigating fatal and life changing road collisions focused on learning and dissemination of results.
- **Harness technology –** Response times are critical in delivering effective trauma care to road traffic casualties. The consideration of providing emergency vehicle priority at traffic signals to assist in achieving an efficient and safer response to incidents will be considered and pilots developed where appropriate.

#### **4. Council Corporate Plan priorities**

- 4.1 Implementation of a road safety strategy supports the delivery of an efficiently operating and safe road network. This will assist in the delivery of the Council's vision to reduce inequality and maximise potential as outlined in the Corporate Plan 2018 - 2021. Furthermore, it underpins delivery against the Council's priorities which include;
- Economic growth for all people, communities and businesses;
  - People have increased independence, improved health, and can positively contribute to their communities;
  - Communities are prospering and resilient with all housing needs met in safe and;
  - Healthy places that build a strong sense of belonging and cohesion

#### **5 Risk management**

- 5.1 The implementation of this strategy contributes to the delivery of the road safety function and minimises the risk that the Highway Authority has in not effectively discharging its statutory duty.

#### **6. Financial implications**

- 6.1 Implementation of this strategy can be met from within the existing revenue budget provision for Planning, Highways and Transportation and through agreed service level agreements with Children Services and Public Health.
- 6.2 Additionally there are service specific balance sheet reserves that will be utilised to develop a medium-term programme to support the objectives outlined within the strategy.
- 6.3 Where appropriate external grants, such as Bikeability, will be applied for to maximise the growth and delivery of the road safety and sustainable travel service.

#### **7. Legal implications**

- 7.1 The Road Traffic Act 1988, Section 39 imposes a statutory duty on every Highway Authority in England to promote and improve road safety by disseminating information or advice relating to the use of roads.

#### **8. Procurement Implications/Social Value**

- 8.1 None arising as a result of this report

## **9. Property implications**

9.1 None arising as a result of this report

## **10. Health and wellbeing implications**

10.1 Implementation of this strategy comprises a fundamental component of The Walsall Plan and the delivery of several key Public Health Outcomes which will have positive implications for the health and wellbeing of all Walsall residents and visitors.

## **11. Staffing implications**

11.1 There are no staffing implications required within the delivery of the strategy as it can be delivered within the existing structure.

## **12. Reducing inequalities**

## **13. Consultation**

13.1 Internal consultation has been undertaken with Key Stakeholders in the development of the strategy.

## **Background papers**

Corporate Budget Plan 2017/18 to 2020/21 and Treasury Management and Investment Strategy 2018/19 Onwards.

Walsall Road Safety Strategy (Appendix A)

## **Author**

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A handwritten signature in dark blue ink, consisting of several loops and a long, sweeping tail.

Simon Neilson  
Executive Director

31 January 2019

A handwritten signature in blue ink, featuring a series of connected loops and a long, sweeping tail.

Councillor Adrian Andrew  
Portfolio holder

31 January 2019

Foreword



**Councillor Adrian Andrew** (Portfolio Holder for Regeneration & Transportation)

Wording to be confirmed



**Councillor Tim Wilson**  
(Portfolio Holder for Children’s and Health & Well-Being)

Wording to be confirmed

## Foreword

### Executive Summary

**Over the past thirty years Great Britain, the West Midlands region and Walsall have seen substantial and sustained reductions in road casualties. Advances in vehicle safety, enhanced road safety engineering, improved driver training, better road safety education and improvements in trauma care have all positively contributed to this reduction. However, since 2013, road collisions and casualties have started to rise on West Midlands roads and this is mirrored in Walsall. Building on our previous strong progress we must address this.**

The Government's Strategic Framework for Road Safety (2011) placed an emphasis on decentralisation and encouraged local accountability for delivery. In support of this, the West Midlands Combined Authority have recently created a Regional Road Safety Strategy (RRSS). The emphasis of the strategy is to achieve a 40% reduction in the number of Killed and Seriously Injured road casualties (KSI's) across the West Midlands over the next 10 years, based on the

To support the regional approach and address local road safety challenges, Walsall Council have reviewed and updated their local Road Safety Strategy (WRSS) to reflect the changing environment. The strategy outlines a clear road map to address road safety for all road users across Walsall and seeks to develop enhanced approaches to delivery.

The core theme underpinning our approach is that enhancing road safety requires a multidisciplinary approach to deliver a sustained reduction in road casualties and deliver on the reduction targets. Measures to achieve this have been identified through a comprehensive evaluation process and based on the 'Safe Systems approach' and are detailed in our Action Plan.

It cannot be overstated how vital safer roads are to our residents and the wider travelling public. This strategy seeks a positive impact on several objectives, including; managing congestion, improving health and the environment, and encouraging transport sustainability whilst improving air quality. Furthermore, improvements across these areas assist in optimising equity and equality issues, including economic growth.

Our strategy not only encourages effective partner collaboration to achieve the RRSS KSI reduction, but also seeks to reduce the casualty levels in the most vulnerable road user groups on Walsall's roads, this will be achieved by developing a new approach to assessing road safety in support of developing a safer road network.

**"Whilst supporting the regional aspiration to reduce KSI's, we also recognise the need to develop a more holistic approach to project appraisal and evaluation to ensure that targeted improvements and initiatives, consistent with the Safer Systems approach, are delivered, thus supporting an improved quality of life and equality for our residents."**

## 1. Introduction

Globally, road traffic collisions are among the top ten causes of death. The United Nations (UN) have a target to halve the number of global deaths and injuries from road traffic accidents by 2020. In support, the World Bank has advocated that all countries adopt a **Safe Systems** approach to reducing national road casualties.

Great Britain continues to benefit from some of the lowest road casualty rates in the world, being one of only four countries to have less than 30 road deaths per million inhabitants - bettered only by Norway, Sweden and Switzerland.

Last year, there were 1,793 reported road deaths in Great Britain, 39% less than in 2007, but this trend has been broadly flat since 2010. Road traffic collisions have fallen steadily due to safer infrastructure, improved vehicle design, targeted enforcement, changing social attitudes and improved emergency care. More recently there have been notable increases in reported serious collisions, but this can be explained in part by changes to the reporting systems used by the Police which have seen more accurate recording of the injury severity; therefore, care needs to be taken when comparing historical collision data from 2015.

In December 2015, the Department for Transport (DfT) published its latest road safety statement **Working Together to Build a Safer Road System**, setting out the Government's national vision, values and priorities for road safety. This statement promoted a **Safe Systems** approach to support road users and the economy whilst encouraging everyone to make safer choices. It also recognised the challenges faced in bringing safety improvements to all the varying road user groups on the highway network.

The statement actively supported devolution, empowering Local Authorities, Regional Mayors, and Police & Crime Commissioners to make decisions on local road safety spending priorities, to the benefit of the communities they serve. In support of this, the West Midland Combined Authority (WMCA) have developed a Regional Road Safety Strategy (RRSS) to coordinate and address casualty reduction across the region. The Regional Road Safety Strategy Group (RRSSG) will oversee this role and our Plan consolidates and outlines the delivery at a local level.

Despite our long-term success with casualty reduction, we should not become complacent as 700 people were injured on Walsall's roads during 2017, at an estimated cost of £45million to the local economy. Furthermore, the casualty trends are now slowly rising and as many of the obvious improvements, such as re-engineering injury hot spots, have already been implemented, along with the predicted increase in trips and users on the network, further reductions may prove difficult to achieve. Therefore, an alternative approach to road safety management needs to be considered to complement the existing robust engineering programmes already in place.

This strategy defines the priorities and targets for road safety in Walsall and outlines an action plan to address them over the medium term, whilst embracing the **Safe Systems** approach to effect change. Greater emphasis in developing an intelligent, data led approach for all road interventions and campaigns will ensure a cost-effective service, focusing resources on the areas and user groups that need it most. Continuing to work in partnership with other key stakeholders and encouraging greater community involvement will provide further support in the development and delivery of future road safety programmes.

## 2. Policies and duties

### The Global Context -

In 2010 the United Nations published its **Global Plan for Road Safety**<sup>1</sup> which set a target to;

**Halve the number of global deaths and injuries from road traffic accidents by 2020.**

The Global plan recognised that all stakeholders have a responsibility in bringing about a reduction in road deaths and injuries. The importance of ownership at a national, regional and local level, involving multiple sectors and agencies is also highlighted.

The guiding principle underlying the UN's plan is the **Safe Systems** approach. The Safe System approach is underpinned by the following key principles:

As humans, we will inevitably make mistakes and we will never entirely eradicate road traffic collisions.

As humans, we are vulnerable - our unprotected bodies can only withstand low kinetic forces before the risk of death increases.

We need to build a forgiving road system that can absorb our mistakes and limit the transfer of forces that result in serious injuries.

Road safety is a shared responsibility between everyone in the community.

The UN's **Global Plan for Road Safety** promotes a 'Five Pillar' strategic approach to managing road safety and creating a truly safe system.

**Pillar 1:** Road Safety Management

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Another key issue is also the rising levels of obesity, in particular childhood obesity, with the World Health Organization (WHO) confirming that this is one of the most serious global public health challenges in the 21st century. Using road safety and sustainable travel initiatives can assist health organisations in beginning to address this challenge.

### The National Context

The **Road Traffic Act 1988**, Section 39 imposes a statutory duty on every Highway Authority in England to promote and improve road safety by disseminating information or advice relating to the use of roads. The Act states that each local authority:

Must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, within their area.

Must in light of such studies, take measures as appear to be appropriate to prevent such accidents and;



In constructing new roads must take such measures as appear to be appropriate to reduce the possibilities of such accidents when the roads come into use.

In December 2015 the Department for Transport (DfT) published the latest road safety statement **Working Together to Build a Safer Road System**<sup>2</sup>, setting out the Government's national vision for road safety in Britain: "It is therefore important to build safe road systems that can mitigate people's mistakes and manage their vulnerability whilst punishing those that put others at risk through dangerous behaviour."

**The Education and Inspections Act 2006** - Part 6 of this Act placed a statutory duty on Local Education Authorities to produce and publish a Sustainable Mode of Travel Strategy (SMoT), and to promote the use of sustainable modes of travel to meet the school travel needs of their area. Taking children to and from school via car continues to be a national epidemic that has a marked effect on peak time traffic and adversely influences the travel behaviour of future generations which could also increase the prevalence of childhood obesity.

**The Equality Act 2010** – Sets out how local authorities must act to prevent and address discrimination when providing goods and facilities and service to the public. A right of access applies to the road environment as well as buildings and needs to be considered as an integral component of providing a safe, inclusive and accessible environment for all people including those with disabilities.

### **The Regional Context**

Devolution and the Government's decentralisation agenda now allows Local Authorities and the WMCA to decide on what safety measures are needed in their areas, and rather than having centralised national targets, local targets to address issues are encouraged. It is recognised that to achieve greater efficiency and collaboration in working towards the 40% reduction in KSI's, there is a need for improved regional partnerships.

As part of the development of the WMCA, legislation was passed to grant concurrent powers for the road safety statutory duty between the Local Authorities and Transport for West Midlands (TfWM). The implications of this are that the organisations now work closely to determine the regional strategic approach for road safety, with the local authorities taking the lead in developing and implementing local action plans that support the RRSS in addition to specific local priorities.

To support the development and delivery of road safety activities across the West Midlands, partners have developed a Memorandum of Understanding (MoU). The MoU is a formal agreement which outlines the concurrent legal powers available and the functions and services delivered. It also clarifies the approach to regional governance and identifies the roles and responsibilities of the participating partners to enable the development and implementation of a regional strategy.

The RRSS provides an overarching framework supporting devolution within the West Midlands. The primary aim of the strategy is to co-ordinate and oversee road safety activity across the region to deliver a reduction in the number of people Killed or Seriously Injured by 40% over the next ten years, based on the 2015-2017 average baseline. The establishment of the multi-agency RRSSG will oversee the development and implementation of the strategy across the region. The RRSSG aims to:

- Establish the strategic approach to all aspects of road safety in the WMCA Area;
- Develop a Regional Road Safety Action Plan which addresses the road safety concerns and challenges being faced;
- Ensure that all partners adopt an outcome-based approach and develop the mechanism for reporting to the WMCA Board;
- Monitor and analyse road casualty data against the 40% KSI reduction target to ensure that the right groups are being targeted;
- Evaluate the effectiveness of activities to reduce road casualties and encourage the sharing and adoption of good practice across the WMCA Area.

### **Policy and Strategy Influencers for the West Midlands**

The RRSS aims to promote and support investment in a range of road safety measures and initiatives carried out by its local authorities, whilst acknowledging the key supporting role of emergency services and the value that enforcement has in preventing and reducing casualties. The figure below provides an overview of the policies and strategies which feed into the RRSS



### **The Local Context**

Walsall Council fundamentally believes in the close relationship that exists between Road Safety and Sustainable Travel and has made significant strides to fully integrate these responsibilities and duties. Working as a combined team in Transportation, strong links have been forged with Public Health and Children's Services to further integrate these areas. Whilst the responsibility for Road Safety and Sustainable Travel is held by the Portfolio Holder for Transport, strategies are also approved by the Portfolio Holder for Children's and Health & Well-Being to embed this integration. The development of these key, shared strategic documents, enshrines our approach and has led to improved flexibility and accountability, resulting in an enhanced, more focussed road safety and sustainable travel service. This vision acts as the cornerstone to shaping our future delivery and is the reason behind our success.

An annual review of all road traffic collisions and associated data for Walsall's roads is fundamental to ensuring that detailed, prioritised work programmes are developed to address issues identified. These programmes are reported to the council's cabinet as part of the annual report on the West Midlands Strategic Transport Plan Settlement and Transport Capital Programme.

The subsequent delivery of initiatives across Walsall has been managed through the local road safety partnership consisting of stakeholders from West Midlands Police, West Midlands Fire Service, local colleges, and public health. More recently this approach has evolved to encompass authorities across the Black Country to harmonise the delivery to shared target groups such as young drivers, older road users and cyclists.

Significant benefits have been gained from working closely with Public Health in evaluating interventions to ensure they become more effective and targeted. This is particularly true in the case of the work undertaken with educational establishments through the nationally acclaimed A\*STARS programme, which delivers key road safety and sustainable travel interventions to ensure optimum impact and develop lifelong skills and habits.

In response to the national transformation agenda, Walsall has also explored delivering its Urban Traffic Control and Road Safety and Sustainable Travel services differently. Through the development of a shared service with the City of Wolverhampton Council, clear benefits across the service have been achieved with further benefits still emerging. This pioneering approach is now being considered across other areas such as cycling, and transport strategy and it is likely that this will be more common place in the future.

### **Policy and Strategy Influencers for Walsall**

In support of **The Equality Act 2010** Walsall Council's long-term strategy for transport includes a commitment to the principle that for any transport scheme proposed the needs of people with disabilities will be fully taken into consideration.

There are many local and regional strategies which focus on specific areas of transport. **A Transport Strategy for Walsall 2017 – 2022** brings these individual strategies together. The Strategy identifies four objectives, which support the Council's corporate plan. One of the objectives being to **Enhance health and wellbeing** within local communities by **increasing active travel** and **improving air quality**. In support of this a key deliverable of the A\*STARS programme

is to increase active travel through several initiatives that encourage the use of more sustainable modes of travel, such as Walking or Wheeling, 5 Minute Walk Zones and Park and Stride.

The delivery and implementation of Walsall's Sustainable Modes of Travel Strategy (SMoT) supports the statutory duty associated with the **Educations and Inspections Act 2006**. The purpose of this strategy is to identify opportunities to improve and publicise Walsall's travel to school initiative for children and their families.

Taking children to and from school via car continues to be an issue nationally. For Walsall it was recognised that there was a need to offer parents and children opportunities to access more travel options and encourage them to rely less on the car for the journey to and from school. In response to this Walsall developed their A\*STARS programme to effect a change. Through this programme, Walsall has consistently outperformed national figures in both walking to school and car use; it is also worth noting that the survey sample for Walsall is approximately ten times greater than the national sample size and as such, is a more statistically accurate representation.

	2014-2015						2015-2016						2016-2017						2018-2019					
	Aged 5-10		Aged 11-15		All Ages		Aged 5-10		Aged 11-15		All Ages		Aged 5-10		Aged 11-15		All Ages		Aged 5-10		Aged 11-15		All Ages	
	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall	National	Walsall
Walking	46.0%	52.1%	38.0%	29.9%	42.0%	46.9%	44.0%	51.8%	37.0%	33.8%	41.0%	49.7%	51.0%	52.7%	39.0%	63.0%	46.0%	53.2%	49.0%	50.0%	39.0%	35.0%	44.0%	45.0%
	6.1%		-8.1%		4.9%		7.8%		-3.2%		8.7%		1.7%		24.0%		7.2%		1.0%		-4.0%		1.0%	
Cycling	2.0%	2.5%	3.0%	1.4%	2.0%	2.0%	1.0%	2.2%	2.0%	1.7%	2.0%	2.1%	2.0%	2.5%	3.0%	1.3%	2.0%	2.4%	1.0%	2.0%	3.0%	2.0%	2.0%	2.0%
	0.5%		-1.6%		0.0%		1.2%		-0.3%		0.1%		0.5%		-1.7%		0.4%		1.0%		-1.0%		0.0%	
Car	46.0%	40.8%	23.0%	24.8%	35.0%	37.3%	48.0%	41.4%	26.0%	21.3%	37.0%	39.0%	41.0%	40.5%	26.0%	19.3%	34.0%	39.5%	44.0%	43.0%	25.0%	20.0%	35.0%	36.0%
	-5.2%		1.8%		2.3%		6.6%		4.7%		2.0%		-0.5%		-6.7%		5.5%		1.0%		5.0%		1.0%	
Public Transport	5.0%	2.1%	29.0%	40.1%	17.0%	11.1%	6.0%	2.2%	29.0%	38.4%	17.0%	6.6%	5.0%	2.2%	27.0%	15.7%	15.0%	2.8%	5.0%	3.0%	32.0%	40.0%	17.0%	14.0%
	-2.9%		11.1%		-5.9%		-3.8%		9.4%		-10.4%		-2.8%		-11.3%		-12.2%		-2.0%		8.0%		-3.0%	
Car Share	-	2.5%	-	3.2%	-	2.6%	-	2.3%	-	4.8%	-	2.6%	-	2.2%	-	0.7%	-	2.1%	-	2.0%	-	3.0%	-	2.0%
	2.5%		3.2%		2.6%		2.3%		4.8%		2.6%		2.2%		0.7%		2.1%							

### The Walsall Plan: Our health and Well-being Strategy 2017-2020 - The Walsall Plan

highlights whether people can live healthy, safe, independent, prosperous and fulfilling lives and depends on several factors including individual lifestyles, social and community networks, and wider living & working conditions. It recognises that local partnerships are crucial to achieving the holistic approach that is needed to deliver improved outcomes. Any work to improve outcomes for individuals must also consider how to reduce inequalities across the population.

Assessment of need in Walsall is predominantly tackled through three key assessments, the Joint Strategic Needs Assessment (JSNA), the Local Economic Needs Assessment and the Strategic Assessment to inform the Community Safety Plan. Several strategies, based on these needs' assessments, are already in place across the Partnership in Walsall. The cross-cutting themes identified within the partnership and organisational strategies have been used to identify three overarching priorities for The Walsall Plan where value can be added by working together in partnership:

Increasing economic prosperity through increased growth.

Maximising people's health, wellbeing and safety.

Creating healthy and sustainable places and communities.

Walsall Councils integrated approach to delivering road safety is vital to targeting the priorities outlined above and achieves them through delivering the A\*STARS programme and wider road safety initiatives. This valuable partnership continues to work to invest upon the opportunities for change that are highlighted in the Children and Young People Healthy Weight Strategy.

**Cycling in Walsall** - The Council continues to participate in development of a network of cycling routes aiming to enable more and safer travel by bicycle. Managing Short Trips (which concluded in 2018) was a programme of works across the Black Country to provide cyclist and pedestrian improvements supporting local journeys. In Walsall improvements in cycling and pedestrian access were made to routes to the rail station, the Manor Hospital, Bentley Retail Park, Darlaston Swimming Baths and Keyway Retail Park. Working in partnership with the Canal & River Trust, the Walsall Canal towpath from Walsall centre to Willenhall has been provided with an all-weather surface suitable for year-round cycling and walking. Further improvements are scheduled to be carried out during 2019/20 on the continuation of this towpath as far as Moxley and on the Wyrley & Essington Canal towpath from Birchills to Harden Road. Strategic priorities for on-highway cycle routes in the future are now A4038 Darlaston to Walsall, A454 Walsall to Wolverhampton, A34 Walsall to Birmingham and Rushall to Brownhills.

To further promote take up of cycling, Walsall is participating in a regional cycle hire scheme, the largest of its kind outside London, co-ordinated by Transport for West Midlands. This will see a network of bike docks installed throughout Walsall and the rest of the West Midlands starting in 2019. Anyone registered with the scheme will be able to use a hire bike any time of the day or night. The bikes will be robust but comfortable with a good range of gears for ease of use. The cost of using the bikes will be competitive and daily free periods of use will be available. Dock locations and availability of bikes will be available online and there will be a variety of means of booking and payment. Bike dock locations will be carefully chosen to reflect routes and destinations likely to be popular.

### 3. The Evidence

**The Data** – Historically, the Police are responsible for collecting and recording Road Traffic Collision data that have resulted in personal injury, through a process known as 'STATS19'. This process excludes 'damage only' collisions as they are often self-reported and cannot be validated. Once the data is collated it is then passed to local processing authorities (LPAs) for further processing before being submitted to the Department for Transport (DfT). The resulting information is published annually in the Reported Road Casualties Great Britain, annual report.

It should be noted that it has long been known that a considerable proportion of non-fatal casualties are not known to the police. As part of the RCGB annual report, DfT continue to develop and review a variety of data sources to quantify the level of under reporting. As such, it should be clarified that the police data source is not a complete record of all personal injury road accidents, and this should be borne in mind when using and analysing the figures. However, whilst not perfect, police data on road accidents remain the most detailed, complete and reliable single source of information on road casualties covering the whole of Great Britain, for monitoring trends over time.

Approximately half of English police forces have now changed their collision recording system to **Collision Recording and Sharing (CRASH)**; West Midlands Police moved to this new system in November 2015. The new system records the severity of injury more accurately than STATS 19, as it removes the uncertainty in determining the injury severity which was previously determined by police officers using their own judgement. This classification is now automated based on the type of injury sustained. Nationally, this change has resulted in a large increase (+20%) in reported serious collisions when comparing 2015 to 2016. The number of serious collisions recorded in 2017 compared to 2016 appears to have stabilised although locally, it is too early to ascertain the impact of CRASH although small year on year increases in serious collisions have been recorded.

**What we do with the data** - It is essential to understand where and when road traffic collisions occur across our roads and identifying patterns and trends within this data helps us isolate prevalent issues on the highway network. Analysing and investigating this data enables us to understand why the collisions occur and enables us to target locations more effectively to ensure that actual problems are being addressed. Further analysis of the characteristics of the road users involved in the collisions can also support the development of our education and publicity programmes that complement physical changes to the highway network; thus, ensuring that we are delivering our statutory responsibilities and targeting our resources effectively.

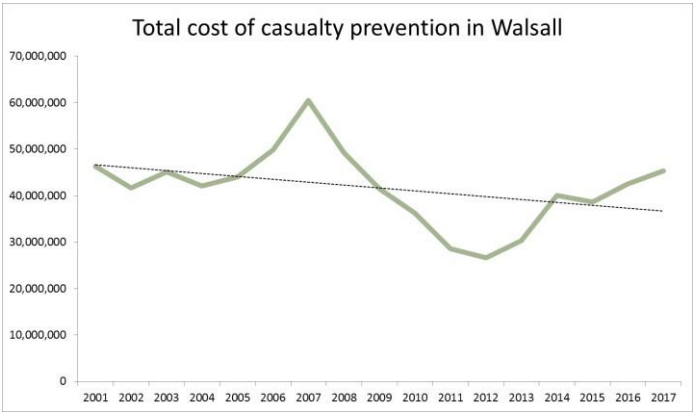
There are many factors that contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns that can be mitigated through a single approach. Walsall recognised this many years ago and was at the forefront of developing and integrating education, engineering, enforcement across both road safety and sustainable travel. Utilising a matrix approach to scheme development it was possible to develop integrated work programmes that delivered on many different fronts. This innovative approach enabled Walsall to benefit in terms of significant reductions in road casualties and sustained increases in modal shift, as evidenced by historic casualty, traffic and travel survey data. More recently through developing shared partnerships with Children Services and Public Health a different perspective



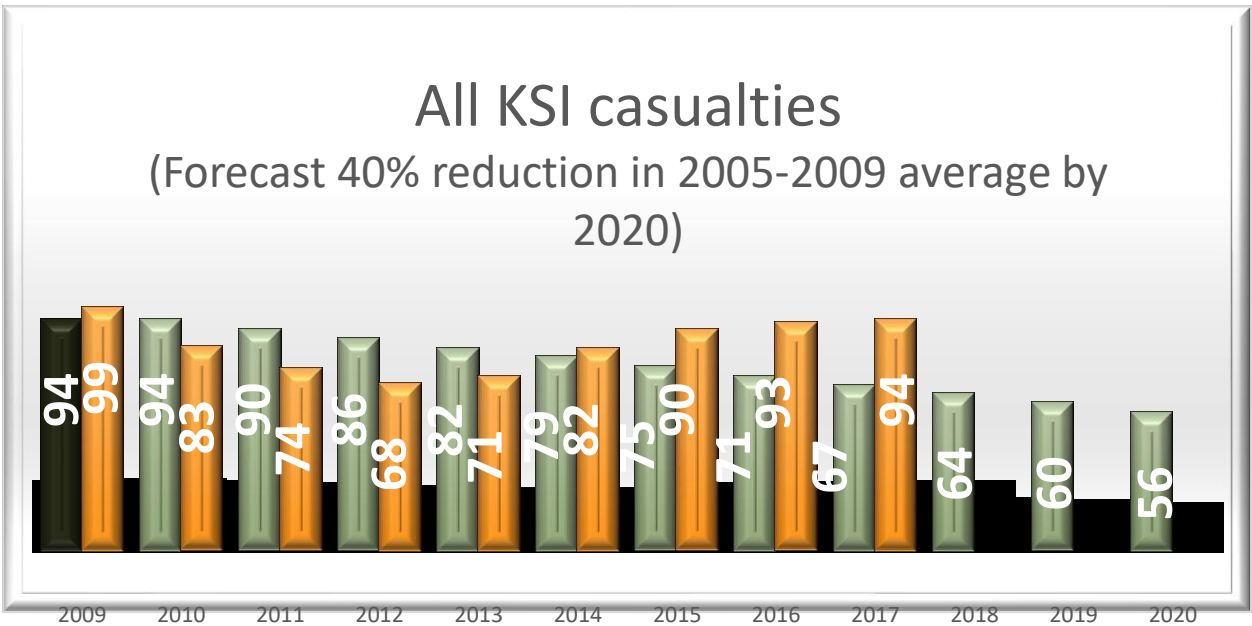
has been created which further supports our assessment and approach to interpreting and evaluating data.

**Our performance** – A detailed review of collision data for Walsall has been undertaken and our local casualty trends identified. A full detailed breakdown of the historical collision data for Walsall is contained in Appendix 1 – Historical Collision data for Walsall. All data has been calculated using a three-year rolling average to smooth out any data variances and key findings summarised below.

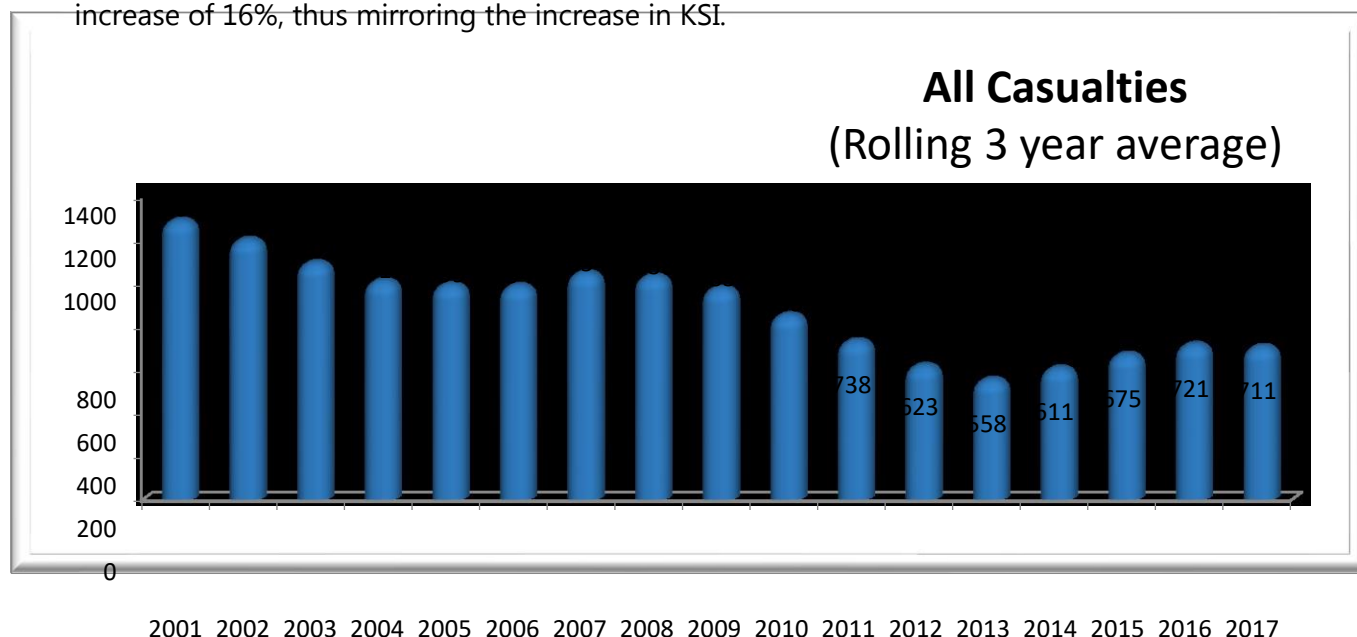
**Social and Economic Cost of Collisions** - The devastation caused by road traffic collisions is well documented, and apart from the harrowing personal consequences, there are also wider social and economic impacts. The Department for Transport (DfT) provides estimates on the economic cost of prevention a road traffic collision and based on this, the cost of prevention of RTC's in Walsall currently exceeds £45million annually. It should be noted that since 2001 the costs of prevention had almost halved to £26million by 2012; however, these costs have almost doubled back to £45million over the past five years.



**Killed and Seriously Injured** - The graph below shows our actual performance against target numbers. The green bar indicates the national forecast reduction whilst the orange bar indicates the rolling three-year average for actual collisions in Walsall. Between 2001 and 2017 all KSI casualties in Walsall have reduced by 32%. Detailed analysis of this data shows that by 2013, a 50% reduction had been achieved; outperforming the forecast reduction set out by the National Road Safety Framework. However, since 2014 there has been a year on year increase resulting in a 37% increase, which now means that we are failing to meet the forecast reduction.



**All casualties** – In Walsall 'all road casualties' have reduced from 1298 people in 2001 to 558 in 2013; an overall reduction of 57%. However further analysis of the recent data shows that since 2013, there have been year on year increases year on year back to 711 people in 2017, an increase of 16%, thus mirroring the increase in KSI.



Reviewing the latest collision data, target groups have been identified by overlaying the age group census data from 2011 and Walsall's collision data (2015-2017) to determine the casualty rates by age and mode. This has enabled us to clearly identify at risk groups that are over represented within Walsall.

		Peds		Cyclists		P2W		Car Passenger		Car Driver			
Age Group Population (2011 census)	Age	Casualties	Rate	Casualties	Rate	Casualties	Rate	Casualties	Rate	Casualties	Rate	Total (All modes)	Rate (All modes)
18373	0-4	19.00	1034.13	2.00	108.86	0.00	0.00	15.00	816.42	0.00	0.00	36.00	1959.40
16971	5-9	31.00	1826.65	1.00	58.92	0.00	0.00	35.00	2062.34	0.00	0.00	67.00	3947.91
17266	10-14	63.00	3648.79	22.00	1274.18	0.00	0.00	43.00	2490.44	0.00	0.00	128.00	7413.41
17667	15-19	45.00	2547.12	18.00	1018.85	26.00	147.17	34.00	1924.49	73.00	4132.00	196.00	11094.13
17504	20-24	24.00	1371.12	11.00	628.43	25.00	142.82	78.00	4456.12	150.00	8569.47	288.00	16453.38
17690	25-29	16.00	904.47	10.00	565.29	25.00	141.32	45.00	2543.81	133.00	7518.37	229.00	12945.17
16184	30-34	18.00	1112.21	9.00	556.10	16.00	98.86	31.00	1915.47	125.00	7723.68	199.00	12296.09
16906	35-39	19.00	1123.86	9.00	532.36	7.00	41.41	24.00	1419.61	96.00	5678.46	155.00	9168.34
38590	40-49	37.00	958.80	19.00	492.36	18.00	46.64	40.00	1036.54	176.00	4560.77	290.00	7514.90
31136	50-59	24.00	770.81	19.00	610.23	10.00	32.12	35.00	1124.10	125.00	4014.65	213.00	6840.96
61036	60+	44.00	720.89	12.00	196.61	4.00	6.55	39.00	638.97	70.00	1146.86	169.00	2768.86
<b>All Casualties by Age/ Mode / Rate (based on 2015-2017)</b>													

This analysis has identified the following key casualty groups that would benefit from targeted intervention as part of the development of future road safety programmes.

Pedestrians (Male & Female) age 5-19;

Cyclists aged 10-19;

Car drivers 20-29;

Male P2W riders 16-29;

All car passengers 15-24;

Female car passengers 15-19;



## **A\*STARS indicators**

A\*STARS current active travel figure (walking scooting & cycling) is 55%, whilst the national average is 53%

53% of A\*STARS school surveyed are above the National average for active travel

A\*STARS primary schools have a lower car use figure than the national average every year

A\*STARS primary schools have higher cycling figures than the national average for the past 3 years

**Monitoring and Evaluation** - It is essential to maintain our intelligence regarding the operation of our highway network to ensure effective service delivery. To maintain this, an annual review of whole area collision data and traffic data at a route level will be undertaken. This will be used to inform the councils Route Performance Index and to develop annual work programmes.

The success of work programmes and measures implemented will continue to be monitored through the annual collision data and reported as part of the annual report to cabinet.

Evaluation of Sustainable Travel and Road Safety education interventions is undertaken in number of formats, depending on the intervention, ranging from on the day post intervention evaluation questionnaires to initiatives that are externally evaluated by organisations such as RoSPA. The ongoing A\*STARS programme is continually evaluated at a number of levels, at delivery level, with evaluations taking place after individual interventions, right through to the overall evaluation of the programme with changes in active travel being recorded and measured against the national trends.

**Moving forward** - Historically casualty reductions across the highway network have been considered by comparing collision numbers and casualty levels to a predefined baseline year. In recognition of smoothing the extremes of casualty numbers year on year, it has been common practice to consider the data using a rolling three-year average. Most historic targets have been based on this methodology and the current regional target to achieve a 40% reduction in KSI's also utilises this approach.

When considering and developing highway programmes we have analysed road traffic collisions to identify clusters of patterns and trends occurring across the highway network. Feasibility schemes were drawn up to address these collisions and the savings assessed. The estimated costs of delivering the scheme proposals were evaluated and the First Year Rate of Return calculated. The Local Safety Scheme programme was then produced, prioritised on the First Year Rate of Return.

Targeting highway improvements in this way has been highly successful in treating those locations with highest prevalence of road traffic collisions. However, it has been recognised that the number of cluster sites identified has now reduced, and there is a need to reconsider how we analyse collision patterns and develop programmes. Many authorities, Walsall included, are exploring different approaches for assessing route performance and we are in the process of developing our route performance index and migrating to this approach.

Considering route treatment in terms of safe systems we need to understand that human survival in a collision depends on how well crash energy is absorbed. Un-cushioned, the human

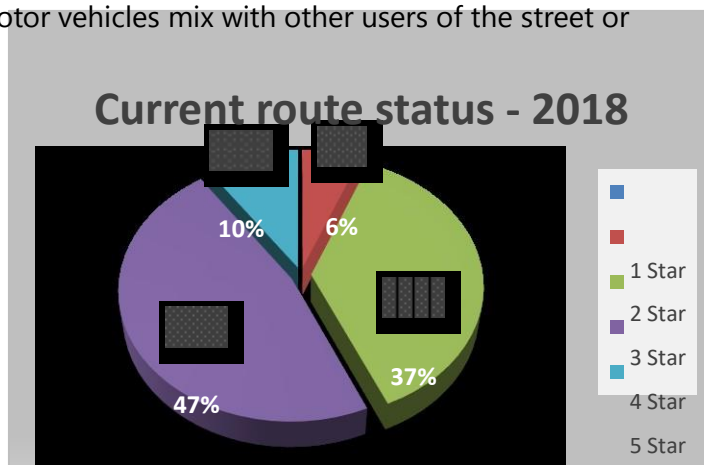
body cannot survive impacts above 40km/h. Applying the EuroNCAP approach, a good star rating means that some of the crash energy will be absorbed by the vehicle's crumple zones and airbags. If the vehicle also hits a crash barrier, the road infrastructure will absorb more of the energy and make the crash survivable. Providing drivers and passengers obey the rules of the system and wear seat-belts, it is the combined energy-absorbing capabilities of the car and the road that provides optimum protection from the energies of impact. The car alone cannot protect its occupants much above 70km/h. Even quite moderate speeds will seriously injure or kill unless both car and road work together as a harmonious system to protect occupants from severe impacts. On the racetrack, drivers can walk away from 300km/h crashes because the safety features of the track and vehicle are designed to work together.

Applying this methodology in the context of the urban environment is complex. However, an assessment of the urban environment is now being incorporated as part of our approach for developing a comprehensive **Route Performance Index**.

The new approach enables us to take account of a broader range of criteria when comparing routes across the borough. The assessment criteria still retain casualty reduction at its core, however, it also considers the operational performance of the route including traffic speed, compliance with the speed limit, KSI rates, collision rates, impact on identified VRU's, Public Anxiety and a 'safe system assessment'. The move towards considering the 'safe system assessment' aims to protect people against death or serious injury by upgrading the strategic and local road network by targeting sections and areas of highest risk. To this end, network design should seek to: separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions; provide crash protective roadsides to address run-off-road collisions; achieve safe speeds at intersections to reduce the incidence and severity of side impacts; separate motor traffic from unprotected users except where speeds are low; achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space; and improve highway surfaces, particularly on busy footways and those parts of the carriageway used by cyclists and P2W. The safe system assessment is

being developed to consider these elements and rate the roadside environment accordingly. The overall assessment culminates in a comparative route grading, based on 5 Star for the best routes and 1 Star for the worst routes. A full summary of Walsall's strategic network is

shown in Appendix 2 – Route Performance Index Summary.



Note: no 1 Star routes

This approach not only supports the priority for casualty reduction across the borough but also contributes towards the performance outlined in the West Midlands Congestion Management Strategy and Walsall and Wolverhampton's joint Network Management Plan. Furthermore, throughout the life of the strategy we plan to explore incorporating asset management and highway maintenance assessments into the Route Performance Index to develop a more holistic approach to highway management and to facilitate combined highway delivery programmes.

## 4. Our Vision

### The West Midlands Vision

Collisions on our roads can have an all too devastating impact on the lives of individuals, friends, families and communities. The Regional Road Safety Strategy is a crucial tool in making our roads safer by improving the transport network, delivering inclusive growth, increasing the uptake of active travel modes and creating a healthier West Midlands. The strategic outcomes for road safety in our region will include:

Reducing the number of people killed and seriously injured on our roads.

In addition to the above, other objectives will include:

A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;  
Encouraging more people to choose active travel, reducing car usage and improving our region's air quality; and  
Making road spaces safer for all users, thereby reducing the economic costs of collisions on society.

### Walsall's Vision

**"Whilst supporting the regional aspiration to reduce KSI's, we also recognise the need to develop a more holistic approach to project appraisal and evaluation to ensure targeted improvements and initiatives, consistent with the Safer Systems approach, are delivered thus supporting an improved quality of life and equality for our residents."**

### Local Challenges

On a local level whilst we must recognise our contribution to addressing regional challenges there are specific local challenges that must also be addressed. These include:

Wider considerations include:

Residents living in more deprived areas of Walsall are more at risk of being seriously injured or killed than those living in more affluent areas. We acknowledge that there are multiple areas of deprivation across Walsall and recognise that this is a particular issue within Walsall where residents from these areas are three times more likely to be hurt in a road traffic collision. In the West Midlands, fewer people are choosing active modes of travel; the percentage of adults who do any walking at least five times per week is 48%; in Walsall this falls to 40.3%. In terms of cycling, the percentage of adults who do any cycling at least three times per week is 3.3% across the West Midlands; in Walsall this falls to 1.7%. Our street designs can discourage social contact and decrease community cohesion, making sustainable travel less attractive, therefore we need to consider improvements to facilities and further incentives to make this more attractive. Our population is growing, with population estimates for the west Midlands in 2018 of 2.9 million; an increase of 10% since 2016 and this is reflected across Walsall. More people means more journeys on our roads, with the potential for increasing the number of collisions. Despite this, currently the West Midlands region has the lowest risk of KSI collisions per distance travelled on all road types in the whole of the UK, however this is changing – British EURORAP results 2018 (Getting back on track).

## Local Goals

Walsall Council accepts the responsibility to contribute towards the delivery on the regional targets, however, through detailed analysis of local collisions we have set out wider ambitions to reduce the following casualty groups by 2025, based on the 2015-2017 three-year average:

Target	2015-17 baseline (Casualties)	2025 target (Casualties)
Killed and seriously injured road casualties by 40%	97	58
All slight casualties by 10%	614	553
Number of children KSI by 40%	13	8
Number of child casualties by 10%	85	77

Target	2018 KSI/Km	2025 target KSI/Km
To reduce the average KSI per km by 40%	0.40	0.24

In addition to the targeted reductions outlined above we have also identified the following groups which we will continue to monitor during the life of the plan and target through educational campaigns.

Target	2015-17 baseline (Casualties)
Pedestrians aged 5-19	46
Cyclists aged 10-19	14
P2W aged between 16-29 (all sizes)	31
Car Drivers aged between 20-29 Male and Female	160
All car passengers aged between 15-24	99
Female car passengers aged between 15-19	55

In addition to the above, other objectives will include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality; and
- Making road spaces safer for all users, thereby reducing the economic costs of collisions on society.

Walsall also recognises the importance in developing a route performance index rating and is seeking to develop this further throughout the life of the strategy. The targets below demonstrate our commitment to this approach.

Target	2018	2025 target
Increase the number of 5-star routes by 50%	8 routes	12 routes
A 25% reduction in the number of routes exceeding the national average collision rate	24 routes	18 routes
Achieve a 2mph reduction in the average 85 <sup>th</sup> percentile speed (across all A&B routes)	36.5mph	34.5mph
Note: a reduction a 1mph should reduce accident frequency by 6%		

## 5. Working together

A fundamental aspect of our collaborative approach for improving road safety, is to use evidence to identify and target our programmes, then to coordinate our partners to deliver initiatives that support the achievement of our vision.

Based on analysis of road safety data and the challenges we face, we have a good understanding of the patterns and trends of road traffic collisions, the casualties that are caused and how we should target improvements. This approach has been used to inform many of the road safety measures and initiatives which are now in place. Evaluation of these initiatives is critical to maintaining their effectiveness and to use this knowledge to inform and evolve future new programmes to address existing and new issues.

An emerging aspect of this is to improve our understanding of our highway network and how it performs to ensure that our road users travel in a safe and expeditious manner leading to reduced casualties. To achieve this, we must effectively combine road safety management, secure investment to improve our highway network, employ optimal enforcement regimes and improve the knowledge and education of our road users. The support of our partners is fundamental to our success in this area.

**National and Regional Partners** - At a national and regional level, a range of partners covering multiple policy areas including transport, public health, education, housing, planning, third sector and the emergency services work together in the delivery of the RRSS. These partners are essential to the overall success of our shared vision and will play an active role in road safety across the region.

**Local Partnerships** - At a local level road safety focusses on the coordination and delivery of road safety activity and programmes. Local partners are fundamental to support the collaborative approach required to deliver road safety.

**Black Country Road Safety Forum (BCRSF)** - This multi-agency group coordinates and delivers road safety activity across the Black Country region. The forum uses data evidence to understand the issues faced and can then develop and co-ordinate a programme of interventions targeting these issues. The BCRSF promote collaborative working with partners and place emphasis on the coordination and communication of interventions being delivered by partner agencies with the Black Country member local authorities as they are responsible for the statutory duty.

**Public Health Walsall** - Public Health and road safety in Walsall work in very close partnership, particularly on the Public Health commissioned, award winning<sup>1</sup>, A\*STARS (Active Sustainable Travel and Road Safety) programme. A\*STARS is the main driver through which road safety education is delivered whilst encouraging sustainable modes of travel and promoting healthy lifestyles. A\*STARS is a joint initiative combining the statutory duties associated with Public Health, Children Services and Highway Authority through underpinning the Children and Young

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<sup>1</sup> A\*STARS has been endorsed by Professor Kevin Fenton, Director of Health and Wellbeing at Public Health England (2012-2017) as best practice; it is an example of best practice in 'West Midlands on the Move – Physical Activity Strategic Framework'; and won the Modeshift Award for Local Authority Initiated Project of the Year for its work with children.

Peoples Plan with the Sustainable Mode of Travel Strategy and supporting the Health and Wellbeing Plan.

The objective of the A\*STARS programme is: -

- To increase knowledge and understanding of road safety, sustainable travel and healthy lifestyles by providing education, training and encouragement.

- To increase the number of pupils using all forms of safer, sustainable travel on the journey to and from schools and provide evidence of modal shift.

- To provide a safer, cleaner environment in the vicinity of schools to benefit everyone and enable schools to take ownership of the programme and promote its key messages to parents and the wider community.

**Children Services** – Working in close partnership to produce and implement the **Sustainable Mode of Travel Strategy**. The tri-partite partnership with Public Health, Children Services and Road Safety & Sustainable Travel is critical to the joint delivery of the A\*STARS programme.

**Department for Transport** - published road safety statement: **Working Together to Build a Safer Road System – British Road Safety Statement** sets out the Governments national vision for road safety in Britain. The policy recognises that safer roads and safer road users save lives whilst reducing pressure on the NHS and emergency services. It encourages everyone to make safer choices whilst recognising the challenges in the current economic climate. The statement also adopts the Safe Systems approach – where human life and health should be paramount when designing the road network.

**West Midlands Police and Crime Plan / Local Transport Policing Plan** - The West Midland Police are a key partner to local authorities. The West Midlands Police Road Harm Reduction Team are a specialist team who use a range of interventions, techniques and tools aligned to the United Nations 5 Pillars to deliver road safety. Locally West Midlands Police and West Midlands Police Road Harm Reduction Team are members of the Black Country Road Safety Forum, where local casualty lead partnership initiatives are discussed. Walsall also attends monthly Road Policing Partnership meetings to discuss local issues. Through this we will raise the importance of closer working to manage the immediate impacts of a collision as well as promoting joint investigations to support learning from collisions. Working with the Force Operations team we will also develop an agreement to manage the deployment of Average Speed Enforcement across the area.

**Safe Speeds** - Use of intelligence led enforcement and public engagement to improve awareness and compliance with posted speed limits using enforcement. Roll out of Average Speed Enforcement capability to manage traffic speeds across the network.

**Safe Vehicles** - Utilisation of appropriate technology to help reduce the numbers of KSI collisions.

**Post-Crash Response** - To work closely with local highway authorities to manage the immediate aftermath of the collision and community response. To encourage joint investigations for fatal or life changing collisions to assess whether highway conditions or road layout contributed to

the collision and where necessary implement appropriate measures. To ensure post-crash investigation is supported by high visibility activity in area of the collision to assist with community reassurance and open new investigative opportunities.

**West Midlands Fire Service** - The West Midlands Fire Service complement the work delivered by local authorities to reducing KSI's within Walsall. Members of both the Road Casualty Reduction Team and local crews are members of the Black Country Road Safety Forum which coordinates their work. The Road Casualty Reduction Team (RCRT) research local and international best practice for road safety. This provides a suite of resources to centrally co-ordinate road safety prevention activity whilst utilising operational staff to deliver key interventions which includes cycle safety and other vulnerable road users. Initiatives such as Safe Side have become regionally significant in the delivery of road safety.

**Highways England** - The National Incident and Casualty Reduction Plan (NICRP) focuses on Highways England's customers (road users) and sets out how they ensure that no one should be harmed whilst travelling or working on the strategic road network. Highways England work in partnership with Walsall supporting road safety initiatives such as the young pre-driver event, 'Drive 2 Arrive' and 'Driving Safer for Longer' aimed at older road users.

**Third Sector** - Walsall supports the campaigns of RoSPA and promotes them within Walsall and likewise, RoSPA supports the road safety interventions delivered by Walsall, for example supporting events such as 'Drive 2 Arrive' and 'Driving Safer for Longer'. Walsall also recognises the importance of supporting other road safety charities, notably, Brake. The delivery of local work programme is also supported by voluntary groups and individuals and the importance of this is valued by the authority.



## 6. How we can Achieve Casualty Reduction (All)

There are many factors that contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns that can be mitigated through a single approach. Walsall recognised this many years ago and was at the forefront of developing and integrating education, engineering, enforcement across both road safety and sustainable travel. Utilising a matrix approach to scheme development it has been possible to integrate and fund work programmes that deliver on many different fronts. Using this innovative approach has enabled Walsall to benefit in terms of casualty reduction and increased modal shift. More recently through developing enhanced partnerships with Children Services and Public Health a different perspective has been created which has improved how we interpret, monitor and evaluate data to deliver improved, more focussed programmes.

Building on this foundation it has been necessary to consider how we incorporate the principles of safe systems to complement our local, integrated approach to meeting the road safety objectives. Through outlining how our current interventions contribute towards achieving the five pillars, we can also identify the gaps which need to be addressed to ensure our road safety action plan can further improve and our goals achieved.

**Pillar 1: Road Safety Management** – Ensuring effective governance and management at a Regional and local level is a cornerstone to delivering this strategy. Through the continued integrated approach, we can build on our foundations to enhance the delivery of our road safety work and meet our challenges head-on. We can achieve this by:

- Adoption of the agreed Memorandum of Understanding for regional support
- Support the delivery of the Regional Road Safety Strategy through membership of the Regional Road Safety Group;
- Develop, implement and co-ordinate 5-year Local Road Safety Plan and continued support through Black Country Road Safety Partnership;
- Set time-limited challenging targets to reduce the number of road traffic casualties including rate-based targets for reducing specific road user groups.
- Strengthen policies, procedures and practices for the safety provisions on local roads which take into consideration a consistent approach to the provision of safety features. For example, evidence-based standards should be set as to where reducing the speed limit to 20mph or below is appropriate and beneficial.
- Review and develop policy and procedures to manage service delivery
- Develop route performance index to assess and prioritise routes in line with establishing a long-term goal to raise the safety of local authority 'A' roads to a 3-star minimum level to be achieved by 2030.
- Further develop the safe system assessment method to be incorporated into the Route Performance Index
- Develop a Network Management Plan, incorporating Congestion Management and Road Safety at its core
- Develop and implement Education, Engineering and Enforcement work programmes
- Supporting the introduction of the Regional Transport Coordination Centre, to improve coordination and response to incidents and collisions occurring on the network.
- Monitoring and Evaluation of all road safety activity (LSS monitoring/ Speed management/ Evalu-it/ Public Health outcomes)
- Further development of shared services



**Pillar 2: Safer Roads and Mobility** - Investing in Safer Roads and Network Resilience seeks to address road safety concerns, enhance network resilience, support development and regeneration whilst tackling traffic congestion. There is a growing need to accommodate the needs of vulnerable road users who have the legitimate right to use the roads for both recreational and business use and indeed journeys to and from work. These include pedestrians and riders of bicycles, motorcycles and horses. We also need to recognise the needs, vulnerabilities and rights to mobility of an increasingly aging population.

Annual engineering programmes are approved to deliver physical improvements to the highway network and range from major schemes to minor works programmes and include:

- M6 Junction 10 major scheme
- Network resilience package improvements
- Congestion and Road Safety Fund improvements
- National Productivity Infrastructure Fund improvements
- West Midlands Sprint
- Development of Local Transport Plan: minor works programme
  - Local Safety Scheme programme;
  - Promotion of Community Health & Safety;
  - Measures to Encourage Walking;
  - Measures to Encourage Cycling;
  - Safer Routes to School;
- Maintenance schemes:
  - Pedestrian Facility upgrades such as 'PUFFIN' or 'TOUCAN' crossings
  - Street Lighting upgrades
  - Signing improvements and decluttering
- Use of technology
  - Roll out of Average Speed Enforcement across Black Country
  - Implement selective vehicle priorities;
- Develop a safe system principle targeting sections and areas of highest risk. Network design should seek to:
  - separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions;
  - provide crash protective roadsides to address run-off-road collisions;
  - achieve safe speeds at intersections to reduce the incidence and severity of side impacts;
  - separate motor traffic from unprotected users except where speeds are low;
  - achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space;
  - and improve highway surfaces, particularly on busy footways and those parts of the carriageway used by cyclists.
- Ongoing speed management of routes
  - Roll out of are wide 20mph speed limits
  - Use of Watchman signs to educate motorists regarding use of speed
  - Use of Variable Message Signs and Vehicle Activated Speed Signs to highlight physical dangers on the network and to support education initiatives and campaigns
- Safer cycling infrastructure

**Pillar 3: Safer Vehicles (Regional)** – Primarily this pillar will be delivered at a regional level due to its strategic overarching nature. However, Walsall will actively support this locally by promoting the following initiatives:

Continued active support for the regional road safety partnership to deliver on the priorities set out in the regional Road Safety Strategy;

Connected and Autonomous Vehicles - Collaboratively, the region will build a test environment for CAV; stretching across 80 kms of public roads in Birmingham, Coventry, Solihull and North Warwickshire; enabling managed interaction between CAVs and other road users. This could result in CAV's saving over 2,500 lives, preventing more than 25,000 serious accidents in the UK by 2030, helping reduce air and noise pollution and provide wider health benefits.

Vehicle priority at traffic signals to support improved emergency response times

**Pillar 4: Safer Road Users** – Creating a 'safer environment' and encouraging 'safer behaviour' supports the 'safer movement' of road users on Walsall's roads. Understanding the different groups of road users enables us to target those groups with a disproportionately high number of Killed or Seriously Injured casualties (KSI's) in an attempt to change their behaviour. Focusing Education Training Publicity (ETP) campaigns on key user groups should lead to a change in their behaviour and attitude to risk when using the highway network. Effecting change at this level should lead to reduced casualties, which not only supports the regional aspiration, but also impacts on the physical and emotional responses of the local community whilst reducing costs to the local economy. Recognising the clear secondary benefits, including improvements to health, further supports the delivery of wider local ambitions for Walsall. Improving the knowledge and environment for our vulnerable user groups contributes to modal shift by encouraging an increase in sustainable forms of travel, such as cycling, scooting and walking, all of which have associated health benefits.

Through our regional representation we will lobby and support the following legislative changes:

**Young driver safety** - Young drivers are involved in a disproportionate number of crashes resulting in death and serious injury in their first few months of driving. A national review is required to consider the benefits and effects of graduated driver licensing supported by appropriate evidence-based restrictions for a period after the test when further experience can be gained along with a minimum learning period.

**Lower the drink drive limit and improve enforcement** – The current limit of 80 milligrammes of alcohol per 100 millilitres of blood is higher than the rest of Europe where the limit is 50 milligrammes of alcohol per 100 millilitres of blood or below. The lower limit already is in place in Scotland and is likely soon to be adopted by Northern Ireland. It will prevent the loss of a considerable number of lives.

**Follow up the new drug driving legislation with effective and practicable initiatives, including enforcement and publicity measures, to reduce drug driving** - The aim must be to make drug driving as socially unacceptable as drink driving.

**Encourage organisations to address the risks involved with work related journeys** - It is recognised that as many as a third of casualties on the road arise from people driving for work. There is a need to reinvigorate this activity in terms of both managing the risks associated with using vehicles for business and the actual driving itself. The work of "Driving for Better Business" and the "Occupational Road Risk Alliance" should be built on to improve this area.

**Adopt Single/Double Summer Time** - Create safer conditions for all road users by adopting Single/Double Summer Time. Research indicates this would produce annual

casualty savings because reductions in numbers of collisions in the hours made lighter would substantially outweigh any increases in the hours made darker.

In terms of promoting safe road users, education and compliance with the environment and rules and regulations is fundamental in developing improvements in behaviour. In support of this the following areas will be supported:

**Roads policing and enforcement** – It is recognised that the significant reduction in specialist roads policing officers has had an adverse impact on the compliance with traffic laws. An objective and evidence led approach is needed with the Home Office and Department for Transport working together with shared stated aims to reverse this decline and to rebuild purpose and status of the enforcement of road traffic and vehicle safety legislation.

**Ensure that road safety and sustainable travel education is embedded within the school curriculum** - Basic road user education outcomes should be integral within the core curriculum, appropriate to each age group and stage of development. This means inclusion core lessons such as Science, Maths, Spanish and Geography. This should include practical learning too: Pedestrian training followed later by Bikeability as a core part of the primary and secondary school curriculum so that every child has the opportunity to learn to cycle and, thus, how to use the road. The continued roll out and evolution of the A\*STARS programme continue to underpin this approach.

**Maintain high profile national, regional and local publicity campaigns** - Whilst concentrating on speed, drink drive, and seat belts there is a greater need for enforcement programmes co-ordinated on a regional basis throughout the period of the campaign and beyond. Further support will also be available to allow for locally-based campaigns to address a specific local or regional problem and a campaign strategy that can be evaluated and replicated.

**Maximise the road safety benefits of telematics and similar technologies for young drivers, business and commercial drivers** - Event data recorders (now fitted to most new vehicles), telematics and other “black box” technologies offer enormous potential new data sources. These can contribute to safer vehicles, infrastructure design and improve driver training.

Continue to promote, support and deliver the national standard **Bikeability training** programme for young and adult cyclists.

A programme of mitigation measures as highlighted in Appendix 3 – Current Initiatives and Road Safety Action Plan, will be implemented and monitored quarterly.

**Pillar 5: Post Crash Response** - Collision Investigation - Accident analysis will be undertaken by each Local Authority to determine collision trends and causation factors.

Measures could include;

**Response to collisions** - Closer collaboration between Local Authorities and Emergency Services in managing the collision scene and surrounding area in the aftermath of a collision is required to reduce the impact to other road users. Protocols should be developed to utilise the support available from Urban Traffic Control Centres in managing and coordinating the highway network to maintain network resilience.

**Improve knowledge and understanding of collisions and casualties in UK road transport** – Improvement is required to improve the data source available relating to transport-related collisions and casualties. Consideration of combining the different

data sources available to provide a more comprehensive data set for use in the national statistics for reported road casualties.

**Joint Collision Investigation** - There needs to be better collaboration between highway authorities and West Midlands Police and a more systematic and comprehensive system of investigating fatal and life changing road collisions focused on learning and dissemination of results.

**Harness technology** – Response times are critical in delivering effective trauma care to road traffic casualties. The consideration of providing emergency vehicle priority at traffic signals to assist in achieving an efficient and safer response to incidents will be considered and pilots developed where appropriate.

**Appendix 1 – Historical Collision data for Walsall**

**Appendix 2 – Route Performance Index Summary**

## **Appendix 3 - Current initiatives and Road Safety Action Plan including work programmes**

### **Engineering Schemes**

**M6 Junction 10 major scheme** – Walsall in partnership with Highways England are developing major highway improvements to improve capacity and maintain existing structures at this location.

#### **Complementary programmes –**

- Network resilience package improvements
- Congestion and Road Safety Fund improvements
- National Productivity Infrastructure Fund improvements

**Local Safety Scheme Programme** – Road safety requests are regularly received to consider implementing traffic calming measures for various reasons. These requests are considered as part of the annual review of collisions across the highway network. A programme to implement route or junction improvements at collision hot spots throughout the borough is then developed and reported to cabinet. RS12a - Procedure for assessing Local Safety Schemes covers this area.

**Promotion of Community Health & Safety** – Road safety requests are regularly received to consider implementing traffic calming measures for various reasons. This programme considers the assessment of these requests where they fail to meet the criteria for the Local Safety Scheme work programme and is covered by RS19 – Procedure for assessing sites of Community Health & Safety.

**Measure to Encourage Walking** – Requests for providing new or improved crossing facilities are regularly received. This programme considers the assessment of these requests and promotes the improvements and is covered by RS04 – Procedure for assessing Measures to Encourage Walking.

**Measure to Encourage Cycling** – As part of the development and integration of cycling into local plans and policies a Cycling Strategy was written in April 2003. This document provides the overarching strategy related to the development of cycling. In the development of National and Local cycling network schemes are identified from a variety of sources. These schemes fall under the Measures to Encourage Cycling programme and is covered by RS14 – Procedure for assessing Cycling Schemes.

**Safer Routes to School** – As part of the development of A\*STARS, action plans are produced by the schools requesting a variety of different schemes to support their modal shift targets. These schemes fall under the Safer Routes to School programme and are covered by RS15 – Procedure for assessing Safer Routes to School schemes.

**Selective Vehicle Priority** – Consideration of technology to provide priority to emergency vehicles responding to an incident at traffic signals.

**Speed management** – Walsall contributed to DfT evaluation into 20mph speed limits on roads. This study substantially strengthens the evidence base on perceptions, speed and early outcomes associated with 20mph (signed only) limits. It is the only major UK study to date to

consider multiple case study areas and provide a national view. On this basis Walsall will continue to roll out signed only 20mph speed limit areas across the Borough.

In support of wider speed compliance Walsall have developed the use of the Watchman system to educate motorists regarding use of speed. This has seen significant and sustained reductions in speed along key routes and will continue to be deployed to manage driver behaviour on the strategic network.

## **Enforcement**

**Average Speed & Red-Light Enforcement** – Walsall in partnership with other Black Country authorities are promoting the roll out of average speed enforcement technology across its strategic network. An aspect of the programme is to explore the re-introduction of red-light enforcement technology integrated into the ASE system.

**ANPR outside schools** - As part of our commitment to providing a safer environment outside schools within the borough Walsall Council are trialling Automatic Number Plate Recognition (ANPR) cameras outside of 5 schools.

**Bus Lane Enforcement** - In order to ensure bus lanes are as effective as possible in keeping buses running on time, Walsall Council operates bus lane enforcement in the town centre and the main bus lane corridors within the borough. Closed circuit television (CCTV) cameras record vehicles driving or parking in bus lanes. Evidence will be captured by fixed cameras and from a Walsall Council marked CCTV enforcement vehicle. Once it is confirmed that a contravention has occurred, the registered keeper/hirer of the vehicle will receive a Penalty Charge Notice (PCN) by first class post.

**Car cruising injunction** – This is a Black country wide injunction that applies to the whole area. Enforcement signs are positioned at key locations or entry points across the area and regular enforcement activity is undertaken throughout the area. The benefit of having a blanket injunction is that it enables harsher penalties to be meted out much more efficiently to offenders as the offence is considered as “contempt of court”.

**Mobile speed enforcement** – Undertaken by West Midlands Police targeting key locations where there is a prevalence of collisions and low compliance with the speed limit.

## **Education & Encouragement**

**Variable Message Signs** – The Black Country Urban Traffic Control Centre controls over 50 VMS located across the Black Country on the strategic network. These signs are used to display road safety messages to complement education campaigns, general road safety messages and messages relating to the highway environment such as weather conditions.

**Watchman Signs** – Walsall have developed and trialled the innovative Watchman System with Suilvision Ltd. The signs utilise ANPR technology to identify and feedback information directly to motorists regarding their prevailing speed.

**Community Speedwatch** - Local Neighbourhood Police in partnership with Walsall Council facilitate the training of volunteers to run Community Speed Watch Programmes. It is a local



initiative where members of the community join together to monitor speeds of vehicles using speed detection devices. If a vehicle is exceeding the speed limit, it is referred to the partnership to provide education to drivers.

**School Crossing Patrols** - The aim of the School Crossing Patrol Service is to ensure that children and adults can travel easily and safely whilst on their journeys to and from school. School Crossing Patrols (SCP) were established by the School Crossing Patrol Act 1953. There are two categories of school crossing patrols and these are risk assessed by the council's Road Safety Team as to which criteria they meet in line with national standards for road safety.

Category 1 - for a School Crossing Patrol Warden to be on duty at specific times during school opening hours because of the potential road safety risks and is not supported by secondary crossing facilities i.e. pedestrian, pelican, zebra crossings etc.

Category 2 - for a School Crossing Patrol Warden supported by secondary crossing facilities i.e. pedestrian, pelican, zebra crossings, therefore these are risk scored lower than a category 1.

**A\*STARS** - Consists of 4 'pathways' with the Foundation level for preschool 0-4 years, Intermediate being aimed at primary schools, Higher level for years 11-16 and Advanced for 16+. Just some of the initiatives on the programme include: - Reception Walks (with parents / carers), Year 3 Practical Pedestrian Training, Bikeability Fix, Bikeability Training, Scooterbility, Transition to Secondary School, Be Bright Be Seen, Safety in the Car – Car seats and Seatbelts, national and regional campaigns.

In promoting safe and healthy travel to school the A\*STARS programme seeks to support schools to embed the principles of sustainable travel, road safety education and physical activity into the culture and mind set of everyone through encouraging healthy lifestyles.

A\*STARS current active travel figure (walking scooting & cycling) is 55%, whilst the national average is 53%

53% of A\*STARS school surveyed are above the National average for active travel

A\*STARS primary schools have a lower car use figure than the national average every year

A\*STARS primary schools have higher cycling figures than the national average for the past 3 years

**Don't Hurt the One You Love** - The proportion of young adults (aged 17-20) with a licence has declined since a high in the mid-1990s. In recent years, the main reason for not learning to drive for people aged 17-20 has been the cost of learning. 26% of 17-20-year olds cited this as the main reason in 2017 (National Travel Survey 2017) Unfortunately, whilst the number of young drivers holding a licence has dropped, young drivers are still over represented in collision figures. Don't Hurt the One you Love campaign launched around Valentine's Day seeks to raise awareness of the issues facing young drivers and passengers with the focus on looking out for the one you love, be it a girlfriend, boyfriend, mates or family members. The campaign encourages young drivers to take responsibility for their passengers and encourages passengers to speak out if they find themselves in a situation in which they feel uncomfortable, providing them with possible coping strategies that they can use.

**Drive 2 Arrive** - Is a multi-agency young pre-driver event the aim of which is for the students attending to receive a positive message, focusing on the fact that most young people look

forward to the increased freedom associated with gaining their licence whilst equipping them with the information to make the right informed decisions regarding their own and fellow vehicle occupants' safety.

The outcome of the day is to equip the students with knowledge to make them better, safer drivers and passengers and above all give them the confidence to speak out when they know they are vulnerable and in a situation in which they feel uncomfortable. Partner agency support for this event is strong, with Central Motorway Police Group (Road Harm Reduction Team), West Midlands Fire service (Casualty Reduction Team), Highways England and The Beacon Young Persons Drug and Alcohol Misuse Service all delivering at the event. Due to the events success over the last 2 years the event has been open to students across the Black Country with the four Black Country Authorities coming together to coordinate the event.

**Multi Agency Road Safety Operation (MARSO)** - Walsall Council supports the Central Motorway Police Group (CMPG) Road Harm Reduction Team with their MARSO events, offering educational input to motorists regarding seatbelts, mobile phones, speed and impairment.

**Operation Top Deck** - West Midlands Police initiative to reduce driver distractions and enforce other traffic offences.

**Fleet Operator Recognition Scheme (FORS)** - Walsall Council supports and encourages operators to sign up and be part of the Fleet Operator Recognition Scheme, we also support and promote this regionally.

**Bikeability** - Walsall Council successfully secured funding from the Department for Transport (DfT) to deliver level 1, 2 & 3 Bikeability training to the students of Walsall. Walsall Council also bid for funding to deliver five Bikeability Plus Modules and chose to deliver modules that would complement the delivery of the Bikeability levels and promote an increased interest in cycling and take children on a journey to hopefully viewing cycling as a lifelong leisure activity as well as a sustainable mode of travel for them, thus reducing obesity and increasing sustainability. Bikeability Parents was chosen as a module to bridge the gap where lack of cycling confidence among parents might be a barrier to allowing their children to cycle.

Walsall Council secured funding from the DfT to deliver:-

4067 – level 1 & 2 places

531 – level 3 places

From September 2016 to March 2020

576 – Bikeability Plus – Promotion

742 – Bikeability Plus – Fix\*

73 – Bikeability Plus - Parents

123 – Bikeability Plus - On Show

261 – Bikeability Plus - Ride

\* through the A\*STARS programme Walsall 'tops up' the funding for Bikeability Fix and in the 2017/18 year alone 1083 children took part in the module.

**Drink Drive** - Anti drink drive messages are promoted throughout the year through educational campaigns but receive a heightened level of focus around key times with our partner agencies, namely during the winter holiday and the summer season and when big national sporting events are taking place, such as the FIFA World Cup resulting in greater numbers of people out socialising.

**Drug Drive** - Like anti drink drive campaigns, anti-drug driving is promoted throughout the year, but receives a more intense focus around the summer 'festival' period in conjunction with our partners.

**Road Safety Education Plan** – Target areas include:

**Antenatal** – Information packs to Manor hospital for dissemination into Bounty Packs. Meet with Midwife / Health Visitor Team at Hospital regarding in car safety messages and resources.

**In Car Safety** – Provide free car seat checking days at local venues in partnership with WM Fire Service.

**Pre School & Childminders** – Pre School Leader lunch time meetings providing information on road safety resources.

**Transition from Nursery to Reception** – Transition leaflet to all new school starters distributed by the school to parents / carers of new intake.

**Transition from Primary to Secondary school** - This is covered both in year 6 with teacher packs, students' workbooks and parent leaflets for every child. Then at year 7 the topic is covered through theatre in education and supporting workshops.

**Driving Safer for Longer** – Multi agency older driver seminar with focus on the Highway Code, how age can affect driving, eyesight etc, vehicle maintenance, driving on all lane running motorways, blue light vehicles, the cost of driving and alternatives, options for further training.

**Powered Two-wheelers** – Bus back campaigns focusing on all road users with a 'sharing the road' ethos. Launched at the start of the brighter weather to coincide with the DfT P2W campaign launch.

**Winter driving** – advice offered at MARSO events and on social media around being prepared for adverse weather conditions.

**Tyre Safety** – advice offered at MARSO and other events around the implications of defective tyres and the penalties as well as being promoted via social media channels.