

# Casualty Report 2008

## Road Safety Plan 2009/10

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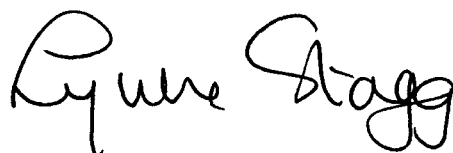


## **Preface**

The continued reduction of road casualties is an important priority for the council. We are endeavouring to achieve a safer road network for the people of Portsmouth by constantly looking for new and more effective ways of working.

Any road accident is a tragic event for all involved and it is disturbing to witness the pain, grief and suffering it causes. As a councillor, I am often asked if somebody has to get killed before we will do anything. However, I am always pleased to reply that we are constantly doing something. The council is already making excellent progress towards government targets. We do however; need your help as drivers, cyclists, and pedestrians if we are going to succeed. As a council we will continue to work towards reducing road casualties by improving our roads, introducing traffic-calming schemes, including the identification of safe crossing points and installation of suitable crossing facilities, and educating the people of Portsmouth.

However, there is still a long way to go and we must not get complacent. The Casualty Report 2008 and the Road Safety Plan 2009/10 highlight how far Portsmouth has come, but also show the work that is still to be done and how schools, businesses and residents can work together in achieving safer roads for all.

A handwritten signature in black ink that reads "Lynne Stagg". The signature is written in a cursive style with a large initial 'L' and 'S'.

Councillor Lynne Stagg

Cabinet Member for Traffic and Transportation

Portsmouth City Council

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# 1 Guiding principles

The Casualty Report 2008 and Road Safety Plan 2009/2010 aim to provide a clear set of objectives and an action plan for reducing the number of road-user casualties and improving the safety of the city's highway infrastructure.

As well as forward planning, the report also looks at how Portsmouth has fared in its aims so far. The accident data is analysed and any emerging trends and patterns are highlighted. In addition, the report provides positive feedback on completed work and identifies future improvements.

The document sets out the council's statutory responsibilities for road safety, outlines its strategy and plans for the future, and acts as a monitoring tool that enables Portsmouth to ascertain its level of performance with regards to the government's road safety strategy.

It is intended that this document will be published annually, to review the casualty trends in Portsmouth so road safety policies and priorities can be adjusted if necessary.

Road safety in Portsmouth forms part of an integrated transport strategy, which seeks to promote a culture that is less reliant upon the private car. This strategy seeks to make the best use of the transport infrastructure and to improve it whilst minimising damage to the environment.

The council's traffic safety and sustainable transport group has the responsibility for proposing and implementing the road safety strategy. They achieve this in partnership with the Highways Agency, neighbouring authorities, particularly Hampshire County Council, the police and other key stakeholders such as passenger transport operators, the ferry port, and health and education services. Lasting reductions in road casualty numbers require the cooperation of all of these partners.

The plan will deliver better road safety, especially for vulnerable road users, through a range of policy tools. It ensures that road safety objectives are addressed by the wider local policy and planning agenda, and formulates programmes of appropriate highway engineering measures intended to reduce casualties among all classes of road user.

## 1.1 National road safety targets

In March 2000, the government published Tomorrow's Roads – Safer for Everyone, its road safety strategy and national casualty reduction targets for 2010. By 2010, the government wants to achieve, compared with the average for baseline 1994-98, a:

- 40% reduction in the number of people killed or seriously injured in road accidents;
- 50% reduction in the number of children (under 16 years) killed or seriously injured

- 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

Since 2000 Portsmouth has seen a downward trend in individuals killed or seriously injured in road accidents, and is generally on track to achieve its targets. There has been fluctuation with child casualties, however it is not thought that this will prevent the targets being achieved.

In 2007 nationally there were 182,115 road accidents involving personal injury and 247,780 recorded road casualties in Great Britain:

Of these:

- 30,720 people were killed or seriously injured, 2,946 of these were killed.
- 1,432 car users were killed, 11,535 were seriously injured
- the number of children killed or seriously injured was 3,090
- of those, 1,899 were pedestrians
- of those children, 121 died.

Off the 30,191 pedestrian casualties:

- 646 were killed
- 6,924 killed or seriously injured.

The number of pedal cyclists

- 136 killed
- 2,428 seriously injured.

Of the 23,459 motorcycle casualties:

- 6,737 were killed or seriously injured
- 588 died.

*(Road Casualties in Britain 2007, DfT 2008)*

The government has acknowledged that for true improvements in road safety to take place, action will need to be taken across a number of fronts, including public awareness and attitude, vehicle safety and road engineering and enforcement.

The duty to promote road safety including road safety education is set out in the Road Traffic Act 1988. This includes the following:

"39.

*(2) Each local authority must prepare and carry out a programme of measures designed to promote road safety and make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.*

*(3) Without prejudice to the generality of subsection (2) above, in pursuance of their duty under that subsection each local authority:*

*A must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, other than trunk roads, within their area,*

*B must, in the light of these studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users..."*

The Road Safety Act 2006 gives effect to several elements of the government's wider road safety strategy to reduce casualties and it supports the push towards achieving the casualty reduction targets mainly through campaign based activity. It was given Royal Assent on 8 November 2006 and will bind the council.

## **1.2 Portsmouth road safety targets**

In addition to government's 2010 road safety targets, there are also the council's public service agreement (PSA) targets. These are more challenging than the 2010 targets, but are a valued way of monitoring progress towards achieving the national 2010 targets. The PSA targets for 2005 were;

- to reduce all fatal and seriously injured road casualties in the city to 99.
- to reduce child fatal and seriously injured road casualties in the city to 14.
- a further PSA target was introduced to reduce child slight injuries to 115.

## **2 Review of progress**

This annual Road Safety Plan highlights the council's achievements and sets out a programme of work for 2008/09 to contribute to the government's casualty reduction targets for 2010.

### **Review of killed and seriously injured (KSI) casualties**

A review of the KSI casualties showed the locations of the accidents were spread across the city but were largely on main roads with high traffic flows. This makes them harder to treat by traffic calming due to a high volume of vehicles and pedestrian traffic, and a wide mix in vehicles using the network, e.g. buses and heavy goods vehicles (HGVs). Analysing specific lengths of main roads (route studies) may help identify possible remedial measures. Speed is perhaps the most important factor affecting the severity of injuries – the higher the speed, the more serious the injury. There is what can be described as a “necklace of accidents” around Portsmouth's major routes.

Appendix A shows the casualty data for 2008.

## **3 Resources and evaluation**

The group manager leads the traffic safety and sustainable transport group, which sits under the direction of the transport and street management service. The remit of this group includes traffic safety, traffic systems, development control, passenger transport, road safety, and sustainable travel.

Each year a service business plan is produced, which focuses on four core areas: congestion, cycling and walking, casualty reduction, and passenger transport. The business plan identifies targets against an agreed base line, which is linked to national indicators and key delivery targets. For each of the four subject areas strategies and action plans have been highlighted and a lead officer allocated to each.

### **Fire Service secondment**

In April 2008, Hampshire Fire and Rescue Service and the council embarked upon a road safety secondment partnership for a year-long pilot. Under this initiative, the road safety and sustainable travel team acquired the part-time services of a fire officer to act as a co-ordinator and link between the council and the fire service on shared campaigns. This officer acts as an extension to the Safer Roads Partnership (SRP) programme and has facilitated the delivery of key promotions and campaigns at a much wider level than either of us could deliver independently. We envisage this pilot being extended for another year.

### **3.1 Monitoring of the effectiveness of schemes**

The traffic safety and sustainable transport group has a process in place to monitor the impact of schemes. On a national level this requires the completion of BVPI (best value performance indicators) on a monthly basis. The BVPIs measure our performance in terms of accident data, looking at percentage change and those killed or seriously injured, as well as providing a breakdown of child accidents, which is in line with the national 2010 government targets.

The group completes a financial monitoring spreadsheet on a monthly basis, the data from which is used to report on the Local Transport Plan capital programme and scheme progress during any given financial year.

On a more localised level, the traffic safety team completes a monitoring form on a monthly basis which records all schemes undertaken, showing cost of scheme, commuted sum; before-and-after' accident data; speed data and traffic volume. In addition to this accident clusters and trends are monitored on a monthly basis and used to guide work programmes.

### **3.2 Engineering**

The local community is involved at an early stage in the design of road safety engineering schemes to ensure that the schemes reflect local needs and are supported by both residents and businesses.

Recently implemented schemes include;

- City Centre Improvements – Edinburgh Road/Stanhope Road junction:

This scheme was part of the ongoing city centre improvements and was the first of four planned projects undertaken as part of phase 2. The work involved the upgrade of an existing mini-roundabout, through the construction of a raised table at the junction and a domed mini-roundabout. The carriageway was narrowed on each of the approaches to the junction and a zebra crossing implemented on Stanhope Road, south of the junction.

- Eastern Road:

Following a fatality on Eastern Road, investigations were carried out to assess the feasibility of installing a central barrier between Anchorage Road and the bridge. The cost associated with the implementation of a central barrier was prohibitive, due to the land required to provide for the necessary safety zone either side of the barrier. Similarly the cost could not be justified in terms of accident history along this stretch of road. Therefore a double white line with road studs was installed down the centre of the road and further highlighted with red colouring between the double white lines.

- South Parade zebra crossing:

On the back of Colas re-surfacing South Parade, the replaced hatched road markings encouraged motorists to park in a manner that obscured pedestrians seeking to cross the zebra crossing. In order to accommodate additional parking along this stretch of road and to increase the safety of the zebra crossing, the carriageway width, at the crossing, was reduced by the construction of build outs. New high-level zebra posts were installed and anti-skid laid down on both approaches to the crossing.

- St Mary's pedestrian refuge:

Part of the annual pedestrian crossing review highlighted the need for a crossing on St Mary's Road. The site assessment indicated that the level of demand warranted a pedestrian refuge rather than a zebra or signalised crossing. The refuge was constructed west of the railway bridge and was tied into the cycle lane.

- Sultan Road area:

Sultan Road was identified for road safety engineering work as part of the area wide traffic-calming programme. The purpose of the scheme was to reduce the number of accidents in the area. Prior to the scheme there had been 14 recorded personal injury accidents. The scheme comprised a zebra crossing on Turner Road, speed cushions along Sultan Road and gateway treatments at the junctions of Wingfield Street/Turner Road, Wingfield Street/Church Street, Turner Road/Lake Road and Hanway Road/Kingston Road. Public consultation was carried out and a resident working group set up to assist with designing the scheme.

- 20mph scheme:

The council is the first in England to implement an extensive area-wide 20mph speed limit, covering approximately 94% of the city's road network. The city was split into six sectors in order to manage the implementation more effectively. The scheme involved gateways, made up of terminal signs and 20mph roundel(s) marked on the carriageway and the erection of repeater signs. A high level of public consultation has taken place, as well as extensive partnership working with Hampshire Constabulary and the Fire Service, and Portsmouth's PFI contractors Colas.

Research has shown that the risk of a child being involved in an accident has reduced by about two-thirds where 20mph zones and speed limits have been installed. They can also help to protect the mobility-impaired and other vulnerable road users including cyclists. Consultation with

residents within the proposed 20mph zone/limit is paramount. In Portsmouth each area's nature was considered and a programme of consultation developed. In ideal cases the residents were able to work with the engineering officers in designing a scheme acceptable to all who live in the area, which improves the environment as well as road safety.

A major worry for pedestrians and cyclists is the speed of passing traffic. In some areas this is made worse by narrow or non-existent pavements, which make the traffic seem too fast even if it isn't exceeding the speed limit. As the severity of accidents increases in direct relation to vehicle speeds, a programme of speed reduction and rationalisation is programmed for the city. In order to reinforce low-speed zones the following features can be expected to be encountered:

- Gateway features

Designed to emphasise to drivers that they are entering an area where the needs of the local community are at least as important as the convenience of through traffic. They include things like:

- red road surfacing with roundels
- structures on the road verge
- 20mph signs
- countdown markers
- a central refuge
- specially-designed school signs

- Build-outs and chicanes

Build-outs often narrow the road to one carriageway and make drivers slow down to drive through them, as well as offering pedestrians space to see round parked cars. In a chicane, the road is narrowed on one side and then the other – drivers have to slow down to get round them.

- Mini roundabouts

Often used as part of traffic calming/speed reduction schemes, these are designed to make drivers slow down to go round them and look out for other vehicles entering the junction.

- Coloured road surfacing

Coloured surface dressing that highlights traffic calmed features or is used as part of a 'gateway' treatment. A variety of colours can be used which visually segregate the road space. It is a cost-effective way of increasing awareness of road/area conditions and enhances bus and cycle lanes.

- Traffic islands

These stop drivers overtaking other vehicles. Not very effective as a speed reduction measure on their own (2-3 mph reduction) but better as part of a more comprehensive scheme. Can be useful in providing pedestrian crossing facilities if correctly positioned. Can also help to enforce lane discipline.

- Speed humps

These force vehicles to slow down, since driving over them fast is very uncomfortable.

- Speed cushions

These are like speed humps but do not extend across the entire road. They are designed to be wide enough to slow down cars but not too wide to affect buses and emergency vehicles. They are usually installed in pairs arranged across the carriageway, but single cushions are sometimes put centrally between build-outs. 'Three abreast' versions and double-pair arrangements have also been used.

- Raised tables

A raised table is a traffic-calming feature that is placed across junctions in order to slow vehicle speeds – it raises and enhances the junction. This discourages through traffic and reduces vehicle speeds. The road appearance can be enhanced with discomfort being minimal at slow speeds.

- Havant Road puffin:

Following requests by local residents and ward councillors, a need was identified for a puffin crossing on Havant Road at its junction with Station Road and Portsdown Avenue. The assessment of the site confirmed that

due to the high pedestrian numbers and vehicle flows and speed that the site warranted a signalised (puffin) crossing. Following much public consultation, it was agreed that the crossing would be sited to the east of the junction. The use of a puffin crossing instead of a pelican was in line with current best practice and the requirements of accessibility and the Disability Discrimination Act.

- **Haslemere Road:**

Investigations showed that Haslemere Road was subject to a relatively high number of accidents. Coupled with the fact that the road was being used as a rat run (due to the closures of Frensham Road and Fernhurst Road), this meant that there was strong support for a solution. Consultation was carried out with residents and the local steering group to agree a similar suitable design. The revised layout was a combination of two-way and one-way roads with a barrier at the junction of Liss Road and a no entry sign and marking at the junction of Goldsmith Avenue, which was installed initially on a temporary basis in November 2006 for eighteen months and made permanent in January 2009. The scheme catered for cyclists, allowing two-way cycling along the whole length of Haslemere Road.

### **3.3 Work with schools**

One of the main causes of congestion is cars on the school run. To address this the road safety and sustainable transport team has placed an emphasis on a partnership approach with local schools and communities to reduce the impact of journeys to work by car and encourage safe travel by other modes. The partnership work covers;

- Safe Routes to School
- child pedestrian training
- cycle safety training
- school travel plans (including initiatives such as Walk on Wednesdays)

In 2003, the government launched the Travelling to School programme, to enable as many children as possible to walk, cycle or use public transport to travel to school. Travelling to School: a Good Practice Guide describes what

schools, local authorities and bus operators around England can do to promote walking, cycling and the use of public transport. Travelling to School: An Action Plan sets out how the government intends to help councils and schools do this.

Safe Routes to School encompasses the development and implementation of school travel plans, the promotion of safe sustainable travel, sustainable travel audits and the installation of SRtS engineering schemes to facilitate safe passage to and from school. The programme is run in conjunction with the team's objectives in reducing child casualties and promoting sustainable travel. To date (April 2009) 64 out of 76 schools/educational institutions have an approved school travel plan. Four further schools are expected to submit plans in 2009, with the remainder working towards a 2010 submission date. These plans document travel choices made by all stakeholders in the school community and lay out SMART (S – Specific M – Measurable A- Achievable, R- Realistic, T- Timed) targets for the active promotion of sustainable travel to each school site.

### **Safe Routes to School measures**

Increased driver awareness can be achieved through the installation of road markings and signs to highlight an area surrounding a school. A variety of features can be implemented, reducing vehicle speeds.

In Portsmouth, the road safety and traffic management team is continually designing school safety zones as part of the Safer Routes to School project. School safety zones already implemented in Portsmouth include those at: King Richard Secondary School, Westfield Junior School, Saxon Shore Infant School, Priory School, Solent Infant and Junior Schools, Springfield Secondary School, Mayfield Secondary School, St Paul's Primary School, Medina Primary School, and Moorings Way Infant School.

Projects to date have involved the three Es - Education, Engineering, and Enforcement - as an overall package. The introduction of initiatives involves the school (governors, staff, children, parents), the local community and others such as voluntary groups. Where possible, transport issues are interlaced with National Curriculum activities. Approaches being adopted include the following:

- development of individual road safety plans
- travel awareness initiatives
- education, training and publicity campaigns

- bus and taxi availability and use
- journey analysis
- positive action by parents and staff e.g. walking buses
- on-site facilities such as secure cycle parking
- parking management.

The Safe Routes to Schools programme is closely linked with other initiatives including investment and training for walking and cycling and improvements to the local bus network. Road safety training is also closely associated with school travel.

A summary of recent Safe Routes to School work is listed below;

#### Mayfield Secondary School - Mayfield Road Scheme

This scheme was implemented 2007/8 and incorporated Safe Routes to School engineering measures including build-outs, surface dressing, extending the existing safety barrier around Mayfield Secondary School. The scheme improves provision for vulnerable road users, particularly children and elderly residents.

#### St Paul's Primary School - Bourne Road Scheme

In March 2007, to alleviate safety concerns, some low-key engineering measures were introduced along Bourne Road and alongside the school crossing patrol site. These incorporated removal and upgrade of the school entrance/exit safety barrier, installation of bollards to prevent vehicles parking on the pavement and an extension of the wooden stakes to the west of Bourne Road to prevent vehicles blocking the school crossing patrol site.

The 2008/09 scheme involved the introduction of a part one-way system east to west to remove the confrontational situation vehicles faced when entering Bourne Road from both directions. It also involved the replacement of the mini-roundabout with more clearly defined parking bays, to stop the haphazard and dangerous parking observed at the end of the school day.

## City of Portsmouth Girls' School – Fratton Road/Lake Road Scheme

2008/9 scheme: Following the development of the travel plan for City of Portsmouth Girls' School, it was initially proposed to provide a controlled pedestrian crossing across the northern Fratton Road approach of the junction with Lake Road. Pedestrian crossing facilities are provided at this junction, but they are not controlled.

The proposed controlled pedestrian crossing across the northern Fratton Road approach of the junction will provide a safer crossing point on one of the main distributor roads in the city. Both Fratton Road and Lake Road are two of the major traffic carriers in the city and are subject to high volumes, particularly at peak times.

The provision of a splitter island to provide a safe controlled point to cross Fratton Road and Lake Road was approved in September 2008 with the intention to be taken forward in 2008/9.

### Portsmouth Grammar School access -

This scheme involves safety works to improve the access road to the playing field. The project was identified after bus lane improvements on Northern Parade. Provision for said works have been catered for in readiness for action during 2008/09.

The access road has undergone widening as part of the Grammar School's purchase of connecting property to improve visibility and safety of pedestrians entering, exiting and crossing the access road. The site is currently poorly lit, features overgrown shrubbery and poses safety concerns for both child and adult pedestrians due to lack of safe footways.

The scheme will cover relocation of raised drainage covers, new aligned kerbing and bollards or fencing on newly acquired land (currently being used as parking areas by vehicles from the bus company/parents).

### Further schemes proposed;

A further scheme proposed as part of Safe Routes to School is the creation of a one-way road adjacent to Northern Parade Infant School in Kipling Road. This has been put on hold whilst the pedestrian crossing on London Road near to Kipling Road is being assessed for safety and improvements.

All authorities have a statutory requirement to provide a detailed audit of the current travel and transport infrastructure of all schools. It is envisaged that this information will allow prospective parents to make an informative decision on travel choices for their children when travelling to and from school.

The council already collects much of the information required for the audit of the infrastructure of supporting sustainable school travel. The overall assessment of accessibility will consist of a mapping audit, and a review of knowledge and experience. The audit of sustainable school travel will help the council identify the measures required to achieve a shift from reliance upon car-based journeys to more sustainable means of travel and transportation of journeys to and from, or between schools.

All of the required information has been collected and will be collated and published online in 2009. During the consultation period, areas of concern around potential road safety hazards were identified. These concerns can then be assessed to see if they are suitable for physical infrastructure change with an aim to enable modal shift towards safe sustainable travel.

### **3.4 Safer Roads Partnership**

The Hampshire & Isle of Wight Safer Roads Partnership is comprised of: Hampshire County Council, Isle of Wight Council, Southampton City Council, Portsmouth City Council, representatives from all three emergency services, the Highways Agency and Her Majesty's Court Service.

Founded in 2002 and formerly known as the Hampshire & Isle of Wight Safety Camera Partnership, it has provided a focused and systematic response to the problem of road-user casualties on the highway networks of Hampshire, Southampton, Portsmouth and the Isle of Wight.

The partnership's principal tool for casualty reduction was originally fixed-site speed and red light cameras and mobile route speed cameras. The deployment of these cameras is based on the collection and analysis of accident and casualty data in each of the council areas.

The four councils are the primary contributors to the funding of the Safer Roads Partnership. Originally funded directly from the Department for Transport (DfT), the councils would be reimbursed through a netting-off process. In 2007 the DfT changed the funding process and at the same time widened the remit of the partnership, to encompass broader road safety initiatives.

From 1 April 2007 the DfT allocated funding directly to each of the four local authorities via additional Local Transport Plan (LTP) allocations. The level of allocation paid to each council is made in accordance with their road safety needs and the quality of their second round LTP submissions, delivery record and future progress. This allocation is not ring fenced specifically to the partnership, however there is an assumption that the additional funding will be used to maintain the function of the Safer Roads Partnership, albeit with its expanded road safety remit.

The decision as to how much of their allocation each council contributes to the partnership is determined on an annual basis, but in essence is based on the

costs of the services provided by the partnership directly to that council. Where costs exceed or match the LTP allocations from the DfT, that partner will commit 100% of the allocation to the partnership. This is laid down in both the annual Operational Case and the Service Level Agreement.

Prior to 1 April 2008, the council, Southampton City Council and the Isle of Wight Council contributed 100% of their DfT allocation to the running of the partnership. Hampshire County Council contributed approximately 50% of their DfT allocation, but their allocation is over six times greater than the amount allocated to Portsmouth by the DfT. Since April 2008, funding the partnership is now based on a cost sharing model, which seeks to apportion responsibility for cost to each authority in-line with the number of camera sites and total road user casualties for each local authority area. From Portsmouth's perspective, this method of funding the partnership helps to provide longer term value for money, allowing the council to buy-in to schemes, campaigns and enforcement that would otherwise be prohibitively costly.

The partnership's wider remit provides a framework for work on a range of joint operations that complement the casualty reduction work already carried out by individual partners. Bringing more partners to the table enables the partnership to address a wider range of problems utilising multi-disciplinary expertise and experience. Essentially the partnership provides an intelligence-led, multi-agency response to unsafe driving practices that includes education, engineering and enforcement.

### **3.5 Campaigns and Projects**

The road safety and sustainable transport team runs a calendar of events. These events try to target a wide variety of the community from school children to car drivers. Figure 1 shows the events, which can be expected to run each year;

<b>Month</b>	<b>Event</b>
February	Cycle training
March	Safe Drive Stay Alive
April	Driver vision campaign Child seatbelts Cycle training Ongoing in school education
May	Commuter Challenge Week Cycle training
June	Drink drive/drug drive campaign Bike Week/ Bike to Work Week Cycle Challenge Enforcement day with the Safer Roads Partnership Ongoing in-school education
July	Enforcement day with the Safer Roads Partnership Sustainable travel event at the Dockyard Cycle training Driver vision campaign
August	In-car safety days Cycle training Road Safety Campaign
September	Road safety and sustainable travel days
October	Walk on Wednesday (WoW) Be Safe Be Seen
November	Cycle lights enforcement with Hampshire Constabulary
December	Drink drive campaign

Figure 1

## **Be Safe Be Seen**

An annual campaign run from October to February, Be Safe Be Seen (BSBS) has two main audiences, school members and cyclists. The campaign uses school assemblies, workshops, high-visibility promotions and evening partnership working with Hampshire Constabulary to carry out education and enforcement concerning cyclists' legal requirements at night. Cyclists are stopped if cycling illegally and offered the choice of a fixed penalty or the purchase and fitting of bike lights as a cheaper alternative. The main aim of BSBS is to facilitate safe journeys during the dark winter months.

## **WoW**

Walk on Wednesday or WoW was officially launched in 2007, replacing the national Living Streets event Walk to School Week in 2008. Themed around the concept of getting children to walk to school throughout the year, the WoW campaign was deemed more sustainable than previous 'walk to school' promotions. Every school can participate and the emphasis is to promote walking for at least one day a week through a whole year. The success of this campaign can be measured in participants and modal shift.

## **Zigzag enforcement**

We intend to re-establish the partnership approach to tackling the abuse of zigzag lines outside schools later this year (2009). Working alongside Hampshire Constabulary, the council's parking service and school junior road safety officers (JRSOs), the road safety team will visit schools for a series of education and enforcement campaigns. Schools will be prioritised using the council's parking database of schools with the most serious problems. Drivers will be educated about the dangers posed to children by parking on the school keep-clear markings and if relevant penalised by police or the parking service.

## **Seatbelts/ in-car safety**

In partnership with the council's trading standards service and a leading car seat manufacturer we offer car seat checks throughout August. A display vehicle is situated daily in supermarket car parks across the city to reach as wide an audience as possible. Consultants provide the skills and knowledge to check seats and discuss appropriate fitting or request a different model if applicable. This campaign has been running for numerous years and has a high uptake from members of the public. After the success of 2008's campaigns, we are looking for sponsors to assist the running of monthly 'seatbelt surgeries' throughout the year to accompany this campaign.

## **Drink/drug driving**

A twice-annual event, the drink/drive, drug/drive campaign is promoted over June-August and the Christmas period. The campaign is linked in with national DfT 'Think' campaign to strengthen our position in raising awareness. During 2008 the focus was 'the morning after' as opposed to the previous year's emphasis on drink driving at night and during the day. It is a sad fact that the majority of the population are still unaware how long it takes alcohol to leave the bloodstream and as a consequence unwittingly find themselves driving over the legal alcohol limit the next morning.

Drug driving is a significant problem though one that is harder to target. Main target groups are males aged 20 – 24 on illegal recreational drugs and females over the age of 60 on prescribed medication. Partnership working with Hampshire Constabulary takes the form of promotions campaigns aimed at young drivers – we plan to extend our 2009/10 programme to address pharmaceutical drug abuse.

## **Road safety education workshops**

The road safety education programme is school-specific, utilising casualty statistics to target those deemed a high risk of a road collision. Providing tailored education for schools, the team is able to offer assemblies, workshops or information days to those schools in areas where there are known accidents or those that are at higher risk due to the nature of the roads outside the school.

The programme offers a broad range of activities and topics such as pedestrian and cyclist safety, stopping distances, BSBS and safer routes to school. The primary focus is to highlight and raise the profile of road safety to ensure pupils are fully aware of the hazards surrounding journeys that they take both as part of the school day and outside school hours.

## **Junior road safety officers**

These are primary pupils who act as the lead contact between the road safety and sustainable travel team and their own school. In some instances this can be the school council members but more often than not it is pupils nominated by their school to represent them. JRSOs are an invaluable tool to assist delivery of road safety.

Previous years have seen the JRSOs design competitions, work on installation of cycle sheds from the STP grant and hold regular meetings and assemblies for their schools. St Paul's Primary, Court Lane Junior and Highbury Primary Schools have been very proactive in dealing with the congestion outside their schools via partnership work with their local police, parking and the road safety and sustainable travel team. These zigzag enforcement days have entailed the JRSOs issuing Driver Code of Conduct

leaflets to all parents explaining why it is so important to keep the school entrance/exit areas free of traffic.

In addition, working alongside the safer routes to school officer and the road safety and sustainable travel team, JRSOs contribute towards meeting objectives and targets identified within school travel plans.

### **Child pedestrian training**

The council is committed to reducing child casualties. As part of this commitment we recognise the importance of early practical experience. We therefore offer child pedestrian training programmes designed to grow with the children and follow them through their school lives. The ultimate aim is to continually reinforce the lessons learnt early in children's school lives, and hopefully equip them for future independent travel. Small Steps is the first of our child pedestrian training programmes which is normally aimed at year 1 pupils (aged 5 and 6). The second stage, Bigger Steps, is normally aimed at year 2 to 3 children (aged 6 to 8) in transition between infant and junior school. Stepping On is the third stage and is aimed at those children leaving primary education and beginning secondary school (aged 11).

**Small Steps** attempts to instil the basics in the children:

- Holding hands and pavement safety
- Identifying safer places to cross
- Stop, look, listen
- Crossing safely between parked cars

**Bigger Steps** revisits these skills and in addition covers:

- Basic junctions (e.g. T junctions),
- Complex junctions (e.g. staggered junctions)
- Added hazards
- Light-controlled crossings

**Stepping On** addresses issues associated with independent travel, usually to secondary school, sometimes for the first time on their own.

### **Vision**

Vision awareness was a topic not covered by the road safety team event calendar, but was identified during a SRP meeting. All drivers are required to take a form of vision test during their driving licence exam but unless a road collision can be attributed to poor vision they are not required to have an optical examination. We ran this campaign during the summer SRP events at the Isle of Wight and New Forest Shows. Using number plates we devised a

quick and easy test to check the vision of members of the public. This campaign is quick and easy for the public and aims to highlight vision concerns and hopefully encourage drivers to wear glasses/contact lenses if required or in some instances be re-tested for a new prescription.

## Mobile phones



Figure 2

Source: [http://www.dft.gov.uk/think\\_media/241042/241120/2things.pdf](http://www.dft.gov.uk/think_media/241042/241120/2things.pdf)

The road safety and sustainable travel team utilises the DfT Think campaign resources such as the above poster. Linking in with national campaigns, we are able to expand our programme of education using the Think campaign website, adverts, posters and radio adverts to maximise awareness.

Phones in cars can have many benefits. They provide security and help in an emergency. However, they are distracting if used when driving and this increases the risk of a crash. It is hard to do two things at once and to drive safely you must concentrate on the road.

It is an offence to use a hand-held phone, or similar device, when driving, even when you are stopped at traffic lights or in a queue of traffic. This includes making or receiving calls, pictures, text messaging or accessing the Internet. The road safety and sustainable travel team campaigns for better understanding of the law and the risks associated with using mobile phones, whether hand-held or hands-free whilst driving.

Motorists face tough penalties for breaking the law by using a hand-held mobile phone while driving. The fixed penalty is three points as well as a £60 fine.

Talking on a mobile phone while driving affects your concentration and ability to react to dangerous situations. It's quite simple - it's impossible to do two things at once and do them well. However, worryingly, while 92% of people agree with the law, 21% of drivers admit to breaking it.

## **Kill your speed**

With the introduction of more safety cameras, and increased enforcement, adhering to the speed limit is becoming more and more important. Reducing your speed isn't just about staying within the law; it's about saving lives.

Recent research indicates that 90% of pedestrians hit at 20mph will survive, but 90% of those hit at 40mph will die.

- Reducing your speed by just a few miles an hour can make the difference between life and death.
- Your car can kill or seriously injure a child. Two thirds of all fatal injuries to school-aged children occur on the road.
- Traffic is the biggest single killer of 12-16 year olds.
- Statistics show that in 2007 3090 children were killed or injured on Britain's roads, 1899 were pedestrians.
- Most child pedestrian accidents occur on residential roads.
- More children are knocked down in the summer.

## Stopping Distance

MPH	Thinking Distance	Braking Distance	Total Distance
20	6 metres	6 metres	12 metres (40 feet) or 3 car lengths
30	9 metres	14 metres	23 metres (75 feet) or 6 car lengths
40	12 metres	24 metres	36 metres (120 feet) or 9 car lengths
50	15 metres	38 metres	53 metres (175 feet) or 13 car lengths
60	18 metres	55 metres	73 metres (240 feet) or 18 car lengths
70	21 metres	75 metres	96 metres (315 feet) or 24 car lengths

- Average car length = 4 metres

Figure 3

Source:

[www.direct.gov.uk/en/TravelAndTransport/HighwayCode/report/DG\\_070304](http://www.direct.gov.uk/en/TravelAndTransport/HighwayCode/report/DG_070304)

## Vehicle Speeds

Type of vehicle	Built up area	Single carriage way	Dual carriage way	Motorway
Cars and motorcycles (including car derived vans up to 7 tonnes maximum laden weight)	30	60	70	70
Cars towing caravans or trailers (including car derived vans and motorcycles)	30	50	60	60
Buses & Coaches (not exceeding 12 metres in overall length)	30	50	60	70
Goods vehicles (not exceeding 7.5 tonnes maximum laden weight)	30	50	60	70
Goods vehicles (exceeding 7.5 tonnes maximum laden weight)	30	40	50	60

Figure 4

## Safe Drive Stay Alive

Safe Drive Stay Alive is produced by the SRP road safety partnership and takes the form of an interactive production that helps new drivers and those who have not yet taken their test to explore the consequences of getting

involved in a crash. The campaign seeks to reach new and pre-drivers in an emotive and hard-hitting way, influencing behaviour and attitude on the roads to combat the proportionally high percentage of young drivers/passengers involved in serious and fatal car crashes.

Held in a theatre, the drama unfolds with emergency services arriving on the scene. Then the people on film literally step on to the stage. Pausing the film for a moment, they speak to the audience about their experiences, the reactions of the driver and passengers, the medical implications and how seeing such trauma affects them personally. We are rolling out the programme to all year 11s in the city in addition to local colleges.

### **Sustainable travel**

Promoting sustainable travel can be an effective way of reducing casualties. Sustainable travel is becoming higher up the agenda and more and more organisations are implementing travel plans. Workers are encouraged to use alternatives to the car, resulting in more people travelling by sustainable modes such as walking and cycling. Reducing the number of cars on the road is said to reduce the number of road accidents.

Cyclists are seen as vulnerable road-users, particularly new ones associated with modal shift. The council's measures to help reduce this include;

- Dr Bike sessions, both at public events and in local organisations who wish to offer it to their staff
- adult cycle training tasters in the lead-up to Bike Week
- work with the local NHS primary care trust to run an adult cycle training course
- an Active and Healthy Travel leaflet which includes safety information
- a monthly electronic magazine (e-zine) including information on new and safer cycle routes, and advice on cycling safely in the winter
- cycle maps indicating cycle routes and advisory routes to Portsmouth organisations
- work with local bike shops and professionals to offer Cycle Days to the general public (including Dr Bike, bike maintenance and cycle training tasters)
- match funding offered as part of the travel plan initiatives fund (TPIF), which has helped to buy solar-powered "caution cyclists" signs and awareness seminars for cyclists
- green travel road shows at local organisations

## Cycle Safe

Cycle Safe is a programme available to children aged 10 and above and is specific to Portsmouth. This course has been running for many years and takes two forms. One is school-based. The team trains instructors and the schools themselves run the course, with the council providing examiners. The other is the holiday course run by the team for a small fee of £15, which includes a high-vis vest.

Many schools in the city struggle to maintain instructors. Courses are often run in partnership with police community support officers (PCSOs) and community wardens. This additional support is often the only way schools can provide the necessary pupil adult ratio (5:1) and therefore, be able to offer the training.

Year	2008	2007	2006
Pupils trained	292	168	188

Figure 5 showing the number of pupils receiving cycle training over the last three years.

In February 2009 a bid was submitted to the Department for Transport to tap into grant resources to provide the National Standard cycling scheme, Bikeability, which offers trainees a more modern understanding of cycle safety. In April we were notified of our success and the process of going to tender has begun. Bikeability will be offered to all year 6 pupils in Portsmouth schools (except those schools who do not allow cycling to school). This training will be complete by March 2010.

## Healthy Towns

We have been successful in obtaining Healthy Towns funding. As part of this programme to increase and improve active travel in the city we are working on a series of interlinked projects. We are expanding the cycle-training programme to include training for under 10s and older riders. We are also working closely with educational establishments, local employers and other organisations to remove barriers to cycling locally. These projects include workshops on cycle safety and riding skills as well as maintenance and route planning. As a means of introducing people to cycling and to improve their riding skills we are developing a range of leisure route maps and offering guided rides.

We are also working on route maps and direction guides for walking around the city and an online journey-planning website full of advice on how to travel safely by sustainable means.

All of these measures will help to improve the safety of the city's cyclists.

### **Walking bus**

As part of the school travel plan programme many schools have identified walking buses as a proposal they would like to investigate to reduce car use and promote walking. Unfortunately we do not have a high success rate due to the commitment needed from parents and volunteers to run the buses. To date we have only one successful Monday-Friday am and pm walking bus. Other schools have after-school or once-a-week buses.

However, in 2007, in an effort to promote walking buses, the government announced a series of grants available to schools to either set up walking buses or promote walking by some other means. Eleven schools in Portsmouth took up the annual grant of between £500 and £1000 to buy into walking initiatives such as Walk on Wednesday. For the grant to be repeated, evidence is required to show that they are making a difference through these promotions with a minimum of a 2.5% reduction in car trips per day. Currently no new schools can join the grant scheme.

### **School crossing patrol (SCP) service**

The service's transfer from the Children, Families and Lifelong Learning area of the council to Environment and Transport was identified during a 2007 scrutiny panel report on road safety. The move was highlighted as a positive way forward for the SCP service. On 1 April 2008 the move was finalised and the SCP service became part of the road safety and sustainable travel team.

Patrols are an essential service for the safety of children on the way to and from school. Portsmouth SCPs work two hours per day, one during the morning and one during the afternoon school-run, most schools do not permit pupils to leave the premises at lunchtime. All staff have appointed crossing points and are provided with necessary training and safety equipment before they work on the highways.

Recruitment is an ongoing process; currently (23rd July 2009) we have 110 patrol sites and 23 vacancies.

In 2008 there was a change to the national guidelines for the service, covering topics such as legal uniform requirements and site allocation. The revised guidance is being used in conjunction with planned upgrades (Phase 2) to the service that includes assessing all sites and revaluating the location and crossing-time allocation. As part of this process, some locations may not have their patrols replaced after the staff member has left the position.

Later in 2009, we launched the Lollipop Person of the Year award in an effort to promote the strong and valuable relationship between schools and the patrol staff. Pupils were asked to nominate their chosen lollipop man or woman and explain their choice in no more than 50 words.

## **Occupational road-user risk**

Government research suggests that up to one-third of all crashes and collisions involve somebody who is at work at the time. This is believed to account nationally for over 20 deaths and 250 serious injuries every week. These figures do not take account of travelling to and from work, so the real number of deaths and injuries may be higher.

While many large firms have health and safety policies, which cover driving at work, small and medium-sized businesses are less likely to. Encouraging businesses to consider work-related road safety could influence driver behaviour beyond the workplace. In February 2005, the Department of Transport launched new publicity materials giving advice to businesses on work-related driving. The three main themes of speeding, impairment and seat belts are particularly relevant to those who drive at work.

The team has been providing a driver assessment programme for those driving for council work purposes. This had been free, but with both the Road Safety Act 2006 (RSA) and the Corporate Manslaughter and Corporate Homicide Act 2007 (CMCHA) and subsequent writing of the Occupational Road User Risk Policy, we anticipate a surge in other departments requesting the service. Therefore as of January 2009 this service began to demand a fee to cover the cost of a driver instructor and the loss of time this officer was able to provide to other road safety initiatives.

The assessment is carried out by a qualified driving instructor and ascertains driver skills, behaviour and knowledge. A report is drawn up and any recommendations noted.

Corporate adoption of policy will be looked at in March 2009. A policy has been written in partnership with the council's risk assessment and insurance officers. It follows the recommendation that all managers should have a responsibility to ensure their drivers or those driving whilst working for the council should follow the law by driving in a safe and responsible manner, to avoid endangering either themselves, passengers or other road users.

## **Education and enforcement**

In partnership with Hampshire Fire & Rescue Service and Hampshire Constabulary under the SRP programme, we have successfully carried out education and enforcement (E & Es) days. Located within the Hampshire Fire & Rescue Service buildings we have run campaigns around speeding, seatbelts and mobile phone use whilst driving. Offenders are given\*\* the choice of a fixed penalty fine and/or points or they can come to a site for education. During the last three E & Es, approximately 340 drivers were stopped with 297 of those choosing/offered the choice to come to the educational event.

\*\* Parameters dictate which drivers are offered the education package and which automatically fall into the penalisation category.

## **Education, training and publicity (ETP)**

Education, training and publicity to encourage casualty reduction follows the three Es:

**Education** for schools, colleges and the wider public.

**Enforcement** carried out in partnership with the police and the parking service.

**Engineering** solutions to create safer road networks to reduce all road-user casualties and prevent congestion through effective traffic management.

## **4 Strategy**

In delivering a programme of activities to reduce road casualties, Portsmouth's key objectives are to reach the government's 2010 targets. Portsmouth has recently agreed a LPSA2 target that states that achievement should be equal to the 2010 target plus 10%.

The primary objective, reflected in the targets, is to deliver a lasting improvement in road safety for all those using Portsmouth's network of roads. The council also responds to other key transport objectives such as encouraging a modal shift from car driver to sustainable modes. Safety schemes generally assist with this switch in travel behaviour by promoting measures such as safe pedestrian and cyclist routes. Safety schemes include measures that assist this switch in travel behaviour by promoting safe walking and cycling routes. The council focuses particularly on vulnerable road-users such as pedestrians and cyclists and on the significantly higher incidence of casualties in disadvantaged areas. It also responds to community safety issues and the need to include safe and accessible travel to areas of regeneration.

To deliver true and lasting improvements in casualty reduction on Portsmouth's roads, the programmes of work in road safety education, training, engineering and enforcement will continue to be evidence-based, with rigorous analysis of police records of personal injury accident data.

The overarching road safety strategy focuses particularly on vulnerable road users such as pedestrians and cyclists and on the significantly higher incidence of casualties in disadvantaged areas. The strategy also responds to community safety issues and the need to include safe and accessible travel to areas of regeneration within Portsmouth.

The council's road safety strategy is shared with partners and stakeholders and is in accordance with the city's wider transport objectives.

In its Road Safety Strategy, Tomorrow's Roads Safer for Everyone, the government stated that, working alone, it could not achieve such a major

improvement in road safety. Indeed, nor can the council. The strategy stressed the need for working in partnership. The council recognises the importance of partnership working and will do so whenever possible. Possible partners include:

- Central government
- Hampshire Constabulary
- Hampshire Fire and Rescue Service
- Other councils
- The NHS
- Voluntary groups and road-user associations
- Local businesses
- Individual road-users

The council is a member of, or liases with, several national and regional road safety groups. These include:

- RoSPA (The Royal Society for the Prevention of Accidents)
- Safer Roads Partnership

## **5 Proposed actions**

To help meet the national casualty reduction targets, it is important that any actions the council takes are focused as effectively as possible. Existing work will continue, including:

- identifying, carrying out and evaluating local safety engineering and school travel plan schemes
- promoting road safety education work in schools, including appropriate input from partner organisations.
- local publicity campaigning
- continuation of partnership working
- education and enforcement days

## **6 Conclusion**

The council continues to address issues on the city's highway network, with its focus on driving down road casualties and better management of traffic flow in

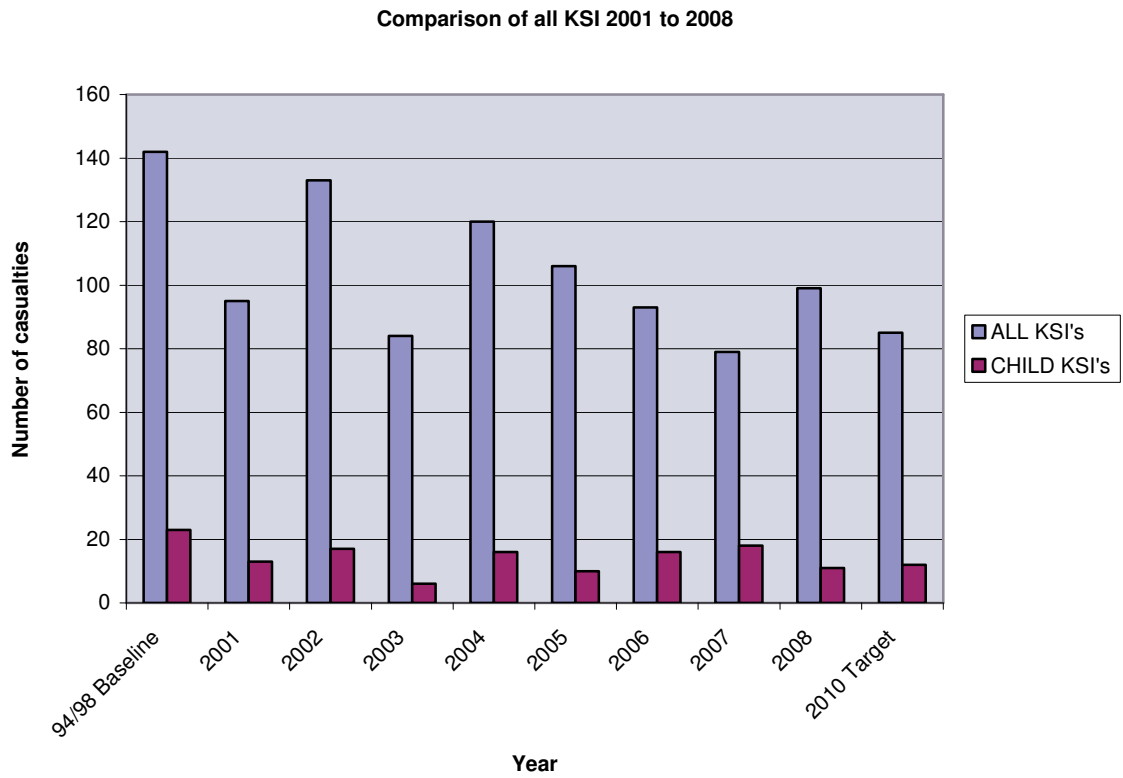
and around Portsmouth. Since 2000 there has been a general downward trend in the number and severity of accidents occurring on Portsmouth's highway network. The innovative 20mph speed limit scheme has helped to portray the council as a pioneering authority, with a number of other councils using Portsmouth as best practice. It is envisaged that work will continue to build on the 20mph scheme, especially in changing the mindset of motorists and promoting sustainable transport.

Continued partnership working means that we are able to achieve much more despite ever-increasing pressures on budgets and resources. The introduction of the education and enforcement days, working in partnership with the police and fire service, shows a high level of activity across the community, promoting the council in a positive and proactive light.

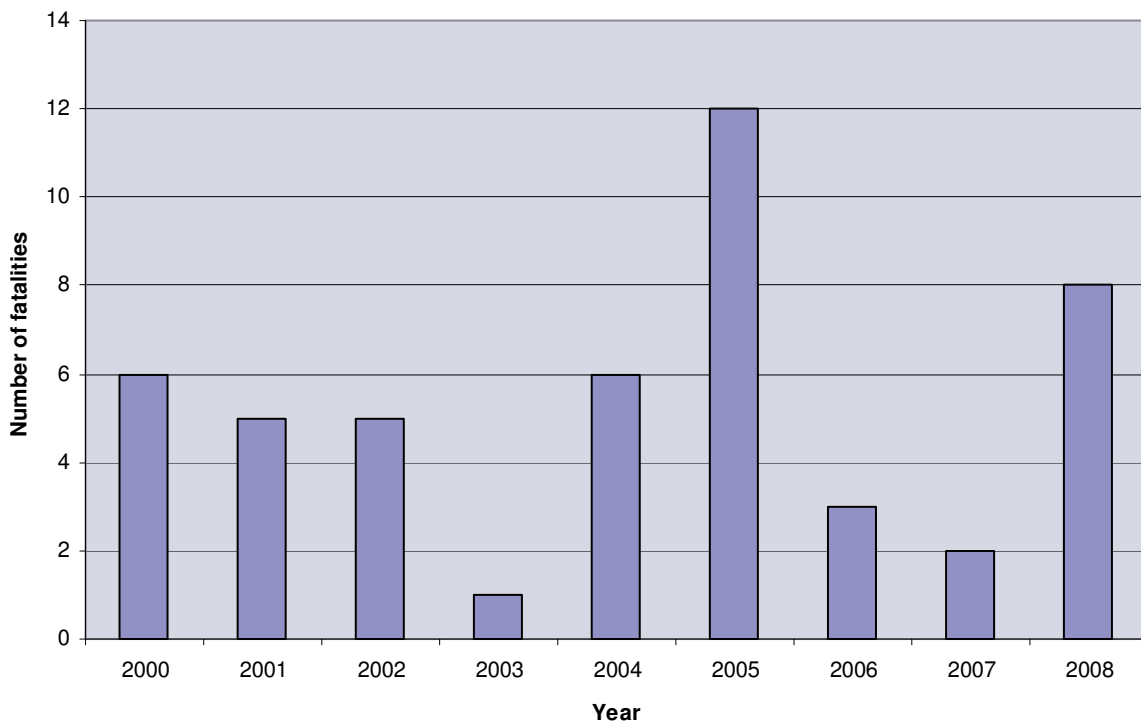
## Appendices:

### A) Casualty trends

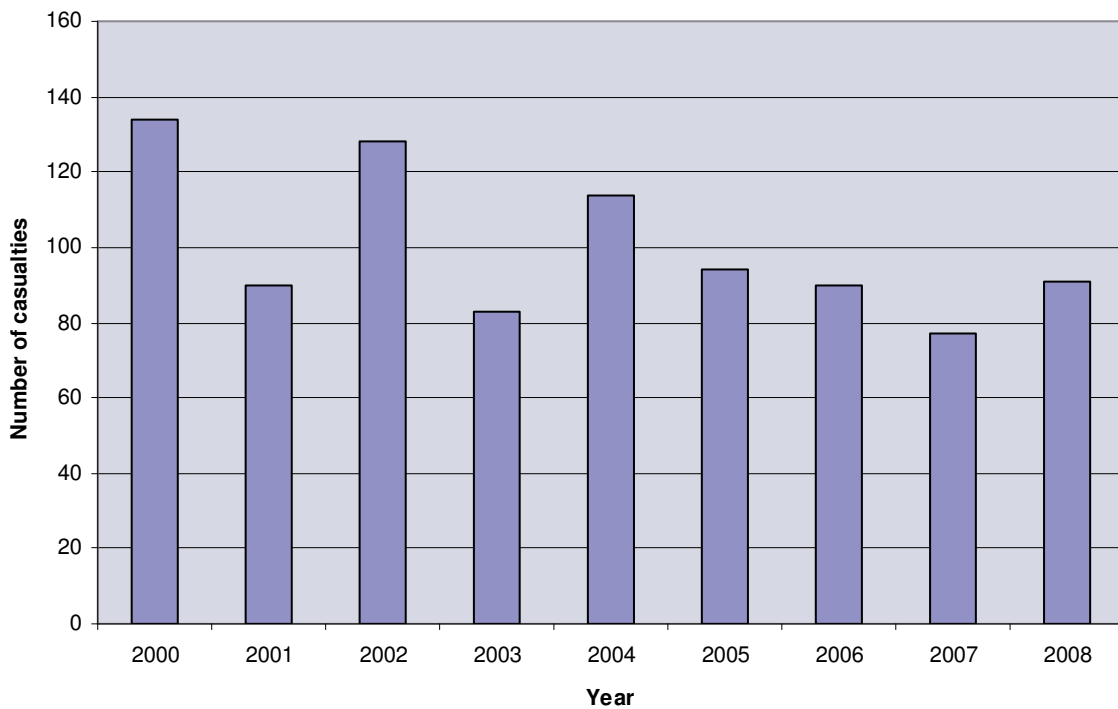
The graphs show a general downward trend. However, as the number of casualties in Portsmouth is relatively low; some fluctuations are to be expected.



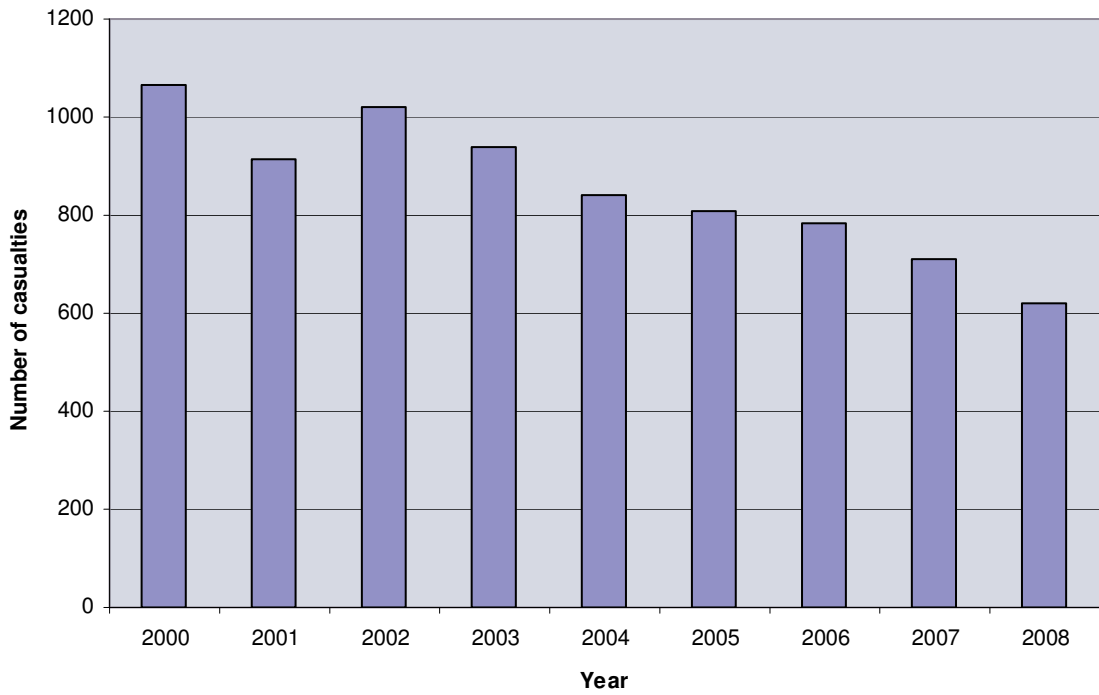
Comparison of fatal accidents 2000 to 2001



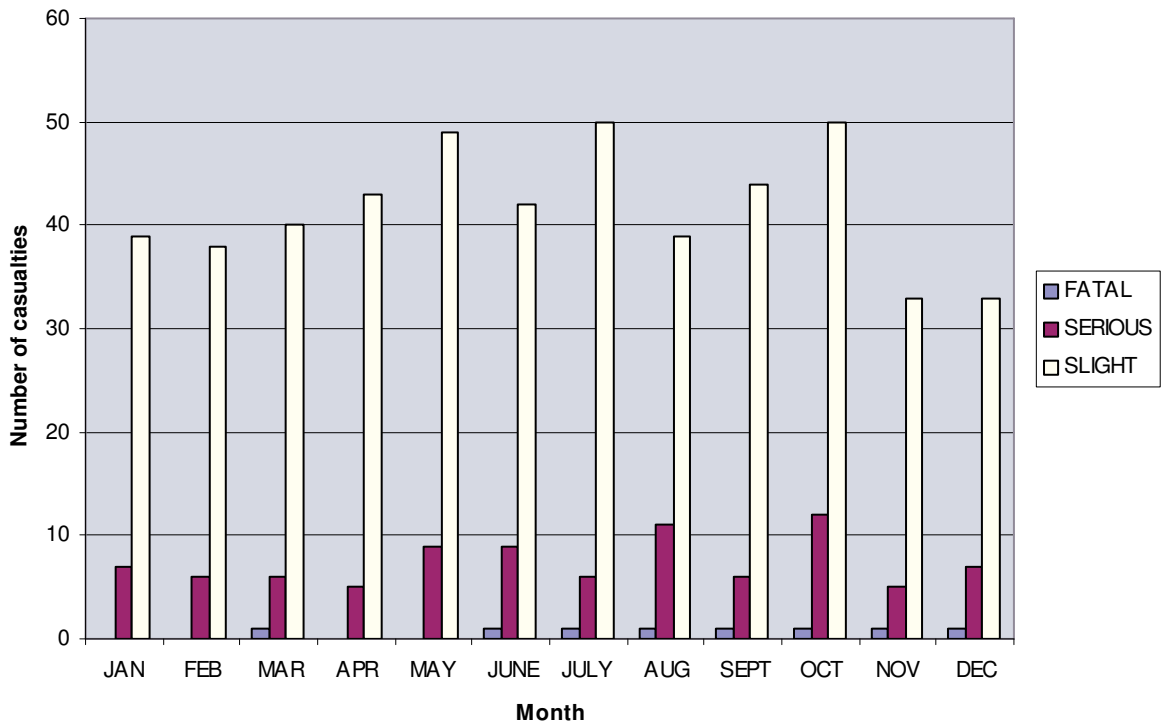
Comparison of serious casualties 2000 to 2008



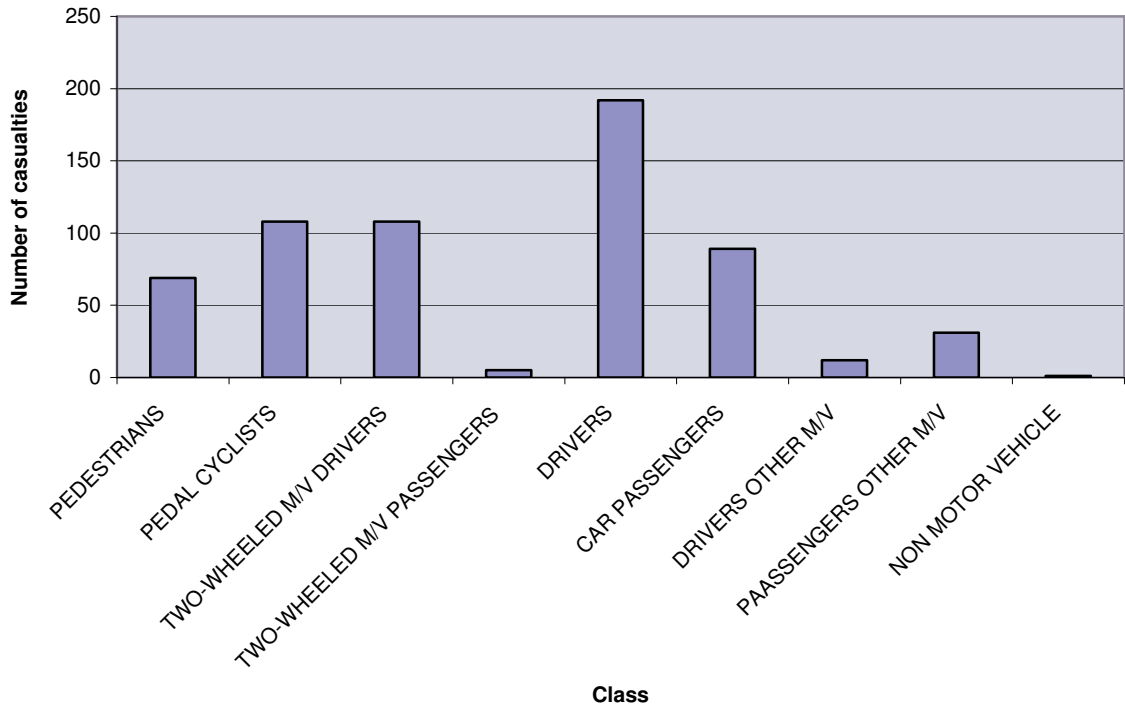
Comparison of slight casualties 2000 to 2008



2008 casualties by month



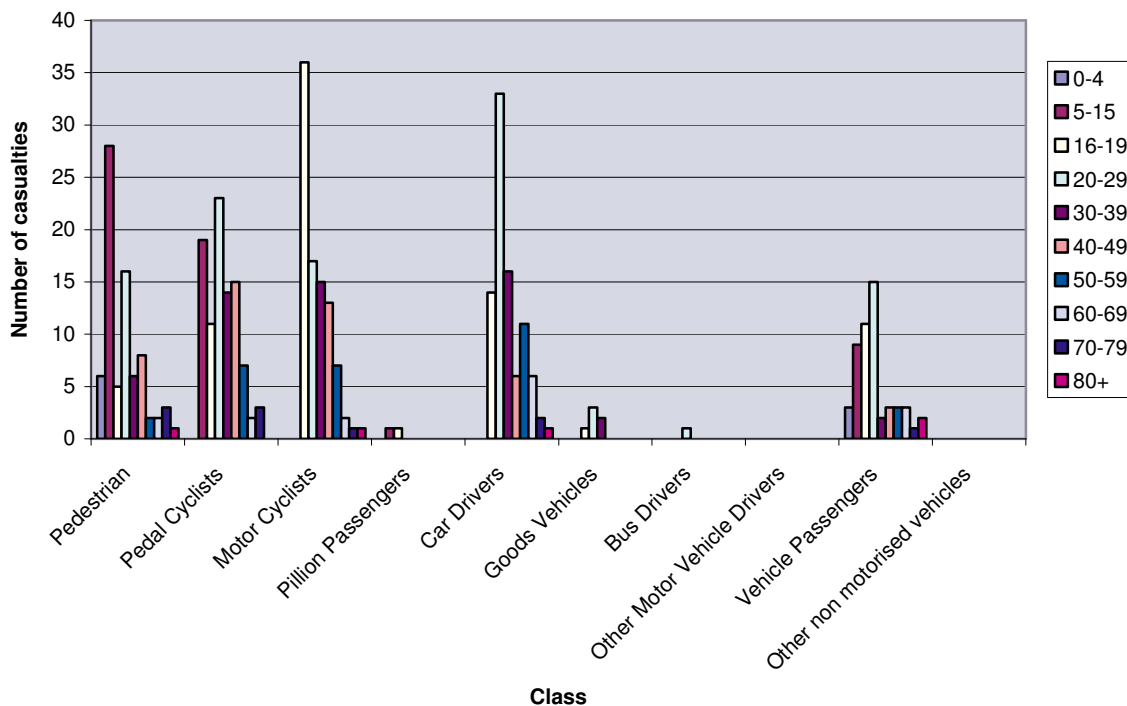
**Class of adult casualties 2008**



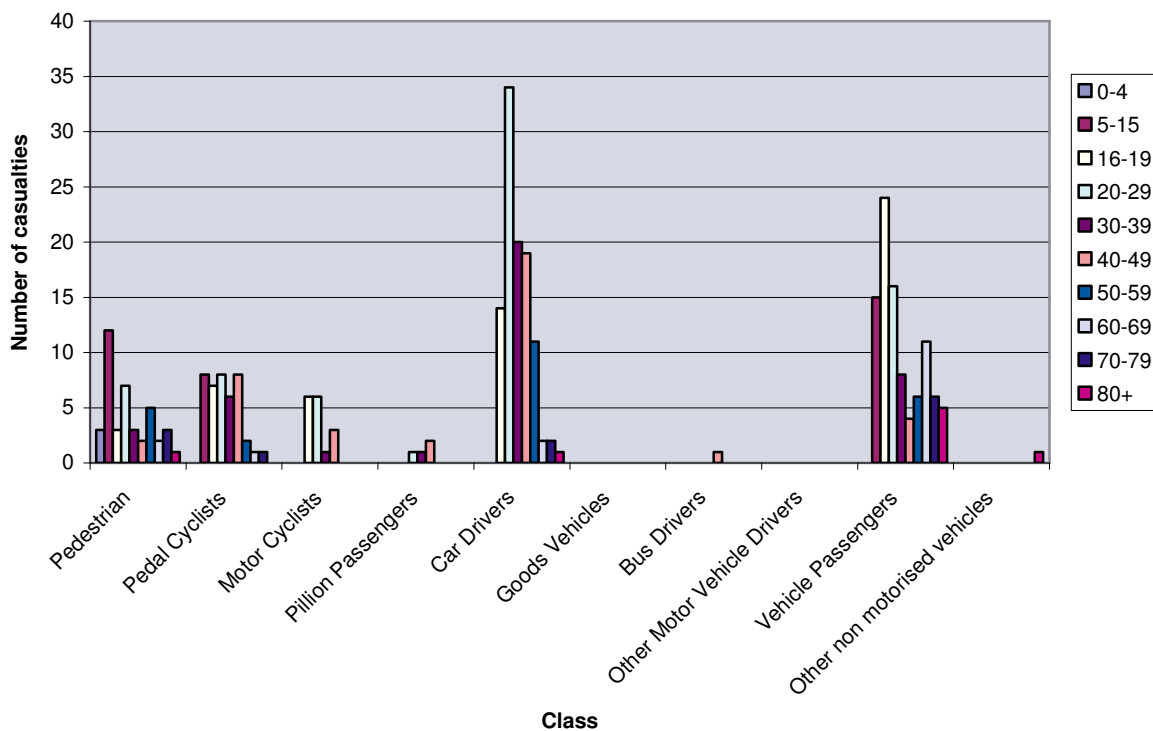
**Class of child casualties 2008**



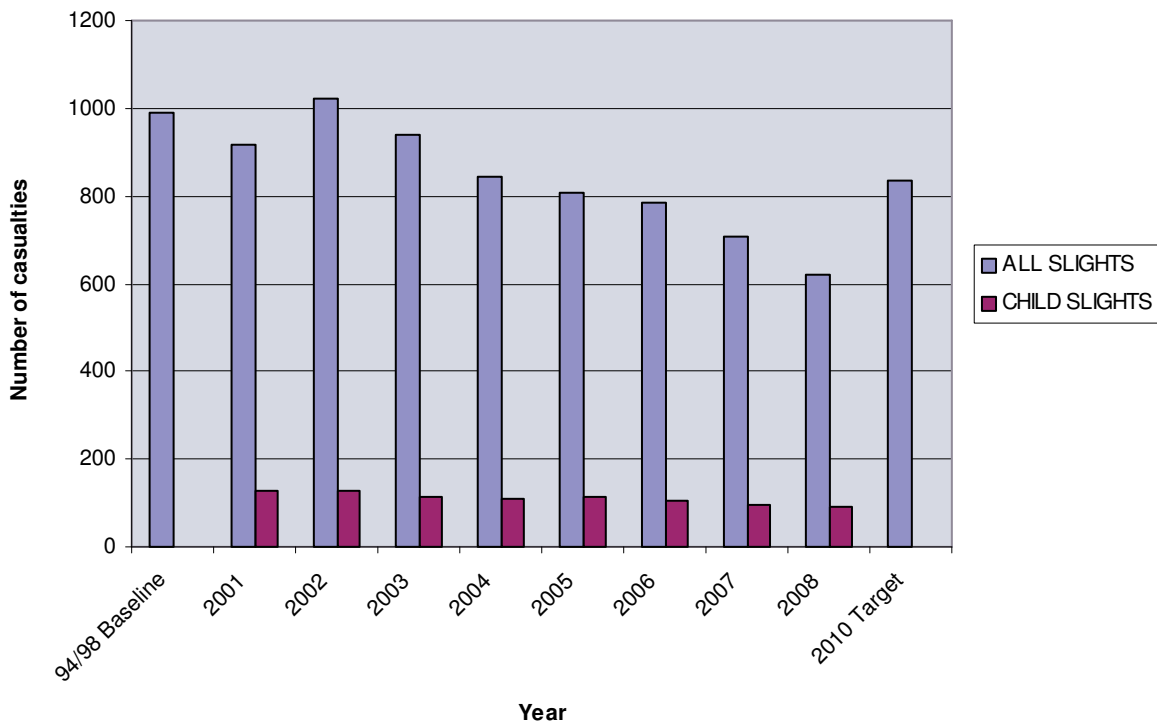
Age (years) and class of male casualties 2008



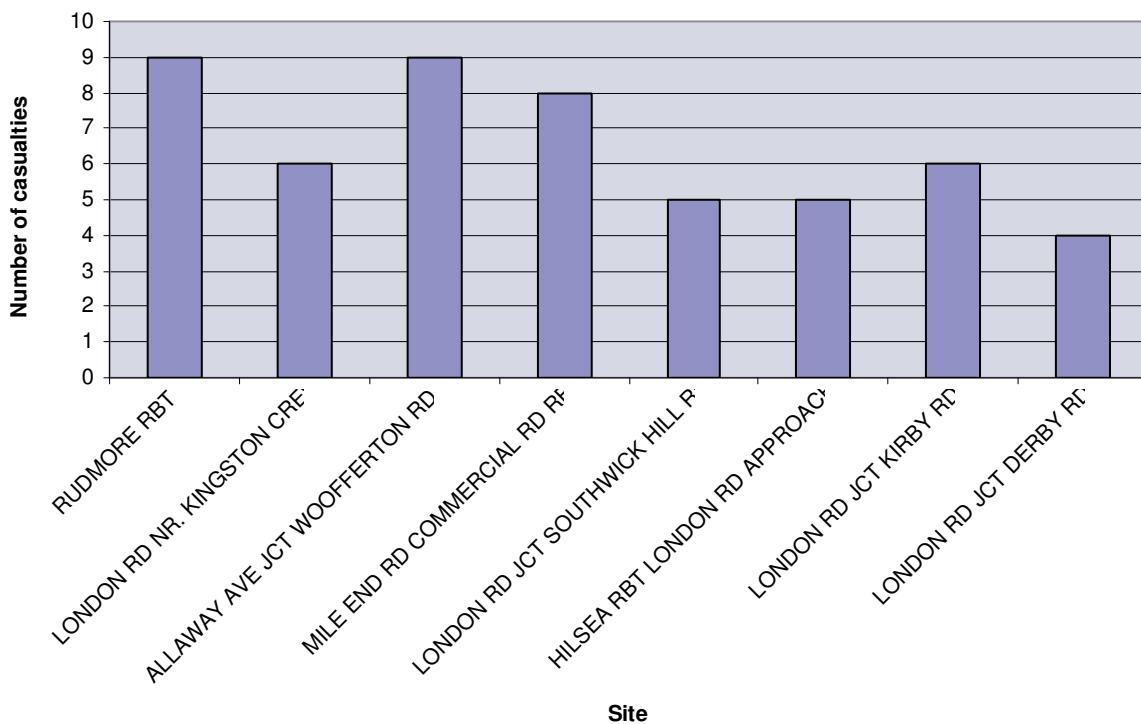
Age (years) and class of female casualties 2008



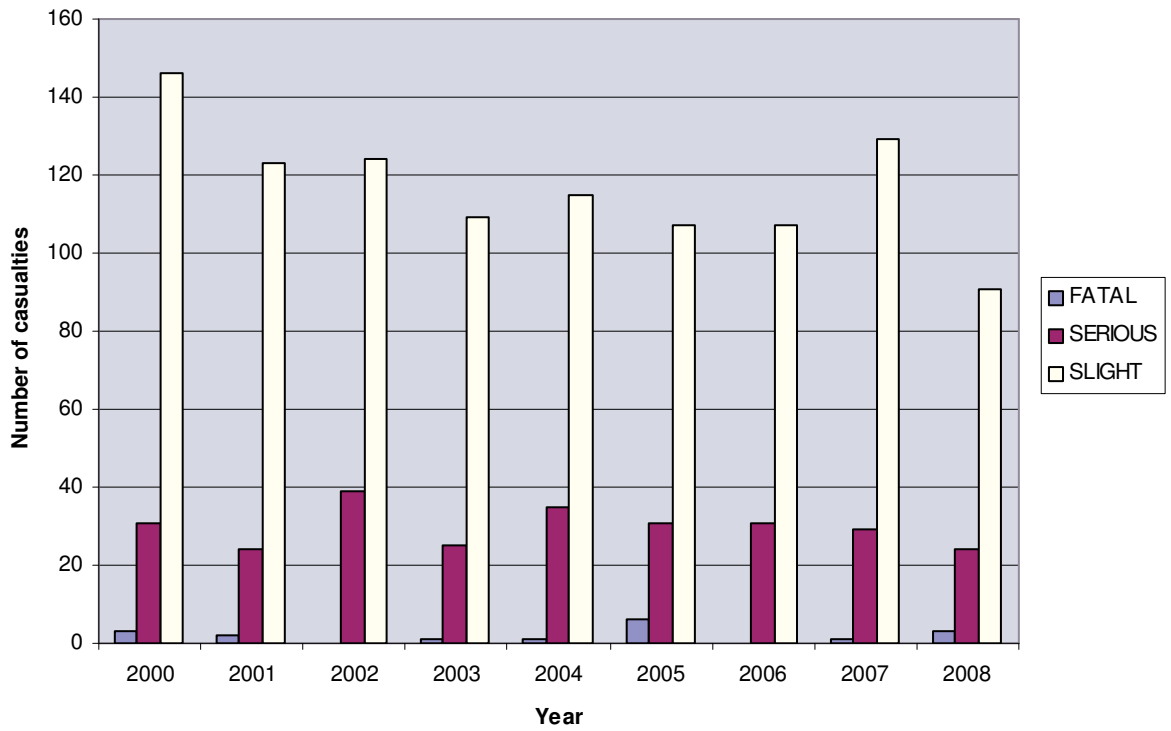
Comparison of 2008 slightly injured with previous years and 2010 target



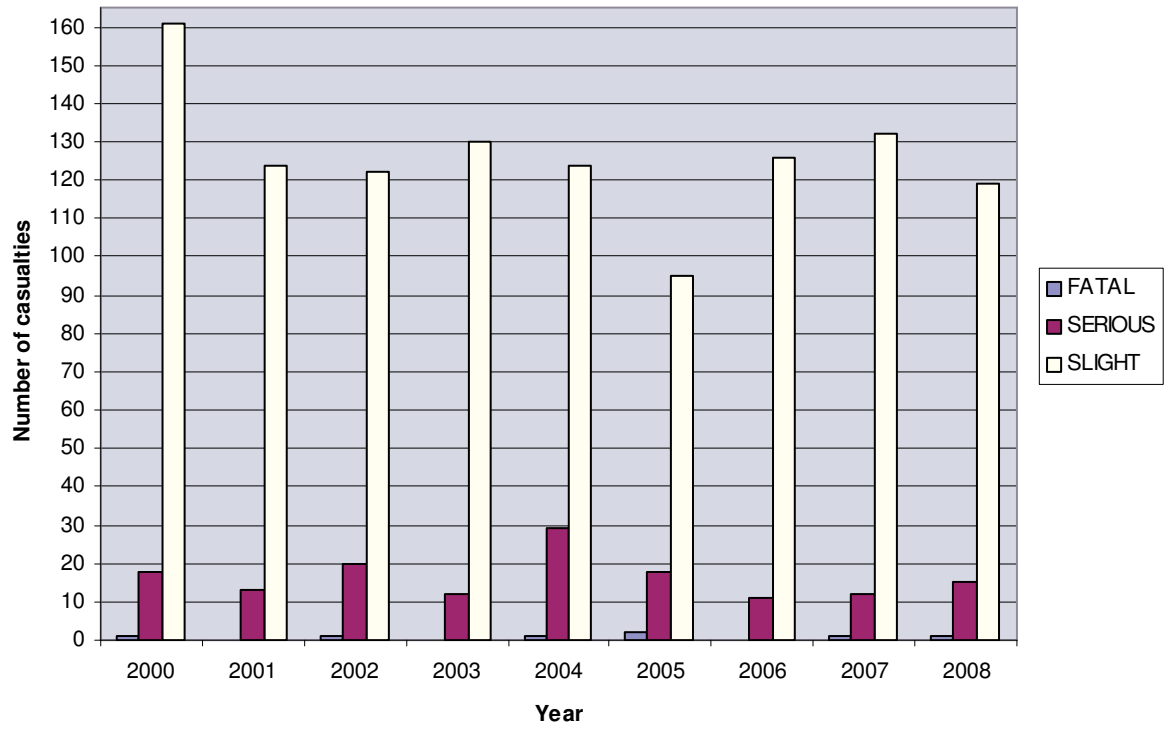
Portsmouth highest casualty cluster sites 2008



Comparison of pedestrian casualties 2000 to 2008



Comparison of pedal cycle casualties 2000 to 2008



A report produced by Hampshire Constabulary in September 2008 focuses on pedal cycle accidents in Portsmouth. They recorded 143 pedal cycle casualties, one fatal, 15 serious and 127 slight. The most common age range of the casualties was 0 and 35 years (64%).

## **B) Further Information**

- The council's website;  
<http://www.portsmouth.gov.uk/living/617.html>
- Safer Roads Partnership website;  
[www.saferroadspartnership.co.uk](http://www.saferroadspartnership.co.uk)
- Department for Transport road safety website;  
<http://www.dft.gov.uk/think/>
- Hampshire Constabulary Safer Roads website;  
<http://www.hampshire.police.uk/Internet/news/campaigns/saferroads.htm>
- Hampshire Fire and Rescue website;  
<http://www.hantsfire.gov.uk/yoursafety.htm>
- CTC – The UK's national cyclists' organisation website;  
<http://www.ctc.org.uk/>
- Sustrans website;  
[www.sustrans.org.uk](http://www.sustrans.org.uk)
- Colas website;  
[www.colas.co.uk](http://www.colas.co.uk)

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