

Bournemouth, Poole and Dorset
Local Transport Plan 3

ROAD SAFETY STRATEGY 2011-2026

14 July 2011

1. Introduction / background

This Road Safety Strategy supports the overall vision of the joint third Local Transport Plan (LTP3), to create a safe, reliable and accessible low carbon transport system for Bournemouth, Poole and Dorset that assists in the development of a strong low carbon economy, maximises the opportunities for sustainable transport and respects and protects the area's unique environmental assets. The road safety strategy has close synergies with other strategies, including walking and cycling.

It is the first joint Road Safety Strategy to cover all three local authority areas since 1996. Its goal is to deliver effective road safety improvements across the three authorities over the coming years to meet future targets.

In road safety terms:

“Our aspiration is to exceed the national Road Safety Indicators set by government”.

Almost everyone within our community and beyond uses the highway network on a frequent basis, whether as drivers, riders, passengers or pedestrians in order to go about their daily routines and to access essential services. Those same roads are crucial for the efficient transport of goods and delivery of services. Although our streets can be busy and are sometimes perceived as a hazardous environment, especially for more vulnerable road users, it is perfectly possible to move large numbers of people and goods safely where the environment and people's behaviour and interaction with it, allow.

It is an important and reasonable expectation that people can travel safely, with minimal inconvenience. They should not be prevented from doing so by actual or perceived safety issues, where they can reasonably be avoided or mitigated. Careless, anti-social and unlawful behaviour together with environmental issues all contribute to increasing the potential dangers of using the road.

Creating a safer environment and encouraging safer behaviour will improve the quality of life for everyone who uses the highway network.

In national terms, there has been good progress in reducing road casualties over the last ten years. By 2010 Great Britain had achieved a 48% reduction in fatalities, 49% reduction in all killed or serious injuries (KSIs) and 64% reduction in child KSIs compared with the 1994-98 baseline. However, in comparison to other areas of the country, headline figures for all three authorities have not fallen sufficiently to meet the government's targets as set out in our previous Local Transport Plans.

We recognise therefore that we must continue to maintain a high profile on road safety and casualty reduction work and increase effective measures to cut road traffic casualties more quickly.

The three local authorities have already seen the benefits of closer joined-up working with each other and with local partner agencies including Dorset Police, Dorset Fire and Rescue Service, the former Dorset Safety Camera Partnership and the Highways Agency. It has already provided a joined-up approach to the delivery of road safety training and education together with targeted joint awareness campaigns and the sharing of best practice in the delivery of an efficient School Crossing Patrol service.

This closer alliance between these partners has developed into the strategic road safety partnership, "Dorset Road Safe". The aim of Dorset Road Safe is to improve the tasking, co-ordination and effectiveness of all road safety interventions based on common analysis of data and intelligence.

This Road Safety Strategy for 2011-2026 has been developed so that the partnership can build on the success of services provided to date and by focusing on six key areas that have been identified locally as priorities:

- A. Pedestrian and cyclist casualties, particularly in urban areas
- B. Better Road Safety Education and Training for Children, Learner and Young Drivers
- C. Motorcycle casualties, particularly young scooter riders and adult riders on larger bikes.
- D. Rural road KSIs
- E. Careless or dangerous road user behaviour
- F. Illegal or inappropriate speed

The Government's Strategic Framework for Road Safety was introduced in May 2011 to coincide with the launch of the UN Decade of Action for Road Safety 2011-2020. The aim of the framework is to provide increasing freedom to act locally so that decisions can be tailored to suit community needs. There were no national road safety targets announced, however the centrally projected forecast is for a 40% reduction in KSIs by 2020 and 47% by 2025. The framework increases local decision-making but also increases government information available to the public to enable them to hold service providers and authorities to account, including the publication of three key casualty indicators outlined in Section 6 below.

While the central focus will be on supporting road users who have weak driving skills or display lapses of judgement, enforcement will be targeted at those who deliberately undertake dangerous driving behaviours. The Government's approach translates into eight key themes, which can be summarised as follows:

- Making it easier for road users to drive correctly and responsibly.
- Better education for children, learner and new drivers.
- Remedial education for careless driving offences
- Tougher enforcement for deliberately dangerous drivers
- Change of approach to cover all types of offences not just (but including) speeding.
- Better evaluation of interventions including positive effect on business.
- Local decision-making and local accountability.
- Better tools to support road safety deliverers.

Many of the road safety issues that we face are common not only across the sub-region but across the country. Inevitably, however, the nature of roads, communities and casualty trends does vary. There are no motorways within the sub region, and the SE Dorset conurbation is markedly urban in nature compared to the rural area to the north and west. We therefore expect the extent and emphasis required on each key issue will differ to some degree, for instance between rural and urban locations or for types of road user. To this end, we will place greater emphasis on using wider demographic data and use the details of Equality Impact Assessments to help inform decisions.

This Road Safety Strategy for 2011-2026 has also been developed in the context of the following national, regional and local issues.

National

There are a number of national goals and challenges for health, safety and security, with road safety identified as one of the key priorities. Our strategy will contribute to achieving as many of these as possible, and will deliver outcomes that are acceptable to users across the whole of their travelling experience in the sub-region.

Following implementation of the strategies linked to the Education and Inspections Act 2006, a greater emphasis has been placed on influencing more sustainable travel modes to access learning. Similarly, there is growing recognition that travel choice has consequences for CO₂ emissions.

Strategies for Health and Education provision link walking and cycling with healthy living and tackling obesity. In February 2010, the Department of Health (DH) and the Department for Transport (DfT) published an Active Travel Strategy. Their vision is for “more people walking and cycling more often, and more safely”. The strategy states that what is required is a “*coherent programme*”.

of targeted and complementary measures addressing a range of barriers and opportunities to deliver a change”.

The health strategy has a clear implication for road safety especially for these vulnerable user groups. We have ensured that as far as practicable, our approach will have a positive impact on public health and will contribute to carbon reduction especially through modal shift.

We will continue to review all the evidence that underpins this road safety strategy. We will continue to work “smartly” to understand where collisions happen, who is involved (age, gender, socio-economic group), what they are doing and why, which types of vehicle are involved and what the consequences are.

Similarly, a review of Health delivery in the Healthy Lives, Healthy People White Paper launched in December 2010 identified a greater role for local authorities in achieving public health outcomes by improving health, wellbeing and safety. A dedicated public health grant is to be allocated for local health priorities, with possible uses including road safety and road safety awareness.

The Local Transport White Paper, published in January 2011 (Creating Growth, Cutting Carbon: Making Sustainable Growth Happen), highlights how road safety is an integral part of the local authority transport role. It also indicates how sustainable travel choices will contribute to public health and road safety. The strategy is that continued investment in small local transport improvement schemes will support authorities in achieving casualty reduction, increasing accessibility, reducing congestion and other key local goals.

The final piece of the picture is the new Road Safety Strategic Framework (May 2011). The long-term vision is that Britain remains a world leader on road safety but that high-risk groups are tackled more quickly. In the future the prospect of in-car technology improvements such as collision avoidance systems will transform the way we drive and allied with better protection systems (both inside and outside of the vehicle), will lead to a very different driving environment.

The Government approach is effectively a shift away from the three E’s – engineering, enforcement and education. Instead, there is a move towards the systems approach to problem solving, already used in public health delivery, which involves looking at specific road user groups, issues and risks. Attention is paid to prevention and interventions are formed based on research and observation. This process involves problem identification, risk analysis, option assessment and implementation development, with evaluation running alongside at all times.

There are no overarching national casualty reduction targets in the framework, partly because there should be no need to highlight further the importance of road safety, but also because it is difficult to determine what level of intervention would be economically efficient to meet any given target. There is, in place of a target, a Road Safety Outcomes Framework to help local authorities assess and prioritise their actions. There are actions on Educational and Enforcement

measures, which vary according to the seriousness of the particular driving offence.

The role of Local Public Service delivery is very much to be determined and made accountable locally. In addition, local co-ordination of services and rationalisation of delivery is identified as a challenge, but it is recognised that achieving this while still targeting specific road users is going to be challenging, particularly in the current economic climate.

Regional

We are all represented on the South West Accident Reduction Working Group (SWARWG), the South West Road Safety Great Britain Group (RSGB) and also the mirror accident reduction group in the southeast. It is important to develop closer working relationships with all involved in the delivery of road safety across both regions. The aim is to share common targets, focusing on best practice for delivery, monitoring and evaluation.

The South West Highways Service Improvement Group is the benchmarking forum for all local authority highway services. Based on the qualitative survey carried out on its behalf, Poole and Bournemouth have both recently topped the list for performance in road safety.

The Highways Agency is responsible for key routes through the sub region, and is a major partner in Dorset Road Safe.

Sub-Regional

The three authorities have linked strategies and common aspirations incorporated in the Bournemouth, Poole and Dorset Multi-Area Agreement (MAA),

We will encourage partners in the SW specialist groups SWARWG and RSGB to work together more closely.

The development of a sub regional Green Infrastructure Strategy, a key proposal of LTP3, will help develop sustainable access links across the sub - region.

Local

Key local agencies are already working together and have formed the Strategic Road Safety Partnership, Dorset Road Safe.

Other Local Community and Corporate Strategy groups such as the Dorset Strategic Partnership Safer Communities theme group identify transportation

and safety as major priorities. We will ensure that road safety targets remain incorporated in each authority's existing local targets i.e. Local Area Agreements (LAA) target – NI 47 – Reduction in KSI casualties.

Road safety is intrinsically linked to other issues such as crime reduction and increased physical activity. We will ensure, therefore, that the groups working on those agendas, such as Crime and Disorder Reduction Partnerships and School Sports Partnerships are aware of and take road casualty reduction into account. Casualty reduction will contribute to the wider aim to provide thriving and safer communities.

We recognise that other local issues such as population growth, because of planned housing expansion and the level of car ownership, which is already high in some wards, may affect road safety delivery. Similarly, the substantial growth in public transport use has potentially generated more pedestrian movements in some locations but equally could influence car use locally.

We will also be aware and take account of potential conflict between health and sustainable travel strategies i.e. increased walking and cycling, introducing more vulnerable users into the on-street mix. Working in partnership with Bournemouth and Poole Primary Care Trust (PCT) and Dorset PCT, however, the three local authorities of Bournemouth, Poole and Dorset are committed to increasing levels of physical activity through transport as part of the overall LTP3 strategy.

We note too that wider use of Manual for Streets techniques in future urban design projects, will lead to more highway space shared by all users and more use of sustainable transport modes.

We will take account in our road safety engineering delivery, as far as possible, to enhance and de-clutter the environment having regard to the need for wider accessibility to local amenities and services, for all in the community.

2. This is where we want to be

Our vision, which is challenging and engaging for all is:

“to make road travel in Bournemouth, Poole and Dorset the safest, healthiest, most secure and sustainable in the region.”

This supports the overall LTP3 vision:

“To create a safe and reliable transport system for Bournemouth, Poole and Dorset that assists in the development of a strong economy, maximises the opportunities for sustainable transport and respects and protects the area’s unique environmental assets”

Achieving our vision will mean exceeding the new national casualty reduction targets set by government, taking into account the wider context that includes environmental, economic and social factors. We will be living in a more carbon-constrained world, but with continued increase in demand for travel, which is unlikely to be sustained over the longer term. Our vision will encourage the diverse range of road safety partners in Dorset to work efficiently and effectively together.

We will encourage healthier, active living and travel patterns where people are able to undertake walking and cycling journeys on the highway as safely as possible. Increased opportunities for sustainable travel off the highway will also support this strategy.

An aspiration amongst all partners is for further development of co-ordinated multi-agency road safety delivery, which will give all partners the opportunity to work more efficiently and effectively.

Key aims and objectives

Our key aim is to reduce all traffic related casualties on the roads in Bournemouth, Poole and Dorset and improve safety and health for all road users who travel through our area.

The Road Safety Strategic Framework (May 2011) gives a ‘Central Projection’ forecast of a 40% reduction in KSIs by 2020, based on baseline data for 2005-09, 47% reduction by 2025 and 55 % by 2030.

Using the same baseline, we will set a 40% target for KSI reduction by 2020, or 4% per annum.

Subject to review, we will however, set a stretched target for KSI casualty reduction figure of **60% by 2025**.

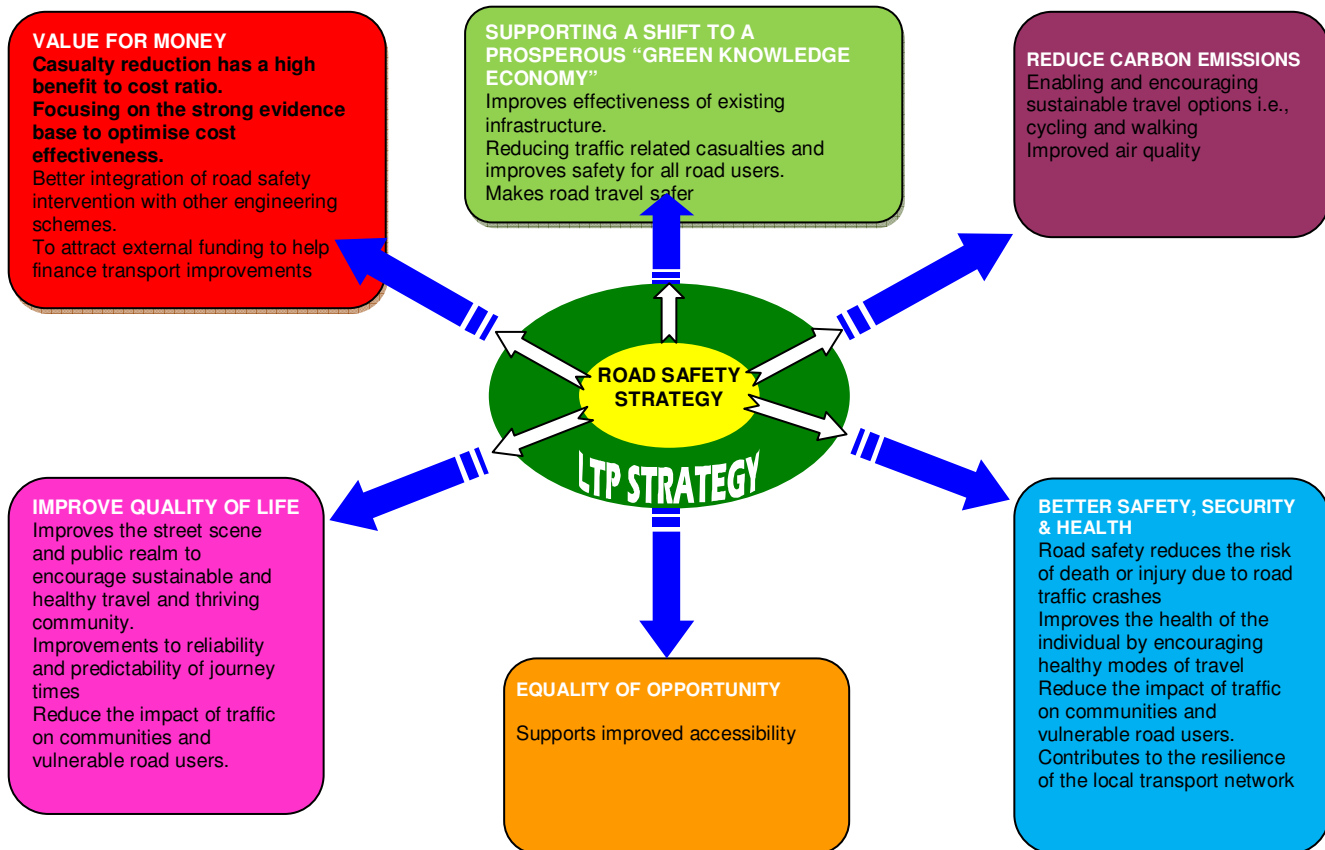
This means reducing from an average of 409 KSI per annum (2005/09) to 245 KSI casualties by 2020 and 164 KSIs by 2025.

We have set the following goals to help achieve our vision:

- reduce the number of people killed or seriously injured on Bournemouth, Poole and Dorset's roads to meet or exceed national framework central projections.
- address the key contributory factors in road deaths and serious injuries through problem profiling of key road user groups
- address any higher than average incidence of the number of people killed or seriously injured who live in deprived areas and amongst disadvantaged groups
- develop "smarter" working processes, a more vigorous approach to evaluation and a clearer focus on evidence-led working through improved data analysis
- reduce the fear of crime associated with any element of the transport network or particular chosen mode of travel
- reduce the impact of traffic on communities and specifically for vulnerable road users
- enhance facilities to encourage more walking and cycling, including introduction of 20mph zones, where appropriate
- safer access to leisure, health, education and social care
- better co-ordination in service delivery through developing our joint working relationships

The contributions of this strategy to the overall LTP3 goals are shown in the following diagram:

Contribution to LTP3 goals



3. This is where we are now

KEY Achievements:

Currently, within the South West Region, our overall performance is below the national average, however, overall casualty numbers across the three local authorities continue to decline. The trend for Killed or Serious injuries (KSI) presents a significant challenge, as this has not fallen as quickly as had been expected in order to achieve our LTP2 targets.

The last 2 years has seen the development of the strategic Dorset Road Safe partnership into a more effective delivery platform. Established in 2008, it incorporates a range of stakeholders and is already delivering a more co-ordinated approach involving strategic assessment, gap analysis and problem profiling. Its key driving principle is to listen to the concerns and needs of local communities and proactively engage with vulnerable groups to deliver effective road safety interventions.

Our key achievements are shown under the headings below.

Education, Training and Publicity

- development of the Dorset Road Safe partnership with a clear mandate to reduce road casualties
- the creation of specialised multi-agency sub-groups within Dorset Road Safe tasked with data analysis, problem profiling and ETP delivery across all partners
- positive public and media response to a co-ordinated multi-agency year-long enforcement and publicity project called “no excuse”
- existing road safety strategies are more closely aligned with walking and cycling strategies
- positive community response to the availability of practical and theory driver/rider refresher training programmes such as Drive 55 (now Dorset Driver) and Pass Plus courses across the three authorities
- adoption of national Bikeability cycle training programme in Dorset
- ongoing development of the LV (Liverpool Victoria) Streetwise safety education centre to incorporate and refresh road safety training and education

- Poole's motorcycling strategy reviewed and revised to encompass all three authorities
- development and delivery of walking buses and child pedestrian training has supported more sustainable travel modes, linked to School Travel Plan objectives
- the School Crossing Patrol service provided by the three authorities is acknowledged as one of the most efficient in the southwest.

Capital Programme

- development and implementation of the Rural Roads Protocol. The rural roads protocol, adopted as formal policy of Dorset County Council in April 2008, sets out a new approach to how we manage the roads in Dorset's countryside. The protocol's main principle is to use the local setting and distinctiveness of the rural environment to guide our road management decisions.
- better use of data evidence and analysis to identify and prioritise casualty reduction related maintenance programmes
- low-cost local safety improvements, safer routes to school and speed management schemes have shown good casualty reduction figures and strong rates of return
- speed limit reviews have been completed but the new Strategic Framework indicates that revised guidance on setting limits is forthcoming.
- positive community response to the deployment of interactive signs e.g. Speed Indicating Devices (SIDs), VAS signs and VMS messages where anti-social driving is an issue
- improved integration with highway structural maintenance and accessibility/sustainable travel schemes.

Enforcement

- Development of a co-ordinated enforcement programme within the Dorset Road Safe partnership
- the former Dorset Safety Camera Partnership (DSCP), now Dorset Road Safe Enforcement, has contributed significantly to a reduction in KSI's at camera sites

- improved evaluation methodology through better use of problem profiling techniques using the Police National Intelligence Model
- contributing towards the Dorset Road Safe “no excuse” enforcement/publicity project
- prioritisation of anti-social behaviour speed complaints through Safer Neighbourhood Teams (SNTs)
- smarter data analysis, road user group audits and gap analyses leading to better targeted ETP interventions

Performance against road safety targets

Despite the good performance for the three authorities collectively, in terms of an overall reduction in total road casualties, fatalities and slight injuries, we fell significantly short of our 2010 KSI target.

As can be seen in the first table below, the 2010 collective performance of the three authorities for NI 47, (*decrease in people killed or seriously injured in road traffic accidents*) against the 1994/8 base average is **26.7%**. This is below the 40% reduction in KSI’s target by 2010, which has already been met at national level.

The collective performance for NI 48, (*decrease in children (0-15) killed or seriously injured in road traffic accidents*) for the same period is **63.6%**. This is well above the 50% reduction in Child KSI’s 2010 target, which again has already been exceeded nationally.

In the southwest region the 40% KSI reduction target has all but been achieved with a 39.7% average reduction, however individual authorities’ performance varies considerably from 8.3% to 56.8% reduction.

Combined LA performance against 1994/98, 2005/09 and 2006/10 averages:

	Average			Year			Percentage Change			
	1994/98	2005/9	2006/10	2008	2009	2010	2010 against 2009	2010 against 94/98	2010 against 05/09	2010 against 06/10
Total KSI	476	409	397.2	437	378	349	7.7%	26.7%	14.7%	12.1%
Car user	247	181.2	164.6	187	158	133	15.8%	46.2%	26.6%	19.2%
PTW user	77	101.4	102	121	102	83	18.6%	-7.8%	18.1%	18.6%
Pedestrian	86	70	69.4	66	61	69	-13.1%	19.8%	1.4%	0.6%
Pedal cycle	47	40.8	45.4	44	40	56	-40.0%	-19.1%	-37.3%	-23.3%
Other vehicle user	19	15.6	15.6	19	15	6	60.0%	68.4%	61.5%	61.5%
Older (65+ yrs) Road User	77	65.2	60.4	73	65	44	32.3%	42.9%	32.5%	27.2%
Young (17-24 yrs) Car Driver	54	31.4	29.6	42	27	27	0.0%	50.0%	14.0%	8.8%
Child (0-15yrs) Road User	44	31.6	26	21	31	16	48.4%	63.6%	49.4%	38.5%

Individual LA performance against 1994/98, 2005/09 and 2006/10 averages:

Bournemouth Borough Council

	Average			Year			Percentage Change			
	1994/98	2005/9	2006/10	2008	2009	2010	2010 against 2009	2010 against 94/98	2010 against 05/09	2010 against 06/10
Total KSI	81	80	81.8	80	70	77	-10.0%	4.9%	3.8%	5.9%
Car user	25	20.4	18.6	18	15	17	-13.3%	32.0%	16.7%	8.6%
PTW user	12	17.4	20.2	18	16	25	-56.3%	-108.3%	-43.7%	-23.8%
Pedestrian	29	23.4	23.6	23	21	23	-9.5%	20.7%	1.7%	2.5%
Pedal cycle	14	16.8	17.2	18	17	11	35.3%	21.4%	34.5%	36.0%
Other vehicle user	1	2	2.2	3	0	1	100.0%	0.0%	50.0%	54.5%
Older (65+ yrs) Road User	19	11	11.2	14	7	12	-71.4%	36.8%	-9.1%	-7.1%
Young (17-24 yrs) Car Driver	4	2.2	1.8	3	0	3	300.0%	25.0%	-36.4%	-66.7%
Child (0-15yrs) Road User	9	7.8	7.6	7	12	4	66.7%	55.6%	48.7%	47.4%

Borough of Poole

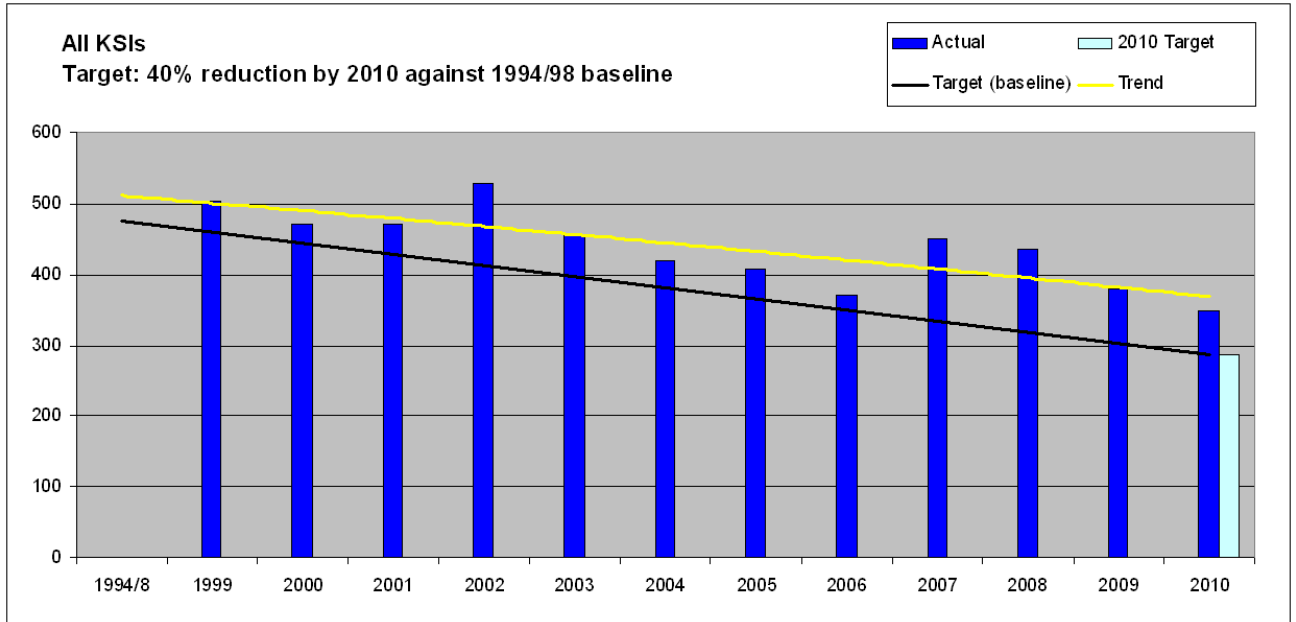
	Average			Year			Percentage Change			
	1994/98	2005/9	2006/10	2008	2009	2010	2010 against 2009	2010 against 94/98	2010 against 05/09	2010 against 06/10
Total KSI	68	57.6	55	63	48	57	-18.8%	16.2%	1.0%	-3.6%
Car user	24	19.2	16.4	19	12	14	-16.7%	41.7%	27.1%	14.6%
PTW user	13	17.8	17.8	22	16	14	12.5%	-7.7%	21.3%	21.3%
Pedestrian	19	11	10.6	12	7	14	-100.0%	26.3%	-27.3%	-32.1%
Pedal cycle	11	8.8	9	10	11	13	-18.2%	-18.2%	-47.7%	-44.4%
Other vehicle user	1	0.8	1.2	0	1	0	100.0%	100.0%	100.0%	100.0%
Older (65+ yrs) Road User	11	8.4	7.8	10	9	6	33.3%	45.5%	28.6%	23.1%
Young (17-24 yrs) Car Driver	5	2.6	2	3	3	3	0.0%	40.0%	-15.4%	-50.0%
Child (0-15yrs) Road User	9	5.4	3.6	2	4	5	-25.0%	44.4%	7.4%	-38.9%

Dorset County Council

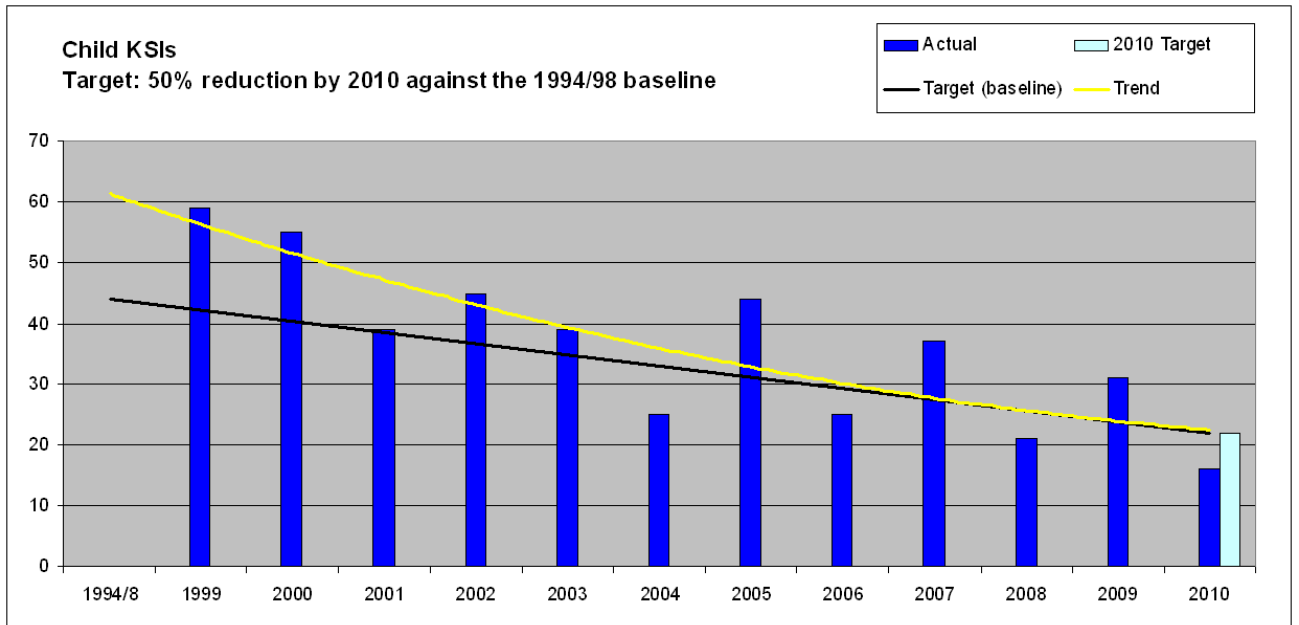
	Average			Year			Percentage Change			
	1994/98	2005/9	2006/10	2008	2009	2010	2010 against 2009	2010 against 94/98	2010 against 05/09	2010 against 06/10
Total KSI	327	271.4	260.4	294	260	215	17.3%	34.3%	20.8%	17.4%
Car user	198	141.6	130	150	131	102	22.1%	48.5%	28.0%	21.5%
PTW user	52	66.2	64	81	70	44	37.1%	15.4%	33.5%	31.3%
Pedestrian	38	35.6	35.2	31	33	32	3.0%	15.8%	10.1%	9.1%
Pedal cycle	22	15.2	19.2	16	12	32	-166.7%	-45.5%	-110.5%	-66.7%
Other vehicle user	17	12.8	12	16	14	5	64.3%	70.6%	60.9%	58.3%
Older (65+ yrs) Road User	47	45.8	41.6	49	49	26	46.9%	44.7%	43.2%	37.5%
Young (17-24 yrs) Car Driver	45	26.6	25.6	36	24	21	12.5%	53.3%	21.1%	18.0%
Child (0-15yrs) Road User	26	18.4	14.8	12	15	7	53.3%	73.1%	62.0%	52.7%

Combined LA performance – actual and trend - 1994/98 base against 2010 target

All KSI's



Child KSI's

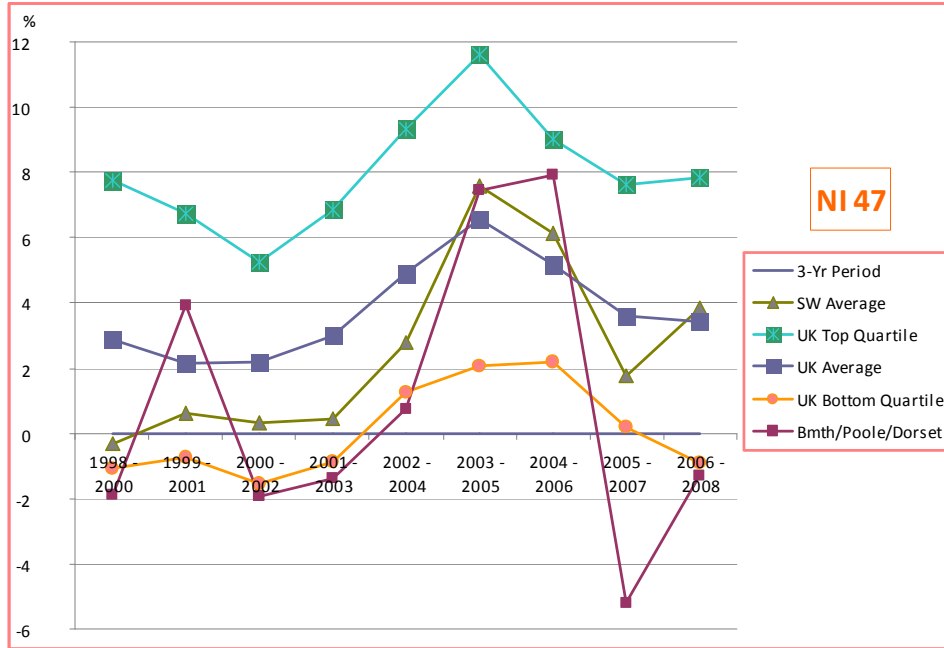


Performance against regional and national averages

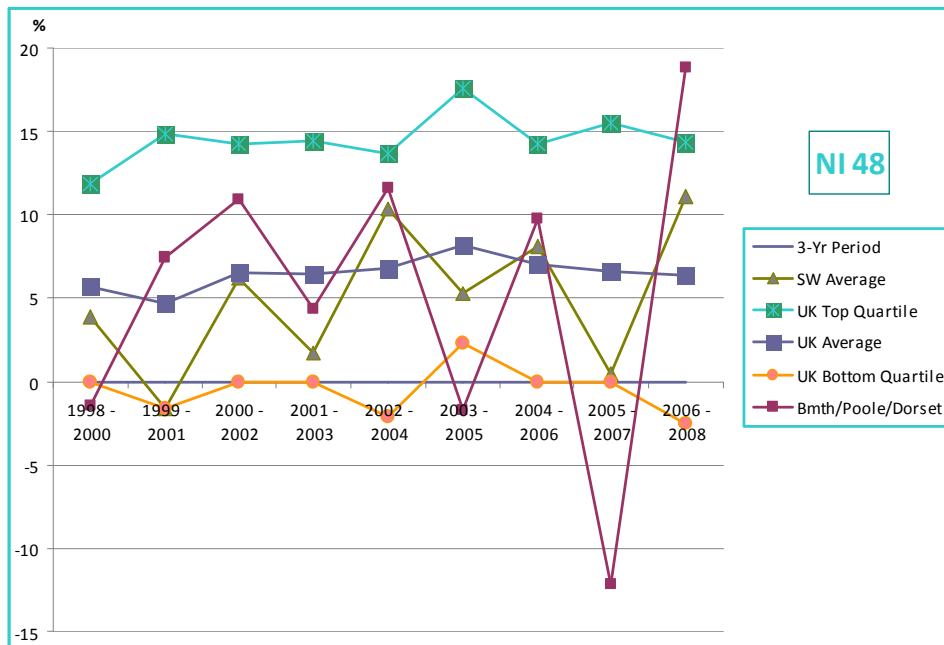
The following charts show our collective performance compared to national and regional averages. Based on 3 year rolling average data for NI 47 (all KSI's),

this places us in the bottom quartile; performance against NI 48 (Child KSI's 0-15) places us in the top quartile.

Performance against NI 47 regional and national averages



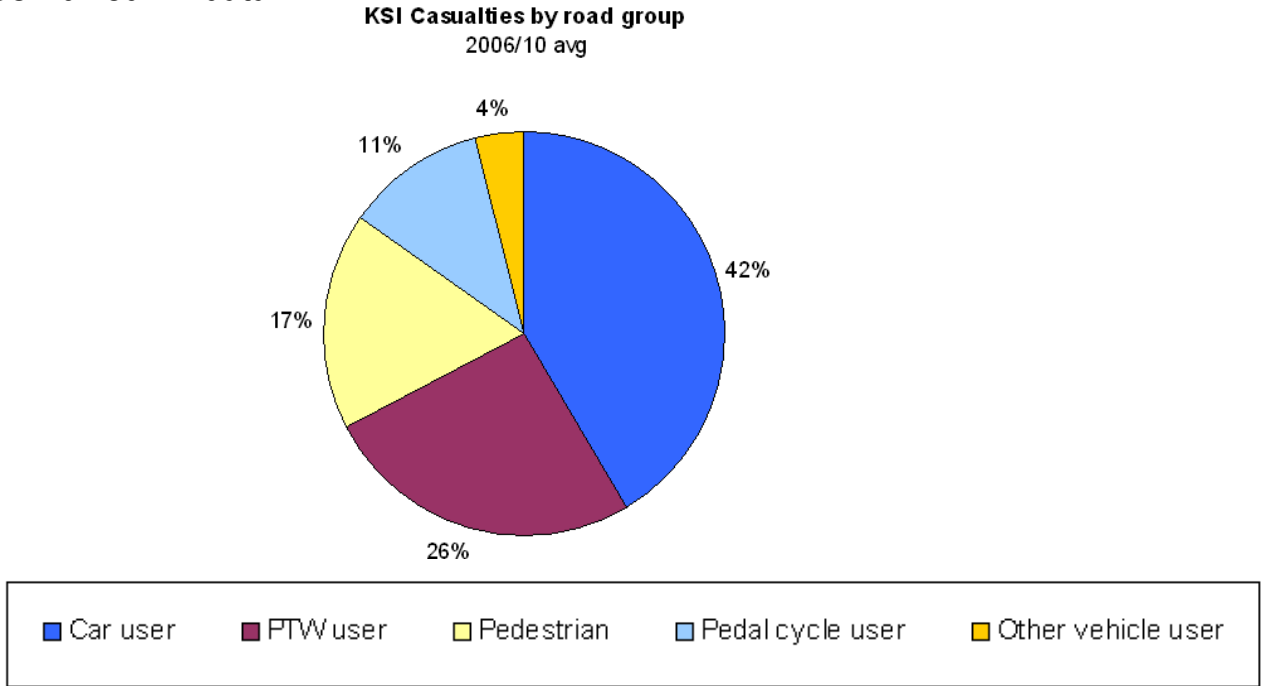
Performance against NI 48 regional and national averages



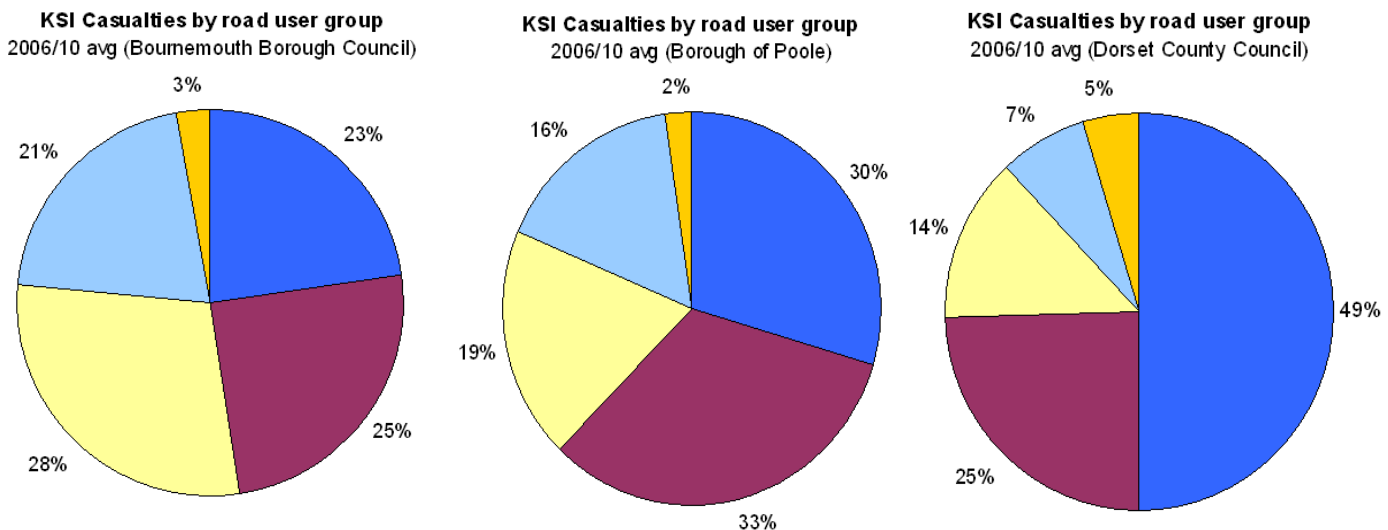
Individual performance by the three local authorities clearly shows how the difference in urban/rural environments reflects the difference in the casualty statistics for specific road user groups. The charts below, using data for the average of the last five years, show that the largely rural road network in Dorset

County Council's area, where speeds are generally higher, has a significantly higher proportion of KSI's involving car users and powered two-wheelers. Poole has a higher proportion of Motorcyclist KSI's, whereas Bournemouth experiences a higher proportion of pedestrian and cyclists KSI's.

**Road user group breakdown:
Combined LA data:**



Individual authority comparison:



Dorset Road Safe Camera Enforcement data can be found on the Dorset Road Safe website (www.dorsetroadsafe.org.uk) provided in line with the DfT requirement regarding publication of speed camera performance.

4. These are the key challenges we face

Future constraints on budgets means that all interventions, whether enforcement, engineering or education-based will have to be prioritised using smarter working processes that result in real casualty savings.

The public will need to be convinced that driving behaviour is the main cause of road collisions and that traditional engineering solutions will become increasingly difficult to identify, more expensive to deliver and less effective in reducing casualties. We need to ensure that the public understand more clearly why or how we choose the interventions we take.

Many local factors have been taken into consideration in our road safety strategy, particularly in view of our rural/urban split and its effect on road casualty patterns. As human error continues to be the main factor in road crashes, except in specific instances where Engineering is identified as an effective intervention, a combination of Education and Enforcement is viewed as the best long-term approach to reducing road injury collisions, in partnership with a wide range of agencies.

In the new national Road Safety Strategic Framework (May 2011), the Department for Transport (DfT) sets out the need to address some key challenges. It has identified eight key themes as well as a need to reduce further the number of road deaths and serious injuries. We have focused on these common themes across all three authorities, and where appropriate, identified the following specific rural and urban differences that present a particular challenge locally.

(A) Pedestrian and cyclist casualties, particularly in urban areas

- We must focus on pedestrian and cyclist casualties, particularly in deprived urban areas, coupled with a need to increase modal shift towards more walking and cycling. Public demand and accessibility needs for improved facilities do not always reflect priority measures based on casualty history, however. Requests for 20mph zones in residential areas will need to be prioritised on casualty reduction grounds.
- Evidence suggests that where there are more pedestrians and cyclists visible to drivers, safety for these vulnerable groups is increased.
- As fewer children walk or cycle to school, they get less daily exercise and build in a car dependency at an early age. The challenge will be to continue to try to break the cycle of less walking and cycling creating more car use leading to more perceived risk from traffic, which in turns leads to less walking and cycling.
- We will need to consider how, in a climate of reduced funding, to expand the length of network where improved pedestrian and cyclist facilities

have already been introduced together with an expansion of existing pedestrian and cyclist training schemes.

- Cycling, like walking is promoted as part of the active travel strategy to confront physical inactivity related to obesity. It is expected that cycling, as a modal choice, will become more popular within the period of this strategy, so measures will need to be taken to mitigate any increased risks to this vulnerable group.
- We will need to guard against possible adverse safety effects of other policies.
- We will need to find better ways of engaging with residents so they take ownership of the measures initiated.
- We must find ways of translating our vision into area based safety schemes and 20mph zones where it is appropriate.

(B) Better Road Safety Education and Training for Children, Learner and Young Drivers

- Nationally, the 50% targets for child KSI reduction have been exceeded, and this downward trend is mirrored locally. Fatal road traffic collisions nationally, are down, but there are still high levels of road death in young people aged 15-19. Existing ETP programmes aimed at young people will need to be developed further.
- A common issue for all three authorities is the likely reduction in revenue funding for delivering ETP (Education, Training and Publicity) programmes. There is already a lack of curriculum time available for road safety education, particularly in Secondary schools and support for road safety and school travel planning may reduce further. Links with Children and Young People's Services and Dorset Police's Safer Schools and Communities teams will need strengthening.
- The Dorset Safeguarding Children Board recommends "*that Dorset Road Safe develop, secure funding for and implement a three year, Young Drivers and Passengers Accident Reduction Action Plan. The plan should seek to reduce in a more co-ordinated fashion the number of young drivers and passengers killed or seriously injured through road traffic Collisions in Dorset. The plan should contain actions which will educate as well as enforce better driving and passenger behaviour by young drivers and passengers.*"
- Delivering targeted ETP in a rural area is more demanding on resources than in the urban area and there are different priorities across the three local authority partners. DCC's focus is more on practical driver refresher training but also in-car safety issues for young people. It has low numbers of child pedestrian and cyclist KSIs, particularly in the rural areas. Poole

concentrates largely on travel to school issues and Bournemouth on cycling issues, with a particular issue of safety for foreign students.

- Children in deprived urban areas are more likely to be playing close to home unsupervised, whereas those in rural areas have less opportunity to experience and practise safer pedestrian and cyclist skills in both their own rural location and in an urban area. There is a significant reliance in rural areas on the private car for access to learning and leisure.
- There is evidence of an increasing number of vulnerable young scooter and moped riders in both the urban and rural areas of Dorset. Availability of training may be an issue.
- Where common themes are delivered, the challenge is to ensure there is no duplication of effort, inefficiency in delivery or lack of co-ordination of interventions by partners in Dorset Road Safe.
- We must find ways of involving parents and peers more in delivery of road safety messages to children

(C) Motorcycle casualties

- It is vital to protect motorcyclists, who feature disproportionately in casualty figures. They represent 20 per cent of road fatalities but typically less than 2% per cent of all traffic. In some rural areas, more than 2% of all commuters are motorcyclists, 30% more than in the conurbation, and they are travelling significantly further to their place of work than those in the urban areas.
- A quarter of KSI casualties in the combined area are motorcyclists/moped or scooter riders
- Males are significantly over-represented in the motorcycle casualty figures and further research and development is required into how increased availability and take-up of post-test training can be achieved particularly for male riders.
- Common issues for the three authorities include the uncertain funding provision for motorcycle courses such as BikeSafe, the difficulty in targeting specific rider friendly engineering measures and the difficulty of enforcement using laser technology.
- In the urban residential areas, anti-social behaviour by some motorcyclists is an issue that needs to be addressed. There is also conflict between road safety concerns and the benefits to tourism and the local economy of regular biker events such as those at Poole Quay and Weymouth/West Bay.

- There are significant numbers of single vehicle crashes involving motorcyclists colliding with roadside objects such as trees and barriers and with loss of control, particularly on left hand bends in rural areas. We need to ensure that maintenance takes account of specific issues for motorcyclists, particularly on bends.
- Coastal routes publicised in the media as “high speed challenges” for motorcyclists are not designed for this type of activity and further research is required on how to address this type of behaviour.
- This strategy has close synergies with the motorcycle strategy.
- A problem profile carried out recently on motorcycle casualties. The conclusion was that the over-representation in casualty statistics was largely down to a combination of younger inexperienced riders on scooters and middle-aged riders on powerful bikes, plus other vehicle drivers failing to look out for motorcycles particularly at priority junctions.

(D) Rural Road KSIs

- Nationally 40% of all fatal collisions are on rural ‘A’ roads and a further 25% on lower status rural roads, with car occupants and motorcyclists prevalent amongst casualties. Around 60% of all road deaths occur on rural roads, which carry around only 40% of traffic. Car occupants and motorcyclists figure largely in these statistics.
- Many of these roads are single carriageways where the national speed limit of 60mph applies. We know that speed is a factor in many of the fatalities, but generally, compliance with the speed limit on these roads is good. Higher casualty rates on some routes, however, may indicate that not all speed limits may be appropriate on these roads.
- It is vital that road safety strategies for rural areas focus on route actions, including conventional signing, lining and special surfacing, whilst ensuring signing is legally compliant
- Relative to most counties, Dorset has a higher percentage of rural-type roads. As a consequence, the county’s approach to the management of our rural roads has necessarily been targeted at ensuring a safe road network, whilst maintaining its local distinctiveness.
- We must find ways of ensuring sufficient resources are targeted towards priority maintenance, including skid resistance of carriageways
- Car occupants and motorcyclists collectively comprise approximately three quarters of KSIs on Dorset’s rural network. These roads are an integral part of the landscape, set within outstanding countryside that is rich in heritage. The way we manage our roads and roadsides can have a big impact on the environment. The challenge will be to balance the

objectives of DCCs Rural Roads Protocol with a requirement to be innovative with appropriate road signing so that the impact is a positive one.

- The disparity between casualty rates on trunk roads and other rural A roads requires further investigation. The A road trunk network makes up 23% of rural Dorset's A roads but it accounts for 29% of its KSI's.
- The EuroRap report uses different techniques to give a star rating of routes that can highlight so-called local 'problem' roads. This can lead to challenges or potential criticism that certain problems are not being addressed.

(E) Careless or Dangerous Road User Behaviour

- A risk-taking minority cause significant numbers of fatal and serious collisions, so the challenge is to address dangerous behaviours such as drink and drug driving, non-wearing of seatbelt, careless driving and driving whilst distracted.
- Males of all ages constitute two thirds of all KSI's across Dorset based on data for the years 2006-10. Young males aged 16-35 in particular are a difficult group to engage with yet feature prominently in road casualty statistics.
- A recent Problem Profile carried out on this particular young driver group identified inexperience and risk taking as areas requiring attention.
- We need to challenge the perception by many motorists that the risk of getting caught (enforcement) for various careless driving offences is minimal.
- The impact of driver awareness referral schemes may diminish with resulting reductions in take-up.
- Smarter messages and better, less visually intrusive safety signing will be required in order to prevent too much information been thrown at the motorist. We need to balance the objectives of DCC's Rural Roads Protocol with a requirement to be innovative with road signing in order to raise awareness of road user responsibility.
- Non-seatbelt wearing is seen by some as a personal choice issue rather than a road safety one and will need to be challenged.
- Increased congestion in urban areas may lead to increased driver frustration and risk taking and potentially avoidance of traffic regulatory signs and signals.

- We need to ensure that there is reduced duplication of effort and avoidance of mixed messages of ETP interventions caused by a lack of co-ordination between partners.
- A significant minority of motorists continue to flout the law and persist in behaviour that puts themselves and others in danger.
- The key challenge will be to support positive behaviour and to crack down on irresponsible behaviour.

(F) Illegal or Inappropriate Speed

- Illegal or inappropriate speed contributes to around a quarter of road deaths nationally. Speeding is however, frequently a perceived issue and the challenge is to demonstrate this effectively to the public and other stakeholders.
- As a result of the speed limit review, perception of, and compliance with lower speed limits on urban dual carriageways is an issue.
- Reviewing speed limits, the introduction of 20mph zones in residential areas and town centres where traffic calming may be required will require careful consideration.
- Speeding is frequently among the top three Safer Neighbourhood Panel community concerns in terms of anti-social behaviour

Other local challenges

- Duplication of effort is detrimental to efficient delivery. Many agencies have a parallel responsibility for casualty reduction or are involved in delivering road safety education in Dorset. This needs to be carefully rationalised so that it can be targeted and delivered efficiently and effectively and to the highest standard.
- It is vital to consider how we might deliver road safety more efficiently with the medium term reduction in resources. LTP expenditure on road safety will move away from individual engineering improvements towards a more holistic approach to real casualty reduction including more education and enforcement. The result will be that long running requests for junction improvements or single site schemes without a casualty history could likely be abandoned or postponed.
- There are conflicting local demands upon resources for “safer crossing facilities” at locations where there are “accidents waiting to happen”. Often there is only a perceived problem where low vehicle numbers and speeds mean that there is frequently an opportunity to cross safely.
- The proportion of retired people living in the sub region is the highest in the country and forecast to continue growing. Severity of injury also tends to be higher as a result of their frailty. The elderly may appear over

represented in certain road user groups in Dorset. We will need to respond accordingly.

- The increasing incidence of major short-term events e.g. Bournemouth Air Festival and the 2012 Olympic Games increases pressure on the highway network.

5. This is how we will get there

Our strategy approach will ensure joined-up synergies with other areas of the LTP, particularly walking, cycling and motorcycling. Improving safety for vulnerable road users is a key aspect of increasing walking and cycling levels. A Strategic Assessment of road safety delivery is currently being undertaken by Dorset Road Safe based on this LTP3 Strategy, with the objective to look at operational and tactical delivery of the policies contained herein.

Policy RS1

We will continue to develop the “Dorset Road Safe” partnership so that it delivers its strategic and operational objectives through smarter analysis and use of data, more co-ordinated and systematic information, education and best practice sharing, better and more meaningful evaluation and enabling further skills development amongst practitioners.

Policy RS2

We will seek to address the motivations behind dangerous road user behaviours, which persist despite generally good levels of compliance with road traffic law.

Policy RS3

We will continually monitor and evaluate our performance, constantly seeking to improve our road safety delivery.

Policy RS4

We will focus on the most vulnerable road user groups.

Policy RS5

We will continue to develop and deliver a holistic systems-based approach, which aims to reduce the chances of mistakes made by road users, which have serious or fatal consequences.

Policy RS6

We will appraise the options for interventions, predict the effects, and prioritise those identified as most effective.

The overarching objective is to develop a wider theme of road user responsibility, challenging complacent attitudes about road safety amongst

some road users and encouraging road users to make positive behaviour choices. Our strategy approach will be focused towards tackling the challenges and priorities mentioned earlier.

We will undertake the following specific actions:

Capital Schemes

- ensure all data evidence is captured and analysed consistently through Dorset Road Safe's Data and Intelligence sub-group
- ensure that high priority is given to the potential for casualty reduction when developing and implementing highway maintenance schemes and schedules
- continue to develop the innovative use of interactive signing measures such as Vehicle Activated and Variable Message Signs
- ensure engineering schemes are prioritised based on an assessment of routes and locations with the highest KSI collision/casualty rates and to feed cost effective solutions through to LTP3 scheme delivery. Wherever practical schemes will be combined with other proposed works to maximise available resources and avoid duplication of effort e.g. prime transport corridors, maintenance
- ensure the rural route management scheme process includes the undertaking of appropriate engineering and road user audits and makes best use of local "development" to fund schemes
- introduce robustly defensible 20mph zones and review other limits where appropriate, such as in residential areas or outside schools, in line with emerging speed limit guidance
- react positively to community concerns by implementing low-cost safety schemes that reduce casualties
- increase provision of bus priority, safe walking and cycle routes and better and more accessible crossing facilities
- carry out safety audit and Manual for Street quality audit of schemes where appropriate
- ensure vulnerable road user audits are undertaken for all highway schemes
- evaluate the Route Management approach to better determine how effectiveness can be improved

- develop a conurbation-wide strategy of integrating road safety improvement into other local strategies, improvement and regeneration projects
- engage residents and other road users and translating Local Road Safety Schemes into area-based schemes that provide such facilities as continuous cycle lanes and wider 20mph zones without traffic calming in line with emerging guidance
- consider and review passive safety in future proposals for highway schemes and route audits, with particular regard to motorcyclists.

Enforcement

- seek to introduce further laser cameras that enable double triggering to identify other traffic offences such as those relating to the non use of seat belts and use of mobile telephones.
- implement new methods of enforcement e.g. develop the “no excuse” project as a core delivery function of Police Traffic Officers on normal duty.
- dispose of more offences by offering specific training programmes to offenders.
- increase use of ANPR (automatic number plate recognition) data used by Dorset Police for two key reasons; firstly, to protect the public and react to vehicles which are being used illegally such as those which may be stolen, driven by persons with no legal entitlement to drive, or have no valid insurance; secondly, to conduct historical research in order to identify vehicles which may have been used in crime to assist in identifying offenders and bring them to justice.
- Explore opportunities for expanding the use of ANPR and/or average speed cameras.

Education, Training and Publicity (ETP)

- ensure all ETP interventions are co-ordinated centrally through Dorset Road Safe to avoid duplication of effort .
- ensure all ETP interventions are evaluated through the Dorset Road Safe ETP and data sub-groups and best practice in evaluation shared and implemented to provide a legacy for future delivery of road safety programmes.
- Dorset Road Safe partners to develop road user forums across all age groups and road user types to inform and to assist with evaluation.

- Dorset Road Safe data sub-group to continue specific road user audits, gap analyses and problem profiling for key groups such as young drivers, pre-drivers, motorcyclists, older drivers and children to ensure interventions are data/evidence driven.
- continue to develop and implement an effective marketing and communications strategy to promote Dorset Road Safe partner activity; engage with local media to ensure messages are targeted, appropriate, consistent, of the highest quality and evaluated for effectiveness and value for money.
- develop and deliver co-ordinated publicity campaigns that focus on poor behaviours such as inappropriate speed, drink/drug driving, careless driving, distractions, such as hand-held mobile phone use and the non use of seat belts; ensure that such programmes are supported with appropriate enforcement
- promote mutual respect and positive behaviour between drivers and cyclists/pedestrians
- continue to raise awareness and improve road user behaviour by supporting the National THINK! Programme and calendar of events
- explore opportunities to develop a programme in partnership with local communities to allay fears and concerns surrounding anti-social driving behaviour
- seek and provide opportunities for in-service training for those delivering road safety ETP to ensure delivery is appropriate, consistent and of the highest standard
- co-ordinate development, promotion, delivery and evaluation of young cyclist (Bikeability) and other cyclist training initiatives, pedestrian (Kerbcraft) training schemes and driver and rider refresher training and awareness programmes, including those as an alternative to penalties in the criminal justice system
- further develop a scheme to engage children and young people in schools e.g. Junior Road Safety Officer (JRSO), to enable delivery throughout Dorset
- continue support for children and young people's road safety training at LV Streetwise
- promote and provide access to a range of appealing educational materials suitable for teachers to use with children and young people through the national curriculum/PSHE (Personal, Social & Health Education) and supported by parents and carers

- Dorset Road Safe partners to build more effective working relationships with the NHS Primary Care Trusts (PCT's) to encourage their active participation in road safety strategy development and delivery
- utilise Variable Message Signs (VMS) and Intelligent Transport Systems (ITS) systems to better inform safe travel choice, promote safe routes and advise the travelling public on congestion
- develop the synergies associated with Sustainable School Travel and Safer Routes To School strategies and the Children and Young People's Plan (CYPP) so that road safety and smarter travel choices are considered at every opportunity
- develop further the "school travel health check" (STHC) to identify schools with particular sustainable travel difficulties and work with local school communities to identify and reduce the barriers to more walking and cycling
- ensure that all interventions consider and promote smarter travel choices and eco-driving behaviour
- support and promote the concept of greater safety in numbers for cyclists and pedestrians
- Support and promote the Dorset Police Safer Schools and Communities Team's Consequences programme aimed at pre and young drivers in schools, colleges and other institutions.

6. Monitoring our progress

Core Targets

Although the new DfT Strategic Framework for Road Safety has no national targets, in order to enable communities to judge the performance of their local highway authority, data will be provided against the following key indicators, which aim to reduce:

- The number of killed or seriously injured casualties (KSI)
- The rate of KSIs per million people
- The rate of KSIs per billion vehicle miles.

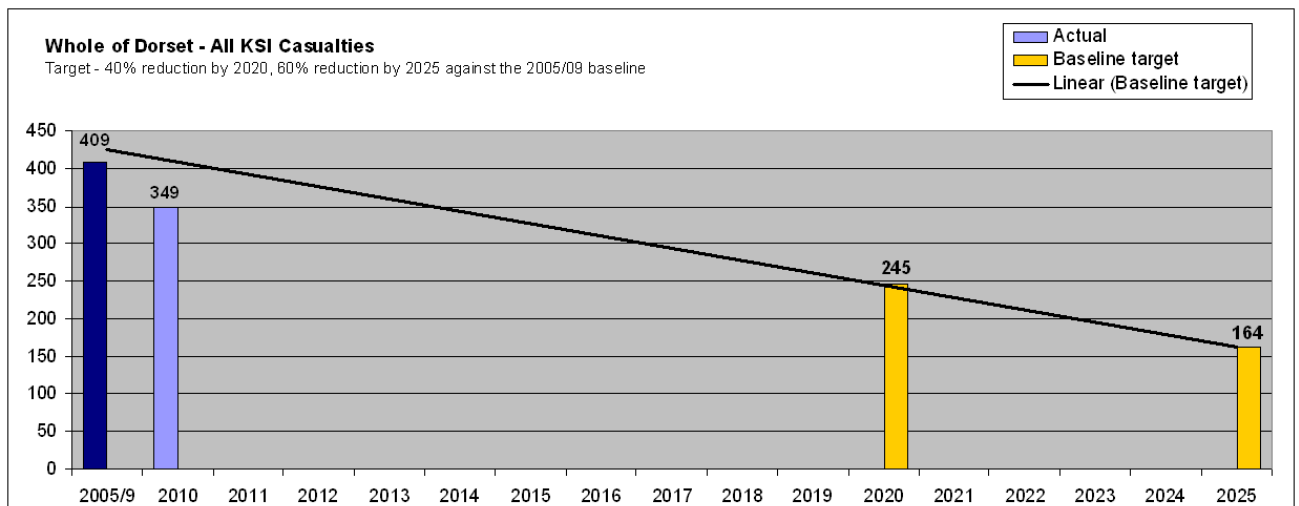
Locally we aim to meet Central Forecasts to reduce KSIs by 40% by 2020 compared to the baseline 2005-09 average.

This will mean reducing from an average of 409 KSIs per annum (2005/09) to 245 KSI casualties by 2020.

Subject to review we will, however, set a stretched target for KSI casualty reduction of **60%** over the by 2025. This will mean a further reduction to 164 KSIs by 2025. The chart below show targets and projected trajectories for all KSI's. The charts also show current collective performance for 2010 against the 05/09 base average.

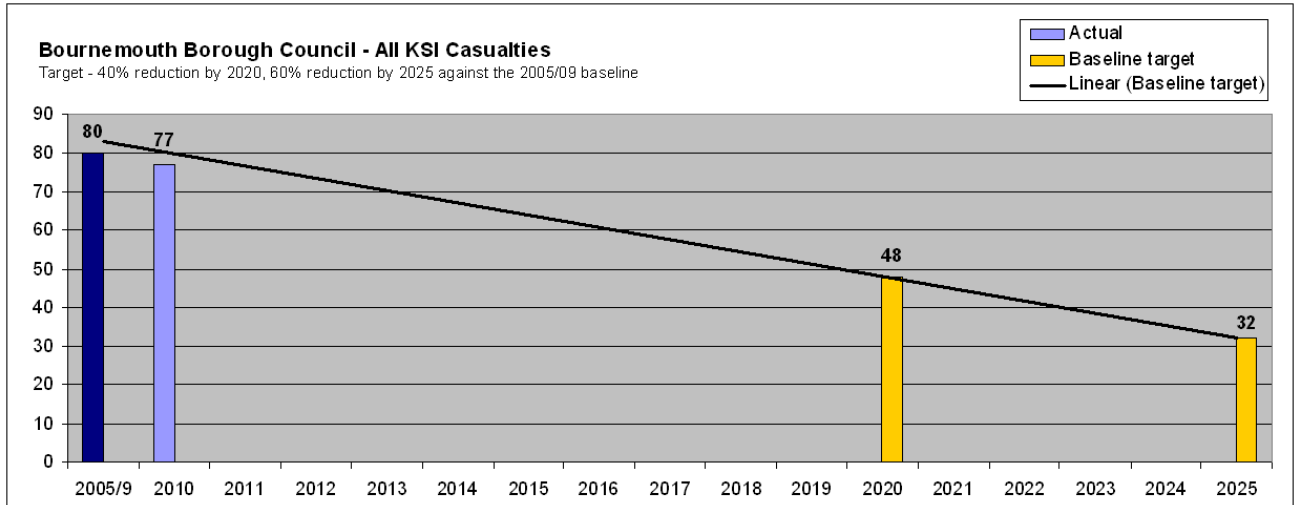
Combined LA performance – 2010 against 2005/09:

All KSI's

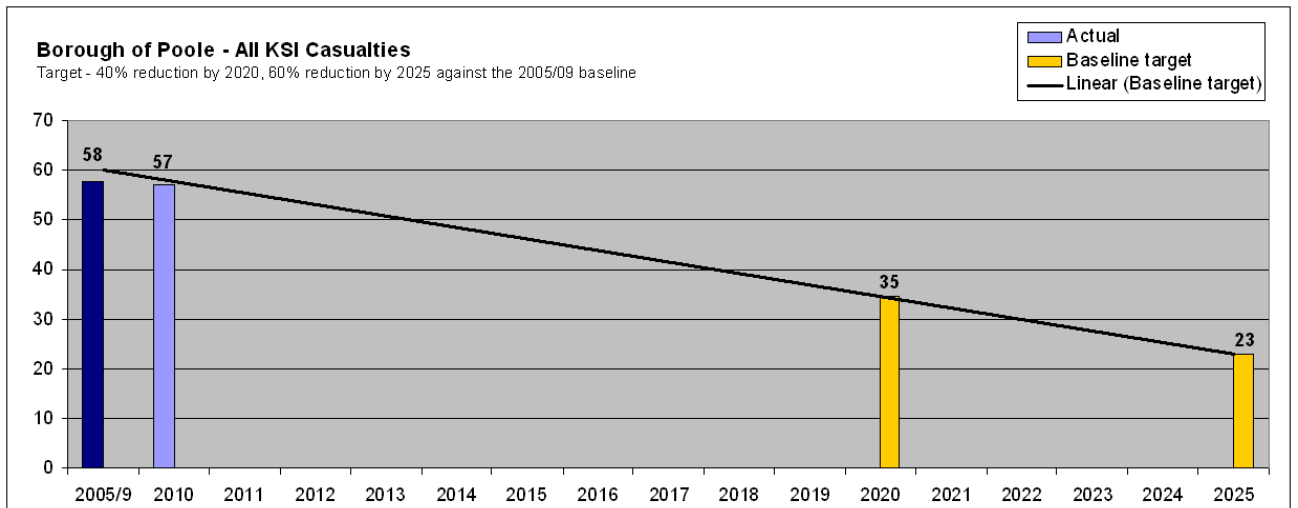


Individual LA performance – 2010 against 2005/09:

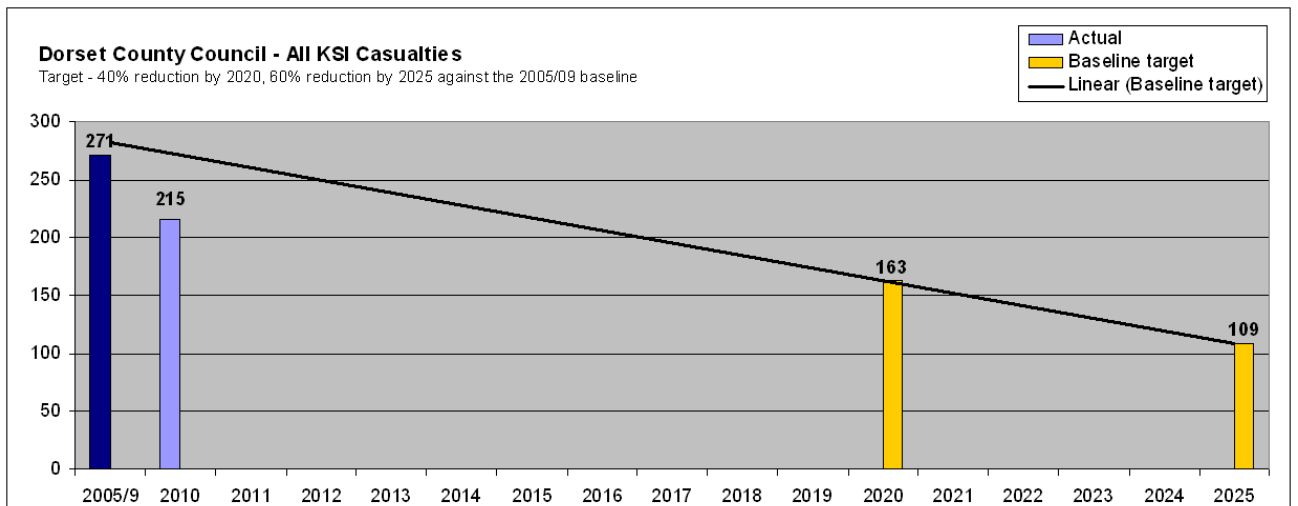
Bournemouth Borough Council



Borough of Poole



Dorset County Council



Other Local Targets

- We will continue to identify and where appropriate, set other individual, SMART, local targets where road user casualty rates per head of population or vehicle miles are higher than national or local averages, and agree them with our partners. We will use new socio-demographic/casualty data to inform our local targets.
- Annual monitoring against all targets will be undertaken using rolling averages built up from single year figures, with 2005-09 taken as the baseline average figure.
- Associated crosscutting targets will be set for School Travel Plans, Health, Obesity, and Carbon emissions etc. While not directly road safety targets, the strategy will contribute a benefit in kind to these themes.

Monitoring mechanisms

We will continue to review and evaluate local safety schemes, and where practical, additional site monitoring will be undertaken to discover what works well and why, as well as what worked less well and the reasons for this. The schemes and campaigns will be monitored to indicate what has given best value for money and/or the best rate of return.

Feedback will also be fed through the monthly Dorset Road Safe meetings and through annual reporting to the DfT. Problem profiles will be revisited and used to re-evaluate strategy. Performance will be benchmarked against other local and regional authorities.

**For Road Safety Strategy 2011 to 2026 ACTION PLAN see
separate Appendix**

Table 1 – SWOT analysis

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<p>Dorset Road Safe – common aims and objectives</p> <p>Joint campaigns and pooling of resources, funding and skills.</p> <p>Improved culture of evidence based policy and strategy development</p> <p>School travel planning – over 90% of local authority schools have a travel plan</p>	<p>Occasional lack of co-ordination between agencies</p> <p>Public perception of over-reliance upon enforcement by local authorities</p> <p>Highways Agency targets inconsistent with local authorities.</p> <p>Conflict between strategies e.g. school preference and distance/mode of travel leading to increased car travel</p>
<u>OPPORTUNITIES</u>	<u>THREATS</u>
<p>Combine RS engineering with Prime Transport Corridor work</p> <p>SNTs and other community initiatives</p> <p>Involvement with development of NHS/PCT strategies</p> <p>ITS and incident management</p> <p>Better co-ordination of interventions through Dorset Road Safe partnership</p> <p>Better evaluation tools</p> <p>Strengthening the links between sustainable school travel, active travel and road safety</p>	<p>Loss of funding in medium and long-term from partners, which reduce their contribution to delivery</p> <p>RS Revenue funding included in Corporate Pot</p> <p>Public opposition to certain proposed interventions</p> <p>A growing ageing population</p> <p>Encouragement of Alternative Modes of Transport may lead to increased casualty numbers for some vulnerable road user groups.</p>

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