

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member and Advisers for Regeneration and Development
2.	Date:	Monday 21 January 2013
3.	Title:	Road Safety Activity Update
4.	Directorate:	Environment and Development Services

5. Summary

To update the Cabinet Member on current road safety activity in Rotherham

6. Recommendations

That the Cabinet Member approves the report and refers to Regeneration Scrutiny Panel for information.

7. Proposals and Details

Since 2000 there has been a decline in both the overall number of people and the number of children injured in collisions on Rotherham's roads as set out in the table below.

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Child KSIs	29	26	11	16	21	19	12	20	13	8	4	10
Child slights	158	199	176	181	180	117	132	120	126	126	100	115
Overall KSIs	143	111	92	127	150	93	96	116	97	93	59	85
Overall slights	1163	1309	1165	1190	1195	1109	1202	1233	1087	1046	920	955

KSI = killed and seriously injured

A large part of the reductions are down to the various initiatives that have been implemented by the Council during this time, particularly those aimed at children. As can be seen there was a slight upturn in 2011 but overall the trend is still downwards. The figures given for children in the table reflect the previous age definition for children of 0 to 15 years inclusive. The definition has recently been changed to include children and young people in the 0 to 17 age range inclusive.

A summary of road safety activity that is currently being undertaken in Rotherham in an effort to maintain the downward trend in casualties is set out below. Some of these are specifically aimed at children and young people while others are intended to improve overall road safety but will still have a beneficial effect on children and young people.

Local Safety Schemes

Local Safety Schemes are targeted at locations having a history of treatable collisions where somebody has been injured. Generally schemes are introduced at locations where there have been seven or more collisions in the previous three years. The 2012/13 programme includes ten schemes. These are a mixture of route and junction treatments as set out in the table below:

Location	Type of treatment
B6067 Wood Lane/Treeton Lane (High Hazels Road to A618)	Route treatment consisting of improvements to signing, road markings and provision of high friction surfacing
B6060 Laughton Common Road/Green Arbour Road	Route treatment consisting of resurfacing the road together with improved signing, road markings and cats eyes between Hawk Hill Lane and Thurcoft cemetery
B6059 Wales Road, Wales	Route treatment consisting of Improvements to signing and road marking
A618 Pleasley Road, Whiston	Route treatment consisting of street lighting improvements and provision of a vehicle activated sign
B6089 Packman Road (Wentworth Rd to Brampton Bierlow)	Route treatment consisting of improvements to signing and road markings
A631 Bawtry Road (Canklow roundabout to borough boundary with SCC)	Route treatment consisting of improvements to signing, road markings and a pedestrian island

		and the provision of high friction surfacing
Kingsforth Lane/Cumwell Lane		Route treatment consisting of improved signing, road markings and cats eyes
A6123 Herringthorpe Valley Road/Laudsdale Road junction		Junction improvement involving widening the pedestrian island in the side road and improving road markings
A6123 Greasbrough Road/Mangham Road junction		Junction improvement involving the provision of high friction surfacing on the junction approaches
A629 Upper Wortley Road/Fenton Road roundabout		Junction improvement involving the provision of high friction surfacing on the junction approaches

Some of these schemes have already been implemented while the others are expected to be completed by the end of March.

The success of Local Safety Schemes in reducing accidents is illustrated by the following three schemes:

- A618 Pleasley Road at Guilthwaite where the speed limit has been reduced, signs and road markings improved and high friction surfacing introduced. Accidents reduced from 13 in the 3 years before the scheme was introduced to 4 in the 3 years after.
- Claypit Lane at Rawmarsh where speed cushions and pedestrian islands have been introduced. Accidents have been reduced from 8 to 1.
- Morthen Road/Kingsforth Road/Brampton Road junction at Thurcroft where a double mini roundabout has been introduced. Accidents have reduced from 9 to 1.

Town Centre 20mph Zone

In order to signify to drivers that the town centre environment is different to the general road environment, due to its high pedestrian activity, it is proposed to introduce a 20mph speed restriction in Rotherham town centre.

During the last three years in the area proposed for the 20mph speed restriction there have been thirty seven injury road accidents. Within these, twelve pedestrians and three cyclists were injured.

The 20mph zone involves the installation of additional traffic calming measures on Moorgate Road together with speed limit roundels on the carriageway in various locations. These will complement existing traffic calming measures in the town centre, such as those on Wellgate and Corporation Street, and help to make the 20mph speed limit self enforcing.

The scheme is expected to result in a reduction in vehicle speeds and injury accidents and make cycling and walking a more attractive activity.

It is expected that the 20mph zone will be introduced by the end of March.

School Keep Clear Traffic Regulation Orders

In order to reduce some of the parking problems that exist outside schools a programme has been drawn up to introduce Traffic Regulation Orders (TROs) on School Keep Clear Markings outside school entrances. This permits the Council's Parking Services Civil Enforcement Officers (CEOs) to undertake enforcement action on any vehicles stopping on the markings during the hours of operation (7:30am to 5pm). The TROs are being introduced on a phased basis with schools in the Wentworth North, South and Valley and Rotherham North areas having already been dealt with over the past three years. It is proposed to deal with School keep Clear markings in the remainder of the borough by the end of March.

As mentioned above, enforcement activity is mainly carried out by the Council's CEOs with support when necessary from South Yorkshire Police Safer neighbourhood Teams. This activity is co-ordinated by the Council's Traffic Liaison Officer. A funding bid has also recently been submitted to the South Yorkshire Safer Roads Partnership's Road Safety Initiatives Fund to cover the cost of purchasing a CCTV enforcement vehicle which will assist with enforcement of School Keep Clear markings.

Education, Training and Publicity Initiatives

Road safety education, training and publicity (ETP) work currently being carried out include:

- Working with primary schools that have been identified as local priorities in the school road safety risk assessments that were originally carried out 3 years ago as one of the recommendations of a scrutiny review. These risk assessments have recently been updated and refreshed. The work includes carrying out projects with schools that tie in with the National Curriculum covering subjects such as the role of friction in helping cars to stop, why it is important to wear bright/reflective clothing when going out in the dark, and speed (often involving carrying out speed surveys with pupils).
 - Contributing to the county wide ETP priorities set out in the South Yorkshire ETP Action Plan. These include projects to tackle young driver road safety (mentioned in more detail below) together with initiatives to address child and adult cycle safety, and teenage pedestrian road safety. More details about this are given in the section about the South Yorkshire Safer Roads Partnership below.
 - Pedestrian and walking bus training at primary schools. The pedestrian training is based on the Kerbcraft programme and is aimed at children in the 5 to 7 age range. Children are taught how to choose safe places and routes to cross the road, how to cross safely where parked cars are present, and how to cross the road safely near junctions.
 - working with students at Thomas Rotherham College to produce a play about the issues affecting new and young drivers. The play was launched at the
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college in December and is currently touring selected schools and colleges in South Yorkshire after which it will be transferred to DVD to reach an even wider audience.

- the use of mobile vehicle activated signs at locations where inappropriate speed is an issue and where conventional signing has not been effective and the cost of traffic calming measures cannot be justified. Three signs are rotated around fifteen sites spending approximately one month at each. The signs display either a 30 or 40 mph speed limit roundel, depending on the speed limit in force, when drivers exceed a certain speed, with the intention being to inform drivers of the speed limit and make them slow down.

Drive for Life

Drive for Life is a project that was developed by Rotherham and now delivered across South Yorkshire. It is aimed at drivers in the 17-24 year age group, particularly young men, who are over represented in casualty statistics. The programme is designed to raise awareness of issues that contribute to collisions, make young people aware of their responsibilities as drivers and change attitudes and behaviour so as to make them safer, more considerate drivers.

Delivered by representatives from the four South Yorkshire Local Authorities, Fire and Rescue, Police and local driving instructors, this 2 hour presentation consists of an introductory presentation followed by a series of interactive scenarios. These cover issues including drink/drug driving, speed, peer pressure and seat belt usage.

Rotherham project manage the Drive for Life initiative as well as being heavily involved as one of the presenters. Recently the presentation has been staged at Dearne Valley and Thomas Rotherham colleges and several more events are planned at schools and colleges in the borough before the end of March. It is envisaged that by the end of March approximately 3500 young drivers will have seen the presentation throughout South Yorkshire.

Crucial Crew

Crucial Crew is a personal safety education programme, aimed at key stage 2 pupils (10 and 11 year olds) in South Yorkshire. Through the use of inter-active, scenario based learning on the Lifewise set at Hellaby, children are provided with the knowledge, skills and strategies to make choices in everyday life to enable them to stay safe and well. The road safety part of the event involves teaching children how to cross the road safely using a puffin crossing and also highlights the distance needed for a vehicle to stop in an emergency. Crucial Crew has recently been attended by all Rotherham primary schools.

Speed limits outside schools

In a further effort to improve the perception of road safety outside schools, and to complement the project to introduce TROs on School Keep Clear Markings, it is intended in the next few months to look in more detail at speed limits outside

schools. This will look in particular at 20mph speed limits and whether there are suitable roads outside schools where they could be introduced. Part of this study will look at the effect on accidents and speeds of existing 20mph limits outside school entrances. Schools with 20 mph speed limits on at least one road outside the school include:

- Badsley Moor Junior and Infant School
- Blackburn Primary School
- Brampton Cortonwood Infant School
- Canklow Woods Primary School
- Colerdige Primary School
- Herringthorpe Junior and Infant School
- Kiveton Park Meadows Junior School
- St Ann's Junior and Infant School
- St Mary's (Herringthorpe) Primary School
- Thorpe Hesley Junior and Infant School
- Wentworth Junior and Infant School
- Clifton Community Arts School
- Wales High School

South Yorkshire Safer Roads Partnership

The South Yorkshire Safer Roads Partnership (SRP) is a multi-agency partnership which has been formed to co-ordinate efforts to reduce road accident casualties. A data lead, evidence based approach has been adopted to focus efforts on specific locations, routes, generic collision factors and specific classes of road users. The Partnership is made up of representatives from:

- Each of the four South Yorkshire districts including elected Members
- South Yorkshire Police
- South Yorkshire Fire and Rescue
- Yorkshire Ambulance Service
- South Yorkshire Safety Camera Partnership
- Highways Agency
- Health service providers

Analysis of data by the SRP has shown that car drivers, pedestrians, powered two wheeler (P2W) riders and cyclists predominate in road casualties. These groups have been broken down further into 10 more precise target groups:-

- Young drivers (17-24)
 - Driving for work
 - P2W>125cc
 - P2W<125cc
 - Adult cyclists
 - Child cyclists (up to 15)
 - Young adult pedestrians (17-24)
 - Secondary school age pedestrians (11-16)
 - Primary school age pedestrians (5-10)
 - Pre-school age
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Seven of these groups are children or young people and an ETP Action Plan covering all South Yorkshire has been drawn up to deal with each group, with the lead being taken by one of the SRP partners with input from the others. In terms of children and young people activity is focused on schools and colleges in postcodes with the highest casualties. In Rotherham, these are mainly concentrated within a 2-3 mile radius of the town centre and include:

- Kimberworth Community Primary School
- Ferham Junior and Infant School
- St Ann's Junior and Infant School
- Coleridge Primary School
- Thornhill Primary School
- Rawmarsh Ashwood Junior and Infant School
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The previously mentioned Drive for Life initiative is a SRP project which is lead by Rotherham.

In addition to these road safety education based initiatives a separate project has been looking into the worst sections of 'A' road in South Yorkshire in terms of collisions involving serious and fatal injuries. This has identified the junction of the A630 with Kilnhurst Road as a hotspot and a remedial scheme involving the signalisation of the junction is in the process of being drawn up. Countywide funding for this scheme has been allocated in 2013/14.

8. Finance

Funding for Local Safety Schemes, the Town Centre 20mph zone and the School Keep Clear Traffic Regulation Orders comes from the Local Transport Plan (LTP) Integrated Transport Capital Programme for 2012/2013. ETP activities are funded by the Council's Revenue budget. The Drive for Life initiative is funded by the South Yorkshire Safer Roads Partnership's Road Safety Initiatives Fund. Other SRP ETP activity is paid for by a combination of funding from the LTP, the SRP Road Safety Initiatives Fund and the Local Sustainable Travel Initiatives Fund.

9. Risks and Uncertainties

These road safety initiatives contribute to reducing the number and severity of collisions taking place on Rotherham's roads. Should such activity be reduced or stopped it is likely to affect collision numbers and severities.

10. Policy and Performance Agenda Implications

These road safety initiatives are in line with the Councils' objectives of achieving safer roads and also accord with the Equalities Policy.

11. Background Papers and Consultation

South Yorkshire Local Transport Plan
South Yorkshire Road Safety and Casualty Reduction Strategy
South Yorkshire ETP Action Plan

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