



ROAD SAFETY UPDATE

1. PURPOSE

The purpose of this report is to provide members of the panel with an update on the work being undertaken in support of the Police and Crime Plan objective to 'work with the Safer Roads Partnership to reduce the number of casualties on our roads'.

2. BACKGROUND

The Police and Crime Plan sets out the Police and Crime Commissioners commitment to reduce casualties and to make the roads within West Mercia safer for all road users. The Safer Roads Partnership (SRP) in West Mercia is part of West Mercia Police and works in partnership with nine partner agencies in support of this objective. The SRP's three main functions are:

- speed limit enforcement on the roads network
- education through training and partnership work
- publicity.

At the request of the Police and Crime Commissioner the SRP has provided an interim report of its activity for the period 1 April 2014 and 1 December 2014. The report of its activity is outlined in the following section of this report.

3. ROAD SAFETY ACTIVITY UPDATE



3.1 Speed Enforcement

Community Concern

Our Community Concern enforcement programme is going from strength to strength. We currently have 31 sites that are active with 10 sites waiting to come on board. For this financial year to date 1771 enforcement hours have been spent on site. Since 1/4/14 we have had requests from over 90 communities asking for enforcement. Strict suitability criteria is followed to identify future sites and strict protocols followed when we exit sites.

Core sites

Our Core site programme is those sites where collisions causing injury are at a certain level and 84 percentile speeds are at a significant level. The criteria for these sites are

very strict. We currently operate from 84 sites across West Mercia. Enforcement hours spent at core sites since 1/4/12 to date are 2997. These sites are a combination of fixed speed cameras, mobile cameras and red light cameras. Nine of the static cameras have recently been updated from wet film to digital with the remaining 6 static speed cameras and one red light camera (in partnership with Worcestershire County Council) all being moved to digital during the remainder of this financial year.

Community Speedwatch

Community Speedwatch was piloted in Crowle, Worcestershire in May 2014 and was rolled out across the whole force in August. SNT's/LA's have all been communicated to and are aware of the new scheme so they can inform Parish Councils. To date we have 2 active sites (in Worcestershire and Herefordshire) which are both working well with approx 12 communities waiting to come on board. In total there has been interest shown from approx 45 parishes. Activity on sites has slowed during the winter months (due to poor visibility and light) and establishing some sites has proved difficult due to the fact that we need 6 volunteers per site. We have the ability to equip a max of 12 watches, although we are looking into the possibility of neighbouring parishes sharing equipment to maximise resources and increase the number of schemes we are able to support in the long term.

Future sites currently being processed include; Peterstow & Marden in Herefordshire and Kemerton in Worcestershire, although we are still waiting for a sufficient number of volunteers to come forward for these schemes.

Speed data is currently being collected for the following locations;

Worcestershire	Herefordshire	Shropshire
Naunton Beauchamp	Aston Ingham	Atcham*
Inkberrow	Wellington	Eaton Constantine*
Eckington		Cressage*
		Uffington*
		Baschurch
		Myddle
		Harmer Hill

*Shared equipment sites

Speed data will be taken as an ongoing process at all other locations where an interest has been raised. With current interest it is anticipated that by late spring 2015 we will have a minimum of 10 schemes in operation with further ones to follow over the course of the summer pending availability of equipment.

3.2 Education

Green Light

Green Light is our education workshop that we personally deliver to 16-24 year olds in sixth forms, colleges and out of education establishments across Herefordshire and Worcestershire (with some input in Shropshire and Warwickshire to certain groups). In Worcestershire this is done in partnership with Worcestershire County Council. Last

academic year we reached nearly 4,200 young people. This academic year we have reached 2,400 to date.

This academic year also sees the launch of the new Green Light Road Safety App which we are encouraging everyone attending the workshops to download. This embraces new technology that students are receptive to and so far is going well.

Young Citizens

Young Citizens is a multi agency event that is delivered to Year 6 students throughout the summer term. SRP provide the road safety input through one of the workshops that is provided on the day. This year we have delivered to approx 1500 students.

3.3 Publicity

Some of our larger campaigns worked on this year include the following;

Motorbikes

We are continuing to promote the Take Control training and to date have had approx 120 people through the training. Data analysis of collision routes took place at the start of the year to ascertain where the 'THINK BIKE' signs should be utilised. These have now been taken down for the winter and will be re-freshed with new messages looked at and routes/collisions analysed. Media work is ongoing through the season.

SRP have provided financial and admin/media support to 5 IAM/RoSPA groups across Worcestershire, Herefordshire and Shropshire. We have also supported the Air Ambulance Bike4Life event at Cosford; where approx 8,000 bikers attended this April. Plans are already underway to build on this for next year.

Agricultural

Media releases have been issued around harvest season reminding motorists of issues surrounding mud on the roads and presence of agricultural vehicles. In Herefordshire, we are helping the NFU to promote a local 'Mud on the Roads' sign that they have produced in conjunction with Herefordshire Council, to raise awareness among farmers. This issue has been communicated internally to all TPU's.

Clock Change

We have been promoting 'Be Bright Be Seen' messages to all road users including motorists, pedestrians and cyclists. This has included media work, advertising and presenter coverage on Free Radio. Media messages and campaign work will be ongoing throughout the winter and we will co-ordinate any messages regarding road safety advice for severe weather.

Cycle Safety

We are already underway with our '**Be Safe Be Seen**' cycle safety initiatives, which started in November and will take place throughout the winter. We aim to hold two on each TPU – ideally one morning (6:30-9am) and one afternoon (4-6pm). We are

working alongside SNTs and basing ourselves on main commuter routes. Cyclists who are not visible on the roads are stopped and safety advice given with cycle safety goodies such as a flashing armband and high-vis rucksack cover. These initiatives are not about enforcement, they are simply about proactively raising awareness to prevent collisions before they occur.

We have already covered three of these (Hereford, Stratford and Leamington) with approx 200 cyclists stopped, along with motorists stopped for defective lights. Great media coverage was achieved on BBC radio and a large feature on Midlands Today TV.

Drink Drive

Drink Drive is an enforcement priority all year round but we focus on big campaign activity in line with the ACPO campaigns in June and December. Radio advertising and advertising within licensed premises is taking place. SRP are co-ordinating the activity around this. In June there were 2112 breath tests conducted with 6% testing positive (a slight decrease from previous years). Last December there were 4793 breath tests conducted with 3% testing positive (again a slight decrease on previous years). We hope to build on this further next month.

Social Media

SRP operates the @Thinksaferroads twitter page covering road safety across both Force areas. We now have nearly 1,300 followers; which is growing everyday. We issue regular tweets in line with our campaigns and current news.

Media - Press releases

Press releases are issued regularly throughout the year. Since 1/4/14 we have issued 35 releases relating to road safety with most receiving good local coverage and local interviews.

Events

We have attended 33 events this year, most with the support of the road safety outreach vehicle, to support both Forces and our partners. These have included;

PCC open Days
Throckmorton Air Show
Strensham Air Ambulance Day
Eastnor SOS day
Fire Station Open Days
Freshers Fayres (including days at Shrewsbury College, Hereford College, Worcester University, Warwick College and Pershore College).

4. ROAD CASUALTY DATA

Road deaths

During the period January to November 2014 there have been 33 road death incidents leading to 35 road deaths across West Mercia. Over the same time period in 2013 there were 34 incidents leading to 38 deaths. This reduction is reflected across Worcestershire and Shropshire (including Telford & Wrekin) where the number of death has reduced from 15 to 11 in Worcestershire and from 19 to 12 in Shropshire. In Herefordshire however there has been an increase in road deaths over the same time period from 4 to 12.

Serious injuries

During the period to November 2014 there has been a reduction in serious injury collisions from 303 to 290 and the number of serious injury casualties has also reduced from 336 to 331. The pattern across West Mercia is varied. Worcestershire has seen a reduction in serious injuries from 158 to 137, whereas there have been increases across the remainder of the force area. In Shropshire (including Telford and Wrekin) the numbers have increased from 127 to 137 and from 51 to 57 in Herefordshire. The increases can in part be attributed to multi vehicle incidents.

An analysis of these collisions of both deaths and serious injuries (KSI) by speed limit shows a reduction of 26 in the 30 mph from 141 to 115. The number of KSIs in both the 50 mph and 60 mph areas has increased. From 13 to 21 in the 50 mph and 128 to 143 in 60 mph areas.

Pedestrians

Over the period January to November 2014 there has been a noticeable fall in the number of pedestrian KSI casualties compared to the same period in 2013 from 67 to 45. The number of deaths has increased from 7 to 8, but the number of serious injuries has reduced from 60 to 37.

5. RECOMMENDATIONS

Members of the Panel are invited to consider the report