

ROAD SAFETY STRATEGY

SUMMARY FOR CONSULTATION JULY 2015

We want to create a culture of road safety in Birmingham, to make sure roads are as safe as they can be and that everybody knows how to use them.

We have a responsibility to review past accidents, to make changes to roads to reduce future accidents and to promote road safety messages. Our Road Safety Strategy explains how we will do this.

Birmingham Connected, our long-term strategy for transport, highlights how good quality transport will help to make Birmingham successful, vibrant, healthy and sustainable. It suggests ideas for moving people and things, for making road and rail networks better and for finding the money to make improvements. Road safety is essential to this.

Vision

Through the road safety action plan, engineering, enforcement and education will be combined around three themes:

Safer roads - how our roads are managed, maintained and improved as safely as possible.

Safer people - how education, training and promotion activities can improve road user behaviour and encourage more sustainable and active travel.

Safer vehicles - how vehicles using our roads can be made as safe as possible.

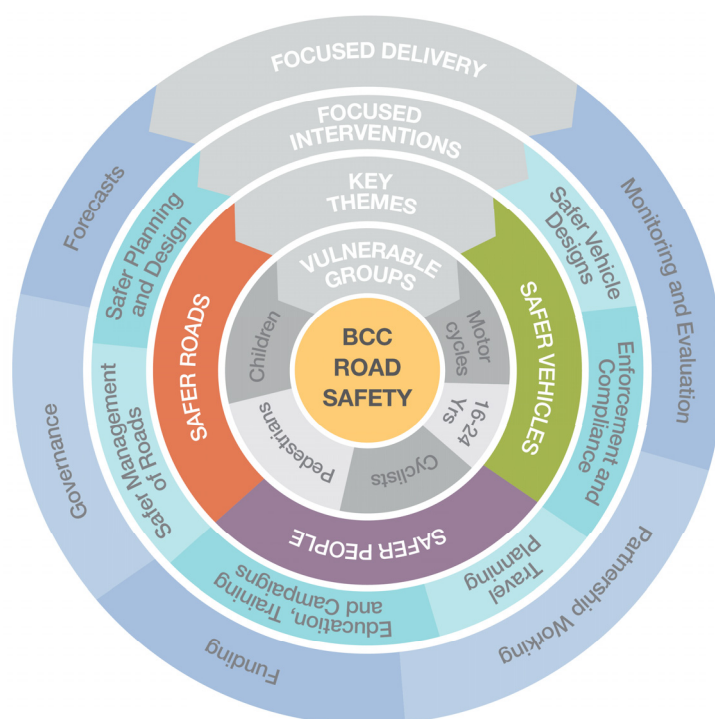
Strategic Outcomes

- A reduction in the number and severity of road accidents;
- Fewer people killed or seriously injured in accidents;
- Lowering the total cost to society of accidents;
- More people making journeys on foot or by bicycle;
- More children walking and cycling to school; and
- Improved air quality.

Partnership Working

Working with other people will be necessary, including: the emergency services; schools; public health and NHS bodies; neighbouring local authorities; third and private sector organisations; local communities; and individuals who have been affected by accidents.

We plan to reform the Birmingham Road Safety Partnership, led by the Councillor responsible for road safety, to co-ordinate and oversee our activities.

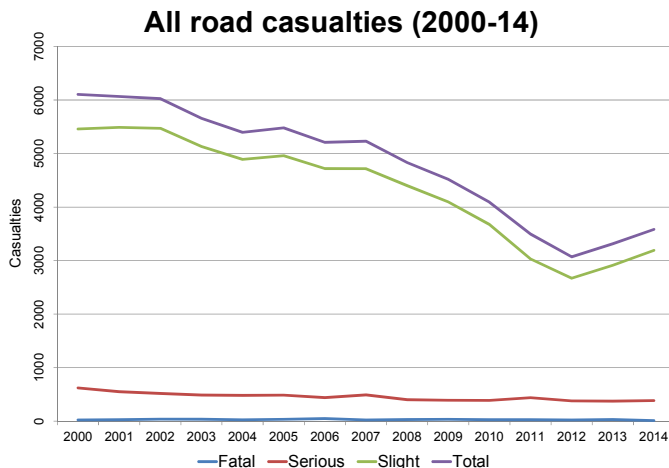


Background

It is important to understand where and why accidents happen, what types of accident are the most common, and who is involved in accidents, so that we can focus our work on road safety in areas where we can make a difference.

Casualties on Birmingham Roads

The number of people injured in accidents in Birmingham each year is generally going down. In 2014, there were 41% fewer casualties than in 2000.



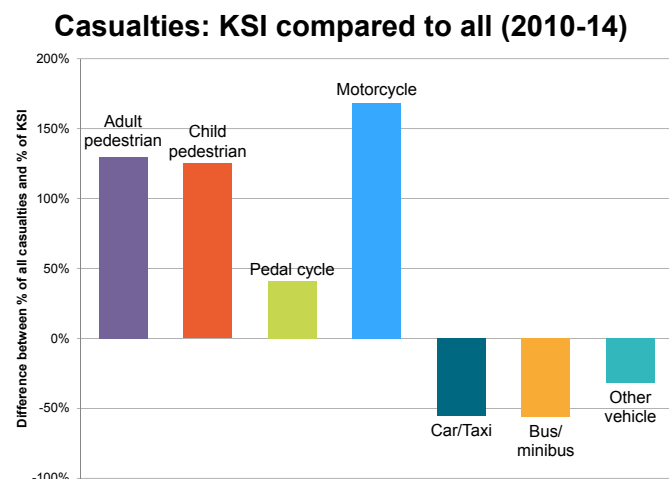
This suggests that actions to improve road safety have had a positive effect, and may also be due to improvements in vehicle design and in the quality of medical care.

Although the longer term trend is downwards, the total number of casualties has been rising since 2012.

Most of the people injured were travelling in a car or taxi (63% of all people injured). This is probably because this is the most common way of travelling in Birmingham (51% of all trips).

When counting only the people who were seriously injured or killed, 43% of them were pedestrians when the accident happened.

By comparing how people were travelling for all



casualties and for killed and seriously injured (KSI) only, it is possible to see which people are most likely to be severely hurt when an accident happens: motorcyclists, pedestrians and cyclists.

More men are injured than women; for the years 2010-2014, 71% of the people killed or seriously injured in Birmingham were male and 30% of all fatalities were males aged 20-29.

Accidents involving Birmingham Residents

By investigating the accidents which involve people who live in Birmingham, some interesting trends can be seen at district level:

- Erdington has the highest rate of people killed or seriously injured. Hodge Hill, Hall Green and Yardley have the highest rate of people injured and Sutton Coldfield had the lowest;
- Residents aged 16-24 are involved in the highest number of accidents;
- Hall Green has a child casualty rate over 30% higher than the national average;
- Young driver accident rates are highest in Yardley, Hodge Hill, Hall Green and Sutton Coldfield;
- Ladywood, Hodge Hill, Erdington and Hall Green have the highest pedestrian casualty rates;
- Northfield residents are at greatest risk of injury while using a motorcycle;
- Edgbaston and Hall Green have the highest rates of cyclist casualties; and
- People living in inner city areas, and Black and Minority Ethnic residents are at the highest risk of being involved in an accident.

Conclusions

Although some accidents can be prevented by changes to the road layout, some are the result of people's behaviours. Mistakes are human and it is very difficult to prevent them all.

This strategy focusses on 'vulnerable road users':

- Children, particularly pedestrians and cyclists;
- Adult pedestrians;
- Cyclists;
- 16 to 24 year olds, particularly males; and
- Motorcyclists.

The Council is responsible for almost two and a half thousand kilometres of road. By making physical changes to roads and by changing how traffic is managed, accidents can be avoided and road safety improved.

Local Safety Schemes

Local Safety Schemes are intended to solve specific existing road safety concerns on the highway. Schemes are identified and prioritised by studying accident records.

Following an accident in which somebody dies, an investigation is undertaken to decide whether road conditions or layout contributed to the accident and whether anything can be done to reduce future risk.

Safer Routes to Schools Programme

Birmingham's Safer Routes to Schools programme makes changes to the roads and to cycling and walking routes, with the aim of improving the safety and quality of routes used by children travelling to school.

Infrastructure for Safer Cycling

Through Birmingham Cycle Revolution, a network of local and longer distance cycle routes is being developed.

Improvements have already been made to off-road cycling and walking routes through green spaces and along canal towpaths. Further work is planned on main route corridors.

Pedestrian Crossings

Formal pedestrian crossing facilities can make it safer for people to cross the road. It is important to consider where crossings are built, what type (such as pelican or puffin) is most appropriate and how much time is allowed for crossing. The crossing time can be especially important for people with reduced mobility.

Safety Cameras

There is evidence that safety cameras can reduce the number and severity of accidents and the speed of vehicles. Birmingham is part of a trial of digital cameras in the West Midlands.

Vehicle Activated Speed Signs (VASS)

Birmingham has approximately fifty of these electronic signs which measure a vehicle's speed and show drivers a message; either the speed at which they are travelling or a reminder of the speed limit.

VASS can be successful in reducing speeds, but need to be installed in places where it is clear to drivers that they need to slow down.

Speed Limits

20mph speed limits will soon be introduced on residential roads and in local centres in some parts of the city, to improve road safety and help to reduce the number and severity of accidents.

Technology

Technology will continue to be an important way to make our roads safer. Birmingham's traffic management technology has recently been upgraded and the Council is currently involved in a project to automatically detect incidents on the road and redirect traffic to avoid the disruption.

Parking

Inappropriate on-street parking can affect driver and pedestrian safety by making it harder to see moving traffic and by narrowing the road space. Parking schemes can help to reduce this.

Freight Deliveries

Changes to freight deliveries may improve road safety by reducing large vehicle movements or moving them to times and routes where there are fewer vulnerable users.



Safer People

Everyone has a responsibility for their own safety and the safety of others. It is important to promote road safety and sustainable travel choices through education, training and promotion; ultimately improving the behaviour of road users.

Children

Pedestrian workshops in primary schools teach children essential practical skills. In addition, School Crossing Patrols are currently provided at key locations.

Road safety education includes focused training for children moving from primary to secondary school.

Independent travel training teaches the skills for young people who have Special Educational Needs and require extra help or support to make journeys independently and safely.

Cyclists

Bikeability cycle training has been delivered in schools since 2007. The programme is now being extended to include additional activities, through Bikeability Plus.

Birmingham Cycle Revolution is providing free bicycles and Bikeability training to 3,000 adults from the most deprived parts of Birmingham.

Women on Wheels provides women only training to encourage more women from Black and Minority Ethnic groups to cycle.

Adult Pedestrians

The majority of adult pedestrian accidents are caused by people failing to look properly.

Programmes to help educate adults about road safety include:

- Pedestrian training for parents, via schools;
- Photobooks for adults whose first language is not English;
- Training for adult volunteers to escort children to and from their place of worship;
- Community campaigns to remind people of safer behaviour on the roads; and
- Community website MyNeighbourhood (www.my-n.eu), which can raise local road safety awareness.

Car Drivers, including young drivers

Pre-driver and young driver education programmes, supported by marketing materials focused on the behaviour of all road users can help to reduce accidents among young drivers.

The Council offers families the opportunity to have their child car seat checked for free.

Technology

Technology can help to improve driving behaviour. For example, a telematics-based product can be fixed to vehicles to reward good driving through reduced insurance costs.

Motorcyclists

It is important to target specific intervention to improve road safety for motorcyclists, especially to help improve the skills of new riders.

Large Vehicles - Exchanging Places

Exchanging Places events raise awareness of the dangers that cyclists face from large vehicles. Cyclists can sit in the cab of a HGV to experience the driver's view of the road and get a better understanding of blind spots.

Travel Planning

The Council works with major employers, universities, colleges and schools to promote safe and sustainable travel. Schools can now use the Modeshift STARS travel plan and accreditation scheme, which includes road safety resources and campaign information.

Public Transport

Public transport is a very safe way to travel, so increased use of public transport can contribute to reducing the number and severity of casualties.



The Council supports the Police and other agencies in ensuring that vehicles on our roads are safe and roadworthy. Vehicle design and technology play important roles in ensuring the safety of road users, but this relies on appropriate use of systems like seatbelts, car seats and airbags.

Police Enforcement Action

Key areas of Police enforcement are:

- Speeding;
- Wearing of seatbelts;
- Drinking/drug-taking and driving;
- Use of mobile phones whilst driving;
- Uninsured and unlicensed driving; and
- Driving without due care and attention.

Uninsured Drivers

The Council supports the Police to reduce the number of uninsured and unlicensed drivers on Birmingham's roads. Opportunities to work with partners such as the Motor Insurance Bureau are also being explored.

Speed Management Protocol

The Council is working with the Police and other local authorities to develop a Speed Management Protocol, setting out a consistent approach to speed management across Birmingham and the West Midlands.

This will include consideration of the speed thresholds at which enforcement and education activities happen, the enforcement of 20mph limits, and Community Speed Watch.

Community Speed Watch (CSW)

CSW is a Council and Police initiative, which helps community members to encourage drivers to travel at an appropriate speed.

CSW allows volunteers to use equipment which displays the speed of a vehicle to the driver (similar to a VASS). Volunteers can also choose to record details of a speeding vehicle and ask the Police to send a letter of advice to its owner.

Parking Enforcement

The enforcement of parking restrictions is important to improving road safety. As well as employing Civil Enforcement Officers, CCTV vehicles are a good option for enforcing restrictions, especially near schools.

Roadworthiness

The Driver and Vehicle Standards Agency (DVSA) ensures drivers, vehicle operators, and garages

understand and put into practice what is necessary for vehicles to be safe to use on the road.

The Birmingham Trading Standards team work to achieve compliance on quality of car servicing, and to prevent sales of dangerous vehicles and the use of overloaded goods vehicles.

HGVs

Working with local haulage firms, the Council will encourage the use of new technology and safer vehicle design. For example, motion activated sensors can be attached to a cyclist's helmet or bicycle to alert the HGV driver to the presence and position of the cyclist. The London Cycling Campaign has published suggestions for Safer Urban Lorry design, which Birmingham can learn from.

The Council is investigating becoming a Construction Logistics and Cyclist Safety (CLOCS) champion and becoming Fleet Operator Recognition Scheme (FORS) accredited.

The aim of CLOCS is to manage road risk and ensure that a road safety culture is embedded across the industry to protect pedestrians, cyclists and motorcyclists.

FORS is intended to set standards for fleet vehicles and includes a specific requirement to protect vulnerable road users.



Action Plan

The action plan sets out the interventions and actions proposed to address road safety concerns and to reduce the number and severity of accidents on Birmingham's roads. Each of the actions will be monitored and the action plan will be updated every year as we learn more about improving road safety and continue to review information about past accidents.

Governance

BRSP	We will set up a new Birmingham Road Safety Partnership to co-ordinate and oversee road safety activities across the city.
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Safer Roads

SR1	We will prioritise local changes to improve the safety of a road to make sure money is spent in the places where it can make the most difference.
SR2	We will continue to improve road safety near schools through Safer Routes to Schools schemes.
SR3	We will use Birmingham Cycle Revolution to make cycling safer: building and improving cycle routes, and showing people how to be safer when cycling and when driving near cyclists.
SR4	We will continue to provide suitable facilities for crossing the road.
SR5/6/7	We will stop people from driving too fast, using special speed signs, safety cameras and by reducing speed limits.
SR8/9	We will develop an Intelligent Transport Systems strategy and continue to use technology to improve road safety.
SR10	We will reduce illegal parking outside schools.
SR11	We will explore new approaches to freight deliveries.



Safer People

SP1	We will deliver pedestrian training to 4,000 school students each year.
SP2	We will encourage SEN pupils to walk, cycle or travel by public transport by teaching them to travel independently.
SP3/4	We will deliver Bikeability training to at least 4,000 students per year and offer Bikeability Plus for students, parents and teachers.
SP5	We will continue to deliver Women on Wheels cycle training for Black and Minority Ethnic communities.
SP6	When we make local changes to roads to improve safety, we will show people how to use the new infrastructure.
SP7	We will work in local communities and places where there are lots of accidents to understand the specific road safety problems, then help to provide information and training.
SP8	We will deliver road safety workshops for people in newly arrived communities.
SP9	We will deliver driver education, focussing on learners/new drivers and adults who drive as a routine part of life.
SP10	We will deliver sessions for drivers about the importance of wearing a seatbelt.
SP11	We will deliver a road safety programme for motorcyclists.
SP12	We will deliver HGV and cyclist awareness sessions (Exchanging Places) and try to expand these sessions to include buses.
SP13	We will support and promote national and regional road safety campaigns and training.
SP14	We will work with other organisations to use digital and social media to promote road safety.
SP15	We will use E-valu-it to evaluate our road safety education, training and publicity initiatives.
SP16	We will promote sustainable travel, and safer cycling and walking in schools, using Modeshift STARS and travel planning.
SP17	We will review School Crossing Patrol locations.
SP18	We will promote sustainable travel and road safety messages in workplaces using travel plans and travel plan co-ordinators.

Safer Vehicles

SV1	We will support the Police and the Motor Insurance Bureau in actions targeting uninsured drivers.
SV2	We will develop a 'Speed Management Protocol' with the Police and other Local Authorities. We will work with the Police to investigate lowering the speed at which drivers receive letters warning them that they are driving too fast.
SV3	We will continue the Community Speed Watch campaign and work with the Police to produce a toolkit for volunteers.
SV4	We will support the Police work to improve compliance with road traffic legislation.
SV5	We will investigate becoming accredited under relevant safety schemes for large vehicles (Construction Logistics and Cyclist Safety (CLOCS) and Fleet Operator Recognition Scheme (FORS)) and implementing best practice from those schemes.
SV6	We will learn from London's Safer Urban Lorry Scheme.
SV7	We will promote the use of new technology to support road safety.

Delivery

The Council will take a lead role in delivering this action plan, embedding a road safety culture in all our activities. To be as successful as possible will need everyone to work together, including the emergency services, neighbouring local authorities, schools and the local community, to make the best use of limited resources.

Funding

Money for road safety activities comes from several places:

- The Council's Highways and Transportation budget and other local budgets;
- Pooling resources with other Council services, such as the Children and Families Service and Public Health;
- Contributions from large and small development work in the city;
- Direct from the Government for specific projects such as Bikeability;
- Government funds which we can make applications to, such as the Local Sustainable Transport Fund; &
- EU funds which we can apply for.

Many of these sources of funding are not predictable, but we will always aim to maximise how much money is available and to make the best use of what we have.

Monitoring and Evaluation

It is important to review our activities on a regular basis to see whether they are having the effect we had hoped for.

Changes intended to create safer roads are monitored for accidents before and after work is

undertaken. The Police conduct vehicle speed monitoring, some Vehicle Activated Speed Signs record speeds and Community Speed Watch Volunteers may create speed records, all of which can contribute to monitoring.

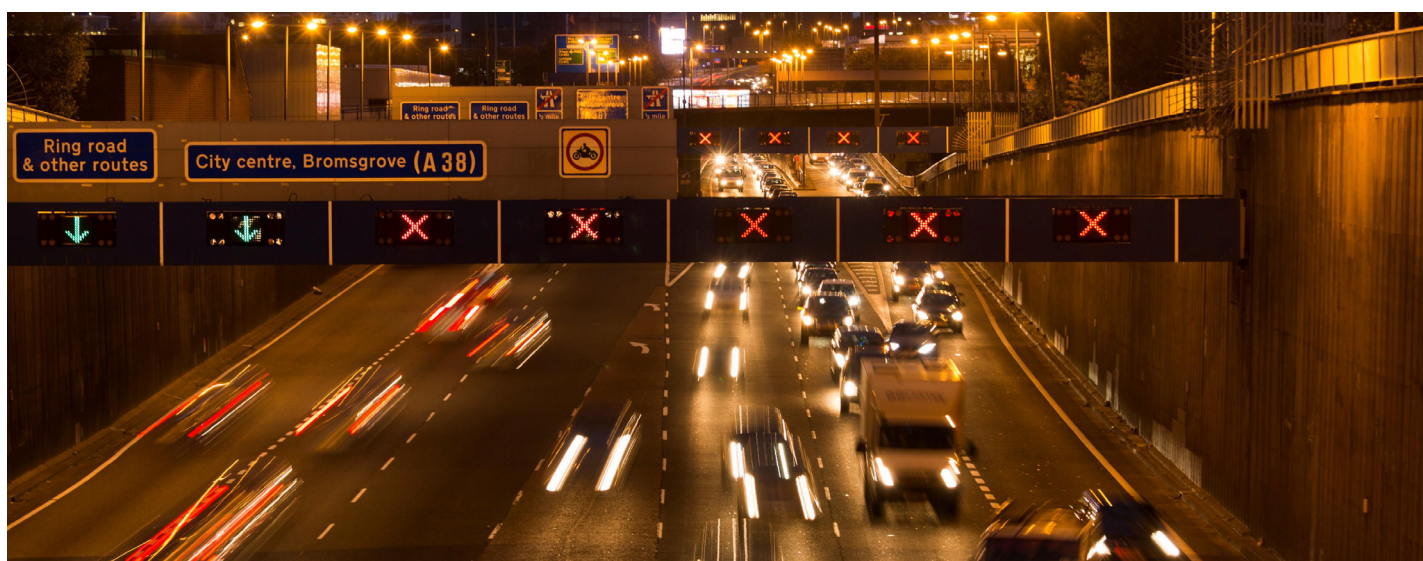
We use the web based toolkit E-valu-it to evaluate some of our safer people activities, and will continue to use this more during the life of this strategy.

Forecasts

This strategy does not set specific targets. Alongside the strategic outcomes, we try to provide a forecast for the likely reduction in the number of people killed and seriously injured on Birmingham roads.

Accidents and casualties are difficult to predict, which can make it difficult to produce definitive forecasts. By looking at past trends in Birmingham and at national research, our forecast for this strategy is a 40% reduction in the number of people killed and seriously injured, from the 2005-09 average to the 2016-20 average.

This is a challenging forecast, which will need everyone in Birmingham to work together to make our city safer.



The Birmingham Road Safety Strategy is part of the Birmingham Connected vision for the future of transport in Birmingham, working towards a safer, healthier, greener city with a reliable integrated transport system which supports our growing population and economy.

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