# North Tyneside Road Safety Strategy 2014 – 2018

**Draft for consultation** 



# North Tyneside Road Safety Strategy 2014 – 2018

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**Foreword** 

[Foreword to be included in final version of strategy]



#### Introduction

In 2004 the Council introduced its first Road Safety Strategy, which committed us to improving safety for all road users, including pedestrians, cyclists, horse riders, motorists and public transport users, and minimising casualties arising from road traffic accidents. The strategy was updated for the period 2010-2013, during which time the Council completed the process of introducing 20mph zones in residential areas and around schools throughout the borough. This strategy will maintain and extend the approach set out in these documents to 2018.

This strategy sets out how the Council intends to further improve road safety by improving infrastructure, delivering road safety education activities and working in partnership to address road safety concerns on our highway network.

The strategy supports the road safety targets of the third Tyne and Wear Local Transport Plan (LTP3). It will support other Council plans and strategies, including North Tyneside's Cycling Strategy and Network Management Plan.



# **Objectives**

The Council has identified the following road safety objectives:

- 1. to help people to keep themselves safe and promote road safety, including road safety education
- 2. to engage with local residents, communities and partners to develop and implement road safety solutions;
- 3. to reduce road traffic casualties in line with the challenging targets in the Tyne and Wear Local Transport Plan;
- 4. to provide an Annual Information Report to Cabinet on road safety which will consider performance, road safety engineering and education issues for the financial year and reviews of works carried out; and
- 5. to support initiatives which improve healthy and active travel.

These will be supported by the following actions:

# **Supporting Actions**

- 1. to continue to monitor and assess the success of 20mph zones in residential areas and amend their design if required;
- 2. to improve safety for children and other vulnerable road users, including by identifying issues in the Annual Information Report and addressing these through engineering measures, education and publicity;
- 3. to continue to deliver road safety education and training to schools and key focus groups, working with our delivery partners;
- 4. to take into account the safety needs of all road users;
- 5. to continue to work in partnership with other organisations such as the Northumbria Safer Roads Initiative (NSRI), the Police, the Highways Agency, neighbouring authorities, Sustrans and Living Streets to improve the borough's network and maintain consistency with other councils; and
- 6. through the Network Management Plan and the Highway Asset Management Plan, to ensure the road network is managed so that motorised traffic remains on the most appropriate routes and that the network is maintained to an acceptable and safe level.

# 2010 – 2013 Road Safety Strategy – What have we done?

During the period of the previous strategy, we have targeted resources in areas where these were required to address road safety concerns. We have engaged with Members and residents to identify areas for improvements. Through further investigation works and accident analysis, a diverse range of local road safety schemes, cycle infrastructure projects, public transport improvements, accessibility improvements and school safety projects have been developed and implemented. Below is a summary of the different types of works undertaken during the period 2010-2013.

#### 20mph Zones / "20 when lights flash" / Variable Message Signs

Prior to the start of the previous strategy we had already begun the implementation of the 5 year 20mph zone programme. The aim was to introduce a 20mph speed limit on all residential streets across the borough: this work was completed in 2012.

In 2010/11 a programme of works was established to introduce "20 when lights flash" signs: these signs inform drivers that 20mph is an appropriate speed limit for certain roads at school opening and closing times.

In addition to this, and to help enforce changes in speed limits, we have purchased 12 variable message signs. These signs form the basis of a rotation programme involving residential streets and school entrances that are on main roads through the borough. The signs are placed on lighting columns and moved around the borough at different times of the year.

# Local Road Safety Schemes / Pedestrian Improvements / Cycle Infrastructure Improvements

Over the last three years of the strategy there have been extensive works undertaken to introduce local road safety schemes across the borough: these works are aimed at minimising road traffic accidents and improving pedestrian safety. There have been approximately 70 individual schemes identified and implemented. These schemes range from the introduction of traffic calming to individual crossing facilities such as pedestrian refuges, zebra crossings or signalised crossing facilities. Work also includes the upgrade of existing signalised junctions and cycle infrastructure improvements. There have been 35 individual crossing facilities introduced over the last three years and five major cycle infrastructure improvement schemes designed to link schools and employment sites.

#### School Education, Parking Initiatives and Enforcement

In addition to the physical infrastructure works we have also sought continually to improve on the delivery of road safety education to children at schools across the borough. Road safety education is an important means of ensuring that children grow up understanding general road safety principles and are able to keep themselves safe when cycling or crossing the road. We have continued to work with our partners on developing new and improved ways of targeting road

safety education. An example of this has been the expansion of the pedestrian training programme. The numbers of children between the ages of 10 and 12 to have received 'Bikeability' national standard cycling training have also increased from 116 in 2009/10 to 1050 in 2012/13 (Table 1).

Year	2009-10	2010-11	2011-12	2012-13
Number of Children Trained	116	207	724	1050

**Table 1: Bikeability Growth** 

#### 2010 – 2013 Road Safety Strategy – Casualty Statistics

The following tables show the numbers of road traffic casualties for various groups. (Note that these show numbers of casualties rather than accidents: a single accident may result in a number of casualties). These are reported in the same form as the targets of the Tyne and Wear Local Transport Plan (LTP3) (for definitions of terms see Appendix A). These relate to:

- The total number of casualties Killed or Seriously Injured (KSI) in accidents:
- The number of children (under the age of 16) Killed or Seriously Injured in accidents; and
- The total number of Slight casualties.

The casualty data shown in the following tables relates to roads managed by North Tyneside Council (and not to the A1 or A19, which are managed by the Highways Agency). More detailed analysis of the casualty statistics for North Tyneside will be included as part of the Annual Information Report on road safety.

#### All Casualties

Table 2 shows the number of casualties in all accidents, including all vehicle types, pedal cyclists and pedestrians.

	2010	2011	2012	2013
KSI	42	44	49	49
Child KSI	11	12	7	4
Slight	495	507	505	492

Table 2: All Casualties 2010-2013

#### **Pedestrian Casualties**

The number of pedestrian casualties is shown in Table 3: the numbers have shown some fluctuation from year to year.

	2010	2011	2012	2013
KSI	13	15	17	17
Child KSI	8	8	6	3
Slight	49	59	62	47

**Table 3: Pedestrian Casualties 2010-2013** 

# **Pedal Cyclists Casualties**

Pedal cycling as a means of travel and recreation has more than doubled since 2004. However, KSI among children have remained at a low level (Table 4).

	2010	2011	2012	2013
KSI	4	5	9	10
Child KSI	2	2	1	1
Slight	35	41	54	64

**Table 4: Pedal Cyclist Casualties 2010-2013** 

# **Pedestrian Casualties at Signal Controlled Crossings**

During the last three years, a number of signal controlled crossings have been introduced within the borough. Table 5 shows the pedestrian casualties recorded at these types of crossings and also Zebra crossings. Despite annual fluctuations, the numbers of casualties at these crossings is low.

	2010	2011	2012	2013		
Pedestrian phase at traffic signal junctions						
KSI	1	-	1	-		
Slight		2	2	1		
Pelican, puffin, toucan or similar pedestrian light crossings						
KSI	1	1	2	3		
Slight	5	10	4	4		
Zebra Crossings						
KSI	1	1	1	3		
Slight	7	9	4	6		

**Table 5: Pedestrian Casualties at Signal Controlled Crossings 2010-2013** 

#### **Pedestrian Casualties in town centres**

Overall, pedestrian casualties in our town centres (Table 6) are low, with no clear patterns.

	2010	2011	2012	2013			
North Shields Town Centre							
KSI	1	1	1	-			
Slight	5	2	5	2			
Wallsend Town Centre							
KSI	-	-	1	1			
Slight	-	1	1	1			
Whitley Bay Town Centre							
KSI	-	1	1	-			
Slight	4	2	3	2			

**Table 6: Pedestrian Casualties in Town Centres 2010-2013** 

#### **Partnership Working**

The Council works in partnership with other authorities and organisations in delivering road safety engineering schemes. An example of this is the A19-A191 Holystone interchange. In partnership with the Highways Agency, we introduced a road safety scheme during 2010 to address accidents at the roundabout below the A19 to improve the safety of pedestrians and cyclists.

The scheme was constructed at the beginning of the last Road Safety Strategy and we now have three years post construction data, which allows a robust assessment of the effect of the scheme on road safety. This was a successful scheme with the average annual accident rate decreasing from 16 to 5, with casualties declining from 21 to 5.

#### Change over time

The average number of casualties in road traffic accidents has shown a long-term decreasing trend over the ten years since the adoption of the Council's first Road Safety Strategy: the annual average number of people killed or seriously injured (KSI) in road traffic accidents decreased from 69 between 2002 and 2004 to 47 between 2011 and 2013.

Over the four years of the current strategy, it is encouraging that there has been a decrease in the number of child KSI. Over the same time the number of slight casualties has remained approximately constant and the overall number of KSI has however increased. This reinforces the Council's commitment to a Road Safety Strategy which provides a framework to meet the challenging targets set at Tyne and Wear level, as described in the next section.

# **Road Traffic Casualty Reduction Targets**

Targets for reductions in the number of road casualties across Tyne and Wear have been set through the Tyne and Wear Local Transport Plan (LTP), having been agreed by the former Tyne and Wear Integrated Transport Authority (ITA) in July 2013, and are shown in Table 7.

# The targets relate to:

- People killed or seriously injured (KSI) in road traffic accidents;
- Children (under 16) killed or seriously injured (KSI) in road traffic accidents; and
- All Slight Casualties.

Casualty Type	2005 to 2009 Average	2020 Target	Reduction %
KSI	315	158	35%
Child (age under 16) KSI	62	31	50%
Slight injuries	3016	1810	40%

Table 7: Tyne and Wear road traffic casualty reduction targets

The baseline figure used is the 2005-2009 average, in line with the Government's "Strategic Framework for Road Safety", published by the Department for Transport in 2011. A three-year rolling average (e.g. 2018-2020) will similarly be used to calculate the figures. The Tyne and Wear targets will be reviewed at the end of each LTP delivery plan period.

Through the measures set out in this strategy we will seek to contribute to the Tyne and Wear LTP targets being met.



#### **Measures**

The following measures will support the Road Safety Strategy:

# **Speed Management**

Speed management offers great social, environmental and economic benefits. First amongst these is casualty reduction. A 1mph reduction in average speeds can bring a 5% reduction in the number of accidents, and hence in the number of people killed or injured on the roads<sup>1</sup>. This means that even marginal reductions in speed can result in major road safety gains.

Traffic authorities are expected to keep speed limits under review on all of their A and B classified roads.

In the interests of road safety, we will continue to review the speed limits on all roads in our highway network, with a specific focus on those roads or routes with the most pressing problems of collisions and injuries or where there is a widespread disregard for current speed

We will continue where appropriate to use Variable

limits.

Messaging Signs (VMS), which advise motorists of their speed as they pass the sign, for limited periods of time in suitable locations.



# 20mph Zones

The Council's programme of creating 20 mph zones in all residential areas and outside schools is now complete. As a part of the ongoing monitoring we will continue to undertake speed survey works in residential streets throughout the borough to monitor vehicle speeds, and introduce additional measures, e.g. additional traffic calming features, where required and with appropriate consultation.

<sup>&</sup>lt;sup>1</sup> Transport Research Laboratory, report 421: The effects of drivers' speed on the frequency of road accidents, M C Taylor, D A Lynam and A Baruya, 2000

#### **Infrastructure Measures**

The Council will continue to implement infrastructure improvements to help reduce vehicle speeds and traffic accidents. These measures will include:

- Local Safety Schemes (Single Sites): High risk or accident hotspot areas
  will be identified by analysis of Police accident data and speed surveys
  undertaken on behalf of the Council. Engineering measures to overcome
  the main conflicts will be designed and implemented. In recent years these
  works have made a positive contribution to casualty reduction.
- Local Safety Schemes (Area Wide and Urban Zones): Some measures
  can contribute to local safety objectives without necessarily being directed
  to problems at an individual site or street. Works under this heading will
  be introduced by means of area-based strategies resulting from broader
  transport studies, e.g. "Safer Routes to School" and traffic management
  improvements in our town centres.
- Route-Based Strategies: Certain routes will require treatment over an
  extended length so that traffic problems are not simply displaced from one
  area to another. Other routes may have a higher than expected accident
  rate. The Council will adopt various borough-wide strategies and
  programmes to address safety concerns along these routes, e.g. skid
  resistance treatment at roundabouts, lighting improvements and other
  safety improvements.
- Mass Action Plans: These are works to address a common type of accident, often occurring across a wide area, with a common cause, theme or pattern. The implementation of such a programme will involve the use of known engineering solutions to negate the actual hazards or mitigate their impact. An example of this approach would be issues with right turns at priority junctions, where a similar, low cost signing and lining scheme can be applied at a number of sites, providing road safety benefits across a wide area.

Other means by which the Council will seek to secure road safety improvements are:

- Local Safety Initiatives: The Council will ensure that appropriate safety infrastructure measures are designed into regeneration schemes and other large scale improvement works.
- New Developments: The Council will continue to ensure that all new developments include appropriate road safety infrastructure measures and will seek to secure additional safety improvements on nearby roads through the planning system where appropriate.
- Street Furniture: In line with the North Tyneside Highway Asset
   Management Plan (HAMP), the Council will ensure that traffic signs, safety

barriers and other street furniture are kept safe and to the correct standards.

# Integration of Road Safety with other related aims and policies

The Tyne and Wear Local Transport Plan places a strong emphasis on delivering road safety improvements which link in with other key issues and recognise the needs of everyone in society. This strategy takes account of the following considerations:

- Environmental Impact: The Council will continue to design road safety schemes in a way that minimises any negative impact on the streetscape and will look to continually improve our environmental sustainability.
- Equality Impact Assessment: The Council will consider the needs of all road users when designing and implementing schemes and carrying out its duties.
- Health: Road safety improvements in communities and the promotion of more sustainable modes of transport lead to an overall improvement in the health and wellbeing of our residents and visitors. This will remain a key consideration in our road safety strategy.
- Education: The Council will continue to highlight road safety issues in schools, through specific road safety education campaigns and as part of other projects such as Schools Go Smarter.
- Working with communities: The Council will work with our communities to address local road safety concerns, e.g. providing safer road crossing points helps to avoid community severance.

#### **Vulnerable Road Users**

Certain people in society may be more vulnerable or have specific needs in terms of road safety. This includes older people, people with disabilities including blind or partially sighted people, and young people.

The Council will continue to develop initiatives targeted specifically at assisting vulnerable road users. For example, we are actively engaging with young people, through measures such as pedestrian training and Bikeability cycle training, to build confidence and road safety awareness.

#### 'SafetyWorks'

Operated by Tyne and Wear Fire and Rescue, Safetyworks is a multi-agency interactive safety centre serving the community of Tyne and Wear. It provides an innovative, enjoyable learning experience enabling visitors to participate safely in realistic situations illustrating everyday hazards and how to prevent them.

Through the SafetyWorks initiative we will improve awareness of road safety issues. The aims of the initiative are to:

- Act as the focal point for fire safety, community safety and crime prevention education in Tyne and Wear;
- Improve the quality of life and community safety of those living and working in Tyne and Wear;
- Provide realistic and interactive scenarios which enable practical learning in a safe, controlled environment;
- Promote good citizenship by encouraging visitors to consider the consequences of their actions on themselves and other groups who wish to use it; and
- Encourage the development of wide-ranging community safety education and training for statutory, voluntary and private sectors.

#### 'Schools Go Smarter'

Schools Go Smarter is a Tyne and Wear-wide programme of measures and campaigns, delivered by local councils and external partners, to support and promote sustainable and active travel to school children. It makes use of funding from the Department for Transport's Local Sustainable Travel Fund which runs from 2011/12 to 2014/15.

Projects delivered as part of Schools Go Smarter include Bike It and Walk once a Week, as well as projects specific to Tyne and Wear such as 'FEAT 1st' (Families Enjoying Active Travel) which promotes walking and cycling to school children and their families, and associated infrastructure measures such as the provision of cycle parking units for participating schools.

We will seek to ensure continued provision of initiatives which promote sustainable and active travel to school children in the borough.

#### Parking at Schools

Dangerous or inconsiderate parking such as parking on school keep clear markings ('zig-zags') can be a safety hazard. The Council has implemented an enforcement programme outside schools, with support from the Tyne and Wear Schools Go Smarter programme, and will continue to do so.

#### **School Crossing Patrols**

The School Crossing Patrol Service came into being nationally under the School Crossing Patrol Act 1953. Although there is no legal requirement to provide a crossing patrol service the Council recognises that it is a vital component of our overall road safety strategy.

We will continue to provide school crossing patrol points, where our staff help young people and other pedestrians cross the roads on routes to school.

As conditions on the road network are constantly changing because of new developments and other factors, school crossing patrol points will be regularly reviewed to ensure that they are sited in the most appropriate locations.

#### **Road Safety Education**

The Council recognises the importance of offering road safety education and training to all school students to build confidence and raise awareness of road safety issues. We will continue to develop a programme of road safety education and training, which will be offered to all schools and nurseries throughout the borough, developing road safety awareness in young people.

North Tyneside has a pedestrian training programme which is delivered to 5-7 year olds. This programme is designed to ensure children have an understanding of the principles of road safety when walking to and from school.

Other initiatives include the use of interactive presentations and DVDs to 3-17 year olds: these are presented in a way that



makes the education of road safety principles fun but also realistic. The type of education offered is relevant to the target audience. There are approximately 29,000 children in North Tyneside's schools and our aim is to offer road safety education to all schools in the borough.

In addition to this we will continue to work with other key partners such as Safety Works, Road Safety GB, the Northumbria Safer Roads Initiative (NSRI) and other local authorities to delivery local and national road safety initiatives. (SafetyWorks is a multi-agency interactive safety centre serving Tyne and Wear, described above; Road Safety GB is a national organisation that supports local authorities in reducing the numbers of road accidents through education, training and publicity campaigns.)

#### **Bikeability**

Bikeability is the nationally recognised cyclist training scheme, which has replaced the former Cycling Proficiency. In 2007 North Tyneside Council was awarded formal accreditation by the Bikeability scheme's governing bodies to deliver this training to the community.

The Council's target is now to train up to 1,500 10-12 year olds per year to Bikeability Level 2 in 2014/15.



**Bikeability Training** 

# **Public Rights of Way**

The Tyne and Wear Rights of Way Improvement Plan, part of the Local Transport Plan, identifies opportunities to better link the footpath and bridleway network into the street network and encourage walking, cycling and horse riding in the borough.

The needs of all rights of way users will be taken into consideration in the design of future transport schemes. This will help to prevent route severance and dangerous crossings.

To improve public rights of way, the Council will continue to work closely with all user groups through the Tyne and Wear Local Access Forum.



# Road Safety - working in partnership

Partnership working is a vital ingredient for a successful road safety strategy. The Council will continue to work closely with various partners to ensure a joined-up approach to road safety engineering and also to raise public awareness of road safety and sustainable transport.

The Council will continue to support national and regional casualty reduction initiatives relating to speeding, drink driving, child road safety and cycling. The Council will continue to work with Road Safety GB (the local authority road

safety officers' association), the Police, Sustrans, Living Streets and Northumbria Safer Roads Initiative.

#### Northumbria Safer Roads Initiative (NSRI)

Northumbria Safer Roads Initiative was set up to use enforcement, education and communication to help reduce the number of people killed or seriously injured on our roads. It is a partnership between the five Tyne and Wear local authorities, Northumberland County Council, Northumbria Police, Northumberland and Tyne and Wear Fire and Rescue services, Her Majesty's Court Service, the Highways Agency and Newcastle University.

The initiative works to improve enforcement of speed restrictions and other offences such as jumping red lights, using a mobile phone while driving, not being in proper control or not wearing a seatbelt.

The initiative also works to educate drivers about road safety issues and aims to help reduce vehicle speeds where appropriate and raise people's awareness of road conditions. Vehicle Activated Signs and high visibility campaigns are ways to aid motorists in limiting their speed.

North Tyneside Council's road safety education team will continue to work closely with the Road Respect campaign run by NSRI.

Details of enforcement measures such as mobile sites for camera enforcement are shown on the NSRI website: <a href="http://safespeedforlife.co.uk/">http://safespeedforlife.co.uk/</a>

#### Powered two wheel users

While there is not a significant issue regarding motorcycle safety within North Tyneside, motorcycle journeys starting within the area will often extend into neighbouring authority areas such as Northumberland.

The Council is therefore supportive of programmes operated by our neighbours, such as Northumberland County Council's "ExpertRider" programme which will help to develop safer riding skills including:

- Reading the road
- Planning ahead for hazards and junctions
- Increasing vision through correct road positioning
- Correct use of brakes, gears and throttle
- Correct techniques for cornering
- Safe overtaking of other road users

# **Public Transport**

The Council will continue to work in partnership with Nexus and public transport operators and ensure that they are fully consulted on road safety improvements.

Wherever possible, road safety schemes will incorporate improvements to public transport infrastructure. The Council will support the objectives set out in the Tyne and Wear bus strategy, including to maintain bus passenger numbers. This will help improve accessibility to key services and support the use of public transport as an alternative to the private car.

# **Encouraging Modal Shift to More Sustainable Forms of Transport**

North Tyneside Council encourages all employers in the borough to produce a Travel Plan. The aims of a Travel Plan are to minimise single occupancy car travel and promote alternatives to the car for journeys to, from and as part of work.

Increasing the number of people walking, cycling and using public transport, as alternatives to the car, brings road safety benefits as well as improving people's health, alleviating road congestion, reducing pollution and noise nuisance. With the Metro, extensive bus services, a network of Waggonways and other traffic-free paths available for walking and cycling, North Tyneside has realistic alternatives to the car for travel to work as well as for leisure.

#### **Network Management**

The Network Management Duty requires all local councils to manage their highway networks efficiently for the benefit of all road users. North Tyneside Council has developed a Network Management Plan detailing how the Council is fulfilling this duty. For more information see the Council's website: <a href="https://www.northtyneside.gov.uk">www.northtyneside.gov.uk</a>

# **Monitoring**

The Council will carry out an annual review of all road safety statistics, which will review progress from previous years, the effectiveness of measures installed and identify actions for the next year's road safety education and engineering programmes.

The Council will undertake systematic monitoring of sites where traffic calming or other improvement works have taken place. The success of schemes in terms of casualty and speed reduction will then be assessed and reviewed.

Monitoring of casualty figures will be reported through TADU (Tyne and Wear Traffic and Accident Data Unit) and details are available on the North East Road Safety website:

www.NEroadsafety.org.uk

For more information please contact the Council's Road Safety Team on: traffic@northtyneside.gov.uk



# Appendix A

# **Department for Transport Definitions**

**Accident:** Involves personal injury occurring on the public highway

(including footways) in which at least one road vehicle or a vehicle in collision with a pedestrian is involved and which

becomes known to the Police within 30 days of its

occurrence.

Damage-only accidents, with no human casualties or accidents on private roads or car parks are not included.

The data are collected by police at the scene of an accident or in some cases reported by a member of the

public at a police station.

Casualty: A person killed or injured in an accident. Casualties are

sub-divided into killed, seriously injured and slightly injured

**Fatal accident**: An accident in which at least one person is killed; other

casualties (if any) may have serious or slightly injuries.

Killed: Casualties who sustained injuries which cause death less

than 30 days after the accident. Confirmed suicides are

excluded.

**Serious accident**: One in which at least one person is seriously injured but

no person (other than a confirmed suicide) is killed.

**Serious injury:** An injury for which a person is detained in hospital as an "in-patient", or any of the following injuries whether or not

they are detained in hospital:

fractures:

concussion:

internal injuries:

crushing injuries;

• burns (excluding friction burns);

severe cuts;

· severe general shock requiring medical treatment; and

injuries causing death 30 or more days after the

accident.

Slight accident:

One in which at least one person is slightly injured but no person is killed or seriously injured.

**Slight injury:** 

An injury of a minor character such as:

- Sprains, not necessarily requiring medical treatment
- Neck whiplash injury
- Bruises
- Slight cuts
- Slight shock requiring roadside attention.

(Persons who are merely shaken and who have no other injury should not be included unless they receive or appear to need medical treatment.)



# Appendix B

#### **National and Local Context**

## a) Legal Context:

Section 39 of the Road Traffic Act 1988 requires a local Highway Authority to:

- prepare and carry out a programme of measures designed to promote road safety;
- carry out studies into accidents arising within their area and, in the light
  of those studies, take such measures as appear to the authority to be
  appropriate to prevent such accidents;
- disseminate information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users;
- improve, maintain or repair roads for which they are responsible and take other measures for controlling, protecting or assisting the movement of traffic; and
- when constructing new roads, take measures to reduce the possibilities of accidents when the roads come into use.

# b) National Policy

In May 2011, the Department for Transport published the 'Strategic Framework for Road Safety'. This document sets out the Government's approach to road safety which translates into a series of key themes:

- making it easier for road users to do the right thing and going with the grain of human behaviour;
- better education and training for children and learner and inexperienced drivers;
- remedial education for those who make a mistake and for low level offences where this is more effective than financial penalties and penalty points;
- tougher enforcement for the small minority of motorists who deliberately chose to drive dangerously;
- extending this approach to cover all dangerous and careless offences, not just focussing on speeding;
- taking action based on cost benefit analysis, including assessing the impact on business;

- more and local community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities; and
- supporting and building capability by working with the road safety community on better tools to support road safety professionals.

The full document is available on the Department for Transport website at: <a href="https://www.gov.uk/government/publications/strategic-framework-for-road-safety">www.gov.uk/government/publications/strategic-framework-for-road-safety</a>

# c) Regional Policy

The Tyne and Wear Local Transport Plan 3 (LTP3) sets out the road safety polices in effect across Tyne and Wear:

- Policy 2 we will work to improve road safety.
- Policy 3 we will seek to reduce road casualties.
- Policy 4 we will seek to curb excessive road speeds.
- Policy 5 where there is support from residents and where resources permit, we will seek to introduce a 20 mph speed limit in residential areas.

North Tyneside Council is a partner in LTP3 and supports the policies set out in this document, which together with the form the basis for this Strategy.

# **Appendix C**

# **Related Strategies**

# **North Tyneside**

- Cycling Strategy
- Network Management Plan
- Parking Strategy
- Highway Asset Management Plan (HAMP)
- Our North Tyneside Plan 2014-18

Copies are available on the Council's website: <a href="https://www.northtyneside.gov.uk">www.northtyneside.gov.uk</a>

# **Tyne and Wear**

• Tyne and Wear Local Transport Plan

Copies are available on the Local Transport Plan website: <a href="https://www.tyneandwearLTP.gov.uk">www.tyneandwearLTP.gov.uk</a>