

North Tyneside Council Report to Cabinet 9 June 2014

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| ITEM 7(h) Road Safety Strategy |
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Portfolio(s): Economic Development

Cabinet Member(s): Cllr F Lott

Report from Service Area: Environment and Leisure

Responsible Officer: Phil Scott, Head of Environment and Leisure (Tel: 643 7295)

Wards affected: All

PART 1

1.1 Purpose

The purpose of this report is to inform Cabinet of the preparation of a draft North Tyneside Road Safety Strategy for 2014-2018 and to seek Cabinet's approval to undertake a process of public consultation in respect of the draft strategy, prior to returning to Cabinet to seek approval of the final Road Safety Strategy.

1.2 Recommendation

It is recommended that Cabinet:

1. notes the contents of the report; and
2. approves the proposed public engagement process for the draft North Tyneside Council Road Safety Strategy as set out in section 1.5.2 of this report.

1.3 Forward plan

28 days notice of the report has been given and it first appeared on the Forward Plan that was published on 12 May 2014.

1.4 Council plan and policy framework

The report is relevant to the following priorities set out in Our North Tyneside, the Council Plan 2014 to 2018:

Priority 1. C – Our People will be supported to live healthier and longer lives

Action: We will deliver a programme of road safety education and support for active travel, including cycling training

Priority 1. C – Our People will be supported to live healthier and longer lives

Action: We will improve accessibility in the borough and support accessibility by walking and cycling

1.5 Information

1.5.1 Background:

North Tyneside's current Road Safety Strategy, adopted in January 2010, covered the period 2010-13 and is now due to be renewed. New targets for reducing road casualties at Tyne and Wear level were set in July 2013 by the former Tyne and Wear Integrated Transport Authority (ITA). The revised draft Road Safety Strategy which has been prepared for North Tyneside, for the period 2014-18, sets the framework for meeting these new targets.

North Tyneside's first Road Safety Strategy, introduced in 2004, set out the Authority's commitment 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.

Over the last decade the Authority has continued to promote road safety, e.g. through the delivery of a programme of road safety education at schools and nurseries within the borough, and to make safety improvements on our road network such as providing improved crossing facilities. Measures to encourage road safety continue to be implemented. In particular, since the current Road Safety Strategy was adopted in 2010, the Authority has completed the process of introducing 20mph zones in residential areas and around schools throughout the borough.

Relative to the size of the population, the number of road casualties in North Tyneside is lower than the English average: out of the 151 local authorities in England, North Tyneside is 54th on this measure (with 1st being the lowest number of casualties relative to population). Out of the seven local authorities in the Combined Authority area, the number of road casualties relative to population in North Tyneside is the third-lowest, after South Tyneside and Sunderland.

The long-term average number of casualties in road traffic accidents has shown a 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 in road traffic accidents decreased from 69 between 2002 and 2004 to 47 between 2011 and 2013. From year to year there is some variation in the figures (details are set out on pp4-7 of the draft strategy, attached as Appendix 2).

It is intended that the new strategy will reinforce the Authority's commitment to having a Road Safety Strategy in place which provides a framework to meet the challenging targets set at Tyne and Wear level

1.5.2 The new draft strategy:

A new draft Road Safety strategy has been prepared, which sets out the Authority's priorities for road safety for the period 2014-18. Five draft objectives have been identified as the means to continue to promote and improve road safety in the borough:

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 objectives would be supported by the following 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 authorities; 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.

1.5.3 Proposed process of public consultation:

Approval is now sought to undertake a process of public consultation to seek the views of a wide range of stakeholders on aspects of the draft strategy. It is anticipated that the consultation process would commence in July 2014 and continue until around September 2014. Following the public consultation process it is intended to return to Cabinet to seek approval for a revised strategy.

Details of the anticipated approach to public engagement on the draft Road Safety Strategy are set out in Appendix 1. In brief, it is intended to include:

- i. Formal consultation with our partners in the Tyne and Wear Local Transport Plan and with the Police, Fire and Ambulance services.
- ii. Involvement as part of the wider engagement approach of the Authority: this is likely to include e.g. having a stall with officers in attendance at a Mayor's Listening Event, and making consultation materials available at other community events.
- iii. The draft Road Safety Strategy and key consultation questions will be placed on the Authority's website with contact details for comments. Awareness of this web-based

consultation opportunity will be promoted via council newsletters and at community events.

- iv. Engagement will take place with relevant organisations, e.g. local groups representing people with disabilities.
- v. Copies of the draft Road Safety Strategy will be placed in North Tyneside's Customer First Centres for inspection.
- vi. All Members of the Council will be invited to comment on the draft Road Safety Strategy.

All comments made as part of the public consultation process will be carefully considered and used to inform the preparation of the final draft Road Safety Strategy, which is to be submitted to Cabinet for approval.

A copy of the draft Road Safety Strategy 2014 - 2018 is attached as Appendix 2.

1.6 Decision options

The following options are available for consideration by Cabinet:

Option 1

Approve the recommendation in section 1.2.

Option 2

Not approve the recommendation in section 1.2.

Option 1 is the recommended option.

1.7 Reasons for recommended option

It is recommended that Option 1 is approved to enable an up-to-date strategy to be put in place which demonstrates compliance with the Authority's duty to promote road safety.

1.8 Appendices

Appendix 1 Approach to public engagement on the draft Road Safety Strategy
Appendix 2 Draft North Tyneside Council Road Safety Strategy 2014 - 2018

1.9 Contact officers

Colin MacDonald, Senior Manager, Technical & Regulatory Services, 0191 643 6620
Andrew Flynn, Integrated Transport Manager, 0191 643 6083
John Cram, Integrated Transport Officer, 0191 643 6122
Alison Campbell, Financial Business Manager, 0191 643 7038

1.10 Background information

North Tyneside Road Safety Strategy 2010-13
http://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=381

Tyne and Wear third Local Transport Plan (LTP3) documents (the LTP Strategy 2011-21 and the LTP Delivery Plan 2011-14)
<http://www.tyneandwearltp.gov.uk/documents/ltp3/>

Tyne and Wear Rights of Way Improvement Plan (RoWIP) is included as Appendix D of the LTP Strategy 2011-21.

The Local Transport Plan road safety targets are set out in a report under item 7 of the 25 July 2013 meeting of the Tyne and Wear Integrated Transport Authority (ITA) Full Committee, available online via:

<http://www.northeastca.gov.uk/ita/committee-meetings/full-committee>

The Bus Strategy for Tyne and Wear

http://www.nexus.org.uk/sites/default/files/ITA%20bus%20strategy%20report%202012_02%20pdf.pdf

North Tyneside Network Management Plan 2012-17

http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=537632&p_subjectCategory=41 (7d)

North Tyneside Highway Asset Management Plan (HAMP) 2012-17

http://www.northtyneside.gov.uk/browse-display.shtml?p_ID=527383&p_subjectCategory=380

North Tyneside Parking Strategy 2012-16

http://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=360

North Tyneside Cycling Strategy 2010-14

http://www.northtyneside.gov.uk/browse.shtml?p_subjectCategory=588

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

Funding to support measures outlined in the final Road Safety Strategy 2014-2018 will be detailed annually in the Local Transport Plan Capital Settlement Cabinet Report. The Local Transport Plan is included in the 2014-2018 Strategic Investment Plan.

As part of the proposed public engagement process, stakeholders will be encouraged to access the electronic version of the draft strategy, which will be placed on the Authority's website. The cost of printing a small number of hard copies of the draft strategy, and associated consultation materials such as paper forms for use at events, will be met from existing budgets.

2.2 Legal

Section 39 of the Road Traffic Act 1988 imposes a statutory duty upon the local authority to promote road safety. It is intended that the Road Safety Strategy will contribute to satisfying this duty.

2.3 Consultation/community engagement

It is proposed that a public consultation process be carried out in respect of the draft Road Safety Strategy 2014-2018 as set out in section 1.5.2 of this report and Appendix 1. Following this it is intended that a final draft strategy will be submitted to Cabinet for approval.

2.4 Human rights

There are no human rights implications directly arising from this report.

2.5 Equalities and diversity

There will be positive outcomes for equality and diversity arising from the proposed strategy, primarily through improved road safety. Implementing targeted road safety schemes, subject to appropriate consultation, will improve the ease and safety of pedestrian movement and access to public transport, notably for people with reduced mobility. This will also help ensure greater equality of accessibility for people without access to a car, which includes in particular people in older and younger age groups.

2.6 Risk management

There are no risk management issues directly arising from this report.

2.7 Crime and disorder

There will be positive outcomes for crime and disorder issues by improving road safety, discouraging dangerous driving and traffic offences on our highway network.

2.8 Environment and sustainability

There are no adverse environment and sustainability implications anticipated. The implementation of the Road Safety Strategy may have positive environmental impacts through e.g. the implementation of measures to manage traffic speed and promote sustainable travel options.

PART 3 - SIGN OFF

- Deputy Chief Executive
- Head of Service
- Mayor/Cabinet Member(s)
- Chief Finance Officer
- Monitoring Officer
- Strategic Manager – Strategic Services

Appendix 1 Approach to public engagement on the draft Road Safety Strategy 2014-18

Scope of engagement

We will seek to engage local residents, Members, organisations and other stakeholders as set out below. We will invite views on the strategy as a whole, with a focus on aspects of the strategy on which stakeholders' input would be particularly relevant, for example:

1. How we engage with local communities and organisations to develop road safety solutions
2. How we can best promote road safety, e.g. through road safety education in schools
3. How we support initiatives which improve healthy and active travel, e.g. the delivery of Bikeability training
4. How we develop initiatives targeted specifically at assisting vulnerable road users
5. How we carry out the enforcement of parking around schools
6. Our school crossing patrol service and the places where they help people cross the road
7. How we can best integrate road safety with other related aims and policies
8. How we can monitor the success of road safety measures

Engaging residents

The draft Road Safety Strategy will be placed on the Council's website with an appropriate summary and contact details for comments. Copies of the full strategy and any associated consultation materials will also be made available in North Tyneside's Customer First Centres to encourage residents to participate.

Details of the consultation could also be circulated by email to the Residents' Panel mailing list: this will assist in reaching a cross-section of local residents, particularly those who have not previously been actively involved in road safety initiatives.

Engagement with residents will also take place as part of the wider engagement approach of the Authority: this is likely to include having a stall with officers in attendance at a Mayor's Listening Event, and making consultation materials available at other community events.

We will seek to engage with local groups which represent people with disabilities, for example by arranging for officers to attend a meeting of a local group to present the strategy and seek views. We will explore options for particular involvement with difficult-to-reach groups.

Engaging Members

All members will be supplied with a copy of the draft Road Safety Strategy and their comments invited.

Engaging schools and young people

We intend to provide details of the consultation to school Headteachers in the borough at one of their regular meetings.

We will engage with young people's representatives, e.g. by arranging for the Youth Council and the Young Mayor to be briefed on the strategy.

Officers dealing with road safety have developed a good working relationship with schools in the borough and we will seek to arrange a engagement events at a school or schools, which will provide an opportunity to explore the views of staff and school students in more depth.

Engaging families

We will arrange for officers to be present at appropriate Council-run events aimed at families with children, e.g. Summer holiday family cycling events, to seek people's views on road safety.

External stakeholders

Local stakeholders involved in road safety and transport will be contacted with details of the draft strategy and their comments invited, e.g. neighbouring local authorities; voluntary sector organisations; and the emergency services, who rely on the highway network to respond to emergency calls. These will include (but are not limited to):

- Northumbria Police
- Tyne and Wear Fire and Rescue Authority
- North East Ambulance Service
- Other local authorities in Tyne and Wear, Durham and Northumberland
- Nexus
- Local organisations involved with sustainable transport, e.g. Sustrans; Living Streets; CTC (cycling organisation)
- Other local organisations involved with walking, cycling and horse riding, e.g. Ramblers; BRAG (equestrian organisation)

As a partner in the Tyne and Wear Local Transport Plan, North Tyneside is represented at Tyne and Wear Local Access Forum (LAF), and will seek to engage representatives from walking, cycling and horse riding groups on the draft Strategy.

Internal stakeholders

Engagement within the Authority is anticipated to include stakeholders such as:

- Director of Public Health
- Children, Young People & Learning
- Sports Development