

## Appendix 1

### Summary of responses to the consultation on the draft Road Safety Strategy

A process of public consultation on the draft Road Safety Strategy was carried out between July and October 2014. This involved the following principal means of engagement:

1. Online consultation portal
2. Engagement with young people and schools
3. Engagement with partner organisations and other local authorities
4. Engagement with residents, representative groups and Members

Details of the response obtained are summarised below.

#### 1. Responses via the online consultation portal

The strategy was placed on the Authority's website with the responses being generated and collated through an online portal. Awareness of this web-based consultation opportunity was promoted through various means including a link on officers' email signatures and details in the Council magazine 'Our North Tyneside'.

35 responses were received to the online consultation survey.

- About the respondents

Gender

- 43% of respondents were female, 37% were male and the remaining 20% preferred not to say.

Age group

- 26% of respondents were aged between 35-44;
- 31% were aged between 45-59;
- 17% were aged between 65-74; and
- 8% were from the 0-24 age group.

Residents of North Tyneside

- 75% of respondents were residents of North Tyneside
- 25% were either visitors or worked in the borough.

- Did respondents agree with the 5 objectives set out in the draft strategy?

**Objective 1:** To help people to keep themselves safe and promote road safety, including road safety education

- 97% Agreed
- 3% Disagreed

**Objective 2:** To engage with local residents, communities and partners to develop and implement road safety solutions

- 94% Agreed
- 3% Disagreed
- 3% Neither

**Objective 3:** To reduce road traffic casualties in line with the challenging targets in the Tyne and Wear Local Transport Plan

- 97% Agreed
- 3% Disagreed

**Objective 4:** To publish an annual performance report on accident reduction

- 80% Agreed
- 3% Disagreed
- 17% Neither

**Objective 5:** To support initiatives which improve healthy and active travel

- 88% Agreed
- 3% Disagreed
- 9% Neither

- Online responses to the 5 specific questions set out as part of the consultation

**Q1: Do you think the introduction of 20mph zones in residential areas across North Tyneside has improved road safety?**

- 36% Agreed
- 46% Disagreed
- 18% Don't know

Examples of comments / feedback from those who agreed:

- i. Residential roads are suitable but a lower speed limit does not work on main roads.
- ii. The lower speed makes drivers more aware and more signs will remind drivers of the 20mph speed limit.

Examples of comments / feedback from those who disagreed:

- i. Often ignored by drivers, there is a need for speed humps to enforce the limit, police enforcement needed.
- ii. Concerns over advisory 20mph limits (e.g. "20mph when lights flash" signs) as they are confusing.
- iii. Lower speeds increase the length of car journeys and therefore increase the risk of an accident.

**Q2: Are there ways that the Council could work more effectively with parents and young people to reduce car traffic around schools?**

- 82% Agreed
- 6% Disagreed
- 12% Don't know

Examples of comments / feedback from those who agreed:

- i. There is a problem with school parking around schools and parents should walk/cycle more with their children.
- ii. Work more with parents in devising walking buses for example.
- iii. Increase resources for more road safety training.
- iv. All new schools and community facilities should be within walking distance to ensure cars are left behind.

- v. There needs to be more school crossing patrols to help encourage walking to school.
- vi. Encourage parents and children to walk by providing rewards i.e. special days out.
- vii. Consider school buses and build more paths and cycle infrastructure.

Examples of comments / feedback from those who disagreed:

- i. Parents need cars for work so it will be difficult.

**Q3: Should there be more cycle and pedestrian training for young people and adults?**

- 72% Agreed
- 8% Disagreed
- 20% Don't know

Examples of comments / feedback from those who agreed:

- i. Individuals need to be trained properly for their own safety and also for the pedestrians.
- ii. There needs to be more cycle paths that are fit for purpose.
- iii. Further training will improve confidence on the roads and provide a better understanding of the Highway Code.

Examples of comments / feedback from those who disagreed:

- i. Police need to enforce the Highway Code and schools should deliver the education not the local council.

**Q4: Do you think that pedestrian and cycle safety could be improved in North Tyneside by a) Improving access across junctions with the road network? b) Introducing dedicated on road cycling provision (e.g. cycle lanes)?**

- 74% Agreed
- 9% Disagreed
- 17% Don't know

Examples of comments / feedback from those who agreed:

- i. This would improve safety and would be ideal if there was adequate road space.
- ii. Need more dedicated cycle paths to help segregate the pedestrians; also cycling becoming more popular.
- iii. Current cycle infrastructure is disjointed.
- iv. Helps keep our children fit.

Examples of comments / feedback from those who disagreed:

- i. It is dangerous on the roads, the cyclists need to be segregated from traffic and pedestrians.

**Q5: Do you think that using technology, such as vehicle-activated signs that display 'your speed is' help to promote road safety?**

- 68% Agreed
- 26% Disagreed
- 6% Don't know

Examples of comments / feedback from those who agreed:

- i. Simple and effective and makes drivers think.
- ii. Reminds driver and passengers of the speeds at which they are travelling.
- iii. Needed on main roads where traffic speeds and volumes are high.

Examples of comments / feedback from those who disagreed:

- i. Don't feel that drivers take any notice them; road humps are the only answer.
- ii. Drivers slow down then speed up once past the signs.
- iii. These are not speed cameras and are ignored.

- **Additional correspondence**

One response was sent directly to officers, rather than through the online survey: the respondent "agrees with the principles wholeheartedly as it should make School/ Residential areas safer but feels that without some form of monitoring, e.g. Speed Cameras/Police, a significant number of motorists will not necessary abide by mandatory speed restrictions."

## **2. Engagement with young people and schools**

Copies of the draft strategy were distributed to head teachers for comment and feedback. In addition, four schools (two primary and two secondary schools) were approached with an offer to provide a specific road safety talk about the strategy and its aims. Copies of the draft strategy were sent to the relevant schools. One school made contact however it was not possible to set up a focus group meeting due to existing school commitments. An officer also gave a presentation on the draft strategy to the Young Mayor and Youth Council. Although no direct feedback was received by these means, it should however be noted that responses may have been received via the online consultation portal.

## **3. Engagement with partner organisations and other local authorities**

A copy of the strategy was sent via email to the following organisations:

- i. Northumbria Police
- ii. Fire service
- iii. Ambulance service
- iv. Nexus
- v. Northumbria Safer Roads Initiative (NSRI)
- vi. Taxi organisations
- vii. Sustrans (sustainable transport organisation)
- viii. Living Streets (sustainable transport organisation)
- ix. Road Safety Great Britain
- x. neighbouring local authorities.

Specific comments were received from Sustrans, who expressed support the strategy on the grounds that it embodied sound safety principles however, with regard to the design principles for highways infrastructure schemes, stated that "A principles based approach would reduce the risk that problems are debated again and again for each location by officers and ward members and ensure consistency across the borough." It should be noted that further responses may have been received via the online consultation portal.

## **4. Engagement with residents, representative groups and Members**

A copy of the strategy was sent via email to all Members. No direct responses were received, however it should be noted that responses may have been made via the online consultation portal.

A copy of the strategy was sent by email (stating that the document could be provided in a different format if required) to local representative organisations including age-based groups; disabled and sensory impaired groups; Black and Minority Ethnic Communities groups; and LGBT (lesbian, gay, bisexual and transgender) groups. No direct responses were received, however it should be noted that responses may have been made via the online consultation portal.

Officers attended two Mayor's Listening events during the consultation period: at each, a stall was set up to take questions or queries. An officer also gave a presentation at the 23 September 2014 meeting of North Tyneside Transport Forum, whose meetings are open to the public. Copies of the strategy and feedback forms were available to take away or to complete at each event. No direct responses were received, however it should be noted that responses may have been made via the online consultation portal.