

North Tyneside
Road Safety Strategy
2015 – 2018

Final Draft

North Tyneside Road Safety Strategy 2015 – 2018 Final Draft

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Foreword

[to be included following adoption of strategy]

1. 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.

In producing this strategy we have consulted with schools, local organisations, Members, residents and key partners such as the emergency services.

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.

2. What progress have we made?

Our last Road Safety Strategy was published in 2010.

What did we say then?

In 2010 we said we would:

i. reduce road traffic casualties in line with targets agreed with Government

The Government chose not to set targets at national level. In North Tyneside, we have continued to work towards maintaining the decreasing trend in the number of road traffic casualties.

The average number of casualties in road traffic accidents has shown a long-term decreasing trend over the ten years since the adoption of North Tyneside's first Road Safety Strategy.

From year to year the figures show some variation. Table 1 shows the number of casualties in all accidents, including all vehicle types, pedal cyclists and pedestrians.

Casualty Type	2010 Target Figure	2010	2011	2012	2013
KSI	55	42	44	49	49
Child KSI	8	11	12	7	4
Slight	577	495	507	505	492

Table 1: All Casualties 2010-2013

(excluding roads managed by the Highways Agency, e.g. the A1 and A19)

Figures shown relate to:

KSI People killed or seriously injured (KSI) in road traffic accidents;

Child KSI Children (under 16) killed or seriously injured (KSI) in road traffic accidents

Slight All Slight casualties

(Please see Appendix 2 for full definitions of terms.)

ii. introduce 20mph zones in residential areas across the Borough 20mph zones

Prior to the start of the previous strategy we had already begun the implementation of the five-year 20mph zone programme, starting in areas around schools. The aim was to introduce a 20mph speed limit on all residential streets across the borough: this work was completed in 2012. All new housing developments are now designed as 20mph zones.

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.

iii. continue to deliver road safety education and training

We have continued to deliver road safety education to school children and work with partners such as the ‘Schools Go Smarter’ initiative on developing new and improved ways of targeting road safety education.

We have increased the number of children aged 10-12 who receive ‘Bikeability’ national standard cycling training from 116 in 2009/10 to 1,050 in 2012/13.

iv. take into account the needs of all road users

We have implemented 70 local safety schemes, of which 35 also included new pedestrian or cyclist crossing facilities.

We have worked with Safetyworks, a multi-agency interactive safety centre operated by Tyne and Wear Fire and Rescue, which aims to improve the quality of life and community safety of those living and working in Tyne and Wear and provide realistic and interactive scenarios which enable practical learning in a safe, controlled environment.

To encourage compliance with speed limits, we have purchased Variable Message Signs (which display “your speed is ...”). These signs are regularly moved between sites on residential streets and near school entrances on main roads through the borough, and can be moved specific sites in response to public concerns.

2.1 Targets

We are partners in the Tyne and Wear Local Transport Plan (LTP). Targets for reductions in the number of road casualties across Tyne and Wear have been agreed between the LTP partners and were approved by the former Tyne and Wear Integrated Transport Authority (ITA) in July 2013.

The targets will be kept under review by the North East Combined Authority (NECA), which has replaced the former ITA. These are summarised in Table 2.

Casualty Type	2005 to 2009 Average	2018 to 2020 Target	Target Reduction %
KSI	315	205	35%
Child (age under 16) KSI	62	31	50%
Slight injuries	3016	1810	40%

Table 2: Road traffic casualty reduction targets for Tyne and Wear and casualty figures throughout Tyne and Wear

(excluding roads managed by the Highways Agency, e.g. the A1 and A19)

Figures shown relate to:

KSI People killed or seriously injured (KSI) in road traffic accidents;

Child KSI Children (under 16) killed or seriously injured (KSI) in road traffic accidents

Slight All Slight casualties

(Please see Appendix 2 for full definitions of terms.)

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, and figures will be based on a three-year rolling average (e.g. 2018-2020).

3. What is our strategy?

Our objectives:

- 1. To help people to keep themselves safe and promote road safety, this will be done through road safety education;**
- 2. To engage with local residents, communities and partners to develop and implement road safety solutions to help develop and implement road safety solutions that meet the needs of all road users;**
- 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; this will ensure funding is targeted in areas where road safety is a real concern, and**
- 5. To support initiatives which improve healthy and active travel.**

We will deliver each of these objectives through one or more of the following actions:

Actions

1. We will continue to monitor and assess the success of 20mph zones in residential areas and amend their design if required;
2. We will improve safety for children and other vulnerable road users, by identifying potential issues in the Annual Information Report and addressing these through engineering measures, education and publicity;
3. We will continue to deliver road safety education and training to schools and key focus groups, working with our delivery partners;
4. We will take into account the safety needs of all road users;
5. We will 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. We will ensure, through the Network Management Plan and the Highway Asset Management Plan, that 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.

4. Our plans for the future

Speed Management

We will continue to review the speed limits on all roads in our highway network, in the interests of road safety, 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 limits.

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 roads¹. This means that even marginal reductions in speed can result in major road safety gains.



We will continue to use Variable Messaging Signs (VMS), which advise motorists of their speed as they pass the sign, wherever appropriate for limited periods of time in suitable locations.

We will continue to monitor traffic conditions in 20mph zones through speed survey works and customer feedback. We will introduce additional measures, e.g. additional traffic calming features, where required and with appropriate consultation.

Infrastructure Measures

We will continue to implement infrastructure-based schemes to help reduce vehicle speeds and traffic accidents. These will be addressed through one of the following:

¹ 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

- **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.

We will seek to secure road safety improvements where appropriate as part of other works, e.g. regeneration schemes and new developments brought forward through the planning process.

Road Safety Education

We will continue to develop a programme of road safety education and training. This is offered to all schools and nurseries throughout the borough and helps to build confidence and develop road safety awareness in young people. The road safety education programme will be developed and delivered in conjunction with partners such as Road Safety GB and the Police.



Bikeability

We will continue to deliver Bikeability, the nationally recognised cyclist training scheme, which has replaced the former Cycling Proficiency. We offer this to schools throughout the borough, and in school holidays at family cycling events. Bikeability training helps to build young people's confidence in cycling independently.



Parking at Schools

We will continue to undertake enforcement of parking outside schools. Dangerous or inconsiderate parking, such as parking on school keep clear markings ('zig-zags'), can be a safety hazard. In areas where specific concerns are raised with regard to parking outside schools, targeted road safety education will be delivered.

School Crossing Patrols

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

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, we recognise that it is a vital component of our overall road safety strategy.

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

Integration of Road Safety with other related aims and policies

We will seek to deliver road safety improvements as part of transport projects delivered through the Tyne and Wear Local Transport Plan and related programmes.

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.

We will engage with groups representing vulnerable road users as part of road safety delivery.

Public Rights of Way

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



We will consider the needs of all rights of way users in the design of future transport schemes. This will help to prevent route severance and dangerous crossings. We will work closely with 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 to ensure a joined-up approach to road safety and also to raise public awareness of road safety and sustainable transport.

We will continue to work closely with various partners, including Road Safety GB (the local authority road safety officers' association), the Police, Sustrans, Living Streets and Northumbria Safer Roads Initiative (NSRI).

We will continue to support national and regional casualty reduction initiatives relating to speeding, drink driving, child road safety and cycling.

Northumbria Safer Roads Initiative (NSRI)

Northumbria Safer Roads Initiative (NSRI) 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. Details are on the NSRI website at:

<http://safespeedforlife.co.uk/>

Public Transport

We 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.

Encouraging Modal Shift to More Sustainable Forms of Transport

We will continue to encourage 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

We will continue to fulfil our statutory Network Management Duty to manage our highway networks efficiently for the benefit of all road users. Details are set out in our Network Management Plan, available via the Council's website:

www.northynteside.gov.uk

4.1 Monitoring

We will carry out an annual review of road safety statistics, which will help to identify actions for the next year's road safety education and delivery programmes. We will produce an Annual Information Report on road safety.

We 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

Appendix 1

2010-2013 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 3 shows the number of casualties in **all accidents**, including all vehicle types, pedal cyclists and pedestrians.

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

Table 3: All Casualties 2010-2013

Below is a series of tables highlighting the number of casualties in key categories

Pedestrian Casualties

The number of pedestrian casualties is shown in Table 4: the numbers have shown some fluctuation from year to year.

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

Table 4: 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 5).

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

Table 5: 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 6 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.

Casualty Type	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 6: Pedestrian Casualties at Signal Controlled Crossings 2010-2013

Pedestrian Casualties in town centres

Overall, pedestrian casualties in our town centres (Table 7) are low, with no clear patterns.

Casualty Type	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 7: 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.

Despite fluctuations, the long-term trend in North Tyneside shows a decline in the number of deaths and serious injuries on our roads.

Appendix 2

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 3

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: www.gov.uk/government/publications/strategic-framework-for-road-safety

c) Regional Policy

The Tyne and Wear Local Transport Plan 3 (LTP3) sets out the road safety policies 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.

The Local Transport Plan will be reviewed in due course by the North East Combined Authority.

Appendix 4

Related Strategies

North Tyneside

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

Copies are available on the Council's website:

www.northtyneside.gov.uk

Tyne and Wear

- Tyne and Wear Local Transport Plan

Copies are available on the Local Transport Plan website:

www.tyneandwearLTP.gov.uk