Appendix

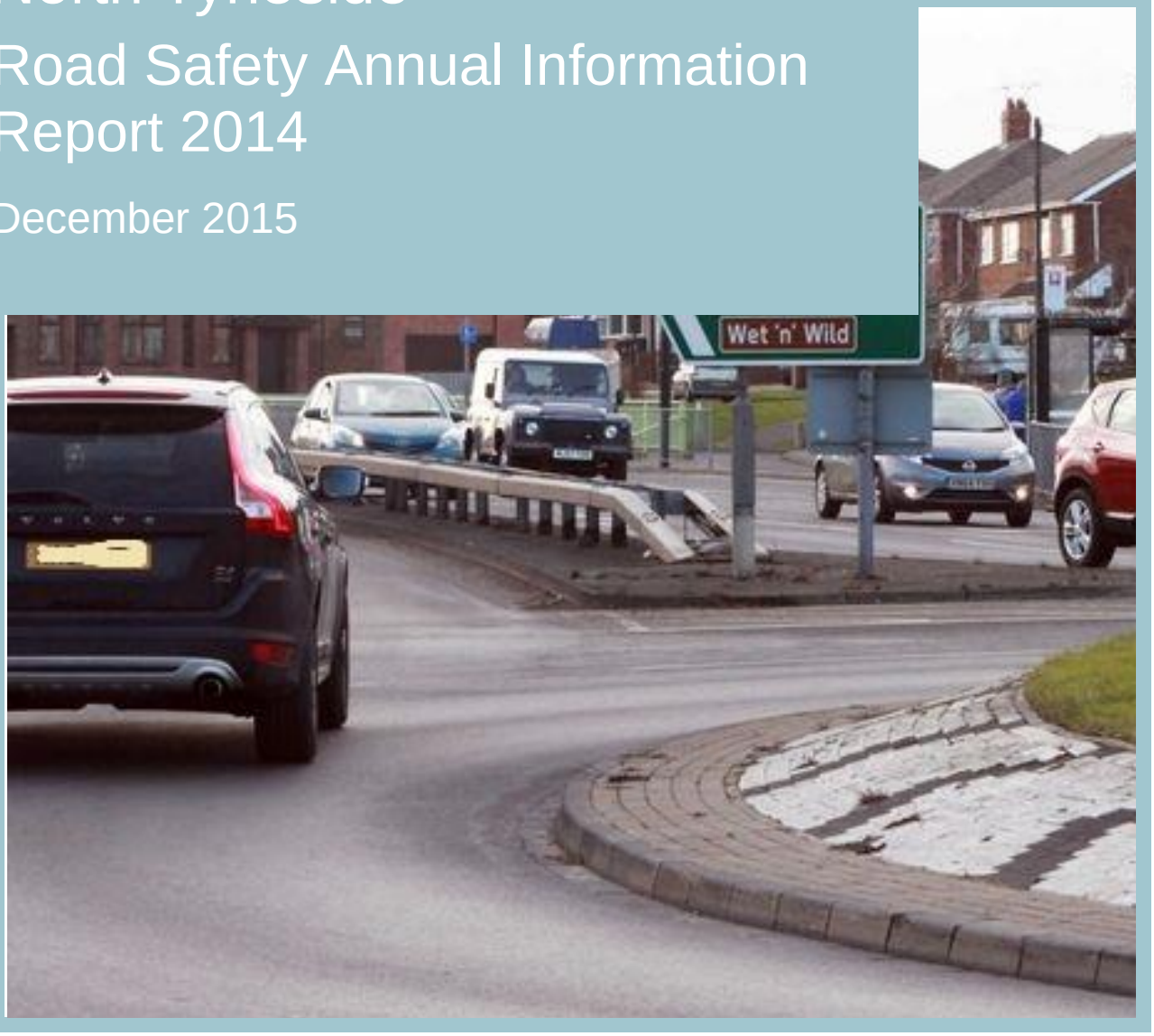
North Tyneside Council

Working in partnership with CAPITA

North Tyneside

Road Safety Annual Information Report 2014

December 2015



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Executive Summary

North Tyneside's Road Safety Strategy 2015-18 was approved by Cabinet in March 2015. The strategy provides a framework for the delivery of engineering and educational measures, designed to meet the challenging targets for road casualty reduction to which the Authority is committed, and further improve our approach to supporting safety for all road users. This report provides an update on road safety activities and outcomes in North Tyneside for 2014. Subsequent reports will be provided on an annual basis.

During 2014, 403 collisions were recorded on roads in North Tyneside (including the A1 and A19, which are managed by Highways England, as well as roads managed by North Tyneside Council). These collisions resulted in 555 casualties, of whom 47 were either killed or seriously injured (KSI). This figure included eight child KSI. The figures also include 51 pedestrian casualties and 58 cycle casualties. The recorded data shows that there has been a general decreasing trend in casualties, with some variation from year to year. Adult cyclist casualties will be further monitored as these have shown a general increasing trend, despite a decrease from 2013 to 2014. A detailed review will also be carried out of pedestrian and cyclist casualties among the 11 to 15 age group.

Details on the location and circumstances of collisions, together with related data such as vehicle speed surveys, are used to inform the development of our programme of local safety schemes and to identify specific areas and topics for education and training activities. A number of local safety schemes have been introduced during 2014/15 including upgrading a zebra crossing to a signalised crossing on Albion Road, North Shields; providing a new zebra crossing on Park View, Whitley Bay; and improved speed limit signage on the A186 Shiremoor bypass.

The objectives of the Road Safety Strategy include helping people to keep themselves safe and promoting road safety, through education and training. In-class road safety education was delivered to 16,572 children in 2014/15. Working with the Tyne and Wear Schools Go Smarter programme, 'Balance bike' training was delivered to 702 nursery age children and 587 children received practical pedestrian training. Bikeability training, funded from a specific government grant, was delivered widely at schools, with 768 children being trained to Bikeability Level 2 standard. We have continued to work in partnership with Road Safety GB and the Northumbria Safer Roads Initiative.

This programme is being delivered against a background of funding constraints. From 2015/16, central government grant for the Integrated Transport element of Local Transport Plan funding was reduced by an average of 44%, as funding was top-sliced to support the delivery of transport and related projects through the Local Growth Fund. North Tyneside Council has

been successful in obtaining funding from the Local Growth Fund for several major projects over the period 2015/16-2018/19: these include, for example, improvements to the A1058 Coast Road (Billy Mill and Norham Road junctions), which will improve traffic flows and crossing facilities in this key corridor. Government funding from the Local Sustainable Transport Fund (LSTF), which supports the Schools Go Smarter and Go Smarter to Work programmes, will no longer be available after 2015/16 and options are being explored to continue elements of these programmes.

In this context we seek to deliver an effective and focused programme of road safety measures which contribute positively to the objectives of the Road Safety Strategy.

This annual report will provide useful information on road safety activities in North Tyneside and help us to target schemes and measures which have the most beneficial outcomes.

1. Background

1.1 Context

This is the first Annual Road Safety Report for North Tyneside, prepared in support of the Council's Road Safety Strategy for the period 2015 to 2018.

The Road Safety Strategy 2015 to 2018 replaces previous strategies and sets out the aims of the Council in the targeted reduction in casualties on the roads of North Tyneside. The strategy also outlines the education, engineering and promotional measures by which the targets are to be met. The five objectives of the Road Safety Strategy are:

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.

The actions set out in the Road Safety Strategy together with the information in this annual Road Safety Annual Information Report contribute to fulfilling the Council's statutory responsibilities with regard to road safety, as set out in Section 39 of the Road Traffic Act 1988.

1.2 Road Safety Strategy 2015-2018

The Road Safety Strategy for North Tyneside sets the following targets for the reduction in reported casualties against the average numbers for the period 2005 to 2009. These targets these were set for Tyne and Wear, within the framework of the Tyne and Wear Local Transport Plan (LTP). North Tyneside Council is committed to meeting these challenging targets, which are:

- a 35% reduction in those killed or seriously injured in collisions
- a 50% reduction in children (under the age of 16) killed or seriously injured in collisions
- a 40% reduction in slight casualties

The targets are to be met through the introduction of road safety engineering measures, including speed reduction and traffic calming where necessary, and by education in schools, including road safety and Bikeability training. In addition a series of major improvement schemes is programmed for the next five years, within which major junctions with road safety issues will be reconfigured. Through these processes, we are confident that the targets set within the Road Safety Strategy will be achieved.

The report considers reported road casualties that occurred on the roads of North Tyneside in the five year period 2010 to 2014, the latter being the most recent year for which 12 months of data is available.

1.3 2014/15 Activities

Engineering

During 2014/15, North Tyneside Council, through the Local Transport Funding Block, delivered road safety engineering schemes including:

- Installation of new crossings (Zebra, Pelican, Puffin or Toucan) at several locations;
- Pedestrian refuge schemes (central islands) at several locations;
- One shared pedestrian/cycleway scheme;
- One footway widening scheme at a school;
- One speed limit reduction scheme; and
- One scheme providing pedestrian footways in place of verges.

Full details of the measures delivered are presented in section 2 of this report.

Education

The Council's Road Safety Education team successfully delivered the following during the year:

- 16,572 pupils between 3 and 17 years of age received in-class road safety education;
- 587 year 2 (aged 6 and 7) pupils received specific pedestrian safety training;
- National standard 'Bikeability' cycle training was delivered to many pupils from years 3 to 6 (ages 7 to 11): Level 1 training was delivered to 817 pupils with 768 receiving more comprehensive Level 2 training; and
- Balance bike training was delivered to 702 nursery age children.

Full details of the measures delivered are presented in section 2 of this report.

2. 2014/15 Delivery of Road Safety Activities

This section describes the road safety activities delivered during the year, considering both education and engineering.

2.1 Education, Training and Publicity

Road Safety Education is a broad based activity, which deals with ideas and concepts such as hazard perception and the management of personal risk in the road environment. It helps young people to help themselves by enabling them to independently consider road safety and better appreciate the interaction between themselves and other road users. This is a gradual process, which takes place over a number of years.

Training is predominantly concerned with developing practical skills and is largely based on pedestrian and cycle training.

Publicity is designed to provide information, raise awareness and give advice on appropriate behaviour and can also reinforce positive attitudes. North Tyneside Council currently supports both national and regional road safety campaigns.

A range of education and training activities, related to road safety were carried out during 2014/15. These range from in-class presentations to practical, on road training. These were:

2.1.1 In-class education

Age group appropriate road safety education is provided to pupils across the borough covering a number of themes which, over time, should equip the children to behave in a safe and responsible manner on the highway. These themes, as defined by RoSPA are:

Early Years (ages 4 to 5)

Theme	Child-friendly label
Traffic recognition	What's on the road?
Using car seats and wearing seat belts	The car seat click
How to behave near traffic	Keep hold!
Stop, look and listen	Stop, look and listen
Be Bright, Be Seen	Bright is right

Lower Primary (Ages 5 to 7)

Theme	Child-friendly label
How to behave near traffic	Know the road
Stop, look and listen	Stop, look and listen
In-car safety	Car clever

Upper Primary (ages 8 - 11

Theme	Child-friendly label
Pedestrian safety	The road ahead
Crossing the road	Careful crossing
Cycle safety	Ready to ride?
In-car safety	Car wise

High Schools

Educational delivery in high schools is through presentations and media such as the Ghost Street DVD.

During 2014/15, 16,572 pupils received in-class education, of which 3500 were high school students.

2.1.2 Pedestrian training

Practical pedestrian training was delivered to 587 pupils. This training is carried out on-street and will equip children to act in a safe manner on the roads. The training is delivered to year 2 pupils (aged 6 and 7) and is funded through the Local Sustainable Transport Fund "Schools Go Smarter" campaign.

2.1.3 Balance Bike Training

Balance bikes do not have pedals or stabilisers: they are therefore an ideal first bike for children to increase confidence before they move to the real thing. A balance bike allows a child's feet to

always touch the floor and therefore enables the child to quickly develop confidence and coordination.

Balance Bike training was delivered to 702 nursery age children during 2014/15, linking with the Tyne and Wear Schools Go Smarter programme.

2.1.4 Bikeability Training

Bikeability is the current version of the cycling proficiency programme, designed to give the next generation the skills and confidence to ride their bikes on today's roads.

There are three Bikeability levels, with each level designed to help improve their cycling skills, no matter what they know already. Levels 1, 2 and 3 take trainees on a journey from the basics of balance and control, all the way through to planning and making a journey by themselves on busier roads.

Children will typically start Bikeability lessons once they have learnt to ride a bike. Level 1 will help new riders to control their bike before they move on to developing on-road skills at Level 2. Level 2 is usually tackled by children in Years 5 or 6, before they leave primary school. Level 3 teaches trainees how to ride in different and more challenging traffic situations.

Bikeability training is currently funded by a specific grant from central government, for which local authorities bid on an annual basis. North Tyneside Council aims to train 1,320 children to Bikeability Level 2 standard in 2015/16.

2.2 Engineering Schemes

Through Local Transport Plan funding, 12 road safety related schemes were delivered during 2014/15. These schemes are in addition to the major transport infrastructure projects delivered through funding bids to Government and the North East Local enterprise Partnership.

The schemes delivered fall within three main themes: new crossings, pedestrian/cycle schemes and speed limits. These schemes were:

2.2.1 Pedestrian crossings.

Park Lane Puffin Crossing — the scheme consisted of the installation of a signalised crossing on Park Lane adjacent to Park Grove and the local supermarket following a number of pedestrian accidents in recent years. Works were also carried out amending stores parking lay-by as

	well as undertaking highway remedial works to improve general aesthetics of local area.
West View Toucan Crossing	work was carried out to remove an existing pedestrian refuge and install a signalised crossing and improve the nearby pedestrian/cycling infrastructure. The proximity of a nearby bus stop was creating a road safety hazard due to motorists negotiating the pedestrian island on opposing side of carriageway whilst overtaking stationery buses
Park View Zebra Crossing	following requests from a councillor and residents/town centre visitors a zebra crossing was installed on Park View to assist pedestrian moments in the area.
Albion Road, North Shields	the scheme consisted of upgrading an existing zebra crossing to a puffin crossing. The crossing itself is a school crossing patrol point and the provision of a puffin crossing provided a safer facility for pedestrians to access the nearby school.
Battle Hill Drive, Wallsend	we installed a new pedestrian refuge on Battle Hill Drive. The new crossing is located near one of the entrances to a primary school and was installed following an accident in the area. Guardrail was also installed to prevent pedestrians from crossing the road at inappropriate locations and direct them to the pedestrian refuge and nearby subway.
Rake Lane Phase 4	following recent work to provide an improved cycling and walking route alongside A191 Rake Lane, improving links between the coast and destinations such as Cobalt Business Park, we upgraded the crossing near North Tyneside General Hospital to a modern pedestrian and cycle crossing and improved the surrounding highway surface..
Beach Road / Broadway	following the opening of a local supermarket at a former public house site, the number of people crossing the road at the roundabout increased. We installed two new crossings and improved link paths in the area: this has improved local walking and cycling links and ties in with previous work to provide a high quality cycle and pedestrian route alongside Beach Road.
Claremont Road	scheme consisted of removing existing splitter islands on all 4 legs Claremont Road / Monkseaton Drive roundabout and

	replacing with pedestrian friendly type refuges to improve links to school as well as nearby coastal area.
Southgate, Killingworth	off-road routes were constructed around George Stephenson High School in Killingworth, making it easier to cycle and walk to the school and other local destinations and linking in with the Tyne and Wear Schools Go Smarter programme.

2.2.2 Pedestrian/Cycle schemes

Beach Road, Tynemouth	phase 3 of the Beach Road scheme completed the shared pedestrian/cyclist facility in the vicinity of Tynemouth Pool. The existing footway was widened to create the shared surface. In order to improve safety at Southlands school, alterations were undertaken in the vehicular turning head to allow space for vehicle parking, vehicle turning manoeuvres and safe cycle entry to the quieter service roads.
Park Lane Footway	a footway link was provided on Park Lane between junction of Angerton Ave and entrance to retail estate, where pedestrians had previously been required to walk on the verge of in the road.

2.2.3 Speed Limits

Shiremoor Bypass	speed limit signage on the bypass was improved to remind motorists of the imposed speed limit and allow this to be enforced by Northumbria Police.

The education, training and engineering projects delivered during 2014/15, building on that delivered in previous years, will greatly assist in the delivery of the casualty reduction targets to which the Council is committed.

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3. Current Position

This section provides information about the overall trend in collisions within North Tyneside over the last five years. The recorded data shows that there has been a general decreasing trend in collisions, with some variation from year to year.

3.1 North Tyneside casualty data

The following tables show overall numbers of reported casualties for North Tyneside for the period 2010-2014, with additional data for pedestrian and cycle casualties. Note that a single collision may result in a number of casualties. The trends in this data will be further discussed in this chapter.

These are the headline figures as reported to the Department for Transport and cover all roads in the borough, including the A1 and A19, which are part of the national strategic road network managed by Highways England.

	2010	2011	2012	2013	2014
KSI[1]	43	47	51	49	47
Child[2] **KSI**	11	12	7	4	8
Slight	542	559	543	492	508
Total	585	606	594	541	555

Table 3.1: All Casualties 2010-2013

	2010	2011	2012	2013	2014
KSI	13	15	17	17	17
Slight	50	60	63	47	34
Total	63	75	80	64	51

Table 3.2: Pedestrian Casualties 2010-2013

	2010	2011	2012	2013	2014
KSI	4	5	9	10	8
Slight	41	42	55	64	50
Total	45	47	64	74	58

Table 3.3: Pedal Cycle Casualties 2010-2013

[1] Killed or Seriously Injured

[2] Child = 15 years of age or below (Department for Transport definition)

3.2 National context

To understand performance against the previous road safety strategies for North Tyneside, it is worthwhile to consider the road safety record for the borough in comparison with the national statistics. The following chart compares the changes in the casualty rate for North Tyneside for the years 2005 to 2013 against that for England.

The casualty rate is expressed as casualties per 100 million vehicle miles and is indexed with a 2009 value of 100 to allow direct comparison of the data sets.

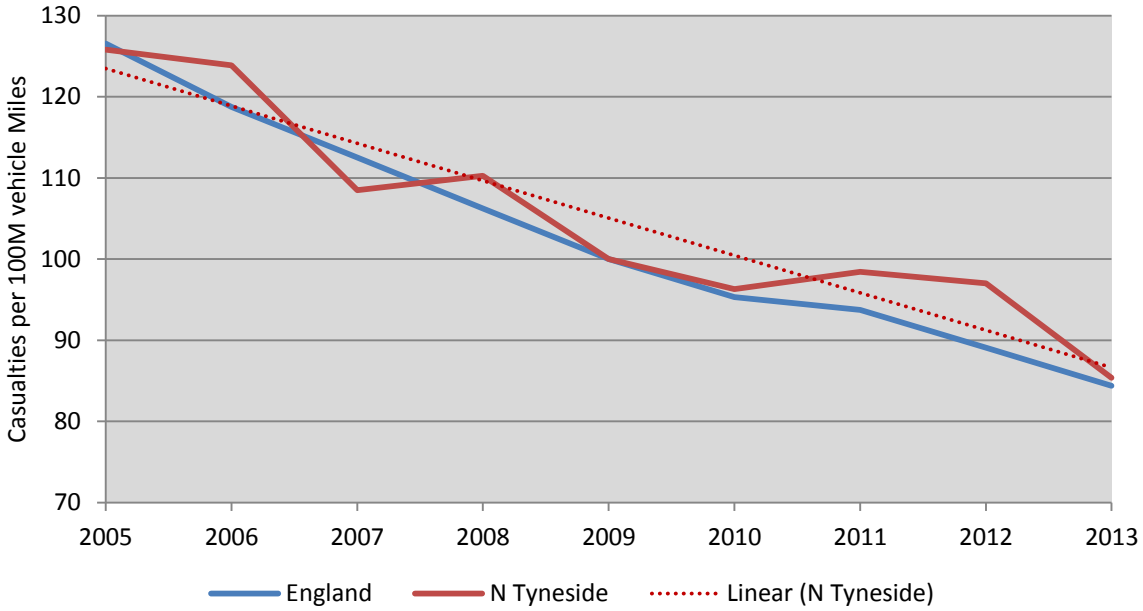


Figure 3.1: Comparison of casualty rates for North Tyneside and England (indexed: 2009 = 100)

Progress in reducing casualties within North Tyneside is generally in line with those of the whole of England. It should be noted that the majority of collisions occur in urban areas and that the rate for England includes the heavily trafficked motorway network, which has a significantly lower casualty rate than the remainder of the nation's network.

The apparent erratic reduction for North Tyneside reflects the random nature of road traffic collisions which vary from year to year, together with the larger fluctuations that are evident in smaller sample sizes. As such, the overall trend is the most appropriate measure of reduction. This is shown by the dotted red line in Figure 3.2.

3.3 Local context

The same assessment can be carried out against other local authorities in the region. For this purpose, the reduction in casualty rates for North Tyneside is considered against those for the rest of the Tyne and Wear Authorities.

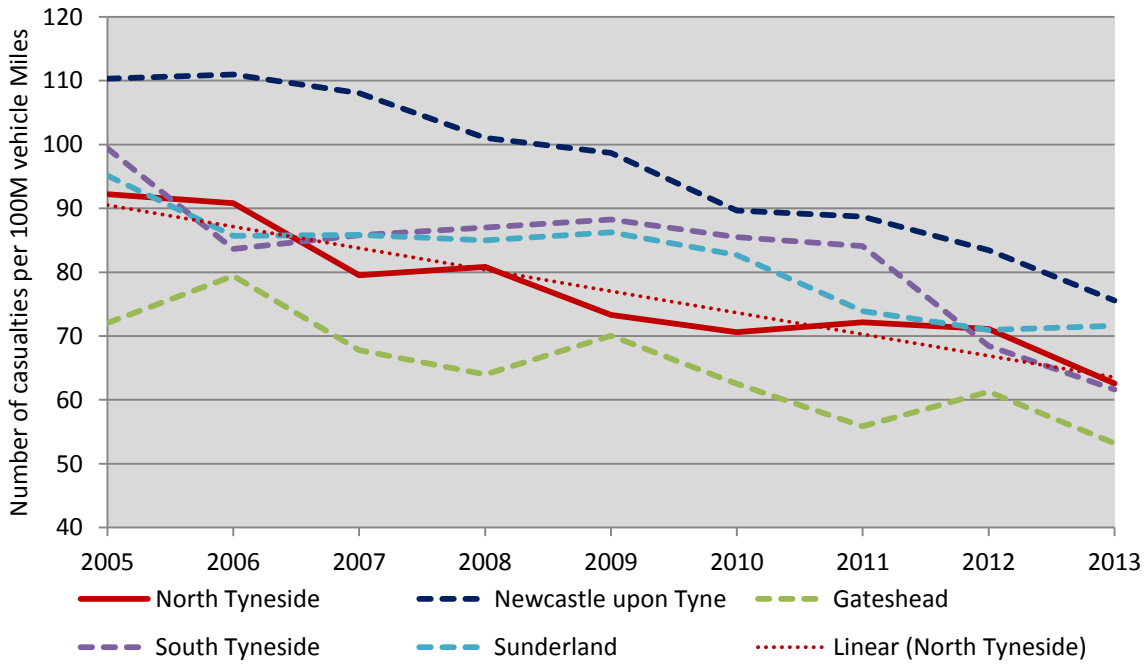


Figure 3.2: Comparison of casualty rates per Million vehicle miles for Tyne and Wear authorities

Indexing this data allows direct comparison of the reduction in collisions achieved by each authority. It should be noted that North Tyneside has few cluster sites[3] and so the scope for single remedial schemes are limited.

[3] Cluster site: a location where a significant number of collisions occur, e.g. major junctions.

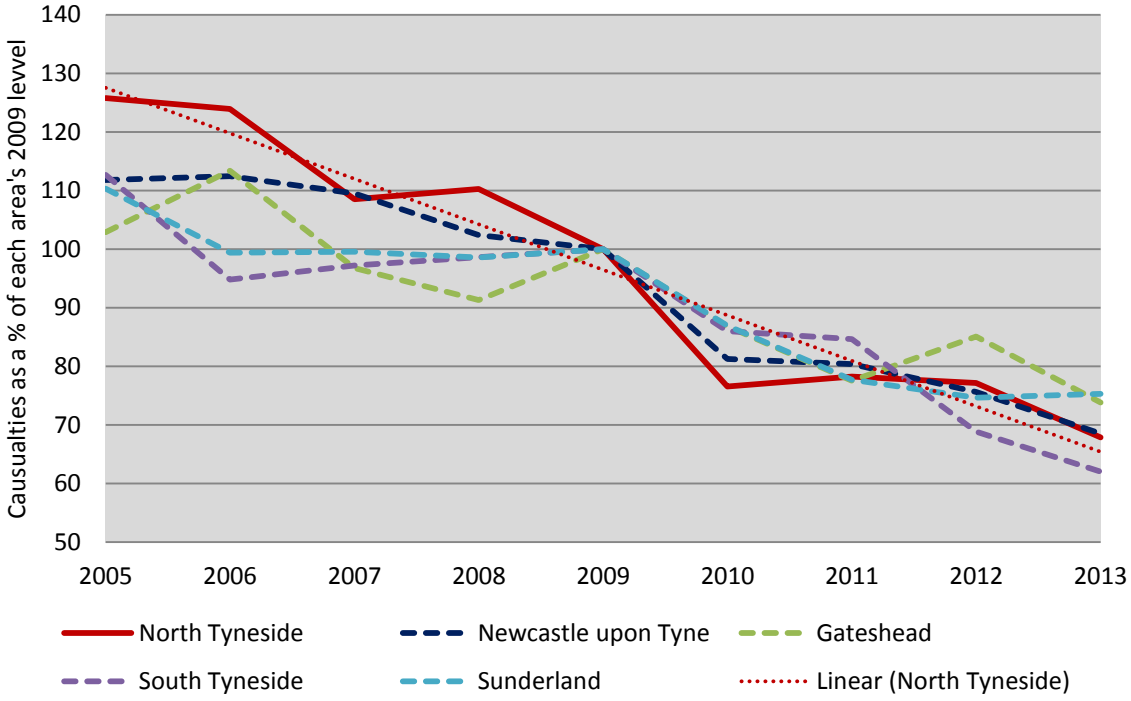


Figure 3.3: Casualty rates for Tyne and Wear authorities (indexed to 2009 = 100)

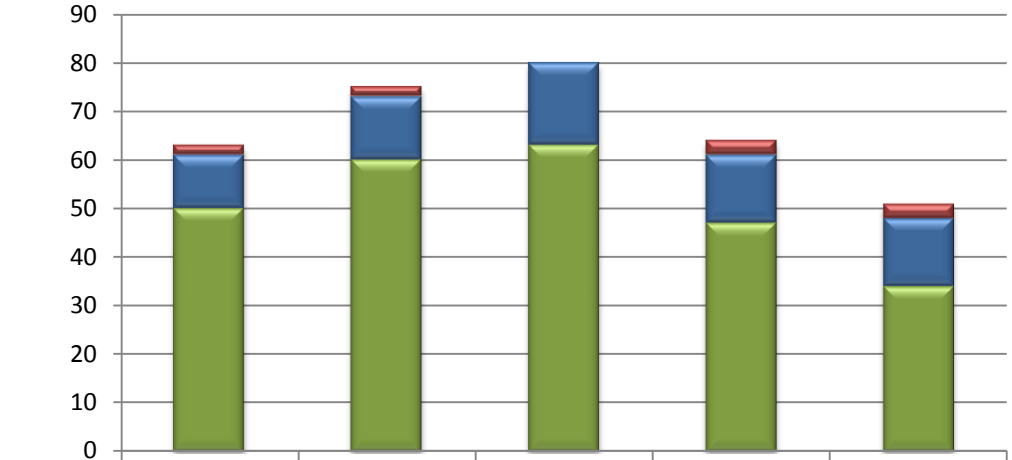
As can be seen, the rate of casualty reduction in North Tyneside is consistent with the neighbouring authorities (only South Tyneside have achieved a greater reduction), with a consistent reduction since 2005. In fact, casualties from road traffic collisions have reduced by 46% over this period.

The following sections will consider the nature of the collisions and casualties that occurred in North Tyneside during the five year period from 2010 to 2014.

Pedestrian Casualties

Pedestrians are the most vulnerable road users and are almost always injured when in collision with a vehicle. Fortunately, considering the number of journeys made on foot, pedestrian casualties are a rare event, but they do form the majority of child casualties on our roads.

While the overall number of pedestrian casualties has reduced from a peak in 2012, as shown in Figure 3.4 below, further work in both engineering and education is required to ensure that this reduction is maintained.

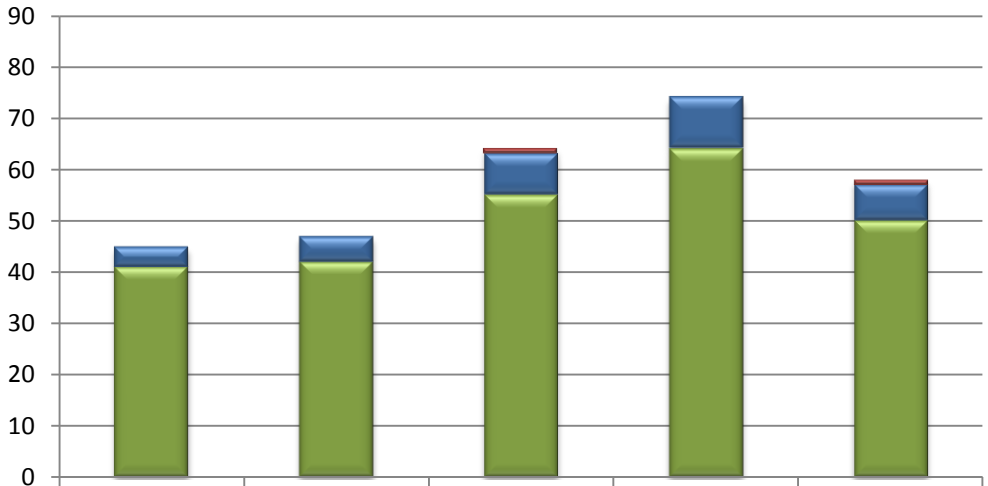


	2010	2011	2012	2013	2014
Fatal	2	2	0	3	3
Serious	11	13	17	14	14
Slight	50	60	63	47	34

Figure 3.4: Pedestrian casualties in North Tyneside (2010-2014) (including Highways England roads)

Cyclist Casualties

Figure 3.5, below, shows the yearly profile of cycle casualties.



	2010	2011	2012	2013	2014
Fatal	0	0	1	0	1
Serious	4	5	8	10	7
Slight	41	42	55	64	50

Figure 3.5: Cycle casualties in North Tyneside (2010-2014) (including Highways England roads)

Cyclist casualties have shown a generally increasing trend during the assessment period, although a reduction is evident in 2014. This trend has been among adults rather than those aged under 16. This has taken place against a background of increased cycling: although it is difficult to quantify a figure for total cycling journeys, the numbers monitored using cycle counters at fixed sites indicate that, for the Monday to Friday period when more commuter journeys are made, cycling in North Tyneside has increased by 84% between 2010 and 2014.

Child cyclist casualties have not increased in the same way and therefore the increase described above relates to cyclists over the age of 16.

3.4 Cluster Sites

Cluster sites are locations with a concentration of collisions, often of the same type. There are a number of such sites across North Tyneside. North Tyneside's Network Management Plan includes a hierarchy of junctions, based on strategic importance, congestion and collisions, which is used in determining priority locations for highway schemes.

At present, however, the majority of the cluster sites (full list in Appendix C) coincide with programmed major schemes proposed by both North Tyneside Council and the Department for Transport (delivered by Highways England) – see section 4.2.1.

The following sites are identified as schemes to be assessed during 2015-2016 for potential inclusion in the works programme for 2016-2017.

Location	Fatal	Serious	Slight	Rank
Earsdon Road / New York Road roundabout, adjacent to Northumberland Retail Park, Shiremoor	0	1	8	12
High Street West / The Avenue / West Street, Wallsend	0	1	5	9
Church Bank / St Peter's Road junction, Wallsend	0	1	4	8
Preston Road North, southbound entry to Beach Road, North Shields	0	0	7	7
Earsdon Road / Rosemount Way roundabout, Whitley Bay	0	0	7	7
The Links / Marine Avenue junction, Whitley Bay	0	0	6	6

Table 3.6: Cluster sites for potential 2016-2017 road safety schemes

Full details of the cluster analysis for North Tyneside are presented in Appendix A to this report.

4. Future Activities

4.1 Introduction

This section outlines the actions proposed for the coming years to support the objectives of the Road Safety Strategy and ensure that the casualty reduction targets outlined in the Road Safety Strategy are met. In addition, specific actions to address the key issues and trends identified in the road safety data review are also discussed.

4.2 Engineering Measures

A range of engineering measures are proposed across the Borough during the life of the Road Safety Strategy. These will be delivered in a number of ways including major infrastructure projects and road safety specific schemes, both supported by maintenance works and the de-cluttering of the local highway network.

4.2.1 Major Infrastructure Projects

The majority of the Borough's Cluster Sites (also known as accident hot spots) occur at key junctions of North Tyneside's strategic road network. A large proportion of collisions occur at these sites and so the delivery of the major project programme will make a significant contribution to achieving the Council's casualty reduction targets.

Construction of the A191/A188 Four Lane Ends and Benton Lane improvements is now complete, with the A1058 Coast Road (Billy Mill and Norham Road) improvements programmed to start later in 2015.

Three further infrastructure projects – A1056 Weetslade corridor improvements; A191 (Coach Lane and Tyneview Park) junction improvements; and A19 corridor junction improvements – are in the process of development with funding from the North East Growth Deal

In addition to the Council's programme of works, a number of improvements are underway or proposed by Highways England. These schemes include the A19/A193 Howdon Interchange improvements, the A19/A1058 Silverlink interchange improvement and the A19/A1056 Killingworth interchange improvements.

Although these schemes are primarily designed to address congestion issues, both the North Tyneside and Highways England schemes should contribute to significant collision and casualty reductions.

4.2.2 Responses to trends identified

Data analysis identifies two key aspects which we will seek to monitor further during the period of the current Road Safety Strategy. These are an overall increasing trend in adult cyclist casualties (with some variation from year to year), and pedestrian and cycling casualties among the 11 to 15 age group.

Cyclist Casualties

There has been a significant increase in cycling across North Tyneside in recent years, which is welcomed in terms of traffic reduction and also the overall health of the population. However, this has been accompanied by an overall increasing trend of cyclist casualties among adults, despite a decrease from 2013 to 2014. Child cyclist casualties have not increased in the same way and training programmes such as Bikeability are likely to have contributed by helping young people to cycle more confidently and safely..

The Council will continue its programme to provide dedicated cycle facilities and also to improve the cycle facilities on the Waggonways network, but more is required. While taking part in existing campaigns, we will also seek to work with partners such as local cycle groups, retailers and businesses to introduce specific measures. This partnership working will be developed during 2015/16 through best practice review and discussions with neighbouring authorities and stakeholder groups with a view to introducing a targeted campaign or taking part in a joint safety campaign in the year 2016/17.

Pedestrian and cycling casualties among the 11 to 15 year group

We recognise that the age group 11-15 requires additional monitoring in terms of road casualties, as this is an age at which young people gain additional freedom of independent movement.

To address this, we will carry out a detailed review of the casualty statistics for this age group. This will inform the development of the training programme for 2016/17 through best practice review, discussions with neighbouring authorities and stakeholder groups.

The education and publicity programme will be developed during 2015/16 through best practice review and discussions with neighbouring authorities and stakeholder groups with a view to introducing this in the year 2016/17.

In addition to the measures outlined above, the data review for both categories described above will be used to identify any specific infrastructure improvements that can be introduced in the following years.

4.2.3 North Tyneside road safety related improvements.

The majority of North Tyneside's road safety improvements are delivered through the annual Local Transport Plan (LTP) programme. A programme of speed management and other road safety schemes is developed for each financial year in consultation with Cabinet and the relevant Cabinet Member.

4.2.4 School links

The Council's road safety team, which provides road safety education, training and publicity as well as the school crossing patrols, will continue to use their strong links with the schools in North Tyneside to encourage take up of pedestrian training and other training such as Bikeability.

4.2.5 Education, Training and promotion

Education

We will provide in-class road safety education to at least 30% of all pupils between the ages of five and 17. This will include in-school presentations using a variety of resources. Using feedback from the schools, we will adapt the training provided to requests from each school and will take part in other campaigns where appropriate, e.g. those delivered as part of the Tyne and Wear Schools Go Smarter programme.

Training

Through the Bikeability campaign we have a target that at least 1300 pupils will receive this cycle training during the current year. Working with partners through the Schools Go Smarter programme, we will seek to continue to provide child pedestrian training, which will be informed by best practice review and discussions with neighbouring authorities and RoadSafety GB.

Promotional activities.

We will continue to work with Tyne and Wear Fire and Rescue Service to promote road safety to year five pupils in their hot-spot areas and work with RoadSafety GB in the delivery of in-school events promoting road safety.

4.2.6 Campaigns

The Council will continue to support road safety related campaigns both national and regional, including the Governments THINK! campaign. Locally, through the Northumberland Safer Roads Initiative, we continue to support the Road Respect Campaign and will continue to take part other

campaigns where appropriate, for example, those delivered as part of the Tyne and Wear “Schools go Smarter” programme.

The Council’s Road Safety team is also supporting the Elected Mayor’s ‘Be a smarter parker’ campaign, which is aimed at improving parent parking near school gates. The press release for this campaign explains the motivation and methodology for this work:

North Tyneside's Elected Mayor, Norma Redfearn is seeking to persuade the borough's motorists to make better choices on the school run and 'Be a smarter parker.'

She is rallying support for 'smarter parking' to protect the lives of children at the school gates and enable youngsters to be able to walk and cycle in safety.

Every day the borough's traffic team witness motorists - often parents and carers - flouting the law and parking on no parking areas around local schools.

Norma Redfearn hopes to raise awareness among offenders that they are not only putting themselves at risk of penalties, but are also putting the lives of children at risk, by obscuring the view of both the youngsters and oncoming motorists.

She is calling for support from motorists to tackle the growing problem of illegal parking near schools, and is highlighting the council's commitment, by allowing parents and carers dropping off children at school the opportunity to park free of charge, between 8am and 9am and 3pm-4pm at council owned car parks to enable safer parking.

But she has warned that from September, the Council will be stepping up enforcement with its camera car, fitted with Automatic Number Plate recognition technology, to detect offences outside schools. The council will publish the numbers of penalties issued adjacent to schools.

"As a parent, and a former teacher and head teacher, I know myself how the early morning school run can be one of the most demanding times of the day, " said Mrs Redfearn, who is sending a letter to every parent and carer, through school mail to appeal for their support.

"However, indiscriminate parking on areas where no parking is allowed around our schools is increasing the danger for our children by creating extra hazards for our youngsters to negotiate.

She added: "If we don't tackle this soon there is going to be a terrible accident as children and illegally parked cars that obscure views for our youngest pedestrians and for drivers are a lethal mix."

An appeal is going out to businesses and community facilities close to schools, with car parks that are available during school dropping off and pick up times, to let their local schools know if they are happy for parents to use them for this purpose on a short-stay basis on school days.

The Council's school safety team will be stepping in to help parents to understand how even when parking further away from the school gates children can travel safely on their final leg of the trip into the classroom..

This will include supporting every school to refresh their school travel plans, to encourage more sustainable transport that deliver health benefits for children including walking and reduces the number of cars at school sites.

This can include the use of 'walking buses' that can help pupils walk even the last leg of their journey under supervision, pedestrian and cycle training, and safer routes to school schemes.

The council has implemented 20mph zones around each of the borough's schools to reduce speeds of cars.

4.2.7 Partnership working

North Tyneside Council works in partnership with other organisations in the delivery of road safety; however the key partnerships are the Northumbria Safer Roads Initiative and Road Safety GB.

Northumbria Safer Roads Initiative (NSRI)

NSRI is a partnership between Northumbria Police and the six local authorities who fall within the force area. This partnership exists to help reduce the number of people killed or injured on the regions roads and the primary method that the partnership takes to achieve this is though safety (speed) camera enforcement conducted by Northumbria Police. This enforcement activity includes exceeding the speed limit, mobile phone offences, failure to wear a seatbelt, not being in proper control of the vehicle and disobeying a red traffic signal.

The partnership works particularly closely with the road safety teams in the six local authorities and has developed and implemented a strong programme of road safety campaign work, primarily aimed at young drivers, This programme operates under the “Road Respect” banner, and is responsible for delivering the partnership’s road safety message at events throughout the region The programme is delivered using campaign van “Roadie” (which visited North Tyneside on 7 occasions during the summer of 2015), and has a large on-line presence including Twitter and Facebook and videos uploaded to YouTube.

Road Safety GB

Road Safety GB is the national road safety organisation that represents local government road safety teams across the UK. It supports local highway authority (LHA) road safety officers and their teams in fulfilling their statutory role by helping to reduce the number and severity of road accidents through education, training and publicity policies and programmes.

5. Summary

This report has provided an update on progress towards fulfilling the objectives of North Tyneside's Road Safety Strategy 2015-18.

The recorded data shows that there has been a general decreasing trend in road casualties, with some variation from year to year. Adult cyclist casualties will be further monitored as these have shown a general increasing trend, despite a decrease from 2013 to 2014. A detailed review will also be carried out of pedestrian and cyclist casualties among the 11 to 15 age group.

Road safety has been supported by a programme of local road safety schemes across the borough and the delivery of road safety education and Bikeability cycle training.

Against a background of funding constraints, we will work with partners to continue to deliver an effective and focused programme of road safety measures which contribute positively to the objectives of the Road Safety Strategy.

Appendix A

Cluster Sites

Cluster Sites are locations where a substantial number of collisions are recorded over a defined period.

The cluster site list is derived using the analysis function within CIRTAS, the local authority program for interrogating the data held by the Tyne and Wear Traffic and Accident Data Unit (TADU). The publicly accessible version of this data is available via the North East Regional Road Safety Resource website: www.gateshead.gov.uk/ne-roadsafety

The following list of cluster sites uses a severity scoring based on a nationally accepted formula, with both fatalities and serious injuries given a weighting of 4, with slight injuries receiving no weighting.

The following table shows the ranking of cluster sites identified, together with notes of potential developments.

	Location	Collisions			Score	Comments
		Fatal	Ser	Slight		
1	A188/A191 Four Lane Ends roundabout	0	3	12	24	Major scheme completed
2	A19 Killingworth interchange, northbound off-slip at roundabout give-way	0	1	16	20	Scheme in preparation by Highways England
3	A19 Howdon interchange, southbound off-slip at roundabout give-way	0	0	19	19	Scheme in preparation by Highways England
4	A189-A1056 Killingworth Way roundabout at Sandy Lane entry	0	2	8	16	NTC Major Scheme: A1056 Weetslade corridor
5	A189 southbound give-way at A189-A1056 Killingworth Way roundabout	0	0	12	12	NTC Major Scheme: A1056 Weetslade corridor
6	Earsdon Road / New York Road roundabout, adjacent to Northumberland Retail Park, Shiremoor	0	1	8	12	Investigation required
7	High Flatworth Roundabout, entry from High Flatworth / Business Park	0	1	7	11	NTC Major Scheme: A187/A193 North Bank of the Tyne; and S.278 works
8	A1058 Coast Road on-slip / Derby Gardens, Wallsend	0	1	7	11	Scheme complete
9	High Street West / The Avenue / West Street, Wallsend	0	1	5	9	Investigation required
10	A188/A189 roundabout - northbound entry from Benton Lane	0	0	8	8	Likely S.278 works
11	High Flatworth / Second Avenue junction	0	1	4	8	Second Avenue is a private road
12	Church Bank / St Peter's Road junction, Wallsend	0	1	4	8	Investigation required
13	Norham Road entry to New York Road roundabout, North Shields	0	1	4	8	NTC Major Scheme: A1058 Coast Road
14	Preston Road North, southbound entry to Beach Road, North Shields	0	0	7	7	Investigation required
15	A1058 Coast Road, eastbound approach to Billy Mill roundabout, North Shields	0	0	7	7	NTC Major Scheme: A1058 Coast Road
16	A189 northbound give-way at Killingworth Way roundabout, Killingworth area	0	0	7	7	NTC Major Scheme: A1056 Weetslade corridor
17	Earsdon Road / Rosemount Way roundabout, Whitley Bay	0	0	7	7	Investigation required
18	A19-A1056 Killingworth interchange	0	0	6	6	Scheme in preparation by Highways England
19	The Links / Marine Avenue junction, Whitley Bay	0	0	6	6	Investigation required
20	Station Road / Wiltshire Drive Roundabout, Wallsend	0	0	6	6	S.278 works associated with Station Road housing development

NTC = North Tyneside Council; S.278 = 'Section 278' highway works funded by a developer

Appendix B

Definitions

Adults:	Persons aged 16 years and over (except where otherwise stated).
Cars:	Includes taxis, estate cars, three and four wheel cars and minibuses except where otherwise stated. Also includes motor caravans prior to 1999.
Casualty:	A person killed or injured in a collision. Casualties are sub-divided into killed, seriously injured and slightly injured.
Children:	Persons under 16 years of age (except where otherwise stated).
Collision:	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. One collision may give rise to several casualties. “Damage-only” collisions are not included in this publication.
Darkness:	From half an hour after sunset to half an hour before sunrise, i.e. “lighting-up time”.
Daylight:	All times other than darkness.
DfT:	Department for Transport
Drivers:	Persons in control of vehicles other than pedal cycles, motorcycles and ridden animals (see riders). Other occupants of vehicles are passengers.
Fatal collision:	A collision in which at least one person is killed.
Goods vehicles:	These are divided into two groups according to vehicle weight. They include tankers, tractor units without their semi-trailers, trailers, articulated vehicles and pick-up trucks. *Heavy goods vehicles (HGV):* Goods vehicles over 3.5 tonnes maximum permissible gross vehicle weight (gvw). *Light goods vehicles:* Goods vehicles, mainly vans (including car derived vans), not over 3.5 tonnes maximum permissible gross vehicle weight.

Injury collision:	A collision involving human injury or death.
Killed:	Human casualties who sustained injuries which caused death less than 30 days (before 1954, about two months) after the collision. Confirmed suicides are excluded.
KSI:	Killed or seriously injured.
Motorcycles:	Two-wheel motor vehicles, including mopeds, motor scooters and motor cycle combinations.
NSRI	The Northumbria Safer Roads Initiative. A partnership between Northumbria Police and the six local authorities within the force area, delivering safety camera enforcement and road safety education and publicity campaigns.
Pedal cycles:	Includes tandems, tricycles and toy cycles ridden on the carriageway. From 1983 the definition includes a small number of cycles and tricycles with battery assistance with a maximum speed of 15 mph.
Pedal cyclists:	Riders of pedal cycles, including any passengers.
Pedestrians:	Includes children riding toy cycles on the footway, persons pushing bicycles, pushing or pulling other vehicles or operating pedestrian-controlled vehicles, those leading or herding animals, children in prams or buggies, and people who alight safely from vehicles and are subsequently injured.
Riders:	Persons in control of pedal cycles, motorcycles or ridden animals. Other occupants of these vehicles are passengers.
Road users:	Pedestrians and vehicle riders, drivers and passengers.
RoSPA	The Royal Society for the Prevention of Accidents.
Rural Roads:	Major roads and minor roads outside urban areas and having a population of less than 10 thousand.
Serious collision:	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, crushings, burns (excluding friction burns), severe

	cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the collision. An injured casualty is recorded as seriously or slightly injured by the police on the basis of information available within a short time of the collision. This generally will not reflect the results of a medical examination, but may be influenced according to whether the casualty is hospitalised or not. Hospitalisation procedures will vary regionally.
Severity:	Of a collision; the severity of the most severely injured casualty (whether fatal, serious or slight). Of a casualty; killed, seriously injured or slightly injured.
Slight collision:	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 a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.
Speed limits:	Permanent maximum speeds applicable to the roadway.
Urban Roads:	Major and minor roads within an urban area with a population of 10 thousand or more. The definition is based on the 1991 Office of the Deputy Prime Minister definition of urban settlements. The urban areas used for this bulletin are based on 2001 census data.
Vehicles:	Vehicles (except taxis) are classified according to their structural type and not according to their employment or category of licence at the time of a collision.
Vehicles involved in collisions:	Vehicles whose drivers or passengers are injured, which hit and injure a pedestrian or another vehicle whose driver or passengers are injured, or which contributes to the collision. Vehicles which collide, after the initial collision which caused injury, are not included unless they aggravate the degree of injury or lead to further casualties. Includes pedal cycles ridden on the footway.

Appendix C
Useful Websites

DfT THINK Campaign	http://think.direct.gov.uk
North East Road Safety Resource	http://www.gateshead.gov.uk/ne-roadsafety/Home.aspx
NSRI	http://www.safespeedforlife.co.uk
RoadRespect Campaign	www.roadrespect.org
Road Safety GB	http://www.roadsafetygb.org.uk
RoSPA	http://www.rospa.com
Highway Code	https://www.gov.uk/browse/driving/highway-code
Northumbria Police Safety Cameras	http://www.northumbria.police.uk/about_us/targets_and_performance/safety_camera/

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