

ROAD CASUALTY REDUCTION REPORT 2010



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1 INTRODUCTION

- 1.1 This report highlights the road casualty and collision data for the Torbay Area during the calendar year 2010. The report also analyses how Torbay Council is performing in meeting the 2010 targets set by Government for road casualties and collisions. Torbay Council's proposals for improving road safety for the next year is identified in the Torbay Council Road Safety Plan 2006/11, however, this report highlights in more detail the activities for 2011.

2 TORBAY'S TARGETS

- 2.1 In March 2000 the Government announced new targets for reducing casualties nationally. The targets are the percentage reductions to be achieved by 2010 compared with the average results for the base years, 1994 – 1998. The targets set by the Government are as follows:

- *40% reduction in the number of people killed or seriously injured in road crashes/collisions;*
- *50% reduction in the number of children killed or seriously injured;*
- *10% reduction in the slight casualty rate, expressed as the number of people slightly injured.*

- 2.2 In 2011 and for the years ahead, it is the intention for the development and implementation of local road safety strategies to enhance road safety delivery and thus improve casualty reduction. This reflects the Department for Transport's publication 'A Safer Way: Consultation on Making Britain's Roads the Safest in the World' (April 2009) which has been designed specifically to assist the development of road safety strategies within or alongside local transport plans.

The aim is that the development of a local road safety strategy is included with the new Local Transport Plan 3, should be to ensure greater reductions in road casualties locally by:

- Encouraging better and co-ordinated working between local authorities and their partners;

- Enabling local authorities to consider their future priorities;
- Involving and informing the public.

The main objective is casualty reduction – especially of deaths and serious injuries – and it is expected that local strategies will focus on casualty reduction with objectives and targets to support that aim and programmes planned to achieve that.

A Safer Way proposes that there should be four national targets and these are as follows:

- The number of pedestrian and cyclist deaths and serious injuries per distance travelled.
- The numbers of road deaths;
- The number of people killed or seriously injured (KSIs);
- The number of children and young people (0–17 years) killed or seriously injured.

However, unlike in the period up to 2010, the Department for Transport have not any targets for us to compare our results against.

The Council will develop this further when the Dft publishes its new road safety strategy in the Summer 2011.

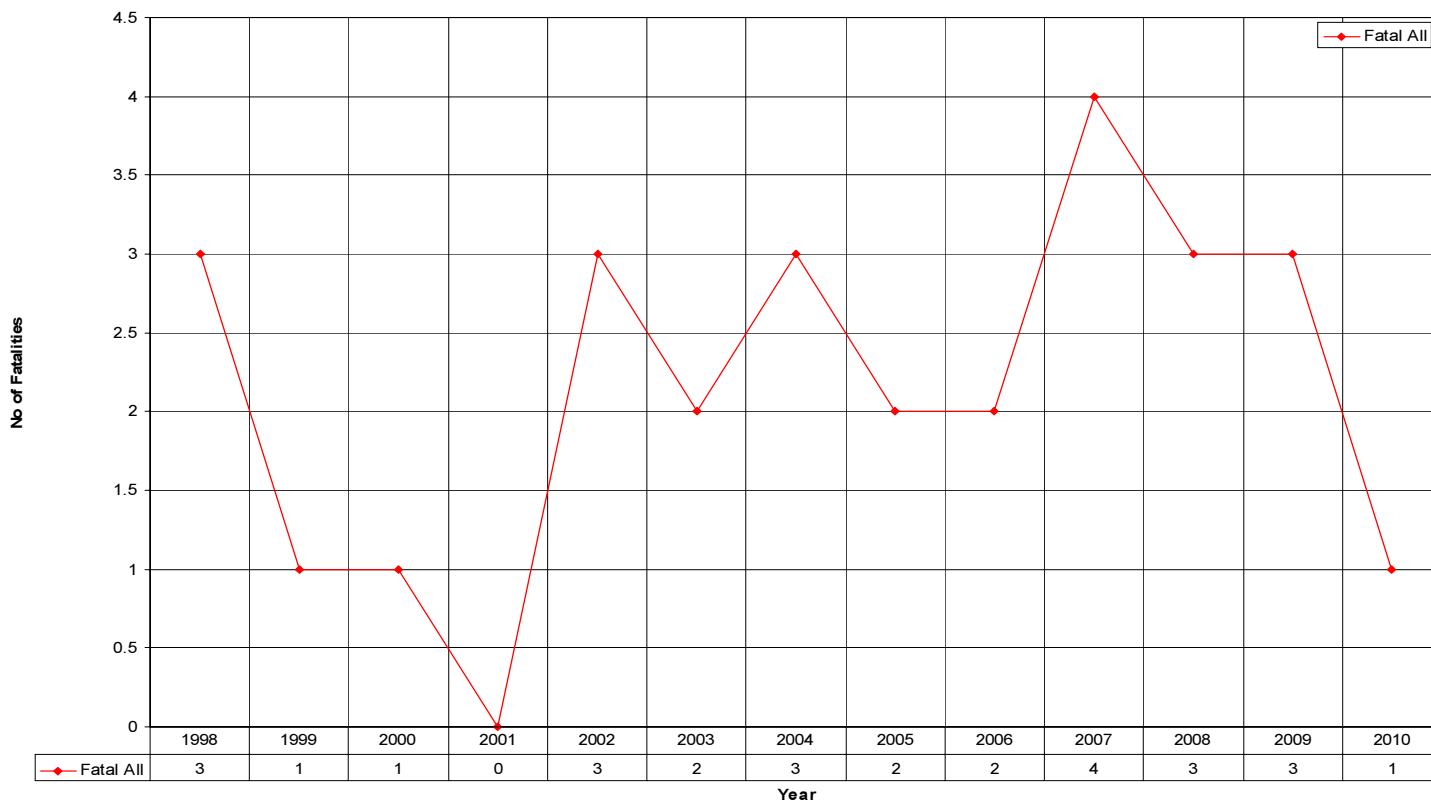
3 CASUALTY AND COLLISION DATA

- 3.1 The graphs below outline the road casualty and collision data for the years 1998 to 2010 compared against the government targets (where applicable), please note the figures for 2010 remain provisional and are awaiting ratification by the Department for Transport.

3.2 Fatalities

Fig 1 shows the number of fatalities that have occurred within Torbay

Figure 1 - Fatalities (all ages)

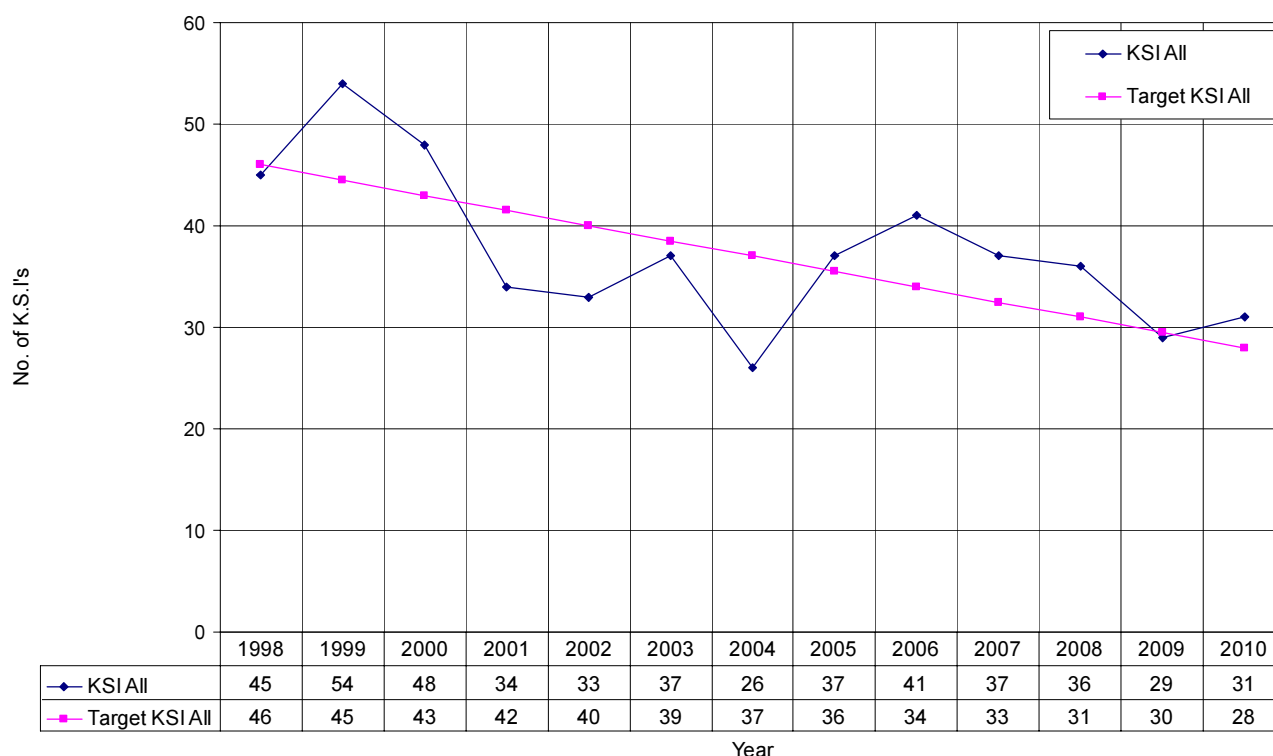


The results show 1 fatality on Torbay roads in 2010, which is a reduction of 2 over the previous year and is the lowest figure since 2001. The average figures remain at a consistent overall level, since the current 1998 to 2010 targets were introduced. Torbay continues to have one of the safest road networks within the South West. Torbay Council benchmarks with other highway authorities and the number of road traffic casualties expressed as a percentage of the population is amongst the lowest in the south west.

3.3. Killed and Seriously Injured (KSI's) (all age groups)

Fig 2 shows the number of people killed or seriously injured within Torbay.

Figure 2 - Killed and seriously injured (K.S.I.)
(all ages)



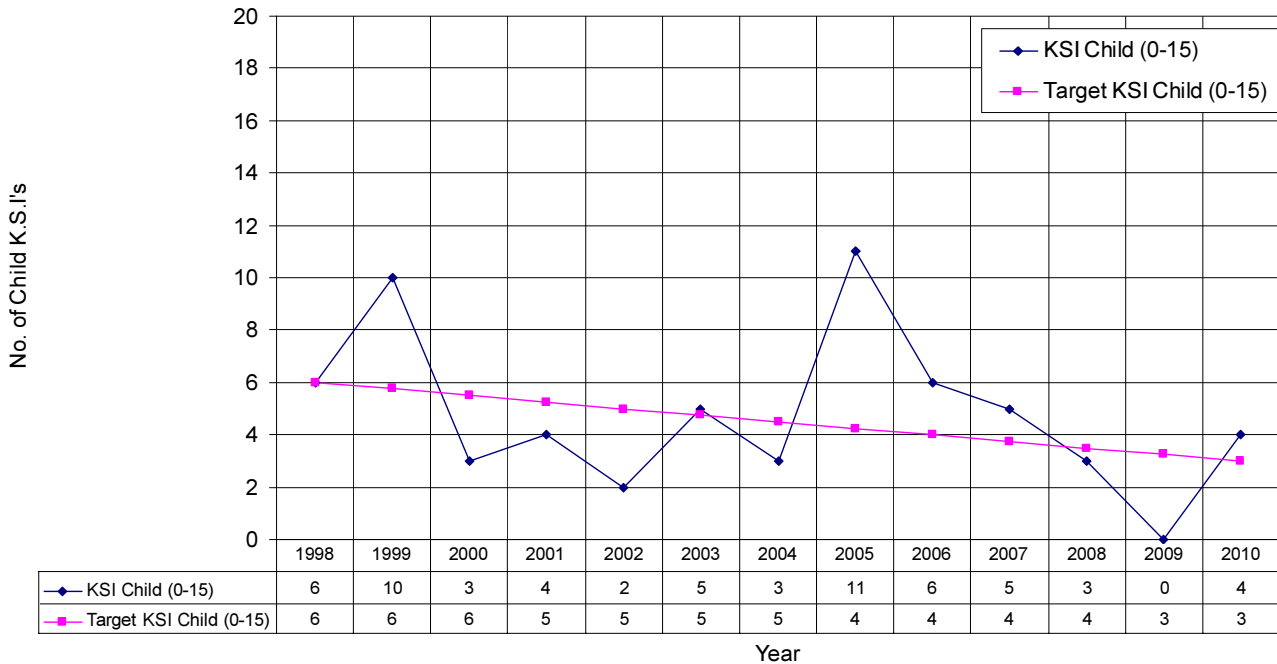
The results show there has been an increase of 7% in the number of killed and seriously injured since last year. This unfortunately means that we have finished the Department for Transport (DfT) monitoring period just above the 10 year target with a 33% reduction. However we have shown a general downward trend from the 1998 baseline.

Torbay Council continues to work from very low base figures and significant reductions can be very hard to identify, further details on reviewing collision cluster sites are included in section 5.3.

3.4 Killed and seriously injured (0 – 15 age group)

Fig 3 shows the number of 0-15's killed or seriously injured within Torbay.

Figure 3 - Killed and seriously injured (K.S.I.)
(0 - 15 year age group)



The results show there has been an increase in the number of killed and seriously injured (0-15 age group) over the past year.

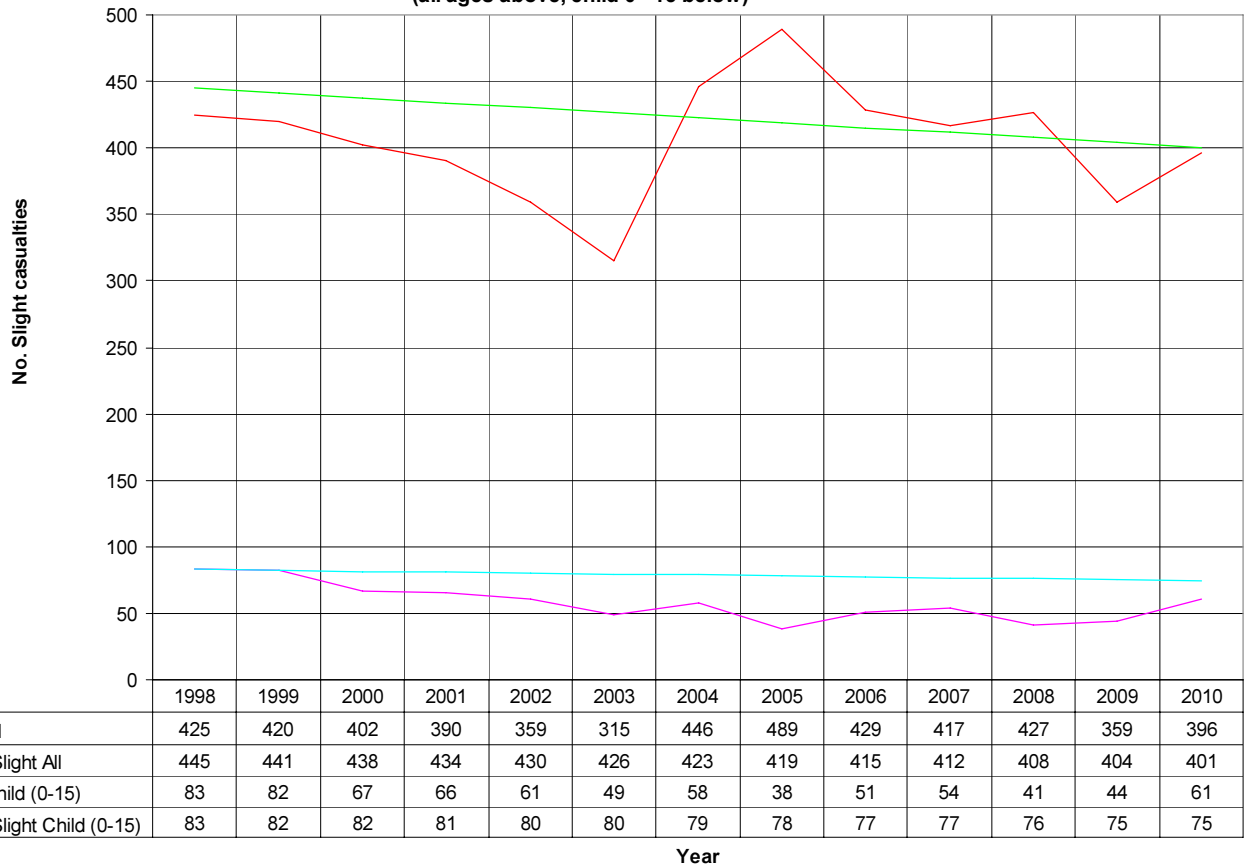
This unfortunately means that we have finished the Department for Transport (DfT) monitoring period just above the 12 year target with a 33% reduction. However we have shown a general downward trend from the 1998 baseline.

Continued targeting of road safety education to this age group will take place as part of our 'Learn to Live' and teenage road safety weeks.

3.5 Slight Injuries

Fig 4 shows the slight injuries for all ages and the 0-15's within Torbay

**Figure 4 - Slight injury accidents
(all ages above, child 0 - 15 below)**



All ages

The results show a 10% increase in slight injury accidents during 2010, however despite this increase our figures continue to be below the Government's 10% reduction target from the 1998 baseline and we continue to show a general downward trend.

Children (0-15 age group)

For the second year running there was an increase in the numbers of slight injuries for the 0-15 age group, with an increase of 25% over the previous year; however the 2010 figure remains well inside the government's reduction targets.

4 PLANNED ROAD SAFETY CAMPAIGNS 2011

- 4.1 Appendix 1 lists the road safety campaigns which will be undertaken by the Road Safety Team during 2011. Wherever possible, the local media (newspaper, radio and TV) will assist and are key to getting the message across to the target audience. The team have built up a good working relationship with the media and continue to enjoy a high profile, with positive stories being run and picked up by both local and national newspapers and television.

Road safety education will continue to be delivered in accordance with the Road Safety Plan 2006/11. However, collision data for the last three years is currently being analysed to establish the road users most at risk in relation to age and sex so that campaigns can be tailored to this priority. The budget for road safety education for 2011/12 is £14,700.

5 PLANNED EXPENDITURE OF FUNDING FOR ROAD SAFETY INITIATIVES

- 5.1 Contained within the Local Transport Plan 2011 – 2016 are the budgets for carrying out all Road Safety initiatives. This information is shown under the following headings:

Traffic action zones	£200,000
Road safety initiatives (Safer routes)	£ 80,000

5.2 TRAFFIC ACTION ZONE

The Local Transport Plan 3 (2011 – 2016) has identified the continued provision of funding from the capital programme for Traffic Action Zones.

As part of the Integrated Transport Allocation, £200,000 has been allocated in 2011/2012, to enable works to be carried out within the St Michaels area of Paignton under the heading of Traffic Action Zone (TAZ). These works will target improvements in highways safety, traffic calming, signing, lining, landscaping, parking, pedestrian safety, cycling and links to public transport.

By consulting with the key stake holders, the Council hope to deliver the St Michaels TAZ using a range of innovative ideas and treatments.

The objective of the project is to enable communities to become involved with the re-design of their streets to reduce vehicle speeds and provide safer / better access to the schools and other facilities within the TAZ.

5.3 ROAD SAFETY INITIATIVES

With the implementation of various road safety schemes over the eleven years since Torbay became a unitary authority, there are now very few obvious 'traditional' collision cluster areas which can be identified. This means that the law of diminishing returns applies to any schemes implemented. However, engineering measures are an important part of the Council's strategy in reducing collisions. The Council will continue with its Safer Journeys programme and will carry out a review of accidents to identify any linear routes which have a higher than normal collision record. Further details of the engineering measures to be carried out in 2011/12 will be presented to a future meeting of the Transportation Working Party in the Road Safety Initiatives Report.

5.4 SAFETY CAMERA PARTNERSHIP

Torbay Council continues to work closely with the Police to ensure enforcement is a key activity in road casualty reduction. The Council also works with the Safety Camera Partnership to use camera enforcement and education to reduce speeds and red light violation.

New rules set by the Government mean that there will be decreased funding for the Safety Camera Partnership this year, however the operation and enforcement of the fixed safety camera sites will continue.

The authority will continue to work closely with the partnership to ensure that mobile safety camera activity is targeted at those locations where speed related problems continue in an effort to increase the visibility of enforcement.

Brixham has become the first area within the bay to start operating a Community Speed Watch initiative which works in partnership with, and uses the combined efforts of, the local residents and is supported by both the Devon & Cornwall Police and Road Safety Partnership. The Brixham team currently has 7 volunteers trained to use the speed detection equipment.

Community Speed Watch is a scheme to help people reduce speeding traffic through their community. The scheme enables volunteers to work within their community to raise awareness of the dangers of speeding and to help control the problem locally. The use of the radar devices to record vehicle speeds will not lead to prosecution; drivers will get a letter from the police instead, but will help to underline the community's commitment to reducing speed.

No future funding will be available from this source to provide additional vehicle actuated signs (VAS).

Locations of the existing VAS are included in appendix 2.

5.5 SPEED LIMIT REVIEW

Torbay Councils Speed Limit Review forms the basis in the progression towards the Government's road safety strategy and meeting the casualty reduction targets for 2010. In addition the Department for Transport (DfT) requires that all local authorities review their A & B class roads and implement any changes by 2011.

The guidelines set by the DfT "Setting Local Speed Limits" encourages traffic authorities to set limits that reflect the road environment and characteristics which drivers instinctively understand.

The underlying aim is to achieve a safe distribution of speeds which reflect the function of the road and the impact on the local community. The needs of vulnerable road users must be fully taken into account.

The speed limit review has been undertaken on an area-by-area basis and has now been completed.

- Brixham

The Speed Limit Review Report was presented to the Transportation Working Party on 2nd February 2009 and, after due consideration, the members decided to propose to lower the speed limit of Area 2 A3022 Dartmouth Road / Brixham Road (Bascombe Road to Churston Cross) to 30mph. It was decided that all other sections would not be changed from their current speed limits

- Paignton

The Speed Limit Review Report was presented to the Transportation Working Party on 26th February 2010 and, after due consideration, the members decided that there would be no changes to the current speed limits.

However works to highlight the change in speed limit from 40mph to 30mph are being undertaken at Kings Ash and Hookhills (Hunters Torr)

- Torquay

The Speed Limit Review Report was presented to the Transportation Working Party on 29th October 2010 and, after due consideration, the members decided to propose to increase

the speed limit on a section of the Torquay bound carriageway on the A3022 Riviera Way from 30mph to 40mph, in the vicinity of the Broomhill Way retail park.

It was decided that all other sections would not be changed from their current speed limits. However works to highlight the change in speed limit from 60mph to 40mph on are being undertaken on the A379 at Higher Commons.

Appendix 1

Torbay Council Road Safety Team Calendar for 2011.

Month	Week Commencing	Campaign	Action
February	14 February	Young Drivers	Road Safety Officers
	21 February	School Road Safety (2 Weeks)	Road Safety Officers
	28 February	'Be Safe' Week (South Devon College)	Road Safety Officers / Police / Safety Camera Partnership / Press office.
March	2 March	'Learn 2 live'	Road Safety Team / Police / Fire Service / Press Office.
	8 March	Seat Belts	Road Safety Team / Police.
April	4 April	'Tyre Safe' Motorcycle Safety	Road Safety Officers / Police / Press office.
	28 April	Bike Festival weekend	All
May	23 May	Summer Drink Drive	Road Safety Team / Police.
June	20 June	Older Pedestrians in Town Centres	Road Safety Team / Police / Media / Press Office
July	7 July	Junior Road Safety Officers Conference	Road Safety Team / Press Office
	27 July	Paignton Carnival	Road Safety Team
August	1 August	Child Car Seats	Road Safety Team
September	12 September	Tyre Safety	Road Safety Team / Police / Press Office.
	13 September	Driving safer for longer	Road Safety Team / Police / Press Office.
	19 September	Junior Life Skills	Road Safety Team

October	3 October	Tyre Safety Week	Road Safety Team / Police / Press Office.
	3 October	'Be safe be seen' campaign.	Road Safety Team / Press Office.
November	15 November	Learn 2 live	Road Safety Team / Police / Fire Service / Press Office.
	19 November	Christmas Carnival	Road Safety Team
	21 November	'Brake' National Road Safety Week. '2 Young 2 Die'	Road Safety Team / Police / Fire Service / Press Office.
December	6 December	Drink Drive Campaign	Road Safety Team / Police / Fire service / Press Office.

Appendix 2

Locations of Vehicle Activated Signs.

Installed during 2009 / 2010

- Great Hill Road

Installed during 2008 / 2009

- Dartmouth Road (x2)
- Colley End Road
- Preston Down Road

Installed during 2007 / 2008

- Kings Ash Road
- Maidencombe
- Marldon Road, Paignton
- Marldon Road, Torquay
- New Road
- Totnes Road