

Cheshire Safer Roads Partnership 2007-08 Annual Report.



**Cheshire Safer Roads Partnership
Annual Report**

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Executive Summary

The Cheshire Safer Roads Partnership (CSRP) was launched on April 1st 2007 with a view to further reducing the number of people killed and seriously injured on the roads of Cheshire, Halton and Warrington. The Partnership receives an annual grant of approximately £2million per year and by the end of 2010 expects to meet its stretched targets which are:

- ◆ The number of people killed and seriously injured decrease by 45%
- ◆ The number of children killed and seriously injured decrease by 68%
- ◆ The number of people slightly injured decrease by 45%
- ◆ The number of young people killed or seriously injured decrease by 7%

During the year the Partnership incurred costs of £1.588 million pounds, which was recouped from the Governments' Road Safety Grant.

The core business of the CSRP remains enforcement with cameras of speed limits and red light running at known collision cluster sites. During 2007-08 we undertook **105,000** hours of enforcement, and over 5 years have seen a **60 %** reduction in the number of people killed and seriously injured at camera sites. This means **50** fewer people per year are killed and seriously injured at camera sites.

The Partnership has also undertaken a series of other initiatives during the year, including beginning a speed limit review of all A and B class roads, launching speed awareness, launching the red routes initiative, providing community based grants and investing in the regions' first dedicated impaired driving team.

Across Cheshire, Halton and Warrington the number of people killed or seriously injured as a result of vehicle collisions continues to reduce. During 2007, 47 people were killed on the road network, with 551 more seriously injured. This is a reduction of over 100 people since 2006, and means that since the start of the millennium the number of people killed and seriously injured on our roads has reduced by **48%**.

During 2008-09 the Partnership will continue to enforce speed and running red lights, deliver significant sections of the speed limit review, raise the profile of high risk driving and riding behaviours through targeted campaigns, and work specifically on tackling young drivers through the IMPACT initiative.

Although casualty numbers continue to fall across Cheshire, Halton and Warrington, there is no room for complacency. The scale of the problem is still too big for us to accept, the Partnership will continue to work together with the public to make our roads safer.

1 Introduction

In 2000 the Government launched its road safety strategy 'Tomorrows Roads – Safer for Everyone' which set out the Government's road safety strategy and casualty reduction targets for 2010. This document set targets of a 40% reduction in the number of people killed or seriously injured (KSI) by 2010, compared to the average for 1994-98, a 50% reduction in the number of children killed or seriously injured and a 10% reduction in the number of people slightly injured.

The Cheshire Safer Roads Partnership (CSRP) was launched on April 1st 2007 with a view to further reducing the number of people killed and seriously injured on the roads of Cheshire, Halton and Warrington. The formation of the Partnership followed the closure of the national Safety Camera Programme (Hypothecation), and in response to a central government desire for wider road safety partnerships to be formed. In return the Government has provided approximately £2.6 million to the Cheshire area per year up to 2011 to ensure continuity of these wider groups. This money is paid in the form of a grant split between the 3 Local Authorities in the area. From this grant £2 million has been allocated to the CSRP, (the remainder of the grant is retained by the individual Local Authorities).

The Partnership consists of

- **Cheshire Constabulary**
- **Cheshire County Council**
- **Cheshire Fire and Rescue Service**
- **Halton Borough Council**
- **Her Majesty's Courts Service**
- **The Highways Agency**
- **Warrington Borough Council**

Cheshire County Council acts as the lead authority and provides the financial accountancy for the Partnership. The Partnership itself is governed by a Partnership Agreement, and managed by a Partnership Manager who reports into an officer led Partnership Management Board (PMB).

This Document provides the first annual report of the work undertaken by the CSRP, including progress against national targets, a summary of expenditure and a direction of travel for 2008-09. More details about the Partnership can be found at www.mysaferreroads.org.uk.

2 Aims of the Partnership

The Government set out its 10 year plan in 2000, with a view to realising a reduction in the number of people killed and seriously injured on the roads. Specifically by 2010, the Government expects to see;

- ! ***A 40% reduction in the number of people killed and seriously injured***
- ! ***A 50% reduction in the number of children killed and seriously injured***
- ! ***A 10% reduction in the number of people slightly injured***

Aligned to this are 2 Casualty Reduction Public Service Agreement stretch targets;

- ! ***Cheshire County Council in partnership with Cheshire Police and Cheshire Fire and Rescue Service***
- ! ***Warrington Borough Council***

During the first quarter of 2007 the CSRP undertook a baseline assessment of all collisions that occurred on our roads between 2001 and 2006, we then published the first Cheshire Area casualty based Strategic Assessment. From this document 5 target groups were identified, the most prominent of which were young male drivers.

The CSRP has set itself a target of;

- ! ***A 7% reduction in young driver casualties by 2010.***

Ultimately we want to;

- **Make roads safer**
- **Ensure people take responsibility for their own safety and the safety of others**
- **Create demand for safer roads**

We aim to do this through a mixture of Enforcement, Engineering, Education and Engagement. Each of the Partners has a clear role to play in reducing death and injury on the roads of Cheshire, Halton and Warrington.

3 What did we do in 2007-08

The core business of the CSRP remains enforcement with cameras, of speed limits and red light running at known collision cluster sites. There were 96 speed and red lights sites around the Cheshire Police Force area prior to January 2008 (red routes have increased the number of sites at which speed enforcement is undertaken). Enforcement is also undertaken at roadworks to ensure smooth traffic flow and maintain a low number of vehicle collisions.

Between April 1st2007 and March 31st 2008 we undertook **105,105** hours of enforcement with safety cameras. This resulted in **31,436** Notices of Intended Prosecutions being issued. During the same 12 months **25,053** fines were paid. Speeds at camera sites have reduced since the cameras were installed. Comparing before and after data we can show an average reduction of **5.4** miles per hour at sites. This reduction on averages speeds will have contributed to a reduction in the number of people killed and seriously injured. Using data from 5 years before the cameras were introduced and comparing it against the 5 years after the cameras were introduced we can see a reduction of **60%** in the number of people killed and seriously injured. This equates to at least **50** fewer people killed and seriously injured per year since the cameras were introduced.

Compliance at speed camera sites continues to improve. Compared to previous years we have seen the number of tickets issued per hour of enforcement drop to a ticket issued every **3hrs 20** minutes of enforcement. This suggests more drivers are complying with the speed limit at camera sites.

Summary of fixed penalty notices issued by hour of enforcement.

Year	Enforcement hours	Fixed penalty Notices issued	FPNS issued every
2003-04	66,942	49,969	1 hr 20 mins
2004-05	77,370	45,354	1 hr 42 mins
2005-06	103,742	45,679	2hrs 16 mins
2006-07	122,544	42,395	2hrs 54 mins
2007-08	105,105	31,436	3hrs 20 mins

In line with the Government wishes for wider road safety partnership work, the CSRP has developed additional road safety initiatives to complement those already run through the various Partners.

3.1 Initiatives undertaken by the CSRP during 2007-08

Speed limit review

The Government has decided that all A and B roads in the Country should have their speed limits reviewed. This is no easy task with 1400 kilometres of road that require reviewing and potentially remedial action. We have engaged the use of Hyder Consultants to undertake the work. We will have this work complete (including introduction of any changes to speed limits) by 2011. Reduction of speed limits on A class roads, particularly rural roads will see a reduction in the number of people killed and seriously injured.

Working with new partners identifying at risk drivers - IMPACT

We have begun to work much closer with those agencies who engage with young people on a day to day basis. These include Connexions, Youth Services, Local Safeguarding Children's Boards and Children's Trusts, Youth Offending Teams, and Looked After Children's Services. We have recently received a Government Grant of £165,000 to embed road safety within these youth orientated services so that they can assist us in working with young people. Under the title of IMPACT the project will run for 2 years and aims to put 3000 young people through a relevant training package.

Field Impairment Testing

The CSRP provided funds to Cheshire Police to assist in setting up a Field Impairment Testing team. (FIT) Cheshire Police are the first Force in the region to set up a specialist team to tackle impaired and drug driving by working with the CSRP, Cheshire Impaired Driving Group, emergency services, Drug and Alcohol Action Team and the Probation Service.

Two Police officers attended the California Highway Patrol for training in drug recognition and impairment techniques. Following the training they are now the regions first fully qualified drug recognition experts. The officers are responsible for training in excess of 200 police officers in Field Impairment testing and drug recognition techniques, better known as FIT. They work with the partners to deliver education and to increase awareness of the dangers of drug driving within the communities of Cheshire, Halton and Warrington. The officers are the point of contact for the Force for Police Officers, PCSO's, Magistrates, Doctors and the Crown Prosecution Service in relation to drug drive issues. The aim of the team is to increase testing and detection of drug drivers through intelligence led enforcement and to support drink drug drive campaigns.

Red Routes

A review of the road network has highlighted the stretches of road where most KSI collisions and casualties are occurring. Twenty routes across the Partnership area have been identified as having the greatest number of KSI casualties. These routes have been branded as 'red routes' and subject to specific and targeted enforcement, education and engineering measures. The principle of red routes is to focus our combined efforts on the high risk roads, make the road users themselves aware of the risks, and motivate them to take responsibility for ensuring a safe

environment.

Baseline and Strategic Assessment

The first Partnership area baseline assessment was undertaken. Reviewing all casualties between 2001 and 2006 a comprehensive document has been created on person, place and behaviour as factors in road collisions. This baseline will allow us to monitor the effect our combined efforts is having on those groups, behaviours and places that require intervention. From this assessment the first partnership area strategic assessment was compiled highlighting current performance and priorities for the Partnership via its control strategy.

Problem profiles

Using the Strategic assessment for direction, problem profiles have been created for our top 5 casualty groups (such as young male drivers, riders and passengers). These profiles create a picture of place, person and behaviour of these at risk groups and allows the Partnership to be more specific in where, how and why it seeks to provide intervention and support.

Attitudinal survey

The Partnership commissioned Beaufort Research to undertake an attitudinal survey within Cheshire, Halton and Warrington. It surveyed a cross-section of over 1000 residents to assess their attitudes to road death and injury and towards road use behaviours. The Partnership needed to understand what attitudes existed to road death and injury so that it is fully aware of the task it faces and try to understand how motivated our community will be to change.

Single source collision database

The Police have migrated their incident management system over to a system called Atlas but it is acknowledged that Atlas will not allow us to provide casualty intelligence. A new collision recording system has therefore been introduced called ACCSmap. This new system will improve the timeliness and accuracy of collision information as each partner has internet access to the database to check collision data for accuracy. This process enables real time access to collision information and will improve the quality of information.

Speed Awareness Courses

Speed Awareness was launched in March 2008 as a joint venture with CSRP on behalf of Cheshire Police. Under the scheme, people detected speeding at low end speeds will be offered the opportunity to attend a 4hour workshop looking at their motivation to speed. It is a voluntary scheme, however those who attend and pay the course fee will not have to pay a fixed penalty notice or have their licence endorsed with 3 points. The scheme is aimed at those drivers who make a minor error of judgement rather than those drivers who are deliberately or recklessly driving well in excess of the speed limit.

3.2 Innovation fund

We have provided grant bids to 5 separate initiatives across the partnership area to work on local issues.

A practical guide to the law for your safety (non-English speaking safety booklet)

A non-English speaking road user booklet has been developed and distributed in areas where there are high concentrations of non-English speaking communities. These booklets translate practical areas of traffic law into languages (Polish, Russian, Latvian, Lithuanian, Portuguese, Kurdish, Romanian and Bulgarian) so that non-English speaking people can be assisted in understanding what can and cant be done legally on our roads.

Fit testing

Halton Road Safety Unit worked with Cheshire Fire and Rescue Service to deliver awareness raising of impaired driving in local fitness gyms aimed at younger people. This involved some self testing of impairment and engaging with the client groups to discuss impaired driving.

Impaired driving working with employers

This initiative is aimed at those agencies that employ people to drive, and raising awareness of impaired driving with their workforce. A simple dashboard sticker is being produced to remind employees of the dangers of impairment.

Stop the drop

This was an initiative based in Halton aimed at addressing a local issue of young people dropping objects of high speed road over bridges. A pack is being developed for primary and secondary schools to be disseminated in Partnership with Cheshire Police and Cheshire Fire and Rescue Service warning of the dangers of dropping of objects onto roads and the possible prosecution of anyone found guilty of doing this act.

Targeted enforcement – Operation Clatter

The A530 Middlewich to Nantwich has the highest number of people killed or seriously injured in the partnership area and is a Red Route. Operation Clatter was funded by CSRP, where officers provided targeted enforcement of traffic legislation on this road at times when collisions were occurring.

Young driver initiatives

We also distributed £36,000 to local road safety groups along with a locally based problem profile so that the groups could target those young road users most at risk of a collision. A variety of initiatives have been launched to run through the Summer of 2008.

4 Finances

2007/08 was the first year of inception for CSRP. Using the Road Safety Grant pooled from the three local authorities, Cheshire, Halton and Warrington, the Partnership has spent £1.588m. This meant an underspend of £414k against the original set budget, including a capital underspend of £85k. The Partnership Management Board recognised very early in the year some slippage in the procurement and commencement of the speed limit review, and the likely implications for 2008-09 when the review would move into the design and implementation phase. There was a concern of how the design and implementation phase would be met financially in 2008-09, especially if the review stage resulted in large scale speed management measures being recommended. A decision was made to monitor expenditure and hold back some communications activity with a view to underwriting any increase in projected cost for the design phase. The remainder of this underspend was predominantly due to a reduction in staff costs, (£81k).

The Partnership has carried forward a significant amount of the 2007/08 underspend to offset the projected costs of the design and implementation phase of the Speed Limit Review, and to ensure the design phase is complete before the Local Government reorganisation in 2009.

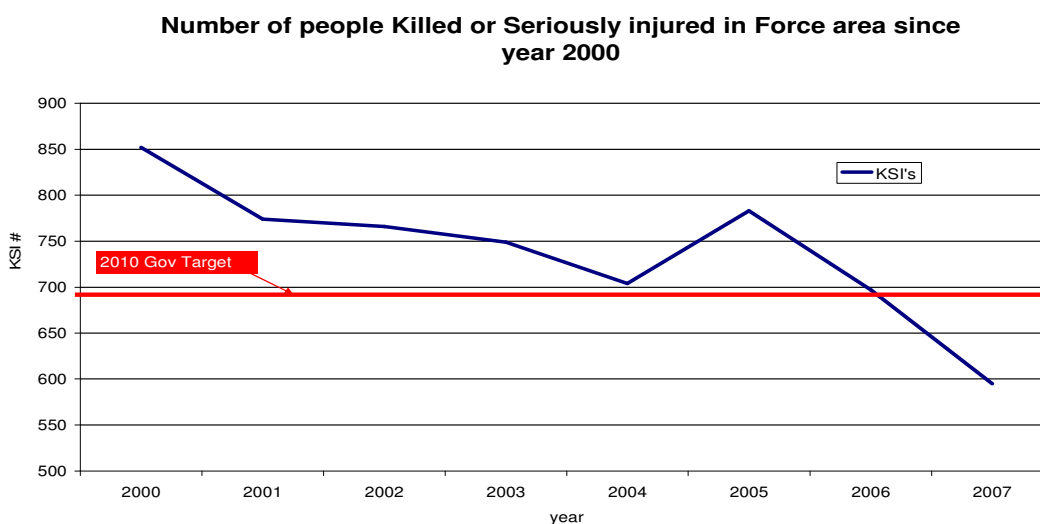
Summary of Expenditure

Expenditure £000'S	CPA	MAGS	CCC	WBC	HBC	HA	CONX	FIRE	TOTAL
<i>Capital</i>	20	0	15.6	3.33	15.89	0	0	0	54.88
<i>Core Revenue</i>									
Staff costs	800.3	129.2	47.7	28.8	35.1	2	0	0	1043
Equip main	39.1	16.2	38	0	0.7	0	0	0	94.2
Communications	15.5	0	0	58.37	0	0	0	0	73.9
Other revenue	87.7	12.1	5.9	4	2	0	1.7	10	123.1
<i>Specific Revenue</i>									
Speed Limit Review	0	0	32.5	0	0	0	0	0	32.5
Young drivers	0.2	0	5	3.8	0	0	0	26.2	35.3
Assist training	0	0	5.2	0	0.27	0	0	0	5.5
Innovation fund	14.1	0	0	0	14.5	0	0	5.5	34.1
Speed awareness	0	0	62.1	0	0	0	0	0	62.1
Red routes	1.8	0	2.4	0	0	0	0	0	4.2
Totals	1003	157.7	214.8	40.1	68.5	2	1.76	41.7	1588

5 Casualty Reduction

Casualties

During 2007 we have continued to see a downward trend in the number of collisions and casualties on the roads of Cheshire, Halton and Warrington. There were just under 600 people killed or seriously injured on our roads during 2007, which is nearly 100 fewer than 2006 and 200 fewer than 2005. The number of fatalities was 47 which is some 20 fewer people killed on our roads than we would normally expect.



Clearly the number of people killed and seriously injured across Cheshire has reduced, and we are now significantly past the Governments target for 2010.

Similarly good progress is being made against the 5 most at risk road user groups in the area.

Priority groups	2001-2006 annual baseline	2007 figure
21-35 year old male car drivers	121	94
16-20 year old male car drivers, motorcyclists/moped riders and passengers	102	78
36-50 year old male car drivers	58	46
31-45 year old male motorcyclists/moped riders	63	37
16-30 year old female car drivers	53	52

6 What are we aiming to do in 2008-09?

We will continue to enforce speed limits and red light running at know collision cluster sites and on the red route network and invest significant resources in raising awareness of poor and illegal road use behaviours using our problem profiles.

We continue to attend local events such as the Cheshire Show and Creamfields (in conjunction with the Field Impairment Team) to promote safer roads issues and will continue to deliver an annual safer roads conference. We are committed to raising awareness of at risk road use behaviours and will deliver high profile media campaigns aimed at young people, red routes, speeding, impaired driving, wearing of seatbelts and the use of mobile phones whilst driving.

The Speed Limit Review will enter into a design and implementation phase, starting with the top priority roads and we will continue to commit resources to enforcement of speed limits and red light running at collision cluster sites and Red Routes. The IMPACT initiative will take off and aligned to the £165k the Government have provided, the CSRP will be match funding £140k to target at risk drivers with appropriate interventions.

A new Innovation fund is being launched with the aim of releasing up to £80,000 into local communities for innovative safer roads initiatives that engage local communities in their delivery.

Prioritising resources on Red Routes we will ensure a consistent presence on these routes, this will include driver engagement days run in conjunction with the Fire Service and Police. We will continue to provide safety camera enforcement and community engagement days where we will run events and offer help advice and training to at risk road users.

We will evaluate the interventions that are undertaken to make sure they are having the impact we expect and we will be procuring academic support for developing our young driver strategy in line with IMPACT.

Despite a continuing downward trend in casualties on our roads since the year 2000, we cannot be complacent. One road death is one too many and 600 serious injuries a year is unacceptable.

By the end of 2010 the CSRP expect to see

- ◆ The number of people killed and seriously injured decrease by 45% *
- ◆ The number of children killed and seriously injured decrease by 68%*
- ◆ The number of people slightly injured decrease by 45%*
- ◆ The number of young people killed or seriously injured decrease by 7%**

*(compared to the 1994-1998 annual average.) ,(** Compared to the 2001-06 annual average.)

Useful contacts

For further information on the work of the Partnership visit

www.mysaferroads.org.uk

Alternatively email

csrp@cheshire.pnn.police.uk

Or phone the CSRP voice message system on 01244612393

Or write to

Cheshire Safer Roads Partnership, Cheshire Constabulary HQ, Oakmere Road,
Winsford, Cheshire, CW7 2UA.

Partner websites

www.cheshire.police.uk

www.cheshirefire.co.uk

www.cheshire.gov.uk

www.halton.gov.uk

www.highways.gov.uk

www.hmcourts-service.gov.uk

www.warrington.gov.uk

More information for young drivers

www.r8urm8.com

www.connexions-cw.co.uk

www.fittodrive.info