

# Cheshire Safer Roads Partnership Annual Report 2008-09





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[www.mysaferroads.org.uk](http://www.mysaferroads.org.uk)

# Executive summary

The Cheshire Safer Roads Partnership brings together those agencies with a collective will to reduce the number of people killed or injured on the roads of Cheshire East, Cheshire West and Chester, Halton and Warrington. The Partnership's core business remains the use of safety cameras to ensure compliance with posted speed limits and traffic signals. It also undertakes coordinated activities aimed at reducing the number of people killed and seriously injured, especially within our more vulnerable road users such as young drivers and our known collision cluster roads such as red routes.

This annual report highlights the work undertaken by the Partnership in 2008-09, reports on the progress being made against the casualty reduction targets set by Government and summarises the expenditure incurred by the Partnership in 2008-09.

The Government has set very demanding casualty targets to be reached by 2010 and our progress against these targets is good.

Casualty group	Government target by 2010	2008 position
Number of people killed and seriously injured	40% reduction	37.2% reduction
Number of Children killed and seriously injured	50% reduction	44.9% reduction
Slight casualty rate	10% reduction	28.2% reduction

Furthermore the Partnership has also focused on young male drivers.

Group	CSRP target by 2010	2008 position
Young road user casualties	7% reduction	10% reduction

Safety cameras continue to play a role in reducing death and injury on our roads. During 2008-09 we undertook **99,321** hours of enforcement and issued **35,054** fixed penalty notices. Average speeds at safety camera sites have reduced and there has been a reduction in the number of collisions. Of those that still occur the severity of collisions has reduced. On average **44 fewer** people a year are killed or seriously injured at safety camera sites in the Partnership area.

The Partnership incurred £2.4 million of expenditure in 2008-09, a significant proportion of which was to run the core business of safety cameras.

Going forward into 2009-10, the Partnership will continue to deploy safety cameras to known collision cluster sites and to areas of community concern. We will develop working groups to work with our most vulnerable road users such as young drivers and riders of high powered motorcycles.





The Cheshire Safer Roads Partnership (CSRP) was formed on April 1st 2007 and is a collaborative partnership with the aim of reducing the number of people killed and or injured on our roads.

The partners are;

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

As well as these formal partners, the Partnership has developed working relationships with Connexions, Youth Offending Teams, North West Ambulance Service, Safeguarding Children Boards, Young Carer's Services and Drug and Alcohol Teams.

On April 1st 2009 Cheshire County Council ceased to exist and in its place 2 new unitary councils

were formed - Cheshire East Council and Cheshire West and Chester. These new councils will continue to work collaboratively to reduce death and injury on our roads.

The Partnership is managed by an officer led partnership board made up of lead officers from each partner. In December 2008 a Governance Board consisting of representatives from the four local authorities and police and fires authorities was established to own the annual business plan and monitor the work of the Partnership. The Partnership has an annual budget of approximately £2million. The budget is provided from the specific road safety grant paid annually by central Government to the local authorities. Each local authority retains an element of the specific grant it receives and puts the remainder into the collaborative arrangement.

A partnership agreement exists which runs until March 2011 and sets the roles and responsibilities of each partner, and the financial arrangement for governance of the budget.

# Introduction

In 2000 the Government launched a 10 year road safety strategy and set very demanding targets for casualty reduction. They looked at the level of road casualties between 1994 and 1998 and set an annual baseline. They then set the following targets to be reached by 2010.

- A 40% reduction in the number of people killed and seriously injured as a result of vehicle collisions
- A 50% reduction in the number of children killed and seriously injured as a result of vehicle collisions
- A 10% reduction in the slight injury rate.

Cheshire East and Cheshire West and Chester both have, as part of their Local Area Agreement, a commitment to reduce the number of people killed and seriously injured on their roads.

The Partnership has a comprehensive number of tactics that it uses to reduce death and injury on our roads. Starting with road safety education in pre-school and developing sensible safe independent road use right through life long learning, we look to encourage people to be responsible on our roads.

- Each Highway Authority is responsible for providing safe roads and seeks to provide a sustainable highway infrastructure.
- The Fire and Rescue Service continue to attend collisions to extricate people safely and they continue to promote community safety through its advocates system.

- Cheshire Police investigate vehicle collisions and proactively police the roads targeting illegal road use and illegal drivers.
- The Magistrates Courts continuing to administer justice. The majority of this work goes on as normal business by each partner.

The Partnership aims to coordinate these strategies into one collective effort to ensure we are doing the right things in the right place at the right time so that our community is safer. One of our primary tactics is the use of Safety Cameras. These cameras have been shown to reduce the level of death and serious injury by over 40% where they have been installed across the Country. Cameras work by slowing traffic down to the posted speed limit or ensuring compliance with traffic signals.

As well as coordinating generic road safety initiatives across partners, and the deployment of safety cameras at collision sites the Partnership seeks to target the most vulnerable road users and involve the community in creating a safer road environment. This is achieved by working with vulnerable road user groups such as speeders, people who have caused a collision, young road users and providing grants to enable community based projects to take place.

This annual report sets out what activities the Partnership undertook in 2008-09, where we are in meeting our casualty reduction targets and the financial position. It then presents a forward plan for the operation of the Partnership in 2009-10.



# What have we done this year?

## Safety Cameras

Prior to 2003, safety cameras were deployed to roads in consultation between the local highway authority and the police. Usually these cameras were installed at collision hotspots, as part of a route treatment or in response requests from the community. Cheshire joined the National Safety Camera Programme in April 2003. The scheme had very prescriptive rules for where safety cameras could be deployed. At the end of the National Safety Camera Scheme in March 2007 these rules became guidance for the deployment of cameras.

To place a fixed speed camera on a road there needs to have been 4 collisions per kilometre over a 3 year period, where someone has been either killed or seriously injured, and the average speed of traffic has to be comparable to the Association of Chief Police Officer (ACPO) guidance of the speed limit plus 10% plus 2mph (so 35mph on a 30mph road).

Within the Cheshire Police area there are **57** fixed speed cameras and **12** fixed red light cameras. Furthermore mobile units are used for enforcement at a number of areas across the road network. We have a series of collision clusters that did not meet the criteria for a fixed camera so we deploy a mobile camera either on foot or from a highly visible camera van to these **33** sites. For more information on safety camera locations please go to [www.mysaferroads.org.uk](http://www.mysaferroads.org.uk)

We will from time to time also deploy mobile units to roads of community concern, however, a camera is only considered for such sites when there are

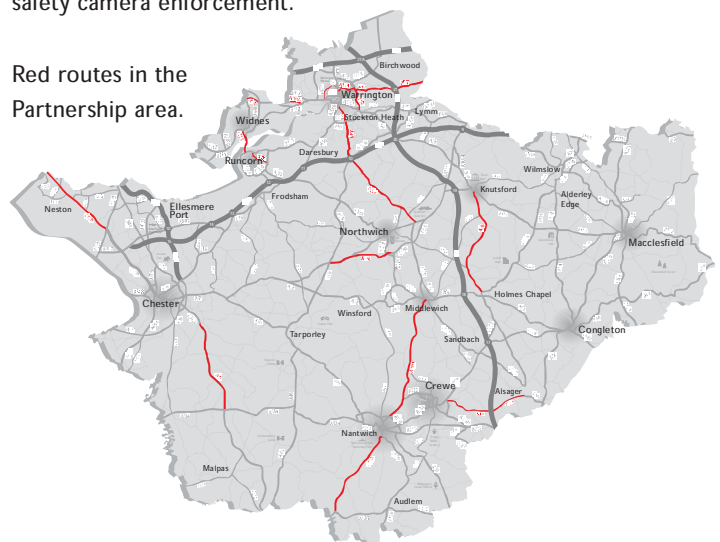
no other options available. Alternatively, neighbourhood policing teams will respond to requests from communities to address illegal and anti-social road use. To find your local neighbourhood policing team visit [www.cheshire.police.uk](http://www.cheshire.police.uk).

Safety cameras continue to play a role in reducing death and injury on our roads. During 2008-09 we undertook **99,321** hours of enforcement and issued **35,054** fixed penalty notices.

## Red routes

There are now 20 red routes across Cheshire, Halton and Warrington. These routes have been identified as carrying the highest risk of a personal injury collision. Each route has been signed accordingly to make road users aware of the high level of collisions. Some routes have also been subjected to engineering measures and each route is subject to police and safety camera enforcement.

Red routes in the Partnership area.





**Speed awareness**

In April 2008 Cheshire Police in conjunction with the Partnership began to offer Speed Awareness Workshops to those drivers and riders who were eligible as low end speed offenders. The principle of the speed awareness course is that people who attend may have made a mistake rather than them being habitual offenders, and takes the attendees through the consequences of their actions and looks at their motivations to speed. The course is offered to people who haven't been on a similar course

in the last 3 years and only to those who have marginally exceeded the speed limit by up to the 10% plus 6mph. The workshops themselves were delivered by Cheshire County Council (and now Cheshire West and Chester Council) on behalf of the wider partnership. Cheshire County Council road safety unit dealt with 75,000 clients in the first year.



**Newsletter**

This year saw the launch of the Partnership newsletter which is distributed amongst officers, elected members and communities to highlight the good work going on within the safer roads environment. Issued quarterly, the newsletter provides summaries of the work that has been undertaken and provides information on the campaigns that are being supported.



The newsletter gives the partners a good opportunity to highlight their good work and share good practice and learning.

## WORKING WITH VULNERABLE ROAD USERS...

# Focus on young road users

Assessment of our casualty information shows that some road user groups are more likely to be injured in a collision. These groups are young road users (17-25), Males aged 35-50, male motorcyclists on high powered machines, and increasingly young female road users. In 2008-09 the Partnership focused predominantly on young road users as they account for nearly 25% of all people killed and seriously injured.



**Road death is the single biggest cause of death of people aged 16-25**

### **IMPACT**

Young road users are more likely to be involved in a vehicle collision than any other road user group. People under the age of 25 account for nearly 1 in 4 of our serious injuries. In November 2007 the Partnership submitted a bid to Government to set up the IMPACT project with Connexions. IMPACT aims to ensure that those

services who work with young people all the time are aware of the risks to young people of using the roads and assist them in getting help and support. The project is particularly focused on providing assistance to those young people who for whatever reason may not be fully engaged in traditional education. IMPACT will hopefully contribute not only to a reduction in casualties but to other areas affecting life chances such as increasing the number of people leaving secondary school going into further education, employment or training.

As part of the project we have provided free driving lessons to children who are in looked after care and to young carers. The young people who receive the lessons will also attend 3 road safety workshops. The IMPACT scheme will run until March 2010.

### **Conference**

In April 2008 we held the second road safety conference focusing on the issues of young road users which attracted 120 delegates. Rob Gifford from the Parliamentary Advisory Council on Transport Safety (PACTS) chaired the day which saw nationally renowned speakers such as Simon Christmas and Professor Frank McKenna speak. The conference was notable not only for delivering a high quality programme but also for the number of delegates who attended from outside the traditional road safety community such as Connexions and Children's Services. It is essential that the risk to young road users are seen in the same context as the risks presenting from alcohol, drugs and sexual health issues.





**R8URM8 ('rate your mate' in text speak)**

Building on young people's familiarity with the internet and the known risks of them carrying passengers, back in May 2008, we devised a campaign where friends of drivers "R8" their "M8's" driving ability via a website ([www.r8urm8.com](http://www.r8urm8.com)).

The site is being run in conjunction with an awareness raising campaign for young road users. This included leaflets and posters and the production of a viral video showing Emmerdale actress Hayley Tamaddon in a car crash posted onto youtube.



We are enticing young drivers to the site with the offer of prizes if they can score a top rating and keep a clean driving licence for 12 months – good driving has its rewards.

Throughout 2008, we took the 'R8URM8' roadshow out to a number of events including Cheshire Oaks' car event and pop in the park.

**Pimp my Panda**

A competition was offered to teams of students from colleges across Cheshire, Halton and Warrington to design a "pimped up" version of a police "panda" van. As part of the competition rules, they had to show their modifications were safe and legal and they had to answer questions from an expert panel. Their designs were presented back to a panel of judges comprising the competition sponsors – Global ICE Wired, Nationwide Autocentres, KC Autos and the Partnership. West Cheshire College were picked as the winners and their design will now be turned into reality. The aim is to use the van to tour around events and engage with young people; it will be ready in July 2009.



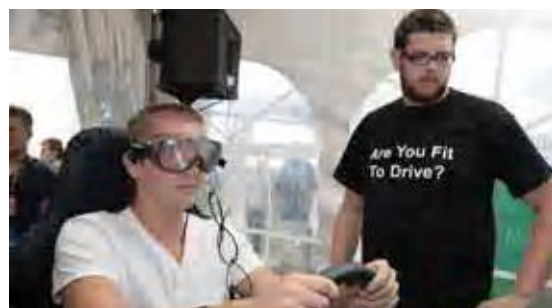


The Partnership this year invested significantly in raising the awareness of the dangers of driving whilst impaired by drugs and or alcohol. Following on from 2007 when we provided funding to Cheshire Police to train 2 officers to be drug recognition experts, Cheshire Police are now widely recognised as having a robust process in place for identifying and prosecuting people who are driving whilst impaired through drug use.

The aim for the Partnership this year was not only to make people aware of the dangers of driving whilst impaired by drink or drugs, but also to raise awareness in our community so that they can now be tested for impairment by drugs which carries an identical punishment to drink driving. During 2008 the number of Field Impairment Tests carried out in Cheshire rose by 33% leading to 55 arrests for impaired driving compared to 31 arrests in 2007.

### **Creamfields**

As well as supporting the Impaired Driving Subgroup, the Partnership also funded and facilitated 2 high profile impaired driving campaigns – one in the summer and one at Christmas.



The summer campaign again focused on young road users and used a mixture of traditional and social marketing techniques to remind young people of the consequences of drink and or drug driving. A multi agency project team rolled the campaign out across Cheshire, Lancashire and Greater Manchester. Town centres and night clubs were visited, where young people were offered advice and the opportunity to win tickets to Creamfields. A leaflet entitled 'your done if you do'



## WORKING WITH VULNERABLE ROAD USERS...

# Focus on driving whilst impaired through drink and drugs



was circulated reminding drivers of the affects of drug and drink driving and the legal implications. The campaign was supported by radio advertisements and on-line viral marketing. The campaign culminated in a presence at the Creamfields music festival in Halton and Warrington. Signage, including motorway signs was erected on the roads into Creamfields making road users aware the police would be testing for drug and drink drivers leaving the festival. On site, a driving simulator was deployed, which allowed people to see the effects of alcohol and drugs on their driving ability. We also took the chance to talk to people about drink and drug driving. The police provided a high visibility presence on the exit to the festival where they would undertake Field Impairment Tests on any drivers they suspected of being impaired.

### **Christmas drink drive**

Christmas continues to be a time when we need to reinforce drink driving messages. In December 2008, the Partnership supported Cheshire Police's annual Christmas drink drive campaign. The Partnership provided funding to ensure more police officer time on top of the usual robust police response to Christmas drink drive. We also funded radio and media activity to make our community aware of the increased police presence on our roads throughout December. This was supported by the Fire Service and local authorities delivering consistent key messages throughout their extensive network.



There was a 32% increase in the number of breath tests (4426 tests) undertaken over the Christmas period in 2008 (compared to 2007) and a 28% reduction in the number of positive test results (211 failures). This would indicate that the high profile media campaign and the increased police presence reduced the number of people drink driving.

The Partnership also undertook high profile media campaigns aimed at those issues that continue to present us with casualty problems.



## WORKING WITH VULNERABLE ROAD USERS...

# Raising awareness

### Speeding? STOP

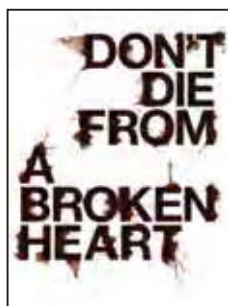
The campaign launched in May with the unveiling of a specially built billboard. A series of radio adverts were run and we placed adverts throughout June on the Auto-trader website. We also continue to attend events and shows to raise these issues with our community.



The whole campaign was backed up by a series of posters and leaflets which we placed in schools/colleges/libraries etc. The graphics were aimed to appeal to younger male drivers who are more likely to be involved in a collision where speeding is a factor.

### Department for Transport (DfT) seatbelt launch

The Department for Transport launched their new seatbelt campaign at the beginning of November. The Partnership provided statistics from the local driver engagement days that showed 68% of those stopped in Cheshire were not wearing a seatbelt. This was then included in a local Department for Transport release to the media.



Not wearing a seatbelt continues to be a major issue on our roads. The results from the driver engagement days show a worrying amount of people still do not see the need to wear a seatbelt, this appears to be especially true

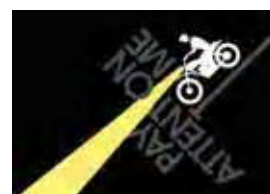
of younger drivers and people driving for work purposes.

### Dark Nights

There is a significant peak in the number of collisions in October. Although we are not sure why this occurs we do feel that the darker evenings are a contributory factor.

The campaign alerted people to the fact the nights are drawing in and warned them to take more care, reminding drivers that driving in the daylight is not the same as driving at night time, with reduced visibility, poorer weather conditions, and increased road traffic (after the school holidays).

This campaign was launched the weekend the clocks went back across the UK. It warned drivers to pay more attention to the roads and look out for hazards and that pedestrians/cyclists need to make sure they are visible in the dark.





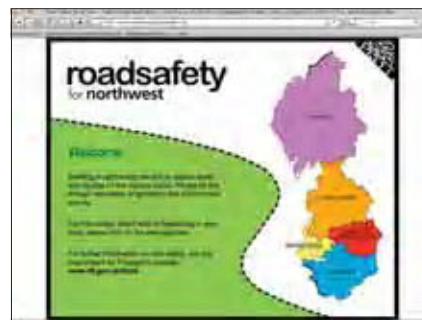
**Cheshire Show**

In June 2008, the Partnership attended the annual Cheshire Show. The theme was one of general road safety and we aimed to engage with the public around a number of key road safety issues – seatbelts and child restraints, impairment, and speed. We had an interactive game on site and used two Bentley cars (supplied by Bentley in Crewe) to draw people in. Our younger visitors (and their parents/carers) were especially keen to try the remote controlled cars and beer goggles. And whilst they manoeuvred around the course we took the opportunity to talk to them about the affects of being impaired by drugs and or alcohol.



**Regional Working**

At the start of 2008, the Communications Managers for the North West Road Safety Partnerships (Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire) started to meet on a regular basis. It was decided that to exploit economies of scale and to promote a consistent message, we should start to work regionally on appropriate initiatives.



The first example of this was a regional radio campaign with Smooth FM. Initially we conducted some research with the parents of young drivers that showed they were worried about their son/daughter’s driving. Using this, we created a 4 week campaign on the radio station to alert parents to the fact they needed to keep a close eye on their child’s driving and not buy/let them borrow their high powered cars. These adverts went out under the name of “Road Safety for North West”



Local problem profiles for each district have been developed and this data is used by local road safety groups to target the most vulnerable roads users in their community. A grant system was set up which encouraged new and innovative ways of working, with the hope of establishing good practice that could be shared with other groups.



### **Rev and rip**

Young people riding small cc motorbikes and scooters were identified as an issue for Warrington. In response to this the Warrington Road Safety Partnership, delivered the Rev and Rip event in March 2009.

Riders attended the event and took part in 3 workshops: 'Defensive Riding' (on road practical with ROSPA Gold CBT instructors), 'The Motorbike Academy - Essential Wear' (interactive presentation with Cheshire Police on protective clothing and the law), and 'Know Your Limits' (field impairment test workshop with Cheshire Police). The workshops took between 45 – 60 minutes each to complete resulting in the riders gaining new skills through training and greater knowledge through education. The event hopes to leave attendees with a better understanding of the risks of riding smaller cc bikes in urban areas and equip them with skills to enhance their riding.



# Working with communities

## Heelz on Wheelz

In response to the emerging trend of increasing number of 17-30 year old females being injured in vehicle collisions, Warrington Road Safety Partnership held the Heelz on Wheelz event in November 2008.

The main objective of the event was to give women drivers a better understanding of their vehicles. This was done by explaining how to get to grips with changing a tyre, checking oil levels, water and tyre pressures and what to do in a breakdown. The event was staged over two days: stage one was held at a local hotel where ladies were invited to an evening with fashion and beauty advice mixed with road safety and personal safety messages. Attendees were then offered to attend the second stage of the event which gave the ladies the opportunity to have their vehicles checked by a mechanic and washed by the Fire Service, free of charge. The focus of the event was 'look after you – look after your vehicle'. The balance between serious and fun messages worked really well at the event.



## Access to Pass Plus

Pass plus is a nationally recognised course run by the Driving Standards Agency to provide accompanied driving lessons to newly qualified drivers, exposing them to driving situations they will not come across when learning to drive, such as motorway driving. The modular course is expensive (especially after having just paid to pass your test!) and this can be a significant barrier for younger drivers. Focusing on some of our most risky postcodes, the Partnership through the local road safety groups offered cash subsidies to young people as a way of encouraging more people to undertake this additional learning. In total over 250 young people received pass plus, subsidised by funding from the Partnership, crime and reduction partnerships, road safety units and fire authority.



# Working with communities

## **Young Driver Safety Courses**

CW1 in Crewe had the most number of young road user casualties in the Cheshire Police area. In response to this, the Crewe and Nantwich Road Safety Partnership bid to the Partnership to run young driver safety courses. The course, delivered by the Cheshire Police and Cheshire Fire and Rescue Service, was offered to young road users detected committing a driving offence. Lasting 2 and half hours the course was attended by 69 drivers and dealt with issues such as hazard perception, driver awareness/responsibility, and defensive driving techniques.

## **Petrol headz**

Halton Road Safety Partnership, through Halton Borough Council and the Partnership ran the Petrol Headz event, which was targeted at young road users, who congregated frequently in supermarket and college car parks with their peers. The aim was to run an event



to encourage younger 'at risk' road users to seek further training with a view to consolidating safe and responsible

attitudes to road use. Supported by the local radio station and marketed via facebook, the event was well attended at the Stobart stadium. It gave young people the opportunity to speak to road safety professionals and driving organisations and to openly discuss road safety issues. People who attended showed that their attitude to safe road use was changed by the event, which will hopefully lead to safer road user behaviour in the future.

## **Moto-Go**

Anti-social behaviour (ASB) is a known nuisance and is often caused by youths (under the age of 20 years) riding illegal mini-moto's, mopeds and motorbikes. The 'MOTO-GO' project specifically targeted young people who were identified as 'at risk' of being involved with motorcycle anti-social behaviour, or those who had already come to the attention of the authorities.

Individuals (referred to the project by the police, Connexions and youth offending teams) were offered a diversionary programme of road safety training and supervision to become legal moped and motorcycle riders. The Moto-Go Scheme consisted of two full days of theory training, which was undertaken by Full Throttle, (Kent training providers) and then the Compulsory Basic Training (CBT). This occurred in February over two successive weeks and offered the potential to achieve an NVQ level 1 qualification in Community Awareness and Safer Motorcycling.



### Biker Safety in Vale Royal

The Vale Royal road safety delivery group highlighted the continuing issue of high powered 2 wheeler casualties within its community. In order to produce relevant communication activities, the delivery group undertook



a road side survey of motorcyclists and recruited volunteers for discussion groups with the aim of identifying tactics that the biking community would see as relevant. The research also examined community views about safety on Vale Royal Roads, National road safety adverts, driving schemes, leaflets and road signs. The results informed the **look out** campaign undertaken in Vale Royal and across the 'Cheshire County' network.

### Bertie

Funded through the IMPACT project and Cheshire Fire and Rescue Service, the Crewe and Nantwich Road Safety Partnership in conjunction with Crewe and Nantwich Borough Council produced the road safety DVD 'Bertie'. The DVD has been used in conjunction with a supported lesson plan as a tactic to discuss road safety issues in secondary schools in Crewe and Nantwich. The DVD was made by the local community who were involved in every part of the making of it, including the scripting, acting and production. In total 74 members of the community took part in making the DVD and as such reflects on the way safer roads issues are perceived by the local community.





# Targeting routes

The Partnership continues to fund activity on our most risky routes. One example is targeting police officers to address local problems. During October 2008, police officers in Halton and Warrington undertook a zero tolerance campaign to crack down on illegal road use,

and dealt with 678 offences including speeding and seatbelt offences, poor driving and seized 4 uninsured vehicles.

During summer weekends the 'Cat and Fiddle' sees a big increase

in the number of motorcyclists using the road. Although the majority of motorcyclists ride the road safely, the number of motorcycle collisions does increase. A police presence is seen as an effective deterrent to those road users who may drive and ride illegally. Similarly the Partnership supported targeted use of police officers on roads in the west of the partnership area, addressing other known motorcycle routes and red routes.

## Speed Limit review

In 2006, the Department for Transport (DfT) issued Circular 01/2006 'Setting Local Speed Limits' that requested all Traffic Authorities to review the speed limits of their A and B class roads. This sought to balance the need to travel with environmental and social objectives, as well as road safety. Under the auspices of Cheshire Safer Roads Partnership, Cheshire County

Council (now Cheshire East and Cheshire West and Chester), Halton and Warrington commissioned external consultants to review speed limits and then prepare detailed designs for those roads with proposed changes.

The review phase is complete and discussions with the local authorities and traffic police officers are well underway. Work on preparing the detailed design briefs and traffic orders is scheduled to be completed by September 2009.

In total, some 1,220 km (138 roads) have been reviewed. Of this some 504 km (117 roads) have proposals for additional speed management measures and 225km (78) have initial proposals for a speed limit reduction. This work has been prioritised into 11 phases, based on the accident savings of the proposed schemes against as assessment of the cost of their implementation. This will ensure each authority makes the best impact in the quickest time.

The formal public consultation for the first phase will begin when the funding necessary to implement the proposals is in place from the respective authorities.





### Driver engagement days

Driver engagement days started life as a local initiative run by the fire service and police over in the Eastern part of the partnership area. Their success has resulted in them being rolled out across Cheshire, Halton and Warrington. Police officers are stationed on roads to detect traffic violations, such as using a mobile phone whilst driving, not wearing a seat belt and very low end speeding. Another officer then stops the offending vehicle and the driver is given a choice of receiving a fixed penalty notice or watching a short road safety presentation by the Fire and Rescue Service.

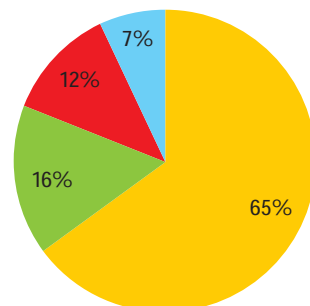
These events provide a highly visible presence on our roads and have been used on many of the red routes. Drivers who are stopped will be randomly contacted 6 months later to see if the intervention had a longer term effect on their driving.

During the year 43 events were run with 2103 drivers being stopped. Disappointingly 1380 (66%) were stopped for not wearing a seatbelt.

Seatbelts are a key life saving device, yet they are routinely being ignored, which probably demonstrates how indestructible some road users feel. It is an attitude we need to change.

### Reason for being stopped

- Seatbelts
- Mobile phones
- Speeding
- Other



# Costing

Funding for the Partnership comes from the Road Safety Grant paid annually by the Government to each local highway authority as part of the area based grant. The Highways Agency is provided with an annual grant from Government that is distributed amongst its area offices, but no specific allocation is made to the Partnership. The area based grant replaced hypothecation as a funding source for local road safety partnerships, and was intended for use to form wider road safety partnerships, whilst continuing to support the use of safety cameras at a local level. This grant was based on 2 factors:-

1) Need. The number of people killed and seriously injured in the area (based on the average of 1994-1998)

2) The costs to run the Cheshire Safety Camera Partnership

Each local highway authority retains an element of the road safety grant and puts the remainder into the pooled budget of the Cheshire Safer Roads Partnership. For 2008-09 the Cheshire Area (Cheshire, Halton and Warrington) received £2.6million

In addition to the Partnership contributions, a grant of £165k was received from central Government for the IMPACT project. Additionally £414k was carried forward from 2007-08 for identified projects. The Partnership has an operational Budget in 2008-09 of £2.608 million.

Figure 1 - Specific Road Safety Grant received for 2008-09 by Highway Authority

Highway Authority	Total RSG received	Grant retained	Partnership contribution
Cheshire	£1.825mill	£432k	£1.39mill
Halton	£381.4k	£75k	£306.4k
Warrington	£405.9k	£76.6k	£329.2k
<b>TOTAL</b>	<b>£2.612mill</b>	<b>£583.8k</b>	<b>£2.028mill</b>



Figure 2 - Cheshire Safer Roads Partnership - 2008/09 Year 2 - Expenditure Totals by Partner

	Police	Magistrates Courts	Cheshire County Council	Warrington Borough Council	Halton Borough Council	Connexions	Fire	Public Relations	TOTAL
<b>Core Capital costs</b>									
Camera equipment and site costs	131,614	0	52,849	0	0	0	0	0	184,463
Vehicle Replacement	32,310	0	0	0	0	0	0	0	32,310
Other capital costs	83,700	0	0	0	0	0	0	0	83,700
<b>Specific Capital Costs</b>									
Red routes	0	0	0	49,837	0	0	0	0	49,837
<b>Subtotal – All Capital costs</b>	<b>247,624</b>	<b>0</b>	<b>52,849</b>	<b>49,837</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>350,310</b>
<b>Core Revenue Costs</b>									
Staff costs	747,203	136,261	55,467	38,308	22,063	0	0	0	999,302
Equipment maintenance	56,572	0	38,168	2,305	0	0	0	0	97,045
Accommodation	491	0	0	0	0	0	0	0	491
Communications	3,141	0	0	28,538	5,285	0	0	218,200	255,164
Other revenue costs	60,450	28,072	20,701	0	1,500	0	2,000	0	112,721
<b>Specific Revenue Costs</b>									
Speed limit review	0	0	272,621	0	0	0	0	0	272,621
Red routes revenue/ Additional Enforcement	80,639	0	0	10,000	0	0	0	0	90,639
Driver Training	0	0	0	0	15,857	0	0	0	15,857
Impairment initiative	17,726	0	0	0	0	0	0	0	17,726
Innovation fund/ Local Safety Groups	10,424	0	8,134	21,085	0	0	0	0	39,643
IMPACT	210	0	36,302	0	0	125,937	0	14,823	177,272
<b>Subtotal – All Revenue costs</b>	<b>976,856</b>	<b>164,333</b>	<b>431,393</b>	<b>100,236</b>	<b>44,705</b>	<b>125,937</b>	<b>2,000</b>	<b>233,023</b>	<b>2,078,481</b>
<b>Total Net Costs</b>	<b><u>1,224,480</u></b>	<b><u>164,333</u></b>	<b><u>484,242</u></b>	<b><u>150,073</u></b>	<b><u>44,705</u></b>	<b><u>125,937</u></b>	<b><u>2,000</u></b>	<b><u>233,023</u></b>	<b><u>2,428,791</u></b>

### Expenditure in 2008-09

The core business of the Partnership continues to be the enforcement of speed and red light traffic violations at known collision sites. However, in line with Government guidance, the Partnership is now also able to focus on other specific safer roads issues.

Figure 2 sets out the expenditure incurred by the partners in 2008-09. Core costs are those costs related to the

operation of safety cameras at collision sites. Specific activity costs are those costs related to the other areas of road safety, that the Partnership supported.

The Partnership incurred an underspend of just under £180,000 in 2008-09 which has been carried forward as specific expenditure for 2009-10.



**All roads**

By the end of 2008 significant progress has been made in reducing the number of people killed and seriously injured on our roads.

The Partnership has also made young male road users a priority and was seeking to reduced young male road user casualties by 7% by 2010.

Table 1 - Progress against the national targets

Casualty group	Government target by 2010	2008 position
Number of people killed and seriously injured	40% reduction	37.2% reduction
Number of Children killed and seriously injured	50% reduction	44.9% reduction
Slight casualty rate	10% reduction	28.2% reduction

Table 1a - Progress on young male targets

Group	CSRP target by 2010	2008 position
Young road user casualties	7% reduction	10% reduction

The total number of collisions where someone was injured has reduced year on year. Between 2001 and 2006 there were on average **4198** collisions per year where someone was injured. In 2008 there were **3316** personal injury collisions which is a reduction of **21%** on the first half of the decade. The reduction in serious injuries is evident along with slight injuries; however fatalities are reducing at a slower rate.

# What progress is being made?

## Safety Camera Sites

Safety cameras continue to play a role in reducing death and injury on our roads. On average across all safety camera sites we saw **71** killed or seriously injured casualties per year before cameras were installed (averaged over 4 years). Since cameras have been introduced this figure has fallen to **26** killed or seriously injured casualties - a reduction of **63%** percent. Static cameras show a greater reduction than mobile cameras as they function 24hrs a day. That is not to say all of this reduction is down to the camera, other factors will also have played a part. Speed cameras work by slowing down traffic to at least the posted speed limit, by comparing before and after data we can see whether speeds are reducing.

There has been a reduction of **4.4mph** across all camera sites. This decrease is more marked at static sites (**5.95mph**) than mobile sites (**3mph**).

Safety cameras continue to play a significant role in reducing death and injury on our roads.

**On average 44 fewer people are killed or seriously injured per year at safety camera sites.**

Although progress against Government targets is good, we cannot be complacent. Some areas are not seeing the casualty reduction that others are, and certain road user casualty groups are not reducing. Protecting our vulnerable road users will be a key facet to our future plans.





# Where do we need to focus?

## **The Cat and Fiddle (A537)**

The Partnership has long recognised that scarce resources need to be effectively used and we will continue to ensure we are targeting areas of most need. Safety cameras will continue to be deployed via static cameras, and through mobile vans at collision cluster sites and areas of community concern and we will enforce throughout the partnership area for approximately 100,000 hours during the year. We will continue to focus activities on red routes and other roads where, for example, we have known issues.

One such initiative is the A537 Cat & Fiddle Road between Macclesfield and Buxton. A successful bid for £596,000 was made to central Government to improve the safety record on the A537 and make it more appealing to all road users. The bid will be 100% match funded by Cheshire East Council, the Cheshire Safer Roads Partnership and the Derbyshire Partnership for Road Safety.

The Cat and Fiddle has long been an attraction to leisure riders (cycle and motorbike), walkers and day trippers, as well as providing the main route from Macclesfield to Buxton. Despite significant investment since the turn of the decade the Cat and Fiddle continues to have a high number of people killed or seriously injured each year and continues to be ranked as one of the most risky routes in Europe. Motorcyclists account for over 2/3rds of all casualties on this route.

On average 13 people are killed or seriously injured on this route every year. Six people have been killed on this road since 2001.

There are 2 strands to the project. Firstly to install rear facing average speed cameras along the length of the Cat and Fiddle and a section of the A54. These cameras will all be linked and we will be able to monitor average speeds over the whole length or just shorter stretches of the route and issue speeding tickets to people who exceed the speed limit. We are particularly keen to ensure compliance on the long straights and sweeping bends that precede some of the more challenging corners of the route where we have clusters of collisions. Average speed cameras have been successfully used on other rural roads in the Country. Secondly, we will undertake significant levels of engagement on the route and try to provide access to further training. We will also concentrate some of our media efforts across the Northwest, particularly Greater Manchester, which provides a high number of the casualties on the Cat and Fiddle route. The scheme will go live either just before or just after Christmas 2009. However in the meantime we will be using some of our traditional resources to make the Cat and Fiddle a safer road.



**Working with Vulnerable road Users**

Around 65-70 people a year die on the roads of Cheshire East, Cheshire West and Chester, Halton and Warrington. A further 650 are seriously injured with upwards of 4000 people reporting minor injuries. We would not tolerate this level of death and injury in any other walk of life. Some of our road users are more likely to be injured in a collision than others. Young road users (16-25), motorcyclists, people who drive for work purposes and children account for 66% of all of our casualties.

Also it should be noted that most people use our roads safely and responsibly.

The Partnership will aim to make the best use of its resources by working with these more vulnerable road user groups in order to facilitate access to more training, education and awareness. Thematic working groups have been set up with people across a range of disciplines and services to bring forward and deliver focused action plans.

**Figure 3 Most vulnerable road user groups**

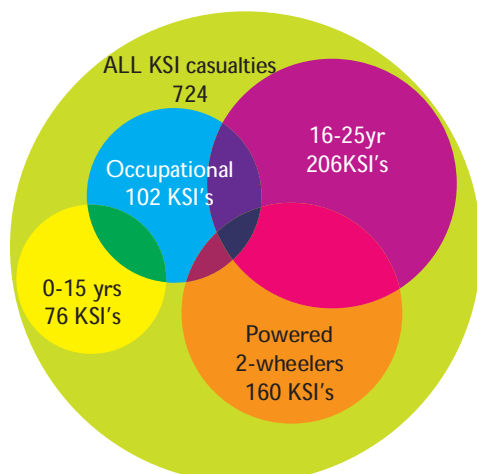


Figure 3 shows the total number of people killed or seriously injured in 2008 across the Partnership area. The circles represent the number of people who fall into one of the vulnerable road user categories. We can also see a number of people fall into more than one category, for instance 16-25yr olds who were injured could have also been travelling to work on a motorcycle. What this demonstrates is that we can focus our efforts in particular ways and reach some of the more vulnerable road users in more than one way. Of course, we will also still address the needs of all roads users and not just those in one of the four classifications, and the local road safety delivery groups will respond to local issues.



### Young road users

Building on the success of the IMPACT project, a young road users group has been formed with a view to increasing awareness of the risks faced by young people on our roads. Road death is the single biggest cause of death of people aged 16-25. The group will focus on raising the profile of this issue so that young people, their parents, carers, friends, teachers and employers are aware of the risks involved with being a newly qualified driver or rider. This will include the launch of the Going Solo leaflet and website ([www.goingsolouk.com](http://www.goingsolouk.com)). Going Solo is a booklet developed for parents of newly qualified drivers to encourage parents to discuss the issues with their young person. For example, the more passengers a newly qualified driver has in their car the more likely they are to be involved in a collision. The booklet then goes on to suggest options for parents to encourage safer driving by their son or daughter.

We will seek, where appropriate, to ensure more access to training such as Pass Plus and continue with existing young people interventions, such as theatre in education, road skills experience and drive survive.

### Working with Motorcyclists

As part of the match funding activity for the Cat and Fiddle project, the Partnership has undertaken to work much closer with the motorcycling community. We have predominantly 2 types of motorcycle casualty: younger males on low cc bikes riding on local urban roads; and (male) high powered 2 wheelers on rural roads with a mixture of local and non-local riders. We already have



a robust number of interventions for motorcyclists, and this year we are looking to increase the opportunities for motorcyclists to undertake these interventions. Therefore a key strand for us, working with the motorcycle community, will be to facilitate easier access to existing measures. This will be done by attending



# Where do we need to focus?

the numerous biker events and specific road side interventions such as - police operations, attending Oulton Park, Safer Superbikes, Bikesafe, Thundersprint, Lifetime skills, and Power-bikes at Fiddlers Ferry.

We will work with local biker groups to assess their attitudes and behaviours towards riding and enforcement – this will inform our future plans. Each quarter, we will look to hold at least one event or one engagement day, offering advice to motorcyclists. We'd look to talk on a one-to-one basis with at least 50 motorcyclists at these events.

We will look to produce a booklet detailing 'safe' and scenic bike routes around the county and will look to distribute at least 2,000 of these over the course of the year.



We will also look to increase the number of Bikesafe courses delivered by Cheshire Police, numbers attending Lifetime skills and liaison with other skills providers.

## Working on Occupational Road Risk

Around 20% of casualties on our roads occur when the driver/rider is travelling for work purposes. Between all partners, we will be the largest employers across Cheshire, Halton and Warrington. Therefore the first stage of working under the banner Occupational Road Risk will be to look at our own internal policies and produce a robust model of a driving for work policy.

### We will then...

- Produce a standard "report" regarding best practice regarding driver policy's for each individual partner organisation
- Identify 500 licence holders/drivers from each organisation, 3000 in total who need further training
- Complete a successful media campaign
- Deliver a conference and or road shows across the County for external organisations

## Working with children

76 people under the age of 16 were killed or seriously injured across the Partnership area in 2008. People under the age of 16 have significant road safety support delivered as a matter of course by road safety officers through each local authority. We will continue to work hard to reduce the number of our very youngest people killed and injured on our roads. We will also be looking to form more robust relationships with our Safeguarding Children's Boards to ensure the well being of children on our roads is seen as a priority for every Children's Trust.

# Dealing with driving whilst impaired through drugs or alcohol



The Cheshire Impaired Driving Group (IDG) brings together a variety of agencies who work to raise the issue of driving whilst impaired through drugs and alcohol. We would like to think that most people now know that drink driving is not only illegal but also dangerous. However in 2007, it was estimated that 14,480 casualties (6 per cent of all road casualties) occurred in the UK when someone was driving whilst over the legal limit for alcohol. 460 of these were fatal injuries. The level of death attributed to illicit drugs is lower, around 3% (64 deaths). Our concern is that drug driving is at least as prevalent as drink driving, but that we have not been as good at detecting impairment from drugs: therefore the actual level of casualties relating to impairment from drugs could well be under-reported.

In 2007, the Partnership provided funding to Cheshire Police to train 2 of its officers as Drug Recognition Experts. These 2 officers have been responsible for training Cheshire police officers in Field Impairment Testing. More Field Impairment Testers will not only allow us to determine whether people are impaired but actually get a more accurate assessment of the scale of the problem.

The impaired driving group will continue to raise awareness of the dangers of driving whilst impaired through drugs and or alcohol and ensure that people are aware of the consequences of being found guilty at court of impaired driving and the increased likelihood of detection.

# Cheshire Safer Roads Partnership Budget 2009-10

	Capital	Revenue	Total
<b>Core Business</b> - based upon current activity			
Core Capital Costs	0	0	0
Core Revenue Costs	0	1,004,735	1,004,735
Project Office Costs	0	226,491	226,491
Communication Budget	0	30,000	30,000
<i>Funded by Earmarked 08/09 carry forward</i>			
Educational Research Project	0	20,000	20,000
Digital Camera Replacement Fund	0	38,342	38,342
IMPACT (Connexions U/Spend)	0	20,698	20,698
IMPACT Driver Training	0	86,064	86,064
Motorcycle Engagement	0	7,500	7,500
Collision Investigation (HBC - balance of £12k)	0	6,500	6,500
	<b>0</b>	<b>1,440,331</b>	<b>1,440,331</b>
<b>Targeting Vulnerable road users</b>			
Vulnerable Road Users			
IMPACT	0	140,000	140,000
Young Road Users	0	100,000	100,000
Impairment	0	10,000	10,000
Speed Limit Review	131,000	0	131,000
Research Project (Cat & Fiddle)	0	10,000	10,000
Cat & Fiddle Match Funding (Motorcycle Group)	0	85,000	85,000
Conference	0	14,000	14,000
Occupation Road Risk	0	25,000	25,000
Working with Communities	20,000	60,000	80,000
Routes	50,000	70,000	120,000
Contribution to the Digital Camera Replacement Fund	0	12,843	12,843
Local Road Safety Groups	0	30,000	30,000
	<b>201,000</b>	<b>556,843</b>	<b>757,843</b>
<b>Total planned expenditure</b>	<b>201,000</b>	<b>1,997,174</b>	<b>2,198,174</b>



# Contact details

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## Useful web address

[www.mysaferroads.org.uk](http://www.mysaferroads.org.uk)  
[www.cheshireeast.gov.uk](http://www.cheshireeast.gov.uk)  
[www.cheshirefire.gov.uk](http://www.cheshirefire.gov.uk)  
[www.cheshire.police.uk](http://www.cheshire.police.uk)  
[www.cheshirewestandchester.gov.uk](http://www.cheshirewestandchester.gov.uk)  
[www.halton.gov.uk](http://www.halton.gov.uk)  
[www.highways.gov.uk](http://www.highways.gov.uk)  
[www.warrington.gov.uk](http://www.warrington.gov.uk)  
[www.connexions-cw.co.uk](http://www.connexions-cw.co.uk)  
[www.hmcourts-service.gov.uk](http://www.hmcourts-service.gov.uk)

## Useful road safety websites

[www.fittodrive.info](http://www.fittodrive.info)  
[www.goingsolouk.com](http://www.goingsolouk.com)  
[www.brake.org.uk](http://www.brake.org.uk)  
[www.dft.gov.uk/think](http://www.dft.gov.uk/think)  
[www.euroncap.com](http://www.euroncap.com)  
[www.rospa.com/roadsafety](http://www.rospa.com/roadsafety)  
[www.airso.org.uk](http://www.airso.org.uk)  
[www.larsoa.org.uk](http://www.larsoa.org.uk)



[www.mysaferroads.org.uk](http://www.mysaferroads.org.uk)





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