

REPORT TO: Safer Halton Policy & Performance Board.

DATE: 22nd September 2009.

REPORTING OFFICER: Strategic Director, Environment

SUBJECT: Cheshire Safer Roads Partnership 2008/9 Annual Report.

WARDS: Boroughwide

1.0 PURPOSE OF THE REPORT

1.1 To present the Cheshire Safer Roads Partnership's (CSRP) Annual Report for 2008/9.

2.0 RECOMMENDATION:

That the work of the Cheshire Safer Roads Partnership, in reducing road casualties, continue to be supported and welcomed.

3.0 SUPPORTING INFORMATION

3.1 In 2001, Halton installed its first 8 safety cameras as a Local Transport Plan funded safety initiative. In 2002 the Cheshire Area Safety Camera Partnership (CASCP) was formed and accredited under the national hypothecation programme. The project has continued to develop and Halton currently has 21 safety cameras in the Borough, all positioned at sites which comply with the national guidelines. The partnership was funded from fine income through a 'netting off' arrangement.

3.2 In December 2005 the Secretary of State announced changes in the organisation of camera partnerships. As from April 2007, the management and operation of the safety cameras was required to be integrated into the delivery of each highway authority's road safety strategy. There was also a major change in the funding arrangements, with highway authorities being allocated Road Safety Grants, which could be used to fund a wide range of safety initiatives complementary to the safety cameras.

3.3 In response to these changes, the Cheshire Safer Roads Partnership (CSRP) was established in April 2007, with a remit that not only included the management and development of Cheshire's speed and red light cameras, but also delivering Cheshire wide strategic road safety, education, training and publicity initiatives.

3.4 The Government does not prescribe arrangements for the operation of the CSRP but it is expected that partnership working will be a high priority allowing road safety to be tackled across a broad front. Reflecting this, the CSRP comprises representatives from the five highway authorities, (Halton, Warrington, Cheshire West and Chester, Cheshire East, and Highways Agency), the Police, Fire and Courts Services.

3.5 The work undertaken by CSRP complements that currently undertaken by each of the partner organisations, which is important in maintaining the progress that has been made on casualty reduction to date.

3.6 The 2008/09 Annual Report, (See Appendix 1), sets out the activities undertaken by CSRP, progress against targets, its financial position and intended actions for 2009/10.

3.7 The core business of the CSRP remains enforcement with cameras of speed limits and red light running at known collision sites. During 2008-09 the Partnership undertook 99,321 hours of enforcement and issued 35,054 fixed penalty notices. There has been a reduction in the number of collisions and on average, 44 fewer people a year are killed or seriously injured at safety camera sites.

3.8 There are now 20 red routes across Cheshire,(which since Local Government Reorganisation in April 2009 is now split into Cheshire West & Chester & Cheshire East), Halton and Warrington. These routes have been chosen because they carry a higher risk of an injury collision and they are now subject to extra policing and safety camera enforcement, as a result of this initiative.

3.9 Speed Awareness Workshops have been introduced by Cheshire Police, in conjunction with the Partnership, for speed offenders who have only exceeded the speed limits by a small amount. The course takes offenders through the consequences of their actions and looks at their motivations to speed.

3.10 A range of targeted schemes and programmes have been introduced to address issues within certain sections of the public, which included:

3.10.1 Focus on Young Road Users:

- **IMPACT** - This aims to ensure that those services who work with young people are aware of the risks to young people of using the roads and assists them in getting help and support. However, the initiative is primarily focused on providing assistance to young people not fully engaged in traditional education;
- **R8URM8** - Rate Your Mate, a campaign where young drivers are encouraged to rate their friend's driving, with prizes for good drivers;
- **Pimp My Panda** – This initiative involves teams of students competing to modify a Police van, in safe and legal ways. The prize for the winning team is to see its design implemented; and
- **Creamfields** – This summer campaign was aimed at reminding young road users across, Cheshire, Lancashire and Greater Manchester of the consequences of drink or drug driving. Young people were offered advice and the opportunity to win tickets to Creamfields.

3.10.2 Focus on Drink and Drug Driving:

- **Christmas Drink Drive** – the Partnership supported Cheshire Police’s traditional seasonal campaign; and
- **Other Media Campaigns:** -The Partnership also undertook other high profile media campaigns aimed at those issues that continue to present casualty problems.

3.10.3 Raising Awareness:

- **Speeding? STOP** – This was a publicity campaign, based on billboards, radio adverts and show visits; all aimed at young male drivers:
- **DfT Seatbelt Launch** – The Partnership supported the DfT’s countrywide publicity campaign:
- **Dark Nights** – This alerted people, in the autumn, to the fact the nights are drawing in and of the need to take more care when driving, walking and cycling:
- **Cheshire Show** – The opportunity was taken engage with the public on a number of key road safety issues associated with seat belts and child restraints, impairment and speed:
- **Regional Working** – This initiative was able to exploit the economies of scale by working with colleagues in Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire to promote a consistent road safety message across the North West. The first joint initiative comprised a radio campaign to raise awareness of parents to the dangers faced by young drivers: and
- **Rev and Trip** – This initiative targeted young drivers of small motorbikes and scooters and offered them the chance to better understand the associated risks and refine their riding skills.

3.10.4 Working With Communities:

- **Heelz on Wheelz** – The main purpose of this initiative was to give young women drivers a better understanding of their vehicles, but also to raise awareness of road and personal safety issues:
- **Access to Pass Plus** - Cash subsidies were provided by the Partnership to encourage young people to participate in the Pass Plus scheme for newly qualified drivers:
- **Young Driver Safety Course** - Based in Crewe, this initiative was targeted at young drivers that had committed a driving offence and was designed to improve their driving skills:
- **Petrol Hedz** – This event was targeted at young ‘at risk’ road users to encourage them to seek further training:
- **Moto-Go** – This project was targeted at young people, who were identified as being ‘at risk’ of involvement in anti- social motorcycle behaviour. It offered a diversionary programme of road safety training and supervision to enable participants to become legal moped and motorcycle riders;

- **Biker Safety In Vale Royal** – This identified key road safety tactics that the biking community would see as relevant, which were then subsequently used in the ‘look out’ campaign; and
- **Bertie** – This project involved the production of a road safety DVD, which was used, along with a supported lesson plan, to discuss road safety issues in Crewe and Nantwich secondary schools.

4.0 POLICY IMPLICATIONS

4.1 The initiatives undertaken by CSRPs support Halton’s Local Transport Plan’s Safer Roads strategy.

5.0 OTHER IMPLICATIONS

5.1 Financial Implications

The total 2008/9 Road Safety Grant received by the Partnership’s local highway authorities was £2.612m, of which £583.7k was retained by the individual highway authorities, leaving expenditure for the CSRPs of £2.03m.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 A Safer Halton

The work of the partnership directly supports this priority through the introduction of initiatives and interventions designed to deliver a safer environment.

6.2 Children & Young People in Halton

By helping to address road safety issues faced by children and young people, the activities of the Partnership are supportive of this Council priority.

6.3 A Healthy Halton

A reduction in road casualties will have the direct benefit of releasing health resources and thereby enable funding to be focused on other areas of health care.

6.4 Halton’s Urban Renewal

There are no direct implications on the Council’s ‘Halton’s Urban Renewal’ priority.

6.5 Employment, Learning & Skills in Halton

There are no direct implications on the Council’s ‘Employment, Learning & Skills in Halton’ priority.

7.0 RISK ANALYSIS

7.1 In order to minimise the risk of failing to deliver the programme set out in the Annual Report, progress will be closely monitored by the partnership.

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 None

**9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE
LOCAL GOVERNMENT ACT 1972**

9.1 Document	Place of Inspection	Contact Officer
Background information	Traffic Section, Rutland Hs.	Steve Johnson, x 3010