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# Cheshire Safer Roads Partnership

## Business Plan 2007-2008

### 1. Introduction

This document sets out the 2007-08 business plan for the Cheshire Safer Roads Partnership (CSRP). It highlights the objectives of the Partnership and the tactics that will be used to deliver them in order to reduce the number of people killed and seriously injured on our roads each year.

Each of the key agencies within this Partnership has made safer roads a high priority, and through our joint endeavours, we will strive to ensure that the determined progress made towards reducing casualties on our roads, continues.

The cold statistics surrounding road death and injury, mask the immense pain, suffering and financial hardship experienced by individuals, when loved ones are hurt and killed on our roads. The Partnership will fully utilise the skills and abilities at its disposal to address this unnecessary pain and suffering through a co-ordinated and targeted approach to road safety.

### 2. The Partnership.

The Partnership has a broad base of authorities and organisations that have a strong interest in delivering safer roads within Cheshire, consisting of the Local Highway Authorities, the Highways Agency, the Police, Fire and Courts services.

However, every opportunity will be taken to secure increased levels of performance through working with other appropriate public agencies, private bodies and indeed local communities, in the delivery of the Partnership's aims and objectives;

The Partnership has a Management Board comprising representatives from:

- Cheshire Constabulary
- Cheshire County Council
- Cheshire Fire and Rescue Service
- Halton Borough Council
- Warrington Borough Council

The Board will meet 6 weekly, as a minimum, to ensure that the business of the Partnership is undertaken effectively, efficiently and in accordance with its Partnership Agreement.

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### 3. The Vision

The Partners believe that the vast majority of the death and serious injury occurring on Cheshire's roads is not inevitable, but preventable. It also believes that the Cheshire community would agree that one casualty on the road is one too many. So whilst ambitious and extremely challenging the Partnership's vision is:

*“One casualty on Cheshire's roads is one too many – preventable death and injury is unacceptable”*

### 4. The Philosophy

Whilst road conditions and other factors, not directly within the control of the individual, can play a part in collisions: road users themselves cause the overwhelming majority of casualties. Poor judgement, impairment, ignorance, inadequate skills and bad practice can all contribute to people being injured on our roads.

*CSRP believes that there is a fundamental need for all road users to acknowledge and actively take responsibility for their own safety and that of others, whilst travelling on roads.*

*Road safety, therefore, has to become an integral part of our daily lives and a public health issue, something that is done **by us** and not just **to us**.*

Therefore we must ensure that everybody plays their part by focusing on their individual and collective responsibilities as road users to foster the development of a safer roads environment

## 5. The Problem

In the last 5 years 323 people have lost their lives in Cheshire, Halton and Warrington as a result of a vehicle collisions and a further 2900 people have been seriously injured.

Since the 1990's a determined and sustained effort has been made to reduce casualties in Cheshire, Halton and Warrington. This has resulted in a reduction of around 40% in the number of people killed and seriously injured on our roads.

However, there is no room for complacency as there is still much to be done, ***as it is likely that in the next 12 months at least 65 people will loose their lives and a further 600 plus will be seriously injured.***

As a partnership we will use our combined resources to strategically target those people and places most at risk from vehicle collisions.

From detailed analysis of casualty statistics we know:

- Young male drivers are most at risk of being involved in a collision, either as a driver, rider of a motorbike or as a passenger;
- You are more likely to have a collision in a built up area than a rural road;
- If you do have a collision on a rural road it is MORE likely to result in a serious injury;
- The roads where people are more likely to have collisions;
- The times of day and other factors such as speed and volume of traffic that can contribute to casualties; and
- Whether the casualties are local or not.

National targets, together with the Partnership strategic assessment of collisions and casualties within the Partnership area means we have identified our key areas of action. We know the most at risk roads, the most at risk groups of road user, and the causes and contributory factors of collisions. With this information we can provide a business plan for the Partnership.

## 6. The Strategy

CSRP will provide a strategic lead for pan-Cheshire road safety initiatives. This will ensure that common road safety issues across the four highway authorities (including the HA) are addressed in a professional, consistent, effective, efficient and informed manner.

The Partnership will seek to deliver coordinated action by all concerned including the media and our communities through:

- ! **Partnership Working:** - It is central to the philosophy of CSRP that individuals, community groups, and professionals, alike, must embrace the need for safer roads, and take collective responsibility. CSRP will work with these groups to imbed this principle and dispel the notion of the inevitability of road casualties.
- ! **Foster Community Action:** - Communities must be at the heart of making roads safer, and be engaged in, making decisions, planning strategies and implementing them to achieve safer roads. Empowering our communities will help draw in the much needed additional resources to change hearts and minds with regard to safer roads.
- ! **Safer Public Policy:** - Putting safer roads on the agenda of policy makers in all sectors and levels will be a key aim of CSRP to ensure that road safety consequences are considered as an integral part of policy development. Joint action across Cheshire will significantly contribute to ensuring safer roads and safer communities;

**We will use new and established methods for delivering this strategy, which will be supported by the more traditional approach to increasing road safety based on:**

- ! **Awareness Raising:** - CSRP will continue to raise awareness of all road users of the most at risk groups and the impact of their behaviour on themselves and on the safety of others. This will be achieved by providing information, access to education and training and thereby enabling people to make the safer choice, the right choice.
- ! **Road User Training:** - Equipping people with key road user skills to protect themselves, as well as others, will continue to be a priority, determined through robust analysis of data.
- ! **Enforcement:-** Targeted enforcement will continue to be used to support all other measures utilised to change road user behaviour to bring about a safer environment for our communities.

- ! **Engineering:** - Engineering measures will remain a key tool, utilised to regulate, control, and facilitate movement to ameliorate identified road casualty problems.

## 7. Performance Management

The Partnership Manager will be accountable to the Management Board for the performance of the Partnership against the key performance indicators set out in section 8.

A report will be provided to the Board on a quarterly basis updating the current position with regards to casualty data and made publicly available via our website ([www.mysaferroads.org.uk](http://www.mysaferroads.org.uk)), the press and media.

An annual report will be published indicating the Partnership's performance against its targets and expenditure for the financial year, which will be forwarded for scrutiny purposes to appropriate Boards.

Cheshire County Council will act as Treasurer and each authority will conduct itself in line with the requirements of the Local Transport Plan monitoring procedure.

The objectives and key performance indicators are set out in section 8. The overriding aim of the Partnership is to reduce the number of people killed and injured on our roads by changing those attitudes that are not conducive to a safer roads environment.

## 8. Objectives and Key Performance Indicators

Cheshire Safer Roads Partnership - Business Plan Summary				
Ref	Outcome	Current position	Approved Budget (£000's)	Performance indicator for 2007-08
<b>Objective 1</b>				
<b>Achieve and exceed national and local Partnership casualty reduction targets</b>				
1.1	A stretched target of a 45% reduction in number of people killed and seriously injured in vehicle collisions by 2010 (634 KSI)	By 2006 we had 694 KSI's (39% reduction)		41% reduction in KSI's (1994-98 base) by April 2008 (679KSI)
1.2	A stretched target of a 68% reduction in Child KSI's in vehicle collisions by 2010 (69KSI's)	By 2006 we had 54 Child KSI's (60% reduction)		63% reduction in Child KSI's (1994-98 base) by April 2008 (51 Child KSI's)
1.3	A stretched target of a 45% reduction in slight injury rate (per 100million vehicle KM) in vehicle collisions (48.6)	By 2006 we a slight injury rate of 38.3 (29% reduction)		34% reduction in slight injury rate (1994-98 base) by end of 2008 (35.8)
1.4	432 KSI's in County of Cheshire by 2008 (LPSA2 target)	In 2006 there were 491 KSI's		432 KSI's in Cheshire County by 2008
1.5	92 KSI's in Borough of Warrington by 2008 (LPSA2 target)	In 2006 there were 88 KSI's in Warrington		92 KSI's in Warrington by 2008
1.6	A 10% reduction in reduction in young male (17-25) road user KSI's in by 2010 (baseline 2001-2006 142 KSI's)	In 2006 there were 131 young male KSI's (8%reduction)		A 7% reduction in male 17-25 KSI casualties (2001-06 baseline) by end of 2008 (133 KSI's).
<b>Objective 2</b>				
<b>Collaboratively develop local road safety initiatives, share best practice and coordinate pan-Cheshire awareness, communication-strategies and road safety education, training and publicity to address identified issues</b>				
2.1	Produce a partnership area strategic assessment for 2008-09	2007-08 baseline assessment completed		Assessment completed by February 2008
2.2	Produce a partnership area communications strategy for 2008-09	2007-08 communications strategy completed	130	Completed by February 2008

One casualty on Cheshire's roads is one too many – preventable death and injury is unacceptable

Ref	Outcome	Current position	Approved Budget (£000's)	Performance indicator for 2007-08
<b>Objective 3</b>				
<b>Continue to enforce speed limits and other traffic regulations (red lights) by means of safety cameras throughout 'Cheshire' and ensure that we investigate the use of other camera technologies that could also assist in other benefits such as crime reduction and monitoring traffic movements.</b>				
3.1	Identify and sign area wide red-routes	No baseline established	20	All authorities have identified, and signed all their red-routes by October 2008.
3.2	Enforce speed, red-light and other traffic violation driving behaviours at casualty reduction sites, red-routes and areas of community concern (including roadworks where appropriate)	95000 hours in 2005-06	1413	100,000 hours of safety camera enforcement in 2007-08
<b>Objective 4</b>				
<b>Specifically target at risk groups that are identified from the intelligence base.</b>				
4.1	Identify most at risk drivers and develop targeted remedial measures.	No baseline established	200	<ul style="list-style-type: none"> <li>i) Report detailing at risk driver groups August 2007</li> <li>ii) Driver training programme established by Oct 2007</li> <li>iii) Pilot programme of direct intervention for at risk group established by CCCCC</li> <li>iii) Deliver 5 education, training or publicity, campaigns aimed at the 5 most at risk groups by March 2008.</li> </ul>
<b>Objective 5</b>				
<b>Commission a review of A and B road speed limits across 'Cheshire' on a consistent, strategic basis.</b>				
5.1	Assess all A and B roads in Cheshire, Halton and Warrington by 2011	No baseline established	100	<ul style="list-style-type: none"> <li>i) Procure consultants by September 2007; and</li> <li>ii) 15% of road network assessed and completed by 31<sup>st</sup> March 2008</li> </ul>

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<b>Objective 6</b>				
<b>Collaboratively produce an Annual Report, presenting and analysing preceding year's performance and indicating future areas of attention to achieve continued casualty reduction to ensure our performance is effectively monitored.</b>				
6.1	Rigorous system of performance management established	No baseline established		i) Production of annual business plan by March 2008; and ii) Production of annual report by June 2008
<b>Objective 7</b>				
<b>Collect, store, share, manage, evaluate and investigate all relevant data associated with casualty reduction in a coordinated and quality assured manner. This will include the Police' Stats19 data but should also extend to other agencies (especially the health service) as systems develop.</b>				
7.1	Single source collision database established	No single source database exists		i) View access available via internet in August 2008; and ii) Full access achieved with CWIC (Cheshire Information Consortium) timescales in August 2009
7.2	Intelligence cell established	No intelligence cell exists		Intelligence cell set up with clear terms of reference by September 2008.
<b>Objective 8</b>				
<b>Secure enforcement by the Police and other agencies to complement automated systems, provide community reassurance and flexibility in response to varying demands, including worker safety at road works.</b>				
8.3	Impairment testing programme established	55 tests per year	50	i) 2 officers trained as trainers for Field Impairment tests August 2007 ii) 150% increase in Field impairment tests by July 2008
<b>Objective 9</b>				
<b>Support the provision of driver and rider improvement as an alternative to prosecution.</b>				

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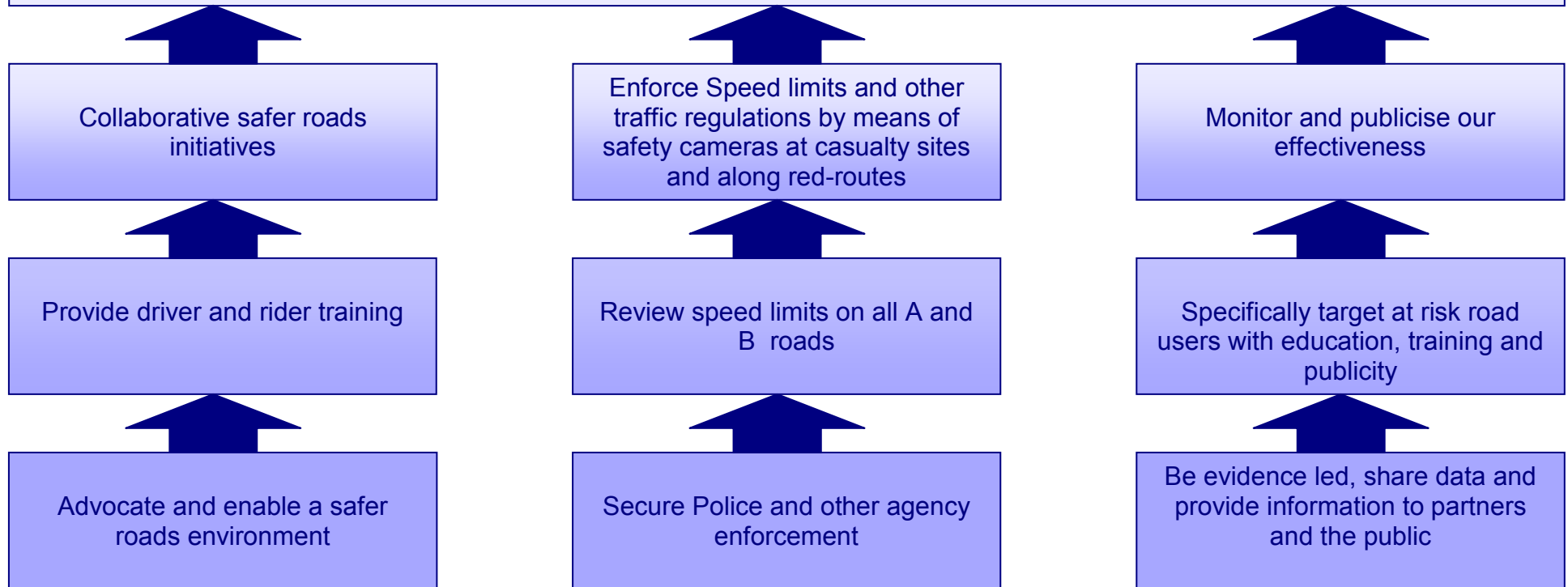


9.1	Speed Awareness Programme established	No baseline established	50	Speed awareness course launched by October 2007 in line service level agreement.
	Outcome	Current position	Approved Budget (£000's)	Performance indicator for 2007-08
<b>Objective 10</b>				
Advocate and enable safer road activities and initiatives to ensure the public see safer roads as a priority and that communities themselves are proactive in creating a safer roads environment.				
10.1	Reduction in public acceptability of road death	No baseline established		Delivery of public attitudinal survey by July 2007 to establish baseline
10.2	System of community advocates established to support safer roads messages and initiatives as outlined in the communications strategy	No baseline established		6 community advocates identified by March 2008
10.3	Innovation fund established	No baseline established	40	i) Process established by May 2007; ii) New programme implemented by March 2008.
10.4	Partnership website developed (mysaferroads.org.uk)	71,000 hits per month		i) Website to have 75,000 hits per month by march 2008

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**“One casualty on Cheshire’s roads is one too many – preventable death and injury is unacceptable”**

- A 45% reduction in the numbers killed or seriously injured in road traffic accidents by 2010,
- A 68% reduction in the numbers of children killed or seriously injured,
- and a 45 % reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.
- Assist in the achievement of Cheshire County Councils and Warrington Borough Councils the Local Public Service Agreement second generation Target 8 by 2008
- Achieve a 10% reduction in the number of young males killed or seriously injured by 2010?



9. Contact details

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