

Somerset County Council

Transport Policies

ROAD SAFETY STRATEGY



March 2013

For further information please contact
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Executive Summary	4
1. Setting the Scene	6
1.1 Introduction	6
1.2 Background	6
2. Policy Background	8
2.1 International	8
2.2 National	8
2.2.1 Health Agenda	9
2.3 Local	10
3. Existing Situation	12
3.1 Background	12
3.2 Partnership Working	12
3.3 Data Analysis	13
3.3.1 Casualty Reduction Targets	14
3.4 Education, Training and Publicity	16
3.5 Engineering	17
3.6 Enforcement	17
3.7 Economic Considerations	18
4. Strategy Objectives and Targets	19
4.1 Objectives	19
4.2 Targets	19
5. Preferred Strategy	21
5.1 Overall approach to Road Safety	21
5.2 Education, Training and Publicity	22
5.3 Engineering	23
5.4 Enforcement	24
List of Figures	
Figure 3.1 KSI Casualty Figures 2000-2011	15
Figure 3.2 Child KSI Casualty Figures 2000-2011	15

Figure 3.3 Slight Injury Casualty Figures
2000-2011

16

List of Policies

4

Policy RSS 1

21

Policy RSS 2

22

Policy RSS 3

23

Policy RSS 4

24

Executive Summary

Road collisions can have a devastating effect on the lives of those involved, not only the people who have been injured, but also their family and friends. Larger collisions can also deeply effect many people in the wider community and extended road closures can have serious consequences for road users and the economic prosperity of the County. Somerset County Council has set out its policy and its priorities for future transport and community needs within its Future Transport Strategy and the County Plan. This Road Safety Strategy will support the overall vision of the County Council to increase prosperity and ensure that the Council continues to care for and protect the people of Somerset and its visitors.

The strategy looks at the policy background and identifies the existing activities that take place in pursuit of the Council's road safety obligations. The document also examines the objectives and targets set for the lifetime of the document and seeks to identify three areas for action over this timescale. The areas of activity to be delivered in partnership with other organisations, and evidenced by significant data collection, are:

- Education, training and publicity;
- Engineering; and
- Enforcement.

The policies for this strategy are outlined below:

RSS 1 - The Council will develop interventions based upon robust data analysis and partnership working and deliver these through education, training, communication, engineering and enforcement.

RSS 2 - The Council will develop and enhance its road safety education intervention programmes with reference to the identified target groups.

RSS 3 - The Council will use all available opportunities and data to deliver engineering schemes that reduce casualties on the network.

RSS 4 - The Council will access and inform all available opportunities for driver and rider enforcement on the highway network.

1 Setting the Scene

1.1 Introduction

Somerset's Countywide Road Safety Strategy has been written to help support the development of Somerset's Future Transport Plan for the period 2011 to 2026. It sets out the Council's policies for road safety throughout the county and covers pedestrians, bicycles, cars, lorries and other vehicles. Motorcycles are largely covered in the Motorcycling Strategy (2012-2026).

Road collisions can have a devastating effect on the lives of those involved, not only the people who have been injured, but also their family and friends. Larger collisions can also deeply effect many people in the wider community and extended road closures can have serious consequences for the road user and the economic prosperity of the County. Somerset County Council has set out its policy and its priorities for future transport and community needs within its Future Transport Strategy and the County Plan. This Road Safety Strategy will support the overall vision of the County Council to increase prosperity and ensure that the Council continues to care for and protect the people of Somerset and its visitors.

1.2 Background

Somerset is a blend of both rural and urban areas and most of the community use the highway network on a regular basis to go about both social and economic business and to access essential services. The tourist industry is important to the County and a great many visitors from outside come to sample the delights that Somerset has to offer and to travel through the County to other leisure destinations in the South West. The highways are also critical for the efficient movement of goods and the delivery of essential services.

Under the provisions of Section 39 *Road Traffic Act 1988*⁽¹⁾, local highways authorities, such as Somerset County Council, must prepare and carry out a programme of measures designed to promote road safety. The Council must also investigate accidents arising from the use of vehicles on roads and take measures to prevent them in the future. These measures include the dissemination of information and advice relating to the use of the roads and providing practical training to road users. The construction, improvement, maintenance and repair of such roads and paths also contributes to the Council's road safety requirement. In addition, the Council aims to reduce the number of casualties from collisions on the roads and highways of Somerset by promoting safer use of the highways through education and road safety campaigns, improving the highway environment and reducing anti social behaviour on the roads.

1 <http://www.legislation.gov.uk/ukpga/1988/52/contents>

The strategy begins by explaining the policies and guidance that have helped us develop this document (Chapter 2). Chapter 3 looks at the road safety activities that have been delivered in recent years and the targets the Council has already achieved. Chapter 4 identifies the Objectives and Targets that the Strategy aims to achieve by 2020 and Chapter 5 outlines the Preferred Strategy for pursuing these objectives.

2 Policy Background

2.1 International

On the 11th May 2011 the United Nations launched its *Global Plan for the Decade of Action for Road Safety 2011-2020*⁽²⁾. It has long been recognised that casualty figures within the United Kingdom are amongst the lowest in the world and it is the vision of the British Government to ensure that this success is maintained.

The overall goal of the Decade will be to stabilise and then reduce the forecast level of road traffic fatalities around the world by 2020. It is anticipated that this will be achieved through:

- adhering to and fully implementing the major United Nations road safety related agreements and conventions, and use others as principles for promoting regional ones, as appropriate;
- developing and implementing sustainable road safety strategies and programmes;
- setting an ambitious yet feasible target for reduction of road fatalities by 2020 by building on the existing frameworks of regional casualty targets;
- strengthening the management infrastructure and capacity for technical implementation of road safety activities at the national, regional and global levels;
- improving the quality of data collection at the national, regional and global levels;
- monitoring progress and performance on a number of predefined indicators at the national, regional and global levels; and
- encouraging increased funding to road safety and better use of existing resources, including through ensuring a road safety component within road infrastructure projects.

2.2 National

In May 2011 the Department for Transport published its *Strategic Framework for Road Safety*⁽³⁾. The Government's approach translates into a number of key themes for road safety:

- making it easier for road users to do the right thing;
- better education and training for children and learner and inexperienced drivers;
- remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points;
- tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously;
- extending this approach to cover all dangerous and careless offences, not just focusing upon speeding;
- taking action based upon cost benefit analysis, including assessing the impact on business;

2 http://www.who.int/roadsafety/decade_of_action/plan/global_plan_decade.pdf

3 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/8146/strategicframework.pdf

- more local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities; and
- supporting and building capability by working with the road safety community on better tools to support road safety professionals.

The Strategy Document did not introduce any specific targets for road safety but set out an overall vision for the delivery of road safety interventions and in particular stated:

“To deliver empowerment we do not consider that local service deliverers need further central persuasion on the importance of road safety. We do not therefore believe that over arching national targets that constrain local ambitions and priorities are the most effective way of improving road safety”

The strategy concluded by saying:

“We expect central and local government to continue to prioritise road safety and continue to seek improvements. Central government should be judged against the actions that we commit to in our Road Safety Action Plan. Equally, we expect local government and service providers to be judged against their actions.”

It is clear that road safety has, and continues to have, a strong priority at a national level and this should be reflected in local priorities.

In addition, the Local Transport White Paper⁽⁴⁾, published in January 2011, highlighted road safety as an integral part of the local authority role.

2.2.1 Health Agenda

There are a number of national health strategies which have been developed that have direct bearing on road safety. In February 2010, the Department for Health and the DfT published their joint *Active Travel Strategy*⁽⁵⁾. Their vision is for more people walking and cycling safely. The strategy states that what is required is a coherent programme of targeted and complimentary measures addressing a range of barriers and opportunities to deliver change.

In the *Healthy Lives, Healthy People*⁽⁶⁾ White Paper, published in December 2010, local authorities were given a greater role in achieving health outcomes by improving safety and this too will include road safety, especially for education-related trips.

4 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/3890/making-sustainable-local-transport-happen-whitepaper.pdf

5 http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_113104.pdf

6 http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_127424.pdf

The *Health and Social Care Bill*⁽⁷⁾ first published in 2011 represents a major restructuring not just of healthcare services but also Council's responsibilities in relation to health improvement and the coordination of health and social care. The Bill requires each local authority to take such steps as it considers appropriate to improve the health of the people in its area. It devolves power and responsibility for commissioning NHS services, creates a new role for local authorities in public health and sets up new accountability and scrutiny arrangements.

The *Public Health Outcomes Framework for England 2013 – 2016*⁽⁸⁾ provides a set of indicators under four headings:

- Improving the wider determinants of health;
- Health improvement;
- Health Protection; and
- Healthcare public health and preventing premature mortality.

The indicators that are set up for these areas include:

- road traffic deaths and injuries;
- hospital admissions caused by unintentional injuries in the under 18's; and
- mortality from causes considered preventable.

2.3 Local

In April 2011 Somerset County Council published its *Future Transport Plan 2011-2026*⁽⁹⁾ (FTP). This document set out the goals from the previous Government's *Delivering a sustainable transport system*⁽¹⁰⁾ (DaSTS) and the five national objectives that underpin the strategy:

- To help our economy grow and compete internationally by providing reliable transport that makes best use of resources;
- Tackling climate change;
- Making transport safer and healthier by reducing deaths and injuries caused by transport and promoting ways of travelling that are good for health;
- To promote a fairer society and, through transport allowing everyone to access opportunities that will help improve their lives; and
- To promote the aspects of transport that improve our quality of life by helping us the access goods, services and people that we value whilst reducing the negative effects of these trips on the environment.

Within the context of the DaSTS goals and objectives, the FTP will help to deliver six aims within Somerset's *Sustainable Community Strategy*⁽¹¹⁾:

7 <http://www.dh.gov.uk/en/Publicationsandstatistics/Legislation/Actsandbills/HealthandSocialCareBill2011/index.htm>

8 <http://www.dh.gov.uk/health/2012/01/public-health-outcomes/>

9 www.somerset.gov.uk/futuretransportplan

10 <http://www.dft.gov.uk/about/strategy/transportstrategy/dasts/dastsreport.pdf>

11 <http://www.somersetstrategicpartnership.org.uk/community/>

- Making a positive contribution;
- Living sustainably;
- Ensuring economic well being;
- Enjoying and achieving;
- Staying safe; and
- Being healthy.

The County Council continued these themes within its *County Plan*⁽¹²⁾ which set out priorities including:

- To look after vulnerable people;
- Invest in and improve our infrastructure, such as roads, and protect our unique environment to make Somerset a more attractive and competitive place to do business and create new employment opportunities;
- To give Somerset's children the best opportunities possible; and
- To boost the local economy, creating jobs and wealth in whatever way we can.

12 <http://www.somerset.gov.uk/irj/go/km/docs/CouncilDocuments/SCC/Documents/Resources/Planning%20Performance/County%20Plan%202010-2013%20FINAL%20130611.pdf>

3 Existing Situation

3.1 Background

The Somerset Road Safety Partnership (RSP) commenced full operations in April 2007 and one of its first tasks was to formulate a three year business plan which set out the strategic direction of the Partnership and specify aims and objectives and how these would be achieved. The ethos of the RSP was always to ensure that all of its work was based upon accurate data analysis and a robust set of measurable targets. These targets included the national indicator set contained within the Department for Transport's ten year strategy 2000-2010.

In January 2011, Somerset County Council commenced a strategic review of road safety provision and operations. This review was driven by the imminent closure of the Avon and Somerset Safety Camera Partnership and the financial positions of the County Council and other organisations such as the Police and Fire Service. There was a need to rationalise the working relationship between the organisations and to reflect the reduction in funding from Government to all parties.

Although changes as outlined above were necessary, Somerset County Council through Somerset Road Safety continues to work with the Avon and Somerset Constabulary, Devon and Somerset Fire and Rescue and the South West Ambulance NHS trust to deliver casualty reduction programmes. The Council also works with organisations interested in road safety which include the Highways Agency, Institute of Advanced Motorists, Royal Society for the Prevention of Accidents, Driving Standards Agency and the Driving Instructors Association. The Council is member of the Safer Somerset Partnership working with many organisations across the County, including the District Councils and representatives of the Probation and Social Services.

3.2 Partnership Working

Somerset County Council is a founder member of the South West Accident Reduction Working Group (SWARG) and a member both nationally and regionally of Road Safety Great Britain. Together, the highways authorities within the South West are committed to reducing casualties within identified target groups which includes vulnerable road users such as children, cyclists and the older driver, young people in the 16-24 year old age group and casualties involving powered two-wheeled motor vehicles. Somerset has been heavily involved in discussions on the formation of a South West Casualty Reduction Forum. This concept has received support from the Department for Transport and the Highways Agency.

The Council works closely with colleagues from the Avon and Somerset Constabulary to develop casualty reduction strategies that link with shared priorities, especially with regards to speed enforcement and anti-social behaviour.

The former Avon area now comprises four unitary authorities, which are Bristol, South Gloucestershire, Bath and North East Somerset and North Somerset. The Council has established a forum with these authorities to ensure closer cooperation with the

aim of developing interventions that will cross authority boundaries. This forum will continue the link with the Constabulary, share best practice and reduce costs by sharing information in particular casualty data, travel statistics and journey trends.

Partnership working also takes place within the Council itself to ensure services are delivered smoothly. This ensures that services such as Road Safety, Children and Families, Highways (Scheme Implementation and Maintenance) and Adults and Health all come together on common issues. The County Council has also introduced Somerset's Integrated Healthy Child model which provides a 'team around the child' approach. Within this model the Local Safeguarding Board has agreed the Child Accident Strategy which includes four key themes in line with national guidance:

- road safety including an emphasis on cycle safety;
- fire safety;
- home safety; and
- water safety.

3.3 Data Analysis

Somerset County Council uses a variety of data to understand road safety trends to determine policies and solutions. This means the Council has a strong evidence base with which to make decisions, particularly where limited funding has to be allocated appropriately to deliver value for money. The detailed accident investigation process aims to identify what occurred when an incident has taken place on the highway. Officers determine the relevant causation factors and areas of behaviour which led to road crashes. This helps to identify the areas and routes that represent the greatest risk.

The Council holds the definitive casualty data for Somerset and is responsible for the validation and submission of this data to the Department for Transport.

Work to date has focused on targeting groups that have a proportionally higher accident rate than the average. This is determined by a comprehensive analysis of a number of data streams including both injury and damage only collisions. The analysis considers the causes of collisions as well as the proportion of people involved set against the number of drivers or riders in a particular group.

There are a number of road user groups such as pedal cyclists, pedestrians and children who by their very nature are vulnerable on the highway. It is our duty to ensure wherever possible that these vulnerable people are protected and we have set specific targets for these groups.

The data specifically shows that two groups warrant specific targeting. These key target areas are:

1. car drivers in the age range of 16 to 24 year old; and
2. the riders of powered two wheeled motor vehicles.

Detailed casualty figures were examined at the end of 2010 and compared with the DfT baseline figures for 1994-1998. The results showed a 22% reduction in casualties in the powered two wheeled group and a 48% reduction within the 16 to 24 year old age group.

Other clusters of users, such as the over 60's and children travelling to school, are targeted due to their increased vulnerability on the highway. Education interventions have been designed using a variety of indicators including best practice, feedback from the groups themselves and a comprehensive analysis of causation factors from the collision data.

3.3.1 Casualty Reduction Targets

The three targets detailed by the Department for Transport (DfT) for the period 2000-2010 were to:

- reduce the overall numbers of people killed and seriously injured by 33%;
- reduce the overall numbers of children killed and seriously injured by 50%; and
- to ensure no increase in the total number of people slightly injured in road traffic collisions.

These targets reductions were set against a baseline figure of the average of the five year period 1994-1998.

At the end of 2010, Somerset met or exceeded its target figures for reducing casualties across all the identified DfT target groups.

These results represent significant and sustained success in reducing casualties across Somerset and are outlined in Figures 3.1 to 3.3.

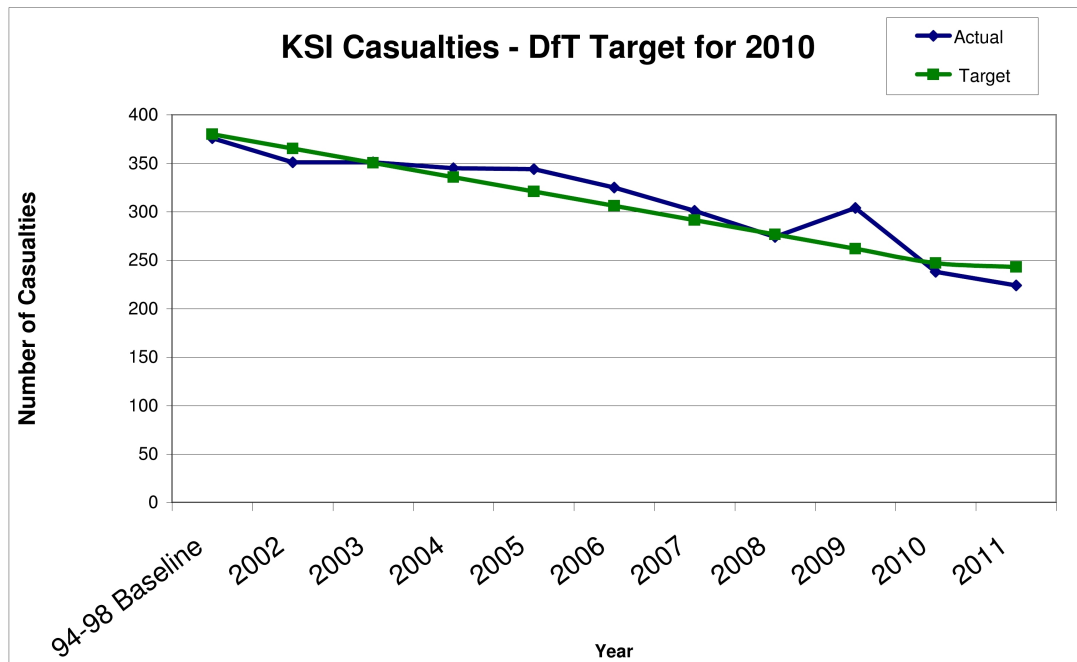


Figure 3.1 KSI Casualty Figures 2000-2011

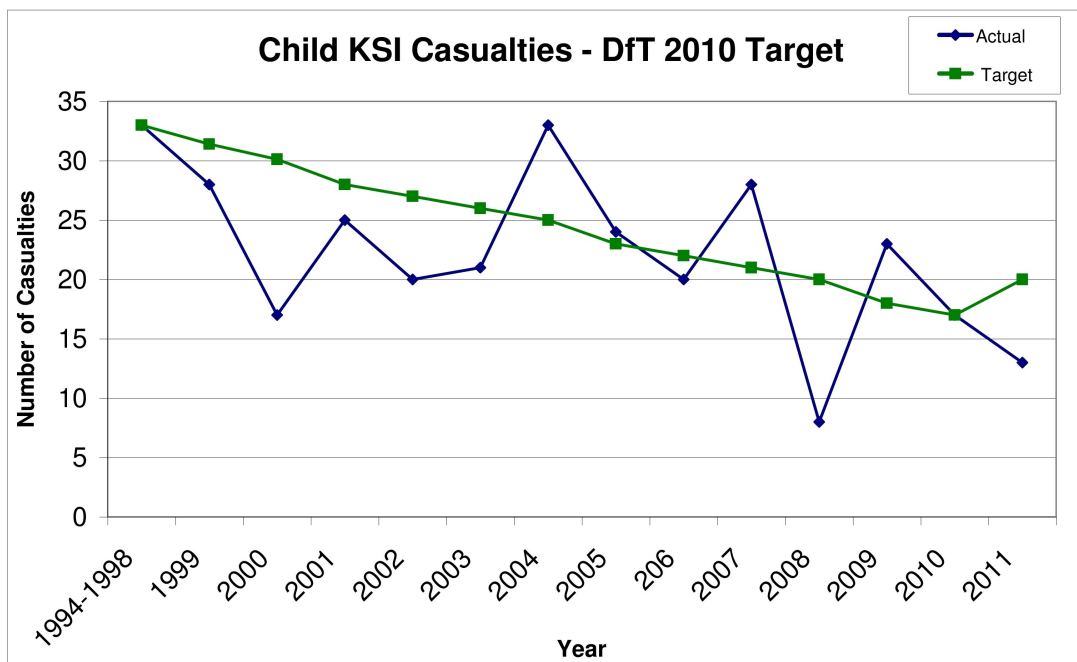


Figure 3.2 Child KSI Casualty Figures 2000-2011

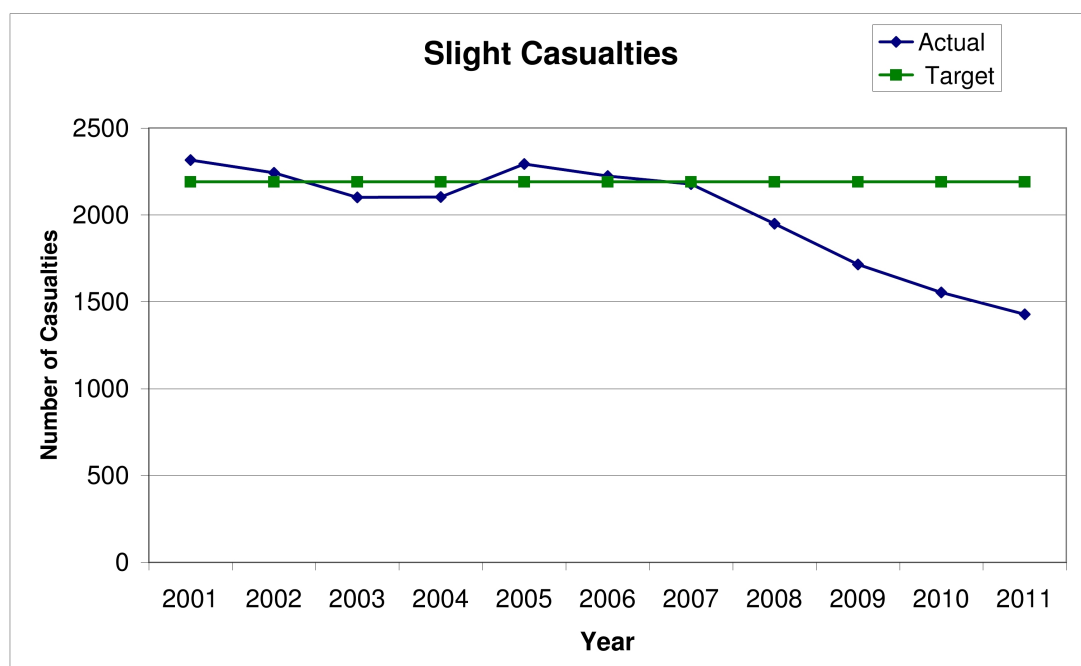


Figure 3.3 Slight Injury Casualty Figures 2000-2011

3.4 Education, Training and Publicity

The Council recognises that road safety education is key to the success of any casualty reduction strategy and takes an active role in ensuring road safety messages are frequent, relevant and consistent.

The Council provides a number of training opportunities, particularly to the groups that have been targeted due to the increased risk of accidents. For instance, the Council offers training to over 60's to show them how vehicles have changed over the years and how their habits and skills can be adapted to cope with this. The Council also offers training to young people, not only cycling proficiency and child pedestrian training but also for those who are about to leave school to educate them on the consequences of road traffic collisions. This includes working with Colleges on initiatives such as . The Council also offers a number of training courses for motorcyclists to help improve their skills and raise awareness of the common causes of accidents with powered-two wheeled vehicles. As noted in section 3.2, the Council delivers many of these initiatives in partnership with others.

The Council supports the national THINK! campaign and uses its themed promotions as an opportunity to draw attention to specific local road safety issues within the county. National campaigns focus on:

- Drink driving;
- Urban Speed/Rural Speed;
- Use of mobile phones in a vehicle;
- Motorcycling safety;
- Seat belts;

- Driving to Work/Young Drivers; and
- Children/Teenagers.

These campaigns are supported locally with:

- Posters highlighting where drink related crashes have occurred in Somerset;
- Major route initiatives involving a combination of engineering schemes, driver/rider awareness and, as a last resort, camera enforcement;
- Publicity and roadside initiatives highlighting the dangers of using mobile phone while driving;
- Motorcycle rider assessment days and promotion of rider training;
- Special events giving advice on choosing and fitting child safety seats; and
- Road safety tuition in schools covering cycle training, pedestrian training and life skills sessions preparing teenagers for if they become young riders and drivers.

The Council uses a wide range of media to get across its road safety messages in coordinated publicity campaigns including bus back advertisements, washroom and motorway service station posters, radio advertising, as well as articles in newspapers and other written media. By linking in with national initiatives, the Council's campaigns can provide a local perspective on the casualty problem, whether young car drivers, drink driving, speed, motorcyclists or child safety.

3.5 Engineering

One of the key areas the Council uses its collision investigation data for is to inform the delivery of engineering schemes where improvements are likely to reduce accidents in the future. This includes areas, routes and specific locations where collisions have occurred. Typically, locations that have had high numbers of people killed or seriously injured will take priority. In the case of routes, this also includes where there is a higher than average risk of collisions taking place. Examples of engineering schemes that can be implemented include alignment improvements, increased signage and removing hazards.

The Council has both urban and rural safety management programmes to cover the varying nature of the Somerset landscape. In addition, road safety measures are co-ordinated with maintenance programmes to bring about any suitable improvements and deliver value for money. Work is also done to identify affordable improvements to routes to school to make it safer for children to walk and cycle to school.

3.6 Enforcement

Much of the enforcement that takes place is the responsibility of external partners particularly Avon and Somerset Constabulary. The Constabulary has moved away from operating fixed enforcement cameras in favour of a programme of mobile camera enforcement, working closely with the Council to ensure local speeding problems are targeted.

Where funding allows, the Council supports local communities in undertaking Community SpeedWatch. This is where local people are provided with the appropriate equipment to monitor traffic speeds within a community to identify if there is a problem or not.

Where enforcement is not an option, education can sometimes be a substitute, particularly on issues such as mobile phone use and seat belts, where it is easy to identify if unlawful activity is taking place.

3.7 Economic Considerations

The Department for Transport publishes annual casualty reports which contain information on the cost of traffic collisions based upon their severity and on a variety of factors.⁽¹³⁾ These factors include medical, social and practical costs such as emergency services and ancillary expenses. These values are accepted nationally as representative of the cost to society of road traffic collisions and are used across the country in determining best value schemes and interventions.

Somerset has seen a sustained reduction in road traffic casualties since 2006. Comparing figures from the end of 2006 to the end of 2010 there was a fall of 92 in the number of people killed and seriously injured in the County and a fall of 509 in the numbers slightly injured. In economic terms, this represents a saving to Somerset of £18.9m and £10m respectively giving an overall saving of £28.9m over the four year period.

Further reductions in road traffic casualties have occurred in 2011. The overall reduction represents an annual saving of some £12m.

13 Reported Road Casualties Great Britain DfT 2010

4 Strategy Objectives and Targets

4.1 Objectives

Following on from the national comprehensive spending review in 2010 and a fundamental reassessment of national policy it was determined that there was a need for a change of policy in relation to road safety.

Robust analysis of local casualty data and an understanding of the long term strategic aims nationally has led to a new set of objectives being formulated for Somerset. These are based on the high level policies identified in Somerset's Future Transport Plan (2011-2026). These objectives are:

Road Safety Objectives

- To work with partner organisations to help drivers and riders improve their skills;
- To focus on increased education, particularly among higher risk users;
- To undertake improvements where engineering could make a difference to safety;
- To identify opportunities for effective enforcement activities; and
- To secure road safety measures through planning and development.

4.2 Targets

While it is important to have objectives to aim for, it is vitally important to set targets which are reasonable and sustainable. We have examined casualty data over the past decade and our targets are based on a realistic expectation of success. We have developed targets for 2020, relative to a 2005-09 average baseline⁽¹⁴⁾. The very nature of road crashes leads to a variance of statistical information year on year and analysis work requires long term and ongoing monitoring procedures.

14 Target measurement will be linear and not based upon rolling averages. Annual targets based on the calendar year will be used to measure ongoing performance.

Road Safety Targets

- To reduce the number of people killed and seriously injured in road collisions by at least 33%⁽¹⁵⁾;
- To reduce the number of children (15yrs and under) killed or seriously injured in road collisions by least 50%;
- To reduce the number of young people (16-24yrs) killed or seriously injured in road collisions by at least 20%;
- To reduce the number of vulnerable road users ⁽¹⁶⁾ killed or seriously injured in road collisions by at least 20%; and
- To reduce the number of older people (over 60yrs) killed or seriously injured in road collisions by at least 10%.

In addition we will also seek to address slight accidents but no target is set for this.

15 The DfT Framework for Road Safety has suggested that fatal and serious collisions should be dealt with separately. In addition, local members have expressed a wish that the figures be reported separately. The reality of casualty reduction intervention is that the measures to reduce both fatal and serious injuries and therefore interventions will target both but the Council will report as requested.

16 Vulnerable Road Users will include powered two wheeled motor vehicle users, pedestrians and pedal cyclists.

5 Preferred Strategy

5.1 Overall approach to Road Safety

Policy RSS 1

The Council will develop interventions based upon robust data analysis and partnership working and deliver these through education, training, communication, engineering and enforcement.

To do this, the Council will:

- Collect new data, utilising data sharing with partner organisations as well as developing and enhancing existing information streams;
- Hold the definitive casualty data for Somerset and be responsible for validation and submission to the Department for Transport;
- Through the Safer Somerset Partnership, work with partners to develop best practice and cost effective schemes to maximise the use of resources across organisations;
- Lead and coordinate partner activities for road safety education interventions.
- Collate and provide information for the Office of The Police and Crime Commissioner;
- Carry out in-depth accident investigation of road user crashes across the County;
- Determine relevant causation factors and areas of behaviour which lead to road crashes;
- Determine areas and routes which represent the greatest risk;
- Improve existing intervention programmes whilst developing new and innovative measures both to reduce casualties and casualty severity on the roads of Somerset;
- Focus on target groups identified through data analysis with particular emphasis on vulnerable road user groups;
- Continually monitor and evaluate performance to ensure value for money, to deliver interventions that are fit for purpose and to constantly seek to improve delivery and skills development amongst practitioners;

- Challenge inappropriate driver behaviour and complacent attitudes and encourage road users to make positive choices to develop a wider culture of road user responsibility; and
- Ensure that measures are delivered which meet both national and local priorities.

5.2 Education, Training and Publicity

Policy RSS 2

The Council will develop and enhance its road safety education intervention programmes with reference to the identified target groups.

In order to do this, the Council will:

- Deliver a comprehensive suite of measures to reduce casualties amongst children and young people;
- Prioritise efforts on cycle training, road safety talks and pedestrian training for the very young; awareness programmes and pre-driver training for young people; and developing education interventions and driver awareness training for young people in their first years of driving or riding;
- Work in partnership with other organisations to ensure that road safety interventions are cost effective with shared practices and resources;
- Promote and provide a comprehensive range of educational tools which can be used by teachers and education professionals for use with children and young people in schools and colleges, and to promote support by parents or guardians;
- Develop a programme with local communities to address concerns surrounding anti-social driver behaviour;
- Develop an innovative and comprehensive communications strategy to promote road safety and to engage with local media outlets to ensure that road safety messages are consistent, on target and appropriate;
- Develop and deliver coordinated publicity campaigns focusing on poor driving behaviour and the main causes of road crashes including, speed, drink/drive, seat belts and mobile phone usage; and
- Ensure that there is a comprehensive suite of in-house training available to equip officers with the skills to deliver road safety interventions consistently and with the highest levels of professionalism.

5.3 Engineering

Policy RSS 3

The Council will use all available opportunities and data to deliver engineering schemes that reduce casualties on the network.

To do this, the Council will:

- Carry out collision investigation to inform the locations of engineering schemes where collision reduction measures are appropriate;
- Monitor existing areas where interventions have been delivered to ensure that those measures continue to address the problems identified and suggest further work where circumstances have changed or further measures are deemed appropriate;
- Ensure that engineering safety schemes are prioritised towards locations with high KSIs and/or high risk for potential casualties;
- Recommend cost effective schemes solutions to delivery teams;
- Develop and enhance the Urban Safety Management programme with regard to low cost engineering solutions linked to education establishments;
- Develop and enhance the Rural Management programme by consideration of both cluster sites and route management to provide best value recommendations to the delivery teams;
- Consider casualty data when prioritising maintenance schemes;
- Introduce low cost engineering schemes which would lead to a reduction in County Council school transport funding requirements;
- Reduce the number of pedestrian and cyclist casualties through road safety schemes; and
- Ensure that routes where pedestrians and cyclists are in close proximity do not compromise the needs of pedestrians.

In order to help realise these aspirations road safety is integrated into other transport and development policies where partnership working ensures that new access to highways is safe and that any potential safety impacts of development are addressed.
(17)

5.4 Enforcement

Policy RSS 4

The Council will access and inform all available opportunities for driver and rider enforcement on the highway network.

To do this, the Council will:

- Work in partnership with the Police Speed Enforcement Team targeting speeding drivers by the use of camera technology;
- Develop links with enforcement agencies through the Silver and Bronze groups of the Safer Somerset Partnership to exploit opportunities for joint working practices;
- Develop a programme of education delivery to support Police enforcement action with particular emphasis on seat belt and mobile phone usage;
- Explore opportunities for using Automatic Number Plate Recognition cameras; and
- Continue to support and actively encourage the expansion of Community SpeedWatch schemes across the County.

17 Somerset County Council Transport Policies Transport and Development March 2011 Section 3 and 4

For further information please contact
Somerset Road Safety on 0845 3459166

www.somerset.gov.uk

“Working together for equalities”

This document is also available in Braille, large print, tape and on disc and we can translate it into different languages. We can provide a member of staff to discuss the details. Please contact 0845 345 9166.



RNID typetalk

