



- Health Authority  .....
- Police  .....
- Other Bodies/Individuals  .....

**FINAL DECISION**                      **YES/NO**      (*If 'No' complete Suggested Next Steps*)

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- Further consideration by this Committee  .....
- To Council  .....
- To Cabinet  .....
- To an O & S Committee  .....
- To an Area Committee  .....
- Further Consultation  .....

## Stratford on Avon Area Committee – 22nd June 2005

### Road Casualties in Stratford on Avon

#### Report of the Director of Planning, Transport and Economic Strategy

##### Recommendation

That the Committee endorses the report.

### 1. Introduction

- 1.1 At its meeting on 21st July 2004, the Stratford on Avon Area Committee asked for a report to a future meeting on road traffic issues, in particular speeding and collisions on rural roads and in school zones.

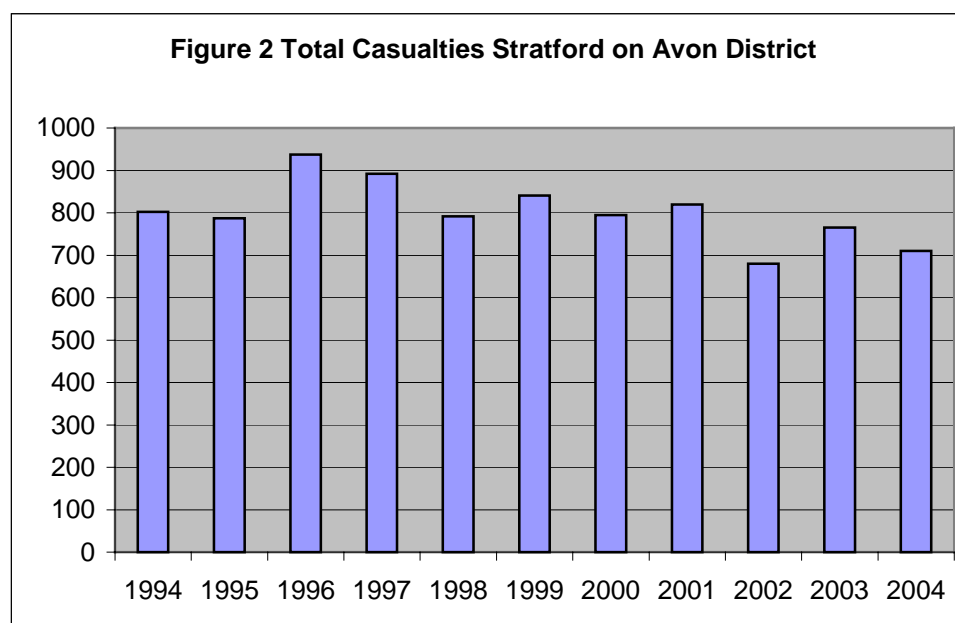
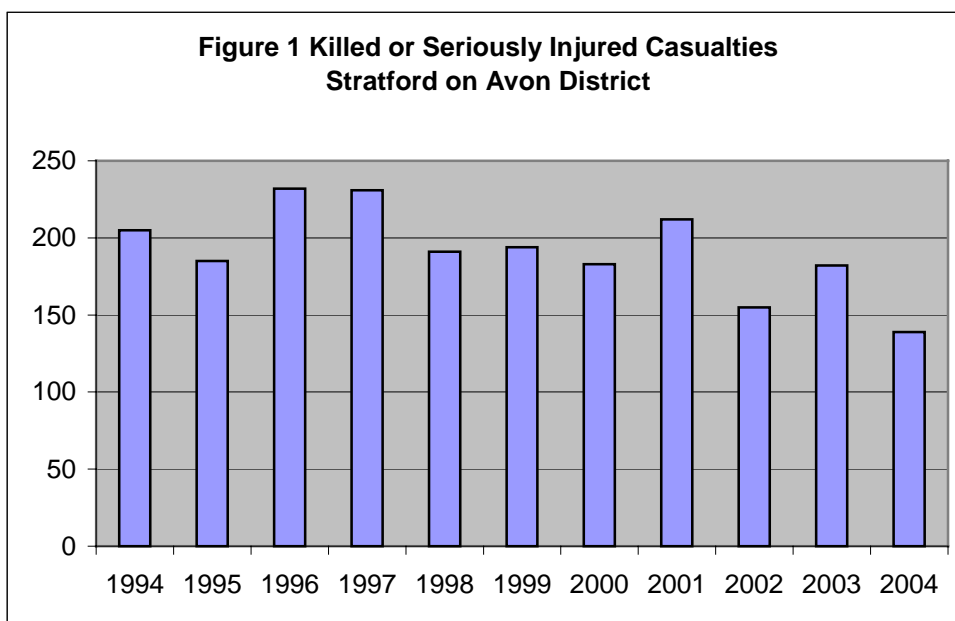
### 2. Casualty Reduction Targets

- 2.1 The County Council has a statutory responsibility for promoting road safety under the Road Traffic Act 1988 and this responsibility is carried out through the Department of Planning, Transport and Economic Strategy (PTES). A Best Value Review of road safety was carried out by the Council in 2002 and following this all the road safety functions of PTES were brought together under one manager in the Road Safety Unit. It is generally agreed that this has produced a much clearer focus on road safety and casualty reduction.
- 2.2 The Council's Road Safety Strategy was set out in 'A safer way to go', which was approved by Cabinet in May 2001. This strategy has been revised and updated and PTES is expected to submit it to Cabinet for approval in the next few weeks as part of the Council's Provisional Local Transport Plan.
- 2.3 The County Council has adopted the casualty reduction targets set by the Government. These targets are to reduce:-
- (i) The number of people killed or seriously injured by 40%.
  - (ii) The number of children killed or seriously injured by 50%.
  - (iii) The slight casualty rate by 10%.

- 2.4 The original government target was for these to be achieved by 2010, based on the average of the period 1994-98, referred to as the “baseline”. The County Council has decided to aim to achieve these targets a year early; that is by 2009.
- 2.5 In its recent *Guidance on Local Transport Plans* the Department for Transport (DfT) proposed new ‘stretching’ targets. These are substantially tougher than the current targets. For example the original DfT target called for the number of ksi (killed or seriously injured) casualties in Warwickshire to be reduced to less than 426. The new targets call for a reduction to below 360.
- 2.6 The new targets are exceptionally challenging. They are not mandatory but it is expected that the Government’s capital funding support will reward authorities that adopt and achieve them. We are keen to adopt the new targets if we can. Aside from any funding considerations, achieving them would reduce human misery. The challenge, however, is not in adopting the targets but in devising a realistic plan to achieve them. They are unlikely to be achieved by the Road Safety Unit on its own.

### **3. Stratford on Avon District**

- 3.1 Figure 1 shows the number of people killed or seriously injured in Stratford on Avon District in the last 10 years. Figure 2 shows the total number of casualties over that period.
- 3.2 In the Stratford on Avon District, the baseline (1994/98 average) casualty figures were as follows:-
- (i) The number of people killed or seriously injured 209.
  - (ii) The number of children killed or seriously injured 14.
  - (iii) The number of people slightly injured 633.
- 3.3 In 2004, the numbers injured were as follows:-
- (i) Killed or seriously injured 139.
  - (ii) Children killed or seriously injured 11.
  - (iii) Slightly injured 571.



#### 4. Urban/Rural Accident Split

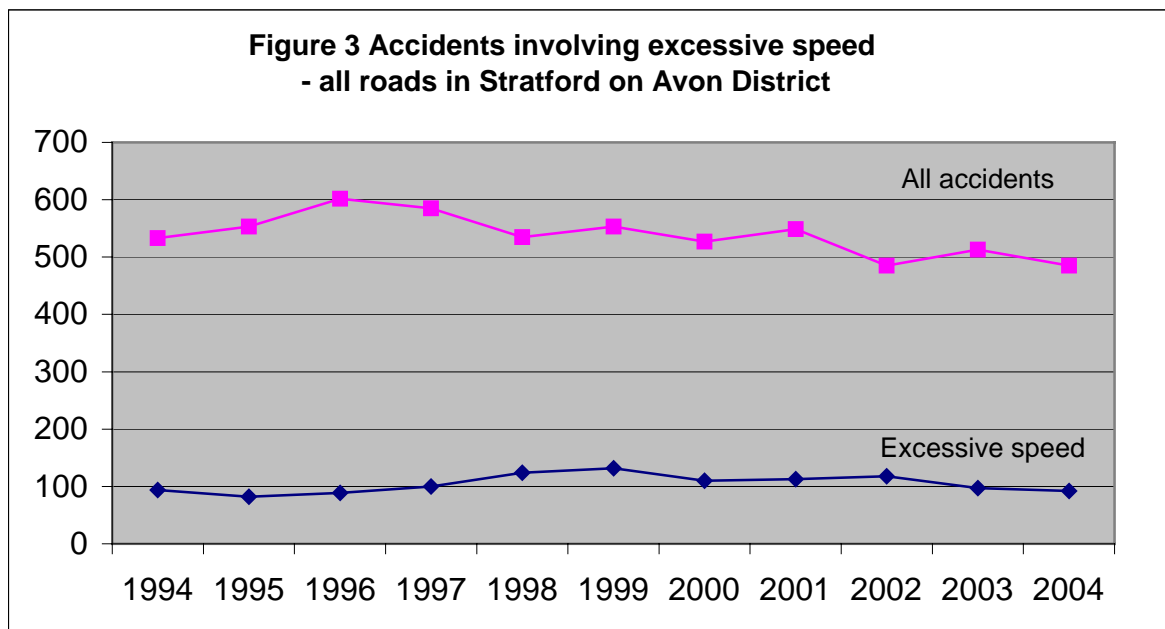
- 4.1 More than two thirds of all accidents on County roads in the district occur on rural roads.
- 4.2 Warwickshire's traditional approach to reducing casualties on both rural and urban roads has been to look at sites where there have been six or more injury accidents in the last three years (these sites are generally known as 'hot spots'). Proposals can then be developed aimed at reducing these casualties.
- 4.3 On average, casualties in rural areas tend to be more severe. Our targets for casualty reduction lay an emphasis on reducing fatal and seriously injured casualties, about two thirds of which occur in rural areas. Cluster sites on rural

roads are more difficult to find (casualties tend to be more scattered) so we are now moving more towards 'route treatment' on those routes with the highest casualty rates, even though there may be no 'hot spots' on them.

- 4.4 Widespread low cost treatment is used with the emphasis on signing and road marking treatments applied consistently throughout the route. Drivers then know what to expect and are less likely to be surprised or confused by variations in the standard of signs and road markings.
- 4.5 This approach has been used in the scheme recently introduced on the A439 between the Stratford-upon-Avon town boundary and its junction with the A46 at Marra-way Roundabout. The main features of this improvement have been:-
  - (i) A 50mph limit.
  - (ii) Interactive flashing crossroads signs on both approaches to the junction near Wyevale Garden Centre.
  - (iii) Treating bends by installing advanced high visibility Chevrolflex chevron signs and flexible marker posts providing a flexible approach to all bends.
  - (iv) Improved carriageway markings along the whole length of the route.

## 5. Excessive Speed

- 5.1 Figure 3 shows that the proportion of accidents in the district in which the reporting police officer said excessive speed was a contributory factor is just under 20%.



## 6. Enforcing Speed Limits

- 6.1 It is primarily a police responsibility to enforce the law.
- 6.2 Speed limit enforcement is generally carried out by the police using funds provided through the Warwickshire Casualty Reduction Partnership which was set up in October 2001 after the partner organisations made a successful bid to the Government to participate in the National Safety Camera Programme. The Warwickshire Partnership is made up of the following members:-
- (i) Warwickshire Police.
  - (ii) Warwickshire County Council.
  - (iii) The Highways Agency.
  - (iv) Warwickshire Magistrates Courts.
  - (v) Warwickshire Primary Care Trusts.
  - (vi) Crown Prosecution Service.
  - (vii) Warwickshire Fire and Rescue Service.
- 6.3 The aim of the Partnership is to reduce the number of people being killed or seriously injured on Warwickshire's roads through speed enforcement and education.
- 6.4 Warwickshire Casualty Reduction Partnership operates within a strict set of rules and guidelines published by the Department for Transport and contained within the document 'Handbook of rules and guidelines for the operation of the national road safety camera programme for England and Wales'. The handbook is available on the Department for Transport website. The handbook includes rules to control where cameras can be located and what the Partnership can spend money on. All fines collected from speeding motorists are forwarded to the Government with partnerships able to recover the operational and administrative costs of running the scheme. All of Warwickshire's safety camera sites met the relevant Department for Transport guidelines for new camera sites at the time of installation.
- 6.5 The Partnership operates a total of 27 fixed speed cameras and seven red light cameras. The Partnership also has four mobile enforcement vans and a mobile enforcement motorcycle. The Partnership has five fixed speed camera sites (eight cameras) within Stratford on Avon District. The Partnership also enforces the speed limit at 15 permanent mobile enforcement sites within Stratford on Avon District as well as enforcing on a temporary basis at a number of locations at which the public have expressed concerns about the speed of traffic.

- 6.6 Warwickshire's safety cameras are proving to be a very effective method of reducing casualty numbers. There were 47% fewer collisions in which people were killed or seriously injured at Warwickshire camera sites in 2004 compared to the annual average 1994-98. Between January 2002, when the Partnership began enforcement, and December 2004 there have been 331 fewer casualties and 130 fewer people killed or seriously injured at camera sites compared to the annual average for the period 1994-98.
- 6.7 **Appendix A** (see attached) identifies the locations of all speed camera sites approved by the Department for Transport in the Stratford on Avon District. It also shows the casualty history at each camera site for the three year baseline period submitted to the Department for Transport in order to gain approval for the site as well as the casualty history after the camera was installed. The table does not include those sites receiving temporary enforcement in response to public concern of which there are currently 13 in Stratford on Avon District. Government rules permit the Partnership to undertake 15% of its enforcement at these 'exceptional' sites. Due to the high demand for this enforcement and the limit to the amount of time the partnership is permitted to allocate to these sites they only receive limited enforcement for a temporary period.
- 6.8 There is considerable local support for the use of safety cameras. A survey undertaken in March 2005 showed that 64% of Warwickshire residents supported the use of speed cameras as a method of reducing road casualties and accidents and only 19% were opposed to their use.

## **7. School zones**

- 7.1 Accidents in which children are injured going to or from school are coded, and school reference numbers input, where known. The numbers are relatively small – about seven a year.
- 7.2 Schools do not have rigidly defined catchment areas any more, so it would not be possible to define a unique area for each school.

## **8. Safer Routes to School**

- 8.1 The Safer Routes to Schools initiative aims to encourage pupils to walk or cycle to school rather than travel by car, by making their route to school safe and convenient. In spite of the title, the purpose of the initiative is not to address known road safety problems. The primary object of the initiative is to reduce the number of pupils traveling to and from school by car.
- 8.2 The following works are in progress at or near schools in Stratford on Avon District as part of the 2005/06 programme:



<b>SCHOOL</b>	<b>SCHEME</b>
Alcester schools (various)	Pedestrian and cycle bridge over River Arrow (design and consultation only)
Dunnington C of E Primary School	30 mph speed limit
Studley High School	Pedestrian refuge on Bromsgrove Road (A448)
Wolverton Primary School, Norton Lindsey	School safety zone

JOHN DEEGAN  
 Director of Planning, Transport and Economic Strategy  
 Shire Hall  
 Warwick

8th June 2005

**Stratford on Avon Area Committee – 22nd June 2005**

**Road Casualties in Stratford on Avon**

**Casualty numbers at Stratford on Avon District fixed speed camera sites**

		Data for baseline period	Data for period from installation to April 2005	
Street name (or landmark)	Speed Limit	KSI Casualties	Date Installed	KSI Casualties
<b>Fixed speed camera sites</b>				
A4189 Redditch Road, Outhill	60	7	May 2004	1
A429 Fosse Way, Portobello	60	6	May 2004	0
A439 Warwick Road, Black Hill	60	7	Feb. 2004	0
A46 Alcester Road, Red Hill	60	5	Nov. 2002	4
A435 Birmingham Road, Coughton	40	7	April 2001	3
<b>Mobile speed camera sites</b>				
A3400 Stratford Road, North of Henley-in-Arden	40	10	Oct. 2001	5
A3400 London Road, Little Wolford	60	2	April 2004	0
A435 Birmingham Road, Mappleborough Green	40	3	April 2004	0
B4101 Broad Lane, Tanworth	60	4	April 2004	1
A4189 Henley Road, Lower Norton	60	2	Jan. 2002	1
A423 Banbury Road, Nr Fenny Compton	60	9	Oct. 2001	2
A423 Southam Road, South of Southam, Ladbroke	60	4	Oct. 2001	1
A439 Warwick Road, Nr Hatton Rock	60	3	March 2002	4
A439 Near Fisherman's Car Park, Stratford Upon Avon	60	3	July 2002	1
A46 Stratford Northern Bypass, Nr Snitterfield	60	2	Oct. 2001	3
A429 Ettington Road, South of Wellesbourne	60	2	Oct. 2001	0
B4100 Banbury Road, South of Gaydon	60	10	Jan. 2003	2
B4100 North of Harwoods House, Bishop's Tachbrook	60	5	Oct. 2001	2
A3400 Birmingham Road, Pathlow	50	9	Nov. 2001	1
A3400 Shipston Road, Alderminster	40	3	Nov. 2001	0

**Definitions:-**

**Baseline period** – 3 year data collection period on which the submission for the camera was approved by the Government.

**KSI casualties** – Number of people Killed or Seriously Injured.