

CHAPTER 4

SAFER ROADS

Within this chapter we cover:

What worked during the first LTP? And what will we do differently?

Main road safety issues for North Lincolnshire in the LTP

What do we want to achieve in North Lincolnshire?

How will we make our roads safer?

Introduction

Road safety has been identified as a key priority at both national and regional levels and consultation for the LTP identified safer roads as the top priority for the residents of North Lincolnshire. Every year on Britain's roads around 3500 people are killed, that is almost 1000 more than the number of people killed in the World Trade Centre terrorist attack, or 10 people every day. Each year an additional 300,000 people are injured on Britain's roads, that is the number of people that would fill Old Trafford football stadium five times over, almost double the entire population of North Lincolnshire.

There are many reasons why accidents occur but they can be categorised under:

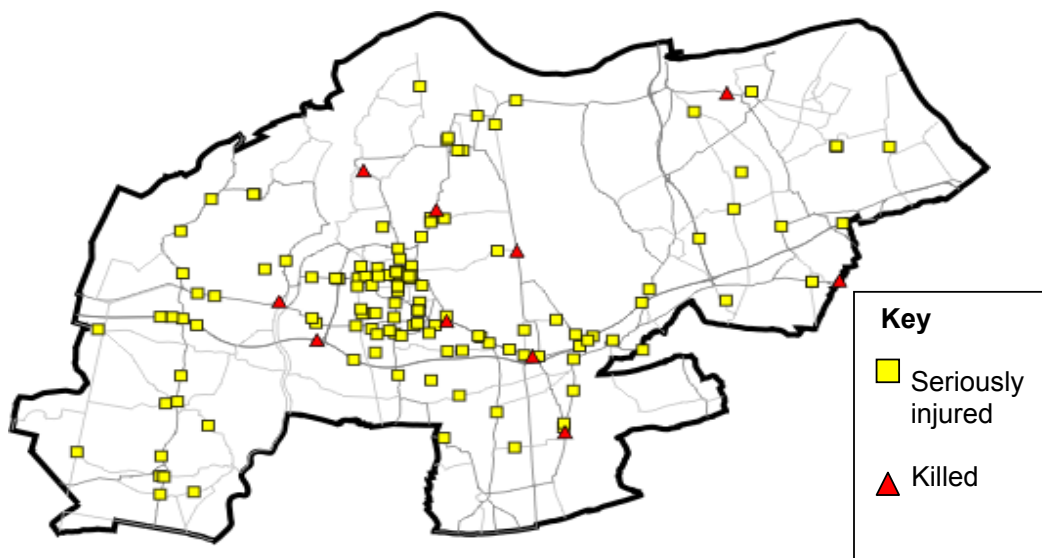
- Poor driving – 95% of crashes on the road are due to human error.
- Drivers have little or no respect for the road
- Poor driving conditions or other road users
- Drivers being complacent.

The wider implications of road safety are also important as people are put off making use of more sustainable modes due to a perception that their personal safety is compromised, or they are dissuaded from making the trip altogether. This can lead to increased isolation and social exclusion, particularly for vulnerable groups such as the elderly.

Problems and opportunities

We are fully committed to road safety and to achieving the government's 2010 road casualty reduction targets. Aim 1 of the Highways and Transport Service, 'Safer Roads' is to exceed national targets of a 40 per cent reduction in the number of killed and seriously injured (KSI) casualties (50 per cent reduction for child KSI) on North Lincolnshire roads by 2010 (over the 1994-1998 average). The other Aims group's will also make a contribution to achieving these local and national targets. The map below identifies the key locations of fatal and killed and seriously injured casualties in 2004.

Map 4.0: Location of KSIs in North Lincolnshire 2004



We have undertaken a great deal of work to reduce the number of deaths and injuries on our roads since 1998 and the trend in casualties for pedestrians and cyclists is showing a decline. Overall the numbers of KSI for motorcyclists and motorists increased last year but this is against recent trends.

Figure 4.0: Trend in KSI casualties

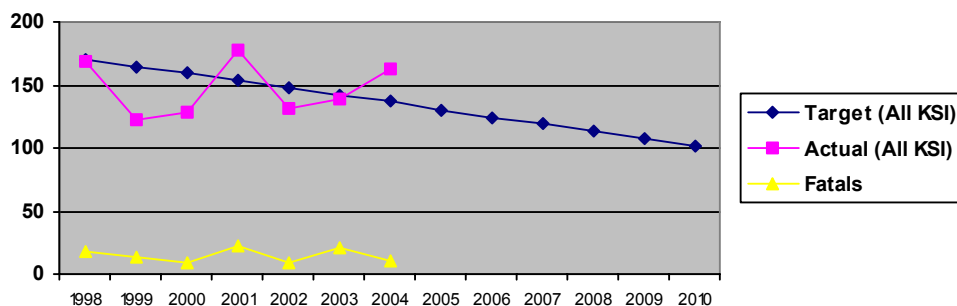
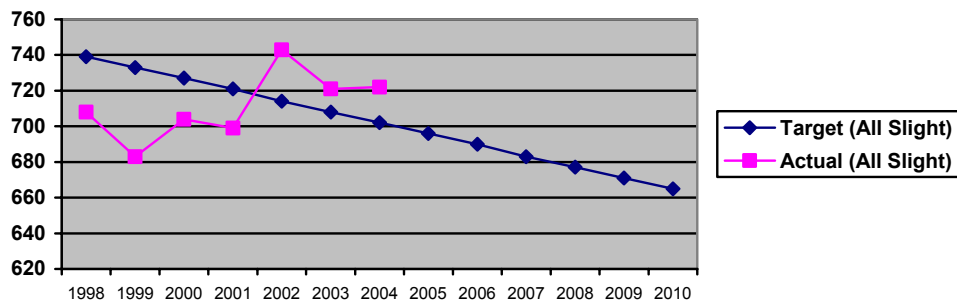


Figure 4.1: Trend in slight casualties



What worked during the first LTP? And what will we do differently?

Whilst national figures show that there is a higher incidence of casualties in deprived areas we have made significant efforts to address casualties in these areas during the lifetime of the first LTP. The result of which is that we no longer have a particular problem left to address in these areas but we will continue to monitor the situation.

During the lifetime of the first LTP we have successfully tackled the accident cluster sites and we are developing our road safety strategy to reflect a move away from 'single site' treatments to 'whole route' treatments. The inclusion of this approach will enable us to tackle roads where the risk of accidents is perceived to be higher. This strategy has the advantage of providing more consistency for the road user once a route has been treated, for example in terms of surface characteristics, speed limits and warning signing at problem locations along the route. In some cases, such treatments have not been limited to a route within North Lincolnshire's boundaries. Joint working arrangements with adjacent authorities has resulted in extending treatments across authority boundaries for the complete length of a route. One example is the A15 'Red Route' signing between Lincoln and Scunthorpe. Such initiatives will be an increasing feature of our work in the future, both in terms of engineering, publicity and, it is envisaged, enforcement.

As well as local analysis of accidents, we take account of national intelligence, particularly in relation to causation factors. We want our actions in road safety to be more intelligence led through better analysis of the data. Against this background, we are currently examining whether publicity and enforcement campaigns are targeted in the most effective areas. Also, we have recently commissioned an external consultant to undertake an analysis of our local accident statistics in far more detail than has previously been possible. To this end, the consultant has developed an analysis programme, which will be able to identify 'hidden trends'. Any significant identified trends will inform future programmes of work (see 'Engineering' later) and, potentially, enforcement and publicity campaigns.

The delivery of safer routes to school schemes in the first LTP had limited success due to implementation of specific measures at a limited number of schools. This improved safety on the local highway environment but has not led to a significant decrease in car journeys. Subsequently a survey of all schools was conducted which

revealed their top priorities. We now deliver a range of measures at a broad spread of schools aimed specifically at their identified transport problems. School safety zones are an initiative that was identified as best practice in other authorities such as Lincolnshire and Derbyshire. These school safety zones together with development of travel plans has seen much better success. The first primary school where a safety zone was introduced has resulted in a 9 per cent decrease in the number of children travelling to school by car. It is our intention that this approach will continue through this LTP.

Following on from a Best Value review we have reduced investment in engineering work to fund additional child road safety education and training programmes. This is due to a reduction in the number of cluster sites currently requiring treatment and not being able to target sufficient numbers of children.

The Network Management Duty 2004, which will be implemented by the new traffic manager, will take into account the wider issues on safety and the environment. For example measures to secure the expeditious movement of traffic should always be safe for all road user, particularly pedestrians, cyclists and motorcyclists.

Main road safety issues for North Lincolnshire in the LTP

The main issues for us to address in this LTP are

- The rising trend in motorcycle casualties
- Speeding, particularly on rural roads and the impact this has on increasing risk and severity of casualties and discouraging walking and cycling
- The recent increase in KSIs over which we have limited control. It is for this reason that we will be carrying out regular monthly monitoring and conducting more in-depth analysis of trends
- Following on from the in-depth analysis, targeting investment more specifically at identified problems

What do we want to achieve in North Lincolnshire?

The consultation carried out with partners, stakeholders and the public at meetings and the online consultation revealed road safety as the number one transport priority for us to tackle.

Our aim within the LTP for North Lincolnshire to be a place where people can *feel safe* and to make *North Lincolnshire's highway network safer for all users*. This chapter highlights some of the key actions we will take to improve safety. The road safety strategy sets out in more detail how we will achieve our aim and a copy of the strategy can be found in appendix C. We acknowledge that safety is wider reaching than just reducing casualties, improving safety will

also improve accessibility and quality of life for residents as well as reduce social exclusion.

We aim to

- Reduce casualties on our highway network
- Improve the perception of safety for all users of the highway network
- Enhance the infrastructure, facilities and environment for all road user groups
- Influence the behaviour of all road users
- Promote road safety awareness to all user groups
- Help communities become places where people want to live

How will we make our roads safer?

We will work in partnership to achieve greater results

We are fully committed to achieving the government's 2010 road casualty reduction targets but it is unlikely that we can achieve this on our own. In 2001, in response to high levels of KSIs the North Lincolnshire Road Safety Partnership was established.

The objectives of the Partnership are:

- Promoting safe road use and respect for other road users
- Working with young people to develop skills, understanding and safe attitudes to the road
- Providing advice and information on all aspects of road safety
- To raise awareness amongst all road users of what causes accidents
- Improving the road infrastructure through engineering projects at identified problem locations
- Tackling poor driving through enforcement, education and publicity

Key benefits of the Partnership include:

- Increased public awareness of road safety issues through significant increases in media coverage and use of the 'friendly' services (i.e. fire brigade and ambulance service) to support publicity
- Better value for money for local residents through more effective utilisation of resources (e.g. partner organisations representing each other at meetings, reduced bureaucracy through answering correspondence on behalf of partners)
- Better quality service for local residents through improved decision-making (e.g. by joint working on engineering projects and enforcement operations)

- For the partner organisations themselves, improved working relationships, communications and knowledge (e.g. joint working on accident investigation, joint planning of road safety initiatives / programmes of work and information sharing. Facilitated through police casualty reduction officer part-time co-located in council's traffic and road safety team offices)

The partnership brings together all organisations with an interest in road safety to work together to reduce the number of incidents on the area's roads. These include:

- Humberside Police
- Humberside Fire Brigade
- Lincolnshire Ambulance Service NHS Trust
- North Lincolnshire Council
- The Highways Agency
- The Scunthorpe Telegraph

North Lincolnshire Road Safety Partnership also contributes to the wider strategic agenda in North Lincolnshire through its representation on the Community Safety Partnership, alongside other organisations such as the Primary Care Trust (PCT), Youth Offending Team (YOT) and the Drugs Action Team (DAT).

In the near future the Partnership will have a key role to play in other council-wide strategic initiatives, for example the 'Children and Young Persons' preventative planning arrangements, which come into effect in September 2005. Representatives of the Road Safety Partnership have already met with colleagues in Social Services to plan how the Partnership will contribute to this initiative. Most obviously, reducing child injuries and deaths in road accidents will be a primary function. The joint working arrangements with Social Services that are currently being developed will lead to further improvements; for example, by improving access to road safety education and training for previously harder to reach groups such as children in care and foster parents

The future strategy of the Partnership in relation to specific road user groups will be to:

- Continue to monitor user group casualty trends on a monthly basis to identify problems as soon as possible
- React promptly and effectively to identified problems (e.g. formation of the motorcycle forum)
- Research regional, national and international casualty reduction initiatives to ensure best practice is adopted
- Heighten awareness of specific user groups' needs in the highway design and maintenance functions

- Seek to create a highway environment that is safe for vulnerable road users and encourages walking and cycling
- Maintain child pedestrian and cycle skills training
- Support Department for Transport publicity campaigns
- Further develop the motorcycle strategy

In addition the Partnership will:

- Continue to liaise with other organisations and partners to ensure a joined-up and inclusive approach
- Share our best practice with other organisations

We will use engineering measures to enhance the environment for all road user groups

We undertake a range of engineering works that are designed to improve road safety. At sites where accidents clusters are identified engineering solutions are often used. In order to enable resources to be effectively targeted at accident reduction it is necessary to investigate and analyse accident data.

We look at all records of personal injury road accidents, which are obtained from police records. The records are categorised by severity, type and age/gender of those who are injured, location, weather and road conditions. A study of an accident site is triggered when one of the following two criteria is met: -

1. 3 accidents in 1 year,
2. 4 accidents in 3 years

In addition we will analyse accidents data to identify significant patterns or trends that may warrant other action such as education, publicity initiatives and local safety schemes. Local safety schemes that are implemented are monitored 36 months before and 36 months after the scheme is in place. This is to confirm any changes or patterns in accidents and KSI levels.

Engineering work breaks down into two main elements:

1. Works targeted at specific accident cluster sites, where there is a dominant cause that can be treated, and
2. Works that provide more general road safety improvements.

Confidence in the effectiveness of works targeted at specific accident cluster sites is relatively high. Monitoring figures show significant casualty reduction has been achieved at many treated sites. Examples of the second group (more general road safety improvements) include surface treatments and signing / lining renewal, targeted at higher than average accident risk locations

(e.g. bends, junctions, sites with high concentrations of vulnerable road users). These works may not be promoted as a direct result of significant numbers of accidents occurring. Nevertheless, they inevitably contribute to the prevention of accidents by maintaining important safety features such as skidding resistance and, in the case of signing / lining renewal, highlighting potential hazards to road users. Confidence levels in the casualty reduction effectiveness of this type of project are medium, although impact assessment is relatively subjective, when compared to assessment at specific accident cluster sites.

In order to identify these 'general road safety improvement' sites, it is proposed to carry out route safety audits, which will comprise:

- Driven route assessments (carried out in conjunction with police, fire and ambulance drivers)
- Visual inspections
- Skid resistance testing
- Retro-reflectivity testing of white lining
- In-depth accident record analysis (see previous reference to consultant's work)

In the first instance we will carry out the route audits on the Principal Road Network and the 'B' roads in the Isle of Axholme. Other roads will be considered under a hierarchical process. Until the audits are completed we will not know the exact nature of the measures to be introduced.

Interactive signage is another essential element of engineering which is used throughout North Lincolnshire roads where speeding is detected. These signs detect speeding vehicles and flash a speed warning message, letting the driver know that they should reduce their speed.

Cyclists and pedestrians

If the number of motorised vehicles on the road was reduced it is likely that the number of accidents involving cyclists would also be reduced, particularly in urban areas where there would be less conflict between the modes. The volume of traffic and the speed at which it travels often dissuade cyclists from making journeys in the urban areas. Reducing the speed at which traffic travels would also have an effect on the number of accidents and the level of cycling casualties. We are currently designing a scheme at Rowland Road roundabout that will aim to reduce the number of cyclists being injured at this junction. It is likely that the scheme will involve removing the current cycle markings on the roundabout and providing crossing points on each of the arms of the roundabout.

We are undertaking measures to encourage and promote walking and cycling and that may seem to be creating greater conflict in safety. However, that would be to ignore the positive benefits of more sustainable travel in terms of improved air quality and a more pleasant environment, and the benefits to health in reducing levels of obesity and heart disease and creating a healthier lifestyle. To reduce the risk of conflict and level and severity of casualties we will be implementing the types of measures set out in the remainder of this chapter.

Greater provision has been made for cyclists in urban areas where segregated cycle routes and advanced stop lines can reduce conflict with traffic. We will continue to provide additional cycling facilities and enhance existing provision wherever possible. We will work in line with the guidance provided in the IHT Cycle-Friendly Infrastructure, Guidelines for Planning and Design to identify the best measures to introduce to achieve:

Safer, Cleaner and Healthier Neighbourhoods: The provision of a high quality, coherent network of designated cycle routes, with accident reduction and safer routes to schools being key areas, will provide a safer environment for residents to use. Cycle road safety training for junior school children as well as the appropriate promotion of the health benefits of cycling will support the provision of this network.

Extra support for the most vulnerable people: The type of cycle route provided is important, for example if the facility is either on the carriageway or shared with a footway. This will ensure the most vulnerable cyclists (primarily children) receive a satisfactory level of protection when using the network. On routes, where we have identified suppressed cycle flows, for example where vulnerable cyclists are observed to ride on existing footways because of the carriageway being heavily trafficked or considered unsafe to use, we will introduce measures to increase the perception of safety and generally make the environment more attractive.

Better town centres for shopping and recreation: The overall priority for developing the urban network before branching out into surrounding settlements will ensure that a high quality link into town centre facilities is provided.

Whilst we have made a start in reducing pedestrian casualties we are not complacent. Our road user hierarchy ensures that the requirements of the most vulnerable users are considered first. We will ensure that we incorporate pedestrian features into the design,

planning and implementation of schemes. The home zone already in place in Crosby has proved very popular with residents and provides a safe and pleasant pedestrian environment. We have had requests from other residents groups for similar schemes however we will only be able to progress these if provision outside of the LTP capital funding is made available.

The Isle of Axholme Greenway, an off road route, provides a safe alternative to the busy A161 for pedestrians, cyclists and equestrians. We will identify further links into this route and in conjunction with the public rights of way improvement plan extend this route to provide additional facilities

We will make use of new technology to improve safety

We will be conducting a feasibility study looking at the potential for implementing an Urban Traffic Management and Control (UTMC) system. The system will allow us to smooth the flow of traffic, build in pedestrian and cyclist crossing phases, reduce conflict and generally manage the traffic to reduce accidents. This will complement the significant improvements already carried out at many of our busiest junctions. A feasibility study for a UTMC system is planned for the third year of the LTP.

We will Improve safety outside schools

Although there is not a significant problem with child accidents outside schools in North Lincolnshire, this is still an understandable area of public concern. After speeding, it is the next most frequent road safety issue the public contact us about.

In 1986, 60 per cent of children walked to school and 16 per cent went by car. By 2002, around 50 per cent of journeys were on foot and nearly 33 per cent were by car. This has led to congestion and pollution around schools and problems on the roads, with one in five car journeys at in the morning peak taking children to school.

Reasons for this change include:

- A growth in car ownership
- An increase in parents' fears over personal and road safety
- A greater choice of schools means more children travel further to school

Many of the complaints relate to the amount of congestion that occurs outside schools at start and finish times, however it is this congestion that tends to keep speeds down. So, although it appears chaotic outside schools, it is often relatively safe. This situation will not dissuade us from examining ways in which public concern about road safety outside schools can be addressed.

Travel Plans

Around 20 per cent of traffic at peak time in the morning involves a school trip. This contributes to the congestion on many roads, particularly in urban areas. It is our aim to try and reduce the number of car journeys to school by improving safety for other modes. School travel planning provides us with a means to achieve this. As well as road safety issues the travel plans also links up with healthy schools and working with other local authorities on best practice and problem solving. It is essential that the whole school community including parents, children, staff and governors (and local community where appropriate) have ownership of their school travel plan and are involved in writing as well as the implementation of it.

A plan looks at ways to increase the number of children and parents walking and cycling to school and improve safety for everyone, both inside and outside the school grounds. The initiatives can include car sharing schemes, park and stride, parking charters, promotion of walking to school, improvement of cycle facilities and security, walking buses or the less formal walking taxis.

The benefits to schools are that they have less congestion and pollution around the school gates and safety for all those travelling to and from school is improved. Evidence suggests that children who walk or cycle to school are more alert in the classroom and generally fitter than those who take no exercise on the school journey. Children walking or cycling with their parents learn vital road safety skills that they do not get as a passenger in a vehicle.

The School Travel Plan Advisor checks each plan that is submitted to make sure it contains key elements. Plans that do not reach the required standard are returned to the school for improvement. Once they reach the standard they are approved by the Heads of Service for Highways and Transport and Education, Learning and Achievement. Twenty-two schools in North Lincolnshire delivered travel plans to government to seek approval for funding in 2005 and we are seeking to reach 90 per cent of schools with approved travel plans by 2010.

Notable successes include the school safety zone (see further information below) outside Holme Valley Primary School, where early indications are that there has been a 9 percent reduction in the number of children travelling to and from school by car. Also several schools are developing alternatives to the car for the school journey. Examples include a park and stride scheme at Burton Stather Primary and a proposed 'walking bus' at John Harrison Primary School in Barrow.

School Safety Zones

This is an initiative identified as part of our research into 'best practice' in other authorities. We examined schemes being introduced by Lincolnshire and Derbyshire County Councils and have now adopted the Lincolnshire model in North Lincolnshire. The 'Zones' comprise a vehicle exclusion area in front of the school and an advisory 20mph speed limit at school start and finish times. Comprehensive yellow road markings and advance signing identify the 'Zone'. Successful implementation of 'Zones' relies on obtaining the agreement and co-operation of local residents and parents.

North Lincolnshire has recently introduced its first 'Zone' and it is anticipated that approximately half of North Lincolnshire's schools could eventually benefit from safety zones. Measures to be introduced will be identified through the travel plan process and currently includes works to be carried out at Frodingham infant school and primary schools at Eastoft, Holme Valley and Rowland road in Scunthorpe.

Maintain a high quality school crossing patrol service

North Lincolnshire Council has 61 approved School Crossing Patrol points. The aim of the service is to provide a safe crossing facility for children travelling to and from school at identified sites that meet the agreed criteria. The need and relevance of the service is becoming more apparent as schemes such as school safety zones and the introduction of school travel plans encourage more parents and children to walk to school. In the future the demand for patrols is likely to rise and the fact that the patrols are in difficult locations give parents and their children encouragement to leave the car at home. North Lincolnshire Council is committed to providing a flexible service that allows for the changing needs of those travelling to and from school.

We aim to maintain at least 85 percent coverage of sites and standards are maintained through regular inspections, site visits and training.

We will make use of speed management initiatives

Most initiatives aimed at reducing speeding are targeted at areas that have a high offending rate and a high incidence of crashes due to speeding. This means the most effort goes into treating the worst areas.

One area of road safety work where detailed intelligence is successfully employed is the safety camera project. We are a member of the Humberside Safety Camera Partnership. There are

currently twenty-one safety camera sites in North Lincolnshire. In year one of the project, there was a 45 per cent reduction in injury collisions and a 64 per cent reduction in Killed and seriously injured (KSI's) at our safety camera sites. This is estimated to have realised a £1.27 million cost benefit saving. This is an encouraging start and we remain fully committed to the safety camera project for the lifetime of this LTP. Public attitude surveys in the Humberside area have identified a high level of public support (80 per cent) for the cameras. Further, when asked to rank a range of potential accident reduction treatments, respondents rated safety cameras as the most effective option at 'blackspots'.

There remains a significant level of public concern about speed as a road safety hazard. The 2003/04 British Crime Survey: "Perceptions and experience of anti-social behaviour", identified that the number one public concern in relation to anti-social behaviour was 'speeding traffic'.

The North Lincolnshire Road Safety Partnership has developed a treatment programme for a further twenty-four sites that have speeding and accident problems, but that do not qualify as safety camera sites. Every location we receive a complaint about is speed surveyed and the results, together with accident data, are assessed and prioritised using a points scoring system (see the road safety strategy in Appendix C). The twenty-four highest priority sites each year then benefit from a treatment programme comprising:

- Vehicle-activated flashing signs
- High visibility speed warning signs
- Police enforcement.

Monitoring of the first year's sites showed an overall decrease in average speeds of between 2mph and 3mph at treated sites.

Sites that will be treated during this LTP include; Scotter Road and Bottesford Road in Scunthorpe, the A1077 in Winterton, Ermine Street in Broughton and the A18 Scawby Road in Brigg.

We are currently developing an additional package of measures to treat speed problem sites that fall outside the top 24 of the strategy. The enforcement element of the package has been completed and takes account, amongst other things, of the following:

- New speed limit compliance
- 'Rat-runs'
- Concentrated 'travel to work' problem sites
- Vulnerable road user conflict sites
- 'Special' locations (e.g. hospitals, parks)

The issue of speeding is tackled in a number of different ways in North Lincolnshire. This includes:

- Publicity
- Enforcement
- Engineering
- Education.

Speed seminars

Speed seminars were launched in April 2002 as a new educational approach to speeding. The seminars are undertaken as an alternative to prosecution and aim to change drivers' attitudes to speeding. They are offered to drivers caught on safety cameras travelling at just over the normal prosecution level, however it is not an easy option. Every client who attends a seminar is expected to take a full and active part. If they do not, it will be treated as failure to complete the seminar and they face the possibility of prosecution for the offence. Evaluation of the scheme has shown that the re-offending rate for those drivers punished with a fine and penalty points is 25 per cent. The re-offending rate for drivers who have attended a speed seminar is only 8 per cent.

Using education as an alternative to prosecution has worked very successfully with the National Driver Improvement Scheme. This is offered to some drivers who have been involved in a crash and were to blame. The re-offending rate after attending the course is substantially less than the expected re-offending rate after prosecution alone.

We will influence the behaviour of all road users through enforcement, education, training and publicity

Enforcement measures

Legislation alone will not change behaviour unless it is effectively enforced, or, following lengthy and sustained enforcement, that behaviour becomes socially unacceptable. One area where currently there is sustained enforcement, and which has to date proved effective in terms of site-specific casualty reduction, is safety (speed) cameras. Although demonstrating a short-term link to casualty reduction is not straightforward (except in the case of safety cameras), enforcement as a road safety tool is important, alongside education and publicity, to establish long-term, relatively sustainable behaviour and attitude changes amongst road users. As such, confidence levels in its effectiveness are medium / high.

Safety Cameras

In April 2003, the Humberside Safety Camera Partnership was created. Its aim is to reduce the number of speed related accidents.

The Partners include North Lincolnshire Council, Hull City Council, North East Lincolnshire Council, East Riding of Yorkshire Council, Humberside Magistrates' Courts Committee, Humberside Police and the Highways Agency.

The scheme is targeted at certain key areas where excessive and inappropriate speed is known to be the cause of accidents. The Partnership aims to change driving behaviour. The driver makes a choice about the speed that they travel. The purpose of the safety cameras, along with the speed seminars and publicity campaigns, is to encourage drivers to realise the dangers of speed and therefore, slow down. The primary purpose of the partnership is not just to catch speeding drivers or to raise money. See previous paragraphs on enforcement for more information

The partnership operates safety cameras at 65 sites throughout the Humberside police area on a regular basis.

Campaigns

Some enforcement is targeted specifically in support of monthly Department for Transport road safety campaigns and also at specific road user groups as and when problems are identified. In addition, and as part of the North Lincolnshire Road Safety Partnership, police enforcement is necessary in a number of areas including:

- Speeding
- Drink driving or driving under the influence of drugs
- Driving whilst tired
- Use of mobile phones while driving
- Poor overtaking technique
- Poorly and defectively maintained vehicles
- Tailgating
- Inappropriate parking, and
- Any other dangerous or inappropriate driving behaviour

Additionally, council officers work jointly with police colleagues on vehicle checks, removing abandoned vehicles and confiscating some illegal vehicles. Operation Nemesis is a partnership between Humberside Police, Humberside Fire & Rescue Service, North Lincolnshire Council and Safer Neighbourhoods and was conceived in October 2004 to tackle the growing problem of abandoned, 'pool', uninsured and unlicensed motor vehicles from the streets of North Lincolnshire.

We will increase delivery of road safety education and training

Following a Best Value Review, we recently committed significant additional resources to road safety education and training work in

schools. A building block approach, from pre-school through all four key stages and into further education, has been developed over recent years where each new road safety input builds on previous road safety education. The key issues that affect children at each age are tackled through education work within the curriculum (particularly literacy and numeracy). Practical pedestrian skills and cycling training are also introduced using public roads so that theoretical work in the classroom can be turned into real experience on the road. The aim of this strategy is to develop informed road users with a good knowledge of the road environment, safer attitudes and safer behaviour.

A particularly successful development by North Lincolnshire Council has been "Partnership with Parents". This scheme runs over a number of weeks and involves the school and parent and child in the partnership. The involvement of the parent helps them to understand the difficulties their children have and gives them the information and understanding to help their children become safer road users.

Table 4.0: 2004 Road safety education figures

2004	Road Safety Education	Numbers
	Key Stage 1	754
	Key Stage 2	3517
	Key Stage 3	2041
	Key Stage 4	375
	Cycle Training	875
	Pedestrian Training	1156

In addition to the partnership with parents we are aiming to change travel behaviour through school travel planning. Work will continue to encourage schools to start developing their own plans. Monitoring of existing plans will help to develop best practice as well as maintaining the impetus within the schools. *(Further information can be found in the School Travel Plan Strategy)*

Motorcyclists

There is a problem nationally with increasing numbers of motorcycle casualties, a problem that is reflected in North Lincolnshire. Having

identified the problem we will focus much more on reducing motorcycle accidents during the lifetime of this LTP. In May 2005, we launched our Motorcycle Forum 'Wheels in Motion' in Ashby, North Lincolnshire. The forum was set-up by the North Lincolnshire Road Safety Partnership, which kick-started the campaign after noticing a sharp rise in the number of riders badly injured or killed in crashes in North Lincolnshire in 2004. Latest statistics show that 50 per cent of fatalities in the area involved motorcycles.



Motorcycle forum

The new forum will be carrying out a number of activities to try and reduce motorcycle accidents, which include: -

- Analysis of accident records
- Investigation of what other police forces and highway authorities are doing
- Education and publicity programme
- Address problems caused for motorcyclist by other road users
- Address motorcycle problems more effectively in highway maintenance and highway design, and
- Address anti-social motorcycle problems, for example off-road biking.

Bikers and biking groups across the region have welcomed the new Wheel In Motion safety forum.

In response to the increase in motorcyclists killed and seriously injured the "Bikesafe" initiative has been developed over the last few years to address the issues involved. This includes workshops to address safer riding, attitude and emergency action following a

casualty occurring to fellow bikers. Accompanied rides using members of the Institute of Advance Motorists (Motorcyclists) and Police trained motorcyclists to assess riders and give advice to improve riders safety and riding ability. There will also be targeted enforcement by Humberside Police on routes used by motorcyclists and where casualties are occurring.

The road safety strategy in appendix C sets out the action we will take in relation to other specific road user groups.

We will use publicity initiatives to promote safety and raise awareness

Notwithstanding the above 'good news', it is felt that improvements to publicising road safety information and advice can be made. Particularly in terms of better utilising the council's web site and the council's 'Direct' magazine, which is delivered to every household in North Lincolnshire.

A programme of road safety publicity campaigns is carried out each year. This will include the key road safety issues such as speed, mobile phones, seat belts, drink/drug driving. The programme is co-ordinated with the DfT publicity campaign programme and those of the local authorities and police forces in the Yorkshire and Humber region. The Traffic and Road Safety Team will continue to ensure that the council's website carries up to date advice and information on a wide range of road safety issues. Key to the success of our publicity campaigns is the involvement of other road safety partnership member organisations, particularly the fire service, ambulance service and the Scunthorpe Telegraph.

Opportunities for local communities to discuss road safety issues are regularly provided, with a representative of the Road Safety Partnership attending Humberside Police Authority's Neighbourhood Panels. These meet approximately every three months in each of six Local Policing Team areas throughout North Lincolnshire. Town and parish council representatives, neighbourhood watch groups, local businesses, ward members and the general public attend the panels.

A programme of road safety publicity campaigns co-ordinated with the rest of the Yorkshire and Humber region are carried out to address major issues such as drink/drug driving, use of mobile phones, use of seat belts and fatigue. In partnerships with other authorities in the Humber area and Humberside Police, speed seminars have been developed.

We will improve Community safety and the environment

To gain maximum benefit from all our initiatives we will aim to include safety improvements into maintenance schemes wherever possible. This also takes into account street lighting improvements where new or additional lighting will improve visibility for all road users and increase the perception of safety for pedestrians and other vulnerable road users by removing dark corners and alleyways. We will take care to minimise light pollution by installing efficient lamps that direct the light downwards. We are looking at submitting a bid under the Private Finance Initiative (PFI) to enable us to upgrade and improve our street lighting.

The community strategy has identified a theme of safer neighbourhoods to which several projects and initiatives will make a contribution. We are working together with the Safer Neighbourhoods partnership the Crosby Neighbourhood Management Pathfinder project and other partners to close a number of snickets (walkways) in the Crosby area. The snickets are seen as contributing to crime and disorder and following consultation we have made an application to the Secretary of State for designation of the area to allow us to make special extinguishments orders under the Highways Act 1980.

On a wider scale we are working in conjunction with the Police, Safer Neighbourhoods, other agencies and voluntary groups on a variety of initiatives to reduce crime, for example the Partnership has issued steering wheel immobilisers to owners of vehicles considered most at risk.

We are initiating a project team to tackle anti-social behaviour and help improve the appearance of the environment. This is being introduced after research revealed that residents in the region had concerns regarding safety, anti-social behaviour, cleanliness and appearance of the area. The plans are for a team consisting of two rapid response teams to tackle vandalism, graffiti and litter, two community wardens and two safer neighbourhood officers, in addition to the safer neighbourhoods officer to address violent crime.

The Crosby Bridge Healthy Living Project is working in partnership with the police and the fire and rescue service to provide two 'drop-in' centres. It is envisaged that these centres will help reduce crime and the fear of crime by encouraging people to report crimes without having to visit a police station. The fire service offers advice on home fire safety as well as providing smoke detectors.

Recent surveys have also revealed speeding as the biggest anti-social behaviour concern and the Road Safety Partnership's speed management strategy seeks to deal with this important issue.

By tackling safety issues we will make a contribution to improving the economy

Greater economic success is a theme of the community strategy and is a priority of the Regional Spatial Strategy and Regional Economic Strategy. A safe night-time environment will contribute to a more vibrant economy. The Night Safe project is considering ways in which Scunthorpe town centre can be made safer. There is a recognised problem with a lack of licensed taxis and designated taxi waiting areas to cope with the sudden increase in demand on a Friday and Saturday night. This, in conjunction with the consumption of alcohol has led to anti-social behaviour problems in the town centre late at night. We are working in conjunction with planning, vehicle licensing, tourism, the police and local businesses to identify ways of reducing violence in the town. Businesses are being asked to sign-up to a pub and club watch scheme and consultants will be undertaking a project to identify travel patterns so that we can target additional transport provision.

Schemes being planned for delivery through the prioritisation process

- Queensway/Ashby Road conversion to signals to reduce cycle accidents or cycle measures to take cyclists away from the roundabout
- Initiatives arising from school travel planning
- PFI bid for street lighting
- Accident cluster sites and route management remediation work
- School safety zones
- Delivery of urban renaissance projects

Transport implications from the safer roads chapter include:

- **A reminder of the lessons learned from LTP1 and more usage of accident trend analysis to uncover problem areas.**
- **Developing the role all our partners have in managing safety on the network.**
- **Awareness of the additional benefits that come from further investment into safety**
- **Linkages for safety with other objectives, community expectations and our Road User Hierarchy.**