

## Appendix B – Focus on Road Safety

### Background

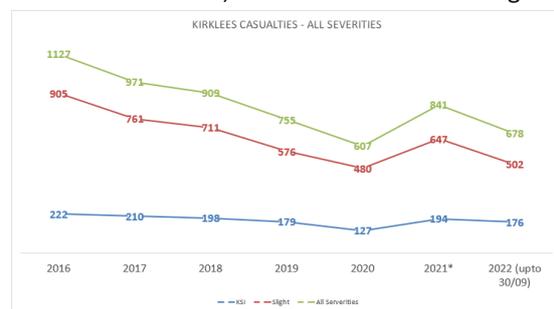
Improving road safety was identified as a priority in the Communities Partnership Plan (2022 – 27) under the “Reducing Risk” theme.

The 2 main reasons that road safety was identified as a priority were (1) to continue to reduce the number of people **killed and seriously injured** on the roads and (2) to tackle the issues of key concern and detrimental to **perceptions of safety** for all road users.

### Summary of SIA Refresh Key Messages:

**Road Traffic Collisions** – The number of people who are Killed and Seriously Injured (KSI) in a road traffic collision has reduced by 60% over the past decade. There was a significant reduction over lockdown due to travel restrictions over that time – numbers have since increased from this blip and returned to the overall reducing trajectory since then.

Current Position, Trends and Benchmarking



The vast majority (84%) of casualties experienced “slight” injuries as opposed to being “killed / seriously injured” (16%). Latest figures for Kirklees show overall reduction in KSI for pedestrians (16%), cyclists (47%), motorbikes (4%), children (0.7%) although there was a 36% (26 occupants compared with previous 5 year average) increase in KSI for motor vehicles which has been linked to the impact of COVID on traffic volumes in 2020 and the introduction of a new system to record traffic collisions which has increased the proportion of casualties recorded as “serious”.

Current position, trends and benchmarking cont.

5-year average data (2016-2020 vs 2021)				
	Kirklees KSI	WY KSI	Kirklees all severities	WY all severities
	↓ 15.7%	↓ 7%	↑ 8.3%	↑ 8.3%
	↓ 47.3%	↓ 33%	↓ 38.6%	↓ 38.6%
	↓ 3.8%	↓ 20%	↑ 0.9%	↓ 15.2%
	↑ 36.4%	↑ 25%	↓ 16.8%	↓ 12.3%
	↓ 0.7%	↑ 0.6%	↓ 10.7%	↓ 4.5%
	↑ 3.6%	↑ 2.7%	↓ 3.8%	↓ 1.4%

**Perceptions of Road Safety** – Despite these overall reductions, road safety continues to be consistently the top community safety priority from the quarterly survey conducted by the West Yorkshire Mayor’s Office. When this was explored in more depth, the most frequently cited concerns were speeding vehicles (71% of respondents) and problem parking in neighbourhoods (69%). Analysis of qualitative data showed concerns focused on locations such as schools and outside of people’s houses both from a safety and consideration for other people.

The Wards with the highest number of concerns around dangerous driving are in North Kirklees and rural areas (Cleckheaton, Kirkburton, Liversage & Gomersal, Mirfield and Denby Dale). The same survey highlights that people sighting road safety as a concern are more likely to feel generally safe in their neighbourhoods –

people who feel less safe are more likely to identify drug dealing and anti-social behaviour as top concerns.

The latest results from the (now online) Mayor's survey for Kirklees further amplify the issue due to a significant number of responses coming from a small number of wards which have active community campaigning relating to road safety concerns.

### **Kirklees Communities Partnership Plan Road Safety Strategy & Action Plan**

The Partnership Plan Road Safety Strategy aligns with the strategic aims in both the Kirklees Highways Road Safety Strategy and the Police and Crime Plan for West Yorkshire in particular, the "Vision Zero" which aims to have 0 fatalities on our roads by 2049.

The Partnership Plan road safety strategy and associated action plans are based on all aspects of collisions – namely the features of **vehicles**, **people** (both drivers and other parties), **locations** and **times** of the day / year when collisions peak. . Where perception and data/evidence do not match we are developing approaches to better involve communities in solutions. This might involve gathering additional data through the use of the hand held speed indicator devices; the development of a speed watch group to monitor and campaign for safer driving in the neighbourhood or it may be that the solution is a physical improvement issue and there are criteria and formal processes that would need to be followed.

**Vehicle Issues** – focusing on unsafe / inconsiderate parking, loud vehicles and uninsured / taxed vehicles.

**Driver behaviours** – focusing on driving under influence of drink / drugs, speeding, use of mobile phones and failure to wear seatbelts (including passengers)

**Vulnerable road users** – awareness raising and training for cyclists / motorcyclists, pedestrians and drivers regarding safe behaviours.

**Location issues** – focusing on specific locations e.g. schools / "hot" spots and broader area issues (e.g. Rural / North Kirklees) – with particular focus on community engagement and use of technology such as Speed Indicator Devices.

**Times** – Not surprisingly, road traffic collisions peak at times of the day when there are more vehicles on the roads, for example morning / evening "rush" hours. There is also a seasonal dimension associated with darker nights and risks at particular times of the year – for example drink driving around Christmas period / bank holidays. The Road Safety Partnership Action Plan highlights a number of activities such as multi-agency operations, targeted publicity and engagement to promote behaviour change.

Some of the highlight activities in the past 12 months include:

**Community Speed Indication Devices** to support community and school engagement projects across the Kirklees District. These devices act as a non-

confrontational warning to drivers, warning them of their speed via an LED display and putting social pressure on them to decrease speed when required.

**Multi-Agency Road Safety operations** – using a combination of education and enforcement activities, typically operations will see defective vehicles seized, arrests for driving whilst disqualified or without tax / insurance, speed limit enforcement and drink / drug driving.

**Schools / College engagement** – variety of activities including working with establishments on safe travel plans and mode shift accreditation, targeting dangerous parking and use of seat belts and safety messages through pupil engagement. Currently, 44 primary schools are registered on mode shift with 27 actively engaged – 6 secondary schools registered with 2 actively engaged.

**Calendar of events** – These have focused on linking to national campaigns such as Road Safety Week but also seasonal issues such as Christmas drink / drug drive campaign, dark nights: be bright and activities around school holidays.

**Partnership Road Safety Communications** to ensure joined up approach to messages towards target groups and locations. There were targeted campaigns around road safety week (highlighting driver / pedestrian distractions) and over the festive period (mainly around drink / drug driving).

Develop **intelligence infrastructure** bring together road safety intelligence from a variety of sources (collision data, dashcam footage, speed indicator devices, local perceptions) to implement evidence led implementation plan based on understanding risk with target groups and locations.

In terms of wider Road Safety Activities which contribute towards Safer Roads, Kirklees Highways Service have undertaken:

- Recently updated Highway Safety Strategy in line with Vision Zero
- Working alongside partners to develop a data led Kirklees Road Safety partnership Vision Zero action plan
- Undertaken district wide speed limit review
- c37 Safety focused engineering schemes currently being built or in design
- Supporting Cllrs in the re-establishment of Cllr lead SIDs across the district
- Continuing to promote and support schools in Mode-shift and active travel to school through Mode-shift Stars initiative
- Continuing the yearly programme of Road Safety training in schools
- Priority lead refreshing of road markings across the district

What is working well and what more we need to do more of?

- Further explore successful community-based solutions used elsewhere
- Support communities/elected members to make use of the hand-held SID's
- Develop and expand work with college age drivers/learners on the impact of dangerous driving
- Improve data and evidence to better identify place-based road safety issues
- Universal and targeted communication campaigns 'nudge' approach