

West Berkshire Local Transport Plan 2011 - 2026

Road Safety Strategy



Contents

1	Introduction and Overview	5
1.1	The Council's Role in Road Safety	5
1.2	Structure of the Document	6
2	National and Local Policy Context	7
2.1	Strategic Framework for Road Safety; DfT, May 2011	7
2.2	Local Transport Plan, 2011 - 2026	7
2.3	Sustainable Community Strategy	9
3	2010 Targets	10
3.1	Past Performance	10
4	Current Situation	11
4.1	National Indicators	11
4.2	Injury Collisions	11
4.3	Young Drivers and Riders	13
4.4	Child Casualties	15
4.5	Pedestrian and Cycle Casualties	15
4.6	Current Performance Monitoring	16
5	Improving Road Safety	17
5.1	Engineering	17
5.2	Education	19
5.3	Enforcement	23
5.4	Monitoring and Evaluation	23

1 Introduction and Overview

Making West Berkshire's roads safer for all users is an important part of the Council's role as local Highway Authority. Great Britain has one of the leading road safety records in the world, and the Council wishes to continue to play its part by maintaining its record as one of the best performing local authorities in delivering a safer road network and reducing the number of casualties.

Road traffic collisions can result in significant pain, grief, and trauma to all those involved. They can also bear a large economic cost to the public purse, and can result in severe congestion on the surrounding road network. Therefore, striving for the delivery of a safer road network is essential to providing the District's residents and visitors with the opportunities to access the services and facilities they need to enjoy a good quality of life.

This strategy forms a central part of the Council's third Local Transport Plan (LTP) to 2026. It builds upon and updates previous strategies developed alongside preceding LTP's, by seeking continued improvements to road safety in the District and in keeping casualty numbers low. This will be by no means easy given the present financial pressures and its resultant impact in having to make difficult decisions regarding future work programmes; however the Council cannot afford to be complacent and it is imperative that its road safety successes of the past are sustained over forthcoming years.

The strategy will be a key document in guiding the delivery of the road safety aspects of the Council's LTP transport vision statement, local transport goals, and key transport policies. It will help to support the delivery of an effective and safer local transport network that provides people with increased travel choices.

1.1 The Council's Role in Road Safety

Management of the roads within the District is shared between the Highways Agency (HA) and the Council. The HA has responsibility for the M4 and A34, with the Council being responsible for all other roads. These range from dual carriageway A-roads through to single track country lanes (over half of the Council's road length is C-class or unclassified). Whilst of lower status, these minor routes are vital to the rural economy and provide for social as well as economic needs.

West Berkshire Council, as the local highway authority, has a statutory duty under section 39 of the 1988 Road Traffic Act to take steps both to reduce and prevent accidents, which is as follows;

- 39 (2) Each local authority must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.
- 39 (3) Each local authority;
- (a) must carry out studies arising out of the use of vehicles on roads or part of roads, other than trunk roads, in their area,
 - (b) must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance, or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads, and

- (c) in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

The Council also works in partnership with a number of bodies in helping to improve road safety in the District through the delivery of the range of Road Safety measures and initiatives that are outlined in Chapter 5. These bodies include Thames Valley Police, Town and Parish Councils, local schools, and the Health sector. In addition, the Council also works with Highways Agency regarding safety issues concerning the Strategic Road Network in the District.

1.2 Structure of the Document

The following chapter considers the national and local policy context relating to road safety. The document then covers the main road safety issues in West Berkshire and how the Council will seek to improve road safety, which includes an outline of the intelligence processes that the Council uses to inform where measures need to be targeted. This is followed by a description of the measures and initiatives that the Council, or its partners, will seek to employ to improve road safety over the lifetime of the LTP. Finally, the mechanism for delivering the strategy is outlined along with how project delivery and future years casualty trends will be monitored and reported.

The main LTP document contains a proposal for review after the first six years delivery (March 2017). It is therefore intended that this strategy will be similarly reviewed after six years (2019), unless any amendments are required as a result of significant changes to policy or processes in advance of this date.

2. National and Local Policy Context

The development of this Road Safety Strategy has been largely guided by national road safety policy and the Council's own Local Transport Plan. This chapter sets out the national and local policy context in relation to road safety in West Berkshire, and how these have shaped the contents of this strategy, which, in turn, supports the delivery of wider corporate and national policies.

2.1 Strategic Framework for Road Safety, DfT May 2011

The Strategic Framework for Road Safety is the Department for Transport's policy document which sets out its approach in continuing to reduce road deaths and injuries on the nation's roads. It also outlines the measures which the DfT, local highway authorities and other local partners will undertake in order to achieve this.

The national strategy has also been developed to take into account the Government's overall "Localism" policy approach, which in this instance, aims to allow local authorities and communities to determine their own priorities for road safety in their area.

Unlike the previous national strategy for road safety that covered the period between 2000 and 2010, the current national road safety strategy does not contain national casualty targets for local authorities to follow. Instead, the expectation is for central and local government to continue to prioritise road safety and to continue to seek improvements. The framework considers that this should enable road deaths to fall nationally by around 37% to 1,770 by 2020, and by 57% to around 1,200 by 2030. Since there are no longer any overarching national road safety targets, the Council will mirror the national framework position of seeking a continued improvement to maintain the downward trend experience over recent years.

Furthermore, as part of moves to improve transparency and local accountability, the Government launched a national road safety comparison website in March 2013 to enable people to compare local road safety performance¹. This includes data on local collision and casualty figures against population, traffic levels, road length and local spending to provide an overview of local road safety performance over the last 7 years.

2.2 Local Transport Plan 2011-2026

The Council's third LTP contains a series of policies that have been developed to help deliver the plan's overall vision for transport in West Berkshire, its local transport goals, and transport visions for each of the four areas of the District. In total, the LTP contains 15 key policies that cover the main elements of transport, with a number of supporting policies that pick up on more detailed topics.

Road safety is covered by its own key policy (as outlined below) in the LTP. In addition, the delivery of road safety measures and initiatives will contribute to other LTP key policies and strategies (most notably the Smarter Choices, Active Travel, and Sustainable Modes of Travel strategies).

¹ Department for Transport, English Road Safety Comparison: <http://road-collisions.dft.gov.uk/>

Policy LTP K8 – Road Safety

The key LTP policy for Road Safety is as follows:

Policy LTP K8

ROAD SAFETY

The Council will, as the responsible local Highway Authority, work towards creating a safer road environment for all. To achieve this, the Council will work in partnership where appropriate and focus on the following:

- I. Improving safety on the road network through monitoring road traffic collisions and addressing high risk routes and sites with appropriate schemes
- II. Improving safety for vulnerable road users of all ages, such as pedestrians, cyclists, motorcyclists, and equestrian users
- III. Providing education, information, and training for pedestrians, cyclists, and higher risk drivers, including professional drivers, younger drivers, and motorbike riders
- IV. Maintaining and enhancing road safety education for all
- V. Running campaigns to raise awareness of specific local road safety issues and to support national and international campaigns
- VI. Reducing illegal and inappropriate speeds either in response to community concerns or evidence from recorded data

Policy LTP K8 covers the package of approaches and activities that the Council, as the local highway authority, is able to employ (including in partnership with other agencies) to help deliver road safety in West Berkshire. Furthermore, the development of safer transport networks will have a contributory role in the delivery of other LTP key policies as outlined in the table below.

The Role of Road Safety in other LTP Key Policies

LTP Key Policy	Role of Road Safety
LTP K1 – Increasing travel choice	By providing safer transport networks that help encourage people to consider sustainable travel options.
LTP K2 – Minimising congestion	By reducing the number of collisions, which can result in major congestion, particularly on main routes during peak periods.
LTP K4 – Accessibility (equality, diversity, and inclusion)	By providing safer transport networks that allow people to more confidently access local services and facilities
LTP K9 – Passenger Transport	To allow safety auditing of facilities such as bus stops and interchanges.
LTP K10 – School travel	By developing measures to improve road safety outside and on routes to schools and in providing education and training to increase pupil's awareness.
LTP K12 – Freight	Advising on the development of the Freight Route Network.

The LTP has a timeframe that is consistent with the Council's Local Development Framework (LDF), which outlines a series of policies to influence development in the District. In terms of road safety, the LDF seeks for new development to be designed in a manner that creates safe environments and encourages healthy and safe travel.

LTP Implementation Plan

The Council is required to produce an Implementation Plan (IP) to support the delivery of the LTP. This covers shorter term timeframes than the long-term LTP strategy document and is updated on an annual basis. The main focus of the IP is to outline the transport-related schemes and projects that the Council intends to deliver to support the LTP. It looks at all capital and revenue funding available to the Council, from a variety of funding sources.

A major component of the IP is a set of tables which aim to bring together schemes and projects from the Council's Capital Programme, Service Plans, and team work programmes. This includes the measures and initiatives undertaken by the Council's Traffic Management and Road Safety Team to improve road safety and to reduce road casualties. Further road safety related measures will be fed into future versions of the IP as and when they are developed and funding sources have been identified.



2.3 Sustainable Community Strategy

The Sustainable Community Strategy ("A Breath of Fresh Air") has been prepared by the West Berkshire Partnership (The Local Strategic Partnership). It illustrates the joint priorities of the partner organisations working to improve local quality of life. Safer Communities is one of the five key themes, which is led by Safer Communities Partnership, comprising the Council, Police, and other partner agencies working together to make West Berkshire a safer place to live. Improving road safety is deemed to be a priority area in order to reduce the number of people killed or injured on West Berkshire roads.

3. 2010 Targets

3.1 Past performance

In 2000, the Government published three national targets for reducing road casualties by the year 2010 based on the 1994–1998 average. These were a:

- 40% reduction in the number of people killed or seriously injured.
- 50% reduction in the number of children killed or seriously injured.
- 10% reduction in the number of people slightly injured.

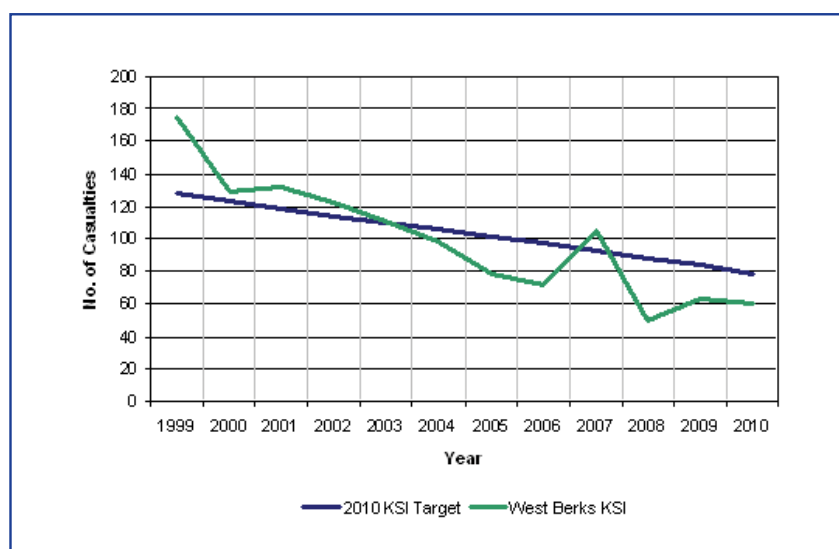
Table 3.1 below shows how West Berkshire compared against the three national 2010 casualty reduction targets. This clearly demonstrates the Council's good performance through meeting and exceeding all three of the national casualty reduction targets.

Table 3.1 – West Berkshire Council progress compared to national 2010 Road Casualty Reduction Targets

Figure 3.1 below shows the KSI reduction compared to the 2010 KSI target,

	Killed or Seriously Injured	Children killed or seriously injured	Slight injuries
West Berkshire 1994 – 1998 average	130	12	764
West Berkshire 2010 Road Casualty Reduction Targets	78	7	688
Actual recorded accidents in West Berkshire 2010	60 (-69%)	4 (-71%)	366 (-52%)

Figure 3.1 – West Berkshire KSI's compared to 2010 KSI Target



4. Current Situation

The Council receives data from the Police on all injury collisions that required Police attendance for both the local and Strategic road networks. Typically for reporting purposes, road casualties are categorised by severity as either being “Killed or Seriously Injured” (KSI), or are “Slight”. This data is used to help determine which user classes, age groups, locations and routes represent the greatest risk and to help inform the allocation of traffic management and road safety resources.

4.1 National Indicators

Following the end of the 2010 national targets, the Council adopted the National Indicators for Local Authorities which were:

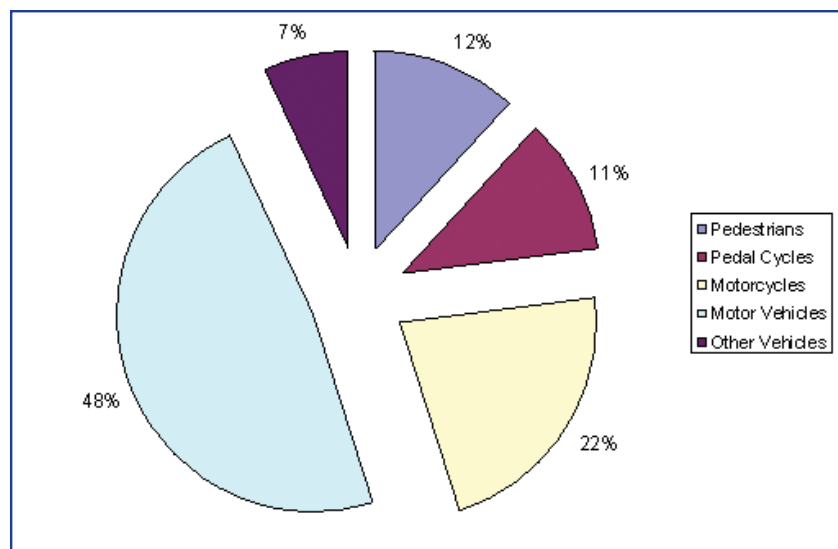
- National Indicator (NI) 47 – People killed or seriously injured in road traffic accidents
- National Indicator (NI) 48 – Children killed or seriously injured in road traffic collisions

NI 47 and NI 48 aimed to show the percentage change during the calendar year compared to the previous year. The figures are based on a three year rolling average, up to the current year.

The three year rolling average for 2009-2011 was 67 for NI 47 and 5 for NI 48. For 2010-2012 NI 47 was 72 and for NI 48 was 5.

Between 2009 and 2012 21% of KSI’s occurred on the Highways Agency road network, with 79% having occurred on West Berkshire’s road network. Figure 4.1 below outlines that the 79% which occurred on West Berkshire’s road network consisted of the following;

Figure 4.1 – Casualty Type for 2010-2012 average



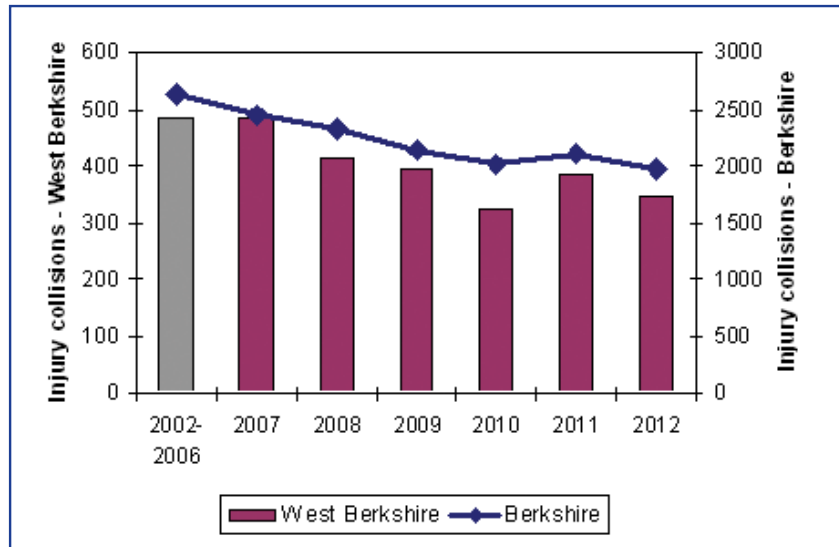
4.2 Injury Collisions

Annual injury collisions in West Berkshire over the course of the last ten years compared to Berkshire as a whole are outlined in Figure 4.2 below. The grey bar represents the average number of collisions over the five year period from 2002 to 2006.

Figure 4.2 indicates an overall downward trend in the number of injury collisions across Berkshire over the past decade, although there was a small increase in 2011. However, 2012 has since

shown a reduction back in line with the overall trend. Figure 4.2 also shows that collisions in West Berkshire have followed a similar trend with a decrease from 358 to 346 in 2012.

Figure 4.2 – All Injury Collisions (2002 - 2012)



All Casualty Figures

Figure 4.3 below outlines the figures for all recorded casualties over the last ten years, which shows a similar general downward trend. An increase in 2011 has also been followed by a decrease in 2012 back in line with the general trend. Casualty levels on West Berkshire’s roads each year (including the Strategic Road Network) follow a similar trend with a decrease from 557 to 484 in 2012.

Figure 4.3 – All Casualties (2002 - 2012)

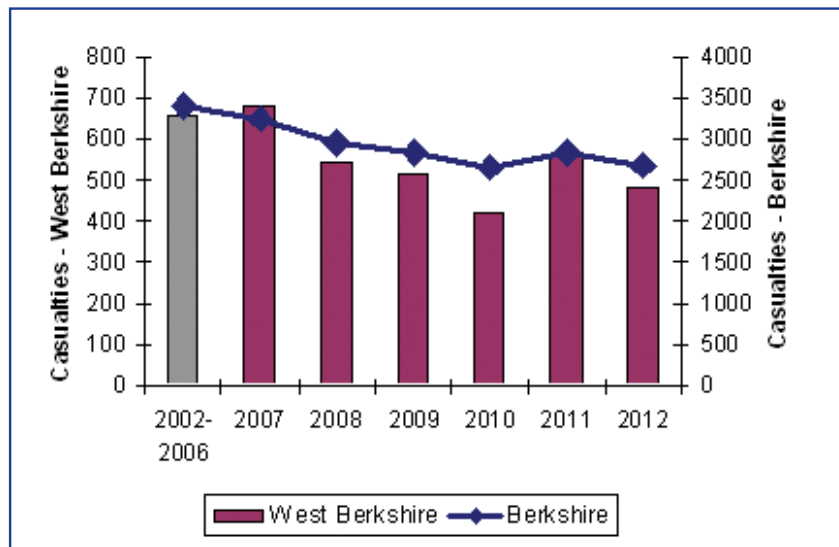
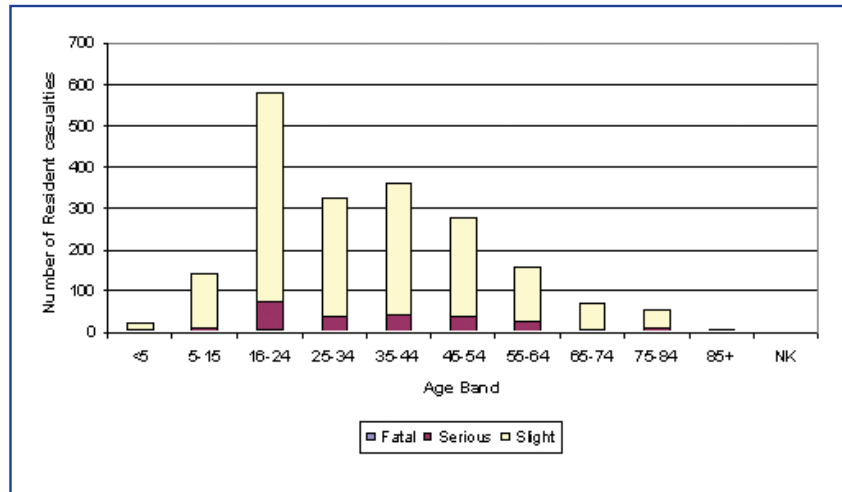


Figure 4.4 below outlines the ages of casualties of West Berkshire residents who were injured anywhere in the country between 2006 and 2010. This clearly shows the 16 to 24 age group as having the highest incidence of casualties (of all severities). West Berkshire residents are least likely to be injured in a collision when they are aged less than 15 years or older than 65 years old.

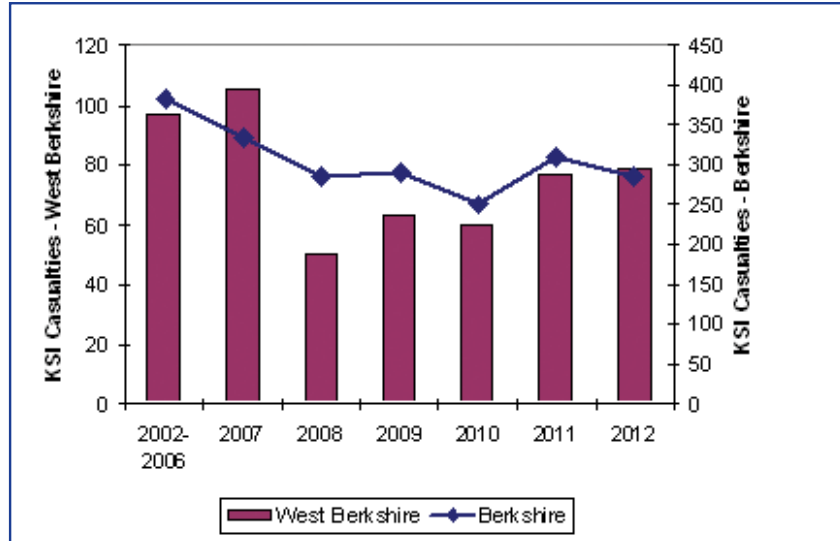
Figure 4.4 – West Berkshire resident casualties by Age (2007-2011)



Killed or Seriously Injured Casualties

Numbers of recorded Killed or Seriously Injured (KSI) casualties are shown in Figure 4.5 below. This again indicates an overall downward trend across Berkshire over the past decade. Although there was an increase in 2011, this has been followed by a decrease in 2012. In West Berkshire, there has been a general increase in KSI casualty levels since 2008, although levels are significantly lower than they were before 2008. KSI casualties have remained similar in 2012, with a slight increase from 77 to 79 from 2011.

Figure 4.5 – KSI Casualties (2002 – 2012)



4.3 Young Drivers and Riders

Figure 4.6 below compares numbers of young drivers involved in collisions in West Berkshire with levels across the whole of Berkshire. Young riders of pedal cycles and motorcycles are not included in order to avoid double counting. It can be seen that the numbers of young drivers involved in collisions has decreased across Berkshire over the past decade and has remained at a similar level since 2009, with the number of West Berkshire's young drivers involved in collisions following this trend.

Figure 4.6 – Young Drivers in injury collisions (2002-2012) – excluding motorcycle and pedal cycle riders

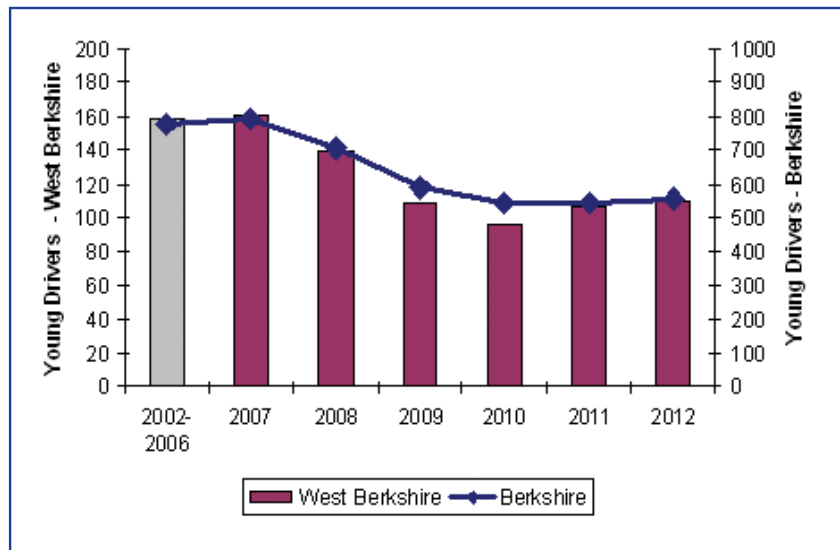


Figure 4.7 below compares young riders of motorcycles and pedal cycles involved in injury collisions in West Berkshire with levels across Berkshire. Young rider collision involvement has remained at a similar level in Berkshire over the past decade with a slight increase in 2012, West Berkshire’s young rider collision involvement levels have fluctuated over the past decade with a slight downward trend. An increase from 22 to 27 was recorded in 2012,

Figure 4.7 – Young Riders in injury collisions (2002-2012)

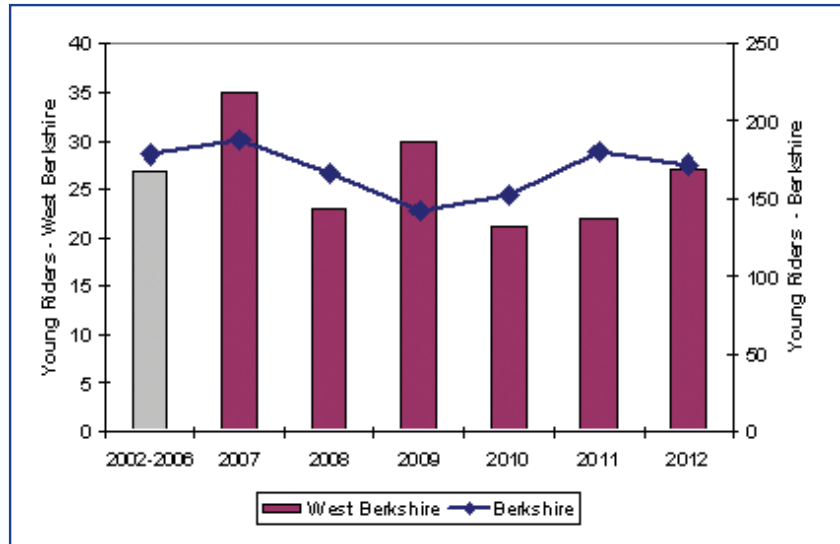
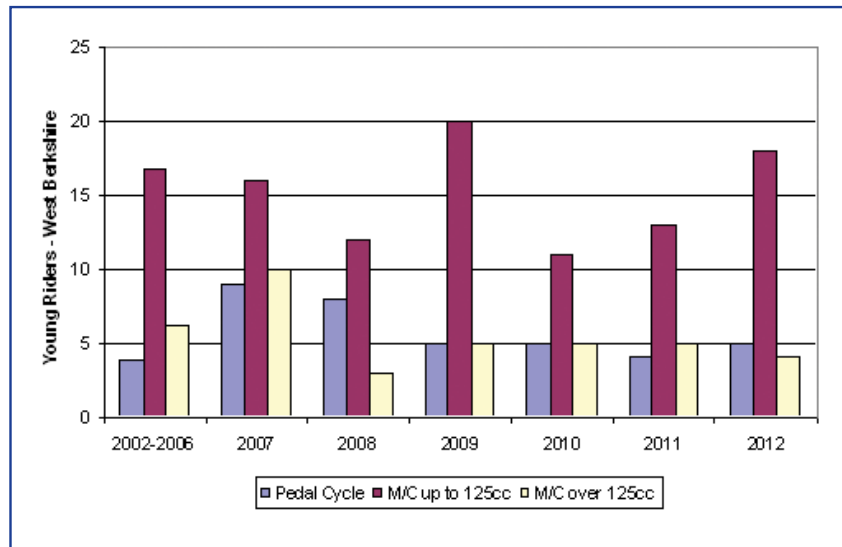


Figure 4.8 below shows the breakdown of young pedal cycle and motorcycle riders involved in injury collisions in West Berkshire, by vehicle type. Riders are broken down into pedal cyclists, riders of up to 125cc motorcycles and riders of over 125cc motorcycles. There is a fluctuation for each vehicle type due to the relatively low numbers involved. Young pedal cyclist collision involvement has remained at a similar level since 2009 and has increased from 4 to 5 in 2012. Motorcycles over 125cc have also remained similar with a slight decrease in 2012. Young riders of motorcycles up to 125cc in West Berkshire have been involved in more collisions in 2012 with an increase from 13 to 18.

Figure 4.8 – Young Riders involved in injury collisions by vehicle type (2002-2012)

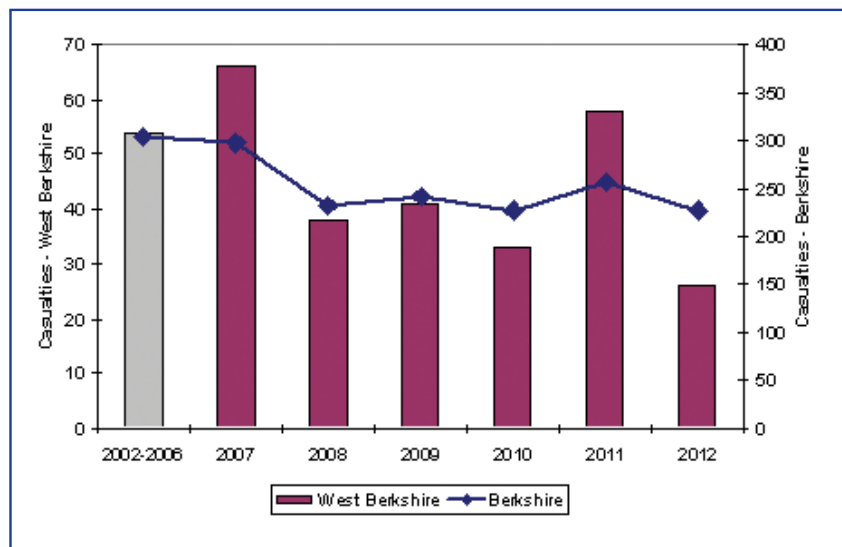


4.4 Child Casualties

Child casualties amongst West Berkshire residents are lower than the Berkshire average, and are significantly below the national rate.

Figure 4.9 below shows that there has been general downward trend in child casualty levels across Berkshire during the past 10 years, although there has been very little change since 2008. In West Berkshire, child casualty levels have fluctuated, but following a general downward trend. However, there was a large increase in 2011, although this was followed by large decrease in 2012 from 58 to 26.

Figure 4.9 – Child Casualties (2002-2012)

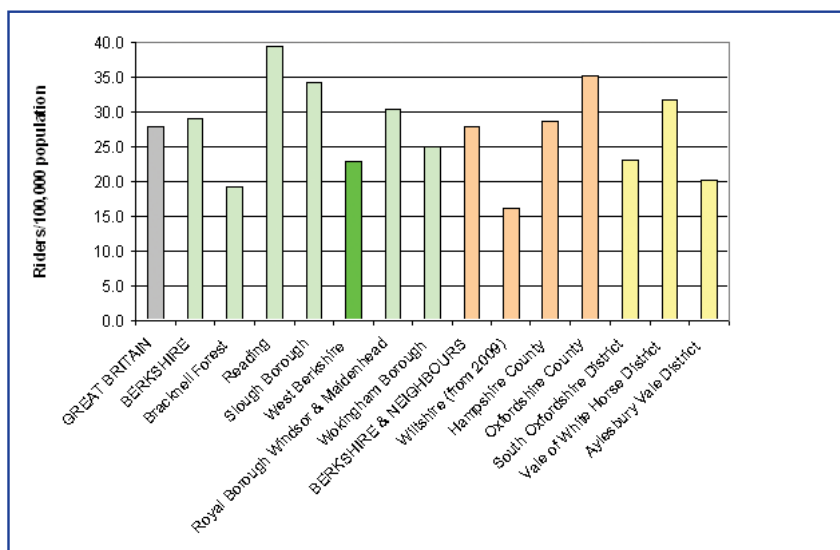


4.5 Pedestrian and Cycle Casualties

West Berkshire's pedestrian casualty rate is considered to be very good, being well below the national and Berkshire-wide average. The number of pedestrians killed or seriously injured in West Berkshire has halved since 2003 and the number of casualties continues to remain low.

In terms of cycle casualties in West Berkshire, Figure 4.10 below suggests that over the last 5 years, these have been at a lower level than the both the Great Britain average and that for Berkshire as a whole. The Council also compares favourably to other neighbouring authorities, except for Wiltshire where the rate is lower.

Figure 4.10 – Annual average pedal cycle user casualties per head of population (2006-2010)



4.6 Current Performance Monitoring

It should be noted that the National Indicators described in section 4.1 no longer exist, and that no national overarching road safety targets are contained in the DfT's 2011 National Strategic Framework for Road Safety. Instead there is an expectation for local authorities to continue to address road safety and continue to seek improvements. This strategy has been prepared to mirror the national approach.

However, there remains an emphasis on progress performance monitoring to enable local authorities to assess road safety in their area and to prioritise future resources. Therefore the Council will continue to receive collision data from the Police to help inform and prioritise future road safety programmes. This will be supplemented by the monitoring and evaluation processes undertaken as part of road safety engineering and education projects.

The National Strategic Framework for Road Safety also places an emphasis on transparency through local service providers providing information on their performance. To reflect this approach, the Council will look at providing information on its road safety performance on the Council's website. This would also include a link to the DfT's English Road Safety Comparison website, which enables local authority road safety performance to be compared against that of other local authorities (see page 3).

5. Improving Road Safety in West Berkshire

Since the causes of road traffic accidents are complex and varied, an effective road safety service will encompass a co-ordinated range of counter-measures. These are often known as the “4 E’s” covering the areas of:

- Engineering
- Education
- Enforcement
- Monitoring and Evaluation

5.1 Engineering

Road safety engineering is considered to be the physical construction or alteration of the carriageway and street furniture to reduce the likelihood of people’s mistakes resulting in collisions and to reduce the severity of those injured as a result of a collision by endeavouring to create a road environment that is safer for all road users.



The types of physical measures used to improve road safety can include:

- Vertical deflections (speed cushions, raised tables, and junctions).
- Horizontal deflections (chicanes, kerb build outs, and narrowings)
- Roundabouts / Mini roundabouts
- Realignment of Junctions
- Pedestrian refuges / traffic islands
- Improved signing and road markings
- Width restrictions
- Pedestrian and cycle crossing facilities

West Berkshire Council has a number of projects where the main aim is to reduce casualties and improve road safety through engineering measures. Some of these projects are listed in Table 5.1 overleaf, together with a brief description.

Table 5.1 – Examples of Road Safety Engineering Measures used by West Berkshire Council

Project	Description
<p>Local Safety Scheme</p>	<p>To continue with the good casualty record for West Berkshire, the injury accident record for the previous three year period is reviewed annually. Sites are identified and listed in a priority order with those having the highest number of accidents being analysed to identify which sites should have a detailed investigation undertaken and those where the location may be monitored as a scheme may have been recently introduced. Sites identified for investigation are included in the following years Local Safety Scheme programme, funding permitting.</p> <p>When a new month's accident data is received the accident record is checked to identify if any locations have an increasing trend. If any sites are identified then these are included in the current years Local Safety Scheme programme for investigation.</p> <p>Local safety schemes can comprise a number of different solutions and great emphasis is placed on ensuring schemes are developed to meet a wider need. Opportunities and risks are considered for all engineering schemes and local safety schemes are designed not only to improve safety and reduce collisions, but where possible, provide enhanced opportunities for sustainable travel, greater connectivity and improve accessibility including enhancing facilities for the disabled.</p>
<p>School Safety Project</p>	<p>The School Safety Project consists of improvements on routes to and from a school and directly outside the school.</p> <p>Due to the number of schools in West Berkshire the School Safety Project Programme has prioritised schools so that those with the highest road safety risks are treated first. The programme considers personal injury accidents that have occurred up to 100 metres from the school. A technique using 'weighting' factors has been included depending on the severity of the accident and whether the accident involved a child. Further considerations include the speed limit outside a school and the speed of traffic using that road, the number of pupils at a school (to ensure that the maximum number of pupils could benefit from a scheme), whether the school has a 'walking bus' or other walking initiatives in operation and whether the school has implemented a School Travel Plan.</p> <p>The type of engineering measures can depend on a number of factors and the aims of the particular school. In recent years schools have been encouraged to develop a School Travel Plan to promote the use of sustainable modes of travel to school and the School Safety Project also aims to tackle the problems that have been highlighted.</p>
<p>Speed Limits</p>	<p>In West Berkshire requests for new or amendments to existing speed limits are considered twice yearly. The consideration of speed limits involves a Task Group, consisting of West Berkshire officers, the Police and elected Members. The task group carefully considers each request of the speed limit review to ensure that the speed limits within West Berkshire are both consistent and appropriate for the length of road.</p> <p>A number of factors are taken into consideration when reviewing a length of speed limit. These include the surrounding environment, the recorded injury accident record and any available traffic survey data. The task group undertakes this review using current government criteria and best practice.</p>

<p>Signs and Road Marking Improvements</p>	<p>Sometimes the simplest way to improve road safety, especially when highlighting a particular hazard, is improvements to road signs or road markings. These can also include warning signs to alert drivers of vulnerable users (pedestrians, older people, cyclists, horse riders).</p> <p>Signs and road markings, on the roads for which the Council are responsible, are regularly checked to ensure that they are adequate and if worn then they are replaced and prioritised for refurbishment.</p> <p>The opportunity is also taken to determine if road markings can be improved after a length of road has been resurfaced.</p>
<p>Parking Schemes</p>	<p>Parking schemes are designed to allow parking on certain lengths of roads for specified periods. They also improve road safety by preventing parking at inappropriate locations such as junctions. Schemes are also designed so that they have a traffic calming effect on traffic.</p>

5.2 Education

This includes the education, training, and publicity (ETP) programmes coordinated by the Council’s Road Safety Team. The programmes are designed to improve people’s awareness, knowledge, skills, and behaviour and develop safer attitudes towards using the highway.

Table 5.2 below outlines some of the ETP programmes together with a brief description. ; It should be noted that these measures and initiatives will be used/developed according to the levels of funding available during the lifetime of the plan.



Table 5.2 – Examples of Initiatives used in the Road Safety Team’s Education, Training, and Publicity Programmes

Project	Description
<p>Cycle Training – Bikeability (Levels 1 to 3)</p>	<p>Cycle training to the national standard, which is delivered by a team of nationally qualified instructors. Levels 1&2 are combined into one course to maximise training.</p> <p>Level 1 is aimed at Key Stage 2 (years 5&6). The course is held in a controlled area off the public highway and consists of bicycle and personal safety check, starting, and stopping, looking all around and balance and control.</p> <p>Level 2 is aimed at Key Stage 2 and 3 (years 5-8) to prepare them for the ‘transition’ to secondary school. The course is held on the public highways with varying traffic conditions. All trainees have a roadworthy bicycle and cycle helmet.</p>

<p>Cycle Training – Bikeability (Levels 1 to 3) (continued)</p>	<p>The course consists of starting and stopping with correct road positioning, turning manoeuvres, passing minor roads, and overtaking parked vehicles.</p> <p>Level 3 is aimed at Key Stage 3 (years 7&8) and includes route planning, negotiating roundabouts and multi-lane junctions, and dealing with heavier traffic.</p>
<p>Adult Cycle Training</p>	<p>Cycle course designed for absolute beginners and as a refresher to encourage parents to cycle with their children as it would help maintain the child’s skills, which they have obtained from doing Bikeability cycle training. It would also encourage adults to choose pedal cycles as a mode of travel.</p>
<p>Cycle Mechanics Training</p>	<p>Basic cycle maintenance aimed at Key Stage 3 (years 7&8) to ensure that bicycles are maintained to a safe and road worthy standard.</p>
<p>Ride Start</p>	<p>Ride Start is a course about Powered Two Wheelers (mopeds, scooters, and motorcycles 50cc) aimed at 15 to 19 year olds.</p> <p>The course consists of four workshops:</p> <ul style="list-style-type: none"> • Practical Ride – motorcycle training ‘off road’ incorporating all basic riding skills. • Road Safety and the Law – understanding attitudes and behaviour to reduce road risk. Also tests theory knowledge and understanding of the law. • Protecting Gear and First Aid – guidance on safety clothing and equipment, also covered basic first aid knowledge and skills. • Basic Mechanics – learn simple maintenance to reduce bike running costs and to keep it road worthy.
<p>Advance P2W – Better Biking</p>	<p>Two part workshop for rider with motorcycles of 125cc and over. Part 1 is theory of riding to deal with hazards and bends and all areas of concern that most riders experience from time to time. Part 2 is an on road practical session.</p>
<p>Drive Start</p>	<p>The aim of Drive Start events is to educate on road safety issues to young drivers on areas such as drink and drug driving, speed, and peer pressure. Advice is also given on vehicle purchasing and finance including maintenance tips to keep them safe out on the road. The main draw of the events is that the participants will be able to have a go at driving with a fully qualified instructor.</p>

<p>Safe Drive Stay Alive</p>	<p>This is a 'LIVE' production stage show aimed at raising the risks and dangers associated with young drivers. The show is based around a video reconstruction of a road traffic collision including the events leading up to the collision and then the actions of all the emergency services dealing with the incident.</p> <p>Representatives from the Police, Ambulance, and Fire services as well as A&E consultants speak of their own experiences. There are also parents who have lost a teenager or from a person that has been disabled by the actions of a young driver.</p> 
<p>Footsteps</p>	<p>This is a practical pedestrian training scheme for parents with young children. The session uses the footways and roads around the school or pre-school and encourages plenty of questions, to find out what each child understands.</p>
<p>Safer Steps</p>	<p>Safer steps is an activity book with a supporting DVD designed for Key Stage 2 (years 3 and their parents) to help build a child's road safety skills using a parent's knowledge and example as a foundation. Parents are encouraged to work with their child through the activity booklet and watch the DVD together and they can both put what they have learnt into practice.</p>
<p>Educational Events</p>	<p>The events are to engage with the general public and are based on supporting national and local campaigns such as child seat checks, tyre safety checks, drink and drug driving.</p>
<p>Roadside Education</p>	<p>Road Safety Officers attend roadside checks with Thames Valley Police where vehicles are stopped due to committing a moving vehicle traffic offence such as Speeding, Non use of a seatbelt, Using mobile technology, and Careless/inconsiderate driving.</p> <p>The Road Safety Officers where appropriate provide education talks based on local crash data and community concerns to raise the driver's awareness.</p>
<p>Work Related Road Safety – Driving Down Risk</p>	<p>Driving Down Risk is a half day workshop aimed at businesses where driving for the company is part of the staff's role. The workshop reflects on motoring skills in general and in particular how they drive for work.</p>
<p>Walking Bus</p>	<p>Road Safety Officers work with parents and primary schools to introduce a 'walking bus', which consists of a minimum of 2 parent volunteers (a 'driver' at the front and a 'conductor' at the back) and up to 16 children (or passengers).</p> <p>Walking buses reduces traffic in the vicinity of the school, improves the health and fitness of the children, enables them to practice their road safety skills, and enhance road awareness and encourages independent travel, which is an important transition to secondary school.</p>

<p>Speed Intervention Programme</p>	<p>The Speed Intervention Programme (SIP) is aimed at tackling speeding at identified locations.</p> <p>Sites where speeding has been identified as a concern are surveyed to determine if there is a speeding issue. If speeding is an issue, the Speed Indication Device (SID) is used to remind drivers of their speed. Further surveys are carried out to determine if speeds have reduced.</p> <p>If they have, further SID checks are programmed for approximately six months later. If speeds have remained unchanged, then a poster campaign or mobile Vehicle Activated Signs (VAS) is used for up to two weeks. Further surveys are carried out to determine if speeds have reduced.</p> <p>If they have, further SID checks are programmed for approximately six months time. If speeds have remained unchanged then Community Speedwatch (CSW) is used. In West Berkshire CSW is operated by the Road Safety Team when a video of a speeding vehicle is recorded. The registered owner of the vehicle is then sent a letter informing them that the vehicle was observed exceeding the speed limit on a certain date at a certain location. If the vehicle is observed three times then it is passed to the Police for further action, which often involves the registered owner receiving a visit from a Police officer.</p> <p>After CSW further surveys are then carried out to determine if speeds have reduced. If they have, further SID checks are programmed for approximately six months time. If speeds have remained unchanged then speed enforcement is undertaken by the Police.</p> <p>Further surveys are carried out to determine if speeds have reduced. If they have, further SID checks are programmed for approximately 6 months time. If speeds have remained unchanged then engineering measures are investigated and the whole SIP process starts again.</p>
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As well as the measures and initiatives co-ordinated by the Road Safety team outline above, the Council remains supportive of the Government's "Think!" national road safety campaign that aims to provide road safety information for road users. The various campaigns under the Think! umbrella seek to make road users more aware of road safety issues, such as drink and drug driving, urban and rural speeds, using mobile devices whilst driving, and increasing driver awareness of other vulnerable road user (such as pedal cyclists and motorcyclists).

5.3 Enforcement

The Police are the only agency able to carry out enforcement of driving offences such as speeding, non-use of a seatbelt, drink/drug driving, driving whilst unlicensed/uninsured, using mobile technology, and careless/ inconsiderate driving. However, where resources permit, the Road Safety team work in partnership with the Police at roadside checks to provide education based on local crash data and community concerns to raise the driver's awareness of the safety implications of their offence.

The Police are also responsible for the enforcement of using fixed and mobile speed cameras. The Road Safety team manage speeding concerns at identified locations through the Speed Intervention Programme, which is detailed on page 20 above.

Since the decriminalisation of on-street parking restrictions in 2009, the Council have been able to take enforcement action against most parking offences including parking on yellow lines and stopping on "sSchool kKeep cClear" markings. The Council also uses other powers which impact on road safety such as those to cut back overhanging trees and bushes, removal of illegal signs and abandoned vehicles.

5.4 Monitoring and Evaluation

Monitoring and evaluating is an important part of any scheme or project as it indicates its effectiveness and identifies if any improvements are required. The information gained from this enable more effective programmes to be created in the future and to make best use of available budgets.

Education, training and publicity (ETP) activities can often prove difficult to evaluate. However the road safety team use the Department for Transport Guidelines for ETP Road Safety Evaluation and the E-valu-it interactive website as part of their evaluation process. Also, those attending training courses are requested to complete a feedback form as this allows the road safety team to identify if the training being delivered is understood or whether it needs to be changed in order to get the road safety message across.

As part of the Speed Intervention Programme traffic speeds are monitored to determine if there has been any reduction following one of the activities described above.

The monitoring of recorded injury accidents enable sites to be identified that require remedial measures and the type of road users that need to be the focus of an educational campaign.

The evaluation and monitoring of road safety engineering is a well established discipline. Following a schemes implementation the accident data, traffic speeds and volumes and any feedback from the general public or local stakeholders are evaluated to determine the effectiveness of the scheme.

If you require this information in an alternative format or translation,
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