

ROAD CASUALTY REDUCTION REPORT 2013



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1 INTRODUCTION

- 1.1 This report highlights the road casualty and collision data for the Torbay Area during the calendar year 2013. Torbay Council's proposals for improving road safety for the next year are identified in the Torbay Council Road Safety Strategy 2012 - 2020, however, this report highlights in more detail the activities for 2014.

2 TORBAY'S TARGETS

- 2.1 In March 2000 the Government announced new targets for reducing casualties nationally. The targets are the percentage reductions to be achieved by 2010 compared with the average results for the base years, 1994 – 1998. The targets set by the Government were as follows:

- *40% reduction in the number of people killed or seriously injured in road crashes/collisions;*
- *50% reduction in the number of children killed or seriously injured;*
- *10% reduction in the slight casualty rate, expressed as the number of people slightly injured.*

- 2.2 In 2011 and for the years ahead, it is the intention for the development and implementation of local road safety strategies to enhance road safety delivery by focussing on casualty reduction with objectives and targets to support that aim and programmes planned to achieve that, thus improving casualty reduction.

The development of a local road safety strategy is included within the new Local Transport Plan 3 (2012 – 2020), to ensure greater reductions in road casualties locally by:

- Encouraging better and co-ordinated working between local authorities and their partners;
- Enabling local authorities to consider their future priorities;
- Involving and informing the public.

Road Safety is of paramount importance to both the Council and the residents it serves. Road safety issues are wide ranging and sometimes complex, but the Council has a good record in improving road safety for all transport users. A mixture of education, encouragement, enforcement and engineering alongside evaluation will be used to further improve the safety of all road users.

An evidence based approach to road safety education and engineering will be used in Torbay to identify and target investment where it is most needed. This will be led by the new Road Safety Plan, which was approved by members of the Transport Working Party at their meeting on 25th April 2013. The new Road Safety Plan reflects local road safety requirements, taking into account the most up-to-date Government recommendations, guidance, targets and strategy.

Unlike in the period up to 2010, the Department for Transport (DfT) have not set any targets for us to compare our results against.

However the DfT published its Strategic Framework for Road Safety (May 2011) which is designed to help Government, local organisations and citizens to monitor the progress in improving road safety.

The DfT have identified 6 key indicators which relate to road deaths and will measure the key outcomes of the strategy at national level. These are:

- Number of road deaths (and rate per billion vehicle miles)
- Rate of motorcyclist deaths per billion vehicle miles
- Rate of car occupant deaths per billion vehicle miles
- Rate of pedal cyclist deaths per billion vehicle miles
- Rate of pedestrian deaths per billion miles walked
- Number of deaths resulting from collisions involving drivers under 25.

At a local level, such as here in Torbay, the number of road deaths is small and subject to fluctuation. For this reason the DfT propose the following as key indicators:

- Number of killed or seriously injured casualties
- Rate of killed or seriously injured casualties per million people
- Rate of killed or seriously injured casualties per billion vehicle miles

The progress will be reported annually, with details published in 'Reported Road Casualties Great Britain'.

This will enable local authorities to consider their future priorities, whilst involving and informing the public of what action is taken.

Here in Torbay, we will also to continue to report casualty figures each year as part of the Road Casualty Reduction Report and the figures for the following categories can be found displayed in section 3 of this report.

- Fatal

- Killed and seriously injured
- Killed and seriously injured (0 – 15 years-old)
- Slightly injured
- Slightly injured (0 – 15 years old)

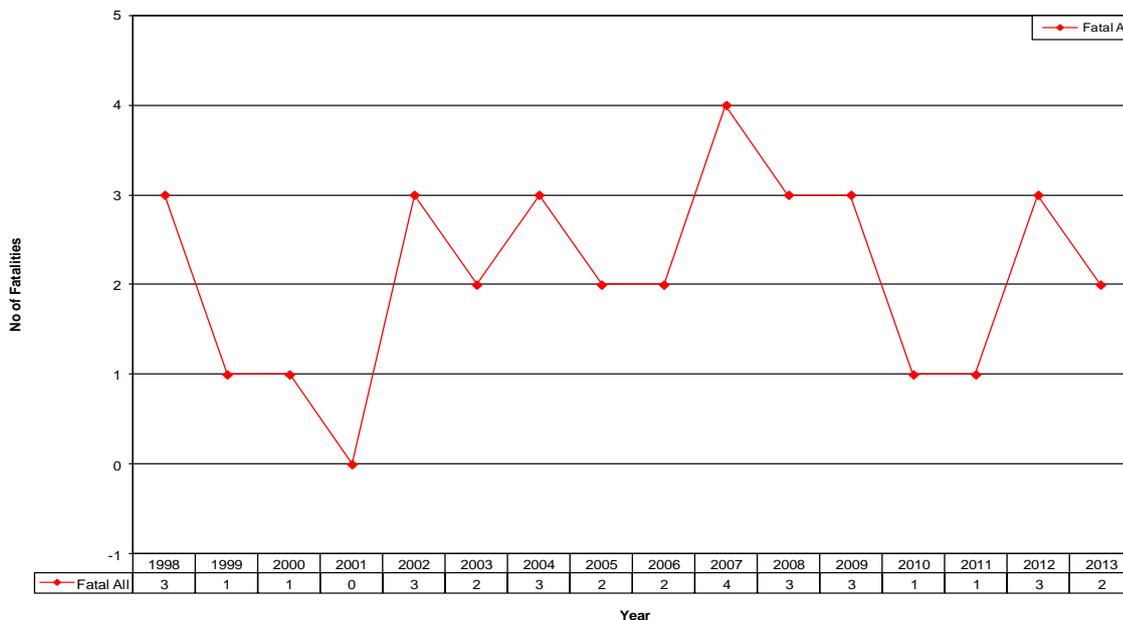
3 CASUALTY AND COLLISION DATA

3.1 The graphs below outline the road casualty and collision data for the years 1998 to 2013 compared against the government targets (where applicable).

3.2 Fatalities

Fig 1 shows the number of fatalities that have occurred within Torbay

Figure 1 - Fatalities (all ages)



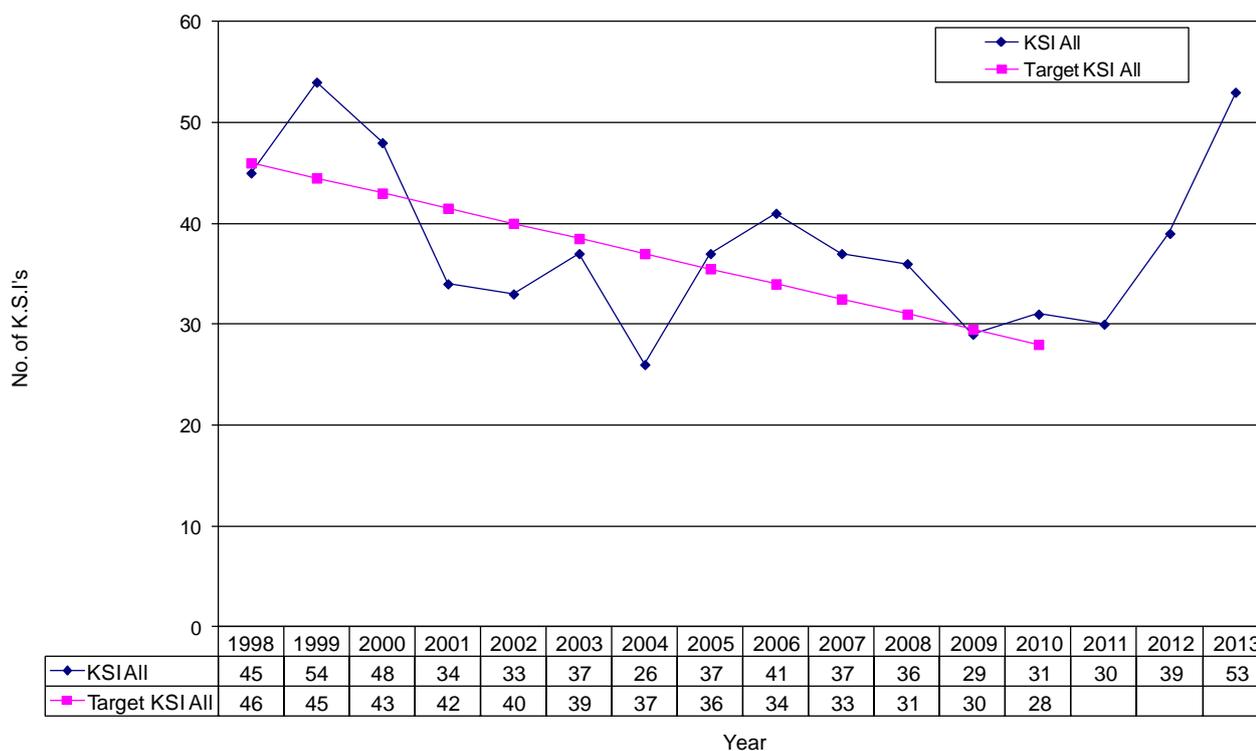
The results show 2 fatalities on Torbay roads in 2013, which is a decrease on the previous year. The average figures remain at a consistent overall level, since the 1998 to 2010 targets were introduced.

Torbay Council continues to work from very low base figures and continues to have one of the safest road networks within the South West. The authority benchmarks with other highway authorities and the number of road traffic casualties expressed as a percentage of the population is amongst the lowest in the south west.

3.3. Killed and Seriously Injured (KSI's) (all age groups)

Fig 2 shows the number of people killed or seriously injured within Torbay.

Figure 2 - Killed and seriously injured (K.S.I.)
(all ages)



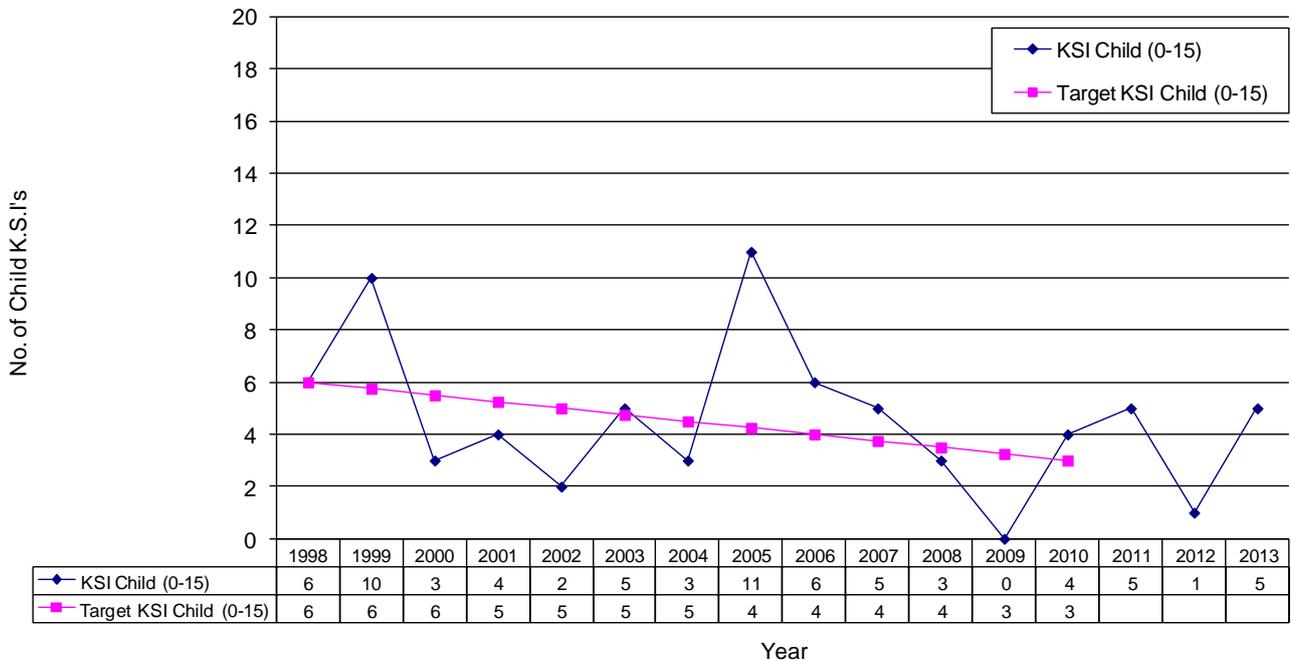
The results show there has been an increase of 31% in the number of killed and seriously injured since last year, this is the second year in succession that there has been an increase of around 30%.

Torbay Council continues to work from very low base figures and significant reductions can be very hard to identify, further details on reviewing collision cluster sites are included in section 5.3.

3.4 Killed and seriously injured (0 – 15 age group)

Fig 3 shows the number of 0-15's killed or seriously injured within Torbay.

Figure 3 - Killed and seriously injured (K.S.I.) (0 - 15 year age group)



The results show there has been an increase in the number of killed and seriously injured (0-15 age group) over the past year, from 1 to 5.

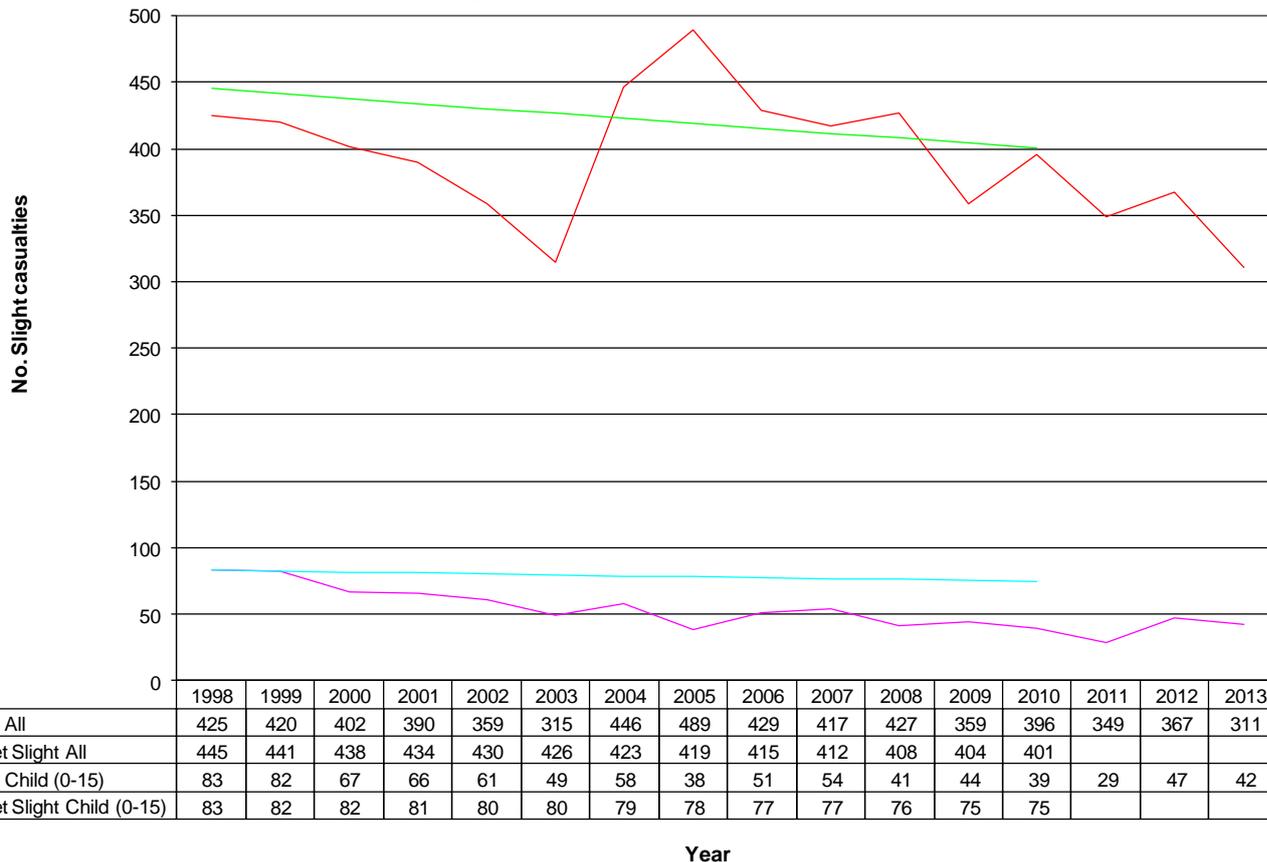
Provisional analysis shows that 4 of these casualties were pedestrians, with 1 rear seat passenger.

Continued targeting of road safety education to this age group will take place as part of our 'Learn to Live' and teenage road safety weeks.

3.5 Slight Injuries

Fig 4 shows the slight injuries for all ages and the 0-15's within Torbay

**Figure 4 - Slight injury accidents
(all ages above, child 0 - 15 below)**



All ages

The results show slight injury casualties down by 15% to 311, continuing our general downward trend from the 1988 baseline, with a current reduction of 30%.

Children (0-15 age group)

There has been an 11% decrease in child slights for 2013 and provisional analysis shows that 50% of these casualties were pedestrians, 25% front seat passengers, 13% rear seat passengers and 12% cyclists.

4 PLANNED ROAD SAFETY CAMPAIGNS 2014

- 4.1 Appendix 1 lists the road safety campaigns which will be undertaken by the Road Safety Team during 2014. Wherever possible, the local media (newspaper, radio and TV) will assist and are key to getting the message across to the target audience. The team continue to have a good working relationship with the media and enjoy a high profile, with positive stories being run and picked up by both local and national newspapers and television.

Road safety education will continue to be delivered in accordance with the Road Safety Strategy 2012/2020. However, collision data for the last three years is currently being analysed to establish the road users most at risk in relation to age and sex so that campaigns can be tailored to this priority. The budget for road safety education for 2014/15 is £15,500.

5 PLANNED EXPENDITURE OF FUNDING FOR ROAD SAFETY INITIATIVES

- 5.1 Contained within the Local Transport Plan 2011 – 2016 are the budgets for carrying out all Road Safety initiatives. This information is shown under the following headings:

Road safety initiatives (Safer routes)	£ 70,000
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5.2 TRAFFIC ACTION ZONE

The Local Transport Plan 3 (2011 – 2016) has identified the continued provision of funding from the capital programme for Traffic Action Zones.

The objective of the projects is to enable communities to become involved with the re-design of their streets to reduce vehicle speeds and provide safer / better access to the schools and other facilities within the TAZ.

The Coombe Pafford and Hele Traffic Action Zone was identified in a briefing note to the Transportation Working Party on 18th March 2011 and was implemented during 2013/2014.

There is no funding identified for Traffic Actions Zones in the 2014 / 2015 financial year.

5.3 ROAD SAFETY INITIATIVES

With the implementation of various road safety schemes over the thirteen years since Torbay became a unitary authority, there are now very few obvious 'traditional' collision cluster areas which can be identified. This means that the law of diminishing returns applies to any schemes implemented. However, engineering measures are an important part of the Council's strategy in reducing collisions. The Council will continue with its Safer Journeys programme and will carry out a review of accidents to identify any linear routes which have a higher than normal collision record. Further details of the engineering measures to be carried out in 2014/15 will be presented to the Transport Working Party in the Road Safety Initiatives Report.

5.4 PENINSULAR ROAD SAFETY PARTNERSHIP

Torbay Council continues to work closely with the Police to ensure enforcement is a key activity in road casualty reduction. The Council also works with the Peninsular Road Safety Partnership (formerly known as the Devon and Cornwall Safety Camera Partnership) to use camera enforcement and education to reduce speeds and red light violation.

Once again there will be decreased funding for the operation of Safety Cameras in 2014/15, however the operation and enforcement of the fixed safety camera sites within Torbay will continue.

The authority will continue to work closely with the partnership to ensure that mobile safety camera activity is targeted at those locations where speed related problems continue in an effort to increase the visibility of enforcement.

Brixham continues to operate a Community Speed Watch initiative which works in partnership with, and uses the combined efforts of, the local residents and is supported by both the Police and the Peninsular Road Safety Partnership.

Community Speed Watch is a scheme to help people reduce speeding traffic through their community. The scheme enables volunteers to work within their community to raise awareness of the dangers of speeding and to help control the problem locally. The use of the radar devices to record vehicle speeds will not lead to prosecution; drivers will get a letter from the police instead, but will help to underline the community's commitment to reducing speed.

Appendix 1

Torbay Council Road Safety Team Calendar for 2014.

Month	Week Commencing	Campaign	Action
January	Vehicle and road user conspicuity	Vehicle lighting and visibility	Road Safety Officers / Police
February	10 th – 16th	Young drivers & speed	Road Safety Officers / Police / DSFR / Press office.
	26 th	For My Girlfriend - Young Drivers	Road Safety Team
March	10 th - 16th	Seatbelts	Road Safety Team / Police / Press Office
April	14 th - 20th	Speed	Road Safety Team / Safety Camera Partnership / Police / DSFR / Press Office
May	2 rd - 4 th	BMAD Bike Festival	Road Safety Team / Safety Camera Partnership / Police / DSFR

Month	Week Commencing	Campaign	Action
June	2 nd – 8 th	Drink / Drug Driving (ACPO & Tispol National & EU Campaign)	Road Safety Officers / Police
	9th to 14th	Child car seat checks	Road Safety Team / Police / Press Office
		World Cup Drink Drive	Road Safety Officers / Police / DSFR / Press office
	5 th	BMAD Wednesday Bike Nights, Paignton (4 th June – 24 th Sept)	Road Safety Team
July	TBA	Scooter and motorcycle safety	Road Safety Officers / Police / DSFR / Press Office / Max Rider
August	11 th to 16 th	Summer Drink Drive	Road Safety / Police / DSFR / Press Office
	18 th – 24 th	Excess & Inappropriate Speed (Tispol week)	Road Safety / Police / DSFR / Press Office
September	8 th – 14 th	Seatbelts (Tispol week)	Road Safety / Police / DSFR / Press Office
	29 th September to 5 th October	Tyre Safety	Road Safety Team / Police / Press Office

Month	Week Commencing	Campaign	Action
October	6 th to 12 th	Older Drivers Week	Road Safety Team / Press Office / ADI / Police / Health / Trade
	20 th to 25 th	Cycle safe - Be Safe Be Seen campaign.	Road Safety Team / Press Office
	21 st – 23 rd	Learn 2 Live	Road Safety Team / Press Office
November	11 th	Learn 2 Live Riviera Centre	Road Safety / Police / DSFR / Press Office
	17 th – 21 st	National Road Safety Week	Road Safety Team / Police / DSFR / Press Office
December	8 th – 14 th	Drink Drive Campaign	Road Safety Team / Police / DSFR / Press Office

Note:

ADI Advanced driving instructor
BMAD Bikers Make A Difference
DSFR Devon & Somerset Fire and Rescue
JRSO Junior Road Safety Officer