

A New Road Safety Strategy for Birmingham

PACTS Managing Road Safety Conference

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Overview

- Overall positive long term trend in collision and casualty reduction;
- 2014 – lowest number of fatalities on the city’s roads (10) caution needed in terms of annual fluctuation;
- A number of key road safety issues to be addressed;
- Council’s approach to road safety needs to be a mix of targeted interventions based on location and/or user groups and city-wide initiatives; and
- Working with partners and the community will be key.

The Birmingham Connected Vision

Sets a new direction for transport. A new era in creating choice for how we move people and goods, delivering projects and infrastructure, and the ways in which we fund them.

Making our roads safe is implicit within this if we want to encourage more use of active travel modes and support more sustainable movement and healthier lifestyles.



Road Safety Analysis Approach

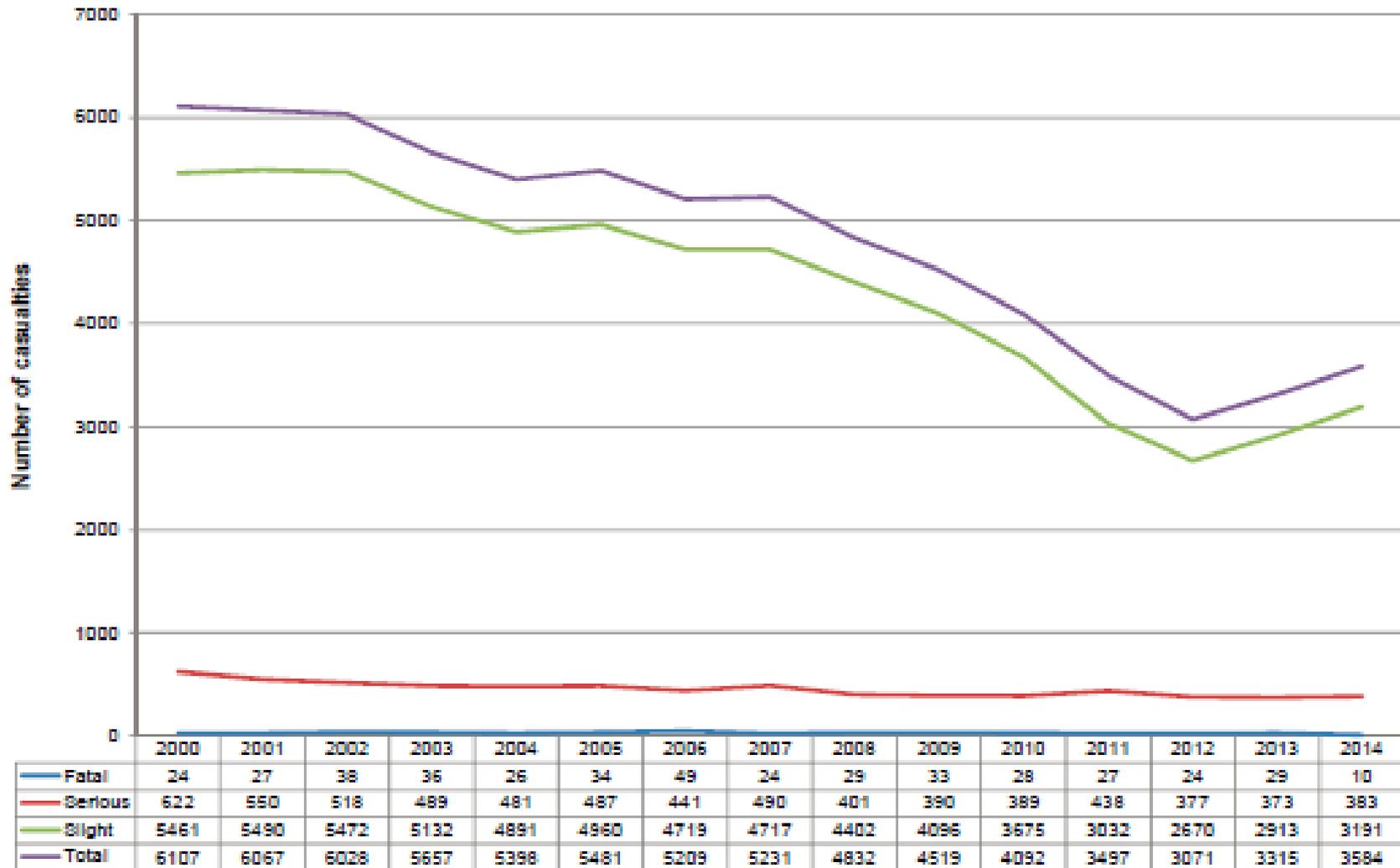
- Casualties: allows an understanding of people involved in accidents, where they live, age, gender etc.;
- Collisions are the incident itself: its location, vehicles involved, contributory factors etc.; and
- Analysis looks at:
 - Trends over time;
 - Comparisons between Districts in Birmingham;
 - Analysis of certain road user groups – vulnerable users;
 - Comparisons with comparator authorities (authorities similar to Birmingham based on a range of factors (i.e. demographics, road type etc.)); and
 - Finding clusters/patterns of accidents to prioritise interventions;
 - Considers: perception, exposure and demographics.

Road Accidents

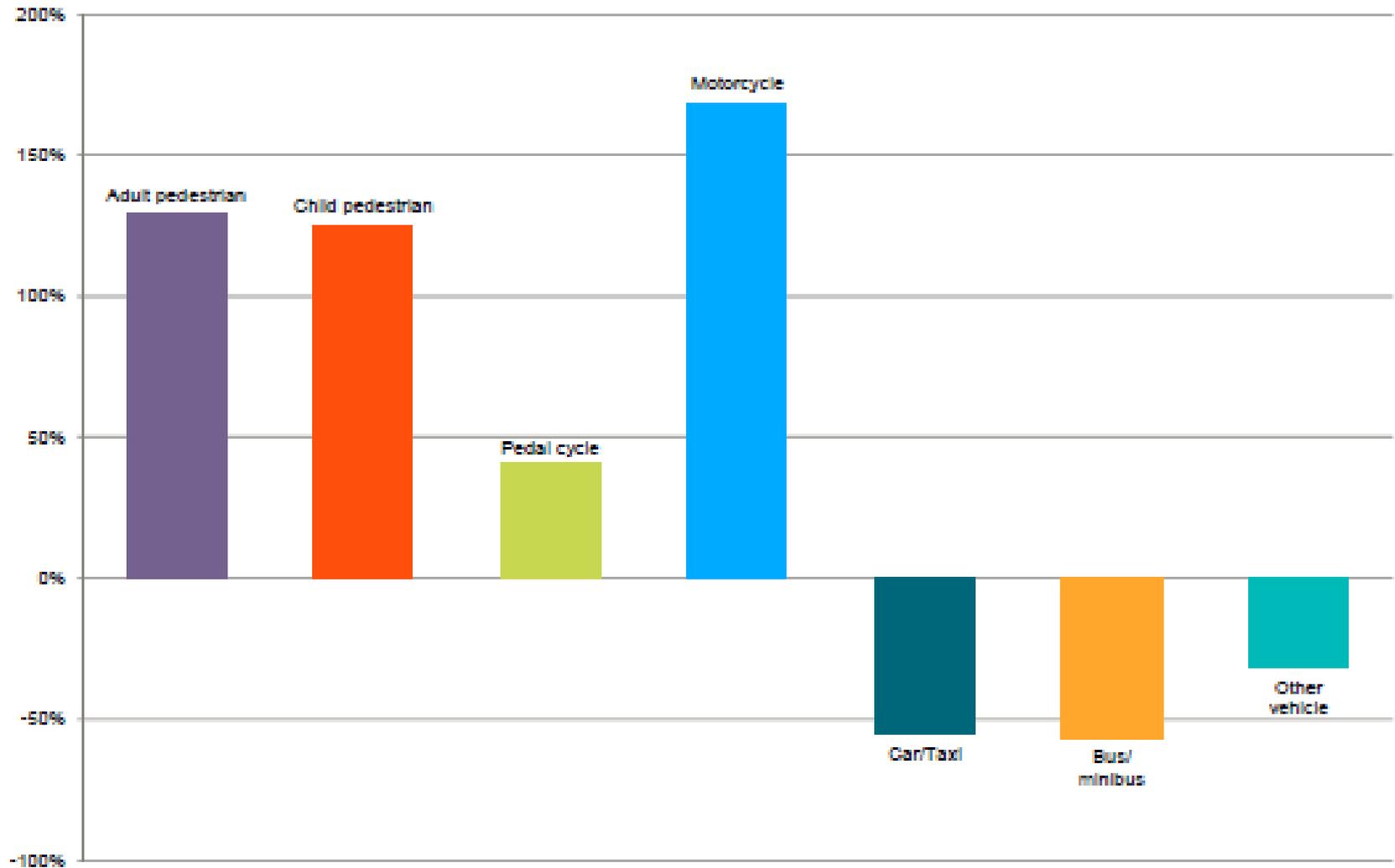
Road Accidents are:

- **Rare:** 1 in 200 people injured every year in the UK;
- **Random:** impossible to predict where and when the next accident will happen; and
- **Multifactor:** combination of behavioural, vehicle/mode, highway environment and external factors (weather etc.).

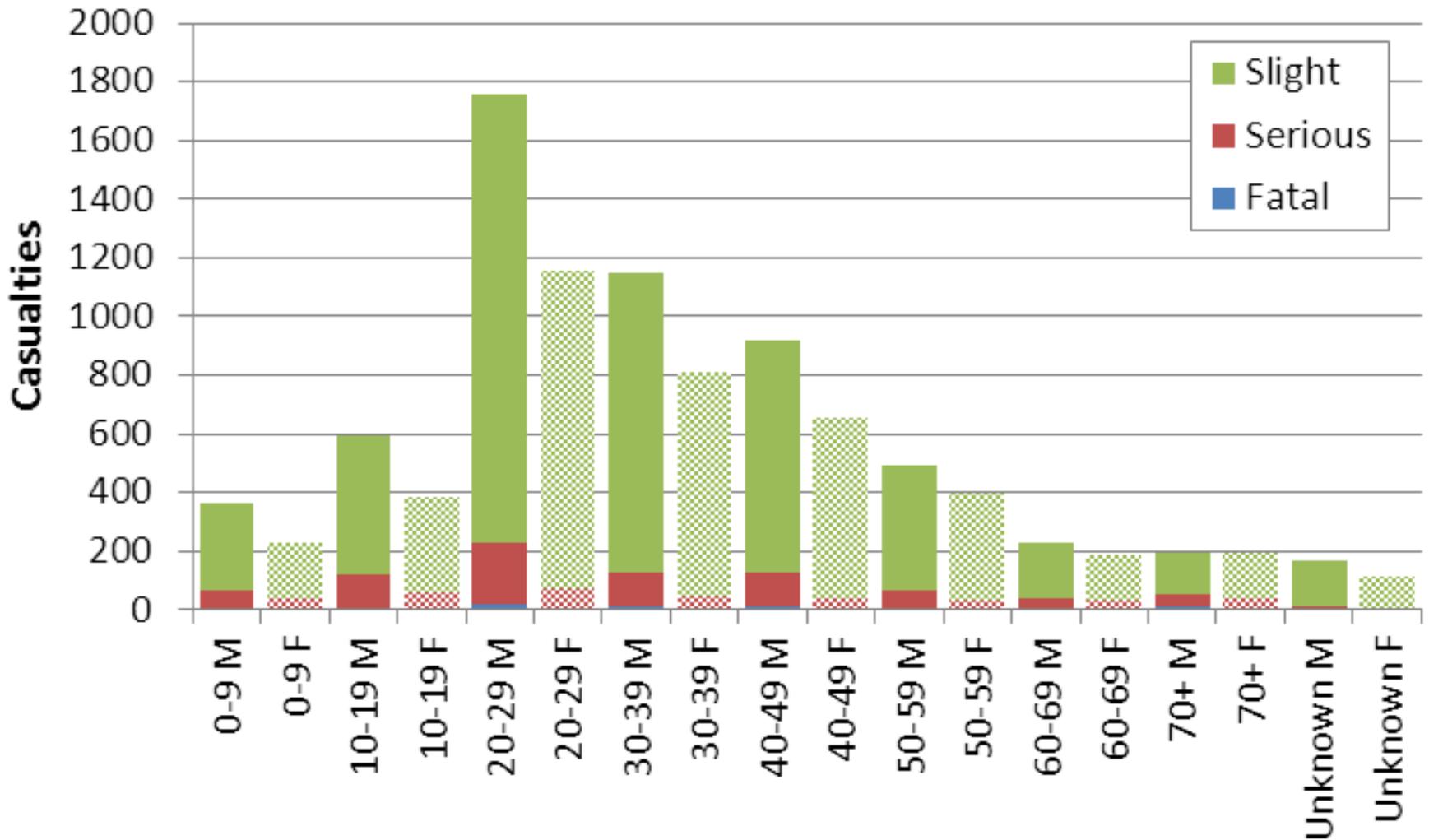
Road Traffic Casualties in Birmingham



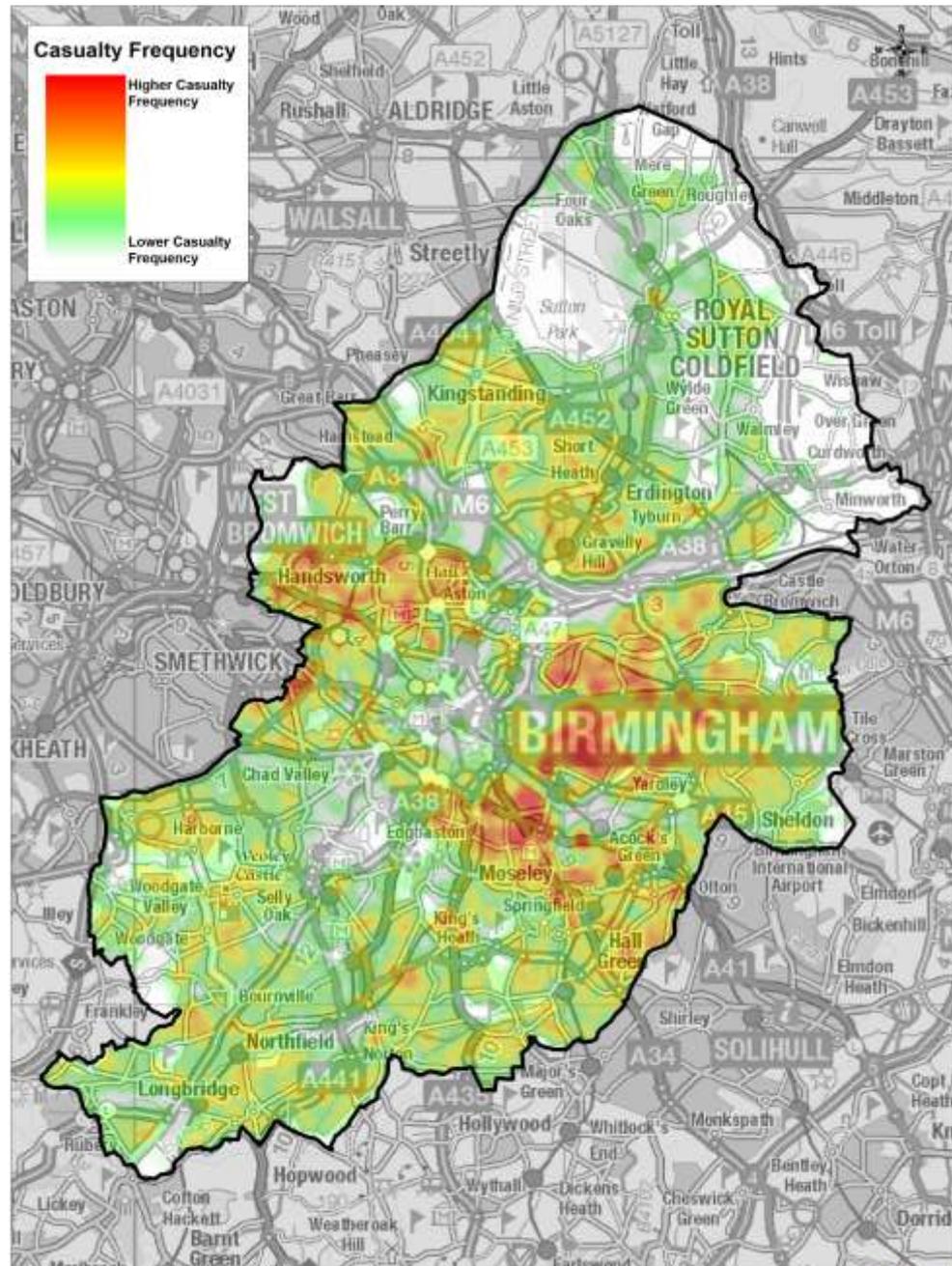
KSI casualties in Birmingham, by mode, compared to all casualties (2010-2014)



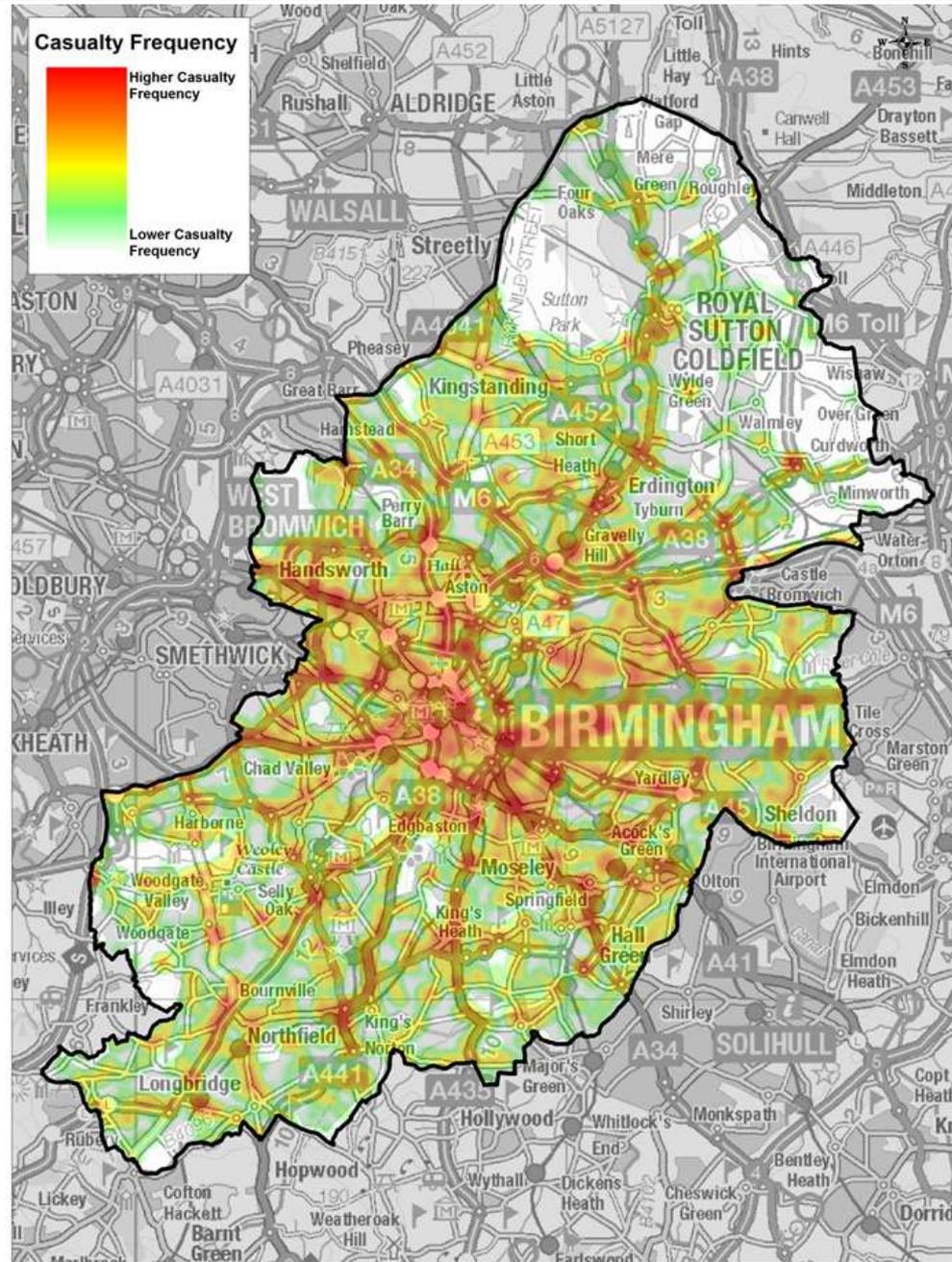
Casualties in Birmingham (by age group and by gender)



Home location of Birmingham residents injured in road traffic accidents (2009-2014)



Spatial distribution of all road traffic casualties in Birmingham 2012-2014



Progress on Road Safety

Overall the trend is positive, but focus needed in terms of:

- Child pedestrians: particularly transition between primary and secondary schools (10 – 14 age group);
- Cyclists: collisions are increasing with the expansion of the cycle network;
- Motorcyclists;
- Collisions in local centres/entertainment districts;
- Communities in areas with higher levels of deprivation;
- Young road users especially young drivers;
- 72% of fatal/serious accidents are males; and
- Different approaches are needed by area.

'Safe System' Approach

- Advocated by the UN and WHO in the Global Plan for the Decade of Action for Road Safety 2011-2020;
- Acceptance of human error;
- Consideration the vulnerability of the human body;
- Realisation that traffic collisions cannot be completely avoided;
- Goal is to ensure road accidents do not result in serious injury;
- Road users, vehicles and the road network/environment addressed in integrated manner; and
- Wide range of interventions, with greater attention to speed management and vehicle and road design than traditional approaches to road safety.

Road Safety Strategy Vision



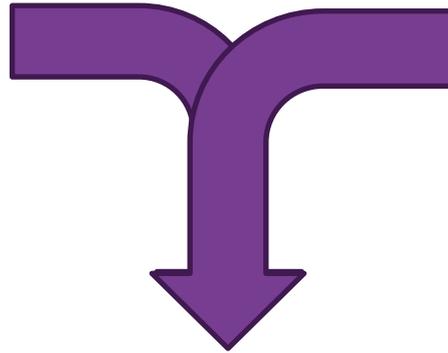
Road Safety Strategy

Key Themes:

- 1) Safer Roads
- 2) Safer Vehicles
- 3) Safer People

Measures:

- 1) Education
- 2) Enforcement
- 3) Engineering



Delivery:

- 1) Local Authorities
- 2) Police
- 3) Fire Service
- 4) Third Sector
- 5) Private Sector
- 6) Communities

Strategic Outcomes

- A reduction in the number and severity of road traffic accidents;
- A reduction in the number of people killed or seriously injured as a result of road traffic accidents;
- A reduction in the total cost to society of accidents;
- More people making their journeys on foot or by bicycle;
- More children walking and cycling to school; and
- Improved air quality.

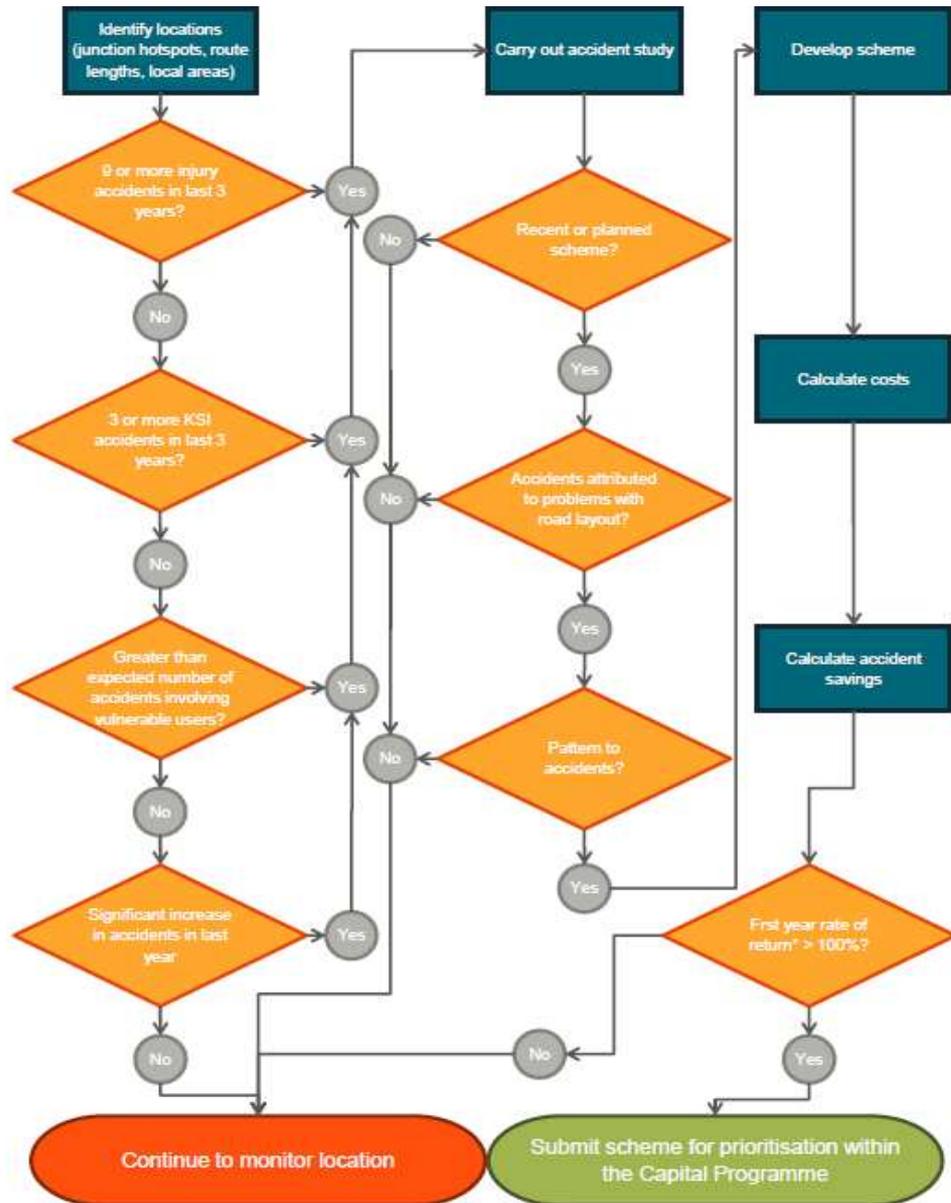
Safer Roads

- Physical changes made to the highway environment to improve road safety;
- Various types of intervention e.g. traffic calming, changes to road layouts and controls, speed limits, pedestrian crossings etc.;
- Delivered through programmes such as Local Safety Schemes, Safer Routes to School, Ward Minor Measures;
- Larger accident hotspots tackled through programmes such as Pinch Points e.g. Bordesley Circus;
- New schemes – road safety design implicit; and
- Accident studies: continue to review data to inform intervention priorities.

Safer Roads

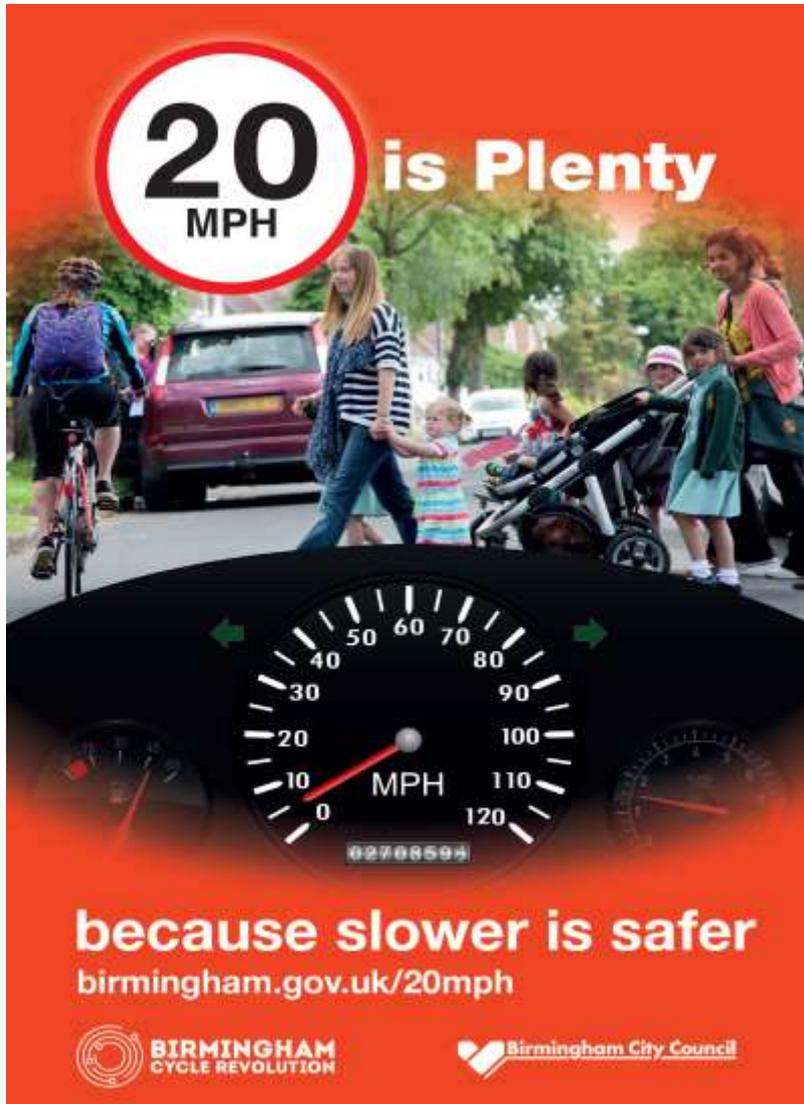
- Road safety is a key feature of new highway schemes and as part of highway maintenance programmes;
- Speed limits: 20mph;
- Safety cameras: digital enforcement cameras;
- Police mobile enforcement; and
- Parking: new controls and enforcement of illegal parking.





*FYRR = $\frac{\text{forecast accident cost reduction in first year}}{\text{total cost of works}} \times 100$

Safer Roads



20
MPH

is Plenty

because slower is safer
birmingham.gov.uk/20mph

 **BIRMINGHAM**
CYCLE REVOLUTION

 Birmingham City Council



20
MPH

is Plenty

20

Safer People

- Many accidents occur as a result of road user behaviour – and this is evidenced through contributory factors;
- Range and impact of engineering solutions are ultimately limited; and
- Addressing behaviour in order to further reduce the level of casualties is essential.



Contributory Factors

Most common contributory factors attributed to collisions in Birmingham in 2014.

Contributory Factor	Collisions Attributed
Failed to look properly (driver)	44.6%
Failed to judge other persons path or speed	22.0%
Careless or reckless or in a hurry (driver)	20.4%
Poor turn or manoeuvre	13.8%
Failed to look properly (pedestrian)	13.0%
Exceeding speed limit	9.1%
Slippery road (due to weather)	7.8%
Travelling too fast for conditions	6.5%
Aggressive driving	6.2%
Sudden braking	6.0%
Loss of control	6.0%

Safer People

- The Council and its partners run education programmes to raise the levels of understanding and awareness of road-users to road safety issues to influence their behaviour;
- Education campaigns are also important to complement engineering measures aimed at casualty reduction; and
- Use road safety data to continue to target most vulnerable road users groups and identify communities where issues seem prevalent.



Safer People

- Bikeability training for students aged 9-13 using DfT grant;
- Bikeability Plus training for students, parents and teachers using DfT grant;
- Women On Wheels cycle training for BME communities;
- Working with our partners towards delivering a targeted programme for motorcyclists;
- Road safety workshops in newly arrived community groups e.g. Kurdish Community Group, English for Speakers of Other Languages (ESOL) classes;
- Pedestrian training to primary/secondary schools covering 4000 students each year;
- HGV and cyclist awareness sessions to key businesses and cycling forums e.g. Exchanging Places; and
- Adult (20-29) driver awareness campaign - learners and novices often engaged in school or further education, and (ii) post-education adults who drive as a routine part of life.

Safer People

- Mosaic data being used to identify areas of the city where the number of residents are over represented in collisions;
- 'The Council must develop new approaches to targeting communities most at risk as part of the new Road Safety Strategy – e.g. My Neighbourhood, Women on Wheels etc.



Safer Vehicles

- Legislation around vehicle design aimed at improving safety – for drivers, passengers and other road users;
- Road safety through procurement, standards and regulation - CLOCs, FORS;
- Enforcement – uninsured, unlicensed vehicles;
- Trading Standards; and
- Road safety issues - relationship with wider criminality.



Delivery

- Road safety must not be seen in isolation from wider policy agendas: statutory duty for local authorities but cannot be tackled by the Council in isolation;
- Funding is critical but limited. Need to ensure it is targeted effectively;
- Partnership working: range of authorities and organisations that have different powers, roles and responsibilities. BCC to develop new Birmingham Road Safety Partnership, with a Cabinet Member lead to steer and shape Road Safety Strategy going forward; and
- Proposed Integrated Transport Authority (ITA) member to lead road safety activity across the metropolitan area.

Partnership Working

- Whilst physical local road safety interventions have historically been developed and implemented primarily by the local authority, other activity to improve road safety has been shared with other agencies, most notably the Police, Fire Service and schools; and
- Partnership working is essential given the complexity and impact of road safety and this Strategy highlights much of the joint working undertaken in road safety education and enforcement. Our partnerships continue to bring together resources, knowledge and expertise.

Partnership Working

Birmingham Road Safety Partnership					
Birmingham City Council				Partners	
Transportation Services			Highways (and Amey)	<ul style="list-style-type: none"> • WM Police • WM Fire Service • WM Ambulance Service • Centro • Public Health • Neighbouring Local Authorities • Public Transport/ Freight Operators • DVLA • Trading Standards 	
Safer Roads	Infrastructure design				Highway maintenance
Safer People	Road Safety Education	Capital programme	Strategy development		
	Active Travel				
	Travel Planning				
Safer Vehicles					

Consultation

- 13 week public consultation period (extended to 15 weeks) ends Friday 6 November 2015;
- Engagement with partners, stakeholders, Councillors and members of the public; and
- Using email, web, social media, libraries and face to face.



Birmingham Road Safety Strategy Consultation Questionnaire

BIRMINGHAM CONNECTED

Birmingham City Council is consulting on a new road safety strategy for the city. The best way to register to the consultation online is at www.birmingham.gov.uk/road-safety. Tell your views and the facts and more on the way things in Birmingham to you if you're interested. Road Safety Strategy Consultation. Progress Plan (2015-2020). Transportation Services. Birmingham City Council. 01 21 22 1000. Information. 01 21 22.

The consultation closes on Friday 20 October 2015. For any queries about the consultation, please email feedback@birmingham.gov.uk or call 0121 222 1000 and leave a message on the answering machine.

If you are representing an individual business or organisation, please email info@birmingham.gov.uk.

PLEASE NOTE: Any personal information supplied will be stored in accordance with the Data Protection Act 1998 and processed by Birmingham City Council and its agents.

About you

What is your name? (Do you have children under 16?) Yes No

What is your email address? (Please include zip)

Please tick all that apply

Live in Birmingham

I work in Birmingham

State of race

Are you

Male

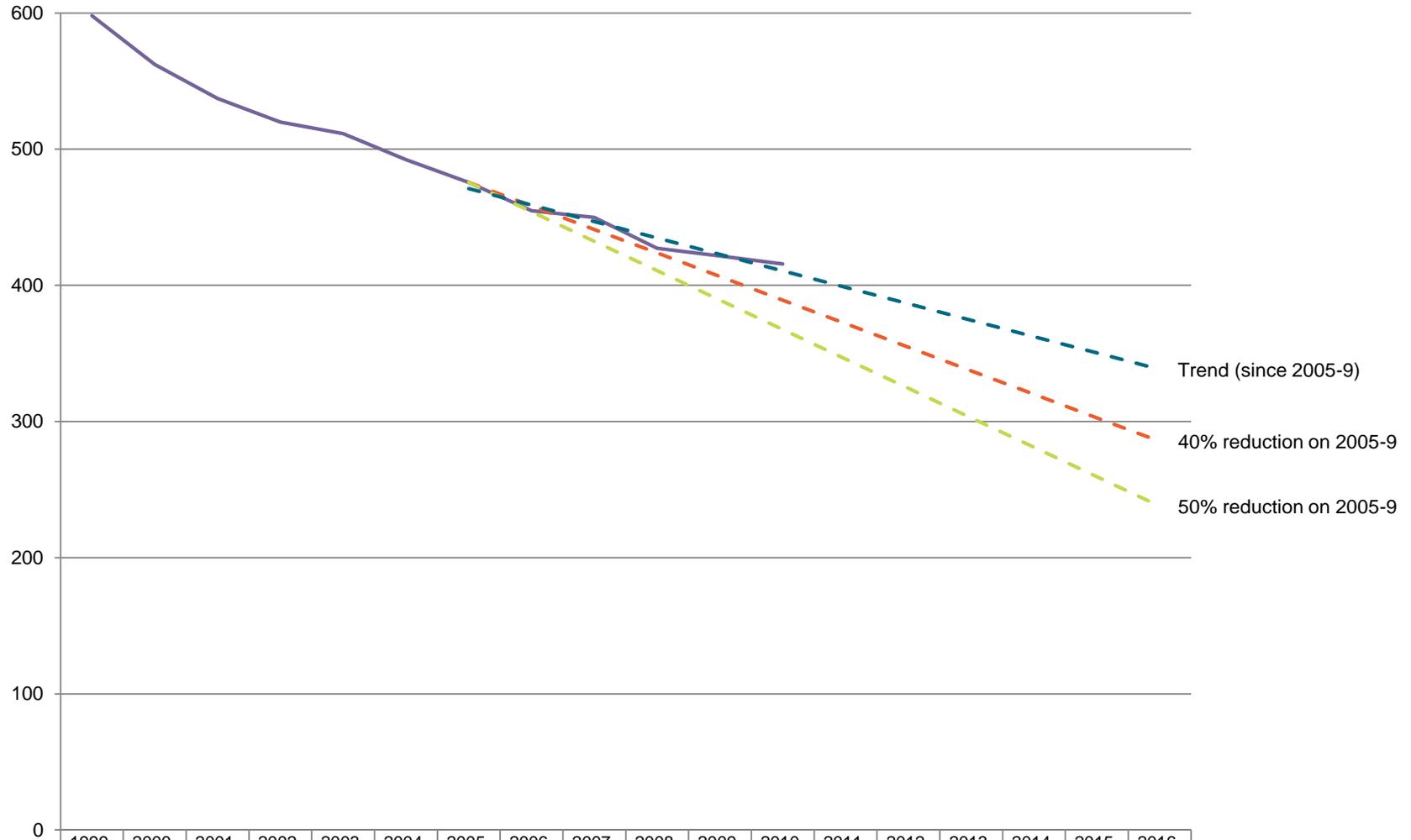
Female

Other

(Please include age)

Page 1

Forecast



	1999-2003	2000-2004	2001-2005	2002-2006	2003-2007	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2015-2019	2016-2020
Actual	598	562	537	520	511	492	476	455	450	427	422	416						
40% reduction on 2005-9							476	458	441	424	406	389	372	355	337	320	303	285
50% reduction on 2005-9							476	454	432	411	389	368	346	324	303	281	259	238
Trend (since 2005-9)							471	459	447	435	423	411	399	386	374	362	350	338

Next Steps

- Consultation ends 6 November 2015;
- Review and analyse consultation responses;
- Undertake further work emerging;
- Continue build on partnership opportunities and the reformed Birmingham Road Safety Partnership; and
- Adoption of final Road Safety Strategy in 2016.