

**Report of Director of City Development**

**Report to Scrutiny Board (City Development)**

**Date: 9 September 2015**

**Subject: ROAD CASUALTY REDUCTION AND INITIATIVES**

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

**Summary of main issues**

1. The Best City ambition for Leeds is to improve life for the people of Leeds and make our city a better place to live. Improving road safety and the reduction of road collisions and injuries has an important role to play in supporting safe, sustainable and healthy travel and movement and in contributing to the Best City for Community, Best City to Grow Old In and Child Friendly City objectives.
2. This report provides an update on road safety trends for the first half of 2015 and the programmes being followed to improve conditions, and follows up on issues arising from the previous inquiry into 20mph speed limits by the Board's predecessor. The first half of this year has indicated that improvements have been made in the number of all casualties for vulnerable road users, particularly for pedestrians and children, with a small improvement in Killed and Seriously Injured (KSI) casualties for this group; however, there has been an increase in casualties among car occupants.
3. Continuing improvements in road safety and casualty reductions require a joined-up approach between the Council and key partner agencies, involving physical changes to the road layout, appropriate speed reduction and across a range of education and promotion and enforcement activities.

**Recommendations**

4. Scrutiny Board members are requested to note and comment on this report.

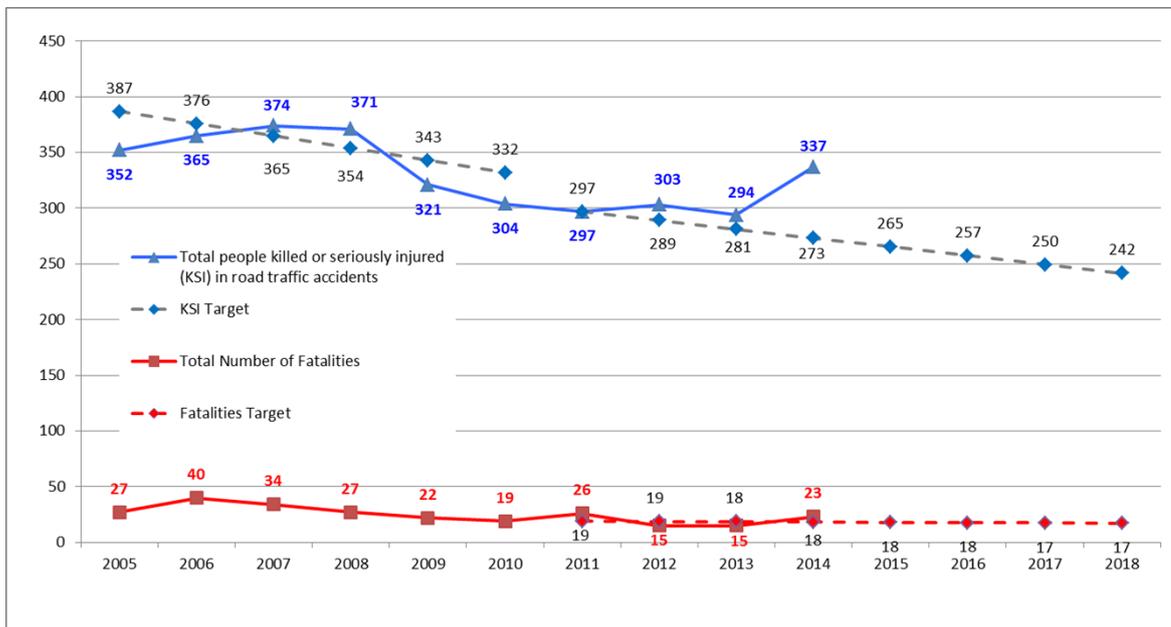
# 1 Purpose of this report

1.1 This report concerns the progress made on the Leeds Killed or Seriously Injured (KSI) road casualties reduction programmes. The report provides an update on road safety initiatives, including road safety schemes, education and promotion campaigns and the provision of 20mph speed limits.

# 2 Background information

2.2 Following a deputation from the 20s Plenty campaigns group, there have been two scrutiny sessions on the subject of 20 mph speed limits. Reports submitted detailed information on Leeds City Council's approach to providing the 20 mph speed limits and the cost of road traffic collisions with a particular focus on the casualty saving potential of lower speed limits.

2.3 The Directorate receives regular updates on Leeds Killed or Seriously Injured (KSI) road casualties, which are in turn reported to the Scrutiny Board.

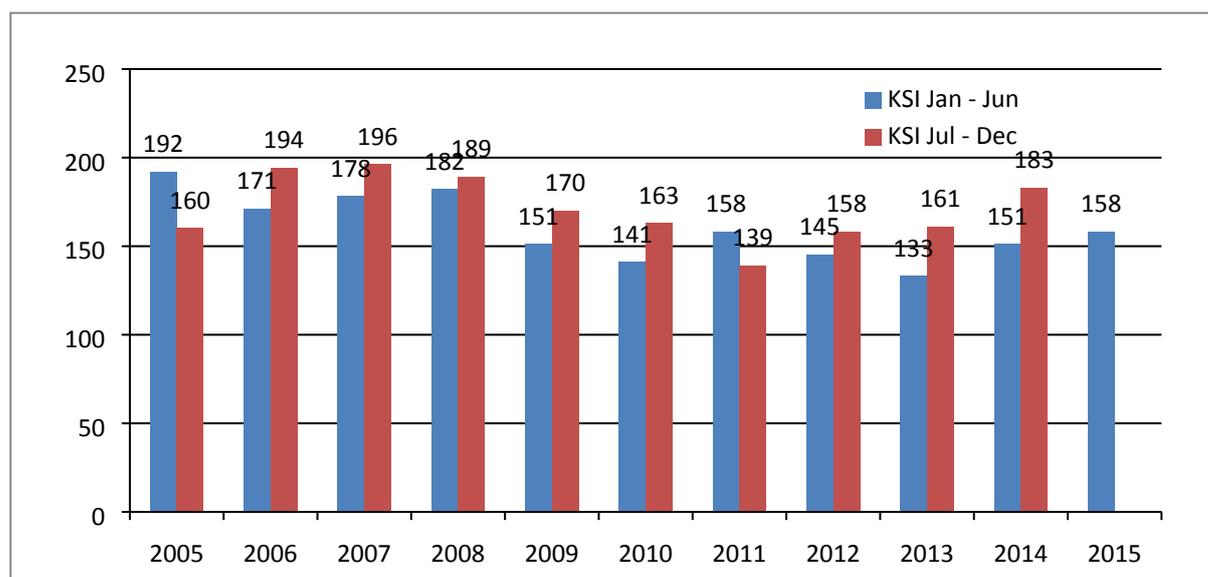


**Figure 1 – Killed and Seriously Injured (KSI) Casualties and targets in Leeds District**

2.1 In 2014, the number of those killed or seriously injured (KSI) on Leeds roads rose for the first time in seven years, from the record low 294 in 2013 to 337. The greatest rise was among vulnerable road users (pedestrian, cyclist and powered two wheelers) who jointly form 67% of KSI's in Leeds. There was also an increase in children KSIs.

2.2 In the first half of 2015 there have been record - low 5 fatalities; if the trend is sustained, this will be a substantial improvement on the previous year (21), or even the record-low 2013 (15). There has also been a slight drop in the number of recorded collisions. However, there was a small increase in the number of collisions resulting in injury; consequently the figures for the first six months of 2015 indicate an increase in both the number of KSI casualties and slight casualties. Although the three year annual average shows little substantial change since 2011, an increase recorded in 2014 continuing into 2015 is disappointing. Whilst there has been a slight decrease in the number of KSIs among vulnerable road users (pedestrians, cyclists and children) recorded in the first 6 months of

2015, there has been an increase in casualties of all severities among car occupants. Further details are given in Appendix 1



**Figure 2 – Killed and Seriously Injured casualties in Leeds District 2005-2015 – mid-year comparison figures.**

- 2.3 The rising KSI trend mirrors the national trend and that of other districts of West Yorkshire. When compared against the other Core Cities, most have seen the rate of reduction slow in recent years, with Manchester and Newcastle being the only areas to have maintained a clear downward trajectory. Further information is contained in Appendix 2.
- 2.4 There is no single identifiable reason for an increase in the number of KSI casualties, although thankfully the number of fatalities continues low. There has been a sharp increase (42% between 2011-14) in the number of walking and cycling journeys into the city centre and an increase in the number of children walking to school. The demographic trends show both an increase in the number of children in Leeds and an increase in the number of residents over 60 years of age – both groups are more vulnerable to being seriously injured in the event of involvement in a road traffic collision.
- 2.5 Following some years of zero growth, traffic levels going into the city centre have begun to increase again and have reached their highest level since 2007; at the same time there has been an increase in the level of pedestrian and cycling activity on routes into and around the city centre. The growing economy of the city centre means that pedestrian numbers remain high at all hours throughout the day and into the night – which may be reflected in an increase in pedestrian casualties, including those associated with the night-time economy.

### 3 Main issues

#### Strategy overview

- 3.1 The strategic basis for improving road safety is set out in the West Yorkshire Local Transport Plan 2011-2026 (LTP3) for which the West Yorkshire Combined Authority (WYCA), working with the five West Yorkshire Councils, takes the lead. WYCA are currently engaged in a review of LTP3 and its development into a Single Transport Plan (STP) - a new 20-year plan which it is proposed to adopt early in 2016. Consultation on the STP is expected to move to an advanced stage later this year and will include a series of policy principles, the most relevant to road safety being the proposed draft Core Principle 2: –
- Place Shaping – where the “ambition is to make our cities, towns and neighbourhoods more attractive places to live and work, with an emphasis on improving road safety, air quality, the health of residents and the image of places”. The key means to deliver this will be through “creating safer roads and places for everyone, especially vulnerable road users such as the young, elderly, those with mobility problems and for people walking and cycling”;*
- 3.2 Leeds road casualty targets are captured within the wider targets for West Yorkshire that are set out in LTP3; these are reported within the Best Council Plan (Indicator CD12). The target for Leeds is a 50% reduction of the number of people Killed or Seriously Injured (KSI) in the district roads by 2026; for comparison in the preceding 15 years (1994-2010) there was a 45% reduction. The last two years have seen a flattening of improvement performance against those targets for the first time since formal targets and performance monitoring were introduced during the 1980's.
- 3.3 In order to assist in the delivery of road safety improvement in Leeds a new three year Road Safety Action Plan was adopted in December 2013 and sets out the programme of casualty reduction initiatives. These are designed to focus on priority areas and address the key causation factors and are reviewed on a regular basis. It is intended that during 2016 that the Action Plan will be updated to reflect, and more closely link with, the principles as set out in the new STP and the wider work across West Yorkshire.
- 3.4 Road casualty data is analysed to identify the most vulnerable road user groups (for example child and elderly pedestrians, cyclists, motorcyclists) and / or key areas of the district (areas of deprivation) where road traffic collisions are higher or specific locations and types of collisions. A range of measures is then considered to reduce those, ranging from physical changes to the road layout to education, training and publicity.
- 3.5 The detailed analysis of patterns of all casualties and collisions and their causes is provided annually in the Leeds Casualty Report and the Sites and Lengths for Concern reports, and periodically in area-based updates. These reports have been used to target LTP resources, through engineering measures, at specific locations. The previous reductions in casualties can be attributed to the success this approach - only a third the number of sites originally identified still feature in these reports, although others continue to be monitored – see Appendix 3. The number of the Sites and Lengths for Concern reduced dramatically, so that now it is becoming more difficult to pinpoint common locations and patterns of accidents that would be prevented with a single measurable remedial action. Increasingly, it will be more widely drawn packages of measures and initiatives aimed at improving road safety, preventing casualties especially among the most

vulnerable road users (child and elderly pedestrians, cyclists and motorcyclists) and enabling safe and sustainable travel that will bring casualty reduction benefits. These include physical changes to the existing highway infrastructure, 20mph speed limits around schools, enforcement initiatives, and education, training and publicity.

#### *Road safety initiatives – safety schemes*

- 3.6 The Local Transport Plan (LTP3) sets out the programme of investment and priorities, including road safety. Although the level of funding available to the West Yorkshire districts from the local Transport Plan has reduced by some 55% since 2010 (circa £8 million to £3.5million), the Road Safety budget has been effectively maintained at its historic level, with over £1.5million being spent annually through the Capital Programme. The Programme mainly funds schemes involving physical infrastructure, such as junction improvements, provision of safe pedestrian crossing infrastructure, 20 mph speed limits, lining and signage. The emphasis is progressively shifting towards provision of an integrated package of measures to achieve casualty reductions, coupled with an improved infrastructure provision for walking and cycling. Typically, these may involve a local high street which may be part of a local distributor road but which at the same time performs a broader function and is a local destination in its own right.
- 3.7 Spatial analysis of pedestrian KSI casualties in Leeds has identified that 25% occur in Town and District Centres. Recent intervention to address these include the provision of a 20mph area into a district centre, combined with zebra crossings, and the rationalisation of parking, coupled with reducing conflicts at junctions (points closure, traffic calming, central reservation). Successful schemes included Garforth Town Centre and Harehills Lane (one of the top remaining Lengths for Concern). This financial year further locations are being considered at Harehills Road (another Length for Concern), Pudsey and Dewsbury Road District Centre.
- 3.8 With the recent initiatives promoting cycling (Tour de France, Tour de Yorkshire), and significant improvements in cycling infrastructure (the development of the Core Cycle Network, the cycle and bus lane provision on the A65), the levels of cycling have doubled within the last five years. Unfortunately more cyclists are also injured in road traffic collisions, although the increase in casualties is proportionally smaller than the noted growth of cycling levels. The most common causes of collisions stem from the reasons that make cycling in cities attractive – the ability to pass the queuing traffic. This means that cyclists on the inside of waiting vehicles are masked to vehicles approaching from the opposite direction and turning right through a gap in traffic. Drivers of left turning vehicles may also not appreciate that a cyclist has arrived at the junction on their inside. Failure to give priority at junction is another common cause. Causes of all collisions are given in Appendix 4.
- 3.9 A number of schemes are in progress, aimed specifically at improving the safety of cyclists. These involve a range of measures, from the provision of specific new infrastructure (Toucan crossings, cycle lanes and cycle tracks, cycle-friendly traffic calming such as chicane bypasses, general traffic calming to bring down vehicular speeds and create better cycling environment) to clearer signage of cycle lanes (red surface treatment and advanced stop lines at junctions). ‘Think Bike’ warning

signs and reducing vehicular movements across junctions (one way streets, right turn prohibitions) are being used on busiest cycling corridors, notably the A660 and the A65 where there is a pattern of casualties. The impacts of these initiatives are specifically monitored. The Core Cycle Network and the City Connect cycle superhighway are examples of new infrastructure designed to overcome some of the severance and risks posed by busy road corridors and provide comprehensive safe routes.

### *Education, Training and Publicity Initiatives*

- 3.10 The Department for Transport's "Strategic Framework for Road Safety" points to the value of Child Pedestrian Training, Bikeability Cycle Training and Pre-Driver Education alongside physical measures and enforcement, and this is reflected in the Road Safety Action Plan. The Influencing Travel Behaviour team within the Highways and Transportation service prepares and delivers a programme of road safety education, training and publicity initiatives to communities and road users. Their work is informed by the analysis and interpretation of the casualty data to identify and target key road user groups, recent examples being adult commuter cyclists and pedestrians.

Recent West Yorkshire Publicity campaigns & initiatives include:

- *'Look Out' aimed at tackling collisions occurring as a result of 'failure to look properly' – the most common cause of collisions. The campaign initially used bus backs and Street Talk and now includes a series of 'share the roads' adverts (aimed at drivers and cyclists) currently being aired across the region on Heart radio.*
- *Ride the Route – Smartphone app which provides users with advice and techniques required on rural rides. Developed in response to the increase in recreational cyclists resulting from the TdF Grand depart in 2014.*

- 3.11 A programme of smaller scale localised initiatives and the promotion of more general road safety messages also continues. This work includes key road safety messages uploaded onto Insite throughout the year (Drink Drive etc), local events and initiatives to support national campaigns (Brake Road Safety Week, Tyre Safety Month etc), working with Neighbourhood Policing Teams to help local residents and communities address inappropriate speed on residential streets (Community Speed Awareness Scheme).

- 3.12 Cycle events have been targeted with specific road safety education. At Tour de Yorkshire, Sky Ride (City Centre & Woodhouse), and Kirkstall Festival a range of road safety equipment and promotional messages have been distributed to the general public including, bike bells, high visibility rucksack covers, cycle lights and cycle route maps. 'Give cyclists room' car stickers have also been developed to distribute at events to help raise awareness of safe passing distances. The three main cycle accident areas in Leeds are being targeted with mobile Vehicle Activated Signs and 'pop up' road shows to raise awareness amongst vehicle drivers and cyclists.

The current programme of education and training delivery includes:

- The Priority Area Initiative. A project working with schools in areas of the district where child casualties are high (currently Leeds 8,9,11 &12) to deliver age appropriate road safety messages and training.
- The Transition Programme – As pupils progress through primary school and make the ‘transition to secondary school’ data indicates that they become at higher risk of being involved in a collision as a pedestrian (this is both a local and national trend). The Transition programme provides the knowledge, skills and experience to travel safely, independently and sustainably. Further workshop sessions address peer pressure and distraction issues.
- Pedestrian Skills training – practical roadside training helping pupils to become safer road users and give them a greater understanding of how to use crossings and other pedestrian facilities.
- Scooter training - practical training aimed at helping young people travel more actively and providing them with the skills and experience to use the highway more safely
- Bikeability cycle training. This helps young people develop cycling and road safety skills and encourages more active travel to school.
- Bespoke educational sessions delivered in schools with specific road safety issues or where need has been identified through the school travel plan

Further details of promotional initiatives, in particular road safety education, are given in Appendix 6.

### *20 mph Speed Limit*

- 3.13 20mph speed limits have been the subject of two previous Scrutiny Board meetings, on the 18<sup>th</sup> of November 2014 and 17<sup>th</sup> of March 2015. The last meeting asked for additional information on the experiences of other Core Cities in implementing the 20mph speed limits and for a trial of a ‘blanket approach’ to implementation.
- 3.14 The Core Cities, including Leeds, have been implementing 20mph speed limits using the ‘signs only’ approach enabled by the DfT in 2011. This made the schemes much cheaper to implement than the previously installed ‘zones’, enabling faster delivery and greater coverage. Unlike Leeds, where limited traffic calming is still installed on streets where pre-implementation speed surveys shows average speeds at over 25mph, other Core Cities implement 20mph speed limits with signs only. However, they channel significant resources (around 20% of installation costs on average) into publicity and promotion, and into partnership working with local communities and the Police to make the new speed limits effective. 30 mph speed limit is retained for those streets where average speeds recorded pre-implementation were in excess of 24mph, and which would otherwise require traffic calming features. All Core Cities have pursued a phased approach to implementation.

- 3.15 Figures obtained from completed schemes in the Core Cities indicate a reduction in speeds and accidents. However, in most cases, the reductions in average recorded speeds have been modest, at between 0.5mph and 2mph. In some cases (Liverpool) they have also gone up. This was also reflected in the seven pilot signs-only areas trialled in Leeds in 2011-12; the pilot helped inform the current approach, with traffic calming integral to the 20 mph schemes in those streets where a greater drop in average speeds is required. Significant increases in levels of walking and cycling were recorded (Nottingham, Bristol), as well as an increased perception of safety and some reductions in accidents (Nottingham), but this was felt to be the result of extensive publicity and promotion campaigns rather than signs alone.
- 3.16 A blanket approach to the provision of 20mph speed limit with signs only has been recently trialled in Edinburgh. The city already has 50% of its streets as 20mph 'zones' (with traffic calming) and an area of signed 20mph was recently introduced to south central Edinburgh. Around 40% of streets within the pilot area remain at 30mph. The scheme audit recommended that permanent engineering features are provided on those streets within the 20 mph limit where the average speeds are at or above 24mph.
- 3.17 The key lessons from the experience of the Core Cities and others are that:
- The 'signs only' approach is unlikely to achieve significant reductions in speeds, and is only appropriate for streets with average speeds of 24 mph and below;
  - Streets where speeds of 25 mph and above are recorded require traffic calming or need to be excluded from the lower speed limit;
  - Resources need to be committed to promotion and publicity to ensure compliance;
  - A phased approach to the roll-out of the 20mph speed limits is required.
- Detailed Case Studies can be found in Appendix 5.
- 3.18 With an incremental year-on-year increase in 20mph schemes, a comprehensive 20mph speed limit coverage is, or will be (by the end of the next financial year), achieved in many areas of Leeds: Garforth, Roundhay, Middleton, Belle Isle, Harehills, Burmantofts, Richmond Hill, Meanwood, Alwoodley, Holt Park and Ireland Wood, Headingley and Woodhouse, Little London, East End Park, Halton Moor and Whitkirk. These areas will have a 20mph speed limit on all residential streets, excluding major roads and local distributors, with traffic calming features where pre-installation speed surveys indicated average speeds as significantly above 20mph.
- 3.19 If the current approach and funding streams remain unchanged, by the end of 2018 all of Leeds schools will have a 20mph speed limit and work will have begun on consolidating the new limit across the remaining residential areas. Community engagement and support are likely to be key in prioritising future schemes.

*Partnership working*

- 3.20 Although Leeds City Council has a responsibility to assist in making Leeds as safe as possible for its citizens; it is the responsibility of everyone to play their part and to work together. The Road Safety Action Plan was designed to enhance a local partnership approach allowing resources to be brought together to lead the way towards meeting the defined long term road casualty reduction targets.
- 3.21 The Leeds Safer Roads Steering Group meets on a quarterly basis with representatives from the various teams/departments (internal and external) associated with road casualty reduction e.g. Traffic, UTMC, Accident Studies, Road Safety, Parking Services, West Yorkshire Police, West Yorks Fire & Rescue, Highways Agency and Yorkshire Ambulance Service, to discuss and decide which road casualty reduction priorities, based upon statistical analysis of the data, should be targeted for maximum impact and how best to deliver, monitor and achieve them. However, the partnership work with West Yorkshire Police and West Yorkshire Fire & Rescue Service in particular has come under pressure in recent years due to their organisational restructures and the removal of numerous key positions that previously played a significant role in helping to reduce road casualties.
- 3.22 Public Health have provided a £30,000 grant this financial year to facilitate a programme of developing community support for the new 20 mph speed limits and unlocking their potential to facilitate safe and sustainable travel. This will involve an information and promotion campaign, using the schools around which the speed limits are designed as a springboard into the local communities.
- 3.23 The introduction of the new speed limits will be accompanied by launch events, helping raise community awareness. Following the approach adopted in other Core Cities, the 20mph 'brand', signage and promotional materials will be developed with local involvement; the visible physical presence of banners etc will complement the planned website and social media publicity. Key partners, internal and external, are Child Friendly Leeds, Public Health, Influencing Travel Behaviour team and local Citizens and Communities teams as well as Play Streets, Living Streets and community organisations. The available funding would also help develop local partnerships building up to the 'community speed watch' type of initiative, which hopefully will help unlock additional funding opportunities, which are not available to local authorities, such as the Police and Crime Commissioners Safer Communities Fund.
- 3.24 This would build on existing partnership working involving Neighbourhood Policing Teams (NPTs) and local communities, parish and town councils on addressing community concerns on speeding (use of SID and radar). Further details of partnership initiatives can be found in Appendix 6

*Key issues and proposals for 2016 onwards*

- 3.25 Reducing KSIs in particular among vulnerable road users and providing a better road environment for everyone is expected to be a Core Principle of the West Yorkshire STP and will continue to be the focus of road safety work for the foreseeable future. The Road Safety Action Plan will be periodically updated to reflect the emerging STP priorities and in response to new casualty data/ trends as well as changes to partnership working. Specific programmes and initiatives already identified include:

- further cycle safety measures to reduce conflict and promote safe user behaviour where cycling casualties are identified, including:
- the delivery of the City Connect cycle superhighway with the supporting infrastructure of 20mph speed limits along the corridor, which will help overcome some of the barriers and risks to cycling posed by busy traffic corridors;
- the development of the City Connect 2 route;
- public engagement and awareness around City Connect and the new 20mph speed limits (promotion of safe active modes and the benefits of lower speeds), which will create a platform for promotion of road safety-conscious behaviour for all users;
- the delivery of over 60 new 20mph schemes, jointly covering an area of 23.6 km<sup>2</sup> and benefiting 60 schools by the end of the next financial year, accompanied by publicity and promotion campaign;
- expansion of continued road safety education, promotion and campaigns, with an added element of speed awareness/ benefits of lower speed limits;
- development of resources for older pedestrians to highlight the specific dangers that large vehicle pose for them as pedestrians.
- potential introduction of 'clocs' (construction logistics and cyclist safety) standard for construction logistics for any tendered service vehicle over 3.5 tonnes. The standard will apply to all commercial vans delivering to, collecting from or servicing a property.
- prioritisation of further district centre schemes to create a safer high street environment for all road users;
- passive road safety measures to reduce severity of collisions with road side objects;
- continuing to deliver minor site specific measures, such as changes to signing and lining, traffic calming, surface treatment etc to improve safety of sites identified as part of the Mass Action Programme which are not monitored but have a high proportion of accidents occurring under similar circumstances
- investigation of options and opportunities for improvements in road safety features associated with new developments in the City Centre (currently the location of 16% of all KSIs), including weekend night-time traffic restrictions;
- continued partnership working, including NPT and local communities to support local residents to address concerns over speeding traffic in their community.

Further details on current road safety work and future initiatives can be found in Appendix 6.

#### **4 Corporate Considerations**

## **4.1 Consultation and Engagement**

- 4. 1.1 Road traffic collisions and road safety are a major concern for local communities as the greatest impact of a collision is its human costs, which are borne directly by the members of the community. There is a positive drive from local communities to get involved in reducing road safety risk – this is evidenced by correspondence with ward members, officers, reports to the Police and a number of recent deputations concerning local road safety issues.
- 4. 1.2 Leeds City Council welcomes and facilitates positive community engagement on road safety issues, for example through road safety education delivered in schools, provision of safe pedestrian crossing facilities and by providing physical measures to reduce the likelihood of collisions in response to community concerns and accident data. 20mph speed limits are part of this process and through engagement and feedback during the development and implementation of these schemes they generate, in the main, a lot of community support. Working with partners on the City Connect project is providing opportunities for even greater community engagement including engaging directly with local community groups and organisations.
- 4. 1.3 Opportunities and initiatives outlined in this report will further strengthen links between different partner organisations and will also help communities to take the full advantage of lower speed limits in their area.

## **4.2 Equality and Diversity / Cohesion and Integration**

- 4. 2.1 Road safety affects everyone. However, certain groups are more likely to suffer the adverse effects of traffic, be it in terms of the likelihood of collision or poorer outcomes if they are involved in a road traffic collision.
- 4. 2.2 Fear of traffic and difficulties in crossing the road were issues identified by Neighbourhood Networks and Older People's Forum, and feature frequently in School Travel Plans. Children and older people are more at risk of collision because of inability to judge the speed accurately/ inability to react to a vehicle approaching at speed/ reacting inappropriately. Their chances of survival, when hit by a car travelling at 30mph, decrease from that of an adult (80%) to just 50%.
- 4. 2.3 Children from disadvantaged backgrounds tend to be more exposed to road safety risks. They often live closer to busy roads and are more likely to walk or cycle as well as play on local streets.
- 4. 2.4 The above groups are specifically targeted through road safety initiatives involving risk awareness and education. The number of children and older people is a significant factor in deciding on provision of new pedestrian crossings. Child and pedestrian casualties are also targeted through the provision of 20mph speed limits around schools, and combined road safety training and initiatives will allow for their potential benefits to be fully realised.
- 4. 2.5 The Equality, Diversity Cohesion and Integration Impact Assessment was prepared for 20 mph speed reduction schemes around schools and residential areas and is attached as an appendix. The assessment identified the following key positive impacts:

- Make it more pleasant and safer to walk and cycle, encouraging a healthier lifestyle
  - Improve the quality of life for the local community
  - Provide safer passage while crossing the road for all pedestrians, but particularly beneficial for those with a mobility impairment, disabled people, parents supporting pushchairs, and younger and older people
- 4.2.6 No negative impacts were identified for any of the protected equality characteristics. Slight negative impacts were slightly increased journey times and potential impact of traffic calming features if installed incorrectly.
- 4.2.7 The Impact Assessment stresses that the benefits of the schemes far outweigh any potential disadvantages and has not recommended any adjustments to the current process.

### **4.3 Council policies and the Best Council Plan**

- 4.3.1 The Best City ambition is to improve life for the people of Leeds and make our city a better place. All road safety initiatives, including 20mph schemes, contribute to this ambition by improving the safety and quality of life of Leeds residents by enabling safe pedestrian and cycling journeys in local communities and reducing traffic collisions to make a specific contribution to the Best City for Communities and Child Friendly City ambitions.
- 4.3.2 Enabling safe and independent journeys was the top one of the 12 wishes expressed by children on how to make Leeds a Child Friendly city. Slower speeds and improvements in road safety will also help make Leeds the Best City to grow old in.

### **4.4 Resources and value for money**

- 4.4.1 The delivery road safety initiatives, including casualty reduction schemes (physical measures), 20mph speed limit schemes, education and training forms part of the programmes for improving road safety contained in the West Yorkshire Local Transport Plan (WYLTP) and through partnership working. Such schemes generally show high value for money both for the direct benefits to road safety and their indirect benefits for active travel and health.
- 4.4.2 DfT values the prevention of a single fatality at over £1.5million - an equivalent of the total of the Road Safety allocation from the Capital Programme. The prevention value of a serious casualty is estimated at circa £189,519 – an average value per casualty is circa £50,000. Road safety engineering schemes and education represent real value for money, with benefits of the investment continuing to be delivered into the future.
- 4.4.3 This report has potential implications for resources in the next phases of the implementation of West Yorkshire Local Transport Plan, depending on the nature of recommendations and the decision of the Scrutiny Board.

## **4.5 Legal Implications, Access to Information and Call In**

4. 5.1 There are no legal implications. The report is not eligible for Call-In.

## **4.6 Risk Management**

4. 6.1 Overall, January to June 2015 is marked by an increased number of RTC casualties in Leeds and elsewhere in the district. A reduction in the number of KSI is needed in the next six months to bring the district below or in line with the ideal 2026 target trajectory.

4. 6.2 The approach and the type of schemes outlined in this report are intended to deliver long term road safety and casualty reduction benefits. The effectiveness of the schemes in terms of casualty reduction will be monitored, as will the approach to scheme prioritisation and development, in response to emerging accident figures and trends.

4. 6.3 Availability of resources, both own and that of partner organisations, will be a significant factor in continuing to deliver casualty reductions.

## **5 Conclusions**

5.1 Increasingly, delivering improvements in Road Safety and casualty reduction is the matter of an integrated approach by Leeds City Council and its partners. The first half of 2015 shows a slight increase in the number of Killed and Seriously Injured on Leeds roads against the previous years, but with slight reductions are noted in the injuries to vulnerable road users (pedestrians, children and cyclists) – a casualty group that grew disproportionately last year. Addressing causes of collisions becomes increasingly complex due to their dispersal over a larger area and type, often with no common cause.

5.2 It will be important to monitor these figures for longer- term trends and develop a variety of road safety initiatives in response to these.

5.3 The work in progress on district centre schemes and 20mph speed limits that effectively reduce vehicular speeds is likely to improve road safety for all road users; however these types of comprehensive schemes require significant resources to deliver. With ‘failure to look properly’ as the most common cause of collisions the current and future road safety education, publicity and promotion programmes are likely to play an increasingly important role if the ambitious targets for casualty reductions are to be achieved.

## **6 Recommendations**

6.1 Scrutiny Board members are requested to note and comment on this report.

## **7 Background documents<sup>1</sup>**

7.1 There are no specific background document relating to this report.

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<sup>1</sup> The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

## Appendix 1 Leeds casualty figures in focus

Table 1. Killed and Seriously Injured casualties in Leeds 2005-14

Table of killed or seriously injured casualties: Leeds				Vulnerable Road Users						
Year	Total killed or seriously injured	Of which vulnerable road users	%age of vulnerable road users	Pedestrians	Cyclists	Motorcyclists	Car Occupants	Good Vehicles	Bus Occupants	Other
2005	352	197	56%	100	27	70	132	13	8	2
2006	365	212	58%	114	41	57	133	8	9	3
2007	374	232	62%	107	40	85	126	4	9	3
2008	371	212	57%	114	31	67	139	5	9	6
2009	321	202	63%	95	33	74	103	7	6	3
2010	304	181	60%	96	31	54	111	3	6	3
2011	297	193	65%	83	46	64	95	1	6	2
2012	303	212	70%	114	45	53	77	5	5	4
2013	294	193	66%	81	48	64	86	6	7	2
2014	334	225	67%	104	56	65	94	5	7	3

In 2014, there were 40 more casualties recorded in Leeds as compared to the previous year. The increase of 40 additional casualties recorded in 2014 was made up of 28 vulnerable road users, 23 of whom were pedestrians. Whilst the greatest single group among KSIs are still car occupants, the greatest percentage increases have been among vulnerable road users and road safety initiatives continued to be targeted at this group.

Table2. All Casualties in Leeds 2010-2015 by type and trend.

Leeds	All casualties (January-June)								2012~2014 avg		Jan-June 2014 vs full year		Forecast 2015			S1_2015 vs worst Fcst.**	Road to target				
	Severities	2010	2011	2012	2013	2014	2015	vs 2014	Avg	vs 2015	2014	%	Best	Sen's est*.	Worst	TP/2	TP-2015	Jan-Jun %			
All	KSI	141	158	145	133	151	158	4.6%	↑	143.0	10.5%	↑	334	45.2%	220	258	301	52.5%	133	265	60%
	All severities	1316	1334	1301	1168	1193	1226	2.8%	↑	1220.7	0.4%	↑	2532	47.1%	1825	2061	2230	55.0%	above target		
Child	KSI	15	23	16	12	19	15	-21.1%	↓	15.7	-4.3%	↓	31	61.3%	19	27	31	48.4%	17	33	45%
	All severities	129	145	123	106	131	112	-14.5%	↓	120.0	-6.7%	↓	253	51.8%	130	178	212	52.8%	on track		
Pedestrian	KSI	45	46	54	38	54	48	-11.1%	↓	48.7	-1.4%	↓	104	51.9%	57	74	100	48.0%	38	75	64%
	All severities	198	182	180	161	200	184	-8.0%	↓	180.3	2.0%	↑	406	49.3%	255	288	324	56.8%	above target		
Cyclist	KSI	14	21	19	16	23	22	-4.3%	↓	19.3	13.8%	↑	56	41.1%	40	51	56	39.3%	19	38	58%
	All severities	104	127	117	140	172	148	-14.0%	↓	143.0	3.5%	↑	340	50.6%	261	290	328	45.1%	above target		
PTW	KSI	26	26	25	36	30	25	-16.7%	↓	30.3	-17.6%	↓	65	46.2%	45	60	68	36.8%	28	56	45%
	All severities	71	72	81	87	88	77	-12.5%	↓	85.3	-9.8%	↓	192	45.8%	147	166	189	40.7%	on track		
Car Occupant	KSI	49	58	38	38	36	51	41.7%	↑	37.3	36.6%	↑	94	38.3%	43	68	78	65.4%	44	87	59%
	All severities	846	849	803	695	631	697	10.5%	↑	709.7	-1.8%	↓	1390	45.4%	928	1090	1264	55.1%	above target		

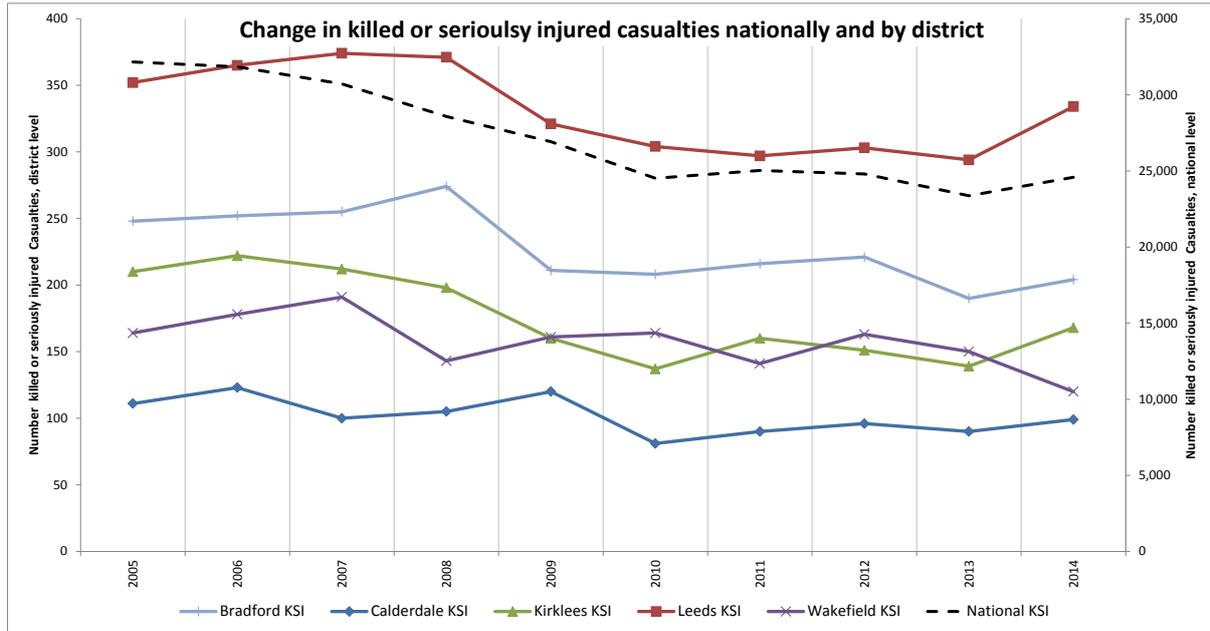
\*Sen's Slope of linear trend estimates (RTC 2000-2014). Best/Worst: lower/upper limit of the 95% confidence interval (trend at  $\alpha = 0.05$  level of significance).

\*\*Jan-Jun results against worst forecast. - Road to target : Jan-Jun 2015 vs Target point:   S1 KSI in 2015 below portion of TP: On track

## Appendix 2

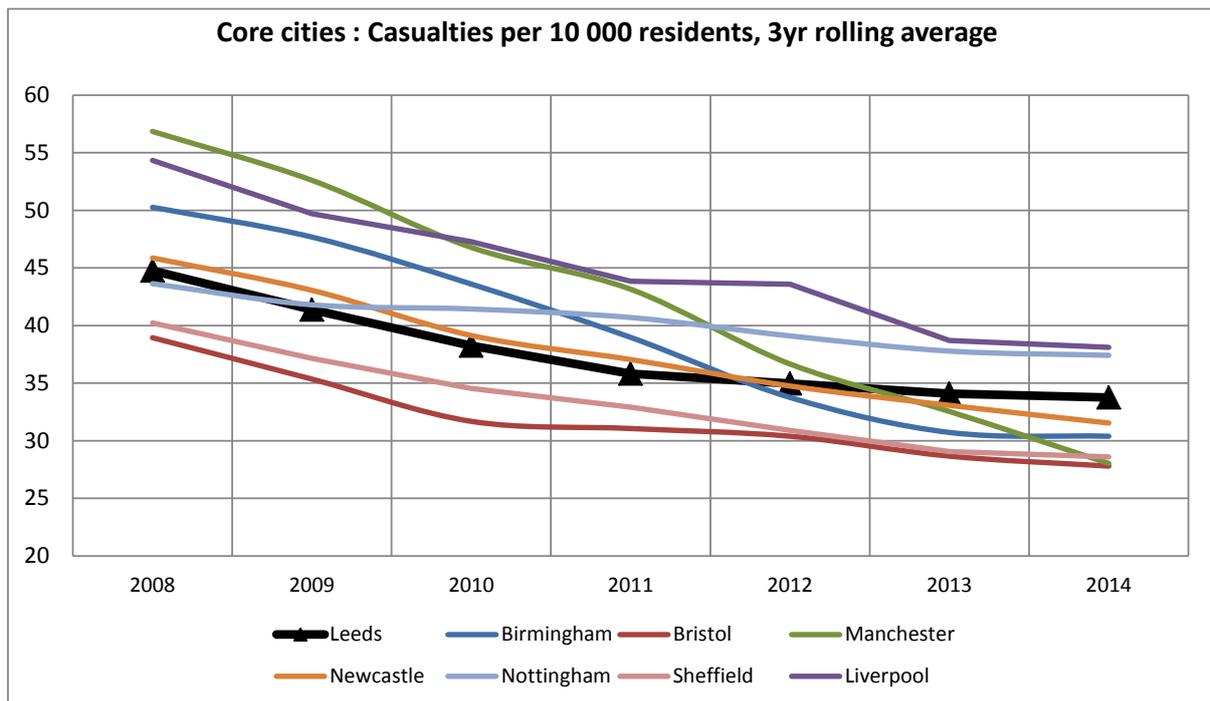
### Casualty figures for West Yorkshire authorities and Core City Authorities.

Table 1. KSI trends for West Yorkshire 2005-2014



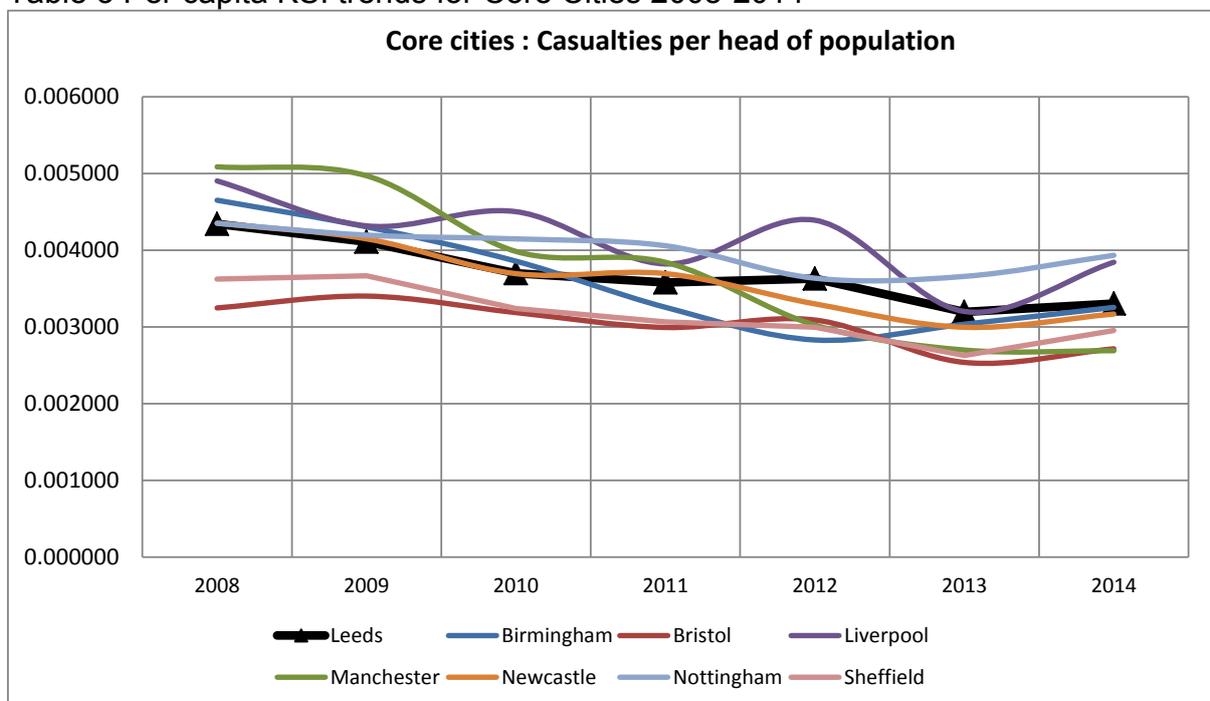
The downward trend in the number of reported KSI casualties in Leeds over the last 10 years, with an increase recorded last year, is mirrored by both national average and the trends recorded in other local authorities in West Yorkshire, with the exception of Wakefield.

Table2. KSI trends for Core Cities 2008-2014



Looking at the 3 year average per 10,000 residents in the core cities, in most cities the casualty reduction benefits have flatlined in the last three years, with only Newcastle and Manchester continuing on the downward trajectory.

Table 3 Per capita KSI trends for Core Cities 2008-2014



Of all the Core Cities Leeds has experienced the slowest population growth (3%) in years 2008-14, the largest was seen in Manchester (9%).

## Appendix 3

### Road safety monitoring reports

#### Sites for Concern

The Sites for Concern listing includes any location (usually junctions) which has had more than four collisions in a given year and/or where 15 collisions or more are recorded in a five year period.

The number of sites featured in the reports has declined over the years. Originally, 169 sites were identified in 1999, reducing to 118 in 2005. The current Sites for Concern report features 50 locations, with 18 out of these having 'monitoring only' as the current recommendation. The key actions arising from the report are reducing waiting times for pedestrians at crossings where currently significant delays are experienced.

#### Listings 2014

- 1 Roundhay Road j/w Harehills Lane / Easterly Road Gipton & Harehills
- 2 Clay Pit Lane j/w Meanwood Road / North Street Hyde Park & Woodhouse
- 3 Dewsbury Road j/w Bradford Road (Tingley Roundabout) Morley South
- 4 5 Gelderd Road j/w Canal Street (Armley Gyatory) Armley
- 5 Gelderd Road j/w Wakefield Road / Bradford Road Morley North
- 6 Vicar Lane / New Market Street j/w Kirkgate City & Hunslet
- 7 M621 j/w Wakefield Road (Stourton Roundabout) Middleton Park
- 8 York Road j/w Harehills Lane / Osmondthorpe Lane Burmantofts & Richmond Hill
- 9 Headingley La / Woodhouse La j/w Hyde Park Rd / Woodhouse St Hyde Park & Woodhouse
- 10 Ring Road (Broadway) j/w New Road Side Horsforth
- 11 M621 j/w Elland Road Beeston & Holbeck
- 12 Ring Road (Farsley) j/w Bradford Road Calverley & Farsley
- 13 York Street j/w Duke Street City & Hunslet
- 14 Ring Road (Weetwood) j/w Otley Road Weetwood
- 15 Bradford Road j/w Woodhall Lane / Galloway Lane Calverley and Farsley
- 16 M62 j/w Wakefield Road (Newmarket Roundabout) Rothwell
- 17 Bradford Road / Royston Hill j/w M1 junction 41 (Carr Gate) Ardsley & Robin Hood
- 18 Ring Road (Beeston) j/w M621 Beeston & Holbeck
- 19 Roundhay Road j/w Roseville Rd / Gledhow Rd / Bayswater Grove Gipton & Harehills
- 20 Leeds Road j/w Pool Bank New Road Adel & Wharfedale
- 21 M1 j/w M62 Roundabout Ardsley & Robin Hood
- 22 Ring Road (Cross Gates) j/w Barwick Road Killingbeck & Seacroft
- 23 York Road j/w Burmantofts Street / Marsh Lane Burmantofts & Richmond Hill
- 24 Roundhay Road j/w Bayswater Road / Spencer Place Chapel Allerton
- 25 South Accommodation Road j/w East Street City & Hunslet
- 26 Vicar Lane j/w The Headrow / Eastgate City & Hunslet
- 27 Headingley Lane j/w Bainbrigge Road Headingley
- 28 The Headrow j/w East Parade / Calverley Street City & Hunslet

29 Ring Road (Beeston) j/w Millshaw Road Beeston & Holbeck  
30 York Road j/w Selby Road / Rookwood Avenue Gipton & Harehills  
31 Woodhouse Lane j/w Cookridge Street / Clay Pit Lane City & Hunslet  
32 Headingley Lane j/w Victoria Road Hyde Park & Woodhouse  
33 Otley Road j/w North Lane / Wood Lane Headingley  
34 Roundhay Road j/w Harehills Road / Karnac Road Gipton & Harehills  
35 Chapeltown Road / Clay Pit Lane j/w Sheepscar Street North Chapel Allerton  
36 Ring Road j/w Cross Gates Lane / Cross Gates Road Killingbeck & Seacroft  
37 The Headrow j/w Albion Street City & Hunslet  
38 Pudsey Road j/w Henconner Lane / Butt Lane Farnley & Wortley  
39 Dewsbury Road j/w Garnet Road / Parkside Lane City & Hunslet  
40 Oak Tree Drive j/w North Farm Road Gipton & Harehills  
41 Roundhay Road j/w Shepherd's Lane / Lambton Street Gipton and Harehills  
42 Briggate j/w Call Lane City & Hunslet  
43 Cemetery Road j/w Top Moor Side Beeston & Holbeck  
44 Brownberrie Lane j/w Bayton Lane Horsforth  
45 Neville Street j/w Sovereign Street / Little Neville Street City & Hunslet  
46 Selby Road j/w Wakefield Road Garforth & Swillington  
47 Meanwood Road j/w Cambridge Road Hyde Park & Woodhouse  
48 Woodhouse Lane j/w Clarendon Road Hyde Park & Woodhouse  
49 Roundhay Road j/w Copgrove Road Roundhay  
50 Town Street j/w Carr Crofts Armley

#### Lengths for Concern

A Length for Concern is used to define any length of road where the road injury rate exceeds the national rate expected for the class of road and location (i.e. urban or rural).

The current Lengths for Concern report, which looked at casualty data for 2009-13, features 66 Lengths for Concern - for 37 of these 'monitoring only' is the only currently recommended action, as programs have already been progressed to address the casualty issues.

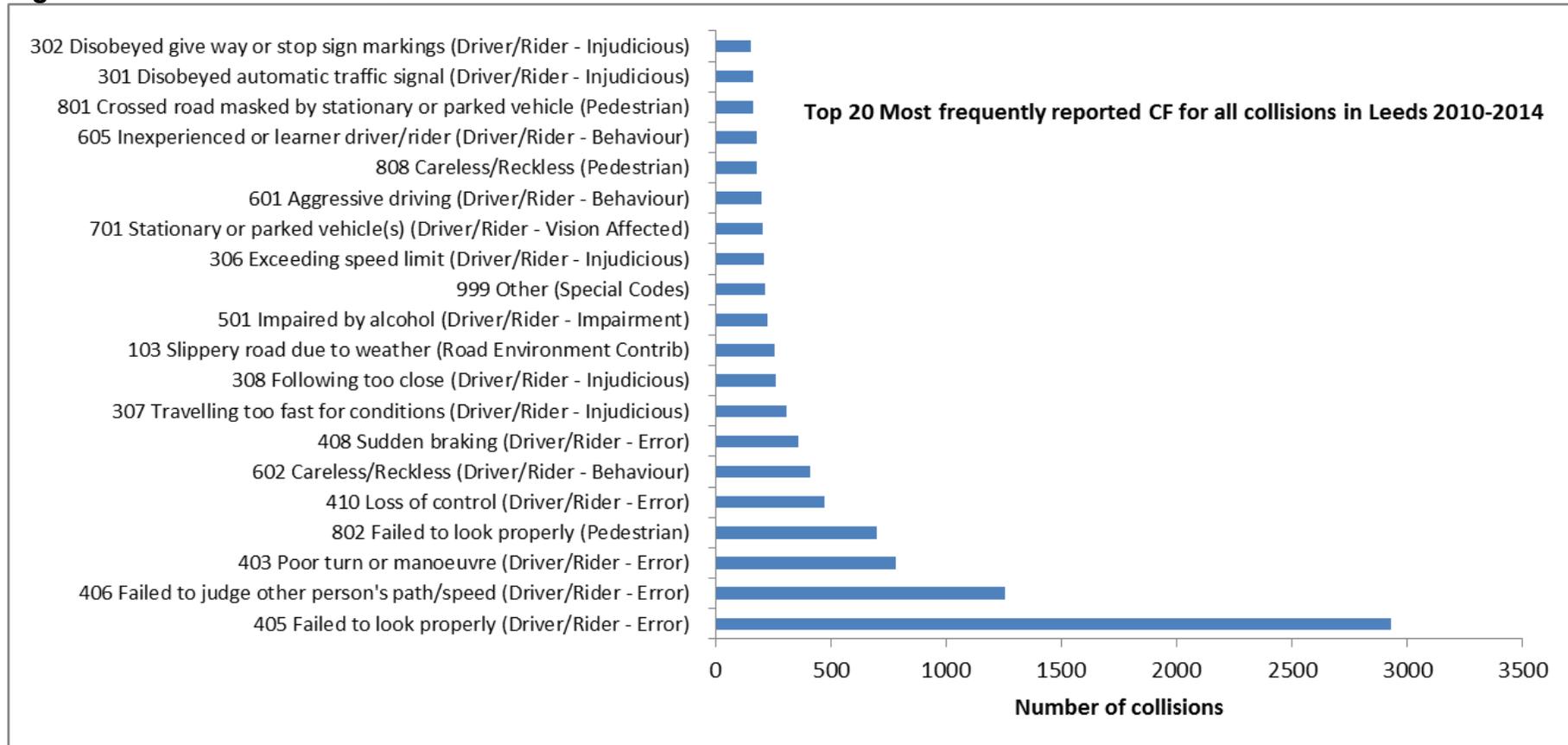
#### Listing 2014

1 Harehills Road, Harehills  
2 Monkswood Avenue / Kentmere Avenue, Seacroft  
3 Harehills Lane, Harehills  
4 Wakefield Road, Swillington  
5 Richardshaw Lane, Pudsey  
6 Burley Road, Burley  
7 Roundhay Road, Harehills  
8 Woodhouse Lane, Woodhouse  
9 Spencer Place, Harehills  
10 Austhorpe Road, Cross Gates  
11 Chapeltown Road, Harehills  
12 Broad Lane, Sandford  
13 Swinnow Road, Swinnow  
14 Robin Lane / Littlemoor Road, Pudsey  
15 Cardigan Road, Headingley

16 Middleton Park Avenue, Middleton  
17 Foundry Lane, Gipton  
18 Osmondthorpe Lane, Osmondthorpe  
19 South Parkway, Seacroft  
20 Harehills Lane, Burmantofts  
21 Armley Ridge Road / Cockshott Lane, Upper Armley  
22 Lower Town Street, Bramley  
23 Nippet La / Compton Rd / Stoney Rock La, Burmantofts  
24 Gelderd Road, Gildersome  
25 Kirkstall Road, Kirkstall  
26 Lowtown, Pudsey  
27 Headingley Lane, Headingley  
28 Stanningley Bypass, Stanningley  
29 Stanningley Road, Bramley  
30 Old Lane, Beeston  
31 Pontefract Road, Stourton  
32 Barwick Road, Stanks  
33 East Chevin Road / Otley Old Road, East Chevin  
34 Morris Lane / Spen Lane, Kirkstall  
35 Harrogate Road, Rawdon  
36 Bayton Lane, Horsforth  
37 Stanningley Road, Pudsey  
38 Middleton Park Road, Middleton  
39 Bradford Road, Stanningley  
40 Street Lane, Moortown  
41 Ridge Road, Micklefield  
42 Ring Road, Farsley  
43 Fink Hill / Church Road/Avenue, Horsforth  
44 Thorpe Lane / Middleton Lane, Thorpe  
45 Ring Road, Shadwell  
46 King Lane, Alwoodley  
47 Aberford Road, Oulton  
48 York Road, Seacroft  
49 Cross Gates Road, Cross Gates  
50 Stonegate Road, Meanwood  
51 Leeds Road, Kippax  
52 Belle Isle Road, Belle Isle  
53 Shadwell Lane, Shadwell  
54 Tong Road, Wortley  
55 Britannia Road, Morley  
56 Cookridge Lane / Otley Old Road, Tinshill  
57 Easterly Road, Gipton Wood  
58 Harrogate Road, Harewood  
59 Middleton Road / Wide Lane, Morley  
60 Victoria Road / Elland Road, Morley  
61 Ring Road, Seacroft  
62 Harrogate Road, Moor Allerton  
63 Bradford Road, Thornbury  
64 Leeds Road / Church Side / Barnsdale Road, Methley  
65 Galloway Lane / Waterloo Road / Uppermoor, Pudsey  
66 New Road, Guiseley

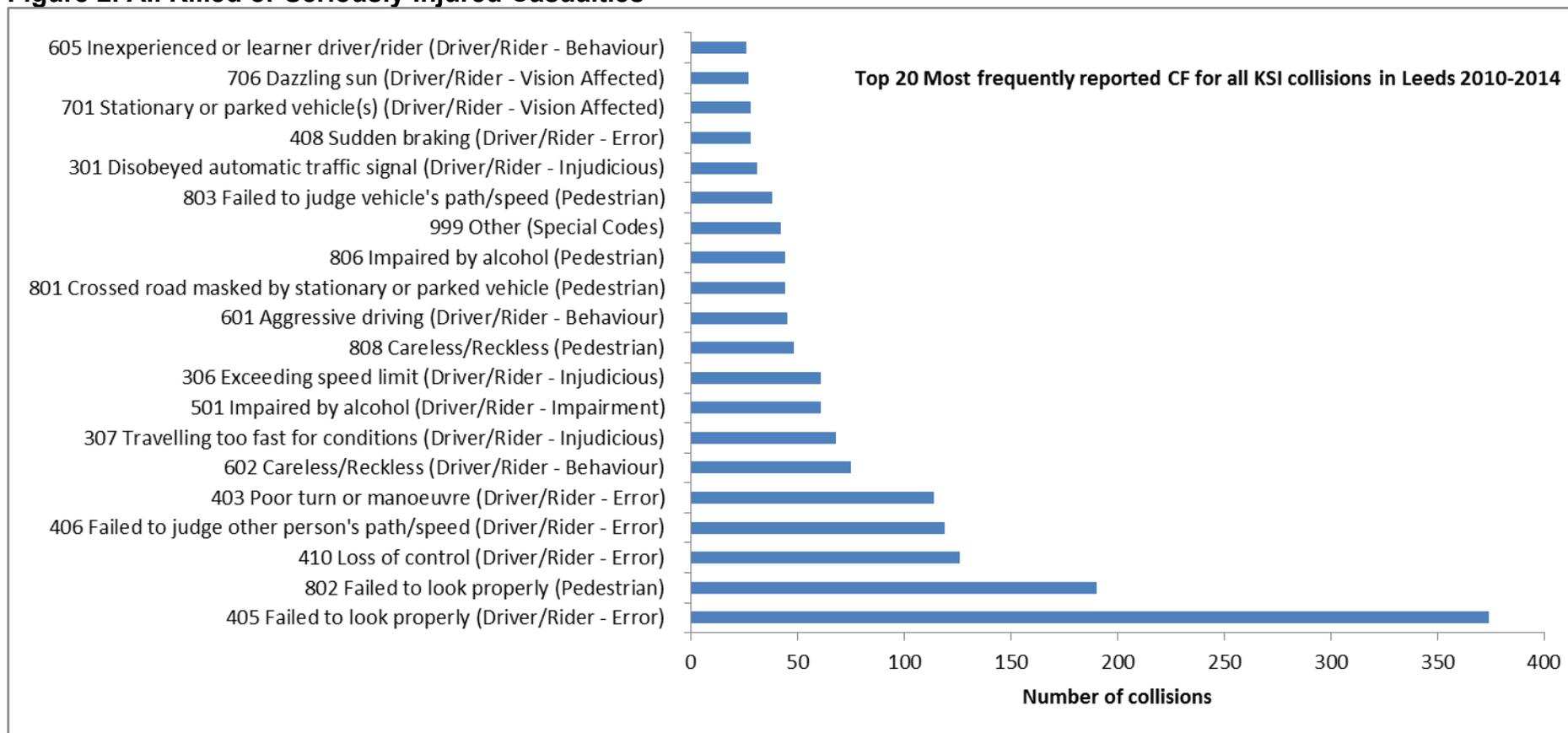
## Appendix 4

**Figure 1 TOP 20 MOST FREQUENTLY REPORTED COLLISION FACTORS FOR ALL COLLISION IN LEEDS 2010-2014**



For all collisions in the district, the most common contributory factor was “Failed to look properly”. This is commonly referred to as the “looked but failed to see” problem in road safety literature. This factor was reported to around a third of collisions in the district for the last five years. Factors related to pedestrian are also within the top five of most frequently reported factors.

**Figure 2. All Killed or Seriously Injured Casualties**



As far as KSI is concerned, “Failed to Look properly” for both vehicle driver and pedestrians are at the top of the most frequently assigned factors.

## Appendix 5

### 20mph Case Studies

#### Case Study 1 – Edinburgh

An area-wide pilot using signs-only approach was trialled across south-central Edinburgh. The area size seems comparable to some larger schemes introduced or proposed in Leeds, e.g. Garforth or Roundhay.

Speed reductions and coverage:

The area contains a mix of 20 mph and 30 mph speed limits. Around 40% of streets within the pilot area remain at 30mph. The remaining 60% of streets, where average speeds were below 24mph before the 20mph speed limit was introduced, saw average speed reductions of around 2mph (from 22.8mph to 20.9mph); it was noted that speeds have increased on some streets and on others there was no change.

75% of the surveyed 20mph streets continue to have average vehicle speeds in excess of 20mph, in most streets speeds remain lower than 24mph, the DfT threshold recommended for the effective operation of 20mph Limits. Speeds after implementation also reduced on the 20 locations that remained with a 30mph limit, though the average fall was only 0.8mph (to 25.4mph), less than the fall witnessed across 20mph limit streets.

Four locations included in the 20 mph speed limit continued to have average speeds at or above 24mph, despite a drop of 0.7mph to 3.6mph. It is now proposed to treat these locations with a mixture of traffic calming, signage and speed indicating devices.

For locations where speeding traffic remained a pressing concern, additional signs or surface markings were installed. A mobile VAS sign was also used for for a period of two-to-three weeks.

Edinburgh Council seeks to create a process to enable the development of a timetable and criteria for the city-wide implementation of 20mph speed limits, including a consideration of which streets are to be considered for a suite of permanent engineering measures (ie streets with high numbers of road traffic incidents or high traffic volumes or average speeds); as well as seeking approval from the Scottish Government for a citywide 20mph Traffic Regulation Order

## Case Study 2 – Bristol

The 20mph pilots in Inner South and Inner East Bristol have been funded and delivered through the Cycling City Project and the Active Bristol programme. They cover some 500 roads and 30,000 households. The aim was to encourage more walking, more cycling, and more independent mobility for children and elderly in the City, to reduce risk and severity of road casualties and to help create pleasant people-centred streets and public space.

The Bristol pilots were designed as 'signs only 20mph' without expensive physical measures for traffic calming. The pilots were underpinned by a joint communications campaign delivered by Bristol City Council and NHS Bristol working in partnership with local community groups, local schools, and with support from Avon and Somerset Constabulary. The main publicity has been through leaflets, posters, articles in local newsletters and some mass media coverage (which Leeds is now also going to do). The experience of delivering the pilots suggests that clear communications, which explain the case for 20mph and that feature local people, dispel the many myths about 20mph and are critical to building the culture change that the vast majority of local people say they want to see.

### Speed and casualty reductions

The overall results of the pilots show that 'signs only' 20mph has been accompanied by a small but important reduction in daytime vehicle speeds (average) and an increase in walking and cycling counts, especially at weekends. The average reduction in speeds, achieved on 65% of roads, was between 0.9 and 1.4mph. The mean average speed across all roads has dropped to 23mph and under between 7am through to 7pm, but on only 18 roads the average speeds recorded were consistently below 24 mph.

The number of overall casualties in the first 12 months fell by 5 in the Inner East Area but increased by 8 in the Inner South area.

A key issue identified in the pilots is the need to distinguish between streets with shops, schools, and homes, where pedestrian activity is currently suppressed, versus arterial routes where speed has a less significant effect on communities. Bristol has committed just under £200,000 of capital funding against just over £2,000,000 of revenue funding to the provision of 20mph speed limits.

### Case Study 3 – Nottingham

The area wide Sherwood 20mph limit was the first to be introduced in the city following the signs-only approach. The pilot reported a reduction in average speeds of just over 1 mph from 22.2mpg to 21.1 mph. The roads which had mean speeds recorded at 25mph remained within a 30mph speed limit.

At the same time, there was a slight reduction in the number of accidents. The average annual casualty figure before implementation of the 20 mph speed limit on these roads was 9.4 casualties, including 1.7 serious. In the 12 months after implementation 8 casualties were recorded, all of them slight.

## Appendix 6

### Road Safety Education, Training and Publicity

#### Education

Road Safety education is delivered by a team of trainers and is targeted at school pupils in areas of highest risk as identified from the road traffic statistics.

The 'Priority Areas' initiative is offered to all primary schools in the Leeds 8, 9, 11 and 12 postcodes and has been running for a number of years. This initiative delivers age appropriate road safety lessons to every child in the school and covers topics like 'The Green Cross Code', 'Seatbelts' and 'Distractions' i.e. Mobile phones and peer pressure.

As pupils progress through Primary School and make the 'transition' to secondary school the casualty data indicates that they become at higher risk of being involved in a road traffic collision as a pedestrian (this is both a national and local trend). However, encouraging pupils to travel actively to school (walking and cycling) is important from a public health point of view and also has wider benefits in terms of cutting congestion etc. The 'Transition Lesson' (a mixture of theory and practical) encourages safe road user behaviour amongst this increasingly independent age group, and also provides pupils with the knowledge, skills and experience to make the journey to their designated high school by sustainable means. The 'Transition programme' is currently offered to all year 6 pupils in the primary schools that feed into the following High Schools:-

Brigshaw, Garforth, Horsforth, and Benton Park (as part of the LSTF initiative) and now extended to Corpus Christi.

Following the Y6 Transition session, Road Safety trainers revisit pupils at Year 7 to deliver an 'Assessing Risk' session in an attempt to further mitigate the increase in child pedestrian casualties. This session primarily addresses the issues of 'distractions' and 'peer pressure' - key contributory factors which result in death and injury on the roads amongst this age group.

In addition, the team also provides bespoke road safety Assemblies, talks and a Christmas Pantomime for Primary Schools and Theatre in Education for High Schools. Additional road safety educational resources are also available for teachers, parents and pupils to download from the website.

The following figures relate to the yearly total number of pupils we have delivered educational lessons to:

1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec 2013	=	29,799
1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec 2014	=	26,893
1 <sup>st</sup> Jan to 31 <sup>st</sup> July 2015	=	16,146

## Training

Most of the road safety related training relates to 'Pedestrian Skills' (Green Cross Code), 'Cycling Skills' (Bikeability Levels 1, 2 and 3) and 'Scooter Skills'.

Pedestrian training is delivered to pupils in years 1, 2 and 4 and has been an on-going initiative for a number of years. It is targeted at areas of high deprivation as casualty data indicates that young people living in these areas are most risk of death or injury on the roads, both locally and nationally. In addition, training is also provided to pupils at schools where new pedestrian crossing facilities have been installed to ensure they have the knowledge and skills to use the new crossings appropriately. A total of 7,064 primary school pupils across the city received pedestrian skills training during 2015.

A programme of road safety training / education sessions is being developed for schools where new 20mph schemes are being implemented.

Cycle training (Bikeability) is provided by a local training provider and a new contract has just been procured to enable delivery to continue in this way across the district. Funding to deliver this training comes via government grant.

Bikeability has been described as 'Cycling Proficiency for the 21<sup>st</sup> century' and is comprised of 3 levels which is wholly funded by the Department for Transport.

Level 1 - the basic ability and skills training. This is delivered in a safe, traffic free environment i.e. school playground.

Level 2 – more advanced with training taking place on minor roads with light traffic flow.

Level 3 – advanced training on busier roads with major junctions and/or roundabouts to negotiate.

Level 1 Bikability cycle training was delivered to 2864 pupils in the last school year. Level 2 Bikability cycle training was provided to 7000 pupils

Bikability Plus (available to Cycle Cities England) - Leeds City Council piloted 4 of the 11 modules.

Cycle training was also delivered to 450 adults in Leeds by Go Cycling in financial year 2014/15.

In order to encourage children to travel actively to school and in the light of the recent rise in popularity for small lightweight micro scooters, the training team deliver a scooter training programme to pupils in targeted schools, where schools are keen and willing to encourage this mode of travel.

The following figures relate to the yearly total number of pupils we have delivered road safety related training to;

1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec 2013	=	14,996
1 <sup>st</sup> Jan to 31 <sup>st</sup> Dec 2014	=	13,878
1 <sup>st</sup> Jan to 31 <sup>st</sup> July 2015	=	11,100

## Publicity

Most of the road safety publicity campaigns are now developed and delivered across the whole of West Yorkshire in order to maximise their effectiveness and to provide best value. Some campaigns are extended to the Yorkshire and the Humber region in partnership with other road safety teams in the region.

Most recent campaigns include :-

A series of adverts are currently being aired on Heart Radio, aimed at both drivers and cyclists, urging them to share responsibility on the roads. The messages for cyclists asks them to be more cautious on the road, highlighting their vulnerability, while the messages targeting the drivers builds on the Look Out campaigns and the Someone's Son campaigns that have been developed previously.

The Look Out campaign was developed following accident data analysis highlighting that the majority of accidents occurred due to pedestrians, cyclists, drivers failing to look properly, and aimed to encourage them to "Look Out" for one another using their eyes to save lives. Initially the campaign used bus backs and street talk to get the message out, with supporting data on the Someone's Son website. The campaign also developed additional resources including wing mirror stickers and rear window stickers, reminding drivers to Look Out for motorcyclists and cyclists, while also giving them room when overtaking.

With the increase in recreational cyclists following on from the Grand Depart and the Tour de Yorkshire, the Yorkshire and Humber cycle project developed the Cycle Yorkshire: Ride the Routes smartphone app. The app provided users with advice and techniques to safely negotiate not only the routes showcased by the professional peloton but also the majority of rural rides. The app has been downloaded more than 5000 times and has received 5 star reviews.

Campaigns continue to make use of social media, primarily through Twitter @SaferRoadsWY but also Facebook. The Yorkshire and Humber cycle project developed a cycle training DVD aimed at the many adults that have returned to cycling, the Urban Cycling guide was initially developed for distribution via DVD, but has now been made available through a dedicated YouTube channel, which has proved an effective medium.

## Events

The summer of 2015 features a number of high profile cycling events, including Tour de Yorkshire, Sky Ride and the Kirkstall Festival. These created an opportunity to disseminate a range of road safety equipment and promotional messages including, bike bells, high visibility rucksack covers, cycle lights and cycle route maps. 2000 bike bells are also distributed to children across the city. The Skyride also featured a Heavy Goods Vehicle where the public were invited to sit in the cab to raise

awareness amongst cyclists regarding blind spots around HGV's. The HGV was also used during a promotional event to celebrate the introduction of the 100<sup>th</sup> 20mph speed limit in Woodlesford.

During the Bike Week (13<sup>th</sup> - 21<sup>st</sup> June 2015), 80 pupils from the east, south and west of the city cycled along the core cycle network to the Royal Armouries to encourage the use of safe routes into the city centre and raise road safety awareness whilst cycling on the core network.

An article in the summer addition of 'Smalltalk' magazine, focused on children playing out in the summer holidays, featured a variety of road safety messages (including safe cycling) and advice for parents.

#### West Yorkshire-wide promotional initiatives

- The West Yorkshire Road Safety group have developed car stickers (give cyclists room) to be distributed at events
- The 'Look Out' campaign, which was launched across West Yorkshire in June 2014 is being continued into 2015.
- Heart Radio ads around safer and more considerate cycling have been developed to back up further bus back campaigns which will run in July – Sept 2015.

In addition to publicity campaigns, a programme of smaller scale initiatives and promotion of general road safety messages continues to be delivered. Examples include:

- winter driving safety information posted on Insite,
- Don't Drink & Drive messages promoted over the Festive season and during key sporting events (World Cups, Olympics, TdF etc)
- Walk to School Week / Month promoted in schools
- Information to motorists to encourage them to slow down on residential streets during the summer holidays when children may be outside playing.

#### **Partnership working**

Joint working with the Neighbourhood Policing Teams (NPT) continues to offer support to local residents to help address concerns over speeding traffic in their community. The Community Speed Awareness Scheme allows the NPT and residents groups to take loan of a Radar Activated Speed Indication Device (SID) and other accompanying resources to encourage motorists to drive safely through their community. Full training is provided including the completion of health and safety risk assessments.

Leeds Neighbourhood Policing Teams (NPT) have supported local communities to address speed related complaints by use of the 'Smiley SIDs', radar activated speed indication devices. SID's have been on loan to several NPT including Wetherby,

Rothwell and Morley. They have been in use at Leeds University, Little London PS and Woodlesford PS.

The team worked closely with local communities, parish and town councils empowering them and providing the training, resources and skills needed to address local road safety issues. Examples include supporting Otley, Thorner and Horsforth, who have their own 'Smiley SIDs' and the provision of similar equipment 'on loan' to other community groups to address speed related concerns. Otley Road safety Quiz delivered to 7 schools in June 2015.

Options for involving WY Fire and Rescue service, following their withdrawal from the 'Safety Rangers' multi-agency initiative, are being explored. In May 2015 LCC worked with WYF&R on the 'One Way Ticket' event at Ralph Thoresby and plan to have an event at Roundhay HS in Sept 2015. In Brake Road Safety Week (November 2014) LCC supported WYF&R, WY Police and Public Health at Headingley Carnegie Stadium to raise awareness around young drivers. 80 rugby league students also attended.

We are currently working with partners including Public Health, Child Friendly Leeds, Play Streets, Communities Teams and local communities to support the development of the 20mph programme. This will build on the involvement with local schools as a focus of a 20mph speed limit, using the school as a springboard to the local community and acting as a venue for launch events, for generating and displaying artwork promoting the benefits of lower speeds and for distributing promotional material.

The awareness of the new speed limits and of community support will be improved through the provision of temporary information placards, banners and wheelie bin stickers for display in the locality to help raise awareness and to encourage a reduction in speed by motorists. Promotional stickers and armbands and car air fresheners will also be distributed to schools and community groups.

Work is underway with 'City Connect' delivery programme team to enhance engagement and involvement of other key road safety stakeholders within the council. i.e. Children's Services and Public Health who are now actively engaged in partnership initiatives to promote safe and sustainable travel. A 20mph design sign competition has taken place involving schools along the route with over 2000 designs submitted by pupils.

Leeds University have once again worked with LCC to produce theatre and education workshops to secondary pupils in May 2015 where 3 Leeds schools (Brigshaw High School, David Young Community Academy and Horsforth School) work with undergraduates taking theatre performance related degrees to highlight safe and sustainable transport messages.

### **Future proposals**

A partnership scheme is being developed to improve road safety around HGVs . Leeds are currently developing resources for older pedestrians to highlight the specific hazards that large vehicle may pose for them as pedestrians. Shopping

bags with a reflective strip are to be distributed to the elderly (600 bags), a leaflet is to be placed in the bag to be distributed in October near the time when clocks go back.

It is also proposed to target the three main cycle accident areas in Leeds with mobile Vehicle Activated Signs and 'pop up' road shows to raise awareness amongst vehicle drivers and cyclists. This will complement the TIPs that will be identifying the number of cycle accidents.

Routes with a history of PTW casualties will be targeted with the use of Temporary Information Placards installed to alert road users to the issues. Assessment of a trial of similar Temporary Information Placards, aimed at tackling pedal cycle accidents along the A660, for its potential as a city wide initiative is taking place.

The review of the Road Safety Plan is to take place in 2016.