

The Role of Partnership Building in Improved Road Casualty Reduction Performance

A United Kingdom Local Authority Perspective



By courtesy of:



MWH

BUILDING A BETTER WORLD

Excellence in Road Safety Awards
European Road Safety Charter



IPENZ Transportation Conference
Christchurch NZ
March 2010

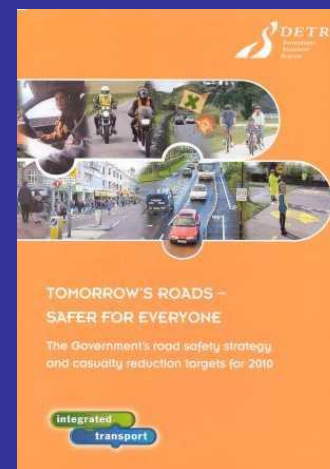
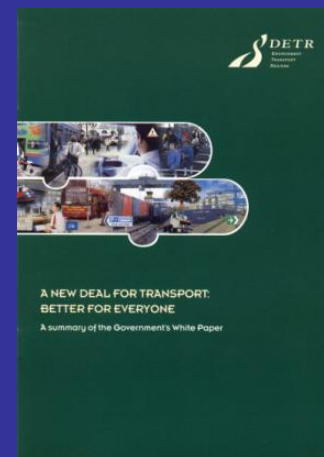
Tim Cheesebrough
MWH New Zealand

Content

- Outline benefits of productive road casualty reduction partnerships
- Contribution of Public Service Agreements between UK local authorities and central government
- The role of safety camera cost recovery partnerships in UK road casualty reduction
- How one UK local authority reshaped its services for improved results
- Possible parallels with the new NZ *Safer Journeys* road safety strategy to 2020

Key UK road safety objectives to 2010

- To align with Government's integrated transportation policies as originally published in Transport White Paper ***A New Deal for Transport***
- Road Safety Strategy and Casualty Reduction targets to 2010 published in "daughter document" - ***Tomorrow's Roads - Safer for Everyone***
- Delivery at the local authority level through five year ***Local Transport Plans***



Overarching Transportation Objectives



Integration



Environment



Safety



Economy



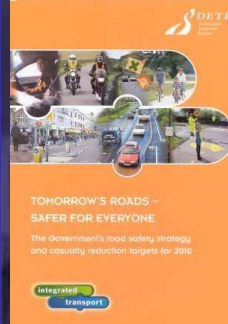
Accessibility



A NEW DEAL FOR TRANSPORT
BETTER FOR EVERYONE
A summary of the Government's White Paper

UK national casualty reduction targets to 2010

- 40 percent reduction in all fatal and serious road casualties by 2010 from their average level in the mid 1990's*
- A 50 percent reduction in fatal and serious child casualties over the same period
- A 10 percent reduction in the slight casualty rate (ie related to distance travelled) over the same period
- ***Baseline being average of the years 1994 - 1998**





Have your say on New Zealand's road safety strategy to 2020

www.saferjourneys.govt.nz

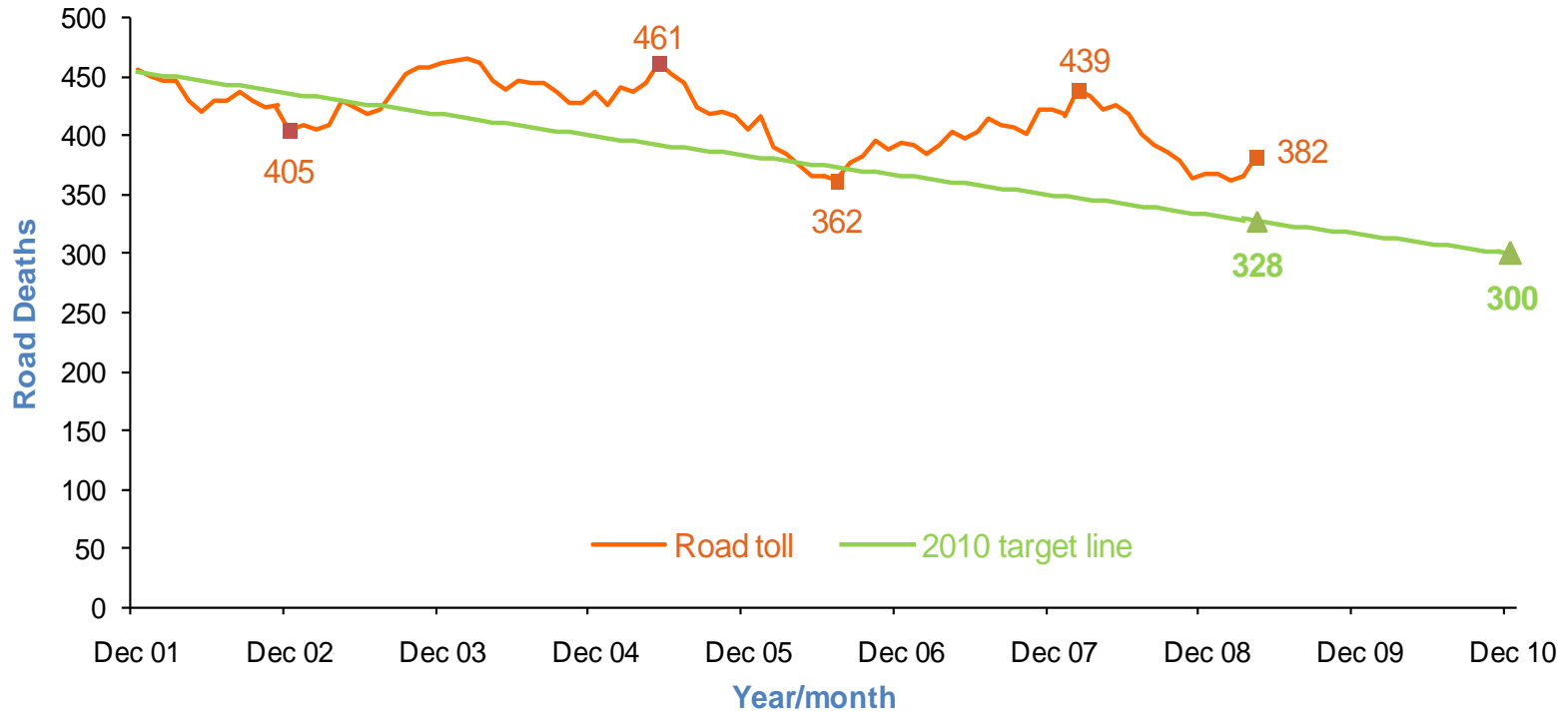


Parallels with *Safer Journeys*

Following slides are courtesy of the Ministry of Transport

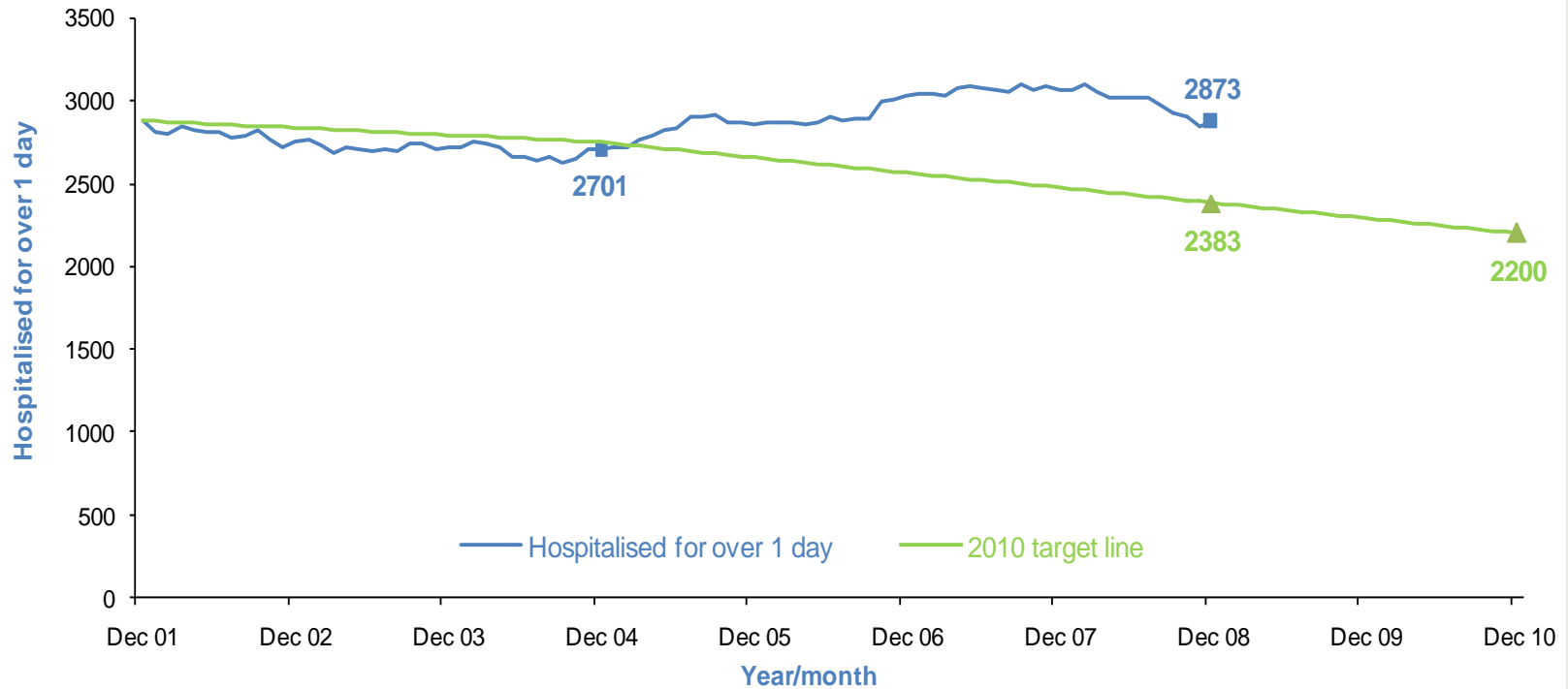
NZ Nationwide Trend - Fatalities

Rolling 12 month road toll compared to 2010 target line



NZ Nationwide Trend – Serious Injuries

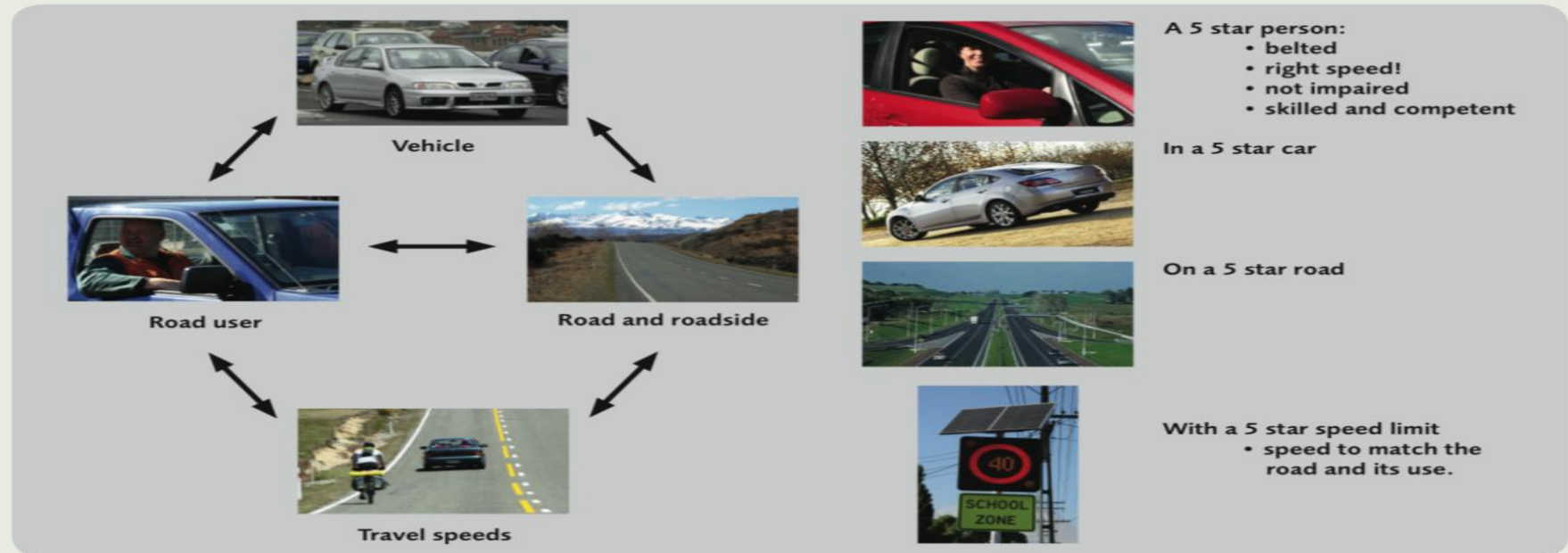
Number of serious injuries compared to 2010 target line



NZ 'Safer Journeys' Proposed Vision to 2020

“A safe road system that is increasingly free of death and serious injury”

The safe system approach



NZ 'Safer Journeys' Proposed Priority Areas

High Concern



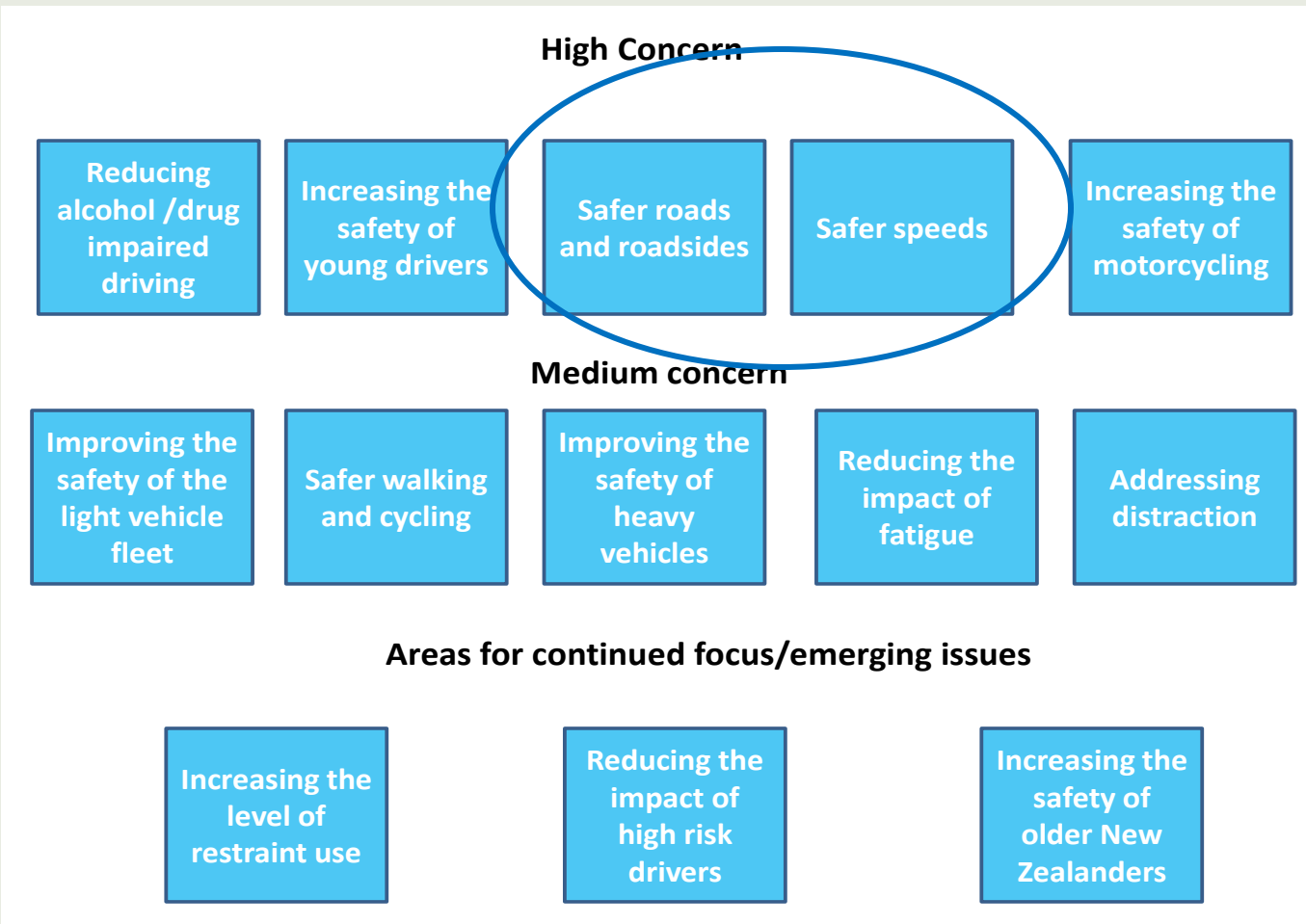
Medium concern



Areas for continued focus/emerging issues



'Safer Journeys' Proposed Priority Areas



A UK local authority strategy for progress?

...a focus on partnership building and delivery



Partnership Building

Community, Political Leaders, Local Government Partnerships



- Council's **Corporate Strategy** prioritised **Quality of Life** aims and sought partnerships with District Councils and others, through local Strategic Partnerships and Community Strategies.
- *Road safety (and traffic speeds) often cited by communities as a key quality of life concern*



Developing
quality of life
for everyone

The new aims adopted by the County Council are:

- Aim 1:** Maximising life opportunities
- Aim 2:** Stewardship of the environment
- Aim 3:** Achieving economic prosperity
- Aim 4:** Building strong and safe communities
- Aim 5:** Improving services
- Aim 6:** Developing councillors and staff

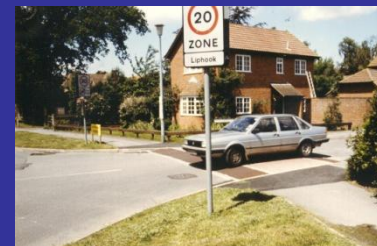
Partnership Building

Central and Local Government

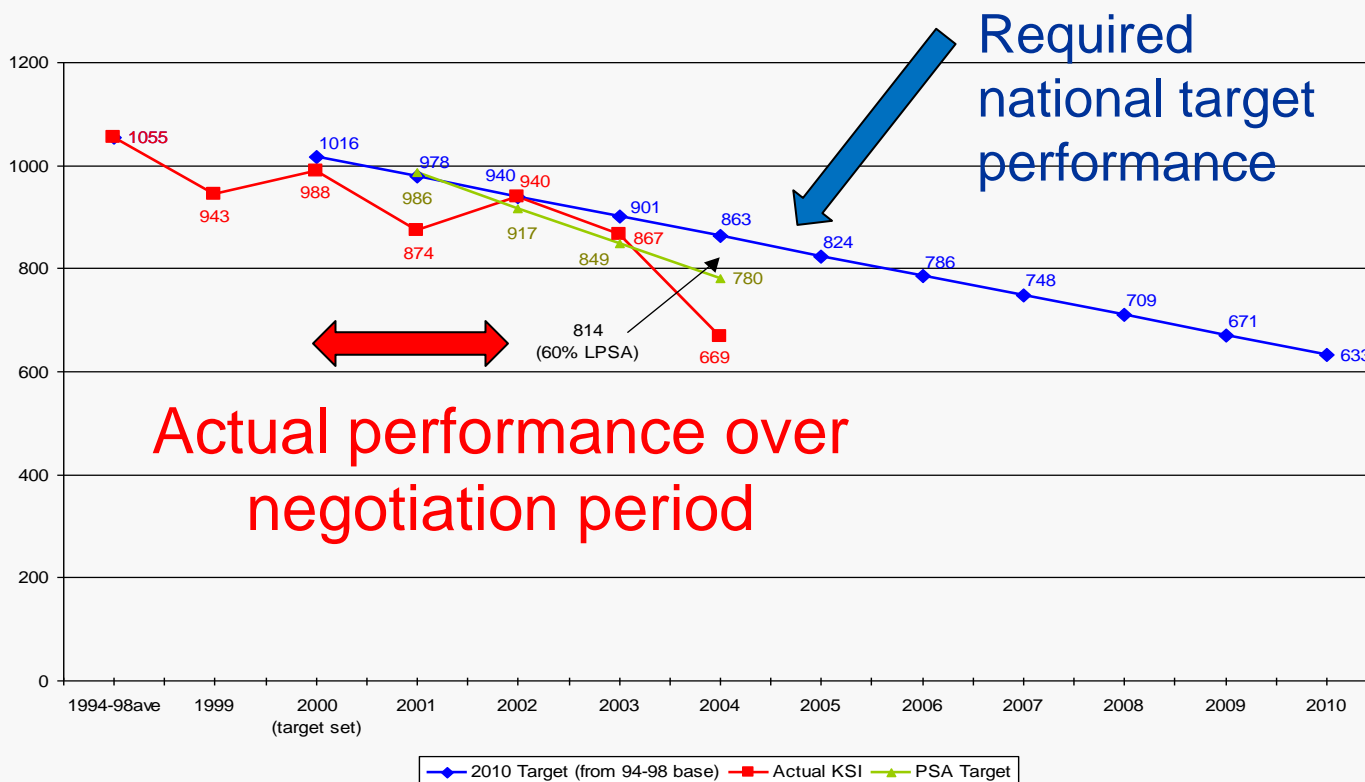


New Public Service Agreements

- Government contracts with local authorities
- Focus on high level performance of LA services viewed as important nationally
- Objective of better local performance than nationally
- Goals of fostering innovation in local delivery, new partnerships
- New incentive mechanisms – funding rewards for success, plus allowing delivery innovation “freedoms and flexibilities”



Authority's Performance at time of LPSA1 negotiations



County Council's Public Service Agreement Road Safety Target

- 11 local “stretched” local public services performance targets agreed with Government – ie not just for road safety
- Much more demanding local road safety target agreed than nationally required
- 26% reduction in all fatal and serious casualties on local roads needed by close 2004 for target to be met



Early local actions...

- Review of all local road safety services' effectiveness
- Identified issues seen as **high priority** for improved local performance
- As 2004 was **early target year**, needed improved services to deliver **quick results**
- Early focus on **safety engineering** and **speed management** programmes
- Recognition of need for stronger **delivery partnerships** with others





Safety Engineering Review

New Engineering and Partnership Programmes

- New Casualty Reduction Partnership with Roads Policing Unit
 - Tackling causes of fatal or high severity road crashes
 - Local joint network audits
- Greater emphasis on casualty – led surface treatment programme
- Greater focus on high risk rural route management and emerging motorcycling problem – engineering, education and enforcement actions
- New programme of safety scheme refurbishment



High risk rural routes

Actions



- Improved public awareness
- More speed activated warning and limit signing
- Engineering identification of hazardous locations
- Improved speed management, signing and limits for settlements
- Resurfacing and retexturing programme for routes with high loss of control incidence



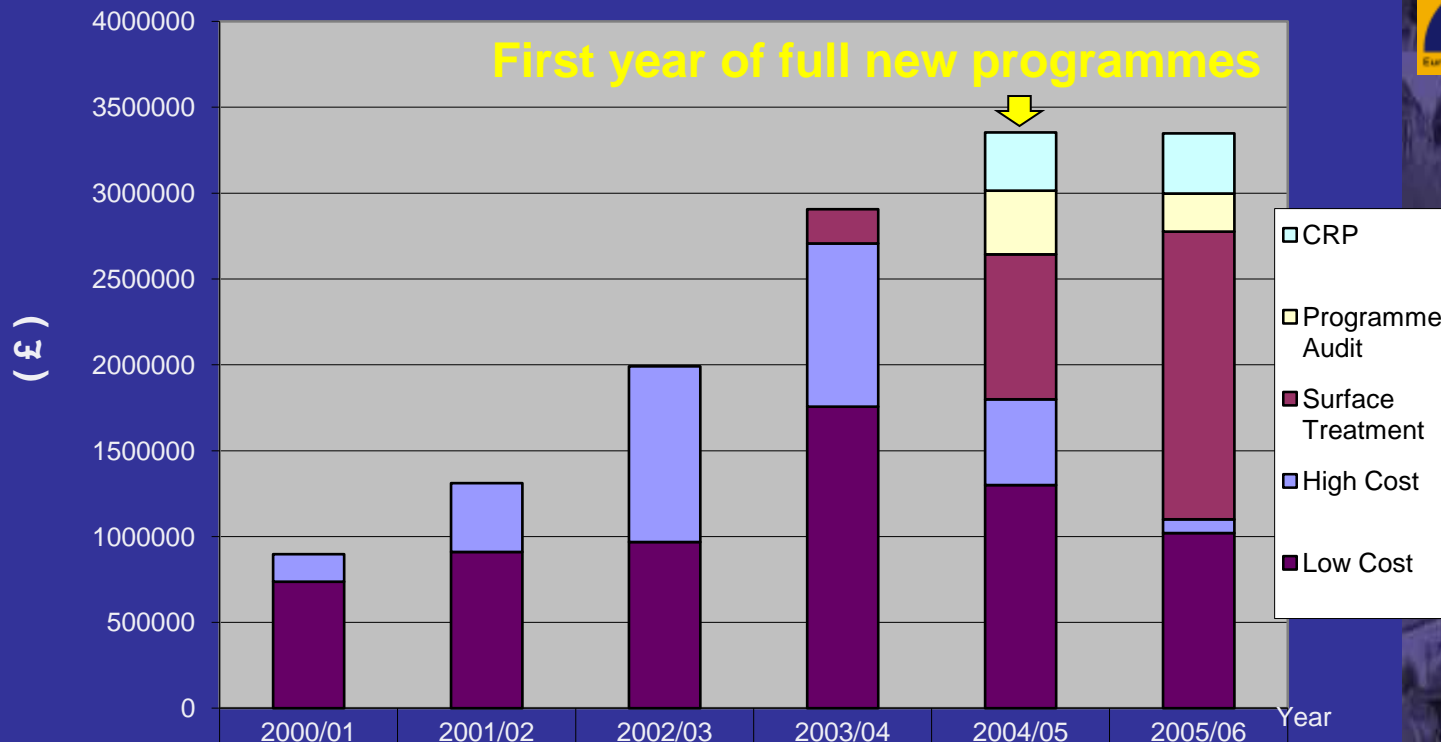
High Risk Motorcycle Routes

Actions

- Marked deterioration in motorcycle casualty record due largely to an increase in leisure motorcycle usage
- Clustered on popular rural routes
- Response focussed on partnership programmes of engineering, education and enforcement with Police and health (ambulance) sector
- Achieved nearly a halving in fatal and serious crashes on target routes



Development of Casualty Reduction Engineering Programme through LTP 1

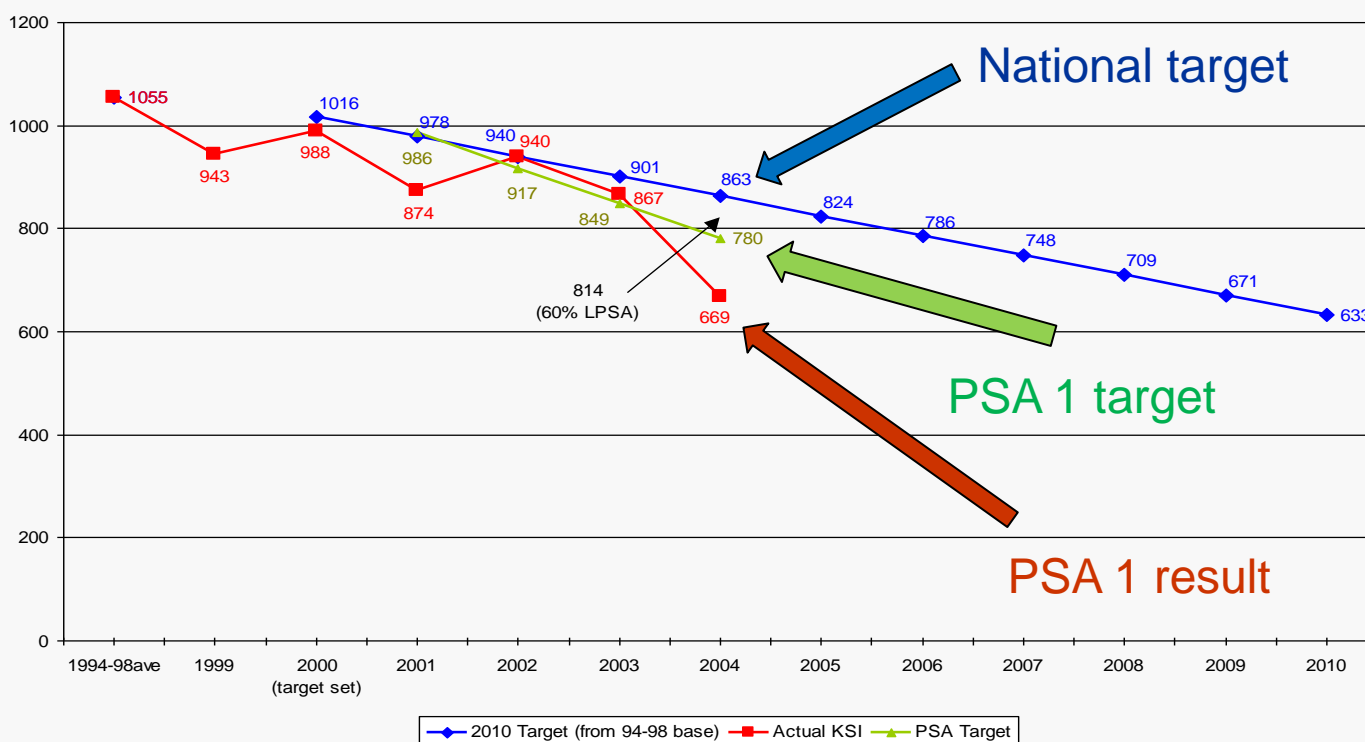


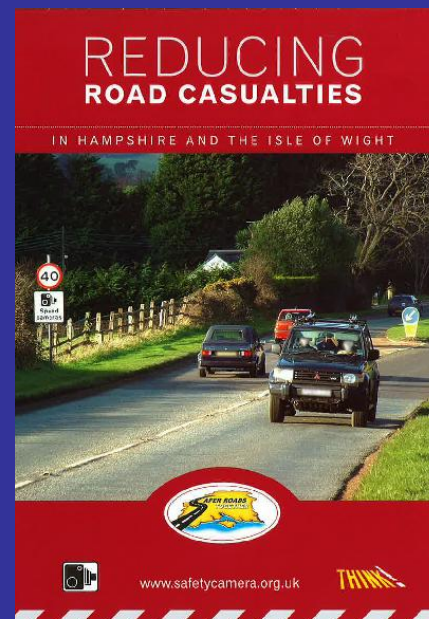
	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06
■ CRP					340000	350000
■ Programme Audit					370000	223000
■ Surface Treatment				200000	844000	1675000
■ High Cost	161000	400000	1023500	950000	500000	80000
■ Low Cost	737000	910000	968000	1756000	1300000	1020000

Total	£737,000	£1,310,000	£1,991,500	£2,906,000	£2,984,000	£3,125,000
KSI No	988	876	940	864	671	613

LPSA1 Target year 2004 results

(first fully funded year of new programmes)





Partnership Building **Speed Management**

...the work of the new Safety Camera Partnership

Safety Cameras Deployment on UK Roads

- In 2001 Government promoted significant increase in deployment of speed and red light cameras on UK roads
- Welcomed **new Partnerships** between local authorities, Police Forces, Crown Prosecution and Courts services
- For first time - **revenue** from safety camera enforcement **reimbursed camera expenditure**
- Partnerships could recover costs wholly associated with camera deployment



Camera operational principles

- Camera sites justified wholly on **speed casualty problem** – priority on killed and serious injuries
- Partnerships must ensure camera enforcement most appropriate means of reducing casualties
- Continual evaluation of camera deployment effectiveness required – formal **annual reporting and audit**
- **Cameras required to be clearly signed and marked**



Local Safety Camera Deployment Results



- Personal Injury Collisions (PIC) **down 35%**
- Killed & Seriously injured collisions **down 59%**
- Improved roads policing intelligence
- **Good public support** for partnership work - by 2004/05 **81%** of community in favour of camera deployment



But, did cameras work nationally?

National independent research said **yes**

*In 4 year report by UCL for
Department for Transport (DfT):*

- KSIs at target locations **down 42 %**
- PICs **down 22%**





seeking further progress

... a second round Local Public Service Agreement



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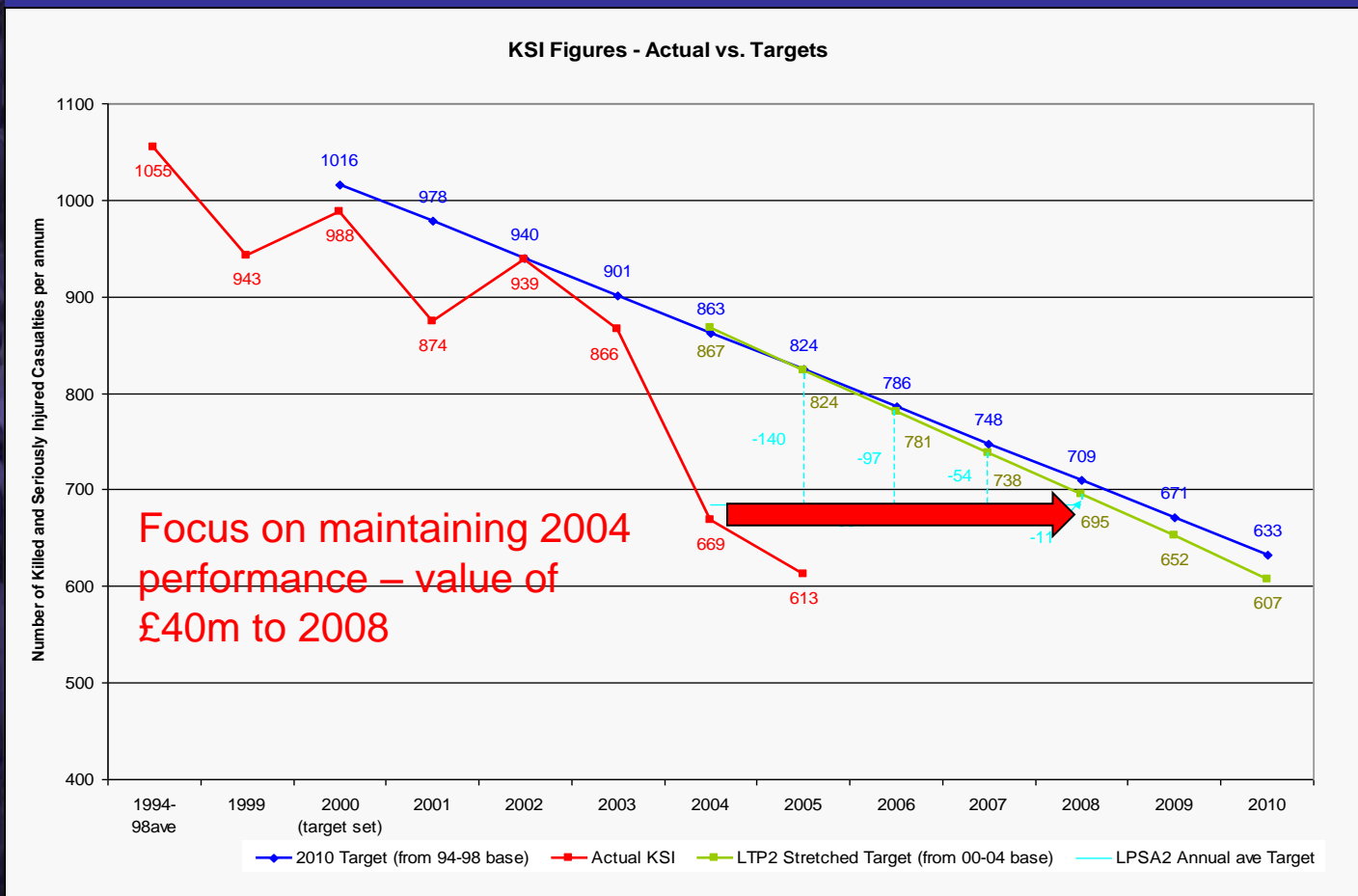
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a second Local Public Service Agreement target...



Second Round (LP2SA2) Actions

- **Closer partnerships** with Local Health Authorities and Primary Care Trusts – with **extra focus on Emergency Services** activities
- Closer involvement of Hampshire District Councils and Parish Councils – **extra focus on speed management and awareness**
- **“Community Speedwatch”** campaigns, delivered in partnership with communities - Parish, Town Councils and Police





New Partnership Emergency Services

Better fatality reduction
needed - very dispersed over
road network



- County Council to meet its new targets through supporting services others could provide better – eg emergency services
- New “first on scene” emergency services officer training and communications protocols
- New funding support for BASICS (first on scene) volunteer doctors





Conclusions

... some parallels with Safer Journeys priorities?



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Performance

NZ

- *Safer Journeys* seeks faster and sustainable reductions in road casualties – particularly fatal and serious

UK

- UK initiated radical review of transport priorities, plus funding needed nationally and locally, to achieve better performance
- Local and national targets, when supported by innovative incentive mechanisms and partnerships, were key drivers for improved performance

Multi Agency Action

NZ

- Safer Journeys promotes a *Safe System* approach – recognises improved safety is **multi dimensional**
- Focus on improved engineering, vehicles, behaviour and better management of speeds

UK

- **Most successful** casualty reduction initiatives were the **multi – agency and multi dimensional** with **partnership working** focus - nationally and locally

Engineering

NZ

- *Safer Journeys* prioritises **safety engineering** role through safer roads and roadsides

UK

- Local and national of increased funding and innovation in safety engineering programmes being **very cost effective** and producing **quick and lasting results**.
- Hampshire experience also showed more focus on roading asset maintenance from safety viewpoint, plus rural route safety strategies can deliver exceptional results

Speed Management

NZ

- Safer Journeys sees better management of **speed** as a high priority in the *safe system* for improved casualty reduction performance
- Opens **debate** about merits of increased **safety camera deployment**

UK

- **Improved management of speed** shown to have a beneficial role in casualty reduction – rural and urban, through education, engineering and enforcement
- **Safety cameras do work** very well when correctly directed and can achieve **good public support**

Ah, but did we meet our target?

...yes!

KSI Figures - Actual vs. Targets

