

Lancaster Three Tier Forum 24th November 2014

Education and Enforcement around 20mph Areas

Sign only 20mph speed limit areas are enforceable and the police can enforce them, however the key aim is to achieve compliance with the limits rather than prosecution. Police enforcement resulting in prosecutions is only considered when all other options have been exhausted. The County Council has therefore agreed with the Police to undertake joint engagement to win hearts and minds and embed the "20's plenty" message before undertaking targeted enforcement.

The County Council and the Constabulary are committed to making the roads of Lancashire safer and reducing road casualties and welcome initiatives that will seek to achieve this objective. It is recognised that by reducing motorists' average speed there is a clear link to a reduction in both the number and severity of road casualties. Lancashire Constabulary supports the County Council's aims to seek a change in drivers' attitudes to make driving at 20mph the norm in Lancashire whilst in a residential area or outside a school. If communities have concerns that motorists are not complying with the new limits there are a number of agreed options available in order to aid achieving compliance.

These initiatives include:

- Community Road Watch where speeds will be monitored by police volunteers supported by a uniformed police officer. Drivers who exceed the speed limit will receive warning letters from the police and should any persistent offenders be identified they will receive more targeted police activity

Upon receiving speeding concerns from residents of Lancashire, the County Council also provides details to the resident of how they can get in contact with their local neighbourhood policing team in order to ascertain the eligibility for Community Road Watch to be carried out subject to risk assessments.

- School Road Watch where police stop drivers who are speeding near schools. They invite motorists to meet school children who will then discuss the implications of their driving

For both Community and School Road Watch the Neighbourhood Policing Teams are very proactive in pursuing these activities.

- Engagement with schools to promote Drive Safe\20's Plenty campaigns through lesson plans and activities within schools.

To date the County Council has undertaken a total of 164 SpID deployments in the Lancaster district since May 2012, including:

- 12 SpID deployments on Lancaster Road
- 7 SpID deployments on Balmoral Road
- 7 SpID deployments on Derwent Road
- 8 SpID deployments on Hest Bank Lane

This has been supplemented by various Parish Councils within the Lancaster district also deploying their SpIDs within their own parish boundaries.

Caton-with-Littledale, Warton and Yealand Parish Councils all own SpIDs within the Lancaster district.

Education and engagement to encourage compliance with 20mph areas is now embedded across all our road safety and active travel initiatives. A wide range of services are delivered through schools and colleges to target audiences such as older road users and cyclists, and within communities through the Healthy Streets programme. For the full range of activities, please find the Lancaster Road Safety Action Plan attached at Appendix 'A'.

Lancaster: Road Safety Strategy Action Plan 2014/15

Context:

Figures 1 and 2, shown below, give the details of the distribution of killed and seriously injured (KSI) accidents and their contributory factors in the district of Lancaster during 2013. For the period 2009-2013 on average, there were 86 people, including 12 20-25 year olds, killed or seriously injured in Lancaster per year.

The issues and priorities in Lancaster:

- Children and young people aged up to 25 years represent 33.3% of all the KSI casualties in Lancaster, the Lancashire average being 38%
- The 16 to 25 year age group represents 26.4% of all KSI injured in Lancaster, the Lancashire average being 25.2 %
- The 0-15 year age group represent 6.9% of all KSI in Lancaster, with the Lancashire average being 12.8%
- 63% of all children KSI in Lancaster were pedestrians
- Lancaster ranks fourth in the County for all child casualties however, in terms of absolute numbers, Lancaster ranks second highest in the County with 276 child casualties
- Lancaster ranks sixth in the County for all casualties for people aged 16-19 years old in Lancashire however in terms of absolute numbers Lancaster ranks second in the county with 400 casualties for this age group
- Lancaster has the third highest rate of KSI pedestrian casualties for young people aged 16-19 years old in Lancashire however in terms of absolute numbers, Lancaster ranks joint first with 10 KSI
- Lancaster ranks fourth in the County for all KSI car occupant casualties however in terms of absolute numbers, Lancaster ranks first in the County with 31 KSI
- Lancaster has the joint highest rate of KSI pedestrian casualties for people aged 26-64 years old in Lancashire
- Lancaster has the joint highest rate of KSI pedal cyclist casualties for people aged 26-64 years old in Lancashire
- Lancaster has the second highest rate of KSI casualties aged 65+, and ranks highest in terms of absolute numbers
- Lancaster has the joint highest absolute number of powered 2 wheeler casualties KSI with 104.
- Lancaster ranks 5th in Lancashire for bus network incidents with 274 reports of anti social and criminal behaviour requiring investigation by the Safer Travel Team 2009-2013

Figure 1

KSI Casualties in Lancaster 2013

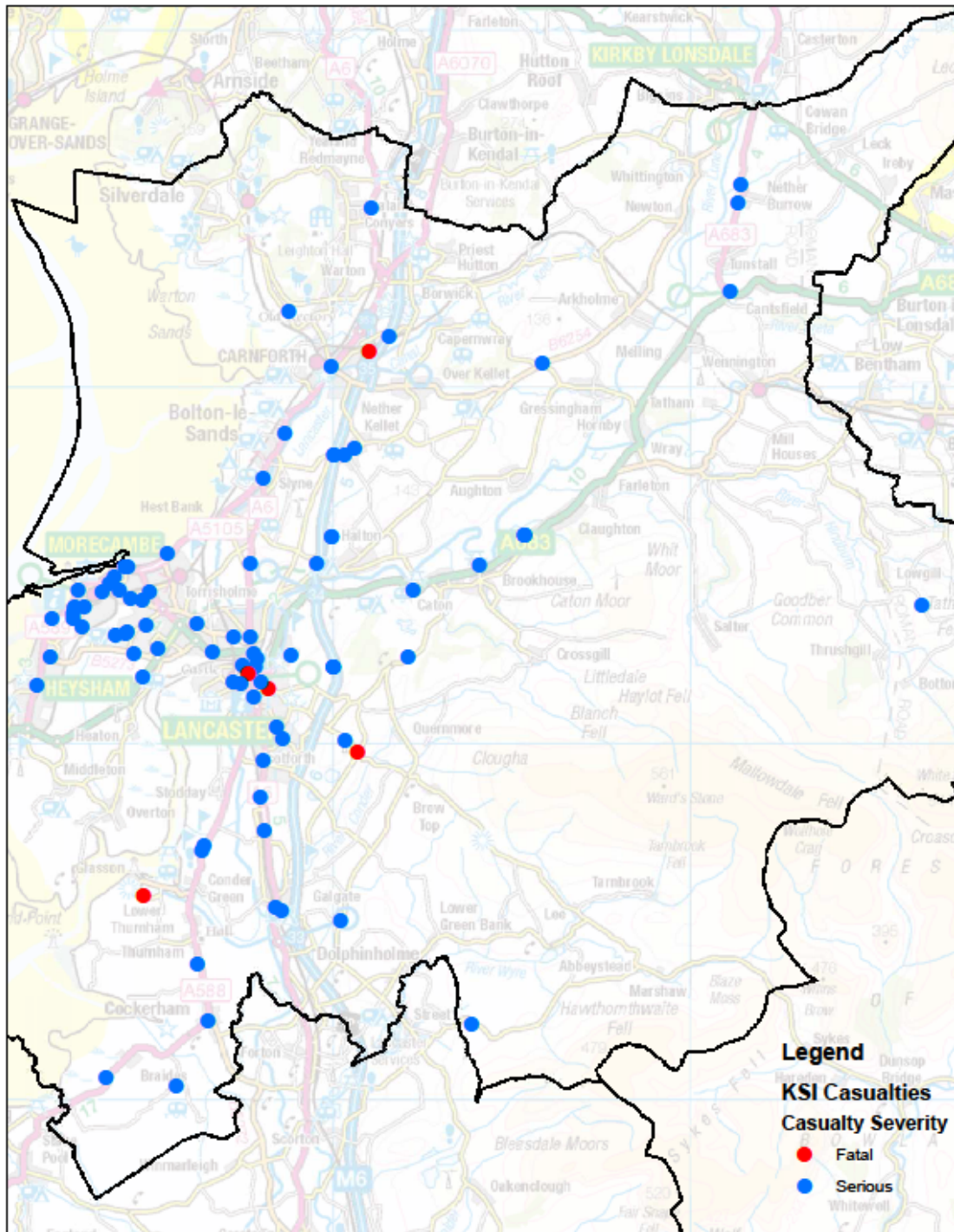
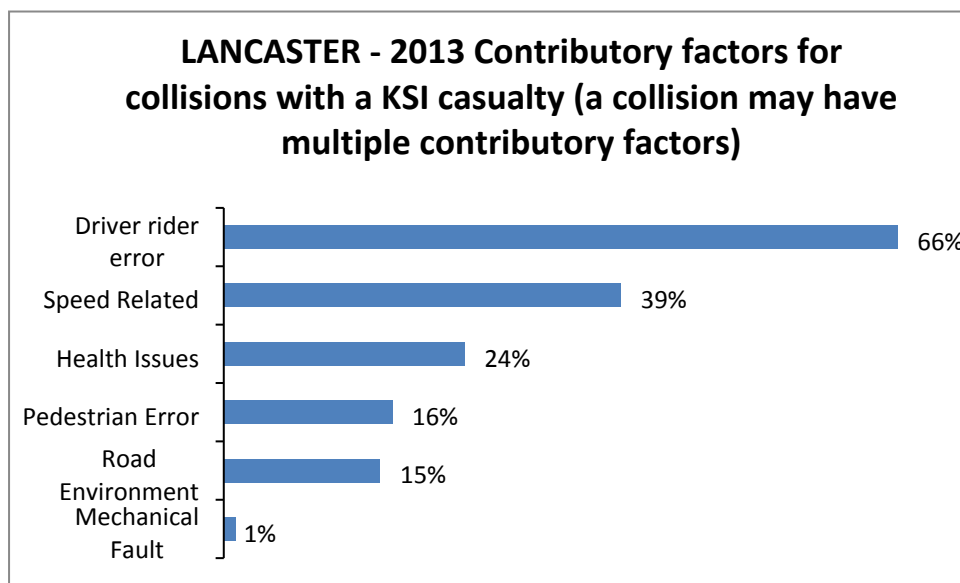


Figure 2



Speed Management

Inappropriate and excessive speed of vehicles is a major concern for communities in Lancashire, in particular in residential areas and outside schools. The management of speed is a high priority and is a key element of making the roads in Lancashire safer and improving public confidence in their local area.

Sign only 20mph speed limit schemes have been introduced across the County in 4 phases. All 4 phases in Lancaster are now complete.

A list of these schemes can be found below;

Slyne and Hest Bank	Higher Heysham Area	Bare, Torrisholme, Scale Hall	Overton
Bolton-le-Sands	Carnforth East and West	Lancaster East	Warton and Millhead
Caton	Morecambe South and Heysham North Area	Morecambe South	Galgate East
Greaves	Heysham Coastal Fringe	Silverdale Area	Galgate West
Halton	Hornby Area	Lancaster West	Beaumont Area
Morecambe North	Middleton		

Implementation of part time advisory 20mph speed limits has been completed at 23 schools across the district.

The sign only 20mph areas and limits will be followed up by education, community engagement and enforcement initiatives such as Speed Indicator Devices (SpIDs), School Road Watches and Community Road Watches. These activities are being undertaken in order to positively change driver behaviour and attitude and make Lancaster a safer place for all road users. The Community Road Watch is continuously being developed, in conjunction with the police, so that members of the communities, supported by the police, can have a visible presence to monitor speeds within their own communities.

For more details please visit www.lancashire.gov.uk/20mph

For roads not covered by 20mph limits, targeted enforcement action is being undertaken under the banner of 'Lancashire Road Watch' to address specific sections of the highway with a high accident record and where speed is an issue. Under Lancashire Road Watch enforcement can occur at any point along the designated routes.

In Lancaster, Lancashire Road Watch is taking place on the following roads:

- A6 - entire length through Lancaster district
- A588 - from Pilling through to A6 in Lancaster
- A589 - from Heysham through to A6 in Lancaster
- A683 - from Heysham to Kirkby Lonsdale
- B5273 - from A589 in Heysham through to A589 at Scale Hall
- B5321 - from A589 in Morecambe through to A6 at Skerton
- B6254 - from A6 in Carnforth through to A683 at Kirkby Lonsdale

In addition, mobile speed enforcement can take place anywhere within the Lancaster area in response to casualty or local concern.

In an on-going effort to positively reinforce speed limits across Lancashire we have regularly deployed SpIDs in conjunction with both internal and external partners. This work will be continued in order to increase SpID deployments throughout Lancaster.

The following locations within Lancaster are where the accident record has merited enforcement of the speed limit by fixed cameras.

Quernmore Road, near Derwent Road, Lancaster	Regent Road, near Scott Road, Morecambe
Slyne Road, near Greenwood Avenue, Bolton-le-Sands	Lancaster Road, East of Mill Lane, Caton
Westgate, East of Altham Road, Morecambe	Slyne Road, North of Green Lane, Lancaster
Scotforth Road, near Abbeyfield Close, Lancaster	Morecambe Road, near Homfray Avenue, Morecambe

Owen Road, near Aldrens Lane, Lancaster	Torrisholme Road, near Noel Road, Lancaster
Torrisholme Road, near Elmsdale Close, Lancaster	Euston Road, near Kensington Road, Morecambe
Heysham Road, near Penrith Avenue, Heysham	Bye Pass Road, near Main Road, Bolton-le-Sands
Scotforth Road Northbound, near University entrance, Lancaster	Scotforth Road, near Victoria Avenue, Lancaster
Main Road, near Chapel Lane, Galgate	Broadway, near Burlington Avenue, Morecambe
Kellet Road, near Highfield Road, Carnforth	Heysham Road, near Wesley Drive, Heysham
Bye Pass Road, near St Michaels Lane, Bolton-le-Sands	

A full list and details for the fixed Safety Camera sites in Lancaster can be found at the 'safe2Travel' website, <http://www.safe2travel.co.uk/cameras.asp>

Evidence Based Accident Reduction Measures

The following schemes are programmed as part of the Evidence Based Accident Reduction Measures;

- **A6 Main Road, Lancaster Road, Scotforth Road – Thwaite End Road Bridge to North East of B6254** - trim foliage, review railings, move bus stop and sign post, mini roundabout changes, pedestrian facility at signals, review signal timings
- **Morecambe West End** – measures to improve safety, especially for vulnerable road users on Balmoral Road and the western end of Regent Road. To be determined through consultation with elected Member, Police and Community Group
- **Lancaster East** – inventory check of existing cyclist warning and information signs in the area and introduction of further signs as required. In addition the existing warning signs produced by the Police to be reviewed and replaced if necessary
- **Countywide** – complement existing speed tasking, SpID deployment and community/school engagement with enhanced signing and lining to reinforce the "20 is plenty" message
- **Countywide** – provision of SpID infrastructure with Parish Councils and other bodies

Children & Young People

Safer Schools Moodle

All educational establishments have the opportunity to access and utilise **Road Safety, Bus Safety and Sustainable Travel** packages through the Safer Schools Moodle. This is a consistent interactive learning platform containing teacher resources in the form of lesson plans/activity sheets/toolkits/handouts and also information that parents can access and

use with their children. The Moodle contains the educational resources for children and young people from 0 – 25 years.

Early Years Initiatives

In Car Safety

In Car Safety information and resources are available on the Safer Schools Moodle. It aims to raise awareness among parents and carers of the dangers of incorrectly fitted car seats, using the inappropriate car seat for the child's weight and height, and transporting children who are unrestrained. A number of 'Champions' across the County are trained to cascade information and good practice on fitting child car seats.

Little Safety Stars

Aimed at Early Years' Foundation Stage, ages 0-5. It is designed for all early year practitioners, family based workers, health visitors and partner organisations to introduce road safety in their settings. There is a toolkit with 5 sessions covering 5 road safety topics, incorporating play, song and activities.

Primary School Initiatives

Right Start

Research has shown that children learn best through practical experience in the traffic environment; this has been backed by a three year study undertaken by Edge Hill College. Lancashire County Council's Road and Transport Safety have developed their own practical pedestrian training scheme called "Right Start". The programme is designed for use with children ages 4 – 7 and involves schools and parents working in partnership to enable children to become safer pedestrians. The programme consists of 3 stages, each consisting of 3 sections. The sections, 'Let's Talk' a teacher led discussion, 'Let's Do' practical roadside activities and 'Let's Remember' activity sheets. We supply appropriate resources and training to teachers and school volunteers to help them deliver the programme to their children.

Safety Stars

Safety Stars aims to engage with children to take ownership of their own behaviour. It is a health and safety initiative that covers many issues including road safety as the main topic. The School Council or Year 6 pupils can access dedicated tasks and activities each term on agreed 'safety' themes. Safety Stars engages with the whole school through creative and innovative 'club' based activities.

Passport to Safer Cycling & Bikeability

Passport to Safer Cycling including a classroom workbook helps children develop a greater understanding of road usage, traffic, a positive attitude towards other road users and to ride with an improved degree of safety.

Bikeability is a practical course aimed to make children more aware of the responsibilities of owning a cycle and to develop the skills required to deal

with certain traffic situations. The course enables the cyclist to use the road in a safe, competent and confident way.

Transition: Years 6 and 7

'No Bones'

Aimed at years 6 and 7 'No Bones' animations have been created to raise awareness of road safety issues, especially for the transitional period between primary and secondary school.

'No Bones' was developed in partnership with Calico Creative, the County Council, BBC Outreach and pupils from Lancashire schools. A series of lesson plans have been developed to support the animations which encourage students to take part in creative activities such as creating newspaper articles, road safety graphics, road safety film and a road safety rap.

High School and College Initiatives

Youth Stars

An initiative to help young people develop bespoke projects, presentations and educational sessions addressing the road safety priorities in their districts. It aims to develop relationships with partner agencies and promote road safety messages and strategies.

Bus Safety Assemblies

The Safer Travel Team can offer a safer travel assembly to schools who have a large number of pupils travelling by public transport. The aim of the assembly is to provide pupils with the skills to travel easily and safely, whilst also defining criminal and anti-social behaviour, how it affects public transport and the wider community, and the consequences of becoming involved in either.

Wasted Lives

The Wasted Lives Young Driver Education Programme aims to challenge new and soon to be young drivers' attitudes to the risks associated with driving. It aims to improve their ability to assess risk, make the right decisions and take responsibility for their own actions as a driver and as a passenger.

A classroom based, peer led session focusing on utilising the experiences of the class through interactive activities. This is aimed at 16-25 year old drivers and passengers. For further information please visit:

www.wastedlives.co.uk/bookacourse

Powered 2 Wheelers

Mike's Last Ride

Mike's Last Ride is a film made in partnership with Lancashire Police with a road safety message for Motorcyclists focussing on fatigue. The film (<https://www.youtube.com/watch?v=Wtjim9Sch-E>) has had over 75,000 hits

since March 2014. It is shown at motorcycle meets and has been 'advertised' and shared via social media.

Targeted Promotion of Powered 2 Wheeler Safety

Lancaster is a priority district for reducing powered 2 wheeler casualties and we will work with key partners to identify opportunities to develop additional initiatives in this area.

Cyclists

On-line Cycling Safety Advice

On-line cycling safety advice including seasonal messages will be available on the new Cycle Lancashire website from autumn 2014.

See www.cyclelancashire.com

Resources Packs

Packs of cycling safety resources can be supplied to partner organisations and events countywide. Further resources and cycling safety displays are under development to be used from spring 2015. Email:

safetravel@lancashire.gov.uk to

Adult Cycle Training

480 free adult cycle training sessions are available countywide.

Targeted Promotion of Cycling Safety

Lancaster is a priority district for reducing cycling casualties. We will work with partners to identify opportunities to develop cycling safety initiatives and provide event support. With support from Sustainable Transport and Safety teams, Lancashire Constabulary is leading on the introduction of a cycle training course tailored to meet the needs of cyclists in Lancaster city centre. Factors contributing to collisions involving cyclists in the 16-25 and 26-64 age groups will be further investigated and additional interventions developed where appropriate.

Older Road Users

On-line Safety Advice

On-line advice on older road user safety is available at:

www.safe2travel.co.uk (Our Campaigns > Drive Safely for Longer)

Resources Packs

Packs of older road user safety resources can be supplied to partner organisations and events countywide. Further resources and safety displays are under development during 2014/15. Email: safetravel@lancashire.gov.uk

Public Health Campaign

Pharmacies across Lancashire are participating in a public health campaign to reduce the incidence of collisions involving older drivers. Leaflets designed and distributed countywide to advise older residents on driving safely and within the law.

Targeted Promotion of Older Road User Safety

Lancaster is a priority district for reducing casualties aged 65+. We will work with partners to identify opportunities and events to target advice and develop initiatives for older road users. Factors contributing to KSI pedestrian casualties aged 65+ in Lancaster will be further investigated and additional interventions developed where appropriate.

Communities

Healthy Streets

Healthy Streets is a community led project intended to build on what a community already does best. Its aim is to add to the benefits that the introduction of 20mph speed limits in residential areas and outside schools has brought, enabling safe walking and cycling in local Lancashire communities and making it more enjoyable to get out and about in them. For more information please see: www.safe2travel.co.uk (Our Campaigns > Healthy Streets)

Safer Travel Operations

Operations within the community are carried out in order to reduce crime and anti-social behaviour on and around the bus network and to provide public reassurance.

Operation Trojan: Aims to reduce missile attacks on buses, taxis and other vehicles and associated crime and anti-social behaviour. The Police and Safer Travel Team staff patrol areas identified by intelligence in covert taxis and address any crime and anti-social behaviour which is observed.

Operation Gateway: Aims to reduce crime and anti-social behaviour on the public transport network. This is a joint operation, delivered by the Safer Travel Unit in partnership with Police and bus operators. Bus services are identified through intelligence and plain clothed officers are deployed to these buses to observe any anti-social or criminal behaviour. The buses are stopped by Police and any offenders are identified. Additionally bus services located at schools and major transport hubs are boarded by Safer Travel Unit, Police and bus operator staff to deliver reassurance and personal safety messages. Any persons found not to be travelling on correct passes or tickets are dealt with proportionately.

Operation Altor: Is a high visibility engagement tactic, deployed at Lancashire bus stations and interchanges by Safer Travel Unit PCSO's. Personal safety advice is provided to users of these facilities and those providing services such as bus station staff, bus drivers etc.

For further information on any of the above please email:

safetravel@lancashire.gov.uk

Tel: 01772 537960