

Cabinet Committee on Performance Improvement

Meeting to be held on Monday, 5 December 2016

Report of the Director of Public Health and Wellbeing

Electoral Division affected: (All Divisions);
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Child Road Safety in Lancashire

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Executive Summary

This report provides an overview of children killed or seriously Injured (KSI) in Lancashire between 1st July 2011 and 30th June 2016 and the actions aimed at reducing child casualties in Lancashire and proposals for future improvement.

Recommendation

The Cabinet Committee on Performance Improvement is asked to note the actions being undertaken as set out in this report to reduce the child casualties on Lancashire roads.

Background and Advice

Lancashire has a high rate of children killed and seriously injured (KSI) in road traffic collisions. This report summarises the actions being undertaken to reduce the number of child KSI on Lancashire roads.

The behaviour most frequently contributing to child KSI collisions is a child stepping, running or cycling out suddenly into the carriageway. A significant proportion are accompanied by an adult family member at the time of the collision.

A new Towards Zero Lancashire Strategy has been developed to be adopted by all partners of the Lancashire Partnership for Road Safety.

Lancashire Partnership for Road Safety have appointed a Co-ordinator and Analyst to support evidence based, co-ordinated delivery of the Towards Zero Strategy.

As a member of the partnership Lancashire County Council (LCC) are deploying evidence based education, engagement, engineering and enforcement response to reduce child KSIs across Lancashire.

All current education interventions to reduce KSIs in children and young people are being evaluated and improved to ensure they remain effective in changing the behaviours resulting in collisions and are targeted in areas of high risk of accidents.

LCC will continue to improve engagement with parents and carers to provide road safety role models able to reinforce safe travel behaviours.

LCC are strengthening our engagement with partners, parents and communities, encouraging all to take responsibility for reducing collisions on Lancashire's roads.

1. National and Local Context

While there is a declining trend of child KSIs nationally, the number of children killed or seriously injured in Lancashire is showing an increasing trend.

Over the 5 calendar years 2011 to 2015, Lancashire had the 10th highest rate of Child KSIs per head of child population (of 204 Highway Authorities) for the 5 year period to December 2015.

Lancashire recorded a higher absolute number of Child KSIs than any other highway authority in Great Britain with 363 casualties during this period, with the highest number recorded in 2015 when 87 children were killed or seriously injured.

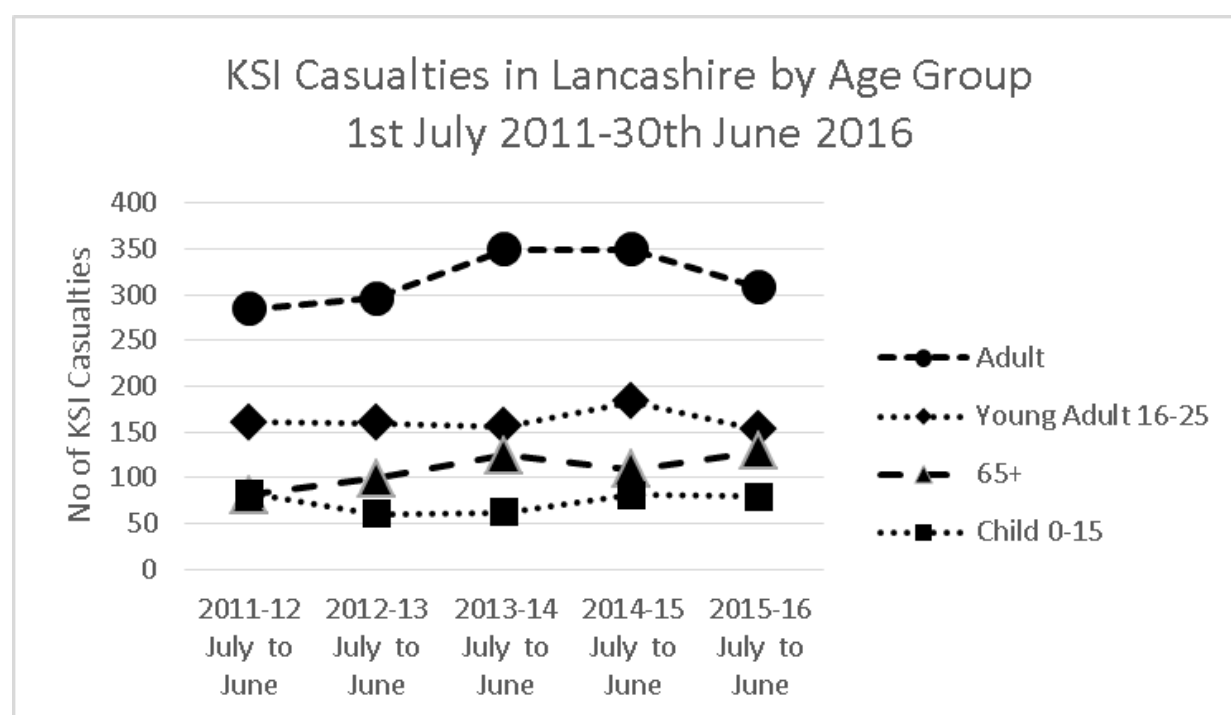


Figure 1. KSI Casualties in Lancashire by Age Group

1.1 Who are the Child KSI Casualties in Lancashire?

Figure 1 shows child casualties in the context of other age groups and the number of casualties recorded on a yearly basis from 1st July 2011. Child KSI casualties comprised 11.8% of all KSI casualties in the year to 30th June 2016. This is a similar proportion to the previous four years.

The trend shown by child KSI casualties broadly reflects that of the other age groups except for the Over 65s group which displays an increasing trend.

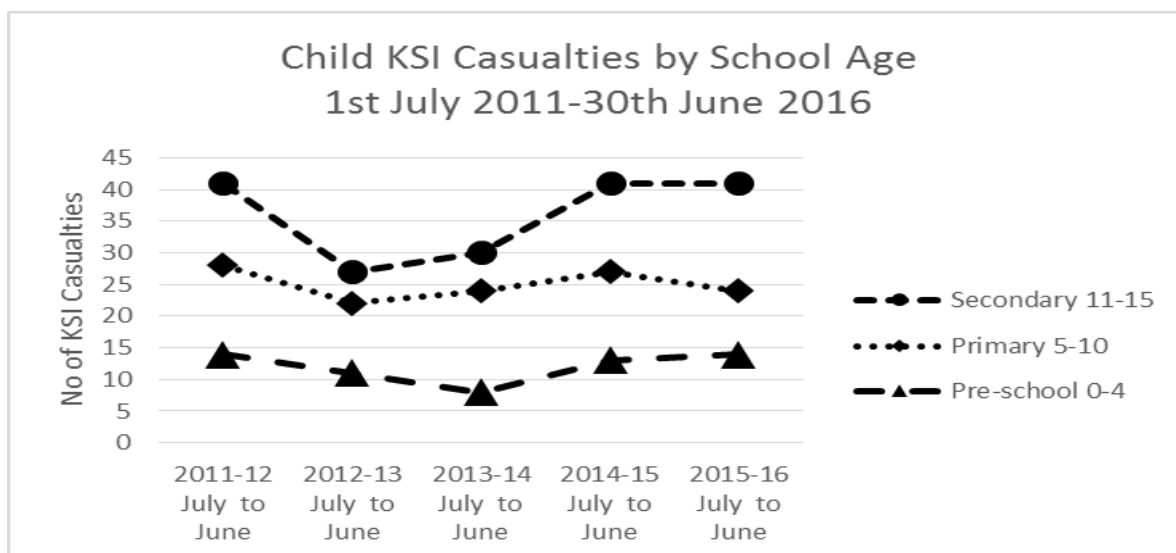


Figure 2. Child KSI Casualties by School Age Group

For the purposes of this report, the 0-15 year old child age group has been divided in to three sections which broadly represent the stages of school life. 0-4 covers pre-school children; 5-10 covers primary school children and 11-15 is equivalent to secondary school age.

Figure 2 shows that just over 50% of child KSI casualties fall within the age grouping 11-15.

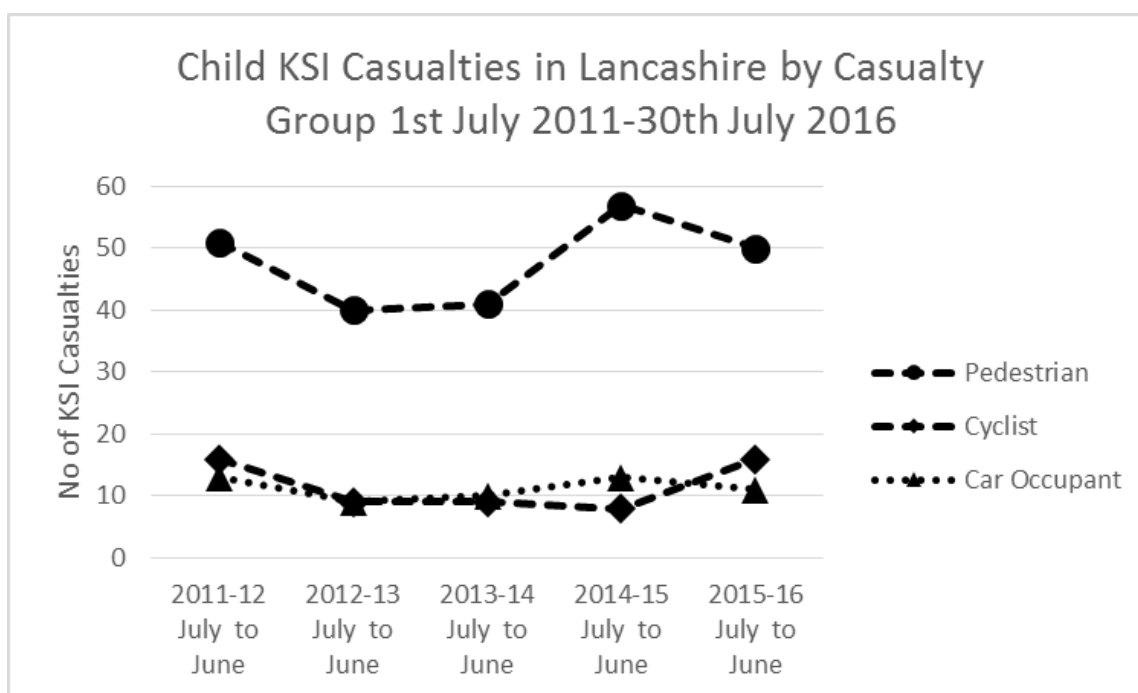


Figure 3. Child KSI Casualties by Casualty Group

Of the 79 child KSI casualties in the year to 30th June 2016 50 were pedestrian casualties, 16 were cyclist casualties and 11 were car occupants.

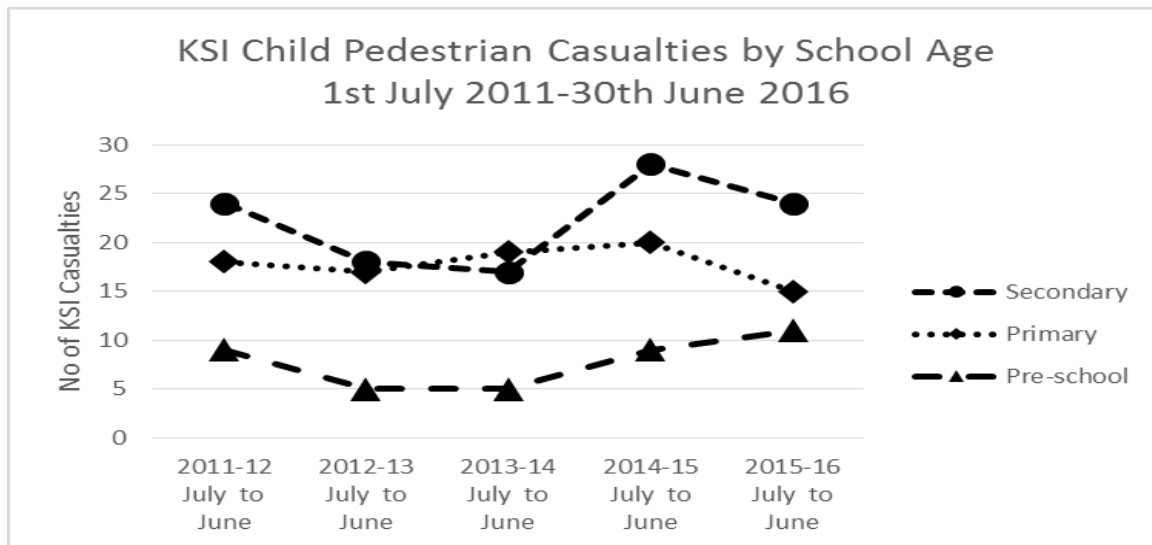


Figure 4. Child KSI Pedestrian Casualties by School Age Group

Investigations into the child KSI pedestrian casualties as the majority casualty group for children show that 48% of the casualties were aged 11-15 years and after a slight reduction year on year to 30th June 2016 they are at the same level as for 2011-12. Pedestrian KSI casualties for the 5-10 year old group have remained broadly constant between July 2011 and June 2016 although there has been a slight decrease during the most recent 12 month period. In the 0-4 year old group these casualties are at a similar level to 2011-12 but after a decreasing trend to 2013-14 there have been two years of increase albeit small increases in terms of absolute numbers.

Analysis of child KSIs by single year groups reveals a small spike in casualties at age 6, and a further more significant spike at ages 11 and 12 following transition to high school when many children begin travelling independently over greater distances.

1.2 Where are the Child KSI Casualties in Lancashire?

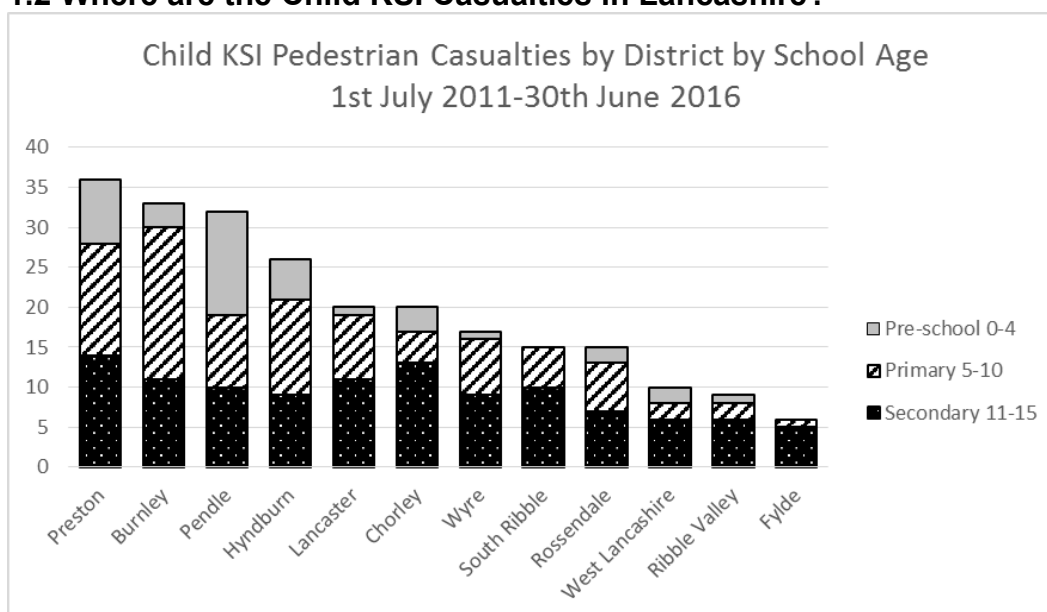


Figure 5. Child KSI Pedestrian Casualties by District by School Age

Figure 5 indicates that the higher numbers of child KSI pedestrian casualties tend to occur in the Districts with more areas of older housing stock i.e. terraced housing set out in grid iron patterns.

Generally across Lancashire, areas with the highest number of residents aged 0-15 and the highest density of housing, have the greatest number of child KSIs. Both numbers of child pedestrian KSIs, and the proportion of casualties in each age group vary widely across districts of Lancashire and individual wards within these districts.

1.3 When are Child KSI Casualties Occurring in Lancashire?

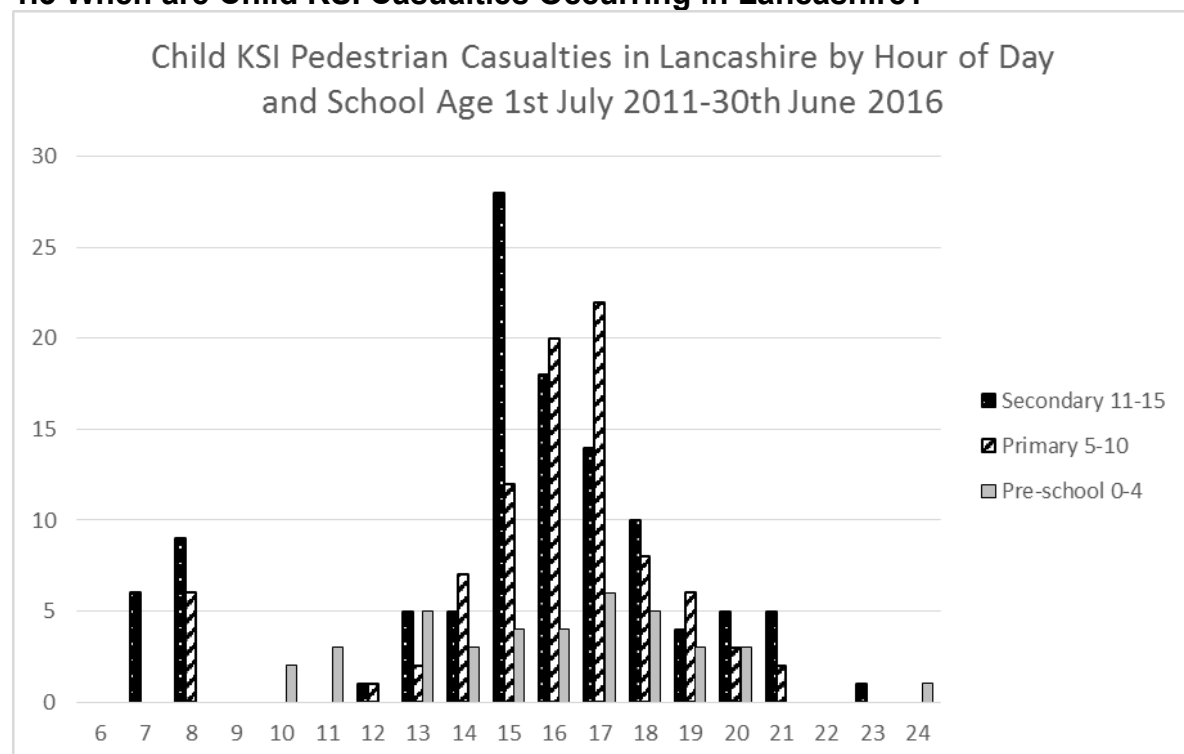


Figure 6. Child KSI Pedestrian Casualties by Hour of Day and School Age

In Figure 6 there is an indication that secondary aged child KSI pedestrian casualties peak in the hour immediately after schools close for the day, and younger aged casualties peak between 4pm and 6pm.

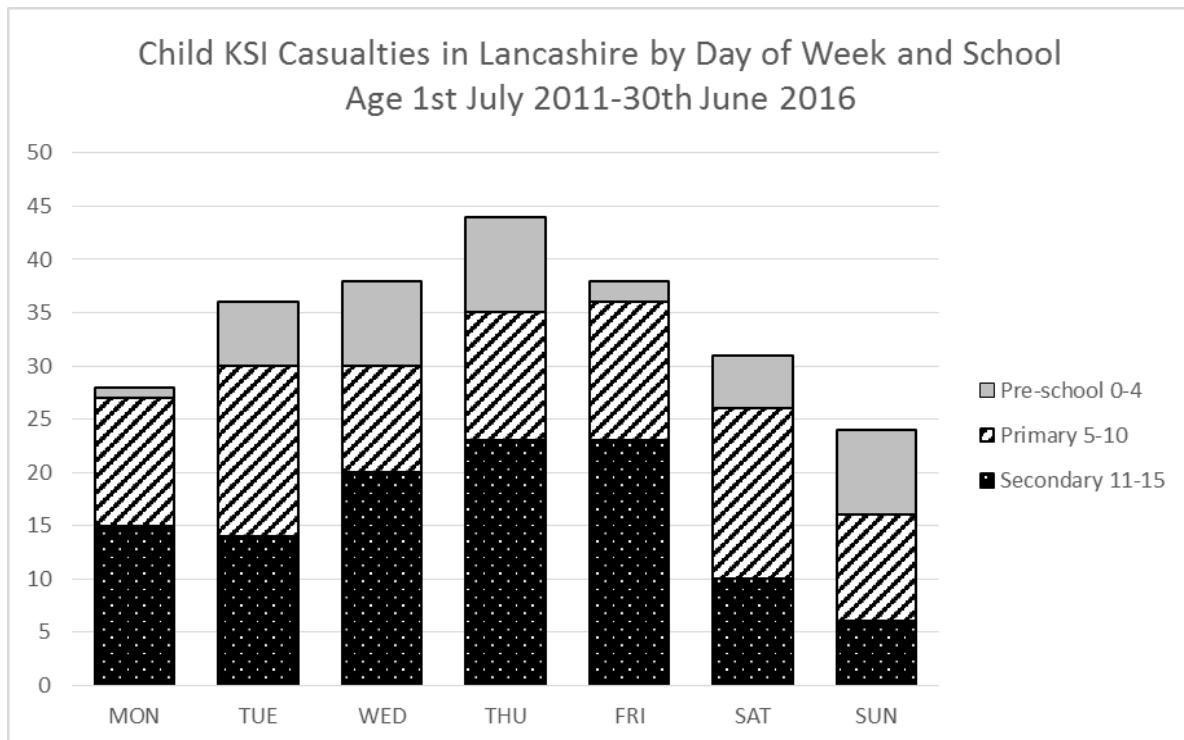


Figure 7. Child KSI Casualties by Day of week and School Age

Secondary aged child pedestrian KSI casualties peak towards Thursday and Friday and are generally lower at weekends. This might indicate that these casualties occur on the journey to and from school. Similar Primary aged casualties do not show much variation by day of week with Tuesday and Saturday having the highest number of casualties. Pre-school aged pedestrian KSI casualties appear to be spread evenly across the week.

1.4 Child KSIs within 20MPH Areas

20mph sign-only areas were introduced across the main residential areas of Lancashire between 2010 and 2014. At the present time we have casualty information of at least one year after implementation for 242 separate 20mph areas.

This is made up as follows:

Number of years for which there is casualty data available for after implementation	No of schemes
At least 1	3
At least 2	43
At least 3 years	196
Total number of schemes in this investigation	242

The individual schemes came into operation on differing dates. Taking three years casualty data before implementation for each scheme an average annual rate of casualties has been calculated for all schemes together as this is a countywide programme. The average annual rate for casualties in the period after implementation for all schemes combined has also been calculated and factored up for the schemes with less than 3 years information available.

The results are as follows:

Casualty Type (KSI = Killed or Seriously Injured) (Child = 0-15 years old)	Annual average casualty rate before implementation	Annual average casualty rate after implementation
Child – All severities	131.7	102.8
Child – KSI	24.3	23.3
Child Pedestrian – KSI	18.7	16.4
Child Cyclist – KSI	5.0	3.9

Emerging findings from further analysis include that from January 2014-December 2015 there were four pre-school aged child KSI casualties, 17 primary aged child KSI casualties and nine secondary aged child KSI casualties in 20mph areas.

1.5 Why are Child Casualties Occurring in Lancashire?

In order to investigate the factors contributing to the child pedestrian casualties the "*Nature of Accident*" field in the police collision records were read for all collisions involving a child pedestrian casualty between 1st January 2014 and 30th June 2016. This is the written description recorded by the reporting officer.

The reports indicate that in the overwhelming majority of cases the child running or stepping suddenly into the carriageway was the main contributing factor for the collision having occurred. There is an indication that the presence of parked or stationary vehicles was a significant factor in these collisions occurring. This was similar for casualties in 20mph speed limits and for those in other higher speed limits. In addition the following reasons were included in a number collision records:

- Children's behaviour at pedestrian crossings appears to be a factor in a number of collisions.
- Parents losing control of younger children whilst crossing the road is a factor in a number of collisions.
- There are a number of casualties which have resulted from children moving in groups.
- Distraction appears to be a contributing factor in a number of KSI collisions, child pedestrians being distracted immediately prior to a collision.

2. Lancashire Partnership for Road Safety

Membership of Lancashire Partnership for Road Safety (LPfRS) comprises Lancashire County Council, Blackpool and Blackburn with Darwen Councils, Lancashire Constabulary, Lancashire Fire & Rescue Service, Highways England and the Office of the Police & Crime Commissioner. The partnership has been reinvigorated by the LPfRS Executive Management Board over the past 12 months with the development of Towards Zero Lancashire: A Road Safety Strategy for Lancashire, and the appointment of a Partnership Co-ordinator and Analyst to support evidence based, co-ordinated delivery of the strategy.

2.1 Towards Zero Lancashire

Towards Zero Lancashire: Road Safety Strategy for Lancashire sets out our joint response to road safety and covers the two unitary and twelve district council areas in Lancashire. The overarching framework was agreed by the Road Safety Partnership Executive in September 2016. It builds upon our successes, strengthens our commitment and elevates our ambitions. The county council's road safety delivery plans are being reviewed against this framework.

The Strategy is built on the principles of the globally-recognised Safe System approach which recognises that we can never entirely eradicate road collisions because there will always be some degree of human error, but we should manage our infrastructure, vehicles and speeds to reduce crash energies to levels that can be tolerated by the human body. At the heart of the Safe System is the belief that no one should be killed or seriously injured as a result of using the road – 'vision zero'. It is our vision that 'people are safe and feel safe on Lancashire's roads' and we are committed to delivering the following four aims:

1. Reduce road traffic fatalities by user group and age
2. Reduce severity and numbers of road traffic injuries by user group and age
3. Improve outcomes for vulnerable road users
4. Improve and change road safety attitudes and behaviours

The partnership have agreed to focus on delivering four key priorities:

1. Coordinated and evidence based response to road safety
2. Enabling, engaging and educating individuals and communities to influence road user attitudes and behaviour
3. Intelligence led enforcement
4. Engineering for safety

3. Current Interventions to reduce Casualties of All Ages

- Safe & Healthy Travel Officers are working with Lancashire Partnership for Road Safety to develop service delivery proposals, and target resources, supporting the new Lancashire: Towards Zero Road Safety Strategy.
- Speed Management: Speed is a factor in many collisions in Lancashire. Working in partnership with Lancashire Constabulary all reports about inappropriate speed are investigated and locations are prioritised for mobile speed enforcement. Where enforcement is not prioritised the County Council works with communities to provide SpIDs (Speed Indicator Devices), Community and School Roadwatch and signs to encourage appropriate speed for the road in question.
- Media & Campaigns: Working with the Lancashire Partnership for Road Safety and LCC Corporate Communications, we aim to maximise opportunities to engage with residents of Lancashire through a range of local and social media, highlighting local issues and supporting national road safety campaigns.

- **Infrastructure Improvements:** We continue to improve the cycle network in Lancashire and identify and implement local safety schemes including pedestrian crossings and signage to protect vulnerable road users.
- **Enforcement:** Lancashire Constabulary enforcement activities address driving offences of all types, improving safety for all road users.

3.1 Current Interventions to reduce Child Casualties in Lancashire

- In districts reporting significant levels of child KSIs the Safe & Healthy Travel Team continue to pro-actively target and engage with schools to encourage participation in road safety education and activities to prevent child casualties.
- **School Crossing Patrols:** We currently have 335 active school crossing points in Lancashire, with 33 mobile relief and 19 casual relief patrols. We are actively recruiting to fill 20 vacancies.
- **Early Years (0-4):** Children's Centres, private nurseries and child minders across Lancashire have received an updated copy of the Little Safety Stars road safety toolkit, enabling partners and professionals to deliver in a structured format against (Early Years Foundation Stage) EYFS guidelines in an Early Years Setting.
- **In-Car Safety Champions** have been trained locally and targeted events delivered in districts with higher numbers of child car occupant casualties. During these events up to 70% of child car seats have been found to be inappropriate or incorrectly fitted.
- **Right Start pedestrian training for Key Stage 1 children:** delivered by trained volunteers to 19,501 pupils in 2015/16, we continue to deliver this practical education package during the current academic year to primary schools across Lancashire, in addition to providing resources to encourage walking and other forms of active travel to school.
- **Bikeability Cycle Training:** We have been successful in obtaining over £1m from the Department for Transport in funding, enabling us to co-ordinate the delivery of Bikeability across Lancashire to April 2020. This practical training is delivered to children in Year 6 prior to transition to high school, when we see the risks to both pedestrians and cyclists increase as they begin to travel independently over greater distances. Around 10,000 children now take part in Bikeability training each year in Lancashire.
- A new Key Stage 2 classroom workbook has been developed to help children learn more about road and cycling safety prior to taking part in Bikeability training. This has been distributed to schools across Lancashire and is also now available on-line.
- **Scooting:** In response to the increasing popularity of scooting among young children, and in anticipation of a possible rise in associated casualties, a Scoot

Safe training package has been developed. The package consists of multiple videos enabling schools to deliver practical training sessions and all necessary documentation to support the planning and safe effective delivery of the training.

- Parking A-Boards are being provided to schools across Lancashire to support schools with illegal and inappropriate parking. To date 308 schools have been provided with A Boards, and a further 47 are due to receive them in coming weeks. A recent evaluation has shown that schools are reporting a 50% improvement in their parking issues since using A-Boards. To support schools with the use of the A-Boards online resources have been created. The website is available to view at: www.saferschools.lancsngfl.ac.uk
- A legacy of the Local Sustainable Transport Fund East funding from 2015/2016 has seen the sustainable delivery of the Tots on Tyres initiative delivered by School Sports Partnerships in Hyndburn and Burnley. A pool of balance bikes were supplied with the funding along with an online training package to enable Tots on Tyres delivery. This initiative is continuing to be delivered and a further 32 schools are due to receive training this academic year.
- The Safer Schools Moodle, an interactive on-line learning platform, has recently undergone further development, and contains a wealth of resources to encourage safe/active travel to school including films, lesson plans, activities and practical training instructions. All schools can access this resource by going to www.saferschools.lancsngfl.ac.uk and logging in using their LCC school number and the allocated password (safertravel).
- Within the Safe & Healthy Travel Team we have two Police Community Support Officers (PCSOs) who work with partners to reduce crime and antisocial behaviour and improve safety on the bus network. In addition to direct interventions with individual pupils, the PCSOs have organised transition events at Longridge High School and Broughton High School in conjunction with bus operators to deliver key bus safety messages to Year 7 pupils during the autumn.
- We continue to deliver the Wasted Lives programme across Lancashire in partnership with the Fire & Rescue Service. These interactive classroom sessions educate young people in high schools to reduce risks associated with young drivers and passengers. During the academic year 2015/16, 12, 000 participants aged 15-24 received Wasted Lives education.
- Lancashire Fire and Rescue Service now deliver Child Safe Plus to Primary School children across Lancashire, Blackpool and Blackburn with Darwen in Year 6, before transition to high school when we know that children experience a significant increase in exposure to road risk. Child Safe Plus is an interactive road safety education intervention which focuses on pedestrian, cyclist and car occupant safety.

3.2 Future Plans to reduce Child KSIs

In addition to the existing initiatives, we are undertaking the following actions to develop our future plans to reduce child KSIs:

- Working with partners and the Lancashire Partnership for Road Safety Analyst to improve the quality of data available, and conduct more detailed analysis. This will include the profiling of high risk demographic groups and behaviours among road users of all ages, travelling by all modes of transport.
- Further in depth analysis to profile the circumstances of child casualties and those involved in collisions resulting in child casualties, to better target interventions.
- In addition to further studies of residential areas with significantly high rates of child casualties, we will also study factors contributing to very low rates of casualties within other areas to promote the protective factors found in these areas.
- An in depth performance analysis to ensure we are deploying the education, engagement, engineering and enforcement response to match areas with higher child KSIs.
- We are identifying other authorities nationwide that have been successful in reducing child KSIs over the past three years.
- Research and implement proven best practice in reducing child casualties, and where new interventions are needed we will seek a consortium approach to development with comparable local authorities.
- Further refine targeted delivery of interventions to focus on those areas of Lancashire, and those age groups with the highest rates and greatest absolute numbers of child KSIs.
- All current education interventions to reduce child KSIs will be evaluated to ensure they are effective in changing the behaviours resulting in collisions.
- A proactive approach to media engagement, recognising problems, showcasing achievements in local communities and raising awareness of road safety issues among the residents of Lancashire.
- Work with Lancashire Highways officers to more closely link education and engagement activities with the provision of road safety infrastructure.
- A suite of e-learning modules is currently under development to engage with the working age population through employers. The e-learning aims to equip

participants to change behaviours frequently contributing to road casualties in Lancashire, such as failing to look properly, driving at inappropriate speed and driving under the influence of drink and/or drugs.

- Improve the use of social media to target specific behaviours resulting in road casualties through a new Lancashire Partnership for Road Safety social media platform.
- A review of all Early Years (ages 0-5) road safety interventions currently in use by partners across Lancashire. We will continue to build on a start well approach to establish lifelong safe road user behaviours.
- Work with partners within Lancashire Partnership for Road Safety to improve child pedestrian training and education from early years through into high school. Safety when playing out near home will be included for younger children, further education will be provided on the dangers of distraction to high school pupils and information on the safe use of pedestrian crossings will be included for all ages.
- Improve parental engagement with assistance from schools, children's centres and healthcare providers. The intention is to better equip parents, carers and child minders to be positive road safety & active travel role models. Safe travel training needs constant reinforcement outside school to ensure risks are reduced. Provision of guidance on safe playing out in residential areas and controlling children near the highway will also be considered.
- Engage directly with high schools to delivery road safety education in areas with a high rate of casualties among ages 11-15.
- While the Safer Schools Moodle has a wealth of excellent road safety education resources and activities for use within schools and communities, the platform relies on self-service for delivery and we have some concerns regarding levels of usage. We will conduct a user consultation to examine how promotion, access pathways and take up of resources can be improved.
- Development of a Community Toolkit and associated campaign will encourage all residents to take responsibility for looking after themselves and each other on the road network.
- We are currently engaging with residents aged 50+ in Lancashire, to develop the Travel4Life programme, the original aim of which has been to reduce older road user casualties. As residents aged 50+ are often carers of young children and/or in a position to influence extended family, we will further develop Travel4Life to include guidance on how to help prevent casualties of all ages.
- The Lancashire Partnership for Road Safety will improve access to information regarding casualties by publishing a pan Lancashire overview, and sufficient detail to enable partners and communities to understand the incidence, locations, types and causes of collisions at a local level.

Consultations

N/A

Implications:

It is anticipated that the current interventions and the future plans will reduce the number of KSIs in Lancashire.

No additional funding required. Actions to be funded from existing Lancashire County Council service budgets, with contributions from partners and Lancashire Partnership for Road Safety where appropriate.

Risk management

N/A

List of Background Papers

Paper	Date	Contact/Tel
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NA

Reason for inclusion in Part II, if appropriate

N/A