

**Education and Children's Services Scrutiny Committee  
Committee Meeting Wednesday 20 April 2022**

**Rapporteur Report: Road Safety**

**County Councillors:** Julia Berry  
Rupert Swarbrick  
Ron Woollam

**Background and Objectives**

Highlighted in the Children's Health report presented to the Education and Children's Services Scrutiny Committee meeting on 18 January 2022 and in the Public Health Annual Report 2021-22 presented to Cabinet on 3 February 2022, data indicated a variation between the Lancashire total of children killed or seriously injured per 100,000 compared with the England average.

From this meeting of the committee, it was concluded that more detailed information was required to further understand the work being undertaken to address the current trend.

**Context**



From the Children's Health report published with the Education and Children's Services Scrutiny Committee agenda on 18 January 2022 the following data was reported:

Indicator	Recent trend	Local no. per year*	Local value	England average	England worst	
Children killed and seriously injured on England's roads	-	75	33.8	18.0	50.4	●

● Significantly worse than the England average

Further to this, information provided in the Lancashire Area Profile 2021 Report identified:

Indicator	Headline	Rate per 100,000 and comparison	LCC districts with highest rates	Trend from 2010	Trend from 2017
Resident child casualty	All of Lancashire is higher than the national and the north-west regional rate.	LCC area 152 per year Blackburn with Darwen 167 per year Blackpool 187 per year	Preston City and Hyndburn	↓	↑
Child pedestrian casualty	All of Lancashire is slightly higher than the national and the north-west regional rate.	LCC area 52 per year Blackburn with Darwen 73 per year Blackpool 80 per year	Hyndburn, Preston and Pendle	↓	↑

Child pedal cyclist casualty	Lancashire broadly in line with national and regional rate	LCC area 21 per year Blackburn with Darwen 16 per year Blackpool 32 per year	Preston City, South Ribble		
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In addition, from recent reported research undertaken on road and car accidents statistics from across the country (by Quotezone.co.uk), a 'safe driver index score' out of 100 was created to rank each region according to how careful their drivers were. Five areas in Lancashire featured in the 10 worst regions in the UK for car accidents, with Blackburn with Darwen receiving the lowest safe driver score in the UK. Although this information does not specifically relate to children, it does further highlight the current challenges.

## Summary of Review

This review took place between February - March 2022. Information was considered from sources both internal and external to the county council (as summarised below).

### Campaigns

Previous Road Safety Campaign in Lancashire:

A Child Pedestrian Safety Campaign 'Let's Look Out for Each Other' in 2017 informed parents and carers of the need to demonstrate and encourage safe travel techniques to help children stay safe when walking on or near the highway. In addition, the campaign sought to increase the awareness of drivers of the risk to child pedestrians in those target areas with higher casualty rates.

Future Road Safety Campaigns (in development) in Lancashire:

- Slow Down Save Lives                      April 2022
- Mobile Phone Campaign                    September 2022
- Are your eyes fit to drive?                September 2022
- National Speed Operation                 October 2022

### Current Initiatives and Information Available in Lancashire

The Road Safety Team in Lancashire County Council is a small, highly skilled, and dedicated team of 15 who oversee the following functions:

- Education and Engagement
- Speed Management
- Safety Engineering

The team work closely with a number of partner organisations including the Road Safety Partnership, Police, Lancashire Fire and Rescue, and the voluntary sector to provide information and resources for schools, parents, carers, children and

young people across Lancashire. Outlined below is a snapshot of information available:

- Safer Schools - resources and activities to help schools, pupils, and parents teach road safety skills and promote road safety outside schools and in communities.
- Low Traffic Neighbourhoods – aim to reduce motor traffic, air pollution, noise pollution, and road accidents. To make the character of residential streets more pleasant and safer for people to walk and cycle. Pilot in Sandylands, Morecambe.
- Lancashire Cycling and Walking Infrastructure Plans – improving cycling and walking routes in Lancashire as part of the Active Travel initiative.
- Lancashire Road Safety Partnership – information on making Lancashire a safe place to travel through education, enforcement, and campaigns.
- Lancashire Youth Zone – information and advice for children and young people on how to stay safe on the roads.
- Police and Crime Plan for Lancashire 2021-25 – one of the five priorities of the plan includes keeping the roads safe for the most vulnerable.

### Current UK Initiatives

In addition to the resources available locally, there are many initiatives across the UK which include (but not limited to):

- School Streets - a School Street is a road outside a school with a temporary restriction on motorised traffic at school drop-off and pick-up times. The restriction would apply to school traffic and through traffic to provide a safer, healthier, and pleasant environment.
- Park and Stride – an alternative for those families who live too far from school to walk or cycle but who would like to enjoy the benefits of walking to school.
- Living Streets – UK charity for everyday walking.

### Feedback from Committee Members

Further discussion on road safety linked with school travel at the March meeting of the Education and Children's Services Scrutiny Committee provided the following feedback from members:

- Rossendale has a 'Safer School Gates' campaign with partners and stakeholders, a program for families to identify other travel options available.
- Potential for agreements between schools and local business/organisations to use their car parks for the transitory period at opening/closing times. Similarly, when new schools are built, a 'drop-off point' could be considered to reduce parking.
- Smarter thinking could be promoted and education in parents, grandparents, and children for environmental and health benefits. Parent engagement was seen as key to this.

- Where there were issues with visibility due to parked cars, could the speed of drivers be brought down further especially around schools.
- Potential for schools in smaller towns and villages to have staggered finishing times to support reduction in congestion.

## Conclusion

It was established through this short review that there is a considerable amount of advice and guidance available to support road safety across Lancashire.

The following points are proposed for further consideration by the committee:

1. A review to establish road safety best practice across the UK which could inform a potential strategy in Lancashire.
2. A county-wide communication strategy on current initiatives and information available in Lancashire, across partner organisations to widen engagement with schools and parents/carers.
3. Provision of a package of information on road safety for county councillors to utilise in their communities.
4. Provision of a bite size briefing on road safety for all county councillors.
5. A review of current partnerships within the Lancashire Community Transport scheme to identify potential options to broaden scope e.g. to provide travel to school.
6. Examine the potential use of commuted sums<sup>1</sup> to support future of healthier, safer environments.
7. Closer engagement with all school crossing patrols to identify anecdotal information to feed into decisions and/or future initiatives that support road safety around schools.
8. The role of the Parent, Teacher, Friends Association (PTFA) in road safety support.

## Resources

[Safer Schools Lancashire](#)

[Cycling and Walking Strategy, Lancashire County Council](#)

[Active Travel in Lancashire, Lancashire County Council](#)

[Making Lancashire's Roads Safer, Lancashire Road Safety Partnership](#)

[Road Safety, Lancashire County Council](#)

[Police and Crime Plan for Lancashire 2021-25](#)

[School Streets](#)

[Active Travel England](#)

[Living Streets](#)

[Park and Stride](#)

[Informal or Formal Walking Bus](#)

[Highway Code Changes 2022](#)

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<sup>1</sup> Commuted sum – capital payment as contribution to future maintenance of an asset