

APPENDIX 1



# **ROSSENDALE INTERIM ROAD SAFETY STRATEGY 2009-2010**

## Introduction

Rossendale is in southeast Lancashire, covers approximately 140 square kilometres and has a population of 66,700. Rossendale represents a gateway between the industrial towns of east Lancashire to the north, the conurbation of Rochdale to the west and the city of Manchester 29 kilometres (18 miles) to the south - its strategic location has provided it with good links to the road network. The A56 (T), a dual carriageway link between the M66 in the south of the Borough and the M65 to the north, has been the catalyst for a new era of business development in the west of the Borough.

Road safety is an issue that affects everybody who lives, works and visits the Borough.

## Background

The Road Traffic Act 1988 placed a statutory duty on local authorities to provide a road safety service. In Rossendale, this is provided by Lancashire County Council through the Traffic and Safety Service, which includes Lancashire Partnership for Road Safety, Safety Engineering and Road Safety Groups.

Targets were set by the Department for Transport back in March 2000 which have to be met by 2010. The responsibility for meeting the targets falls largely with the County Council but links with other priority areas in terms of health, education, crime and social inclusion. It is recognised therefore that road safety will be most effectively achieved through a partnership approach. These targets are:

- A 40% reduction in fatal and serious casualties
- A 50% reduction in child fatal and serious casualties
- A 10% reduction in slight casualties

There are no specific district targets.

## Strategy Development

This Strategy has been produced as an interim document to complement the Lancashire Road Safety Strategy and should be read in conjunction with that Strategy. We will continue to work alongside Lancashire Partnership for Road Safety in implementing local initiatives to reduce road casualties across the Borough.

## Where are we now?

Table 1

### Road Casualties<sup>1</sup>

Ward Name	Total Accidents			Total Casualties			Total Fatal or Serious Casualties			Total Fatal/Serious Casualties Aged 0-15			Total Casualties on a 2 wheeled powered vehicle		
	05/06	06/07	07/08	05/06	06/07	07/08	05/06	06/07	07/08	05/06	06/07	07/08	05/06	06/07	07/08
Cribden	8	3	7	11	9	10	2	0	2	0	0	0	1	0	1
Eden	25	17	14	32	35	23	6	3	0	1	0	0	3	2	0
Facit & Shawforth	8	5	9	11	6	14	5	1	1	3	0	0	0	1	2
Goodshaw	10	3	4	16	7	8	1	2	1	0	1	1	1	2	0
Greenfield	29	23	25	41	38	46	1	4	2	0	1	1	5	0	2
Greenscough	17	12	19	26	23	23	2	0	2	0	0	0	3	0	4
Hareholme	26	25	10	47	36	12	7	5	3	2	1	3	2	8	0
Healy & Whitworth	10	11	15	15	16	23	0	3	8	0	0	0	3	1	0
Helmshore	12	24	22	20	18	50	0	3	5	0	0	0	0	1	0
Irwell	7	11	7	9	14	8	4	2	5	1	0	0	2	2	1
Longholme	33	25	34	53	33	48	10	3	6	1	0	0	1	1	2
Stacksteads	15	12	12	26	21	15	12	4	6	1	1	2	1	1	3
Whitewell	17	14	12	22	19	17	3	5	4	1	1	1	1	1	2
Worsley	43	46	38	63	73	53	10	8	2	0	1	2	3	9	2
<b>TOTAL</b>	<b>260</b>	<b>221</b>	<b>228</b>	<b>392</b>	<b>348</b>	<b>348</b>	<b>63</b>	<b>43</b>	<b>47</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>26</b>	<b>29</b>	<b>19</b>

<sup>1</sup> MADE Data District Profiles 05-06/06-07/07-08

**Table 2**

**CDRP Snapshot (Rossendale)<sup>2</sup>**

	Primary (Later) Period			Comparison (Earlier) Period			% Change
	April 2008	Jan 2009		April 2007	Jan 2008	Jan 2008	
	Breakdown			Breakdown			Serious
	Fatal	Serious	Slight	Fatal	Serious	Slight	
All Collisions	3	18	153	2	29	174	-37.9%
Child Collisions	0	2	15	1	7	19	-71.4%
All Casualties	3	20	213	2	37	274	-45.9%
Child Casualties	0	2	17	0	7	25	-71.4%

(NB. Breakdown of individual Ward data will not be available until year end)

**Initiatives**

**Sites of Community Concern**

Mobile Speed Cameras are deployed across the County based on the worst accident black spots and areas identified by members of the community in relation to speeding. These sites are reviewed every 12 months to ensure the deployments are targeting the right areas.

<sup>2</sup> Police Data (CDRP Analyst 20/02/09)

**Table 3**

**Camera site data<sup>3</sup>**

	<b>Fixed Offenders</b>	<b>Fixed Offenders/hr</b>	<b>Mobile Offenders</b>	<b>Mobile Offenders/hr</b>
08/09 (Apr-Oct)	2556	0.23	1643	11.3
07/08	7565	0.33	3529	8.5
06/07	7414	0.31	3760	9.9

Mobile offenders include mobile enforcement at Fixed sites and Community Concern enforcement as well as mobile enforcement at core mobile sites

**Wasted Lives Campaign**

One in eight licence holders in the UK are under 25 years old, yet one in three road deaths involve this age group. One in three new drivers crash within the first two years of passing their test. Over three thousand car drivers under 25 are killed or seriously injured each year.

The Wasted Lives Campaign is a **FREE** One Day Course delivered by experienced Lancashire Partnership for Road Safety facilitators dedicated to challenging new and soon to be young drivers' attitudes to the risks associated with driving. They will develop a better

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<sup>3</sup> Data Supplied by Lancashire Partnership for Road Safety

understanding of the potential and very real consequences of taking risks behind the wheel. It will improve their ability to assess risks, make the right decisions and accept responsibility for their actions as a driver and a passenger.

### **Community Road Safety Action Grants**

The Community Action Grant has been set up to help voluntary community groups implement grassroots road safety initiatives. Those that meet the grant criteria could access funds of up to £1000 for use within their communities. Initiatives must focus on the Lancashire Partnership for Road Safety main aims –

- Reduction of speeding
- Drink driving
- Non wearing of seatbelts

Grants can only be awarded for educational and publicity materials.

### **Local Area Agreement**

Motorcycle Casualty (NI 47) reduction is a target within the Lancashire Local Area Agreement and contributes to the overall Government Targets. A great deal of work has been carried out over the last two years to ensure this target is achieved and there has been a noticeable reduction in the Rossendale figures as shown in Table 1. As a Borough we will continue to contribute to this target by working in partnership with Lancashire County Council Road Safety section and Lancashire Police.

### **Community Safety Partnership**

Road Safety has been identified within the annual Partnership Strategic Assessment as a priority for Rossendale. The 'Hot Spot' Wards were identified as Worsley and Longholme in relation to accidents. Therefore these are areas to be targeted for the next 12 months with ongoing analysis.

## Local Actions

Priority	Action	Lead	Resources	
Reduce serious and fatal casualties by 40% by March 2010	<p>Arrange 2 Wasted Lives programmes across the Borough</p> <p>Introduce 'Think Bike' signed routes</p>	<p>Lancs Road Safety Partnership/CSP</p> <p>County/District</p>	<p>District funding mainstream budget</p>	
Reduce serious and fatal child casualties by 50% by March 2010	<p>Be Safe Be Seen Campaigns in conjunction with Lancs Road Safety Partnership</p> <p>Arrange 2 Child Car Seat Awareness/Fitting events</p>	<p>Lancs Road Safety Partnership/CSP</p> <p>Lancs Road Safety Partnership/CSP</p>		
Reduce slight casualties by 10% by March 2010	<p>Speed Awareness Campaigns (to link in with National Ad campaigns)</p> <p>Publicise Community Action Grants via LSP community network and Neighbourhood Forums and Neighbourhood Notice Boards</p>			

	Intelligence led enforcement utilising hand held speed indicator device	Local Police (CBM's/PCSO's)	CDRP has funded two units	
All 3 priorities	<p>Produce local media campaign with Ross Free Press?</p> <p>Specific targeting of 'hot spot' identified within Wards within the Borough through the CSP Strategic Assessment</p> <p>Introduce 'Safer Rossendale' Car Stickers (sponsorship through Rossendale Free Press?)</p>	Communications Team	Mainstream budget?	