



7 Safety and health strategy

7.1 Introduction

7.1.1 Safer roads is one of the most important transport aspirations of Shropshire people; and improving road safety has been identified as one of the highest priorities for our Local Transport Plan. This chapter sets out Shropshire's strategy for road safety, and the other ways in which transport can contribute to safety, security and health improvement.

7.1.2 In this chapter we set out our safety and health vision and objectives and provide a summary of the relevant policy context. We set out a detailed analysis of road safety, health and personal security problems and opportunities in Shropshire. We then outline how we will meet our safety and health goals, including the key measures which will be implemented, and an overview of our partnership working plans. Finally, we summarise the performance management framework which we will use to measure the effectiveness of our strategy.

7.2 Vision and objectives

Our vision is of ...a healthy society where people have good access.. without damaging human health...

7.2.1 Improving road safety has been identified as a high priority for the people of Shropshire. Although Shropshire has a good record of achievement on improving road safety over the last decade, there are still too many road accident casualties, and fear of accidents is high. Perceptions of road danger can impact on people's ability to enjoy their neighbourhood; and restrict mobility, particularly for young, old and disabled people.

7.2.2 Nationally there has been a decrease in levels in the physically active modes of travel, walking and cycling, over the past few decades. This is one of the significant factors fuelling the growth in obesity and life-limiting health conditions, such as heart disease. Undertaking active travel is one of the easiest ways to maintain a healthy lifestyle with recommended levels of moderate exercise. To help support national health policies we need to make conditions better to enable more people to walk and cycle.

7.2.3 Personal security is also an important issue in Shropshire. In line with national trends, perceptions of crime (how safe people feel) are worse than actual crime levels in the county. This is an important issue for transport policy because if people feel unsafe in their locality, they are less likely to use public transport, walk or cycle. We work with the Shropshire Crime and Disorder Partnership in seeking improvements to personal security when travelling.

7.2.4 In response to these issues we have identified our safety and health aim and objectives as:

Aim

To create safer roads and healthier more secure communities

Objectives

- Reduce road accident casualties
- Reduce fear of crime and accidents when travelling
- Increase levels of active travel

7.3 Policy context

7.3.1 The national, regional and local policy

documents which set out policies and objectives for creating safer, healthier and more secure communities are summarised in Table 7.1.

Table 7.1 Policy context for LTP safety and health strategy

Policy	Relevant objectives	Policy drivers for Shropshire LTP
National		
Tomorrow's roads – safer for everyone	<p>Sets targets for road accident casualty reductions by 2010</p> <ul style="list-style-type: none"> 40% reduction in killed and serious injured casualties 50% reductions in child KSI casualties <p>Sets out framework to:</p> <ul style="list-style-type: none"> Improve driving skills, attitudes and behaviour Reduce the impacts of drink, drugs and drowsiness, Achieve better enforcement Treat places with the worst safety record and safer speeds Improve safety for vulnerable road users 	Ensure our Local Transport Plan contributes toward national targets for improvements to road safety
Health White Paper: Choosing Health, Making Health Choices Easier, DoH, 2004	Aims to support the public to make healthier and more informed choices in regards to health. A key priority is reducing obesity through increasing physical activity.	Ensure our Local Transport Plan contributes to supporting health improvement, encouraging healthier lifestyles and reducing health inequalities through:
Tackling Health Inequalities: A Programme for Action, 2003	<p>Sets out specific interventions for improving the health of more disadvantaged groups. These include actions to:</p> <ul style="list-style-type: none"> improve educational attainment and skills development improve access to public services in disadvantaged communities reduce unemployment and improve incomes reduce obesity and the risk of road accidents. 	<ul style="list-style-type: none"> Improving access to learning, jobs and services which will help to improve people's incomes and life chances Improving access to health services and facilities Encouraging greater levels of active travel by foot or cycle, to increase physical activity levels Reducing air and noise pollution which can lead to health problems Reducing the risk of road accidents leading to death or injury, and particularly addressing the higher risk for more disadvantaged communities
The Crime and Disorder Act 1998	<p>Requires each local authority to take account of the community safety dimension in all of its work. All policies, strategies, plans and budgets to be considered for their potential contribution to the reduction of crime and disorder.</p> <p>Under the Crime and Disorder Act, local authorities must work together with the police to implement strategies aimed at:</p> <ul style="list-style-type: none"> reducing crime; reducing the fear of crime; and reducing anti-social behaviour 	Ensure that our transport plan and transport activities take relevant opportunities to contribute towards crime and disorder and improving perceptions of community safety



Policy	Relevant objectives	Policy drivers for Shropshire LTP
Regional		
West Midlands Regional Transport Strategy	Sets out our aim to improve safety through measures to improve the safety and security of the transport system.	Ensure our Local Transport Plan contributes toward improving road safety
Local		
Healthy Eating and Active for LIFE!, Shropshire Partnership, August 2004	Highlights the importance of more physical activity in tackling obesity and associated medical problems. It identifies the promotion of active transport (such as cycling and walking) as one of the key strands for increasing the "alarmingly low levels" of moderate intensity physical activity, especially amongst girls and women.	Ensure our Local Transport Plan contributes to local aims to increase levels of physical activity, particularly through promotion of active transport
Shropshire Crime, Disorder and Substance Abuse Strategy, Safer Shropshire Partnership, March 2005	<p>Identifies five priorities for the partnership to tackle:</p> <ul style="list-style-type: none"> ● Antisocial behaviour ● Substance Misuse ● Crime against the Person (including violence on the streets) ● Property Crime (including Vehicle Crime) ● Perceptions of Crime <p>Key actions and targets relevant to the local transport plan are:</p> <ul style="list-style-type: none"> ● Anti-social behaviour: Action to work in partnership to improve street lighting and CCTV in hotspot areas ● Violence on the streets: Action to investigate the provision of late night transport services (taxis and bus) from town centres ● Vehicle crime: Targets to reduce vehicle and pedal cycle theft. An action is to make links with work carried out under the LTP, particularly in relation to bike security. ● Perceptions of crime: Targets have been set for increasing perceptions of safety during the day and at night in "hotspot" areas. Actions include "designing out crime", improving lighting and using CCTV. 	<p>Ensure our Local Transport Plan reflects the need to:</p> <ul style="list-style-type: none"> ● Work in partnership to improve street lighting, install CCTV and design out crime in 'hotspot' areas ● Contribute to reducing vehicle crime and cycle theft ● Improve perceptions of community safety through reducing fear of road accidents ● Respect the role of natural surveillance through higher levels of walking and cycling in tackling crime
Shropshire Community Strategy 2006-2010	<p>Priorities and aims include:</p> <p>Create active and healthier communities and reduce health inequality.</p> <ul style="list-style-type: none"> ● Tackle inequalities in health, focusing particularly on improving life expectancy and preventing premature death from heart disease and cancer in more deprived communities. ● Tackle obesity and promote healthy eating and active lifestyles. ● Improve mental health and well-being and relocate and redevelop services. <p>Improve services and opportunities for older people</p> <ul style="list-style-type: none"> ● Improve the health of older people by reducing the number of trips, slips, falls and strokes 	<p>Ensure our Local Transport Plan contributes to:</p> <p>Promoting healthier lifestyles and reducing health inequalities</p> <p>Reducing the risk of injury and accident when travelling</p> <p>Preventing crime and reducing the fear of crime when travelling</p>

Policy	Relevant objectives	Policy drivers for Shropshire LTP
	<p>Reduce crime and the perception of crime, anti-social behaviour and substance misuse</p> <ul style="list-style-type: none"> ● Prevent and reduce crime against the person, including domestic violence, violence on the street (particularly alcohol related violence) and hate crime. ● Prevent and reduce property crime, including domestic burglary, vehicle crime and business crime. <p>Reduce crime and its impact on local communities.</p>	
Shropshire Corporate Plan 2006-2010	<p>Key outcomes include:</p> <ul style="list-style-type: none"> ● Improved health of the population, increased life expectancy and reduced health inequalities. ● Reducing fear of crime and anti-social behaviour 	

7.4 Analysis

7.4.1 Building on the policy context we have undertaken a detailed analysis of recent trends and future problems and opportunities in relation to road safety, active travel and perceptions of safety and security when travelling. These are set out in this section.

Road safety

Public concerns

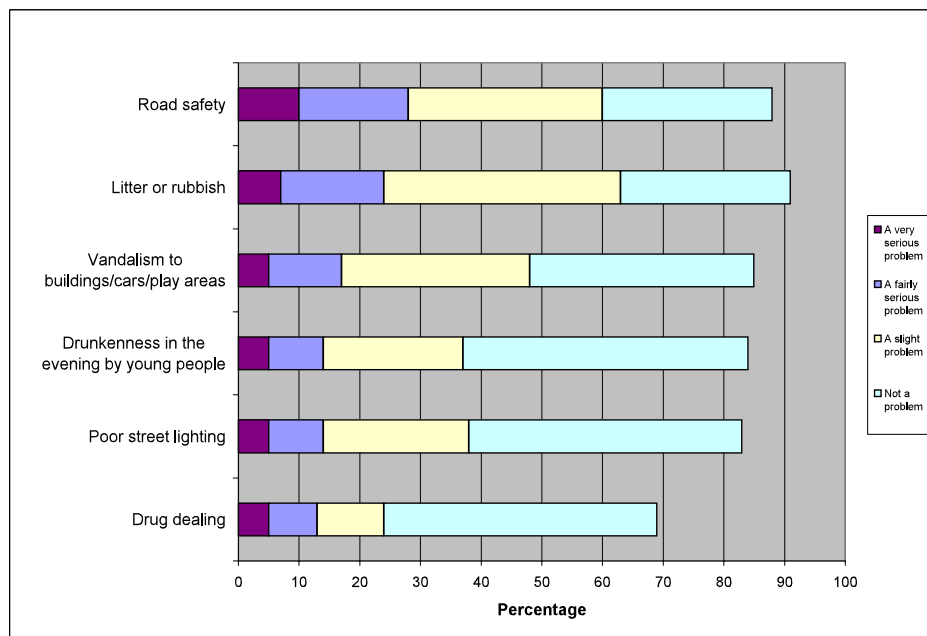
7.4.2 As has been demonstrated by the People's Panel result, road safety is the paramount transport issue for the majority of people in Shropshire. The speed of traffic through villages and in urban areas is a major concern, with residents calling for lower speed limits and most importantly better speed enforcement. The 2004 crime and disorder survey identified road safety as the single biggest crime related concern to people in their local neighbourhood.

7.4.3 In June 2004 a survey was carried out for the Safer Shropshire Partnership around the issues of crime, disorder and community safety. There were over 5000 responses. A similar survey was carried out in 2001 and data from this survey has been used for comparative purposes.

7.4.4 Road safety was identified as the biggest crime and community safety related concern in people's local neighbourhoods with 28% of respondents feeling that this was a problem. It was also the third biggest concern of young people (26% felt it was a problem). 23% of respondents felt that road safety was a problem in their local town centre but ranked it seventh after drunkenness, car crime, vandalism and litter issues. The 2001 survey results indicated that 26% of respondents strongly agreed that road safety was a problem so the perception has got neither significantly better or worse.



Figure 7.1 People's problems in their local area



7.4.5 The main solutions called for are to improve the perception of safety are reduced speed limits in built up areas and much better enforcement of speed limits. Speed cameras are viewed with scepticism with many residents taking the view that only ‘hidden’ and mobile speed cameras have any impact. The use of many conventional “traffic calming” measures such as red paint markings and speed cushions are viewed by many people as being ineffective and often seen as being visually intrusive and damaging to the local environment.

7.4.6 Other measures which people suggested to improve safety include more pedestrian crossings, new rural footways, restrictions to HGVs, speed restrictions on country lanes, restrictions to vehicles around schools and new bypasses, as well as better testing and education of drivers.

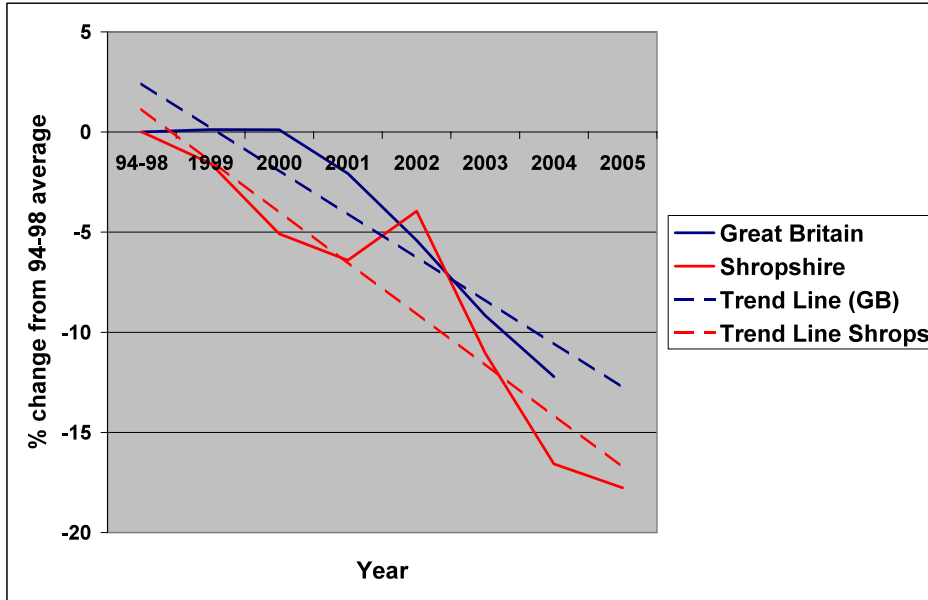
7.4.7 The state of repair of particularly minor rural roads is of concern to some people raising fears about damage to vehicles, and potential for accidents. The condition of some footways is also of concern to pedestrians raising fears about trips and falls.

7.4.8 It should be noted that people’s fears in relation to road safety extend to concerns about damage to property and vehicles as well as personal injury.

Overview of Shropshire trends

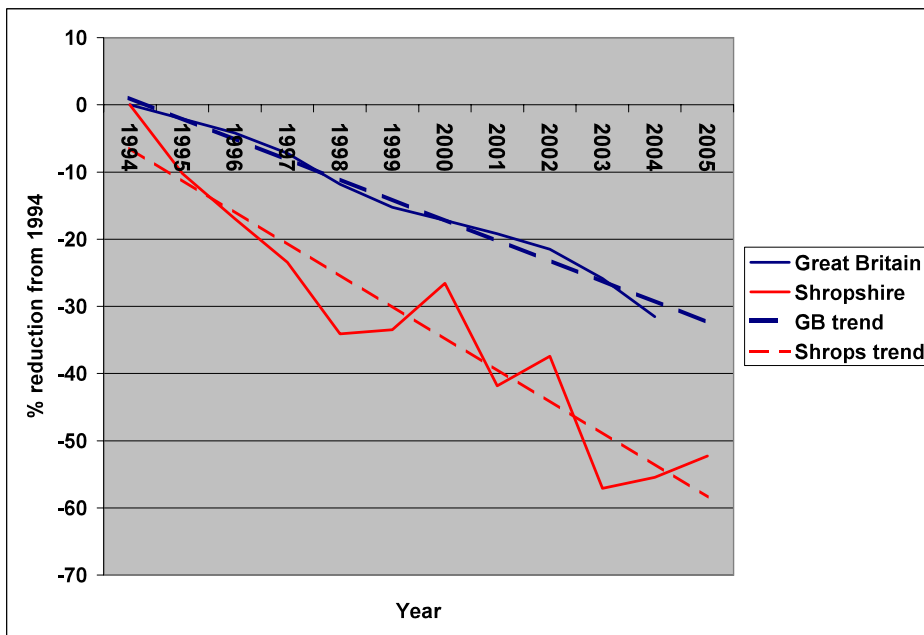
7.4.9 Road accident casualties in Shropshire have declined significantly in recent years. There has been approximately a 20% reduction in total casualty numbers over the last eleven years (1994 to 2005), this is against a backdrop of approximately a 25% increase in traffic. The number of road accident casualties is decreasing more rapidly in Shropshire than in Great Britain as a whole (see Figure 7.2).

Figure 7.2 All casualty reductions- Shropshire and GB



7.4.10 There has been an even more dramatic reduction in the number of serious and fatal accident casualties on Shropshire roads. There were over 50% fewer people killed and seriously injured in Shropshire in 2005 than in 1994. This compares to a 30% reduction nationwide (see Figure 7.3).

Figure 7.3 Fatal and serious casualty reductions - Shropshire and GB



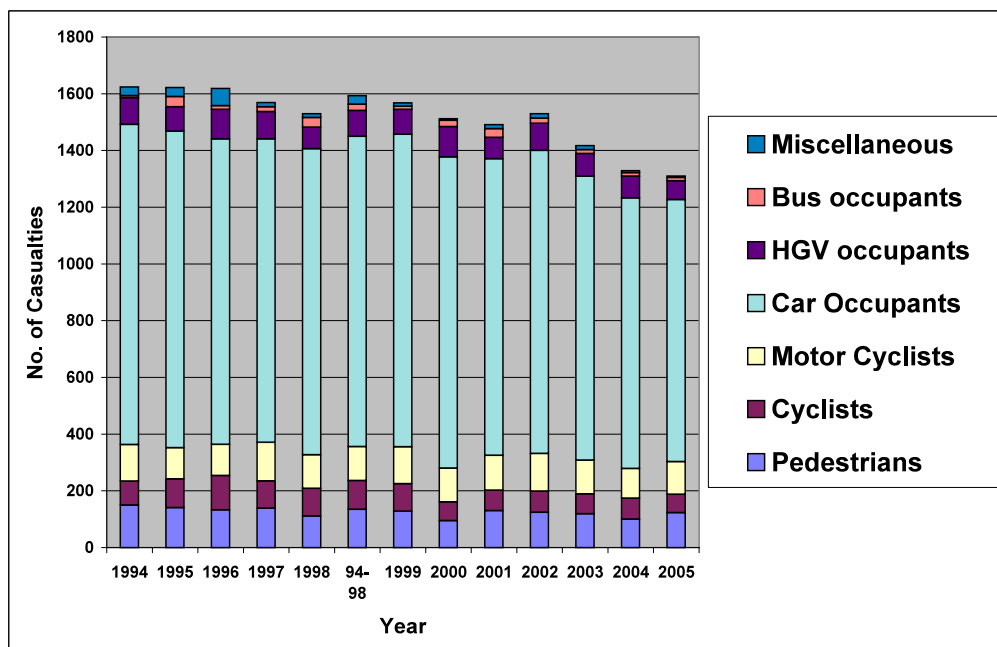


7.4.11 However, despite these significant reductions in road accident casualties there were still over 1,300 people injured or killed in road accidents in Shropshire in 2005 and road accidents are the most significant source of accidental death in Shropshire, accounting for about 56% of all accidental deaths. There is also still a high perception of danger from road traffic. Shropshire residents consider road safety to be the biggest community safety concern in their local neighbourhood.⁽¹⁾

Analysis of accidents by user

7.4.12 Figure 7.4 shows the number of road accident casualties by type of road user. The majority (around 70%) of all accident casualties are car occupants. This reflects high levels of car usage compared to travel by other modes.

Figure 7.4 All Shropshire road casualties by mode



7.4.13 Comparison with Figure 7.5, which shows killed and seriously injured (KSI) casualties, highlights the greater severity of injuries experienced by those more vulnerable road users involved in accidents. A larger proportion of KSI casualties are vulnerable road users, with 48% of these more serious casualties being car occupants. Significantly, motorcyclists represent 9% of all accident casualties, and almost 21% of all killed and seriously injured accident casualties.

1 Crime and Disorder Survey 2004

Figure 7.5 Fatal and serious road casualties in Shropshire

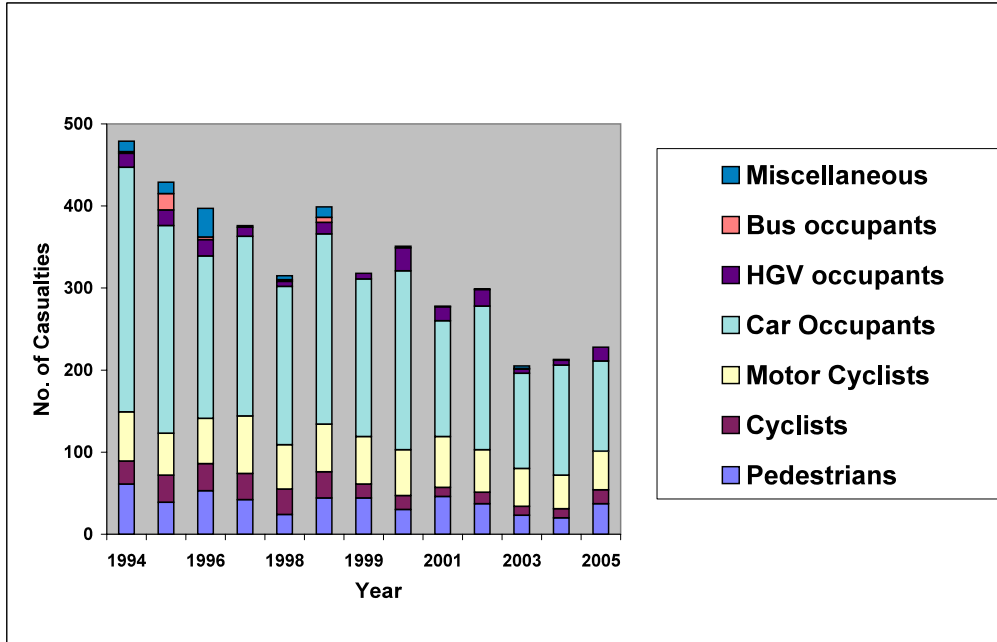


Table 7.2 and Table 7.3 compare the proportion of casualties with the distance travelled by different modes, providing an indication of the comparative risk of injury to different road users⁽²⁾

Table 7.2 Comparison of distance travelled by mode with casualty rates

Mode	Proportion of distance travelled- Shropshire (%)	Proportion of all casualties - Shropshire (%)	Proportion of distance travelled- GB (%)	Proportion of all casualties- GB (%)
Walking	5	8	3	12
Cycling	1	5	1	6
Motorcycling	1	8	1	9
Car, van and lorry	90	77	82	68
Bus	3	1	7	3

2 Sources of data: *Transport Statistics Great Britain 2004; Regional Transport Statistics 2003; Census 2001; Shropshire Road Casualty data.*



Table 7.3 Comparison of distance travelled with KSI casualty rates

Mode	Proportion of distance travelled - Shropshire (%)	Proportion of KSI casualties- Shropshire (%)	Proportion of distance travelled - GB (%)	Proportion of KSI casualties- GB (%)
Walking	5	12	3	21
Cycling	1	5	1	6
Motorcycling	1	20	1	19
Car, van and lorry	90	62	82	51
Bus	3	0	7	1

7.4.14 It can be seen that motorcycle users are at the highest risk of being injured on Shropshire roads, followed by cyclists and then pedestrians. However, comparing Shropshire to national figures it can be seen that pedestrians have a significantly lower risk of injury, and particularly of serious injury, in Shropshire than in the country as a whole.

Analysis of urban and rural areas

7.4.15 An analysis of all Shropshire's road accidents and casualties over the last five years identifies distinct patterns in rural and urban areas. In this analysis urban areas have been taken to be built up areas of over 1,500 population, and rural areas the rest of the County.

7.4.16 Table 7.4 shows the pattern of involvement of different user types in accidents in both urban and rural areas of Shropshire. It can be seen that accidents involving cyclists and pedestrians are more common in urban areas, reflecting the higher levels of walking and cycling in these areas. It is also seen that the severity of accidents for all users is greater in rural areas, which is likely to reflect the higher traffic speeds on rural roads.

Table 7.4 Number of road users of different types involved in casualty accidents in Shropshire (2000 to 2004)

All Accidents in Shropshire	All urban	Urban KSI	All Rural	Rural KSI
Cyclist accidents	246	34	115	31
Pedestrian accidents	369	92	181	63
PTW accidents	164	49	407	203
Car accidents	1180	180	3151	701
HGV accidents	218	34	772	179

7.4.17 There are twice as many casualty accidents involving cyclists and pedestrians in urban as in rural areas, but a higher proportion of accidents involving these users in rural areas are likely to result in serious injuries. 27% of accidents involving a cyclist in rural areas result in serious injury, compared to 14% in urban areas; 35% of rural pedestrian accidents result in serious injuries, compared to 25% of urban accidents. It should also be noted that in almost all accidents involving a cyclist or pedestrian the casualty is the cyclist or pedestrian him / herself. Few other road users are injured in these accidents.

7.4.18 There are over twice as many accidents involving PTW users in rural areas, and over half of these accidents result in serious injury, compared to a third of urban PTW accidents. Around three quarters (77%) of the casualties from accidents involving a PTW are the PTW users themselves, with 13% being vehicle users and 6% being cyclists or pedestrians.

7.4.19 There are nearly three times as many accidents involving cars in rural areas than urban areas, and rural accidents are more likely to result in serious injuries (22% compared to 15% of urban car accidents). Over three quarters of the casualties from accidents involving cars are car occupants, 4% are HGV users, 5% PTW users and 11% pedestrian or cyclists.

7.4.20 A similar pattern emerges with HGVs', over three times as many accidents occur in rural areas, and rural accidents are more likely to result in serious injury (23% compared to 15%). Only 30% of the casualties from accidents involving an HGV are occupants of the goods vehicle. The majority of casualties are car users (57%), while 11% are pedestrians, cyclists or PTW users.

Analysis of road safety in deprived areas

7.4.21 Table 7.5 shows the annual average casualty rates per hundred thousand head of population (2001 to 2005) for all Shropshire wards with those with the highest index of multiple deprivation.

7.4.22 An assessment of the casualty rates per head of population in the top 10 most deprived wards in Shropshire has shown the following:

- Rates for cars and HGV drivers and occupants are all lower than the County average. This is to be expected given that all of the wards are in urban areas where opportunities to travel by non-car modes are much higher.
- Across all the deprived wards casualty rates for pedestrians and cyclists are slightly lower than the County average. This may be partly explained by the higher levels of active travel in more urban areas.
- Child pedestrian casualty rates are significantly higher than the County average. This is likely to be a reflection of the urban nature of more deprived areas, and greater exposure of children to risk.
- In some deprived wards, pedestrian and cyclist casualty rates are more than double the county average. We will pay particular attention to addressing risk factors in these areas.

7.4.23 For a number of years our programmes of child pedestrian training, cyclist training and road safety theatre in education have been targeted at schools in the most deprived areas and this will continue. In recent years demand for safer routes to school schemes has increased significantly and expenditure has to be prioritised. To assist in setting priorities in future, deprivation will be added to the selection criteria for safer routes to school schemes. This already includes factors such as the existence of a School Travel Plan, high existing walking and cycling levels and potential for higher levels of cycling and walking.

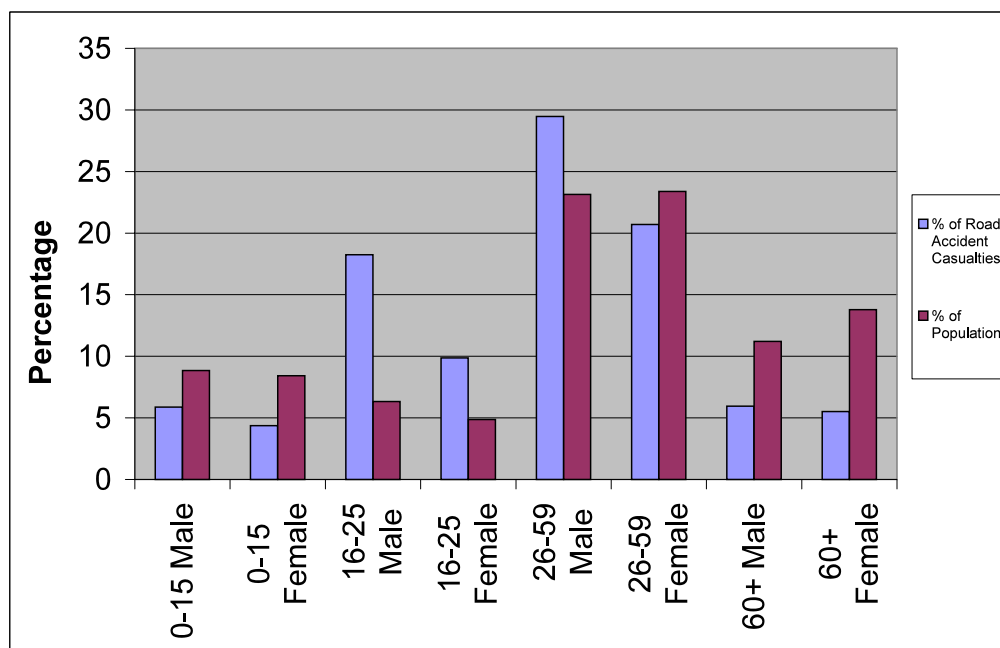


Table 7.5 Annual average casualty rates per thousand head per population (2001 to 2005)

	All Shropshire wards - average	Top ten most deprived wards - average	Top 10 most deprived wards - highest rate
Pedestrians	43	47	80
Child Pedestrians	15	24	38
Cyclists	26	27	55
Child Cyclists	10	14	25
Car passenger	110	52	137
Child car passengers	23	10	20

Analysis by age and gender

Figure 7.6 Shropshire road casualties by age and gender



7.4.24 Analysis of all road accident casualties by gender shows that people injured are more likely to be male (60%) than female. Figure 7.6 shows that males aged 16- 25 have the highest casualty rate. This group represents less than 6% of Shropshire's population yet account for 18% of all casualties. They are also more likely to have accidents with serious consequences and represent 21% of all fatal and serious casualties.

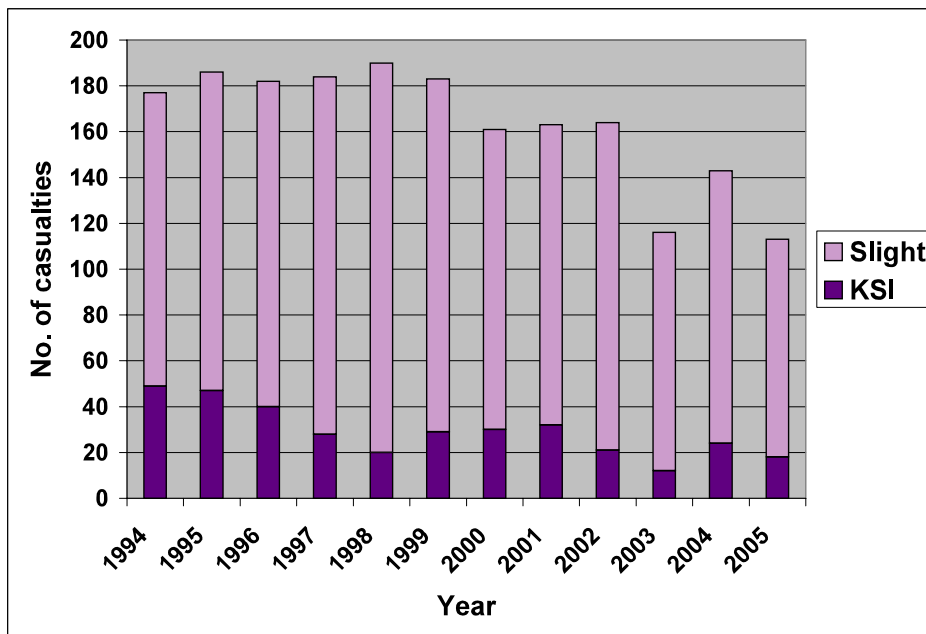
7.4.25 The other two groups over-represented in casualty figures are females 16 to 25 who are 5% of the population but 10% of all casualties; and men between the ages of 25 and 59 who account for 23% of the population, 29% of all accident casualties and 35% of fatal and serious casualties.

7.4.26 The age groups with the lowest casualty rates are the under 16's and the over 60's. This can partly be explained by the lower exposure of these groups because they tend to travel less.

Child casualties

7.4.27 Figure 7.7 shows that children have relatively low road accident casualty rates compared to adults. However, the National Road Safety Strategy in 2000 identified the UK's relative poor child safety record compared to other countries and set targets for improving this. Shropshire has made very good progress in reducing child casualties. Figure 7.7 shows the significant reduction of all child (under 16) accident casualties from around 180 per year in 1994 to 113 in 2005. Children now represent about 10% of all road accident casualties.

Figure 7.7 Shropshire child casualties by severity 1994-2005

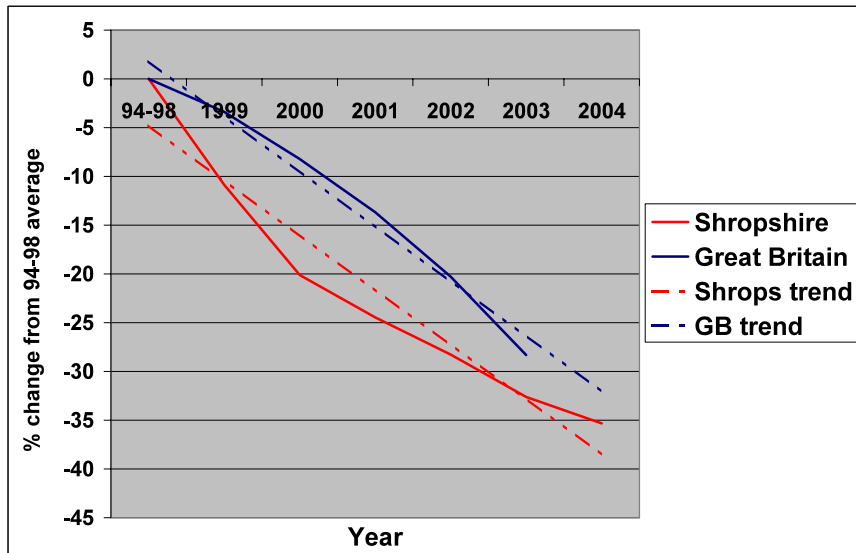


7.4.28 Even more significant progress has been made in reducing serious child injuries. Figure 7.8 shows that there has been an approximately 35% reduction in child fatal and serious casualties in Shropshire over the last ten years, a greater reduction than the national average. There were 18 child KSI casualties in 2005.

7.4.29 Boys under 16 have a significantly higher rate of casualties than girls, and are twice as likely to be killed or seriously injured. Over half of all child casualties and approximately two thirds of serious and fatal child casualties are either pedestrians or cyclists, and children account for 35% of all cycle and 37% of all pedestrian casualties.



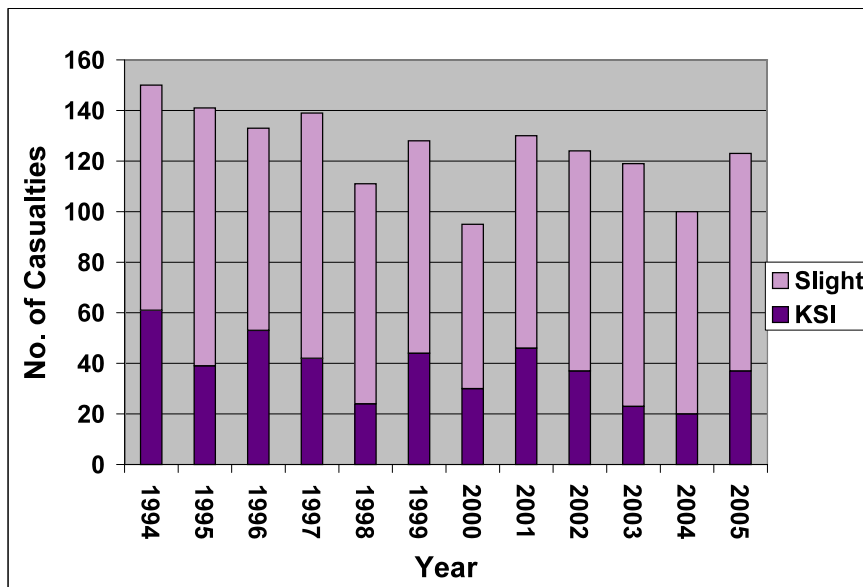
Figure 7.8 Fatal and serious child casualty reductions



Pedestrian casualties

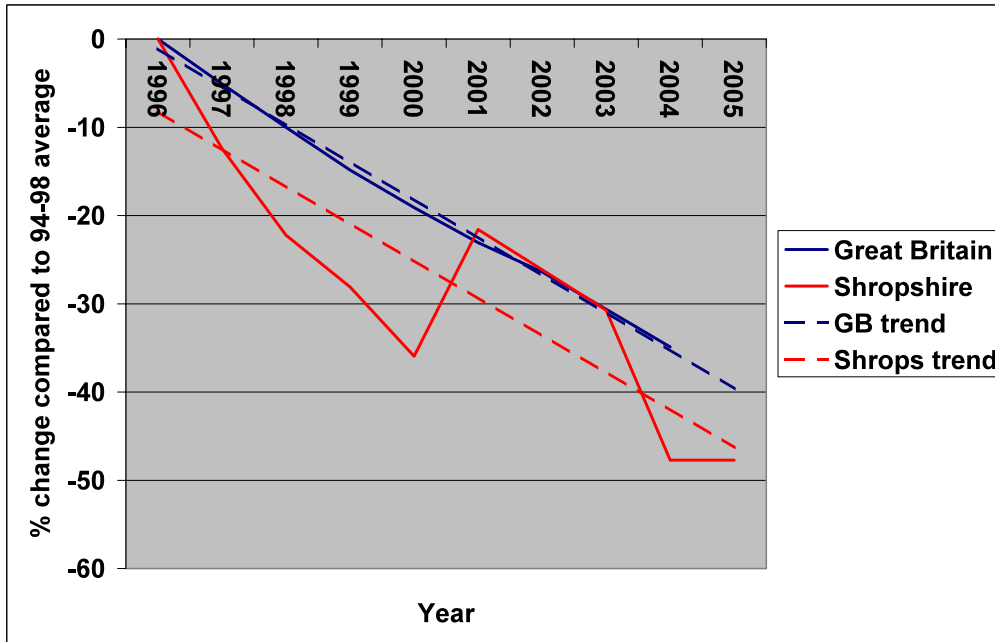
7.4.30 There are approximately 110 pedestrian casualties in Shropshire each year.

Figure 7.9 Shropshire pedestrian casualties by severity 1994-2004



7.4.31 The number of pedestrian casualties in Shropshire is steadily decreasing and at a faster rate than nationally as shown by Figure 7.10.

Figure 7.10 KSI pedestrian casualties percentage in 3 year rolling average compared to 1996



7.4.32 One in four pedestrian casualties (averaged over the last five years) in Shropshire is either serious or fatal. Compared to the 1994-98 average the severity of pedestrian casualties has decreased, 1 in 3 pedestrian casualties between 1994 and 1998 was serious or fatal.

7.4.33 As previously illustrated in Table 7.4, far more pedestrian casualties occur in urban areas. Over the last five years, there have been 369 accidents involving pedestrians in Shropshire's urban areas. Of these, a third involved children.

7.4.34 The majority of pedestrian accidents occurring in Shropshire's urban areas involved a car (70%), 9% involved HGV's and 5% buses.

7.4.35 There is a marked difference between the causal factors involved in child and adult pedestrian accidents. Of those accidents that involve child pedestrians, approximately 80% were the result of the pedestrian's actions – stepping out without looking and stepping out from between parked cars were the main factors. Conversely, of those accidents involving adult pedestrians, about 30% were the result of the pedestrian's actions with over 40% being the result of a car driver's actions.

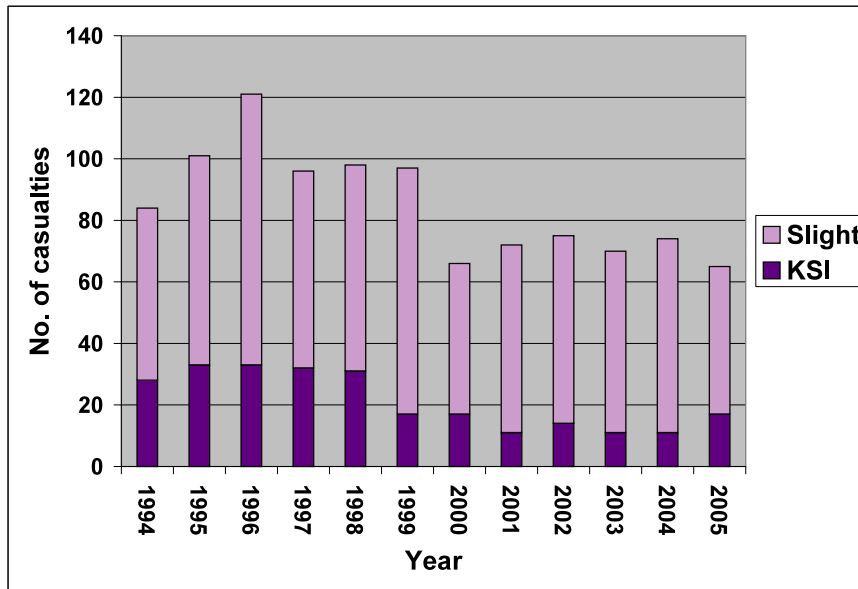
7.4.36 Of the 5% of pedestrian accidents that involved buses, the majority of these were the result of the bus driver misjudging the distance required to manoeuvre so that either the bus's wing mirror or bodywork collided with the pedestrian.

Cyclist casualties

7.4.37 On average there are about 70 cycle casualties in Shropshire each year (averaged over the last five years).

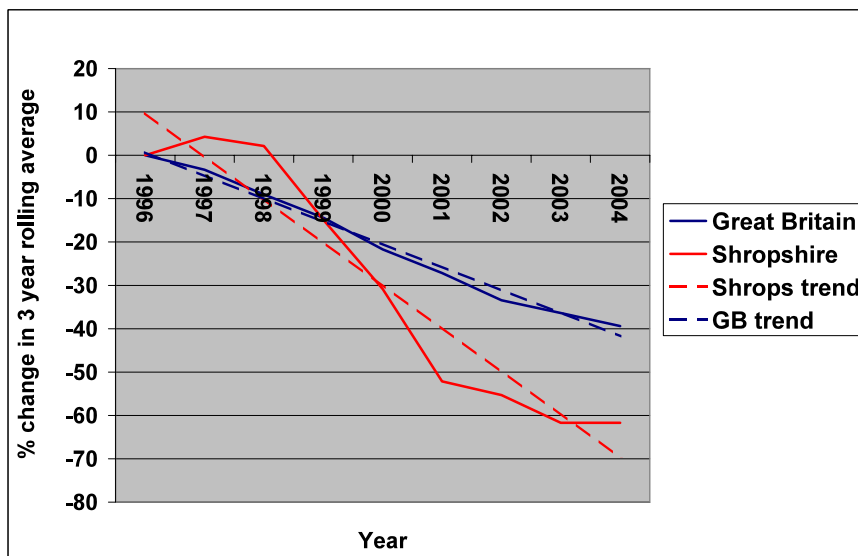


Figure 7.11 Shropshire cycle casualties by severity 1994-2005



7.4.38 The number of cycle casualties in Shropshire is decreasing steadily and, as Figure 7.12 shows, cycle casualties are reducing slightly more quickly in Shropshire than nationally.

Figure 7.12 Fatal and serious cycle casualty reductions



7.4.39 Just fewer than one in five cycle casualties are either serious or fatal. Between 1994 and 1998 one in three cyclist casualties was either serious or fatal. So the severity of cyclist casualties has decreased considerably.

7.4.40 The majority of cycle accidents in Shropshire's urban areas involved a car (78%) and 13% involved HGV's. The majority (72%) of collisions took place in the vicinity of junctions.

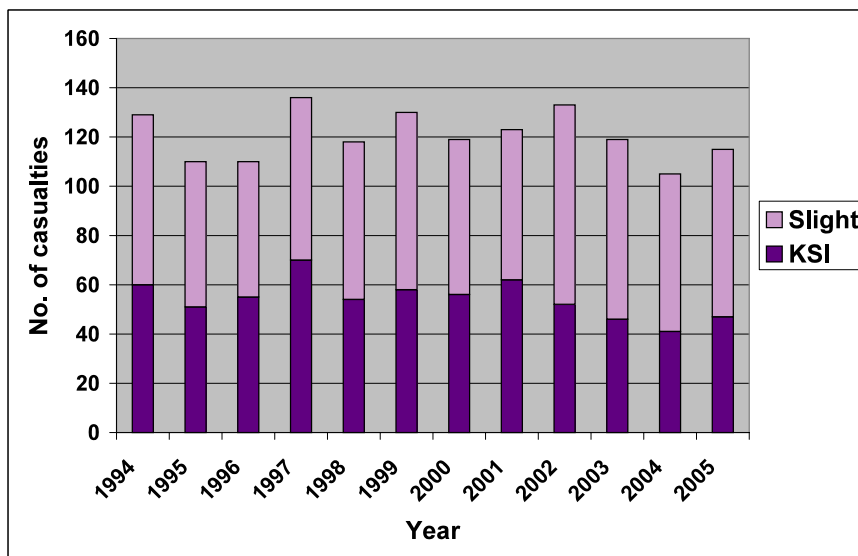
7.4.41 There is a marked difference between the causal factors involved in child and adult cycle accidents. Of those accidents that involve child cyclists, approximately 70% were the result of the cyclist's actions. The main factors were the cyclist joining the road from the pavement without looking, and crossing a road junction from pavement to pavement (i.e. crossing side roads when cycling on the pavement). Conversely, of those accidents involving adult cyclists, only about 20% were the result of the cyclist's actions with approximately 60% being the result of a car driver's actions.



Motorcyclist casualties

7.4.42 There are approximately 120 motorcycle casualties in Shropshire each year.

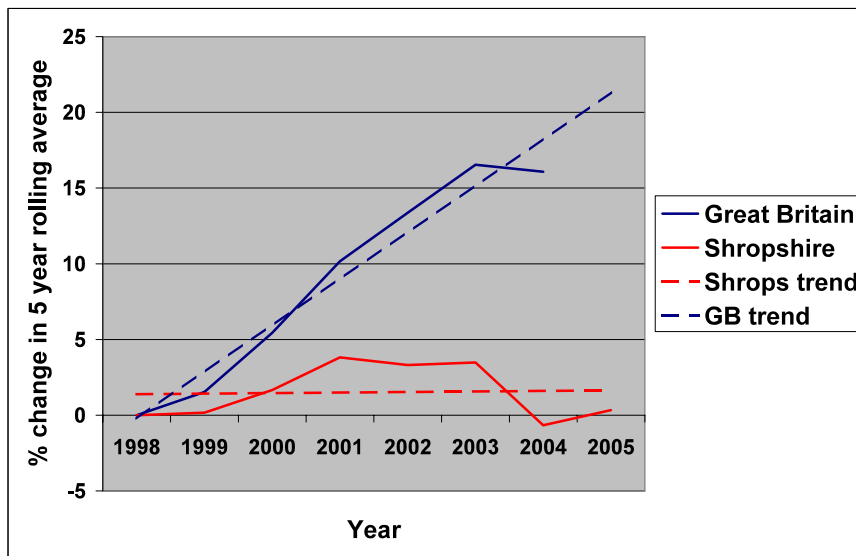
Figure 7.13 Shropshire motorcycle casualties by severity 1994-2005





7.4.43 The number of motorcycle casualties has remained fairly stable over the past ten years. This is remarkable, given the very big increase since 1998 in the number of motorcyclists injured in the country as a whole. Figure 7.14 illustrates this and also shows what may be the start of a downward trend in Shropshire.

Figure 7.14 Percentage change in motorcycle casualties



7.4.44 Despite these welcome results, we are not complacent. Of all the motorcycle casualties in Shropshire, approximately half are either serious or fatal. There has been a less dramatic decrease in the severity of motorcycle casualties in Shropshire than for other vulnerable road users (cyclists and pedestrians). 48% of motorcycle casualties between 1994 and 1998 were either fatal or serious and this figure fell slightly to 43% for the 2000 to 2004 period. This is still very high, bearing in mind that of all Shropshire road accident casualties, only 20% are fatal or serious.

7.4.45 The majority of motorcycle accidents in Shropshire’s urban areas (64%) involved a car. The majority of collisions took place in the vicinity of junctions (62%). About half the accidents involving motorcyclists were caused by the motorcyclist’s action with most of the remaining accidents resulting from a car driver’s actions. Loss of control and being unaware of other vehicles were the major factors for motorcyclists; for car drivers, not being aware of the motorcyclist was a major factor.

Equestrian casualties

7.4.46 There is no evidence of a significant problem with horse rider casualties in Shropshire. In 2004, for example there were no fatalities, no serious casualties and one slight equestrian casualty. For this reason, horse rider casualties have not been singled out for further analysis.

Summary of Evidence

- There is a high perception of road safety as a problem in Shropshire
- Significant improvements have been made to road safety in recent years, with greater reductions in casualties than the national average
- The majority of road accident casualties in Shropshire are car users, however cyclists, pedestrians and most notably motorcyclists have the highest risk of injury
- Most pedestrian and cyclist accidents occur in urban areas; most motor vehicle accidents occur in rural areas
- Accidents in rural areas tend to result in more serious injuries than those in urban areas
- 16 -25 year olds, particularly males, are at much higher risk of being injured on the roads than other age groups
- Children are less likely to be injured on roads than adults, and serious child casualties have fallen significantly
- The numbers of pedestrian and cyclist casualties have fallen significantly
- Pedestrian and cyclist accidents are most likely to result from high risk behaviour from child users and car drivers
- There is a significant problem of motorcyclist safety reflecting national trends, accidents result from both motorcyclist and car driver behaviour.

LTP challenge

- To continue to reduce the number and severity of casualty accidents on Shropshire roads, reduce the disparity in levels of risk for different road users and reduce the fear of road accidents.

In response to this challenge our transport strategy must:

- Continue to support measures which have proven to be effective in reducing injury accidents
- Focus on locations, groups and users where there is greatest risk of injury
- Increase awareness and understanding of road safety risks and change attitudes to safe behaviour.

Obesity and physical activity

7.4.47 Inactive lifestyles are one of the major contributors to obesity and circulatory diseases. Circulatory diseases account for just under 45% of all deaths in Shropshire and a third of premature deaths (those occurring before the age of 75). This is lower than the national average.



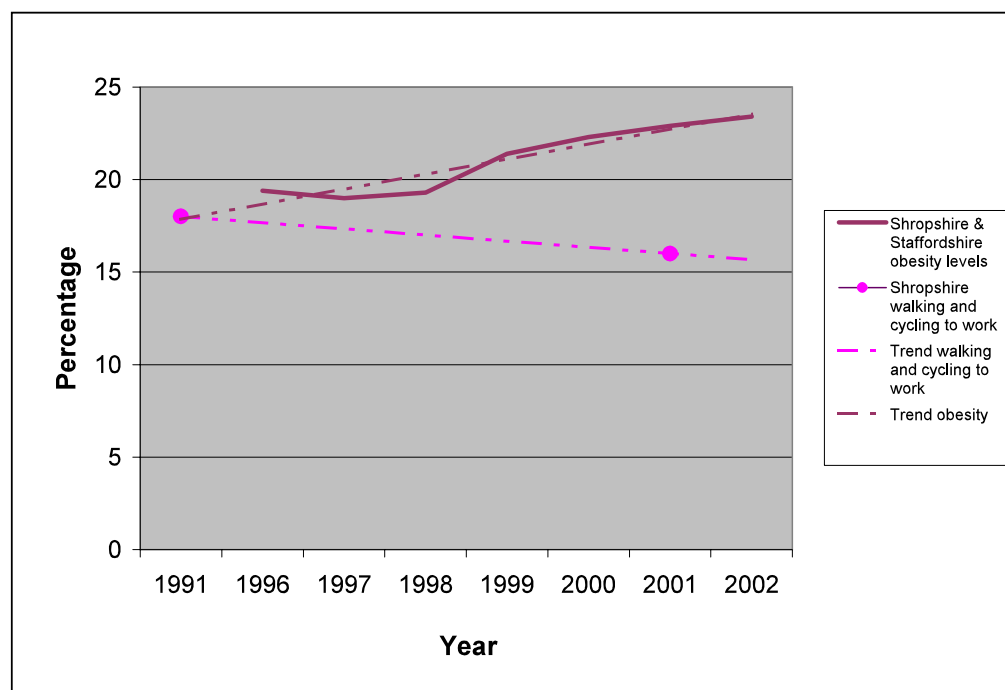
7.4.48 However, the benefits of physical activity go far beyond preventing and reducing overweight and obesity. Increased physical activity can lead to reducing the risk of heart disease, diabetes and cancer and can also improve self confidence.

7.4.49 Shropshire has significantly lower levels of obesity than the English average with 11% of men and 15% of women being obese compared to 21% and 24% respectively in England as a whole. Nevertheless, obesity in Shropshire has almost doubled since 1980 so is a cause for concern.

7.4.50 The Chief Medical Officer recommends that adults undertake minutes of moderate exercise at least 5 days per week, and that young people do moderate physical activity for at least 60 minutes every day. A survey in 2004 in Shropshire⁽⁹⁾ shows that only 36% of children aged 11-15 get the recommended period of 60 minutes every day, with more boys getting the recommended level than girls (48% compared with 24%). This finding is worrying as there is evidence that low levels of activity in childhood are carried through to adult life.

7.4.51 The health problems of obesity and circulatory diseases have strong connections with levels of physical activity. Reductions in levels of walking and cycling are likely to be contributing to increased inactivity. Figure 7.15 shows a correlation between falling levels of walking and cycling and the increases in obesity

Figure 7.15 Levels of obesity and active travel to work 1991-2002



3 Shropshire and Telford Health of Young people survey 2004

Key challenge -To encourage and enable people to increase their levels of physical activity and improve their health through everyday transport choices.

In response to this challenge our transport strategy must:

- **Improve provision for and promotion of walking and cycling**
- **Ensure that these modes of transport are made as safe and attractive as possible.**

Perceptions of security

7.4.52 The Safer Shropshire Partnership survey 2004 asked a number of specific questions on personal security and how safe people felt in their locality during the day and night. Responses show that perceptions of safety are fairly high compared to other areas of the country. However, perception of safety at night is lower than during the day.

Figure 7.16 Percentage of residents who say that they feel fairly safe or very safe outside during the day

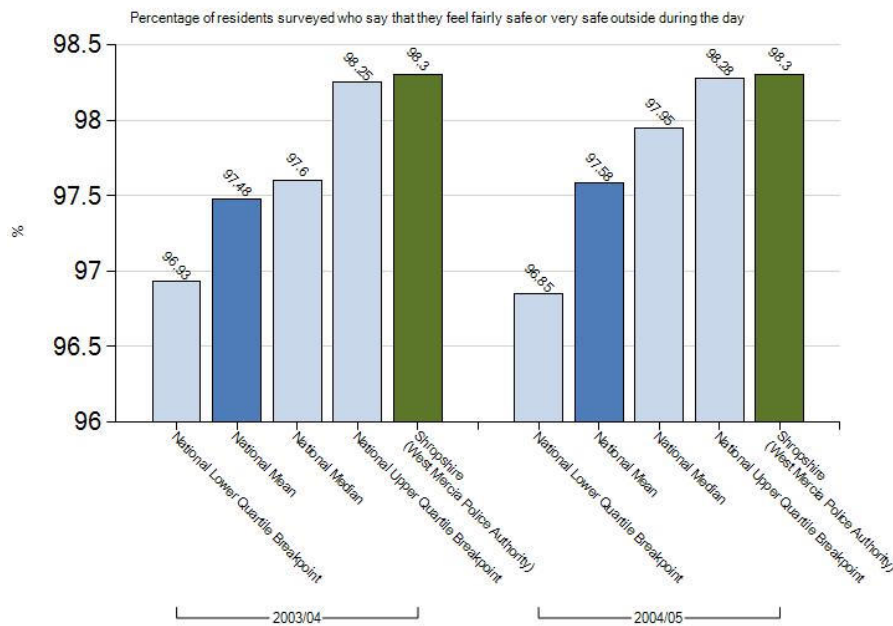
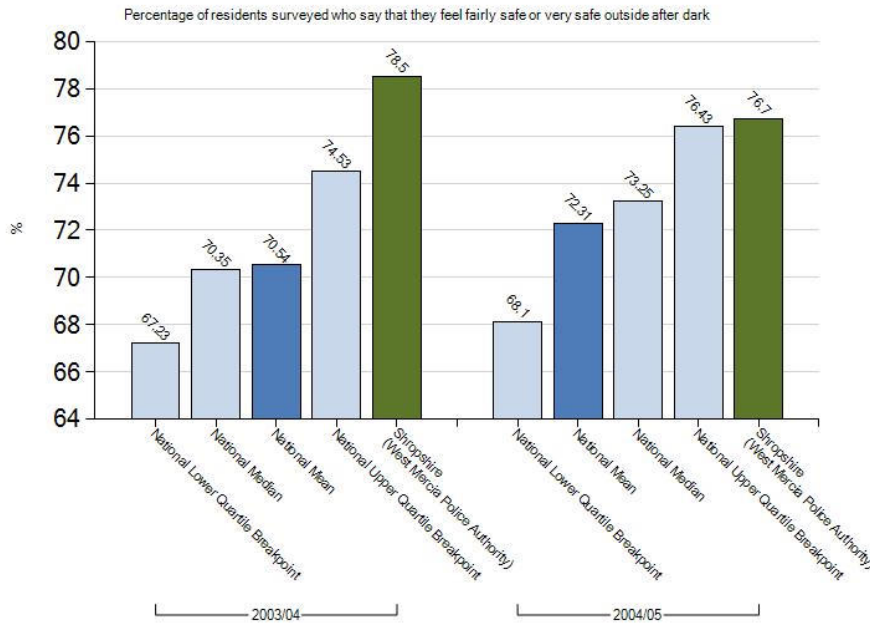




Figure 7.17 Percentage of residents who say that they feel fairly safe or very safe outside after dark



7.4.53 Survey results reveal 14% of respondents felt that poor street lighting was a problem in their local neighbourhood and 8% felt that it was a problem in their local town centre. This compares to 20% of residents in 2001 so these figures suggest that perceptions of street lighting have improved. Shropshire County Council has carried out a programme of street lighting improvements in recent years.

7.4.54 9% of respondents to the 2004 survey strongly agreed that car crime was a problem in their local neighbourhoods with 24% strongly agreeing that it was a problem in their local town centre. This compared to 13% in 2001.

7.4.55 Survey comments showed that a significant proportion of respondents felt unsafe using footpaths and alleyways, waiting for public transport and walking in local town centres at night. These are issues that will be looked into further during the accessibility planning work .

Theft data

7.4.56 Crime data has identified car and particularly cycle theft as significant problems in Shropshire.

Key challenge -To provide transport and highway infrastructure which helps to improve perceptions of security, particularly at night, and reduce incidence of vehicle theft.

In response to this challenge our transport strategy must:

- **Undertake measures to improve surveillance**
- **Provide secure vehicle parking facilities.**





7.5 Approach and priorities

Strategy options

7.5.1 In setting our overall strategy for road safety, we have to balance two alternative approaches. One is to focus exclusively on the specific locations, area or groups which are known to have a high risk of accidents, as evidenced by statistical analysis. The other is to base a strategy on people's perceptions of accident risk and fear of accidents.

7.5.2 In recent years we have directed most of our resources towards sites, areas and groups with a known history of accident problems. The success of this approach is demonstrated by the significant reduction in the number of people killed or seriously injured on Shropshire's roads since the late 1990s. We believe that this analytical approach has been the right one for Shropshire in the recent past, and should form the basis of our future strategy. We should therefore continue to concentrate on those actions which can be proven to yield casualty reductions.

7.5.3 We do however have to recognise that people may have a fear of road accidents, even in places where there is no recent history of casualties. In some cases, the fear may be justified. Accidents are relatively rare, unpredictable events so it makes sense to take note of reports of non-injury accidents or near-misses, which may point to a future risk of casualties. In other cases, fear of accidents relates to more general concerns about quality of life, which can be affected by high traffic speed, noise or volume of HGVs. More generally, fears about road safety can affect people's travel behaviour: discouraging walking or cycling, especially to school, causing community severance or rural isolation. For these reasons it is right for us to target some resources on tackling the fear of road accidents. A good example of this is our continued emphasis on

developing Safer Routes to School in particular with local communities. The schemes combine road safety and wider benefits to the community.

7.5.4 In a similar way, fear of crime in public places or on public transport can restrict people's freedom to make sustainable transport choices. It often feels safer in the car, even if it is not. Although it is not a major problem in Shropshire, we need to do what we can to reduce fear of crime.

7.5.5 The more sustainable modes of travel, walking, cycling and riding, are also the most healthy and can contribute to reducing obesity and other health problems. It makes good sense to promote them, and make them as safe as possible.

Approach

7.5.6 In light of our option assessment our approach will be to use the available evidence to target factors which contribute to a high risk of casualties. For example, this will mean targeting resources at age groups, specific routes or vehicle types associated with high accident risk. We will also implement a programme of measures focused on reducing general risk factors such as speed, road surfacing, junctions and road alignment.

7.5.7 In line with our overall strategic approach we will also ensure that our actions to improve road safety and tackle security issues will also encourage the use of more sustainable modes, whilst managing existing car use in safer way. In this way our safety strategy will also help in the promotion of active travel modes.

7.5.8 Our approach will involve some or all of:

- Information
- Engineering
- Education and training

- Enforcement
- Encouragement – encouraging people to travel less, especially by car, for example on the school run.

Priorities

7.5.9 In line with the approach set out above we will focus our efforts on:

- Targeted measures to improving road safety for high risk groups and locations
- Road safety education, training and publicity
- Speed management
- Effective design and maintenance of roads
- Improving facilities for vulnerable road users
- Designing out crime
- Promotion of active travel

7.6 Measures

7.6.1 We will use our known capital and revenue resources to implement the following safety and health improvement measures

Targeted measures to improving road safety for high risk groups and locations

Research and information

7.6.2 We will maintain a comprehensive accident database. During the LTP period we will use this data on an ongoing basis to analyse patterns of road accidents to identify and prioritise problem areas, and target resources effectively.

7.6.3 The new Road Safety Fund (see section 10.1) establishes a future road safety funding source including both revenue and capital elements. Each transport authority will need to review its expenditure on road safety and, based on an analysis of casualty data, set out an Action Plan for the use of the new Road Safety Fund. This will need to include assessment of the

value of funding for Safety Camera Partnerships (SCPs) in the context of other road safety interventions.

7.6.4 In Shropshire we will, during 2006/07, undertake more detailed analysis of the impacts and benefits of different types of road safety intervention; in order to ensure we are using our funding to maximum effect in tackling road safety issues in Shropshire. This will lead to the development of a more detailed Road Safety Action Plan.

Local safety schemes and route interventions

7.6.5 Based on our understanding of where accidents occur, and their causation factors we will establish an annual local safety schemes programme.

7.6.6 This will include schemes which will target specific sites as well as longer routes with clusters of injury accidents, with appropriate engineering solutions.

7.6.7 Schemes for consideration under this programme will be identified through regular analysis of the Recorded Injury Accidents database, and the investigation of specific requests and concerns raised by the public and others.

7.6.8 Prioritisation will be based upon past accident records, with emphasis placed on tackling sites with a record of injury accidents, especially fatal and serious casualty accidents. Where there is evidence of non-injury road accidents this will also be taken into account.

7.6.9 For prioritised sites careful analysis will be made of accident details, road user behaviour and other factors to identify accident risk factors. Where a change to the road layout, speed limit reduction or improved enforcement can contribute to reducing the risk of further accidents, appropriate cost effective measures will be undertaken. Where additional benefit can



be achieved by influencing the behaviour of road users, complementary education, training and publicity activities will be undertaken.

7.6.10 Where a series of high priority accident cluster sites are identified with common causation factors these may be treated by an area wide initiative to address the causation factor. Similarly where a number of accident cluster sites are identified along a single road or route, a route management approach will be taken to addressing the problem.

Motorcycle users interventions

7.6.11 The accident rate for motorcyclists is still unacceptably high. We will implement a comprehensive and integrated strategy of engineering, training, education, publicity and enforcement measures to address the significant road safety risk associated with motorcycle use. This will include targeted engineering solutions and information / warning signs at identified crash sites, promotion of advanced cycle training and safety awareness campaigns.

7.6.12 We will also work with the police to encourage enforcement of speed limits and promotion and delivery of advanced training / assessment.

7.6.13 We will ensure that the needs of motorcycle users are taken into consideration when undertaking highway schemes and that the latest guidelines and design standards are adhered to.

7.6.14 We will also consider making bus lanes and other bus priority measures available to PTWs where it is considered safe for all users.

Young driver interventions

7.6.15 The accident rate for young people in Shropshire is unacceptably high. Education, training and publicity initiatives recently developed by the County Council's Road Safety

team will be the focus of action in this area. Initiatives include theatre in education, promotion of Pass Plus and target publicity/ awareness campaigns.

Road safety education, training and publicity

7.6.16 Our road safety education, training and publicity (ETP) work is a vital part of our overall safety and health strategy. We will use this programme to change attitudes to road safety and improve road user behaviour. We will target our programmes at high risk groups and activities. Over the next LTP period a particular emphasis will be placed on addressing the high casualty rates amongst young drivers, motorcyclists and those driving in the course of work. We will endeavour to further enhance the investment made through our capital schemes by undertaking complementary ETP activities.

7.6.17 We will undertake our ETP activities in ways which are complimentary to our other work programmes. For example,, linking cycling promotion to road safety publicity and cycle training, and linking road safety fleet driver training with training to enhance more sustainable vehicle use.

7.6.18 Key ETP activities are summarised in Table 7.6.

Table 7.6 Road safety education, training and publicity interventions

Road user type	Age groups targeted	Activity
Pedestrians	Child	<p>Provide advice and support to staff and volunteers delivering road safety education in schools and pre-school groups</p> <p>Offer road safety resources linked to the curriculum to all schools in Shropshire and provide primary and secondary school road safety starter packs to all pupils.</p> <p>All Year 6 pupils to continue to receive road safety 'scenario' presentations through Crucial Crew and Safety Scene events</p> <p>Road safety classroom presentations and theatre in education</p> <p>Support the provision of "Kerbcraft" child pedestrian training, targeting areas with high child pedestrian casualty rates. This will build on the pilot scheme which covered 10 schools in Oswestry and Shrewsbury.</p>
	Adult	Awareness raising through publicity
Cyclists	Child	<p>Expand the availability and scope our cycle training programme, delivered by professional instructors.</p> <p>Provide training to all year 6 pupils in Shropshire who request it by 2008</p> <p>Developing training with Secondary schools pupils, with a pilot scheme 2006/7. Though our training programmes emphasise the importance of cycle security, helping to reduce the number of cycle thefts.</p>
	Adult	<p>Seek to make adult cycle training available though professional instructors</p> <p>Safety awareness raising linked to cycle route publicity</p>
Motorcyclists		<p>Provide information on compulsory basic training</p> <p>Wheels to work scheme</p> <p>Encourage increased take up of advanced motorcyclist driver training through publicity and targeted support towards meeting the costs of advanced courses.</p> <p>Awareness raising through general publicity and specific route information e.g. road side signs</p>
Car drivers and passengers	Under 25	<p>Change attitudes to driving for teenagers through road safety Theatre in Education initiatives</p> <p>Promote and facilitate "Pass Plus training for new drivers</p> <p>Targeted publicity campaigns, including peer pressure issues</p>
	25+	<p>Provide training under the National Driver Improvement Scheme for drivers involved in minor driving offences</p> <p>Provide driver assessment and training for individuals and groups, particularly focusing on occupational road risk and fleet training</p> <p>Awareness and publicity campaigns e.g. drink driving, seatbelt wearing</p>
General	All	Support national regional and local road safety campaigns



Speed management

7.6.19 This strand of our strategy is aimed at targeting the more general factors which can contribute to road accident casualties, and those factors which are of greatest concern to local people. This will help increase the confidence of road users, particularly more vulnerable road users (including pedestrians, cyclists, equestrians and disabled users, and should reduce the overall risk of accidents.

Rural speed management

7.6.20 We will review our programme of village speed limits, with the aim of introducing more appropriate speed limits in rural settlements in line with the most recent government guidance. Often this will mean 30 mph limits, though not in every case. We will resist pressure to provide excessive and visually intrusive road signs and markings or traffic calming features in villages, where there are few if any accidents. We will not generally seek to introduce 20 mph speed limits in villages.

7.6.21 We will make greater use of interactive speed warning signs where the cost of these can be justified.

7.6.22 We will refine our method for prioritising potential village speed limit schemes, and publish new guidelines in 2006. The greatest priority will be given to schemes where there is a history of recent accidents and a clear risk of accidents occurring in the future. In particular we will take account of the risks to vulnerable road users and the opportunities to improve conditions for people with disabilities, pedestrians, cyclists, motorcycle riders and horse riders. We will also take account of the local characteristics of each village, for example where there is a school or similar facility. We will ensure that speed reduction measures respect the local environment and that the measures and their costs are proportional to the benefits we are seeking to achieve. We will always consult with local people, and with the

police, before implementing speed limits. We will ensure that this work is tied in with other areas of work, such as Safer Routes to School, and will aim for a consistent approach throughout the county. We will monitor the results, in terms of speed and casualty reduction.

7.6.23 We will complete an evaluation of our "Quiet Lanes" programme during 2006 and develop this further if the results are favourable.

Urban speed management

7.6.24 In urban areas we will aim to introduce 20mph speed limits in main shopping streets within town centres and, where appropriate, outside schools. We will consider use of variable speed limits by time of day, where the cost of this can be justified.

7.6.25 We will also prioritise other potential urban speed management schemes where there is a history of recent accidents, and a clear risk of accidents occurring in the future. In particular we will take account of the risks to vulnerable road users and the opportunities to improve conditions for people with disabilities, pedestrians, cyclists and motorcycle riders. We will ensure that speed reduction measures respect the local built environment and that the measures and their costs are proportional to the benefits we are seeking to achieve. We will always consult with local people, and with the police, before implementing speed limits. We will ensure that this work is tied in with other areas of work, such as Safer Routes to School, pedestrian and cycling schemes. We will monitor the results, in terms of speed and casualty reduction.

Enforcement

7.6.26 Enforcement activity is needed to ensure that traffic regulations, including speed limits, provide effective protection for all road users.

7.6.27 We will improve enforcement of parking restrictions through the introduction of Decriminalised Parking Enforcement, reducing the likelihood of indiscriminate and dangerous parking.

Safety cameras and the Road Safety Fund

7.6.28 As a partner in the West Mercia Safety Camera Partnership we have supported the provision of speed cameras at locations where there is a clear record of injury accidents. Analysis has shown that recent schemes have resulted in a total reduction in killed and seriously injured casualty accidents at safety camera sites of over 50%.

7.6.29 In light of the Government's announcement of the introduction of a new Road Safety Fund (from 2007/08) each transport authority will need to review its expenditure on road safety and, based on an analysis of casualty data, set out an Action Plan for the use of the new Road Safety Fund. The role of safety cameras in any new road safety strategy has still to be determined, but it is expected that they will continue to be used, since there is clear evidence that they can reduce casualties (see 7.7 below).

Effective design and maintenance of roads

7.6.30 We will seek to create a road environment which encourages safer road user behaviour, but is forgiving of the mistakes people may make. This will include:

Design of new road infrastructure and safety audits

7.6.31 We will ensure that design of any new roads and any significant road highway alternations and improvements follows that the latest relevant design guidance. We will also ensure that Safety Audits of all significant

changes to the highway network are undertaken at the appropriate stages, to ensure that they do not create additional risks to any road user.

Maintenance

7.6.32 We will aim to maintain roads footways and street lights in a safe condition to reduce the likelihood of their condition contributing to a road traffic accident, or a walking accident, such as trips from uneven paving. Our emerging Asset Management Plan (see section 8) has established a number of key level of service targets relating to key safety issues, such as road salting, rectification of dangerous defects, street lighting condition and skid resistance.

7.6.33 In addition we will seek to achieve greater value for money through greater integration and co-ordination of road safety and maintenance schemes. This will be facilitated on both a programme and location specific level.

7.6.34 At a programme level we will ensure the materials and methods used when undertaking structural maintenance of roads will help to improve a roads safety rating. For example, through undertaking minor road realignments, and ensuring use of surfaces with appropriate skid resistance.

7.6.35 At a scheme specific level we will facilitate integration through our newly enhanced computerised management system, CONFIRM. This will enable a range of information about service requests, investigations, proposals and plans to be stored under geographic locations, so that when a maintenance scheme is planned their will be full knowledge of other proposals and plans for that area, enabling a number of other required changes to be incorporated into the maintenance scheme.



Vulnerable road user audits

7.6.36 During the LTP period we will also pilot the use of Vulnerable Road User Audits (VRUA). We will assess if the use of such audits can help us to increase value for money by ensuring that all highway schemes contribute to improving conditions for pedestrian, cyclists, equestrians and disabled users. VRUA are undertaken in a similar way to safety audits, but have a focus on ensuring that schemes do not negatively impact upon the convenience of vulnerable roads users, as well as their safety.

Safer conditions for non motorised users

New rural footways and enhanced footpaths

7.6.37 We will continue to develop new rural footways to help improve safety and accessibility. A cost-benefit analysis will be undertaken to prioritise schemes, based on levels of potential use and road safety criteria.

7.6.38 In some locations an alternative to the construction of a new rural footway may be an upgrading of an existing right of way. We will use the Rights of Way Improvement Plan to help identify Rights of Way which could play a more active role in providing everyday accessibility for local people (see appendix Appendix E). Through the Local Transport Plan we will support the enhancement of selected routes where improvements such as surfacing, lighting or removal of barriers could significantly enhance local accessibility, or improve road safety.

7.6.39 We will also provide support for improvements to roadside signage of rights of way to help increase use and user safety.

Pedestrian crossings and priority

7.6.40 One of the most significant causes of delay and risk to safety for pedestrians in both urban and rural areas is crossing of roads with

heavy and or fast traffic. For that reason we will assign a specific budget towards making it easier to cross roads. This may include rural sites where footpaths cross main roads

7.6.41 Sites will be clearly prioritised based on vehicle flows and speeds; pedestrian numbers and types; assessment of community severance and potential for more walking and other factors affecting pedestrian safety.

7.6.42 Actions to improve pedestrians' ability to cross roads may include:

- Measures to slow traffic
- Improving signal timings in favour of pedestrians
- Upgrading existing pedestrian crossings
- Provision of new informal or formal pedestrian crossing facilities

Quality walking routes

7.6.43 In urban areas we will work to improve the quality of the most strategically important pedestrian routes. These quality routes will focus on improving access on key routes linking residential areas to town centres, employment sites, public transport interchanges and leisure facilities. Routes could include enhancement of footpaths in urban areas.

7.6.44 Routes chosen for improvement will be prioritised based on current condition, accident rates, level of current use and levels of potential use by pedestrians.

7.6.45 The basis for each scheme will be a detailed pedestrian audit of the route, involving local residents, including disabled people. The schemes will be developed with extensive local consultation. The focus will be on creating "quality walking routes" which address the main concerns of pedestrians. Depending upon the local issues identified by the audits, the creation of "Quality routes" could involve:

- Improving the quality of the route including footway widths and materials
- Enhancing the attractiveness of the wider pedestrian environment
- Removing barriers to accessibility for disabled people
- Improving safety from traffic through traffic calming or crossing improvements
- Enhancing personal security through improved lighting or CCTV
- Improving convenience through creating more direct routes, providing well placed crossings and reducing delays at signalised crossings
- Improving signposting and orientation where required for visitors

7.6.46 Our quality walking route enhancements will include mobility and security improvement to the Dana path leading to Shrewsbury town centre.

Cycle infrastructure in urban areas

7.6.47 We intend to direct LTP capital resources for cycle infrastructure mainly towards improvements in urban areas where accident numbers are highest, where there is greatest scope for increasing cycle use, and where there is the greatest need to reduce congestion and pollution.

7.6.48 We will continue to implement improvements identified in the detailed cycle action plans that have been developed for Shrewsbury and each of the major market towns. These plans have been based on cycle reviews and School Travel Plan surveys and developed in conjunction with the Shropshire Cycle Forum. The criteria used for identifying cycle infrastructure improvements are:

- To provide a safer route to school, employment, town centre or other significant facilities
- To provide a route to a new development
- To provide a route along an observed 'desire line'
- To improve a junction or link where there have been cyclist casualties
- To improve a junction or link where there is a perceived danger for cyclists
- To fill in a 'missing link' in the existing cycle route network
- To provide convenient and secure cycle parking at popular destinations

7.6.49 We will continue to introduce urban traffic management measures that complement cycle infrastructure by reducing speeds or conflicts with other road users.

Cycle infrastructure in rural areas

7.6.50 In rural areas our priority in the LTP period will be to complete our partnership work in developing the National Cycle Network (NCN) and investigating circular leisure cycle routes. We will also put increased emphasis on marketing and promotion of this asset. This will help to support rural economies through tourism and contribute to health improvement. We will also be placing greater emphasis on developing local cycle links that will contribute to improving accessibility in rural areas, and on the provision of complimentary cycle parking facilities

7.6.51 Our strategy for rural cycle routes is to focus on the following types of improvement, in priority order:

- **Circular routes** - developing a series of circular leisure cycle ride leaflets from each town and major tourist centre in Shropshire, in conjunction with district and parish councils, local cycle groups and tourist attractions.
- **National Cycle Network and National Byway routes** - completing our work in developing and promoting Shropshire sections of the national and regional cycle networks and National Byway.



- **Cycle parking** - providing appropriate parking facilities at local schools, shops, public transport interchanges and tourist attractions.
- **Local links** - creating safe and direct routes to link villages to other nearby (less than 5 miles) villages or towns which have better services or employment opportunities. Such links may often form part of longer linear routes
- **Off road routes** - Promoting existing off-road cycling opportunities, working with SCC Countryside services to progress improvements identified through the Rights of Way Improvement Plan and working with tourism bodies and other local organisations to assess feasibility of converting more disused railways into traffic free leisure cycle routes - The development of any new off road rural cycle routes in the LTP period will only be possible if substantial grant or partner funding is secured.

Encouraging development of quality school travel plans

7.6.52 There is significant perception of road and personal safety risk for children when travelling to school. We will aim to alleviate these concerns and encourage greater levels of active and sustainable travel on the school journey through our school travel plan (STP) and safer routes to school (SRTS) activities.

7.6.53 We have prepared a detailed School Travel Strategy, and this has been judged by the DfT and DFES to be within the top category of strategies and therefore likely to meet the objectives of the national 'Travelling to School Initiative' provided the current approach is continued.

7.6.54 We will aim to encourage all schools in the County to address their own school travel issues by developing a STP. We will provide schools with advice, support and assistance in developing new STPs.

7.6.55 An annual seminar will be held to introduce interested schools to the school travel plan process. As well as providing information and encouragement, school travel plan advisors will provide practical help with establishing a travel plan working group, undertaking surveys and site assessments, providing pupil postcode mapping, and travel plan templates.

7.6.56 While we will endeavour to assist all schools developing STPs, our priorities will be to assist schools who have already benefited from significant infrastructure improvement, to ensure maximum value is obtained from the investment; and those schools where there is the greatest potential for modal shift. We will encourage neighbouring schools to work together to develop travel plans on a cluster basis. We will also encourage independent schools in Shropshire to develop STPs.

7.6.57 We will also continue to support schools with an existing STP to implement improvements and maintain motivation. This will be a challenging task and we will place particular priority on working with those schools where the potential for changing travel behaviour is greatest

7.6.58 STP's generally include actions that the school can put in place, such as curriculum activities and school policy changes; and activities that parents can get involved in, such as walking buses, park and stride, and promotional campaigns. They also often include requests for cycle & pedestrian training, road safety education, and for physical changes to make streets and roads around the school safer. Training and education are delivered through the County Councils road safety team and infrastructure requests are delivered through the Safer Routes to School programme.

Helping schools to implement, monitor and review STPs

7.6.59 We will help schools to implement their travel plan initiatives, through provision of advice, materials and incentives. Examples of the ways in which we will support activities are:

- Walking buses – advice, risk assessment of the route, meetings and training for parent volunteers, organising insurance cover and criminal record checks, providing tabards and incentives for children taking part
- ‘Park and Stride’ initiatives – negotiating with pubs, shops and restaurants to make parking available
- Public transport improvements - negotiations with public transport operators and SCC Integrated Transport Unit
- Public transport promotion – leaflets and posters, sometimes customised to the needs of the school
- Car sharing - help in setting up car share schemes including the Shropshire Car Share scheme.
- Sustainable Travel Incentive schemes e.g. Star Striders and Riders – advice, materials and incentives
- Awareness Raising promotion through Walk to School Weeks, TravelWise Week and Bike Week - promotion, materials and organising events

7.6.60 We will also facilitate liaison and sharing of best practice between schools with travel plans and establish a network meeting for schools with travel plans.

7.6.61 In addition to helping with these activities, we will undertake annual monitoring of school travel patterns, through the countywide school travel survey and feed the results back to schools. We will also offer all schools with

travel plans the opportunity to take part in an annual review meeting where progress with targets and initiatives can be reviewed.

Implementing safer routes to school improvements

7.6.62 The aim of Safer Routes to School (SRTS) projects is to improve pupil safety and remove barriers to pupils walking and cycling to school. Development of SRTS projects is based on extensive consultation with pupils, parents, schools and local residents. In the last five years 64% of secondary and 24% of primary schools have benefited from SRTS projects, improvements have included new pedestrian crossings, cycle routes, cycle parking facilities, parking restrictions outside schools and traffic calming on routes to schools.

7.6.63 A prerequisite for inclusion in the future SRTS programme will be for a school to have developed a school travel plan. Schools and schemes will then be prioritised in light of the contribution they will make to achieving accident reduction or modal shift. SRTS should address concerns raised by pupils and parents in their school travel plan surveys, and incorporate where possible aspirations identified in school travel plans. It is likely that a cluster of schools in the same areas, working together on their school travel plan will be a high priority for SRTS works.

7.6.64 School travel plans will be required for all new school developments that will have implications for future traffic levels and movements and our school travel plan advisors will be able to provide support to schools which have been required or are recommended to develop a STP as a result of a planning condition.



Mobility improvements

7.6.65 In order to improve the standard of facilities for people with disabilities we will develop local mobility guidance. This will set out minimum design standards and provide best practice guidance on designing highway and public transport infrastructure in ways which will better assist people with a range of mobility difficulties. The guidance combined with complementary training for planners and engineers will help to further raise awareness and understanding of the range of mobility difficulties and solutions. The guidelines will influence local highway improvements works as well as design of new developments.

7.6.66 A key concern identified by disabled people when using footways is the blockage of dropped crossings by parked vehicles. At locations where persistent problems are identified we will consider applying white line 'H' markings to discourage obstructive parking. Improvements in parking enforcement will also help to improve conditions for disabled pedestrians.

7.6.67 As well as seeking improvements for disabled people as part of wider schemes, and through other pedestrian enhancements, we will continue to have a dedicated Mobility Improvement Fund to undertake minor works to benefit disabled people in response to local concerns.

7.6.68 We will continue to support Shopmobility schemes in Shrewsbury and Oswestry and investigate the development of new schemes in other towns

Designing out crime

7.6.69 We will help target the factors that contribute to fear of crime and anti-social behaviour, particularly for people walking, cycling and using public transport. We will also work with partners to address fear of vehicle theft.

Quality walking routes

7.6.70 We will undertake comprehensive improvements to high priority pedestrian routes to enhance the quality of the environment and sense of security. Measures may include improvements to lighting, removal of dark pockets and concealed areas and introduction of CCTV.

Lighting

7.6.71 We will seek to ensure lights are maintained in a good condition. Where poor lighting is a significant factor causing a poor perception of security, for example on footpaths and at public transport interchanges, we will aim to enhance the quality of lighting.

Improved security on public transport

7.6.72 There are growing concerns over personal security when out and about, and this can be a barrier to the use of public transport, particularly after dark. Acts of vandalism and criminal damage can also significantly increase costs of providing passenger transport services, and threaten service quality.

7.6.73 The provision of CCTV can help to increase surveillance, deterring criminals and providing reassurance to public transport passengers. Over the next LTP period we will work with operators to increase the coverage of CCTV coverage at rail stations where vandalism and intimidating behaviour have been identified. We will also help to provide CCTV equipment for contract bus services, and commercial services as part of our quality bus partnership.

Maintenance

7.6.74 We will use maintenance practices to address security problems, such as overgrown vegetation

Secure parking

7.6.75 We will work with district and town councils to ensure provision of secure car, motorcycle and cycle parking facilities in public places

Provision for taxis

7.6.76 We will ensure that there is adequate, secure and accessible provision for taxis in our town centres and other locations. We will work with key partners and stakeholders such as taxi operators and the crime and disorder partnership to identify the best locations taxi ranks and where necessary introduce new or improved facilities.

Encouraging more active travel

7.6.77 Many of the measures outlined above will make conditions for walking and cycling safer and more secure, removing some of the barriers to active travel. We will also undertake specific activities to promote and encourage active travel as part of healthier lifestyles.

Promoting walking and cycling

7.6.78 We will continue to promote walking in our school travel and changing travel behaviour programmes, through measures such as travel plans and personalised travel planning. We will work closely with health promotion professionals and Countryside Access Officers to integrate our work on walking promotion.

7.6.79 Publicity and promotion are vital to complement the development of new cycle routes and expanded networks. A detailed cycle promotion action plan has been developed, based on marketing different parts of the Shropshire cycle network to appropriate audiences. For example, the network of utility cycle routes in Shrewsbury will be marketed to employees through green travel plans, while traffic free sections of the NCN will be promoted to young families, the newly retired and tourists.

7.6.80 We will help schools and business to develop travel plans to reduce barriers to active travel such as walking and cycling, and to promote more healthy travel practices.



Promoting leisure walking, cycling and horse riding

7.6.81 The health benefits of leisure walking, cycling and horse riding are recognised, as is the role that Shropshire minor roads and rights of way play in facilitating these activities.

7.6.82 We will support and encourage these activities which bring significant health and economic benefits. Actions will include:

- Completion and promotion of National Cycle Network routes;
- Production of leisure guides to circular cycle rides from market towns
- Rights of way improvements, including improved roadside signing of rights of way,



and improved conditions where rights of way cross roads.

- Use of appropriate maintenance techniques, including the maintenance of road side verges to allow equestrian use
- Review of quiet lanes schemes

Marketing and travel awareness

7.6.83 We will undertake a range of marketing activities to encourage active and sustainable travel, from maps and information to individualised marketing projects. We will work closely with relevant partners such as countryside, leisure and health professionals.



7.7 Partnership working

7.7.1 In implementing our safety and health strategy we will work closely with a range of partners. Key elements of our partnership work will be:

Road Safety Panel and Shropshire Road Safety Partnership

7.7.2 A Shropshire road safety panel is currently established, this group includes representatives of all the bodies involved with road safety and health in Shropshire, and oversees the delivery of this area of work.

7.7.3 Early in the LTP period a Shropshire Road Safety Partnership, will be formed, building on the former Road Safety Panel. This will bring together a wide range of organisations concerned with road safety. The new partnership will have responsibility for overseeing the delivery of our LTP and Local Public Service Agreement targets and action plan for road safety.

West Mercia Police Authority

7.7.4 The police has a key role in implementing the safety and health strategy, including through the enforcement of speed limits and other highway laws. The police authority are therefore a key partner in the planning and delivery of our safety activities. In addition to high level partnership work we will continue to liaise closely

with the police over specific schemes; ensuing there is agreement on the the design of safety improvement schemes and proposed changes to speed limits. We will also work closely with the police in our education, training and publicity work, such as through the driver training improvement programme and education and training initiatives such as Crucial Crew.

West Mercia Safety Camera Partnership

7.7.5 Shropshire is an active member of the West Mercia Safety Camera Partnership, which has been operational since April 2003. The Partnership embraces four local authorities, the Highways Agency, West Mercia Constabulary, the Magistrates Courts Service, and six Primary Care Trusts. In the first two years of operation, a 58.4% reduction in casualties (people killed or seriously injured) was achieved at enforcement sites, with a 6% reduction in average speed. 35% fewer vehicles exceeded the speed limit at enforcement sites on average. These figures, derived from the Four Year Evaluation Report for the National Safety Camera Programme (published by University College London for the DfT in December 2005) compare favourably with those recorded nationally.

7.7.6 Alongside the publication of the Four Year Evaluation Report, Government announced changes to the way in which Safety Camera Partnerships will be funded from 2007/08 onwards. The current arrangement whereby Partnerships are funded directly from the Department for Transport through the hypothecation of speeding fines will be replaced after 2006/07 with a Road Safety planning guideline which will be allocated to local highway authorities as a supplement to LTP funding. Government has made it clear that the local highway authority has flexibility to use this funding for measures which have the most effective impact on casualty reduction. The guideline will be a mixture of revenue and capital funding.

7.7.7 It is clear that the West Mercia Safety Camera Partnership has, over the past three years, made a significant contribution to casualty reduction across Shropshire, and therefore support for the Partnership's work will continue during the LTP period as one element of the Road Safety Strategy. Therefore, the County Council will support the operation of the Safety Camera Partnership for 2006/07 and 2007/08 with the aim of ensuring an acceptable minimum level of operation, comparable to 2005/06. This will require close working with other partner agencies, especially the other highway authorities, to ensure that in 2007/08 adequate funding is available to support enforcement activity through the use of the Road Safety planning guideline.

7.7.8 Arrangements for 2008/09 onwards will, however, be subject to a review of the Safety Camera Partnership arrangements, with external pressures such as the new funding arrangements, the proposed re-organisation of the police service, and the re-organisation of the National Health Service all making this a good time to carry out such a review. The police re-organisation is critical, as the Government proposals could result in a merger between West Mercia Constabulary and neighbouring police authorities, each of which has a separate Safety Camera Partnership established. Therefore, it is proposed that the review be completed during 2006/07, and that any changes to partnership arrangements be introduced in 2008/09.

Crime and Disorder Partnership

7.7.9 We will continue to work closely with the Shropshire Crime and Disorder Partnership to identify a areas where street design and maintenance, or other activities, such as late night taxi and bus services, can contribute to reducing anti-social behaviour and fear of crime.



Delivering safety and vulnerable road user improvements

7.7.10 We will work local communities and a wide range of interest groups and organisations to ensure our improvements, meet users needs.

7.7.11 Our annual programmes will be developed in consultation with relevant groups e.g. Shropshire Cycle Form, disabled access groups, Local Countryside Access Forum; and scheme designs will be subject to consultation with local organisations and users.

Partnership working on school travel

7.7.12 Partnership work will continue to be an important part of the success of our school travel programme. The key to the success is development of strong relationships with local school communities, including governors, teachers and parents.

7.7.13 We will also continue to develop a whole authority approach to school access, improving integration between school developments, admissions policies, school transport policies, curriculum advisors, school travel plans, safer routes to school and school road safety work. Liaison meetings will be established at both policy and practitioner level and we will continue to look for opportunities to further integrate internal plans and policies. The Assistant Director for Education will continue to approve all school travel plans for the STP capital grant process.

7.7.14 Other key partnerships include those with the County Council with Education, Planning and Sustainability teams, and with external partners such as Shropshire Primary Care Trust, West Mercia Police, District and Borough Councils and transport operators. Two

effective local partnerships which help to co-ordinate and steer school travel related work are:

- **HEALiSS** (Healthy Eating and Active for Life in Shropshire Schools) - A strategy group involving school meals, school nurses, Shropshire PCT, Children's and Young People's Services and School Travel, able to steer a number of relevant initiatives and policies e.g. Healthy School Partnership and Shropshire Partnership's Obesity Strategy.
- **School Travel Working Group** - A practitioners group chaired by the Safer Routes to School Project Leader discussing a range of practical school travel projects and issues, both hard and soft measures. Members include; Road Safety, Traffic Management, Education Access, Mouchel Parkman, Shropshire County PCT.

7.8 Performance management

7.8.1 In order to monitor our performance in delivering our safety and health strategy and achieving our aim of creating safer roads and healthier, more secure communities, we have identified a series of performance indicators. These are outlined in Table 7.7. (Key indicators, for which we will set LTP targets, are highlighted in bold).

7.8.2 In addition to these performance indicators we will at a programme and scheme level monitor the impacts of individual schemes and programmes against appropriate criteria - e.g. speed reduction, reduced casualties, increased walking and cycling.

Table 7.7 Safety and health performance indicators

Objective	Outcome	Indicator
Reduce road accident casualties	Fewer people will be killed or injured in road traffic accidents	KSI accident casualties (BVPI199(x)) Slight accident casualties (BVPI199(z)) Rectification of dangerous highway defects Skid resistance on principal roads
	Fewer people in high risk groups will be involved in road traffic accidents	Child KSI accident casualties (BVPI199(y)) Motorcycle casualties (S3) Young driver casualties (S4) Cyclist casualties Pedestrian casualties Participation in cycle training Participation in motorcyclist training Participation in pedestrian training Participation in driver awareness training
Reduce fear of crime and accidents when travelling	People will feel safer when they and their families are moving about in their local area	Footway condition (BVPI187) Perception of road safety as a local problem Perceptions of safety when outside Number of controlled pedestrian crossings
Increase levels of active travel	Conditions for cycling and walking will be more attractive and more people will make more trips by foot and cycle.	Cycling Trips (LTP3) Levels of walking into Shrewsbury Number of quality walking routes Length of rural footways Length of cycle route
	More children will walk or cycle to school, and less will travel alone by car.	Mode share on journey to school (LTP4) Proportion of schools with school travel plans (S6) Number of schools benefiting from safer routes to school