



Sustainable Communities Overview and Scrutiny Committee

Date:	Wednesday, 17 November 2010
Time:	6.00 pm
Venue:	Committee Room 1 - Wallasey Town Hall

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AGENDA

**3. HIGHWAYS AND TRAFFIC REPRESENTATION PANEL - MINUTES
(Pages 1 - 12)**

The minutes of the meeting of the Highways and Traffic Representation Panel on 8 November, 2010 will be circulated separately.

**6. ROAD SAFETY - REDUCING DEATH AND SERIOUS INJURY ON
THE ROADS (Pages 13 - 48)**

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HIGHWAYS AND TRAFFIC REPRESENTATION PANEL

Monday, 8 November 2010

Present:

Councillor J Hale (Chair)

Councillors D Mitchell

H Smith

16 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members were asked to consider whether they had personal or prejudicial interests in connection with any item(s) on this agenda and, if so, to declare them and state what they were.

Councillor H Smith declared a personal interest in minute 18 (Speed Limit Review) by virtue of the objector being a resident in his ward.

Members were reminded that they should also declare, pursuant to paragraph 18 of the Overview and Scrutiny Procedure Rules, whether they were subject to a party whip in connection with any item(s) to be considered and, if so, to declare it and state the nature of the whipping arrangement. No such declarations were made.

17 SCHOOL KEEP CLEAR MARKINGS

The Director of Technical Services reported concerning objections to the provision of waiting restrictions at two locations following an audit of school keep clear and associated Traffic Regulation Orders around the vicinity of all schools, within Wirral. The purpose of the audit was to ensure compliance with current DfT regulations and resolve a number of anomalies where schools had changed their entrances. The School Keep Clear Markings were used to protect pedestrians so that they have clear visibility of traffic and vice versa as well as identifying a safe area around the school.

(i) Elleray Park School, Wallasey

Residents of Elleray Park (property numbers 34 and 36) had submitted two separate objections to the proposals, as shown on plan BEng/51/10.

Both objectors were concerned that the proposals would exacerbate the problems they face in parking outside their properties, as at present there was no signage to delineate the hours in which drivers cannot stop on the School Keep Clear markings. If parking was restricted by a traffic regulation order it was anticipated that vehicles would then park opposite the school, outside their properties. The objectors felt that

the parking issues were mainly caused by teaching staff / visitors who park for long periods of time throughout the day.

The Panel received an email representation which was circulated in advance of the meeting.

(ii) Brackenwood Primary School , Pulford Road, Bebington

Residents from property numbers 3, 5 and 7 had objected to the proposals detailed in plan BEng/51/10. This was further supported by objections from Councillors Jerry Williams and Walter Smith.

Objectors were concerned that they, or their visitors would not be able to park outside their properties or anywhere within the turning head during its hours of operation (Monday- Friday 8am – 5 pm), despite the ‘school run’ being a problem for part of the day. They also felt that the proposals would displace parking towards the junction of Holmway / Norbury Avenue, and increase double parking or parking across driveways.

The Panel received email representations which were circulated in advance of the meeting.

Councillor Walter Smith addressed the meeting. He referred to his discussions with the objectors and asked the Panel to consider the introduction of an ‘Access Only’ scheme as a possible alternative proposal.

The Director referred to difficulties concerning the enforcement of ‘Access Only’ schemes and pointed out that vehicular access was still required to the school.

Resolved –

(1) That the Panel note the objections to the scheme for provision of waiting restrictions at Elleray Park School, as shown on plan BEng/51/10, and the officers’ responses, and recommend to the Sustainable Communities Overview & Scrutiny Committee that the scheme be approved for implementation.

(2) That the scheme for provision of waiting restrictions at Brackenwood Primary School be deferred for further consideration of the alternative ‘Access Only’ scheme.

18 **SPEED LIMIT REVIEW**

The Director of Technical Services reported concerning objections received to proposals recommended as part of the Speed Limit Review study for various locations across the Borough:-

Following new guidance for the setting of local speed limits published by the Department for Transport, local authorities were required to undertake a review of speed limits on all A and B classified roads and implement any necessary changes by 2011. The Speed Limit Review Panel had assessed the suitability of existing speed limits and considered a number of different factors including road safety

analysis, cost and safety benefits, enforcement, and maintenance of proposed schemes, changes in driver behaviour and the consistency of speed limits. Discussions had also been held with neighbouring local authorities over cross boundary routes to ensure a consistent approach was maintained.

The Speed Limit Review Panel proposed a number of speed limit recommendations, which were based on robust evidence and follow the guiding principles published within Department for Transport guidance.

The Panel considered the following objections received from the Cyclists' Touring Club and Merseyside Cycling Campaign (Wirral Group) in response to the statutory advertisement of its proposals. Representative of these organisations attended the meeting and outlined their objections.

The Panel agreed to vote on each proposal separately.

B5137 Brimstage Road, Bebington

Proposal – Relocation of existing 30mph / National Speed Limit gateway

Objection – That the 30mph limit / gateway is not being altered to finish/start at the Clatterbridge roundabout.

Response – The principle behind increasing the speed limit along this short link was supported by evidence that drivers coming from a largely rural road network or motorway had not sufficiently reacted to the existing 30mph speed limit signs (possibly due to their proximity to the complex signalised motorway junction). The section of road concerned did not have any frontage or the usual attributes drivers associate with a 30mph speed limit, although street lighting was present on one side of the road.

The proposed amendment provided an opportunity to create a highly visible gateway approaching a built-up area. The Panel considered that such a gateway, in advance of the Toucan crossing, closer to the built up area was likely to achieve greater respect by drivers thus reducing vehicle speeds and improving road safety on the approach to its junction with Beechway and the residential area.

Recommendation (2:1) – That this proposal be implemented as advertised.

A5137 Brimstage Road / Whitehouse Lane, Brimstage

Proposal – Reduce from National Speed Limit to 50mph

Objection – That the limit is not being reduced from national speed limit to 40mph. The road is narrow and it is particularly hazardous when motorists are passing other vulnerable road users including horse-riders, cyclists and pedestrians of which there are high numbers given the rural area. It has a number of bends, junctions and accesses. It is unlit apart from the area of the defined village community.

The current 30mph limit in the village area is not being extended to west of Talbot Avenue in recognition of National Cycle Route 56 to better protect the large number of cyclists who use it.

Response – This route, running from the A540 to the west and the M53 Junction 4 Interchange to the east has two sections where proposed speed limit changes are proposed (Old Lane to Talbot Avenue and the link from east of Brimstage Lane to M53 Junction 4). Both sections were largely rural in nature and were located on an A class road. The guidance recommends that the speed limit in rural areas should be 50/60mph for most high quality strategic A and B roads with few bends, junctions or accesses. It was also noted that this route was subject to full carriageway reconstruction during April 2010.

The Panel also recommended including Whitehouse Lane in the speed reduction proposals to improve consistency and compliance.

The Panel considered that given the overall layout of this A class road, together with its road safety record, it was appropriate to reduce the speed limit to 50mph. The Panel believed that further reduction in the speed limit to 40mph would not necessarily bring any greater road safety benefits, and was likely to lead to a high rate of non-compliance. Guidance issued by the Dft also supported the Panel's views. Following the widespread approach to setting local speed limits the Panel considered that a 40mph speed limit was suited to routes where frontage development was dominant or where there was a significant number of vulnerable road users.

Recommendation (3:0) – That this proposal be implemented as advertised.

A551 Upton Bypass, Upton

Proposal – Increase from 30mph to 40mph

Objection – That the increase of the speed limit from 30mph to 40mph in a short stretch between two roundabouts in an area that is a network of minor rural lanes.

Response – This route provides a by-pass of the built up area of Upton and stretches from Arrowe Park Road in the south to the start of the M53 Junction 2 to the north. The route has very limited development and frontage access and is a single carriageway standard with street lighting present. The proposed speed limit change would improve the management and suitability of speeds along this route and assist in achieving more appropriate vehicle speeds thus encouraging compliance. Recorded 85th percentile speeds were much higher than the set limit and the road met the criteria for a higher speed road.

Recommendation (3:0) – That this proposal be implemented as advertised.

Heron Road, Hoylake / Pump Lane, Greasby / Saughall Massie Road, Saughall Massie

Proposal – Reduce from National Speed Limit to 50mph along Heron Road and Pump Lane. Increase from 30mph to 50mph along part of Saughall Massie Road.

Objection – That the speed limit is not being reduced to 40mph. Heron Road / Pump Lane is narrow and is particularly hazardous when motorists are passing other

vulnerable road users including horse-riders, cyclists and pedestrians. It has a number of bends. and is largely unlit.

Response – Heron Road and Pump Lane are rural in nature, there is very limited development and frontage access along the routes and they all met the criteria for a higher speed road.

Following the resurfacing of Heron Road and introduction of safety measures including SLOW and edge of carriageway markings, marker posts, cats eyes and signage, road safety has significantly improved on this road. Introducing a 50mph speed limit reduction would provide significant benefits including the opportunity to improve consistency with adjoining link roads including Saughall Massie Road to the east and the existing 50mph speed limit on the western section of Saughall Massie Road. In addition it was considered that this consistent approach would achieve greater respect by drivers and improve compliance. Following the widespread approach to setting local speed limits the Panel considered that a 40mph speed limit was suited to routes where frontage development was dominant or where there was a significant number of vulnerable road users.

Recommendation (3:0) – That this proposal, as now amended by the reduction of the speed limit to 40 mph along Heron Road, be implemented.

Storeton Village, Storeton

Proposal – Reduce from National Speed Limit to 30mph within Village area and relocation of existing 30mph / National Speed Limit gateway along Lever Causeway.

Objection – The proposed speed limit reductions and alteration to 30mph gateway are supported but we object to what seems an extension to the national limit for a short distance on the approach to the village from the east.

We take this opportunity to record our disappointment that the Review retains the national speed limit of 60mph on the Lever Causeway, itself. It is an accident black spot. We feel that a reduction in speed on the open stretch is essential alongside installation of road lighting and/or development of a segregated green way to either side of the carriageway for shared use by walkers, runners, horse-riders and cyclists.

Response – Lever Causeway currently has minimal frontage development and access and the accident rate is below the Dft threshold levels for action. Although there have been a small number of KSI casualties, these have not been due to the speed of traffic. The route also has good forward visibility.

Relocating the existing gateway along Lever Causeway would provide the opportunity to create a highly visible gateway approaching a built-up area. The Panel considered that such a gateway, in advance of the village, closer to the built up area was likely to achieve greater respect by drivers thus reducing vehicle speeds and improving road safety.

A Local Safety Scheme incorporating enhanced signing, extensive road markings and marker posts had been introduced on Levers Causeway during the last two years. Following detailed investigation into the crash history, this scheme did not warrant further speed reduction measures, however an ongoing programme of

monitoring was in place. Road safety had improved and there were no recent recorded injury accidents.

The programme of work for footway / cycleway measures for this year had been approved by the Council and this location was not identified as a priority within the programme. As with all roads throughout the Borough, it will be considered again when drawing up future programmes.

Recommendation (3:0) – That this proposal be implemented as advertised.

B5136 Thornton Common Road / B5151 Willaston Road, Clatterbridge

Proposal – Reduce from National Speed Limit to 50mph

Objection – To the reduction of the speed limit to only 50mph between Clatterbridge and the Thornton Common Road roundabout, and, on to the Willaston Road and Thornton Common Road. There are a number of bends, junctions and accesses, at times affording little clear sight of other vulnerable road users. As would be expected in what is a rural area, there is a high mix on these roads of horse-riders, cyclists, walkers and runners. A speed of 40mph is far more appropriate.

Response – Thornton Common Road and Willaston Road are both rural in nature, have very limited development and frontage access and meet the criteria for a higher speed road. Both routes have recently been subject to carriageway surface dressing and there are also proposals to introduce Local Safety Schemes comprising of enhanced warning signage and road markings.

The proposed speed limit change along Willaston Road was also consistent with proposals being considered by the neighbouring authority Cheshire West and Chester Council, as this was a cross boundary route.

Recommendation (3:0) – That this proposal be implemented as advertised.

Resolved – That the Panel:

- (1) Note the objections received and the officers' responses; and**
- (2) Recommend to the Overview & Scrutiny Committee that the following Speed Limit Review recommendations be approved for implementation: -**
 - (a) (2:1) B5137 Brimstage Road, Bebington - Proposal – Relocation of existing 30mph / National Speed Limit gateway;**
 - (b) (3:0) A5137 Brimstage Road / Whitehouse Lane, Brimstage - Proposal – Reduce from National Speed Limit to 50mph**
 - (c) (3:0) A551 Upton Bypass, Upton - Proposal – Increase from 30mph to 40mph**
 - (d) (3:0) Heron Road, Hoylake / Pump Lane, Greasby / Saughall Massie Road, Saughall Massie - Proposal – Reduce from National Speed Limit to 40mph along Heron Road, 50 mph along Pump Lane, and increase from 30mph to 50mph along part of Saughall Massie Road**

(e) (3:0) Storeton Village, Storeton - Proposal – Reduce from National Speed Limit to 30mph within Village area and relocation of existing 30mph / National Speed Limit gateway along Lever Causeway.

(f) (3:0) B5136 Thornton Common Road / B5151 Willaston Road, Clatterbridge - Proposal – Reduce from National Speed Limit to 50mph.

19 PETITION: REQUEST FOR TRAFFIC CALMING MEASURES IN MELLOR ROAD/ROSEBERY GROVE/AMERY GROVE, PRENTON

The Director of Technical Services reported concerning a 51 signature petition requesting traffic calming measures in Mellor Road, Rosebery Grove and Amery Grove, Prenton.

Investigations into the road safety records for Mellor Road and the surrounding area revealed that it had an excellent personal injury accident record during the latest three year study period. The introduction of traffic calming measures would not result in a significant reduction of vehicle speeds or lead to an improvement in the already excellent accident record, and they were not therefore warranted at the present time. However, road safety officers would continue to offer education to children and parents about the highway environment.

The lead petitioner had been informed of the various measures that could be carried out within the area:

- The joint "Community Speedwatch" initiative with the Police which aimed to empower local communities to make drivers more aware of inappropriate speed should the lead petitioner or other concerned neighbours wish to take this forward.
- The road could be considered for the community speed initiative "Bring Accidents Down 2 Zero".
- As a result of the lead petitioners concerns raised regarding traffic speeds in Mellor Road and the surrounding area the Police had been requested to give the area some additional enforcement.
- The speed alert trailer could be used in this location although the use of this highly visible and effective equipment was dependent upon a safe and effective location following a risk assessment.

The report concluded that no additional traffic management measures were justified at the present time and recommended that the Sustainable Communities Overview and Scrutiny Committee be advised that no further action should be taken in respect of this petition, but that the situation would continue to be monitored.

Resolved – That the Panel:

(1) Note the petitioners request for traffic calming measures to slow the speed of traffic in Mellor Road, Prenton and the surrounding area.

(2) Recommend to the Sustainable Communities Overview and Scrutiny Committee that no further action should be taken in respect of the petition requesting traffic calming measures to slow the speed of traffic in Mellor Road, Prenton and the surrounding area but that the situation will continue to be monitored.

20 PETITION: REQUEST FOR FURTHER ROAD SAFETY MEASURES TO SLOW TRAFFIC SPEED IN PARK ROAD, WALLASEY AND THE SURROUNDING AREA

The Director of Technical Services reported concerning a 521 signature petition requesting further road safety measures to slow the speed of traffic in Park Road, Wallasey and the surrounding area.

Councillor Denis Knowles, ward councillor, asked for this matter to be deferred to allow local residents to attend the meeting.

Resolved – That this matter be deferred until the next meeting of the Panel.

21 PETITION: REQUEST FOR TRAFFIC CALMING MEASURES IN WRIGHT STREET, WALLASEY

The Director of Technical Services reported concerning a 105 signature petition requesting traffic calming measures in Wright Street, Wallasey.

Speed surveys which were undertaken in Wright Street had revealed low average speeds and a relatively light flow of vehicular traffic. It was therefore considered that traffic calming measures would not significantly affect vehicle speed.

The petitioners had expressed their concern regarding safety for children playing within the road. However, this was not considered to be a safe practice and during the past five years there had been two tragic road deaths involving young children playing unsupervised in roads. The lead petitioner was informed of the dangers of children playing on or adjacent to roads.

Councillor Darren Dodd and the lead petitioner addressed the meeting and highlighted their concerns regarding road safety.

The Director reported that investigations into the road safety records for Wright Street showed that it had an excellent personal injury accident record during the latest three year study period. The introduction of traffic calming measures would not significantly reduce vehicle speeds or lead to an improvement in the already good accident record, and they were not warranted at the present time. However, road safety officers would continue to offer education to children and parents about the highway environment.

The lead petitioner was advised of the following measures that could be carried out within the area:

- The joint "Community Speedwatch" initiative that the Council has with the Police, which aims to empower local communities to make drivers more aware of inappropriate speed, could be introduced should the lead petitioner or other concerned neighbours wish to take this forward.
- This road could be considered for the community speed initiative "Bring Accidents Down 2 Zero".

Officers had also considered an alternative to road humps as a form of traffic calming: by moving a central section of the double yellow lines currently in place along the south west side of the road to a position immediately opposite on the north east side, effectively providing a chicane in the road.

In order to maintain traffic flow and prevent vehicles parking opposite each other within the relatively narrow road, an area of overlap of the double yellow lines on each side of the road would be required. During site investigations, it was noted that a number of vehicles were parked on the existing double yellow lines. Should this occur within the overlap area of double yellow lines on the approach or exit from the parking chicane it was likely to cause an obstruction on Wright Street. Wright Street was a one way road and vehicles would not be permitted to reverse out of it should they not be able to manoeuvre through.

This alternative would lead to a loss of on-street parking for approximately four to six vehicles and given the already considerable pressure on parking provision within Wright Street, such a scheme may not find favour with residents.

The report concluded that, based on the Council's adopted criteria, physical traffic calming measures were not justified at this time and recommends that the Sustainable Communities Overview and Scrutiny Committee be informed that no further action should be taken in respect of this petition but that the situation will continue to be monitored.

Resolved – That the Panel:

- (1) Note the petitioner's request for traffic calming measures to slow the speed of traffic in Wright Street and the surrounding area.**
- (2) Recommend to the Sustainable Communities Overview and Scrutiny Committee that no further action is taken in respect of the petition requesting traffic calming measures to slow the speed of traffic in Wright Street and the surrounding area but that the situation will continue to be monitored.**

22 **TEEHEY LANE , BEBINGTON**

Further to minute 315 (Cabinet – 4/2/210) when this location was approved within the programme for pedestrian crossings, the Director of Technical Services reported concerning an objection received from the resident of 6 Teehey Lane, Bebington to

the introduction of a pedestrian refuge island on Teehey Lane between Bracken Lane and Gorseyville Road, Bebington.

The objector was concerned that as the junction of Brackenwood Road / Teehey Lane / Gorseyville Road was 'staggered' in nature, both drivers and cyclists already have to constantly check traffic from many directions with the proximity of the bend, speed of approaching traffic and adjacent access to the Bebington Care Home adding to their difficulties. He felt that the added complication of a pedestrian island requiring extra vigilance from drivers emerging from Brackenwood Road and Gorseyville Road could potentially put pedestrians in more danger.

The Director reported that the provision of a pedestrian refuge would allow pedestrians to cross in two movements, simplifying the crossing manoeuvre and enabling them to concentrate on vehicles approaching from one direction at a time, and would prove to be of particular benefit for children, the elderly and persons with disabilities. The proposed position of the pedestrian refuge island was such that it would be clearly visible to drivers emerging from Brackenwood Road and Gorseyville Road.

The objector was also concerned that vehicles parking on Teehey Lane adjacent to the Bebington Care Home would create difficulties for traffic negotiating the proposed pedestrian refuge island. He drew attention to extensive parking around the bend to the south of the junction and on the adjacent verge/footpath when open public events are held at the Care Home

The Director referred to numerous site observations indicating that there were no problems with parking on Teehey Lane associated with the Bebington Care Home. Any instances of inappropriate, illegal or dangerous parking observed in the vicinity of the bend would be referred to the Police for appropriate action. The impact of the scheme on general traffic conditions would be carefully monitored and appropriate action taken should future site conditions change.

The Panel received an email representation which was circulated in advance of the meeting. A ward councillor had also made representations on behalf of the resident of no.6 Teehey Lane and asked that the objections and concerns expressed by the resident are given full and due consideration.

Resolved – That the Panel note the objector's concerns, but recommend to the Sustainable Communities Overview & Scrutiny Committee that the pedestrian refuge scheme and 'No Waiting At Any Time' Traffic Regulation Order be implemented as advertised.

23 **ST PAUL'S ROAD, SEACOMBE**

The Director of Technical Services reported concerning an objection received from the resident of 35a St Paul's Road, Seacombe to the proposed introduction of a pedestrian refuge island and associated 'No Waiting at Any Time' - Traffic Regulation Order (TRO) on St Paul's Road adjacent to the Seacombe Children's Centre / Jack & Jill Day Nursery.

The resident of 35a St Paul's Road addressed the meeting and expressed her concern that the proposal would remove the convenience of being able to park

directly outside her property and increase the difficulties in finding a parking place elsewhere on St Paul's Road owing to the high demand for on-street parking spaces during the day.

The Director reported that the proposed location of the pedestrian refuge island, as shown on plan BENG/48/10, was considered to be the most suitable to assist pedestrian movements across St Paul's Road, and in particular those wishing to cross to and from the Seacombe Children's Centre / Jack & Jill Day Nursery. In the absence of a safe and suitable alternative location for the pedestrian refuge island being available and notwithstanding the outcome of the issues in respect of the usage of the piece of land adjacent to no.35 St Paul's Road, it was recommended that the proposal be approved.

Resolved - The Panel note the objection but recommend to the Sustainable Communities Overview & Scrutiny Committee that the pedestrian refuge scheme and Traffic Regulation Order, as shown on plan BENG/48/10, be recommended for implementation.

24 **BERWYN DRIVE, HESWALL - UPDATE**

Further to minute 14 (8/7/2010) the Director of Technical Services reported concerning the progress of his continuing discussions with Company Chairman and managing Director to explore possible solutions to the problems experienced by local residents relating to the use of this road by articulated vehicles.

Resolved - That the Panel note that the matters raised from this meeting are being progressed.

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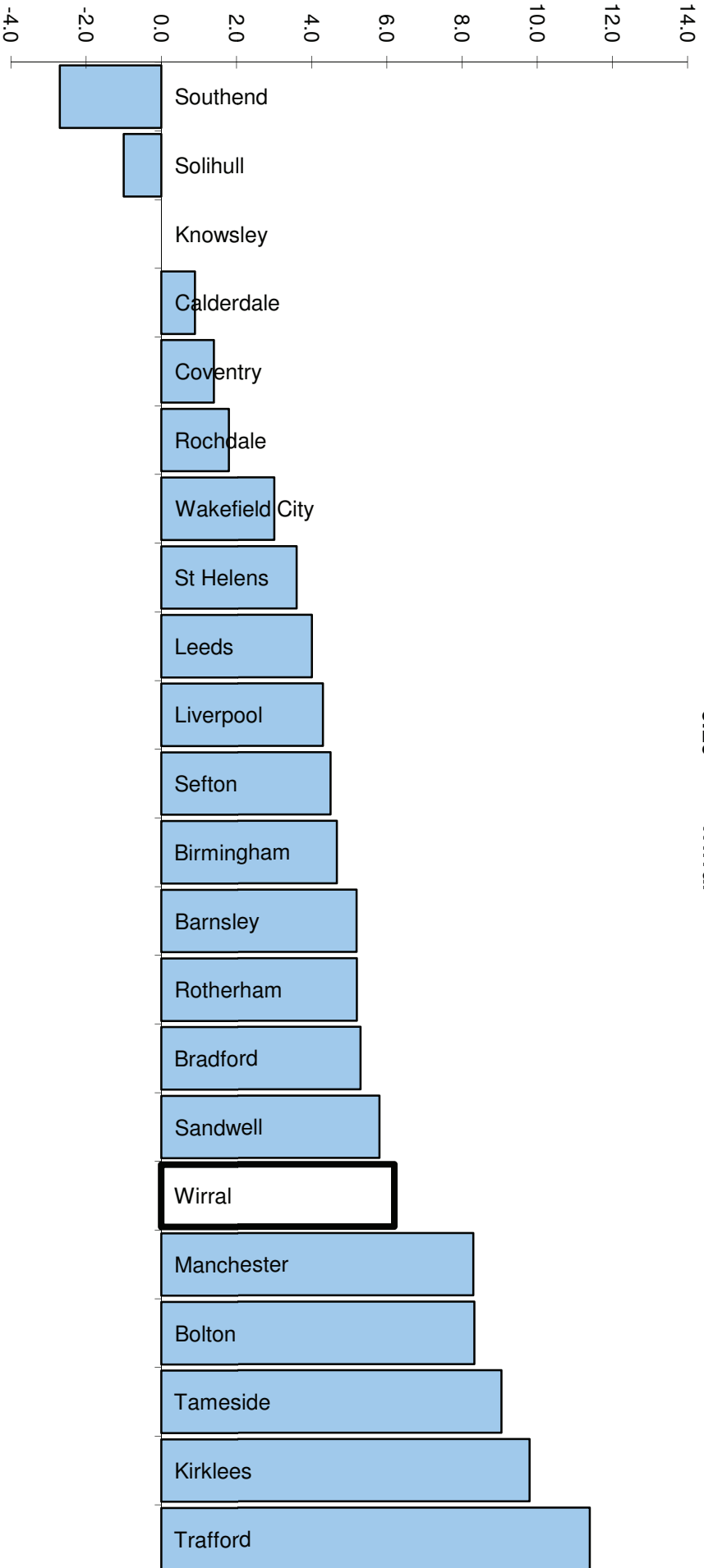
NI 047 People KSI in road traffic accidents

6.20 Wirral

Show All Councils

Labels On

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Mets



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High / Low preference is not clear

Ranked N/A best of 22

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Appendix 2

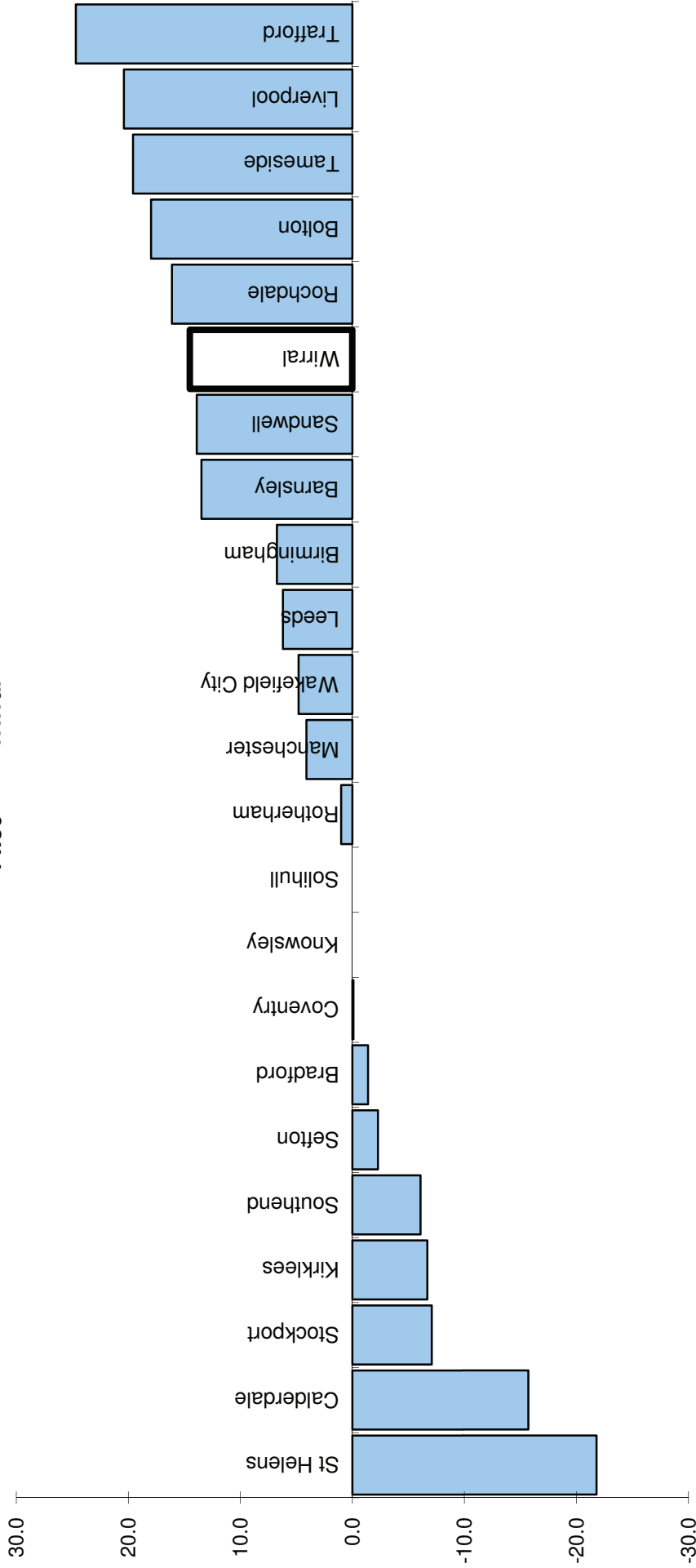
NI 048 Children KSI in road traffic accidents

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14.50 Wirral



Mets

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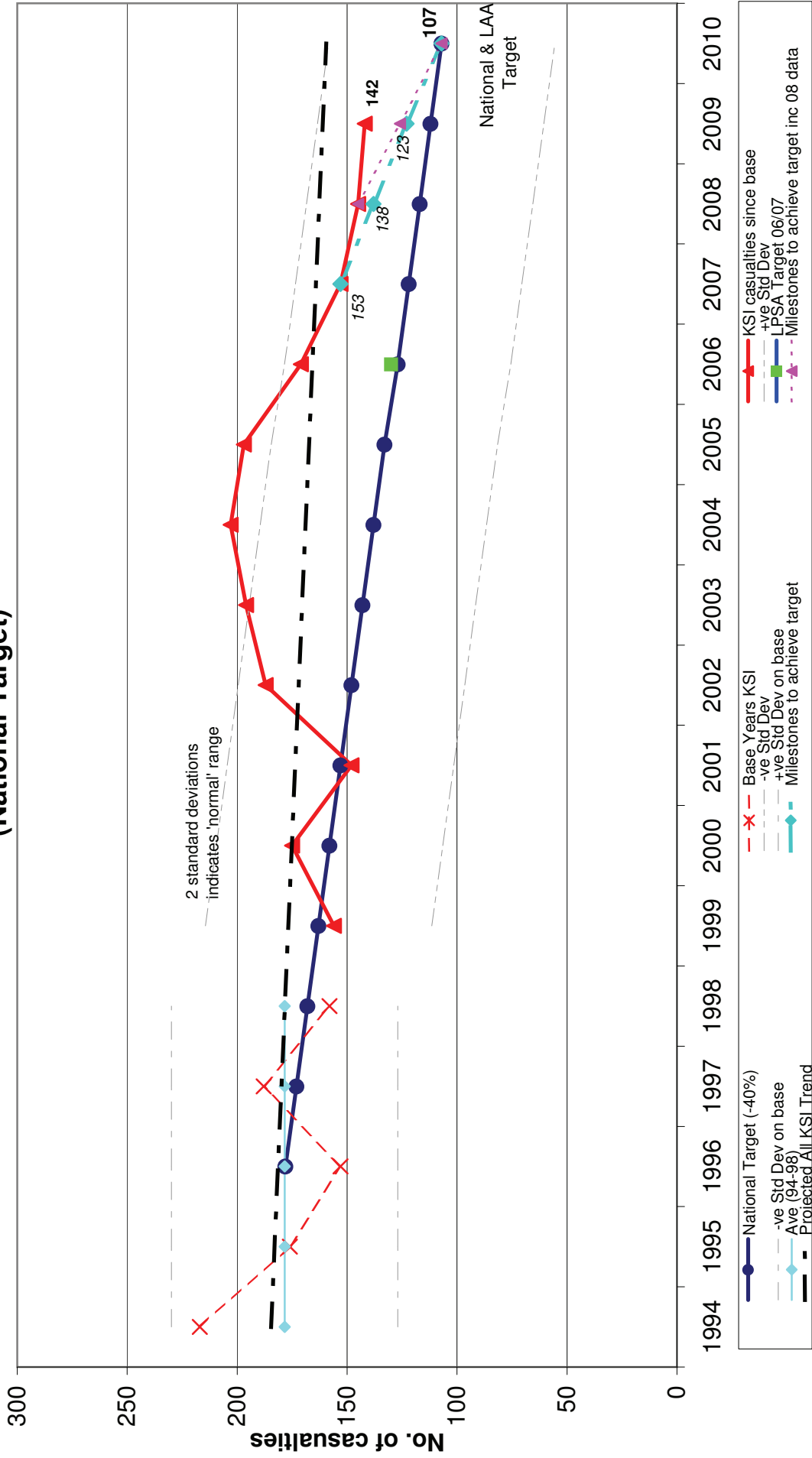
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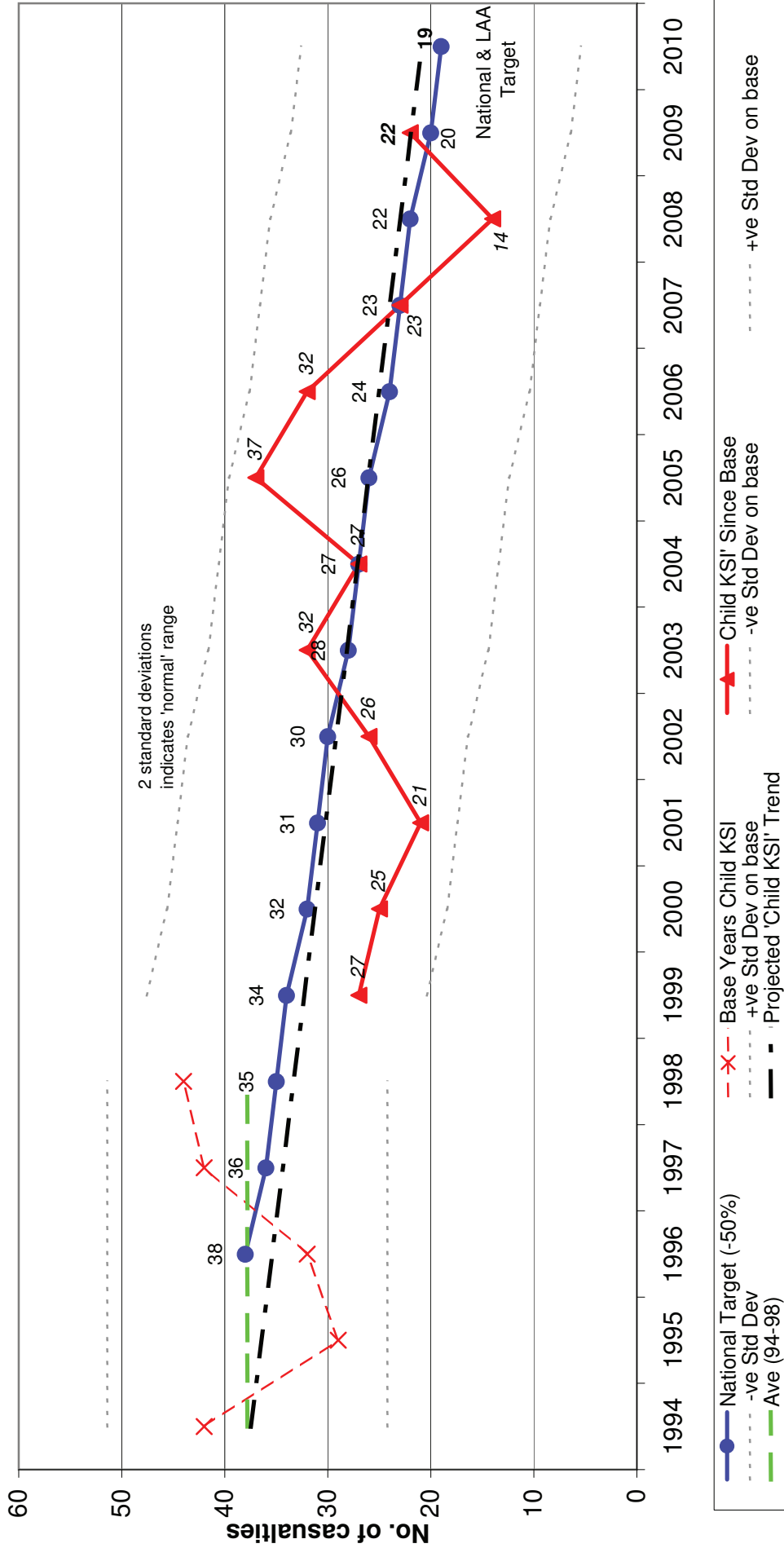
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All Killed and Seriously Injured (KSI) Casualties (National Target)



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All Child Killed and Seriously Injured (KSI) Casualties (National Target) All Wards



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This action plan relates to National Performance Indicators:

- NI 47 – People Killed or Seriously Injured in road accidents
- NI 48 – Children Killed or Seriously Injured in road accidents

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF ENFORCEMENT: DEVELOP & UNDERTAKE EFFECTIVE ROADS POLICING ENFORCEMENT ACTIVITY & COMMUNITY ENGAGEMENT.	POLICE & HIGHWAY AUTHORITY					
ENF 1 Police (Wirral BCU) to further develop targeted enforcement activity based on records of road death & serious injury	Police (BCU)					
ENF 1.1	Ch Insp Ops (BCU)	<ul style="list-style-type: none"> • Continue to deliver enforcement plan to deliver enforcement activity during 2010 maintaining emphasis on: <ul style="list-style-type: none"> • in-car safety • speeding • fail to conform • drink/drug driving & disqualified driving • 2 spotlight days/month • Maintain covert vehicle enforcement levels 	Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	regular update to Wirral Collision Reduction Partnership Ongoing operations & activity Local review of target setting	G
ENF 1.2	Ch Insp Ops (BCU)		Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	Further enforcement to be undertaken	A
ENF 1.3	VoSA; Customs & Excise	<ul style="list-style-type: none"> • Undertake a number of enforcement operations per year with partner agencies 	Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	Enforcement & target setting outside Partnership control	G
ENF 1.4	Ch Insp Ops (BCU)	<ul style="list-style-type: none"> • Undertake ANPR operations 	Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	Continue existing approach in line with current Force guidelines	G
ENF 1.5	Ch Insp Ops (BCU)	<ul style="list-style-type: none"> • Deliver 2 intelligence lead major Drink/Drive enforcement campaigns 	Performance reported at Wirral Collision Reduction Partnership	Summer campaign Xmas Campaign	regular update to Wirral Collision Reduction Partnership	G
ENF 2 Police (Roads Policing Department) to further develop targeted enforcement activity based on records of road death & serious injury	Police RPD (OSU)					
ENF 2.1	Ch Insp Roads Policing	<ul style="list-style-type: none"> • Continue to deliver enforcement plan 	Performance		Review of target setting by	A

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
	Dept (OSU)		reported at Wirral Collision Reduction Partnership June 2010	Awaiting details	Ch Insp Roads Policing by May 10	
ENF 2.2	Ch Insp Roads Policing Dept (OSU)	<ul style="list-style-type: none"> Increase night time enforcement to target key KSI types at night Increase enforcement activity during period leading to September (KSI peak month) 	Aug 10	Awaiting details	Develop performance monitoring framework	
ENF 2.3	Ch Insp Roads Policing Dept (OSU)	<ul style="list-style-type: none"> Develop enforcement plan to target inappropriate motorcycle usage Targeted enforcement of motorcyclists Link to Ridesafe Backsafe; Bikesafe & Communications activity 	June 2010	Awaiting details	Develop and distribute enforcement action plan	
ENF 2.4	Ch Insp Roads Policing Dept (OSU)	<ul style="list-style-type: none"> Review & re-launch Vehicle Defect Rectification Scheme 	June 2010	Awaiting details	Review by Ch Insp Roads Policing by June 10	A
ENF 3	MRSP					
	Merseyside Road Safety Partnership MRSP (formerly Mside Road Safety Camera Partnership) to further develop targeted enforcement activity based on records of road death & serious injury					
ENF 3.1	David Foulkes; CTO Manager	<ul style="list-style-type: none"> Deliver FPN's each year 2010/2011 via mobile and fixed camera sites 	Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	Continued monitoring of performance Review CTO staffing following Govt reduction on Partnership Funding of 27% in year & impact on performance	G
ENF 3.2	David Foulkes; CTO Manager	<ul style="list-style-type: none"> Provide mobile enforcement deployment within Wirral BCU at approved sites 	Performance reported at Wirral Collision Reduction Partnership	Good progress being made (Operational data removed)	Continued monitoring of performance	G
ENF 3.3	MRSP; Tech Services Road Safety, Police	<ul style="list-style-type: none"> Review of current status/casualty records at existing fixed and mobile camera sites against criteria 	Annual Review	Not yet started		G
ENF 3.4	David Foulkes; CTO Manager	<ul style="list-style-type: none"> Use of Speed Awareness course for 'qualifying' offenders arising out of speed camera detections 	Performance reported at Wirral Collision Reduction Partnership	Not suitable for SMART target. Progress reported monthly (Inc Offences generated on Wirral)		G
ENF 3.5	MRSP; Police; Tech Services AIU	<ul style="list-style-type: none"> Review of casualty and site data exploring need to introduce new fixed/mobile enforcement camera locations 	Annual Review	Ongoing collation of RTC data		G
ENF 4	Police					
ENF 4.1	Ch Insp Ops (BCU); Insp Cunningham (BCU)	<ul style="list-style-type: none"> Maintain use of cautions, summons and driver improvement scheme in RTC investigations 	Performance reported at Wirral Collision	Confidential/Operational information removed	To be resolved	A

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 5	Police; Corp Publicity & Marketing;	<ul style="list-style-type: none"> Prosecution of road policing infringements by operational officers Emphasis on in-car safety & speeding issues 	Reduction Partnership			
ENF 5.1			Performance reported at Wirral Collision Reduction Partnership	Confidential/Operational information removed	Development of monitoring programme	
ENF 7	Tech Services					
ENF 7.1	AIU; Road Safety & WBC enforcement teams	<ul style="list-style-type: none"> Continue to identify crash hotspots at TRO protected junctions linked to enforcement 	May 2010	List of locations provided to WBC enforcement teams		complete
ENF 7.1	AIU; Road Safety & WBC enforcement teams	<ul style="list-style-type: none"> Continue to identify crash hotspots at TRO protected junctions linked to enforcement 	May 2010		List of locations provided to WBC enforcement teams	complete
ENF 7.2	WBC enforcement teams	<ul style="list-style-type: none"> Use of mobile CCTV for prosecution 	Review at 6 wk intervals	New Technology being trialled.	Enforcement action to be undertaken as a trial.	G
ENF 7.3	WBC enforcement teams	<ul style="list-style-type: none"> Implement school zig-zag enforcement schedule & report on visits & performance 	Apr 2010 onwards	<ul style="list-style-type: none"> Site audit of locations undertaken with remedials to be implemented as necessary, 97 of 137 schools (70%) completed Enforcement Action being undertaken Results reported to School Travel Advisers 	<ul style="list-style-type: none"> Continue programme of enforcement during 2010 114 of 137 schools (83%) completed. Remaining programme to be reviewed before March 11 	G
ENF 7.4	WBC enforcement teams; Insp Cunningham (BCU) Catherine Brownlow	<ul style="list-style-type: none"> Co-ordination of enforcement activity around schools 	April 2010 onwards May 2010 Dec 2010	<ul style="list-style-type: none"> Enforcement undertaken at existing sites 	<ul style="list-style-type: none"> Develop performance monitoring of enforcement activity. Review of ongoing actions CB & KC SA to develop reporting mechanism by Dec 10 	G
PREV 1	Recruitment & training of Police Community Volunteers for Speedwatch activity					
Prev 1.1	Wirral EPF Co-ordinator	<ul style="list-style-type: none"> Promotion of Community Speedwatch Advertising of scheme Encouragement of volunteers through Neighbourhood policing teams, Local Members, Area Forums and media Increase community speedwatch activity 	Jun 2010	Promotion undertaken at Area Forums and meetings	Leaflets to be distributed to all Council Members and Forums – Ongoing.	G
PREV 1.2	Wirral EPF Co-ordinator		Performance reported at Wirral Collision Reduction Partnership	2 active volunteers approx 4 hrs/month	Monthly performance data to be produced at Collision Reduction Partnership	

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ETP EDUCATION TRAINING & PUBLILITY DEVELOP & IMPLEMENT ROAD SAFETY STRATEGY FOR ROAD SAFETY EDUCATION & TRAINING TARGETING HIGH RISK ROAD USER GROUPS						
ETP 1 Review and implement strategy for road safety education for pre-drivers and young drivers	Tech Services Road Safety					
ETP 1.1	Tech Services Road Safety C&YP Dept Secondary Schools	<ul style="list-style-type: none"> Deliver amended y10 programme to 3,300 children) Amend Year 10 session to include more pedestrian safety 	March 2011 Sept 2010	<ul style="list-style-type: none"> Bookings in progress Amendments made to session, trials underway, continuing with existing Year 10 session delivery Article into Governors newsletter Sept 10 To date = 1725 children, 52% 	<ul style="list-style-type: none"> Continue delivery into schools Trials of amended session 	G
ETP 1.3	Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schools	<ul style="list-style-type: none"> Review if changes necessary to 4Wheel Ed programme following MRSP funded trials using driving instructors on playgrounds. Deliver 4WheelEd programme to 1350 (y12 teenagers) by March 2011 New partner agency to be identified to deliver drug and alcohol session 	March 2011 Jul 2010 Sept 10	<ul style="list-style-type: none"> Bookings in progress Liaison with potential providers for Drug and alcohol session To date = 360 children, 27% Meeting held with CYPD – resulting in new milestone set for trials starting Sept 10 	<ul style="list-style-type: none"> Continue delivery of new version of 4 Wheel Ed using three longer talks per session and evaluate any benefit to the changes 	G
ETP 1.4	MFRS; Road Safety	<ul style="list-style-type: none"> Implement 'Drive 2 Arrive' programme to 'hard to reach' groups incl Joseph Paxton; Kilgarth etc Liaise with Anti Social behaviour unit Identify the differing requirements for these schools 	March 2011 May 2010	<ul style="list-style-type: none"> Currently negotiating regarding delivery to Youth Offenders Some delivery to Youth Offenders undertaken by MFRS Road safety packages created for youth offending sessional workers to deliver on 1:1 basis – milestone (May 10) completed 	<ul style="list-style-type: none"> MFRS investigating alternate funding for their Road Safety Advocates 	G
ETP 1.5	Road Safety(David Rees & Julie Dagnall); MFRS (Paul Gibson)	<ul style="list-style-type: none"> Investigate how MFRS operational staff can supplement WBC RS Team in delivery of core ETP programmes 	March 2011 April 2010 on	<ul style="list-style-type: none"> MFRS currently delivering Drive to Arrive Program to secondary schools Training of Fire Advocate in progress Review of funding by MRSP 	<ul style="list-style-type: none"> Goal setting for sessions to be delivered MFRS investigating alternate funding for their Road Safety Advocates 	G
ETP 1.6	Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schools	<ul style="list-style-type: none"> Formulate strategy to engage with WBC Youth Engagement Team and Anti-social Behaviour Unit 	Jul 10 Aug 10	<ul style="list-style-type: none"> Initial discussions held with anti social behaviour unit undertaken milestone (Jul 10) completed Initial meeting held, Road Safety team working on presentation to be rolled out to youth offending 	<ul style="list-style-type: none"> Roll out to Youth Offending staff RS Team to identify delivery monitoring Continue to identify 	Completed

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ETP 1.7	Road Safety;	<ul style="list-style-type: none"> Investigate road safety intervention in Wirral Youth Hubs including use of related Teen Wirral website 	November 2010	<p>workers. Awaiting confirmation of date for training with Youth Offending Team.</p> <ul style="list-style-type: none"> Contact made with Hub leaders Road safety information provided for Teen Wirral website Developed road safety content now on Teen Wirral website Explored possibility of attending sessions to promote road safety - Youth Hubs do not offer structured activities for young people 	<p>opportunities to work with partner organisations</p> <ul style="list-style-type: none"> Revise Target date & include target numbers in plan 	Completed
ETP 2	Road Safety; Police; C&YP Dept; Schools					
ETP 2.1	Road Safety;	<ul style="list-style-type: none"> Investigate additional interventions in secondary schools, including use of Theatre-in-education 	May 2010	<ul style="list-style-type: none"> Review effectiveness of intervention through feedback questionnaires – completed 	<ul style="list-style-type: none"> Explore costs for delivery during 2011 & seek funds £15,000 for 4 weeks (2 wks senior/2 wks jnr) 	Completed
ETP 2.2	Road Safety; John Baxendale	<ul style="list-style-type: none"> Continue to deliver y1 / y2 child pedestrian training programme to 550 children 	March 2011	<ul style="list-style-type: none"> Target setting for 2010/2011. Target reviewed – training to be offered to all primary schools Bookings in progress Delivery ongoing To date = 1249 children, 227% 	<ul style="list-style-type: none"> Funding issues for the 2 coordinators to be secured for post Mar 11 Bookings made of remaining primary schools on Wirral 	G
ETP 2.3	Road Safety; C&YP Dept; Schools	<ul style="list-style-type: none"> Develop new y4 road safety intervention based on casualty data for delivery into schools 	Sept 2010	<ul style="list-style-type: none"> Session developed Bookings made 	<ul style="list-style-type: none"> Trial sessions continuing in primary schools 	Completed
ETP 2.5	Road Safety; Jennifer Jewsbury ; C&YP Dept; Schools	<ul style="list-style-type: none"> Deliver amended y6 programme to 3000 pupils at schools 	March 2011	<ul style="list-style-type: none"> Bookings in progress Delivery ongoing To date = 2756 children, 92% 	<ul style="list-style-type: none"> Sessions continuing to be booked in primary schools 	G
ETP 2.6	Road Safety; Jennifer Jewsbury ; C&YP Dept; Schools	<ul style="list-style-type: none"> Deliver amended y7 programme to 3300 pupils at secondary schools 	March 2011	<ul style="list-style-type: none"> Bookings in progress Delivery ongoing To date = 490 children, 15% 	<ul style="list-style-type: none"> Sessions continuing to be booked in secondary schools Comments received from schools postponing takeup 	G
ETP 2.7	Road Safety – Jenny Jewsbury; C&YP Dept Secondary Schs	<ul style="list-style-type: none"> Roll out Sophie's Journey to secondary schools (y8/y9) Monitor school/teacher delivery 	May 2011	<ul style="list-style-type: none"> Appropriate approach devised to promote in schools 	<ul style="list-style-type: none"> Print / duplicate resource Arrange meetings with key school staff 	G

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ETP 2.8	Road Safety: Julie Dagnall; Wirral Fostering Service	<ul style="list-style-type: none"> Evaluate impact of resource on children DW arrange meetings with key staff either at group meetings or individual schools 	June 2010	<ul style="list-style-type: none"> Batch of identified resources forwarded to Fostering Services for distribution 	<ul style="list-style-type: none"> Revised date for roll-out Sept 2011 with new milestones for each element above to be incorporated in next Action Plan 	Completed
ETP 2.9	Road Safety: Julie Dagnall; Wirral Play Development Centre	R Safety team to liaise with Wirral Play Development Centre to arrange for distribution of Road Safety Resources to Children/Parents/Carers	March 2011	<ul style="list-style-type: none"> Regular attendance at quarterly meetings and commitment to partnership working 		G
ETP 3	Road Safety					
ETP 3.1	Road Safety; NHS Wirral; Police	<ul style="list-style-type: none"> Develop long term strategy for older people road safety issues 	March 2011	Initial discussions with NHS Wirral & Road Safety	Analysis of casualty data & MOSAIC by Wirral AIU by July 2010	G
ETP 3.2	David Rees	<ul style="list-style-type: none"> Liaise with Public Health over older driver issues 	June 2010	Older Road Users pedestrian and bus passenger safety ad to appear in 'Retire Wirral' Spring edition (May 09)	<ul style="list-style-type: none"> Determine key physiological/mental issues which can compromise driving standards in this group Explore how to engage with front line health professionals 	completed
ETP 3.3	Road Safety Public Health; MRSP	<ul style="list-style-type: none"> Develop & distribute new resource to GP surgeries/other outlets for older drivers 	April 2010		Arrange meeting with PCT to discuss other methods of contacting target group	completed
ETP 3.4	Road Safety Public Health; MRSP	<ul style="list-style-type: none"> Older driver issues awareness courses/roadshows to be delivered. MRSP developing Roadshow events utilising external agencies for delivery 	Jun 2010	Older road user event to be held on Wirral at Lever Hotel & Spar Jun 2010	<ul style="list-style-type: none"> Meetings to be held with MRSP Older road user event held. Approx 60 members of public attended 	completed
ETP 3.5	Road Safety Public Health;	<ul style="list-style-type: none"> Review with NHS potential to impart road safety messages at various clinics e.g. flu clinics etc 	June 2010	<ul style="list-style-type: none"> Contact made with NHS 	<ul style="list-style-type: none"> Posters, leaflets etc to go out to G.P.'s surgeries 	G
ETP 3.6	Road Safety Public Health;	<ul style="list-style-type: none"> Explore the use of neighbourhood watch online messaging 		<ul style="list-style-type: none"> Initial meeting held Text forwarded for inclusion in June/July in support of Anti Drink Drive campaign Contact details provided – 		completed

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ETP 3.7	Road Safety Public Health;	<ul style="list-style-type: none"> Engage with Older Peoples Parliament to discuss methods of imparting RS message to older people. 	May 2010	messages can now be forwarded	<ul style="list-style-type: none"> Link key messages to communications plan 	
ETP4	Road Safety	<ul style="list-style-type: none"> Engage with Older Peoples Parliament to discuss methods of imparting RS message to older people. 	Aug 2010	<ul style="list-style-type: none"> Initial meetings held 	<ul style="list-style-type: none"> Bookings of Older Road User road safety sessions started 	G
ETP 4.1	Road Safety Julie Dagnall	<ul style="list-style-type: none"> Engage with DSA & Driving Instructors to promote cont professional development for ADI's on Road Safety Issues 	March 2011	<ul style="list-style-type: none"> Not yet started for 2010/11 		G
ETP 5	Road Safety					
ETP 5.1	AIU David Male	<ul style="list-style-type: none"> Further analysis of RTC data relating to motorcycle/moped use 	June 2010 onwards	Develop current intelligence to identify road user profile – casualties and offenders	Further analysis ongoing. Delayed due to delivery of LSS Capital Programme	G
ETP 5.2	Road Safety Jennifer Jewsbury	<ul style="list-style-type: none"> Liaise with Roadpeace and other or similar organisations. Investigate production of DVD style resource in conjunction with these. 	July 2010	DVD not feasible at this time	Disseminate Road Safety materials to group	G
ETP 5.3	Road Safety Jennifer Jewsbury; MRSP; Police	<ul style="list-style-type: none"> Explore & expand Geared & Go initiative 	May 2010 July 2010	Promotional work ongoing	Identify target groups/locations Develop information for parents relating to safety & bike sales	G
ETP 6	Road Safety (Cycling Solutions)					
ETP 6.1	Road Safety Stephen Corlett & (Cycling Solutions)	<ul style="list-style-type: none"> Review delivery programme and report on numbers trained & schools engaged, together with proportion of people trained 	Performance reported at RoadSafe	<ul style="list-style-type: none"> Number of attendees of school holiday sessions to be reported 	<ul style="list-style-type: none"> Bookings ongoing 	G
ETP 6.2	Steve Corlett	<ul style="list-style-type: none"> Develop & promote cycle maintenance sessions 4 sessions linked to key road safety messages. Include lights; be bright; helmets & riding on footways 	March 2011	<ul style="list-style-type: none"> 1 session undertaken 14 people attended 	<ul style="list-style-type: none"> Booking courses Review target sessions 	G
ETP 6.3	Road Safety	<ul style="list-style-type: none"> Investigate policy on cycle helmet usage linked to road safety and potential barriers to training take-up (particularly for teenagers/adults) 	Mar 2011	Casualty data analysed	Undertake research into published data	G
ETP 7	Road Safety					
ETP 7.1	Road Safety: Julie	<ul style="list-style-type: none"> Determine costs/time implications for wider 	April 2011	Exploring inclusion as part of	<ul style="list-style-type: none"> Formulate ideas for 	G

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ETP 7.3	Dagnall, Jennifer Jewsbury & Steve Corlett	<ul style="list-style-type: none"> roll out to other departments if appropriate delivery Develop programme to roll out Road Safety Awareness sessions for young drivers (initially 17 -25 yrs old) within Tech Services 	April 2010 on	Departmental Induction with Dianne Costall Trial of session undertaken	'Wirral 10' in house road safety training Develop programme Exploring inclusion as part of Departmental Induction with Dianne Costall	G
ETP 7.4	Road Safety: Julie Dagnall, Jennifer Jewsbury & Steve Corlett	<ul style="list-style-type: none"> Undertake departmental licence check and arrange driver improvement sessions for staff with 5+ penalty points 	Key Issues April 2010 onwards	Compilation of driver licences within RSU as pilot		Completed
ETP 8	Road Safety					
ETP 8.1	Road Safety: Jenny Jewsbury & MFRS	<ul style="list-style-type: none"> Train MFRS staff to be able to check child car seat fitting Explore partnership and funding options through MFRSP 	Jan 2010 May 2010	<ul style="list-style-type: none"> MFRS training completed Sessions Delivered in 2009 Review of Trial undertaken 2 events undertaken (Jul 10) 	<ul style="list-style-type: none"> 5 events undertaken across Wirral between May and September 	Completed
ETP 8.2	Insp RPU (Kate Cunningham)	<ul style="list-style-type: none"> Ensure police have access to seatbelt literature for dissemination to public on request 	Sept 10 April 10 onwards	<ul style="list-style-type: none"> WBC RST Order stock 	<ul style="list-style-type: none"> WBC RST Order stock 	G
ETP 9	Police; MFRS; Road Safety Jennifer Jewsbury	<ul style="list-style-type: none"> 8 courses / year Research areas where Wirral MC riders involved in KSIs reside Detailed marketing campaign to be developed and bid to be put forward to MFRSP for additional funding to support additional promotions 	March 2011	<ul style="list-style-type: none"> All courses for 2010 held Radio advertising for BikeSafe / promoting bike safety running June – August 2010 	<ul style="list-style-type: none"> Review police staffing implications Review promotions needed for August onwards 	Completed
ETP 9.1		<ul style="list-style-type: none"> Shiny side up/Think Bike signage to be erected 	May 2010	<ul style="list-style-type: none"> Accident data analysed Signs obtained Initial site inspections commenced at strategic locations/routes Signs erected across Wirral 		Completed
ETP 9.2		<ul style="list-style-type: none"> Promote Geared and Go to motorcyclists including scooter riders 	Mar 2011	<ul style="list-style-type: none"> Posters and postcards produced and forwarded to Local Colleges, Motorcycle shops and One Stop Shops Awaiting evaluation and feedback from MFRSP 	<ul style="list-style-type: none"> MFRSP currently looking to engage external provider for delivery Identify suitable staff base within Merseyside area 	G
ETP 10	Deliver Road Safety Package to households during home visits					

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ETP 10.1	MFRS	Deliver Road Safety Package to households during home visits	Mar 2011	<ul style="list-style-type: none"> Range of appropriate information collated Final draft approved 	<ul style="list-style-type: none"> Printing of leaflets 	G
COM						
COM 1	PUBLICITY/COMMUNICATIONS DEVELOP & IMPLEMENT COMMUNICATIONS STRATEGY TARGETING ROAD SAFETY IN CONJUNCTION WITH NATIONAL, REGIONAL & LOCAL PRIORITIES					
COM 1	Develop Road Safety marketing strategy 2010/11	Corporate Publicity & Marketing; Road Safety Team; Merseyside Road Safety Partnership; Police Marketing; MFRS; DfT	March 2010	Following meeting at Hoylake Police Station to analyse data, key campaigns agreed upon.	Ongoing evaluation of each campaign	G
COM 2	Bring Accidents Down 2 zero communications					
COM 2.1	Road Safety; Corporate Publicity & Marketing; Police Marketing	Leaflets distributed to residents in new pilot areas. Community speedwatch leaflets distributed at the same time.		3 Tranches in operation, moving regularly	Move signs to next tranche of locations – May/June 10	G
COM 3	Anti-Speeding Campaign					
COM 3.1	Road Safety Team; Police Marketing, Corporate Publicity and Marketing	Mr & Mrs Nice' (26-59yrs) Develop campaign to target this new target group	June 2010			G
COM 3.2	Police Marketing; Corp Publicity & Marketing; Road Safety Team;	RPU work with schools at key locations. Choice of fine or talk with youngster on dangers of speeding – Kids Court	Sept 2010	This will take place in Nov as part of Road Safety Week	Identify key locations for campaign. Work with Schools through School Travel Plan team at Wirral Council.	G
COM 3.3	Police Marketing;	Internal communications for police officers.	June 2010			G
COM 3.4	Road Safety Team; Police Marketing, Corporate Publicity and	Fully wrapped Council fleet vehicles (x2-3) with speeding messages.	Jan 2010	Costs obtained.	To run as a competition with Sixth Form and colleges in Early Jan	G

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COM 3.5	Marketing M'side Fire & Rescue; WBC Corporate Publicity & Marketing	<ul style="list-style-type: none"> Road Safety – anti-speed messages on Fire Engines 	Sept 2010	Costs obtained. Funding approved	Key messages required to design artwork. Suggested copy sent to road safety for discussion with MFRS.	G
COM 4	Anti-Drink/Drive Campaign in line with Force & DFT enforcement campaigns.					
COM 4.1	Road Safety; Corporate Publicity & Marketing; Police Marketing, MRSP, DFT Corporate Publicity & Marketing; Police Marketing, Road Safety	<ul style="list-style-type: none"> Business Mailout Advice for employers to distribute to staff on drinking during World Cup period. (11th June – 11th July) 	June 2010	Electronic mailout to businesses completed using contacts from Wirral business Forum. 8 employees responded and posters, and key messages where distributed to them for use in staff areas, intranet and staff newsletters. Posters also sent to 7 large employers (Typhoo, Unilever etc)	Figure for last years Drink Drive needed. Analysis by AIU & Roads Policing to provide data	Completed
COM 4.2	Corporate Publicity & Marketing; Police Marketing, Road Safety	<ul style="list-style-type: none"> Top up DFT campaign, posters distributed to bars/pubs/restaurants. 	June 2010	No National campaign. Posters sent to 12 large supermarkets and 175 licensed premises.		Completed
COM 4.3	DFT, Corporate Publicity & Marketing; Police Marketing, Road Safety, MRSP	<ul style="list-style-type: none"> Christmas Drink Drive 	Nov 2010	Not started yet	Order posters for distribution to businesses.	G
COM 4.4	Corporate Publicity & Marketing; Police Marketing, Road Safety	<ul style="list-style-type: none"> Business Mailout Advice for employers to distribute to staff on drinking and Christmas Parties. Get home safely message. 	Nov 2010	Not started yet		G
COM 5	Motorcyclists & Bikesafe					
COM 5.1	Road Safety, AIU David Male / Richard Call	<ul style="list-style-type: none"> Investigate stats in more detail to develop campaign 	Jun 2010	Not yet started		G
COM 5.2	Corp Publicity & Marketing; Road Safety, Police Marketing	<ul style="list-style-type: none"> Radio campaign. (Aimed at Drivers, look out for motorcyclists) Build on DFT campaign. Localise campaign – give a 'face' to riders. 	June – July 2010	Sponsorship of Traffic and Travel. To place motorcycle safety at the top of drivers/bikers minds at key times of the day. Traffic report ran over peak traffic times. (6am – 9am and 4pm – 6pm wk days, 08-11am wkds) 85 credits a week. Half campaign targeted at Bikers, other half messages targeted at		Completed

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				Motorists. Campaign targets/can be heard by 74,000 adults aged 15plus, who will have the opportunity to hear the ad approx 16 times a week.		
COM 5.3	Road Safety	<ul style="list-style-type: none"> Shiny side up 'Think Bike' road signs to be displayed at strategic/ vulnerable locations 	June 2010			Completed
COM 5.4	Road Safety, Corp Publicity & Marketing, Police Marketing	<p>Bike Safe</p> <ul style="list-style-type: none"> Courses to be marketed at biker events & casualty hotspots Website development 	May 2010		Press Release for future Bike Safe dates end May.	Completed
COM 5.5	MRSP, Road Safety	<ul style="list-style-type: none"> Gear and Go. (Young Scooter riders.) Roll out into Wirral Produce literature for parents Develop website 	March 2011	<i>Awaiting details [MRSP]</i>		
COM 5.6	Corp Publicity & Marketing, Road Safety, Police Marketing	<p>Egg Run 2011</p> <ul style="list-style-type: none"> Giveaways for event Messages for Merseyside Police website with link into organisers site. News release for community to have a fun but safe event with advice for drivers, motorcyclists and spectators Ridesafe Backsafe marketing 	March 2011	<ul style="list-style-type: none"> Event supported Press release Marketing undertaken 		G
COM 5.7	MRSP, Police Marketing, Corp Publicity & Marketing, Road Safety,	<p>Ridesafe Backsafe</p> <ul style="list-style-type: none"> Implemented on Wirral Engagement with motorcycle dealers 	March 2011	<ul style="list-style-type: none"> Central theme from which other training & advice is hung. Bus back advertising Website 		G
COM 6	Senior Drivers & Pedestrians (60+) Corporate Publicity & Marketing; Police Marketing, NHS, MRSP, MFRS					
COM 6.1	MRSP	<ul style="list-style-type: none"> Older People's event in Wirral 	Jun 2010	Event took place by MRSP at Leverhulme hotel and spa.	Follow up meeting to be arranged to discuss long term strategy for targeting older people.	Completed
COM 6.2	NHS	<ul style="list-style-type: none"> Develop programme with G.P.'s, checks for older drivers 	Aug 2010		Discuss way forward with Public Health. DG to contact NHS	G
COM 6.3	Corp Publicity & Marketing, Road Safety, Police Marketing	<ul style="list-style-type: none"> Campaign aimed at Older Pedestrians. Flat media campaign literature, reflective shopping bags 	Sept 2010		Needs involvement from NHS.	G
COM 6.4	Road Safety, Corp Publicity & Marketing, Police Marketing, NHS, MFRS	<ul style="list-style-type: none"> Link into existing events aimed at Older people Link into 'Grandparents day' in Sept 	Sept 2010			G

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COM 6.5	Corp Publicity & Marketing Road Safety Team; Police Marketing, NHS, MFRS	Develop a long term (5yr plan) action plan for Older People Review available material Develop new material if required	March 2011	Initial discussions with NHS Wirral & Road Safety	Analysis of casualty data & MOSAIC by Wirral AIU by July 2010	G
COM 7	In-car road safety publicity campaign (children & adults)					
COM 7.1	Corp Publicity & Marketing Road Safety Team; Merseyside Road Safety Partnership; Police	Seatbelts Develop media campaign	March 2011			G
COM 7.2	Corp Publicity & Marketing; Road Safety; MFRS; Police Marketing	Car seat checking events with MFRS. Posters, leaflets to promote Stickers for children	June - Sept	Agreement with MFRS extended to continue programme	Confirm dates Seek additional funding to train additional MFRS firefighters	Completed
COM 7.3	Road Safety; MFRS; Police Marketing	Working with local schools (3-6 yrs) doing car seat checking etc.	Sept 10			G
COM 7.4	Corp Publicity & Marketing; Road Safety; PCT; Police Marketing	Engagement with PCT to improve marketing through their sites & staff	March 2011			G
COM 7.5	Corp Publicity & Marketing; Road Safety Corp Licensing	Promote 'Take a Break' with Taxi Drivers Promote road safety messages during license renewal	March 2011			G
COM 8	Schools Education – miscellaneous publicity & marketing issues					
COM 8.1	Corp Publicity & Marketing; Road Safety	Starting School - Transitional leaflet (how to get to secondary school)	June 2010	Leaflet printed following authorisation at last meeting.	Leaflet to be sent out in Sept to new Yr7's and sent out in Summer term to Yr 6's.	Completed
COM 8.2	Corp Publicity & Marketing; Road Safety	Schools zig-zag campaign	Sept 2010	Zig Zags still being remarked.	Estimated completion date of remarking March. Road Safety to contact Marketing when complete.	G
COM 8.3	Corp Publicity & Marketing; Road Safety	Crafty The Fox – ongoing activities. (Newsletters, calendars) Crafty and the Bearstalk	Ongoing			G
COM 8.4	Corp Publicity & Marketing; Road Safety	4 Wheel Ed; Walk-Wise; Belt-Up campaigns	Ongoing			G
COM 8.5	Corp Publicity & Marketing; Road Safety	Junior Road Safety Officer Scheme	Ongoing			G
COM 9	Publicity of enforcement results					

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COM 9.1	Police; Road Safety Team; Merseyside Road Safety Partnership;	<ul style="list-style-type: none"> Publication of results from enforcement activity. Liaise with local media over conviction results. 	Ongoing			G
COM 9.2	Police;	<ul style="list-style-type: none"> Case Studies on any surviving victims Case Study on any relatives 	As appropriate			G
COM 10	New Drivers (17-25yrs)					
COM 10.1	Corp Publicity & Marketing, Road Safety, Police Marketing, MRSP	<ul style="list-style-type: none"> Develop partnership with local driving schools and DSA. Develop 'safer driving' courses to take after passing test 	March 2011	TBC Dependent on funding	Meeting to develop campaign in Nov	G
COM 10.2	MRSP, Corp Publicity & Marketing, Road Safety, Police Marketing	<ul style="list-style-type: none"> Develop use of 'Pre-Driver' Training. (Driving round cones with beer goggles on, texting etc) Identify locations/events to take place. 	March 2011	TBC Dependent on funding		G
COM 10.3	Corp Publicity & Marketing, Road Safety, Police Marketing	<ul style="list-style-type: none"> Establish links with local college to target 19 plus age group. 	March 2011			G
COM 11	Teenagers (11-16yrs)					
COM 11.1	Corp Publicity & Marketing, Road Safety, Police Marketing	<ul style="list-style-type: none"> Secondary school competition to develop own campaign Launch/Evaluation of entries 	Sept 2010	Competition launched in schools in July. Pupils will create their own videos to promote road safety peer to peer. PCSO have promote the competition to schools prior to end of term. 7 schools taking part.	Deadline for entries extended. Dates for judging tbc.	G
COM 12	Explore locations/events for Road Safety exhibition trailer					
	Road Safety					
	Road Safety team	<ul style="list-style-type: none"> Develop road show trailer programme 	April 2010		Road Safety transit vehicle being use	G
STP	DEVELOP & IMPLEMENT PROGRAMME OF SAFER ROUTES TO SCHOOLS INITIATIVES, ENCOURAGING SAFER SUSTAINABLE TRAVEL & FURTHER DEVELOPMENT OF SCHOOL TRAVEL PLANS					
STP 1	Transitional Project	<ul style="list-style-type: none"> Ensure sustainable transport and road safety are considered transition from Primary to Secondary school 				

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
STP 1.1	Rhian Hughes	<ul style="list-style-type: none"> Develop project to promote road safety / sustainable transport during transition from Primary to Secondary with an element of how this could benefit the whole school. 	April 2010	<ul style="list-style-type: none"> Initial meeting with STP team and key partners Pilot scheme within Hilbre High currently being developed. Second meeting with pupils and school scheduled Wirral STA and Travelwise offered intensive support to Hilbre High school to encourage Year 6 pupils from the feeder schools to chose safe, sustainable transport. Strong focus on marketing, branding, school travel planning and transition work. Initial meeting set up to introduce scheme to the pupils (8 pupils from Year 9) and school. The 8 pupils attended a day workshop helping them to create a design brand and leaflet to encourage and promote sustainable transport. Four presentations delivered to Hilbre Feeder schools by the 8 pupils. 	<ul style="list-style-type: none"> Develop this initiative within Wirral. 	completed
STP 1.2	Rhian Hughes & individual STAs	<ul style="list-style-type: none"> Reprint of Transitional Leaflet Dissemination of leaflet to primary schools engaged 	April 2010 May 2010	<ul style="list-style-type: none"> Discussion with PR & Marketing as to reprint dates Leaflet not reproduced due to budget cuts on SRTS Leaflet ordered and printed Email out to schools offering the free resource, leaflets delivered. 		completed
STP 2	Corp Publicity & Marketing; STP team; Road Safety; Travelwise	Promotion and initiatives to encourage members of school community to walk / cycle to and from school				
STP 2.1	Travelwise and Rhian Hughes	<ul style="list-style-type: none"> National Walk to School Week Promotion to schools to sign up 	May 2010	<ul style="list-style-type: none"> Schools signed up to W2SW Receive list of schools signed up and encourage schools who have not signed up 	<ul style="list-style-type: none"> Walk to School Week completed 	completed
STP 2.2	Travelwise and Rhian Hughes	<ul style="list-style-type: none"> Big Walk to School Challenge- promotion to schools to sign up 	June 2010	<ul style="list-style-type: none"> Schools signed up to scheme and initiative completed 		completed

Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
STP 2.3	Travelwise and Rhian Hughes	<ul style="list-style-type: none"> International Walk to School Week - promotion to schools to sign up 	Oct 2010		<ul style="list-style-type: none"> Walk to School Week complete 	completed
STP 2.4	Travelwise and Rhian Hughes	<ul style="list-style-type: none"> Bike Week- promotion to schools to sign up 	19 th -27 th June 2010	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Bike Week complete 	completed
STP 3	Junior Road Safety Officer (JRSOs) Initiative	Further develop JRSO scheme				
STP 3.1	Rhian Hughes	<ul style="list-style-type: none"> Termly newsletter, <i>Craftys News</i> 	Sept 2010; Nov 2010, June 2011, Mar 2011.	<ul style="list-style-type: none"> Draft to be completed for September 2010 newsletter September edition sent out to all Primary Schools 	<ul style="list-style-type: none"> Draft to be completed for November 2010 newsletter and sent out end of November 	G
STP 3.2	Wirral STP Team	<ul style="list-style-type: none"> Promotion of JRSO scheme within Primary Schools to increase no. of schools enrolled and to support existing schools engaged in initiative 	Mar 2011	<ul style="list-style-type: none"> All Primary Schools received <i>Crafty's Newsletter</i>- despite not being enrolled. Packs delivered to schools partaking in scheme 	<ul style="list-style-type: none"> Involve partners in conference /planning event 	G
STP 3.3		<ul style="list-style-type: none"> JRSO award category on the Wirral Environmental Award ceremony 	April 2011	<ul style="list-style-type: none"> Attend meeting arranged by Fergus Adams team Meeting attended and agreed format for promotion of the Award Ceremony. 	<ul style="list-style-type: none"> Promote to schools 	G
STP 3.4		<ul style="list-style-type: none"> Promotion of Road Safe Week theme 'Kids Say Slow Down' 	November 2010	<ul style="list-style-type: none"> Not yet started 	<ul style="list-style-type: none"> To be included in <i>Novembers Crafty's News</i> 	G
STP 3.5		<ul style="list-style-type: none"> Regular contact with JRSO schools with update email template 	Once a term	<ul style="list-style-type: none"> Termly contact made 	<ul style="list-style-type: none"> 	G

	Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
STP 4	Walking Buses	Corp Publicity & Marketing; STP team; Road Safety; STP Team	Support existing and new walking buses				
STP 4.1			<ul style="list-style-type: none"> Re risk assess existing walking buses including analysis of casualty records 	August 2010	<ul style="list-style-type: none"> All schools contacted with request for booking risk assessments Number of walking buses risk assessed. Carry out risk assessments and feedback to schools Number of additional walking buses re risk assessed and feedback passed to schools 	<ul style="list-style-type: none"> Review those schools not returned the correct paperwork 	G
STP 4.2		STP Team	<ul style="list-style-type: none"> Set up additional walking buses as and when requested 	Throughout school year	<ul style="list-style-type: none"> 2 new walking buses set up 1 new walking bus set up 	<ul style="list-style-type: none"> Promote to schools Support those schools wishing to set up a route 	G
STP 5	Develop method of best practice for prioritising schools to achieve modal shift and linked work with key stakeholders	STP Team					
STP 5.1		STP Team	<ul style="list-style-type: none"> In order to meet targets set around NI 198 schools must be prioritised 	April / May 2010	<ul style="list-style-type: none"> STP team meeting completed School census data to be analysed to prioritise schools. Second meeting to be set up to discuss findings. Contact schools after Summer Holidays due to School Keep Clear Markings project 	<ul style="list-style-type: none"> Prioritisation delayed until Jan 2011 due to audit of School Zig-Zags Schools are currently being worked alongside by one STA 	G
STP 5.2		C Brownlow Waste & Recycling Energy Team	<ul style="list-style-type: none"> Work alongside both internal and external stakeholders to bring about a coordinated approach for DCSF target for all schools to become a Sustainable School by 2020 (linking into the 14-19 Agenda, travel between sites etc). 	Mar 2011	<ul style="list-style-type: none"> Initial meeting with key partners complete 	<ul style="list-style-type: none"> Meeting to be held when new coordinator is in post within Waste and Recycling 	G
STP 6	Sustainable Schools Travel Strategy update	STP team					
STP 5.2		Rhian Hughes; Julie Barnes; Dave Rees	Update SMOTS	March 2011	<ul style="list-style-type: none"> Timescale re-prioritised for this activity to March 2011 	<ul style="list-style-type: none"> Review SMOTS 	G
STP 7	School Travel Plan Event	STP Team; Travelwise; 5 LAs					

Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
STP 7.1		A day workshop which aims to promote message of sustainability and ways in which schools can promote and take ownership to their school community	March/April 2011	<ul style="list-style-type: none"> Event not yet 	<ul style="list-style-type: none"> Sub group to be set up 	G
STP 8	STP Team; Road Safety					
STP 8.1		Crafty Calendar for academic year 10/11 to promote key dates for sustainable transport, road safety campaigns and those of key partners	June- August 2010	<ul style="list-style-type: none"> Promote to schools in June Calendar brief promoted to schools through variety of methods. A small number of schools have actually submitted work despite deadline passing Discussion with Laura Furlong as to whether we go ahead with such a small number of entries, despite heavily promoting to Primary Schools. 	<ul style="list-style-type: none"> Lack of school interest, Reviewing whether to cancel the competition. 	A
STP 9	STP team; Road Safety; Parking Services; Police					
STP 9.1	Parking around Schools Campaign- Lazy Bone Zone	Promotion around discouraging parents / carers from parking on school keep clear markings.	July-September 2010 and throughout year	<ul style="list-style-type: none"> Zig zag spreadsheet completed Zig zag audit data being analysed 40 Zig zag banners purchased Engage with partners Whole new detailed audit-taking place with plans to remark all school entrances and ensure correct signage is in place. 	<ul style="list-style-type: none"> Letters to be sent to 29 schools who have had work carried out with the support we can offer them in promoting parking away. 	G
STP 10	STP Team					
STP 10.1	Work with Extended Services clusters	Attend cluster groups and/ or maintain contact with Extended Services	December 2010 Mar 2011	<ul style="list-style-type: none"> Ensure each cluster meeting has been attended Linked with a number of coordinators and are on the mailing list for updates 	<ul style="list-style-type: none"> Number of cluster meetings have been attended- still some to attend or contact to be made. 	G
STP11	STP Team Traffic Management Enforcement Highway Maintenance Law Dept	Review all locations near schools to ensure SKC markings are appropriate for current use				

Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
STP 11.1	Schools STP Team	Visit all sites & liaise with all schools over existing layout Advertise relevant TRO schedules for Zig-Zags & any associated Orders Review Objections Issue works instructions Complete work on site	Jun 10 Aug 10 Sept 10 Jan 2011 Mar 2011	<ul style="list-style-type: none"> 39 School Keep Clear Markings remarked at which an enforcement programme is being carried out Colas beginning work on additional 58 sites w/c 1st Nov 2010 Committee report complete to answer objections 	<ul style="list-style-type: none"> Check works completed by Colas Developing the other 26 schemes 	G
STP 12						
ENG						
ENG 1						
ENG 1.1	Tech Services Traffic Management Client Design Team	Develop and implement Local Safety Schemes Programme 2009/10		Schemes together with budget estimates identified for the 2010/11 Local Safety Schemes Programme		
ENG 1.1	J Evans	Thornton Common Road – Neston Rd, Poulton Hall rd. Rain Line & Road Markings <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	Jul 10 Aug 10 Mar 2011	Scheme under design Drawings prepared Bill of Quantities prepared Scheme issued to COLAS		G
ENG 1.2	G Roe	Willaston Road; Birkenhead Road; Clatterbridge Rd. Rain Line & Road Markings <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	May 10 Jun 10 March 2011	Scheme under design Drawings prepared Bill of Quantities prepared Scheme issued to COLAS		G
ENG 1.3	J Evans	Chester Rd, Heswall – Gayton Roundabout Signing & Road Marking <ul style="list-style-type: none"> Design Consultation Issue to Contracts Manager Implementation on site 	May 10 Jun 10 Dec 10 March 2011	Scheme designed and ready to go to consultation	Linked to speed limit review proposals (consultation to be at same time as TRO advert)	G
ENG 1.4	R Call	Arrove Park Rd, Upton Improvement & Road Markings <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	Jun 10 Jun 10 March 2011	Scheme under design Drawings prepared Bill of Quantities prepared Scheme issued to COLAS	Awaiting start on site	G
ENG 1.5	D Male	Barnston Road, Barnston Signing and Road Markings		Remarking of carriageway element of scheme complete	Awaiting start on site	G

Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 1.6	P Cropper	<ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site Borough Road : Ball Rd East, Birkenhead Traffic Signal Configuration <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	Jun 10 Jul 10 March 2011	Design of additional measures Bill of Quantities prepared Scheme issued to COLAS Scheme under design	Issue to Contracts Manager	G
ENG 1.7	D Male	Bromborough Road, Bromborough Signs & Road Markings <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	Jun 10 Jun 10 March 2011	Scheme under design Drawings prepared Bill of Quantities prepared Scheme issued to COLAS	Awaiting start on site	G
ENG 1.8	D Male	Docks Link Road Signing/ road markings improvements <ul style="list-style-type: none"> Design Issue to Contracts Manager Implementation on site 	Jun 10 Jun 10 March 2011	Scheme under design Drawings prepared Bill of Quantities prepared Scheme issued to COLAS	Awaiting start on site	G
ENG 1.9	Marie Hazelhurst	<ul style="list-style-type: none"> Fender Lane Reduced speed limit Design Consultation Place order with project manager Implementation on site 	Sept 09 Oct 09 Dec 09 June 2010	Design complete. Public Consultation in progress Order to contractor issued	Scheme brought forward from 2009/10 programme Scheme completed on site Long-term monitoring	completed
ENG 1.10	G Roe	Gorsey Lane, Wallasey Toucan Crossing <ul style="list-style-type: none"> Design Consultation Implementation on site 	Jun 10 Jul 10 March 2011	Scheme under design Out to consultation Bill of Quantities prepared Scheme issued to COLAS	Awaiting start on site	G
ENG 1.11	J Evans	Hoylake road: Mercer Road, Bidston Pedestrian Crossing Improvements <ul style="list-style-type: none"> Design Consultation Issue to Contracts Manager Implementation on site 	May 10 May 10 Dec 10 March 2011	Scheme under design Out to consultation Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Completion of scheme on site Long-term monitoring	G
ENG1.12	J Evans	Hoylake Rd: Gautby Rd, Bidston Pedestrian Crossing Improvements <ul style="list-style-type: none"> Design Consultation Issue to Contracts Manager Implementation on site 	May 10 May 10 Dec 10 March 2011	Scheme under design Out to consultation Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Completion of scheme on site Long-term monitoring	G
ENG 1.3	Dave Male	<ul style="list-style-type: none"> Mount Road Signs, Road Markings, extension to Street Lighting Design Place order with project manager Implementation on site 	July 09 July 09 June 2010	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Scheme brought forward from 2009/10 programme Awaiting completion of work on site	G

Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG1.14	G Roe	New Chester Rd: Corniche Rd, Port Sunlight – Puffin Crossing <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	April 10 May 10 March 2011	Scheme under design Out to consultation Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Completion of scheme on site Long-term monitoring	G
ENG 1.15	P Cropper	New Chester Rd/Old Hall Road Signals configuration <ul style="list-style-type: none"> • Design • Issue to Signal Contractor • Implementation on site 	Aug 10 Dec 10 March 2011	Scheme under design Work issued to contractor		G
ENG1.16	G Roe	Parkside Road, Bebington-Traffic Calming <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	Jun 10 Jul 10 March 2011	Scheme withdrawn following further detailed analysis of casualty data	Budget for Local Safety Scheme programme re-cast. Funding used elsewhere within this programme.	R
ENG1.17	Mark Redman & Lee Bailey	Raby Hall Road – Raby Mere Road 30 mph, signs & Road Markings <ul style="list-style-type: none"> • Design • Place order with project manager • Implementation on site 	July 09 July 09 Aug 2010	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Completion of scheme on site Long-term monitoring	G
ENG1.18	L Bailey	Teehay Lane, Bebington Pedestrian Refuge <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	May 10 Jun 10 March 2011	Scheme under design Consultation completed – objections received	Report objections to Cttee 8/11/10	A
ENG 1.19	R Call	Telegraph Rd: Station Rd: Mere Lane, Thurstaton Posts & Carriageway Markings <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jun 10 Jul 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme completed on site	Long-term monitoring	completed
ENG 1.20	R Call	Telegraph Rd: Caldly : Thurstaton Signs, Studs, Marker Posts & Carriageway Markings <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jun 10 Jul 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme completed on site	Long-term monitoring	completed
ENG1.21	Richard Call	Thornton Common Road – Neston Road Signs & Road Markings <ul style="list-style-type: none"> • Design • Place order with project manager • Implementation on site 	July 09 July 09 August 2010	Design complete. Scheme delayed due to Highway Maintenance inspection identifying carriageway remedial works required Scheme started on site	Scheme brought forward from 2009/10 programme Completion of scheme on site Long-term monitoring	G
ENG1.22	P Cropper	Upton Road/Saughall Massie Road, Upton Traffic Signal Junction Improvement <ul style="list-style-type: none"> • Design 	Jun 10	Design complete Bill of Quantities prepared Scheme issued to COLAS	Completion of scheme on site Long-term monitoring	G

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ENG1.23	Dave Male	<ul style="list-style-type: none"> Issue to Contracts Manager Implementation on site Willaston Road - Birkenhead Road Signs & Road Markings <ul style="list-style-type: none"> Design Place order with project manager Implementation on site 	Aug 10 Nov 10 July 09 July 09 August 2010	Scheme started on site Design complete. Scheme delayed due to Highway Maintenance inspection identifying carriageway remedial works required) Scheme started on site	Scheme brought forward from 2009/10 programme Completion of scheme on site Long-term monitoring	G
ENG1.24	I Hatton	M53 Jctn 3 <ul style="list-style-type: none"> Design Tenders Implementation on site 	Apr 10 May 10 Jun 10	Scheme started on site		G
ENG 2	Tech Services Traffic Management Client Design Team	Liason with Area Forums to develop appropriate schemes from You Decide and other devolved budgets				
ENG 2.1	Scheme to be allocated to individual staff member	Bebington and Clatterbridge	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.2	Scheme to be allocated to individual staff member	Oxton and Prenton	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.3	Scheme to be allocated to individual staff member	Greasby/Frankby/Irby, Upton, Woodchurch	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.4	Scheme to be allocated to individual staff member	Liscard and Seacombe	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.5	Scheme to be allocated to individual staff member	Heswall and Pensby & Thingwall	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.6	Scheme to be allocated to individual staff member	Bidston and Calughton	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.7	Scheme to be allocated to individual staff member	New Brighton and Wallasey	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.8	Scheme to be allocated to individual staff member	West Wirral	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.9	Scheme to be allocated to individual staff member	Bromborough and Eastham	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.10	Scheme to be allocated to individual staff member	Birkenhead and Tranmere & Rock Ferry	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G
ENG 2.11	Scheme to be allocated to individual staff member	Leasowe, Moreton and Saughall Massie	March 2011	Meeting held with Area Forum Coordinators to agree programme.	Panel meeting to be arranged for late June/early July for ratification	G

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ENG 3	Tech Services Road Safety Joanne Evans	Community Projects – Drive Accidents Down to Zero. <ul style="list-style-type: none"> Committee Report on proposed locations Signage at existing locations to be re-located to new locations (phase 2) Signage at phase 2 locations to be re-located to new locations (phase 3) 	May/June 10	Next phase issued to COLAS Jun 10 Moved to next phase Oct/Nov 10	Rotations completed for 2010/11 programme	completed
ENG 4	Transport Capital Programme 2009/10 – Safer Routes to Schools Programme	Develop and implement Safer Routes to Schools Programme				
ENG 4.1	Rhian Hughes; Graham Roe; David Rees	<ul style="list-style-type: none"> Determination of individual schemes & seek approval by Cabinet 	May 2010	Schemes being identified through School Travel Planning process		G
ENG 4.2	Rhian Hughes	Contribution to Sustrans for “bike it” project <ul style="list-style-type: none"> Liaise with Sustrans Raise order with Sustrans 	Sept / Oct 10	Scheme in place	Liaison with Sustrans	G
ENG 4.3	Rhian Hughes	Support measures for SRTS Schemes	March 2011		Ongoing development of initiatives (See STP section above)	G
ENG 4.4	Liam Brady	Castleway Primary School, Castleway North, Leasowe & Moreton East Footway crossing at junction / Improved pathway to school <ul style="list-style-type: none"> Design Consultation/Advertisement Place order with project manager Implementation on site 	Aug 09 Oct 09 Nov 09 June 10	Orders passed to COLAS for programming site start Scheme completed on site	Scheme brought forward from 2009/10 programme	completed
ENG 4.5	Lee Bailey	Sandbrook Primary, Stavordale/Chapelhill Road, Leasowe & Moreton East 2 Build outs adjacent to school <ul style="list-style-type: none"> Design Consultation/Advertisement Place order with project manager Implementation on site 	Aug 09 Oct 09 Nov 09 August 10	Detailed design in progress Orders passed to COLAS for programming site start	Works completed on site Remedial works outstanding Scheme brought forward from 2009/10 programme	Completed
ENG 4.6	Joanne Evans	Stanton Road Primary, Stanton Road, Clatterbridge Rationalisation of traffic calming and school zig zags markings outside proposed new centrally located school entrance <ul style="list-style-type: none"> Design Consultation/Advertisement Place order with project manager Implementation on site 	Aug 09 Sept 09 Dec 09 Mar 2011	Detailed design in progress Orders passed to COLAS for programming site start	Works completed on site Remedial works outstanding Scheme brought forward from 2009/10 programme	Completed

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ENG 4.7		Brackenwood Junior, Norbury Avenue Provision of cycle link at entrance to school <ul style="list-style-type: none"> • Design • Consultation/Advertisement • Place order with project manager • Implementation on site 	Aug 09 Sept 09 Dec 09 Mar 2011	Detailed design in progress	Consultation	G
ENG 4.8		Liscard Primary, Manor Lane One-way traffic flow & TRO <ul style="list-style-type: none"> • Design • Consultation/Advertisement • Place order with project manager • Implementation on site 	Aug 09 Sept 09 Dec 09 Mar 2011	Not yet started		G
ENG 4.9		St Anselms College, Egerton Road Pedestrian barrier railing <ul style="list-style-type: none"> • Design • Consultation/Advertisement • Place order with project manager • Implementation on site 	Aug 09 Sept 09 Dec 09 Mar 2011	Detailed design in progress Orders passed to COLAS for programming site start		G
ENG 4.10		Mersey Park Primary, Downham Road School flashing lights and warning signs <ul style="list-style-type: none"> • Design • Consultation/Advertisement • Place order with project manager • Implementation on site 	Aug 09 Sept 09 Dec 09 Mar 2011	Detailed design in progress Orders passed to COLAS for programming site start		G
ENG 5	Tech Services Traffic Management Client Design Team	Develop and implement a Programme of schemes under the Walking and Cycling Strategies		Schemes together with budget estimates identified for the 2008/09 Walking and Cycling Programmes	Approval of recommended Programme by Cabinet	
ENG 5.1	Marie Hazelhurst	Meols Drive adj: Residential School West Kirby Puffin Crossing [Section 106 Agreement] <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	Jul 10 Sep 10 Jan 11 March 2011	Not yet started		G
ENG 5.2	Marie Hazelhurst	Whestone Lane / Maple St, Birkenhead Puffin Crossing <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 Dec 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Awaiting start on site	G
ENG 5.3	Graham Roe	Dropped Kerbs, various locations to be determined with W.I.R.E.D <ul style="list-style-type: none"> • Design • Place order with contracts manager • Implementation on site 	May 10 Jun 10 March 2011	Scheme withdrawn	Provision made for dropped crossings via Area Forum funding	R
ENG 5.4	Graham Roe	Poulton Rd/ Sherlock Lane, Wallasey Route Link & Conversion to Toucan <ul style="list-style-type: none"> • Design • Consultation • Implementation on site 	Aug 10 Sept 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Awaiting start on site	G

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ENG 5.5	J Evans	Seacombe Ferry Link, Seacombe Route- Link-Junction Improvements <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	Aug 10 Sept 10 Dec 10 March 2011	Not yet started	Consultation in progress	G
ENG 5.6	S Sim	Wallasey Village / Folly Lane, Wallasey Cycle refuge <ul style="list-style-type: none"> • Design • Consultation • Place order with contracts manager • Implementation on site 	Jun 10 Jul 10 Dec 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site		G
ENG 5.7		Sherlock Lane Link, Wallasey Route-Link Signing <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 March 2011	Not yet started		G
ENG 5.8	L Bailey	Broadway, Wallasey Link between Folly Lane & Claremount <ul style="list-style-type: none"> • Design • Consultation • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 Dec 10 March 2011	Design in progress	Consultation	G
ENG 5.9	K Reynolds	Fieldway / Valkyrie Rd, Wallasey Route- Link Signing <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 March 2011	Not yet started		G
ENG 5.10	K Reynolds	Seacombe Promenade, Wallasey Improved markings <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 March 2011	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site		G
ENG 5.11	K Reynolds	Bidston Cycleway, Bidston Improved Signage <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Jul 10 Aug 10 March 2011	Design in progress		G
ENG 5.12	K Reynolds	<ul style="list-style-type: none"> • Wallasey Network – Liscard Centre Link. Cycle Route Signing <ul style="list-style-type: none"> • Design • Place order with project manager • Implementation on site 	Aug 09 Aug 09 June 10	Design complete Bill of Quantities prepared Scheme issued to COLAS Scheme started on site	Awaiting completion Scheme brought forward from 2009/10 programme	G

	Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 6	Review of Existing Local Safety Scheme Sites	Tech Services Traffic Management Client Design Team					
ENG 6.1		David Male / Richard Call	<ul style="list-style-type: none"> All identified remedial and maintenance works to be completed on site 	Nov 2010	Analysis of accident histories at previous LSS sites	Review of highway asset condition	G
ENG 7		Tech Services Traffic Management Client Design Team					
ENG 7.1		David Male / Richard Call	<ul style="list-style-type: none"> Analysis of accident data to identify cluster sites for loss of control/skidding accidents 	Oct 2010	Analysis ongoing		G
ENG 8	Other Transport Improvements/Safety Schemes	Tech Services Traffic Management Client Design Team					
ENG 8.1		Traffic Management; Road Safety; Corp Comms	<ul style="list-style-type: none"> Design & approval of new style road safety signs for Rook Ferry/New Ferry Bypass Introduction of signs on site 	May 2010 Jul 2010	Design of mounting structure Approval & funding secured Framework on site	Design of artwork Erection of artwork	G
ENG 9	Analysis data to identify location where accidents have occurred in the dark/unlit locations	Tech Services Traffic Management Client Design Team					
ENG 9.1		David Male	<ul style="list-style-type: none"> Accident data analysed, with rural roads identified. 	June 10	Data analysed Information passed to Street Lighting Divn	Check progress Jun 11	completed
ENG 10	Deployment of the Speed Alert Trailer	Tech Services Traffic Management Client Design Team					
ENG 10.1		D Marriott-Webster/Merseyside Police		Ongoing deployment	Deployment of trailer at existing identified locations on a rota basis	Identify additional speed related accident sites and add to existing rota	G
ENG12	Highway Authority to review speed limits on all A and B roads, including strategic C roads with casualty records	Tech Services Traffic Management					
ENG 12.1		J Smith & C Amos	<ul style="list-style-type: none"> Identify scope of review & potential costs of undertaking the review Identify source(s) of funding to undertake & complete review 	April 2008	Action Completed	Completed	completed
ENG 12.2		J Smith & C Amos		July 2008	Anticipated costs identified	Approval for proposed approach/funding to Members for approval New Timescale set for Dec Citees	completed

Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 12.3	J Smith & C Amos	<ul style="list-style-type: none"> Devise weighted collision index for A, B and strategic C roads to form priority for review 	Sept 2008	Completed		completed
ENG 12.4	J Smith & C Amos	<ul style="list-style-type: none"> Determine consistent policy for speed limits throughout the Borough 	Sept 2009	Background work ongoing		completed
ENG 12.5	J Smith & C Amos	<ul style="list-style-type: none"> Co-ordinate reviews with neighbouring Authorities for consistency & cross boundary routes 	Ongoing / As required	Ongoing liaison		completed
ENG 12.6	J Smith & C Amos	<ul style="list-style-type: none"> Conduct speed surveys for all roads under review 	April 2009	Completed		completed
ENG 12.7	J Smith & C Amos	<ul style="list-style-type: none"> Undertake necessary statutory consultations 		Completed		completed
ENG 12.8	J Smith & C Amos	<ul style="list-style-type: none"> Advertise changes (where necessary) following review process 		Completed		completed
ENG 12.9	J Smith & C Amos	<ul style="list-style-type: none"> Report objections to Committee 		Report prepared	Awaiting Panel & Committee	G
ENG 12.10	J Smith & C Amos	<ul style="list-style-type: none"> Implement agreed alterations to speed limits 		Not required yet		G
ENG 13	Tech Services Traffic Management					
ENG 13.1	D Rees & WBC Road Safety	<ul style="list-style-type: none"> Identify methodology for implementation 	Jul 10	Analysis of casualty data ongoing Analysis of deprivation & other factors Analysis complete around schools	Awaiting feedback from DfT	completed
	D Rees & WBC Road Safety	<ul style="list-style-type: none"> Report Methodology to Cabinet 	Sep 10		Awaiting feedback from DfT	A
ENG 13.2	J Smith & C Amos	<ul style="list-style-type: none"> Conduct speed surveys for all roads under review 		Complete		completed
ENG 14	Rural Route Mass Action Review					
ENG 14.1	Tech Services Traffic Management WBC Acc Investigation Unit	<ul style="list-style-type: none"> Identify Crash history on rural road network 	Dec 2010	Timescales modified		G
ENG 14.2		<ul style="list-style-type: none"> Evaluate cost per route for any identified remedial measures Catseyes, road lining, signing etc 	Dec 2010	Timescales modified		G
ENG 14.3		<ul style="list-style-type: none"> Identify funding sources & timescales 	Dec 2010	Timescales modified		G
ENG 14.4		<ul style="list-style-type: none"> Arrange implementation schedule for identified sites/routes 	Feb 2011			G

	Activity	Activity Owner & Partners	Detailed Actions (Detailed milestones)	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
INT 1	Develop data for all pedal cycle injury RTCs	Insp Cunningham WBC Acc Investigation Unit	<ul style="list-style-type: none"> Wirral RTCU to check all such RTC's to establish whether trained & helmet worn Differentiate between child & adult Gross reference with MOSAIC 	March 2011	KSI Data produced Jan – Jun 10 Analysis ongoing 9 Adults 1 child		G
INT 2	Benchmarking across Merseyside	David Rees; MRSP; D Higginbotham	<ul style="list-style-type: none"> Ongoing analysis of casualty stats across Merseyside Local Authorities Prioritisation of resources 	March 2011	Ongoing analysis feeding enforcement/education programmes and bids for additional funding	Ongoing analysis. LA's identified, however, on hold due to CSR & Budget cuts	G
INT 3	Identify & research good practice within Local Authorities	David Rees; Insp Cunningham	<ul style="list-style-type: none"> Identify LA's with ongoing improvements in Road safety records Undertake fact finding 	March 2011	Research into LA's with consistent good KSI reduction LA's identified	Undertake fact finding with Partner agency staff as appropriate LA's identified, however, on hold due to CSR & Budget cuts	G
INT 4	Undertake additional casualty analysis for key road user groups including MOSAIC						
INT 4.1			<ul style="list-style-type: none"> Older People 	April 10 on	Data collection	Analysis of casualty data	G
INT 4.2			<ul style="list-style-type: none"> Taxis (incl private hire) 	April 10 on	Not yet started	Data collection	G
INT 4.3			<ul style="list-style-type: none"> Motorcycles 	April 10 on	Data collection	Analysis of casualty data	G
INT 4.4			<ul style="list-style-type: none"> In Car crashes 	April 10 on	Not yet started	Data collection	G
INT 5	Identification of key enforcement locations & times for these locations	Road Safety / Police RPD (OSU)	<ul style="list-style-type: none"> Detailed analysis of RTC data 	May 2011	Data collection Analysis of data Operational tasking undertaken		completed
INT 6	Improved analysis of casualty data and victim/offender profiling	Road Safety / AIU	<ul style="list-style-type: none"> Develop local enforcement plan & distribute to key staff 	May 2011	Operational tasking undertaken		completed
INT 6.1			<ul style="list-style-type: none"> Further develop LA analysis capacity (AIU team) Additional analysis of casualty data 	Aug 10			G
INT 6.2			<ul style="list-style-type: none"> Investigate use of MAST and social profiling using MOSAIC 	Sep 10			G
INT 7	Refer intelligence on persistent Drink / Drivers to DAAT	Insp Cunningham	<ul style="list-style-type: none"> Investigate systems & processes to provide information 	Sep 10	Milestone changed to Sept to include summer drink drive campaign analysis Police systems do no permit this activity without significant change	Analysis of data Recommended not to continue this item	R
INT 8	Develop intelligence on Disqualified drivers for pro-active measures	Ch Insp RPD (OSU)	<ul style="list-style-type: none"> 	Aug 10	Awaiting details	Review by Ch Insp Roads Policing	G

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