

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 <i>(Detailed milestones)</i>	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 	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)	<ul style="list-style-type: none"> • Maintain covert vehicle enforcement levels 	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

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		Dept (OSU)		reported at Wirral Collision Reduction Partnership	<i>Awaiting details</i>	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) 	June 2010 Aug 10	<i>Awaiting details</i> <i>Awaiting details</i>	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	<i>Awaiting details</i> <i>Awaiting details</i> <i>Awaiting details</i>	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	<i>Awaiting details</i>	Review by Ch Insp Roads Policing by June 10	A
ENF 3	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	MRSP					
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	Wirral RTCU to investigate RTC's & improve positive action for offenders	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

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				Reduction Partnership			
ENF 5	Additional targeted roads policing enforcement linked to local and national road safety campaigns	Police; Corp Publicity & Marketing;					
ENF 5.1			<ul style="list-style-type: none"> Prosecution of road policing infringements by operational officers Emphasis on in-car safety & speeding issues 	Performance reported at Wirral Collision Reduction Partnership	Confidential/Operational information removed	Development of monitoring programme	
ENF 7	Targeting of Local Authority Civil Enforcement Officers	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 teams 	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 teams 	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 	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 	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	Promotion of Community Speedwatch Advertising of scheme Encouragement of volunteers through Neighbourhood policing teams, Local Members, Area Forums and media	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	Increase community speedwatch activity	Performance reported at Wirral Collision Reduction Partnership	2 active volunteers approx 4 hrs/month	Monthly performance data to be produced at Collision Reduction Partnership	

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ETP	EDUCATION TRAINING & PUBLIITY 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	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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					workers. Awaiting confirmation of date for training with Youth Offending Team.	opportunities to work with partner organisations • Revise Target date & include target numbers in plan	
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	<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 		Completed
ETP 2	Review and implement strategy for road safety education of child pedestrians, targeting most at risk groups	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 Progress reported at Roadsafe meetings	<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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			<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 			<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 	
ETP 2.8		Road Safety: Julie Dagnall; Wirral Fostering Service	R Safety team to liaise with Wirral Fostering Services to arrange for distribution of Road Safety Resources to Foster Carers	June 2010	<ul style="list-style-type: none"> Batch of identified resources forwarded to Fostering Services for distribution 		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	Develop and implement education/awareness programme targeting drivers aged 60yrs+	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)	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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				May 2010	messages can now be forwarded	<ul style="list-style-type: none"> Link key messages to communications plan 	
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. 	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
ETP4	Engage with NW Region Driving Standards Agency & Wirral Driving Instructors	Road Safety					
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	Investigate and develop package of RS Education for motorbike/scooter riders	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 Investigate potential to utilise victims as part of RS programmes (eg 4WE)	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	Continue to deliver cycle training to at risk groups	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"> 	<ul style="list-style-type: none"> Number of attendees of school holiday sessions to be reported 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	Develop 'in-house' driver awareness programme	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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		Dagnall, Jennifer Jewsbury & Steve Corlett	delivery • roll out to other departments if appropriate		Departmental Induction with Dianne Costall	'Wirral 10' in house road safety training	
ETP 7.3		Road Safety: Julie Dagnall, Jennifer Jewsbury & Steve Corlett	• Develop programme to roll out Road Safety Awareness sessions for young drivers (initially 17 -25 yrs old) within Tech Services	April 2010 on	Trial of session undertaken	Develop programme Exploring inclusion as part of Departmental Induction with Dianne Costall	G
ETP 7.4		Road Safety: Julie Dagnall, Jennifer Jewsbury & Steve Corlett	• 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	In-car safety advice programme (children)	Road Safety					
ETP 8.1		Road Safety: Jenny Jewsbury & MFRS	• Train MFRS staff to be able to check child car seat fitting • Explore partnership and funding options through MRSP	Jan 2010 May 2010 Sept 10	• MFRS training completed • Sessions Delivered in 2009 • Review of Trial undertaken • 2 events undertaken (Jul 10)	• 5 events undertaken across Wirral between May and September	Completed
ETP 8.2		Insp RPU (Kate Cunningham)	• Ensure police have access to seatbelt literature for dissemination to public on request	April 10 onwards	•	• WBC RST Order stock	G
ETP 9	Continue use of Wirral Bikesafe Initiative	Police; MFRS; Road Safety Jennifer Jewsbury	• 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 MRSP for additional funding to support additional promotions	March 2011	• All courses for 2010 held • Radio advertising for BikeSafe / promoting bike safety running June – August 2010	• Review police staffing implications • Review promotions needed for August onwards	Completed
ETP 9.1			• Shiny side up/Think Bike signage to be erected	May 2010	• Accident data analysed • Signs obtained • Initial site inspections commenced at strategic locations/routes • Signs erected across Wirral		Completed
ETP 9.2			• Promote Geared and Go to motorcyclists including scooter riders	Mar 2011	• Posters and postcards produced and forwarded to Local Colleges, Motorcycle shops and One Stop Shops • Awaiting evaluation and feedback from MRSP	• MRSP 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	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	<ul style="list-style-type: none"> Development of detailed strategy Evaluation of activity and effectiveness 	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	Road Safety; Corporate Publicity & Marketing; Police Marketing					
COM 2.1		Road Safety, Corp Publicity & Marketing, Police Marketing	<ul style="list-style-type: none"> 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	Road Safety; Corporate Publicity & Marketing; Police Marketing					
COM 3.1		Road Safety Team; Police Marketing, Corporate Publicity and Marketing	<ul style="list-style-type: none"> 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;	<ul style="list-style-type: none"> '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;	<ul style="list-style-type: none"> Internal communications for police officers. 	June 2010			G
COM 3.4		Road Safety Team; Police Marketing, Corporate Publicity and	<ul style="list-style-type: none"> 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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		Marketing					
COM 3.5		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.	Road Safety; Corporate Publicity & Marketing; Police Marketing, MRSP, DFT					
COM 4.1		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 were 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	Road Safety; Corporate Publicity & Marketing; Police Marketing					
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	Bike Safe <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"> Geared 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	Egg Run 2011 <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,	Ridesafe Backsafe <ul style="list-style-type: none"> Implemented on Wirral Engagement with motorcycle dealers 	March 2011	Central theme from which other training & advice is hung. <ul style="list-style-type: none"> Bus back advertising Website 		G
COM 6	Senior Drivers & Pedestrians (60+)	Road Safety; 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

	Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
COM 6.5		Corp Publicity & Marketing Road Safety Team; Police Marketing, NHS, MFRS	<ul style="list-style-type: none"> 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)	Corporate Publicity & Marketing; MRSP, Police Marketing					
COM 7.1		Corp Publicity & Marketing Road Safety Team; Merseyside Road Safety Partnership; Police	Seatbelts <ul style="list-style-type: none"> Develop media campaign 	March 2011			G
COM 7.2		Corp Publicity & Marketing; Road Safety; MFRS; Police Marketing	<ul style="list-style-type: none"> Car seat checking events with MFRS. Posters, leaflets to promote Stickers for children 	June - Sept	Agreement with MFRS extended to continue programme	<ul style="list-style-type: none"> Confirm dates Seek additional funding to train additional MFRS firefighters 	Completed
COM 7.3		Road Safety; MFRS; Police Marketing	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Engagement with PCT to improve marketing through their sites & staff 	March 2011			G
COM 7.5		Corp Publicity & Marketing; Road Safety Corp Licensing	<ul style="list-style-type: none"> 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	Road Safety					
COM 8.1		Corp Publicity & Marketing; Road Safety	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Crafty The Fox – ongoing activities. (Newsletters, calendars) Crafty and the Beanstalk 	Ongoing			G
COM 8.4		Corp Publicity & Marketing; Road Safety	<ul style="list-style-type: none"> 4 Wheel Ed; Walk-Wise; Belt-Up campaigns 	Ongoing			G
COM 8.5		Corp Publicity & Marketing; Road Safety	<ul style="list-style-type: none"> Junior Road Safety Officer Scheme 	Ongoing			G
COM 9	Publicity of enforcement results	Corporate Publicity & Marketing/ Police (BCU) Marketing Officer					

	Activity	Activity Owner & Partners	Detailed Actions <i>(Detailed milestones)</i>	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
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)	Corp Publicity & Marketing					
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)	Corp Publicity & Marketing, Road Safety, Police Marketing					
COM 11.1			<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	Corp Publicity & Marketing; STP team; Road Safety; Travelwise	Ensure sustainable transport and road safety are considered transition from Primary to Secondary school				

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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	Walk / Cycle to School Promotions	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

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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	Corp Publicity & Marketing; STP team; Road Safety;	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 Crafty's Newsletter- 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 Novembers Crafty's News 	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

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STP 4	Walking Buses	Corp Publicity & Marketing; STP team; Road Safety;	Support existing and new walking buses				
STP 4.1		STP Team	<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			<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	

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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	Crafty Calendar	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	Parking around Schools Campaign- Lazy Bone Zone	STP team; Road Safety; Parking Services; Police					
STP 9.1			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	Work with Extended Services clusters	STP Team					
STP 10.1			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	Review School Keep Clear Markings	STP Team Traffic Management Enforcement Highway Maintenance Law Dept	Review all locations near schools to ensure SKC markings are appropriate for current use				

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		Schools					
STP 11.1		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	Engineering measures to support and encourage SRTS – See ENG 4						
ENG	ENGINEERING MEASURES IDENTIFY & IMPLEMENT RANGE OF PHYSICAL HIGHWAY IMPROVEMENTS AIMED AT REDUCING ROAD CASUALTIES						
ENG 1	LA to maintain current KSI reduction from existing programmes and devise programme to deliver additional 5 KSI reduction	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	Arrowe 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

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			<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		
ENG 1.6		P Cropper	Borough Road : Ball Rd East, Birkenhead Traffic Signal Configuration <ul style="list-style-type: none"> • Design • Issue to Contracts Manager • Implementation on site 	Aug 10 Sep 10 March 2011	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

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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	Scheme brought forward from 2009/10 programme Completion of scheme on site Long-term monitoring	G
ENG 1.18	L Bailey	Teehey 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, Thurston 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 : Thurston 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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			<ul style="list-style-type: none"> Issue to Contracts Manager Implementation on site 	Aug 10 Nov 10	Scheme started on site		
ENG1.23		Dave Male	<ul style="list-style-type: none"> Willaston Road - Birkenhead Road Signs & Road Markings 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
ENG1.24	Major Safety Scheme	I Hatton	<ul style="list-style-type: none"> M53 Jctn 3 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

	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 3		Tech Services Road Safety	Community Projects – Drive Accidents Down to Zero.				
ENG 3.1		Joanne Evans	<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	Tech Services Road Safety	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 Anslems 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 Puffing 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	• 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

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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 Rock 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 	April 2008	Action Completed	Completed	completed
ENG 12.2		J Smith & C Amos	<ul style="list-style-type: none"> Identify source(s) of funding to undertake & complete review 	July 2008	Anticipated costs identified	Approval for proposed approach/funding to Members for approval New Timescale set for Dec Cttees	completed

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ENG 12.3		J Smith & C Amos	<ul style="list-style-type: none"> Devised 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	Develop 20mph in residential roads and around schools	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	Tech Services Traffic Management					
ENG 14.1		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

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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 Cross 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 Mside 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 4.2			<ul style="list-style-type: none"> Motorcycles 	April 10 on	Data collection	Analysis of casualty data	G
			<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
			<ul style="list-style-type: none"> Develop local enforcement plan & distribute to key staff 	May 2011	Operational tasking undertaken		completed
INT 6	Improved analysis of casualty data and victim/offender profiling	Road Safety / AIU					
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 not 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