

APPENDIX 2

PERFORMANCE ACTION PLAN

Q3 2014/15 (Apr-Dec 2014) PI Ref: REDP09

INDICATOR OVERVIEW			
Indicator Title	Reduce the number of people killed or seriously injured in road traffic accidents (KSI)		
Strategic Director Lead	Kevin Adderley, Strategic Director Regeneration & Environment		
Departmental Lead	Mark Smith, Head of Service Environment & Regulation		
Year End Target	100	Year End Forecast	Original: 100 Revised: 129

CURRENT SITUATION: Detail what the performance is for this measure and reason/s for non-compliance		
Performance this Period	Q3 KSI data (Jan – Sept 2014) 105 KSI	+ / - Target : + 30 KSI
Non-compliance reason	<p>Q1-Q3 2014 -The following road user groups have shown an increase in the number of people sustaining KSI injuries compared to the <u>average</u> during 2011-2013 for Q1-Q3:</p> <ul style="list-style-type: none"> Adult Pedestrians (60+ yrs) Adult vehicle occupants Child Pedestrians (aged <4yrs) Motorcyclists <p>Analysis of road casualty data across Merseyside also shows an increase in KSI casualties compared to the Merseyside LTP target.</p>	

ACTIONS: This describes what's necessary or how to achieve a 'green' score. This way everyone is clear on what is required and when; knows the expected outcome and how to achieve it.	
What (is required)	<p>A green score cannot be achieved for 2014/15. This indicator relates to data for calendar year 2014.</p> <p>Actions to continue to address key KSI road casualty risk groups:</p> <ul style="list-style-type: none"> • Additional enforcement action (police). • Additional PR/Marketing activity to make drivers, riders & pedestrians aware of road risk. • Additional resource to enable continuation of Safe & Sustainable Transport project (approved for 2015/16). • Further verification of data supplied by police will be undertaken to ensure compliance with national reporting criteria.
How (will it be achieved)	<p>Programme of additional enforcement activity agreed with Merseyside Police.</p> <p>Cabinet approval for Safe & Sustainable Transport project (£320,000 for 2015/16)</p> <p>Additional provision of marketing / advertising will be required.</p>
Who (will be responsible)	Rob Clifford, Senior Manager Highways & Transportation
When (will results be realised)	Road safety targets are set within the Local Transport Plan for 2020. WBC annual targets are milestones. Casualty reductions resulting from ongoing work and additional activity identified here will occur over forthcoming years.