

# **WIRRAL'S ROAD SAFETY PLAN**

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**2018 - 2020**

'Shared Roads... Shared Responsibility'



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## Foreword

On behalf of Wirral Council and its partners, I am proud to present our Road Safety Plan which aims to protect the vulnerable members of our community, supports economic growth and help to improve the local environment. This Plan sets out how we will contribute to the delivery of the Liverpool City Region Road Safety Strategy and how we will address the challenges and measures needed to ensure that risks to all road users are reduced.

A safe transport network is a key focus within the Wirral Plan. However, improving road safety is not just the responsibility of the Council; it is a responsibility for everyone who uses the network.

We all use the road network as pedestrians, cyclists, drivers, riders or passengers, to access work, training, leisure and social activities. Research indicates that approximately ninety percent of motor vehicle crashes are caused, at least in part, by human error. With the advances in technology and increasingly competing priorities we all have the potential to become distracted or make poor decisions as we go about our daily life. Sadly, we all too often see that the inattention and poor choices of some road users impacting on others.

We work closely with our partners across Merseyside including Merseyside Police, Merseytravel, Merseyside Fire & Rescue, Highways England and the NHS to analyse data, produce targeted programs and continually monitor the effectiveness of our engagement measures. This partnership works together for the benefit of all residents and visitors.

Whilst I am a firm believer that Wirral should not have any road deaths, we must be pragmatic in our approach, by concentrating on the factors which are within our control - continually reviewing and updating our road safety programmes and engineering measures in line with emerging trends.

Our ethos is ***'Shared Roads, Shared Responsibility'***.

We will work with everyone who uses the transport network to encourage them to consider their environment when travelling and to adjust their personal travel behaviour (including the choices they make) to be safer on our roads.

We are fortunate to have a good transport network in Wirral, but we must continue to work hard to continually improve and develop to meet the needs of residents and visitors, to ensure that our network supports inward investment, regeneration and housing growth, and has a positive impact on our environment and communities.



A handwritten signature in black ink, appearing to read 'Stuart Whittingham'.

**Councillor  
Stuart Whittingham**

**Cabinet Member  
for Transport and  
Technology Infrastructure**

## Introduction

Improving safety for our community is essential for the quality of life of our residents and for the economy of Wirral. **The Wirral Council Plan: A 2020 Vision** published in June 2015, sets out a series of 20 pledges which we, along with our partners, will work to achieve by 2020. The Council's Plan for 2020 is based around three key themes:

- Protecting the most vulnerable
- Driving economic growth
- Improving the local environment

Our **Wirral Transport Strategy: Connecting Wirral pledges** to 'Ensure that Wirral has safe, affordable, well maintained and efficient transport networks for residents to access community services, enjoy our leisure facilities and commute to work'.

An effective and safe transport system is essential to support access to employment, education, services, leisure activities and driving economic growth. Travel on our road network is essential to our everyday lives - and includes those who visit, live or work in Wirral, whether as passengers, drivers, riders, pedestrians or cyclists.

The impact of road traffic collisions on an individual and local community can be devastating; they are a cause of immeasurable loss and trauma for those directly and indirectly involved. In financial terms a road traffic collision can result in enormous economic loss for the UK economy and place local authorities, police, fire & rescue services and the NHS under considerable strain.

**Gov.uk** states that 'The UK has one of the best road safety records in the world, but we can do more to prevent deaths and serious injuries. We're working to improve driver skills, knowledge and attitudes through campaigns such as Think! We're ensuring that drivers and vehicles are licensed and safe, and bringing in laws to make roads safer.'

Highway Authorities have a statutory duty to take steps to reduce and prevent accidents, promote road safety and secure the safer movement of traffic and pedestrians. On Merseyside, all local authorities have this responsibility and are supported by the Merseyside Road Safety Partnership (comprising Merseyside Police, Merseytravel, Highways England, Merseyside Fire & Rescue and Public Health).

The Merseyside Road Safety Partnership is striving to make our roads a safer environment for everyone, contributing to the successful growth of the Liverpool City Region.

Merseyside Road Safety Partnership's vision is set out in the **Liverpool City Region Road Safety Strategy 2017-2020** which was approved by the Combined Authority on 14th July 2017.

Their vision is that there will be:

**A reduction in the numbers of those killed and seriously injured to fewer than 400 by 2020, with the ultimate vision of a future where no-one is killed on Merseyside's roads and the injury rate is reduced.**

Merseyside Road Safety Partnership takes a collaborative, data led approach to reducing the devastating effects of road traffic collisions. Wirral Council's role is pivotal in the planning, development and delivery of road safety engagement/education activities across the region, in addition to the local development and delivery of education, training and publicity initiatives within Wirral.

Wirral Council and its partners are committed to improving road safety for all road users. We are committed to reducing the number of injury collisions on our roads to reduce the number of people killed or seriously injured. No one should be harmed or affected by road traffic collisions going about their daily life.

We understand that the volume and speed of motor vehicle traffic are two of the key contributors of collisions. Interaction between road users and moving vehicles is a fundamental cause of road traffic deaths and injuries. In isolation the reduction in the amount of motor vehicle kilometres driven is likely influence the number of collisions for all road users.

Our Wirral Road Safety Plan will help address the challenges and measures needed to ensure that risks to all road users are reduced.

### The Wirral Plan – A 2020 Vision

The **Wirral Plan – A 2020 Vision** sets out the vision for the borough, and identifies 20 pledges to be delivered by 2020 which reflect the following key priority areas:

- Protecting the most vulnerable
- Driving economic growth
- Improving the local environment

Transport supports every aspect of the Wirral Plan and enabling that our residents are safe on the roads is fundamental to supporting the delivery of the key priority areas of the Wirral Plan.

The Wirral Road Safety Plan aims to benefit all age and road user groups as they travel around the borough. Behaviour and lifestyle choices vary from person to person but these choices can have considerable implications on their own, and other people's ability to travel safely.

The responsibility for road safety is not just that of the Council's Road Safety Team. In order to effect long lasting change, this Plan requires integration. The responsibility to deliver this Plan falls across a range of Council departments, partner agencies and individuals, to keep themselves and others safe whilst using the transport network. It is a shared responsibility and all must play their part.





## 'PEOPLE' PLEDGE

We need to ensure that People of all ages are able to travel safely by making Wirral a place where the vulnerable are safe and protected, every child gets a good start in life and older residents are respected and valued. Ensuring the most vulnerable among us are safe, and feel safe, is perhaps our most important responsibility.

To **'reduce child and family poverty'** people need to have access to affordable, reliable and safe transport modes to access education, training, employment and leisure opportunities.

To ensure that **'older people live well'** they need to have confidence to travel safely across the borough utilising various forms of transport to access key services to help them live independently in their homes and prevent social isolation. Through enabling confidence in older people to travel safely within the borough road safety supports the delivery of the Ageing Well Strategy.

To deliver the pledges that **'children are ready for school'** and that **'Young people are ready for work and adulthood'** we must ensure that they can travel in a way that is safe and promotes their health. Road safety supports the delivery of Wirral's Strategy for Children, Young people and families.

To ensure that **'vulnerable children reach their full potential'** we must ensure that they can safely access education, training, leisure and employment opportunities to help families to get their children back into school, reduce youth crime and anti-social behaviour, and to help adults into employment. In helping to deliver this pledge the road safety plan supports the delivery of the Improving Life Chances strategy.

Road safety helps to deliver the pledge that **'People with disabilities live independently'** by ensuring that people can safely access education, employment, training, leisure and volunteering opportunities.



## 'BUSINESS' PLEDGE

We need to ensure that our transport activities support and maximise the efficient movement of people and goods to support growth and investment in Wirral. Road safety helps to ensure this through the efficient movement of the road network by reducing collisions and the associated delays.

A safe network will support **'thriving small businesses'** by ensuring that local businesses are easily and safely accessible by both customers and deliveries. This will enable businesses to increase the number and range of jobs in Wirral, supporting the **'Growth Plan'**.

Safe, high quality transport infrastructure links Wirral to national and regional networks, making Wirral an attractive place for businesses to thrive, helping to **'increase inward investment'**.

The Road Safety Plan will support both the **'Greater Job opportunities in Wirral'** and **'workforce skills match business needs'** pledges by ensuring that residents can safely access education, training and employment opportunities to develop workforce skills and gain employment.

The **Vibrant tourism economy** pledge will be supported by ensuring that tourism destinations are easily and safely accessible from inside and outside the borough ensuring a vibrant tourism economy.

The **Businesses on local high streets and in district centres** pledge will be supported by ensuring that businesses can be safely and easily accessed by all modes of transport.




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## 'ENVIRONMENT' PLEDGE

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Wirral has an attractive and sustainable environment, where good health and an excellent quality of life is enjoyed by everyone who lives here. Working to reduce levels of inequality, particularly in relation to health, remains of paramount importance to this Council. We want all of our residents to have a good quality of life and live healthy lifestyles in clean and safe environments.

We need to manage the impact of transport on our residents and our local environment. Congestion, poor air quality and traffic noise all have negative impacts on our quality of life and well-being. Road safety enables the transport network to move more efficiently and reduce emissions from standing traffic due to delays on the network. It also encourages active travel modes such as walking and cycling which can improve both our health and our environment. We need to ensure that residents are safe and confident whilst travelling, so that:

Residents have an improved quality of life through safe and easy access, ensuring **'Leisure and cultural opportunities for all'**. It is important for mental health and social inclusion that people are able to access leisure and cultural opportunities, and important local facilities.

**'Wirral residents live healthier lives'** through a transport network that is safe and well maintained and promotes healthy travel modes such as walking and cycling.

The Road Safety Plan will help improve and ensure an **'Attractive local environment'** by enabling residents to be confident and safe when using alternative travel modes to the private car to reduce carbon emissions and maintain standards of air quality.

The pledge to ensure that **'Wirral's neighbourhoods are safe'** will be supported by the road safety plan by ensuring that drivers of vehicles within roads in residential areas are encouraged to drive safely.

### Wirral Transport Strategy: Connecting Wirral

The Wirral Transport Strategy sets out the aspirations for transport for the borough to deliver the Wirral Plan Pledge 'Transport and Technology Infrastructure Fit for the Future' to "Ensure that Wirral has safe, affordable, well maintained and efficient transport networks for residents to access community services, enjoy our leisure facilities and commute to work'.

The Wirral Transport Strategy sets out four priorities:

■ **PRIORITY 1: Keep traffic moving safely and efficiently**

The Road Safety Plan supports the movement of all traffic on our network to ensure that residents, businesses and visitors can get to where they need to go, safely and efficiently.

■ **PRIORITY 2: Reliable and affordable public transport**

To support those without access to a car and to minimise congestion on our roads, we need to make sure public transport is attractive to all. For a bus to be an attractive offer it needs to run on an efficient network and the road safety plan will reduce collisions and help to reduce disruption on the network. People need to be able to walk or drive safely to access bus and rail services.

■ **PRIORITY 3: Encourage healthy active travel**

The Council are developing programmes of transport schemes to support increased use of walking and cycling to key destinations such as employment sites, residential areas, local centres and retail areas. One of the barriers to use often cited is safety. The Road Safety Plan will help reduce the fears of cyclists and pedestrians by working with all road users.

■ **PRIORITY 4: Inclusive integrated transport that supports our residents needs**

The Road Safety Plan will support people to travel independently by improving their confidence and experience using the network.

# WIRRAL TRANSPORT STRATEGY

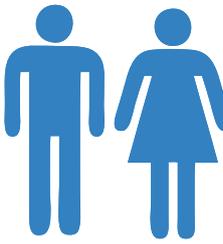
CONNECTING WIRRAL

THE WIRRAL PARTNERSHIP

What We Know

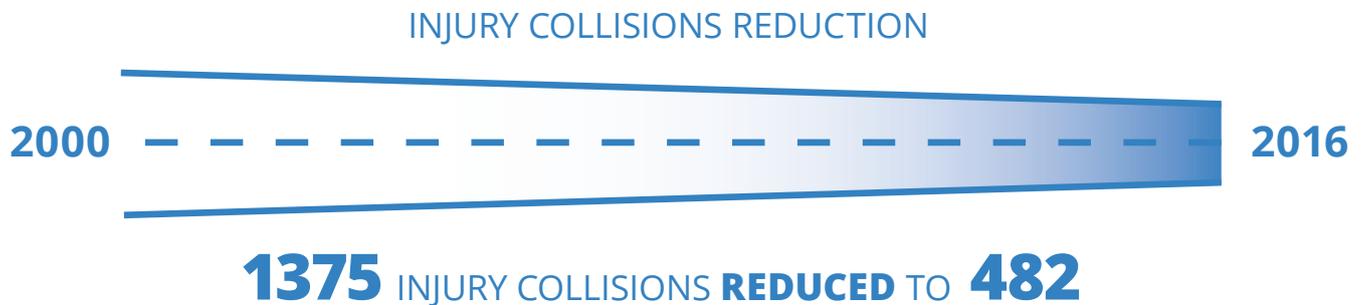


**1,135**KM  
ROADS IN WIRRAL



WIRRAL POPULATION  
**320,900**

WORKING AGE  
POPULATION **194,000**



**30%**

OF INJURY COLLISIONS OCCUR  
DURING PEAK COMMUTIING TIMES



**1/5<sup>TH</sup>**

OF COLLISIONS WITHIN WIRRAL  
INVOLVE PEOPLE WHO WERE  
DRIVING WHILST AT WORK



**90%**

OF VEHICLE CRASHES ARE  
CAUSED IN SOME PART BY  
'HUMAN ERROR'

**FATAL £2,053,814**

**SERIOUS £237,527**

**SLIGHT £24,911**

**AVERAGE £83,893**

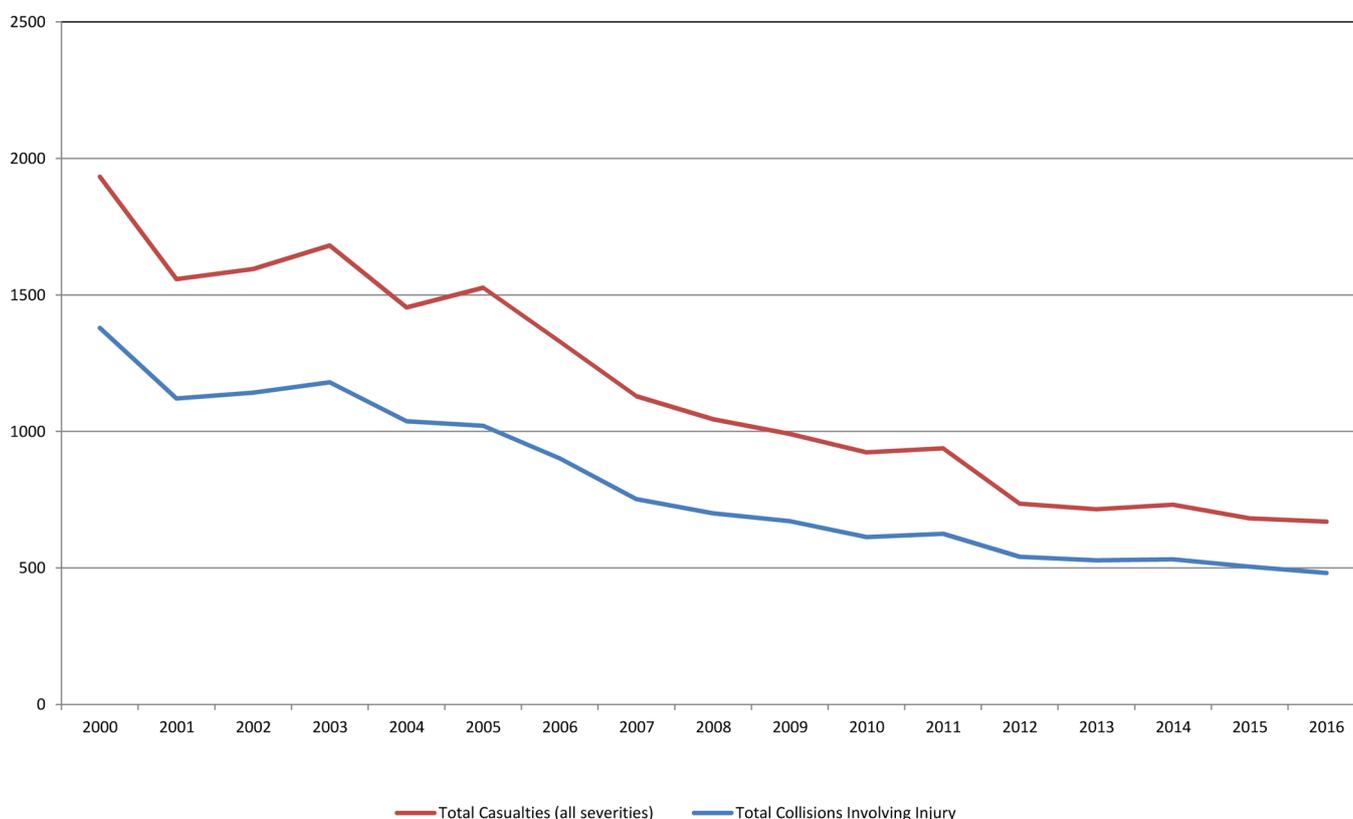
ROAD COLLISION COSTS  
BASED ON 2016 (MOST CURRENT)  
INFORMATION FROM DfT

It is acknowledged that not all collisions and so called 'near-miss' events are reported, however the national system of police recording of injury related road crashes set out by the Department for Transport provides the information that we have to help determine our programmes.

Along with all local highway authorities we obtain data on all injury related road traffic collisions reported to the Police within Wirral. The classifications of injury collisions, including definitions of severity are determined nationally by the Department for Transport in their 'Stats19' and 'Stats20' reporting procedures.

Overall, there is a long term improving picture of safety on Wirral roads with 482 injury collisions in 2016 compared to 1375 in 2000.

**Total Injury Collisions & Casualties**



There were 1.8% fewer people injured on Wirral in road crashes in 2016 compared to 2015 and 11.8% fewer people injured compared to the average of the last 5 years with 670 casualties (all severities) arising from 482 collisions. This is the lowest number of casualties on record.

Nationally, whilst the total number of people injured reduced by 3%, the number of people Killed or Seriously Injured increased by 8% in 2016 compared to 2015. Department for Transport have indicated nationally that traffic has increased in 2016 by 2.2% since 2015.

Despite the overall improvement in road safety – with many fewer injury collisions and casualties, Wirral Council's milestone target for reducing the number of people Killed or Seriously Injured has not been met. In 2016, 3 people were killed and 123 received serious injuries on Wirral's roads.

By contrast, in 2012 there were 99 KSI casualties - the fewest on record – proving that as a society, we can achieve an improved road safety record.

Whilst there is no single underlying causation factor that causes road casualties, there are wide a range of influences which include:

- The behaviour of drivers, riders and pedestrians
- Some groups may have increased others may have decreased
- The mix of transport groups
- External factors such as weather
- Road designs
- Built environment

According to the DfT 'Road Traffic Estimates: Great Britain 2016' between 2015 and 2016, cycle traffic increased nationally on all road types to reach 3.5 billion vehicle miles; a similar level to 2014, which was the highest figure since 1987. Although over four-fifths of the road cycle miles ridden in 2016 were on minor roads, the largest proportional increases in cycle traffic were on 'A' roads.

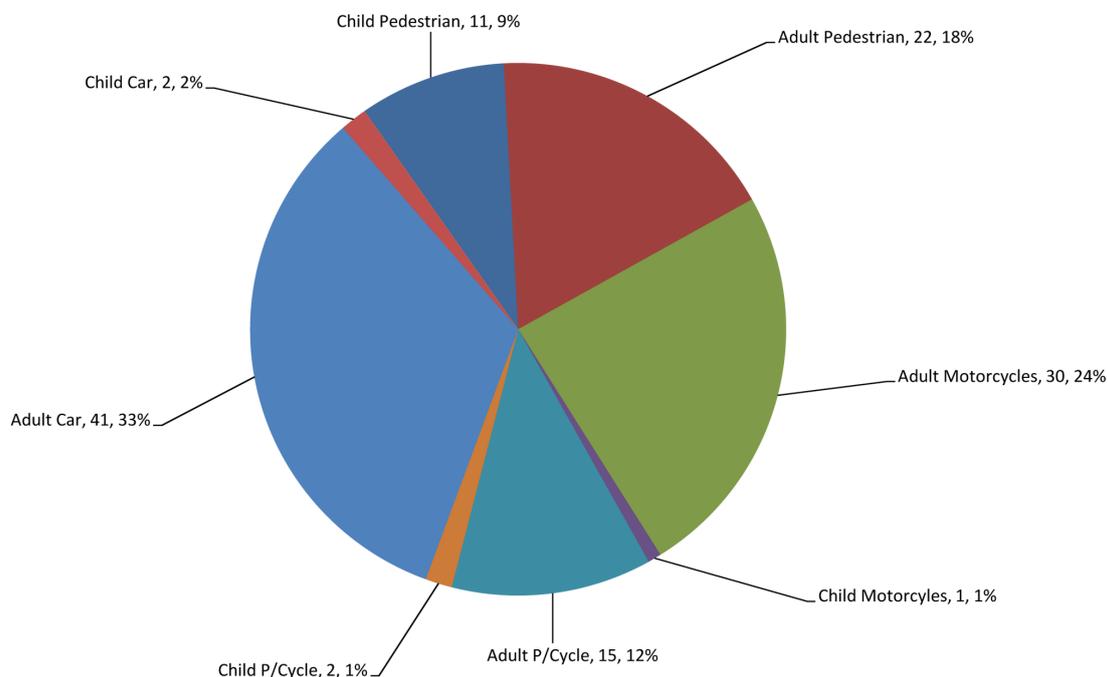
Whilst it is difficult to record accurate local statistics for walking journeys, nationally the DfT indicate there has been an overall decrease in walking. Local information on cycling indicates that there has been an increase in cycling, although from a relatively low level.

**All Killed and Seriously Injured (KSI) Casualties**



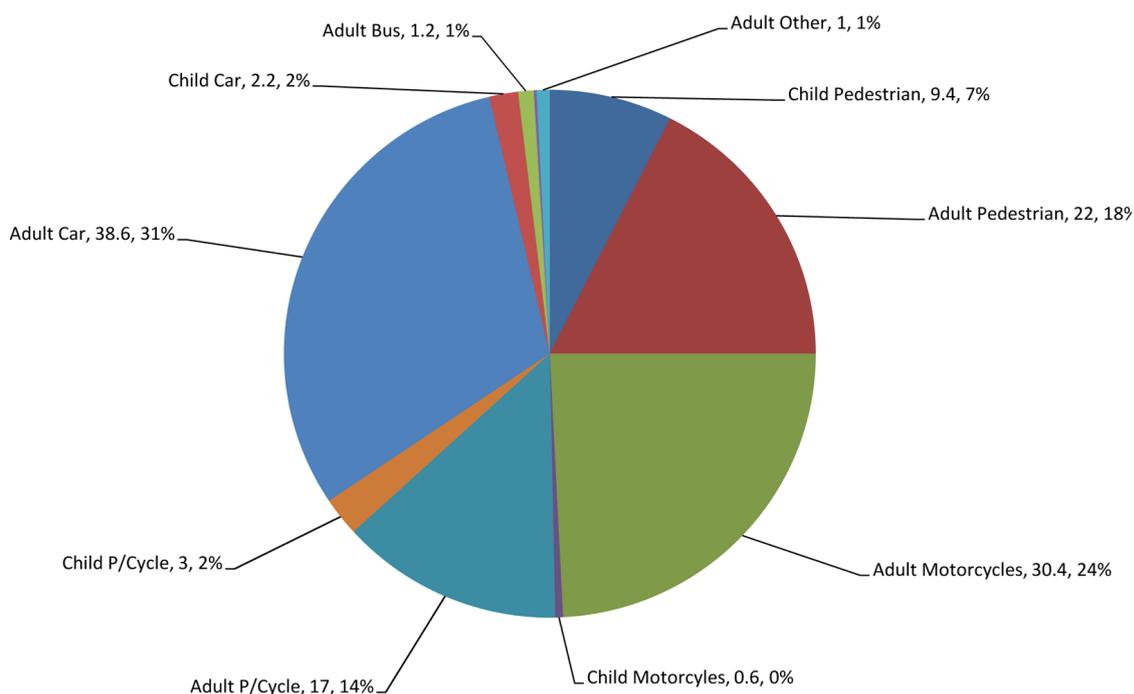
Serious injury collisions are those where road users sustain an injury type such as a broken bone, severe head injuries, multiple severe injuries, internal injuries, deep cuts/lacerations or detention in hospital as an in-patient.

**KSI Casualties 2016**



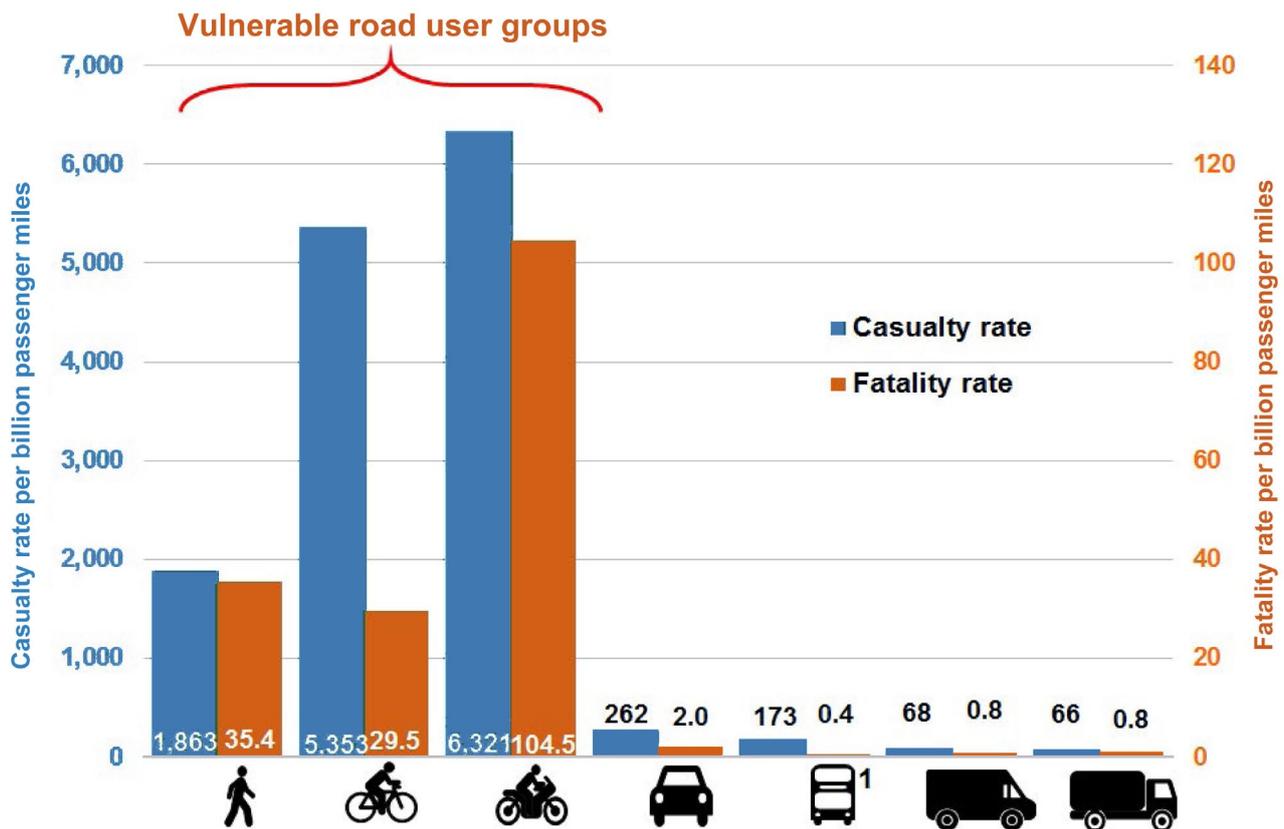
Whilst any one year may not be fully representative of data collated for road traffic collisions, it becomes clear when looking back at the casualty groups for these modes of travel over the last 5 years we know that the relative proportions of KSI casualties has not significantly changed. Car use has increased over time, as has the number of motorcyclists and cyclists.

**Average No. KSI Casualties 2011-15**



Clearly however, not all road users have the same level of risk – those travelling inside vehicles are afforded significant additional protection about them compared to more sustainable modes of travel such as pedestrians, pedal cyclists or motorcyclists.

The graph shown below illustrates data collated by the Department for Transport (DfT) on the casualty and fatality rates per billion miles for road user groups within Great Britain in 2016. The local issues faced on Wirral reflect this national picture.



If we are serious about creating a safer, healthier environment which itself helps generate a more economically resilient community we need to foster a highway network where people actively choose more sustainable means of transport than a reliance on cars.

Increases in traffic tend to lead to greater numbers of interactions between road users. A rise in traffic is expected to increase the total number of collisions. However, per mile travelled, the risk of being killed or seriously injured in a road collision has fallen almost every year from a peak of 165 deaths per billion vehicle miles (bvm) in 1949 to the lowest level of 5.4 deaths per bvm in 2015.

The data used to identify road casualties is based on information collected by the police as part of their duty to record injury collisions. Nationally it is recognised that many (largely non-injury) collisions are unrecorded. We will continue to work closely with the police to ensure that we have good quality data to help target our resources.

Human 'error' plays a significant role in causes of crashes with some studies estimating this is the case in over 90% of collisions. Whilst highway design still plays a very important part in delivering road safety improvements, we consider that intelligence-led enforcement, supported by targeted educational programmes and publicity campaigns can help raise greater public awareness of road safety issues and reduce the numbers of crashes on our roads.

In line with the casualty landscape across the Liverpool City Region, research into local road collisions identifies a number of specific road user groups requiring targeted interventions.

### **From Liverpool City Region road safety action plan:**

In order to reduce the number of casualties on roads in Merseyside, and improve progress on achieving the target of 400 KSI's in the City Region by 2020. Targeted work will need to be undertaken aimed at reducing casualties amongst four specific groups of road users. The groups that have been identified as areas of concern are:

- Adult Pedestrians (aged 26-59)
- Pedal Cyclists
- Motorcyclists
- Senior Road Users (age 60+)

However, this shall not exclude ongoing activity in other areas which continue to make positive contributions to road safety across the Liverpool City Region. For example, the generic theme of reducing the number of child pedestrian casualties remains a priority and continuing education, training and publicity activities of districts is vital, but opportunities to share best practise and standardise/consolidate activities across the region will be explored.

## **Our Vision**

*Wirral Council is committed to working with our partners to improve road safety for all road users. We are committed to reduce both the number of injury collisions and the number of people killed or seriously injured on our roads. No one should be harmed or affected by road traffic collisions going about their daily life.*

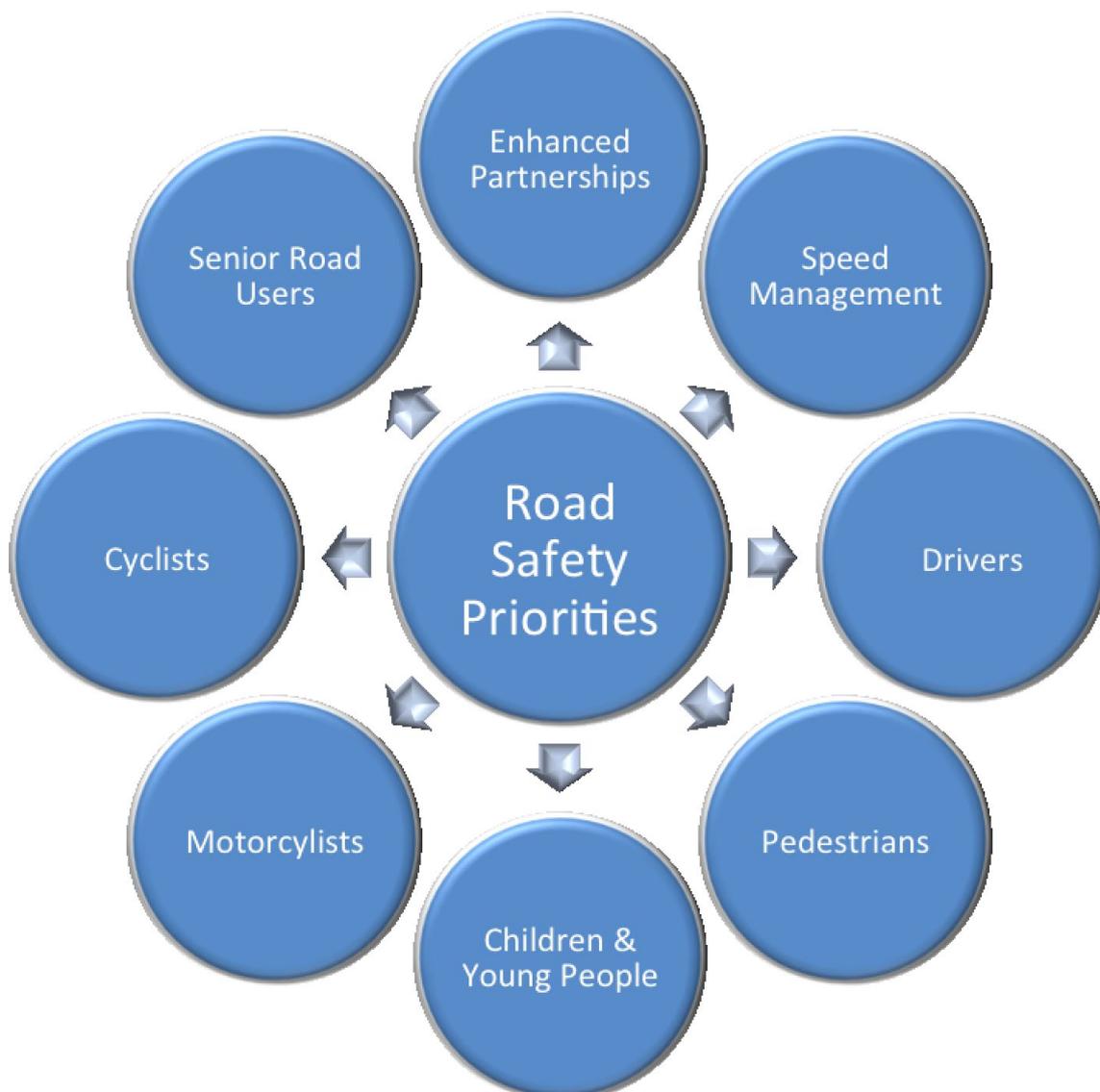
**OUR ETHOS IS 'Shared Roads, Shared Responsibility'**

## Our Priorities

Under the 1988 Road Traffic Act, local authorities have a statutory responsibility for road safety. Section 39 of the Act requires local authorities to:

'Prepare and carry out a programme of measures designed to promote road safety; conduct studies into accidents on roads, other than trunk roads within their area; take appropriate measures to prevent such accidents including the dissemination of information and advice relating to the use of the roads; the giving of practical training to road users; the construction, improvement, maintenance or repair of roads for which they are the highway authority.'

We do not have infinite resources and so we must prioritise our actions to improve safety. Using the latest data analysis we continue to develop measures with our partners, to enable road users to have safer access to the road whilst delivering road safety education, training, marketing, engineering and enforcement programmes. Our strategic priorities (not set out in any specified order) in this plan include:





### Priority – Speed Management

The introduction of appropriate, effective and well respected speed limits across the highway network is a key element of our plan to improve safety. In 2011 we undertook a speed limit review of all our A and B class roads, together with other routes with key strategic importance. In many cases we adjusted speed limits on these important routes.

We have also introduced 20mph speed limits in a number of residential areas either as local community led 20mph speed limit schemes, or through the use of traffic calming measures where the evidence of a poor road safety history warranted the investment of additional physical measures.

The Council continues to face significant financial challenges to deliver the wide range of key services. Whilst recognising this, we will continue to seek additional funding opportunities to prioritise the implementation of speed reduction measures where evidence shows this will improve our road safety record.

The effective management of speed limits is not something that the Council can achieve on its own, after all- it is the drivers using the roads who choose to speed. We will work closely with the police and explore new technologies to seek robust enforcement of traffic speed as well as exploring measures to raise driver/rider awareness of the damage speeding has in our community.

We will continue to support communities through the joint Community Speedwatch initiative with the Police which aims to raise the awareness of excessive speed with drivers.

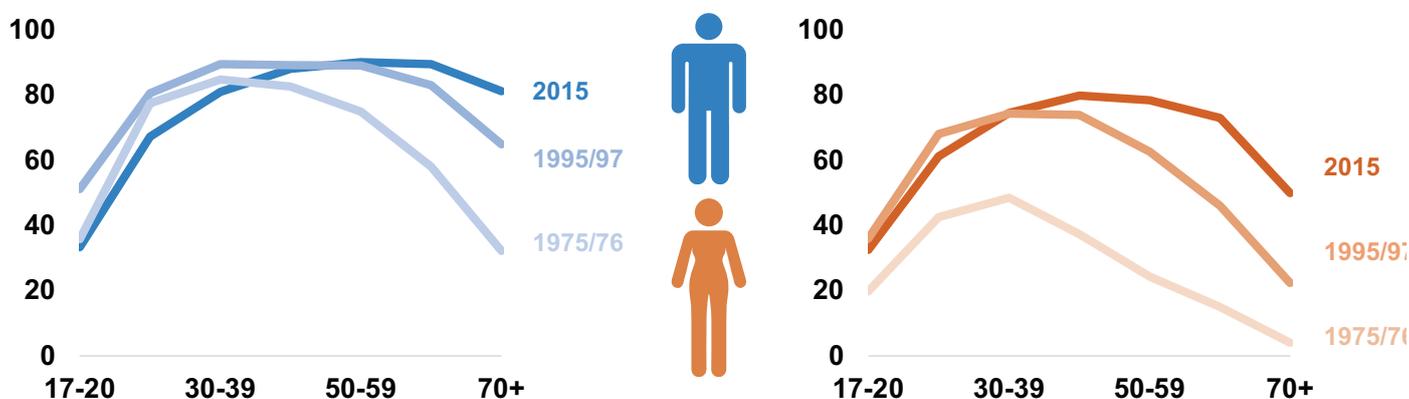


### Priority - Car Drivers

According to the DfT 'Road Traffic Estimates: Great Britain 2016' between 2002 and 2013, the number of licensed cars in England rose rapidly; more quickly than car traffic. Household car/van ownership rates showed little change, but the number of households grew by 10%, driving the growth in vehicle numbers. Taken together this suggests that, while personal access to cars remained similar between 2002 and 2013, people drove their cars fewer miles. Between 2013 and 2015, growth in car traffic in England outstripped population growth, indicating an increase in average car driver distance.

The demography of the driving population has changed over time. In particular, females and older age groups are much more likely to hold a licence now than 30 years ago.

**Proportion of full driving licence holders by age, in 1975/6, 1995/7 and 2015**



Source: National Travel Survey

Whilst not a vulnerable road user group itself, car drivers are implicated as a cause of a significant number of road traffic collisions where, vulnerable road users such as pedestrians, cyclists and motorcyclists are injured. In addition to this, on Wirral, car occupants themselves also account for some 31% of the total number of road deaths and serious injuries.

There is a clear imperative that we target measures aimed at car drivers, encouraging greater levels of awareness not only for their own safety – but also for others (especially vulnerable road users).

Will continue to work with partners to further develop interventions for:

- those learning to drive
- those who have been driving for a number of years
- older drivers and passengers (aged 60+years)

### Young/Novice Drivers

Driving instructors within the **'Engage'** driver training programme undertake enhanced training and attend regular seminars and professional development sessions. The scheme aims to encourage new drivers to understand the wider causes of collisions, consequences of failing to adhere to the advice provided in the Highway Code and being prosecuted and the problems faced by vulnerable road users. Topics also include fatigue, distractions (passengers and technology), seatbelt use as well as drink/drug driving safety issues.

Linked to the Engage programme, we are exploring other innovative programmes such as 'refresher' driver training programme for parents / nominated adults of learner drivers. The aim is to support the parents on how to be involved in key decisions during a learner/novice drivers' development. In addition this programme seeks the opportunity to reach a new audience (parents/adults) providing updated road safety information and encouragement for safer driving. Key issues being promoted are speed awareness, 'in-vehicle' distractions, tyres/ lights and sharing the road with others.

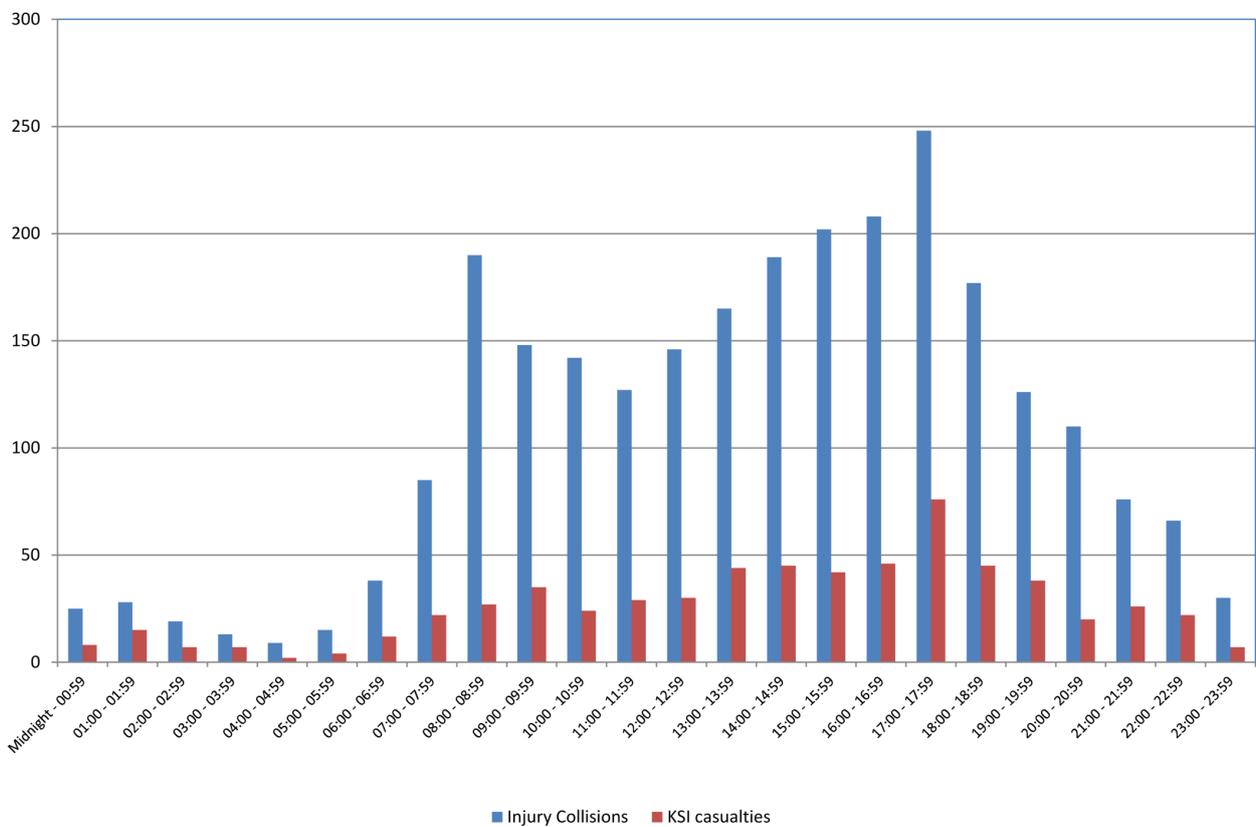


**Qualified/Experienced Drivers**

Approximately 20% of collisions within Wirral involve people who were driving whilst at work and of those 75% were 'grey fleet' vehicles, taxis or white vans / tradespersons. ('Grey fleet' describes any vehicle that is privately owned by the employee and used for business travel).

The majority of drivers do not receive refresher training or advice unless they are caught contravening the law. Rather than engage with drivers once they have transgressed we will continue to support and educate drivers through Wirral's innovative **'Mind Your Business project'**, which was awarded a National Transport Award. Approximately 30% of injury collisions occur during peak commuting times and therefore targeting employees driving for business is an effective way to engage with these drivers.

**Number of injury collisions by time of day**



'Mind Your Business' is delivered to an increasing number of businesses, managers and their staff. The project raises awareness of the consequences to businesses' being implicated in collisions. Not only can drivers face penalties but corporately, business leaders and managers may also face prosecution. Fines imposed by Courts, loss of key personnel (either through injury or prison sentences) and damage to reputation could all have a significant impact on their ability to trade.

Wirral has an increasingly thriving economy however it is important not only to promote more sustainable and less polluting alternatives for transport and commuting, but also undertake additional education, publicity and enforcement action to reduce the impact of those that drive on others in our community.

During 2016/17 close to 3,000 employees received educational input from the Road Safety team. We will continue to develop our Mind Your Business initiative along with traditional campaigns, social media opportunities, as well as seeking opportunities offered through new innovative methods, technology and research to change driver behaviours whilst they use our roads.

Current examples of innovative use of technology include: investigations of new technologies to record driver metrics which provide driver and manager information on speeds, braking or cornering severities as well as dash-cam footage and near-miss reporting.

Behavioural research shows that biologically the frontal lobe of the brain of a young adult is still developing in relation to risk, and this may have additional implications for road safety. We are currently developing a road safety initiative specifically for the 17-30 age group within local businesses

Whilst we believe that all road users should abide by current UK legislation and the advice provided within the Highway Code, we also recognise that some individuals may be prosecuted where their driving falls short of what is legally acceptable. Wirral Council is able to enforce contraventions of waiting, loading and parking restrictions however many elements of legislation relies on other bodies for effective enforcement.

We will continue to work very closely with our key partners especially Merseyside Police and assist in the detection of road crime. We support the use of driver education courses, where such cases meet the criteria, as an alternative to formal prosecutions - as this provides a significant opportunity to re-educate and influence future driving behaviours on our roads.



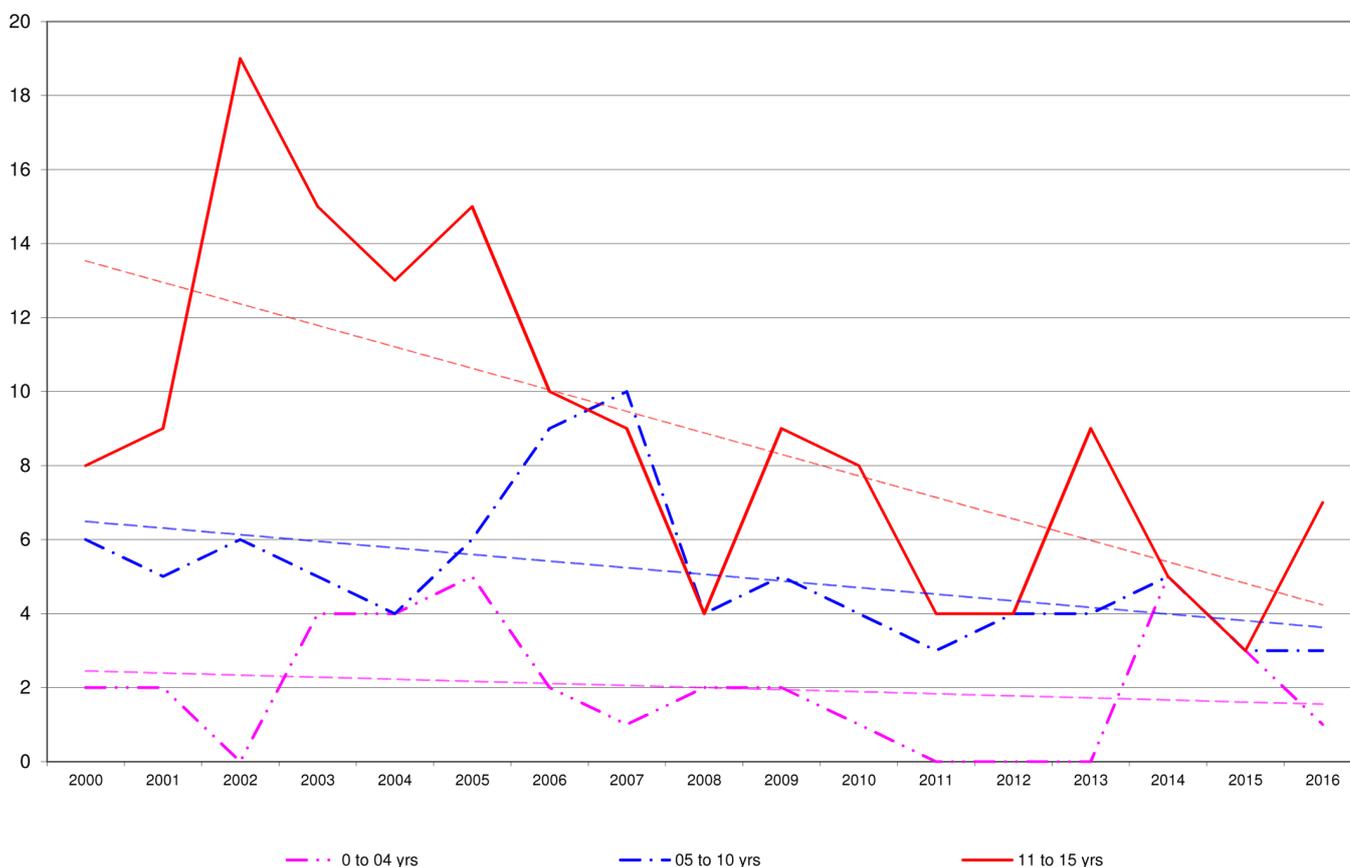
### Priority – Children & Young People

Developing skills and attitudes to stay safe on the roads is an ongoing process and starts from an early age. **The Department for Transport Strategic Framework for Road Safety** states that ‘road safety for children and teenagers provides a foundation for their knowledge, understanding and behaviour as adults and so underpins all of our efforts in road safety.’

Overall, our data analysis shows that children are most at risk as pedestrians than when using other forms of transport – the majority of this risk is borne by teenagers who travel further distances independently. Whilst there is a downward trend, this could in part be due to fewer children walking (eg to and from school). We need to continue to develop schemes and educational/awareness programmes to reduce harm to children as they use the roads.

The graph below shows the numbers of children injured on Wirral’s roads as pedestrians since 2000.

**Child Pedestrians Killed & Serious Injury (KSI) Casualties**



Road safety education plays an important role in shaping the attitudes and behaviours of children and young people – ensuring they become responsible drivers, passengers, pedestrians and cyclists.

We will deliver road safety education to parents and pre-school children where appropriate and are available to deliver to groups of young children (eg youth groups etc.). We support local nurseries in providing information to young children and their parents.

Wirral delivers a comprehensive road safety programme for pupils in Year 6, Year 7 and Year 10. Our ongoing analysis of road traffic collision data informs the programme content.

Educating pupils at Year 6 provides a solid basis of understanding road risks as they begin to travel more independently. In secondary School (Year 7) pupils are forming new travel habits, travelling longer distances, taking part in extra curricula activities and mixing in new friendship groups. Learning how to cope with the risks they will face in the roads is crucial during this transitional period. Distraction from friends, mobile phones and the isolation created by wearing headphones are all factors that can contribute to pedestrian collisions.

Approximately 37% of child pedestrian collisions involving serious injury occur during school peak times (14% in morning school peak and 23% in the afternoon school peak) with the majority occurring outside of these times. Most of the incidents during school commuting times happen on roads away from school frontages.

Just over a third of serious injury collisions involving child pedestrians occur with the child crossing masked by waiting or parked vehicles, though generally this is not outside schools, where congestion is more common. We need to develop additional initiatives to reduce this risk of harm to our most vulnerable people.

As children mature in secondary education, the road safety teams input changes to reflect this development and their increased exposure to new risks. The Year 10 education programme focuses on cause and consequence and covers their risk as vehicle passengers (particularly with other young drivers) or thinking about learning to ride motorbikes or drive cars themselves.

When young people are learning to drive, they can access our multi partnership initiative **'Engage'**. This is a road safety initiative specifically designed for novice drivers. The road safety team work collaboratively with colleagues from neighbouring authorities to deliver enhanced training and regular seminars for driving instructors who are actively teaching pupils how to drive. The Engage instructors, armed with information received during their training courses, have more knowledge on the key causation factors than an average instructor. Engage Driving Instructors build on the education messages which have been delivered to the pupils throughout their education including peer pressure, fatigue, drink and drugs, vehicle maintenance, through in-car modules.



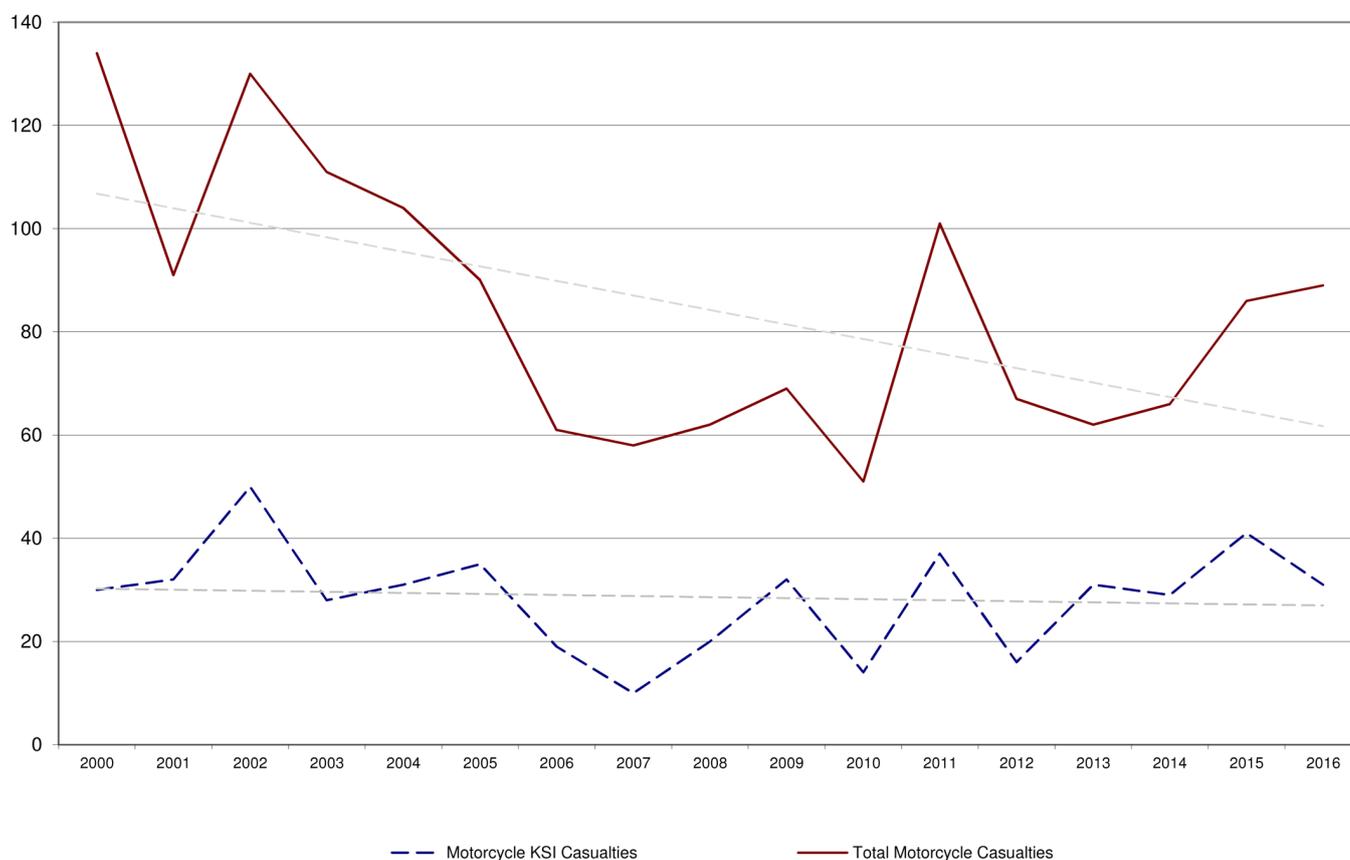
### Priority - Motorcyclists

Nationally, motorcyclists are just 1-2% of the traffic volume on our roads yet account for 19% of the total number of road deaths or serious injuries. Locally they are approximately 25% of Wirral's total road death or serious injuries. For a range of reasons they are particularly vulnerable and are roughly 38 times more likely to be killed per mile travelled than a car occupant.

Because of this disproportional risk, relatively small increases in the number of riders on our network can lead to significantly higher levels of more serious injury collisions.

Whilst most motorcyclists are considerate and careful riders they are frequently "not seen" by drivers leading to collisions – so called SMIDSY collisions (Sorry Mate I Didn't See You).

Motorcycle Casualties (all power 2 wheel)



Statistics show that on Wirral 40% of motorcycle KSIs involved riders and pillion passengers aged less than 25yrs old. Approximately half of all motorcycle KSIs on Wirral involved machines with engine capacities under 125cc.

Our Crime prevention team, Merseyside Police and Fire & Rescue Service are aware of the particular problems generated by on or off road motorcycle thefts and the anti-social use of stolen bikes. Closer collaboration between partner agencies will be a key focus to help reduce this issue.

We will continue to work in close collaboration with local retailers to encourage a wide range of rider training, use of protective equipment and clothing and to promote anti-theft programmes for motorcycles.

In addition we will continue to support advanced rider training which helps reduce collisions by giving riders additional skills and awareness of developing risks in their road environment.

Wirral Council assisted Merseyside Police in setting up the **Bikesafe** initiative which is now replicated widely throughout the country. This provides regular workshops for riders promoting greater understanding of key collision causations and how to avoid them and encouragement for riders to undertake additional post-test training with advanced riding organisations such as **IAM Roadsmart, RoSPA** and the **Enhanced Rider Scheme**.

Research shows that in approximately half of motorcycle collisions, the rider was not 'at fault'. Additional measures are needed to raise driver awareness of the vulnerability of motorcyclists. Additional action is also needed to change driver perceptions of motorcycles (and other vulnerable road users).

Our analysis shows that motorcyclists are more vulnerable at junctions, particularly where drivers turn across their path, though there are no specific locations which are of significantly higher risk than others. We will continue to work closely with partner agencies to develop additional measures to reduce motorcycle casualties through good road design, education and enforcement actions. We need to enhance publicity campaigns to all road users regarding vulnerable road users.

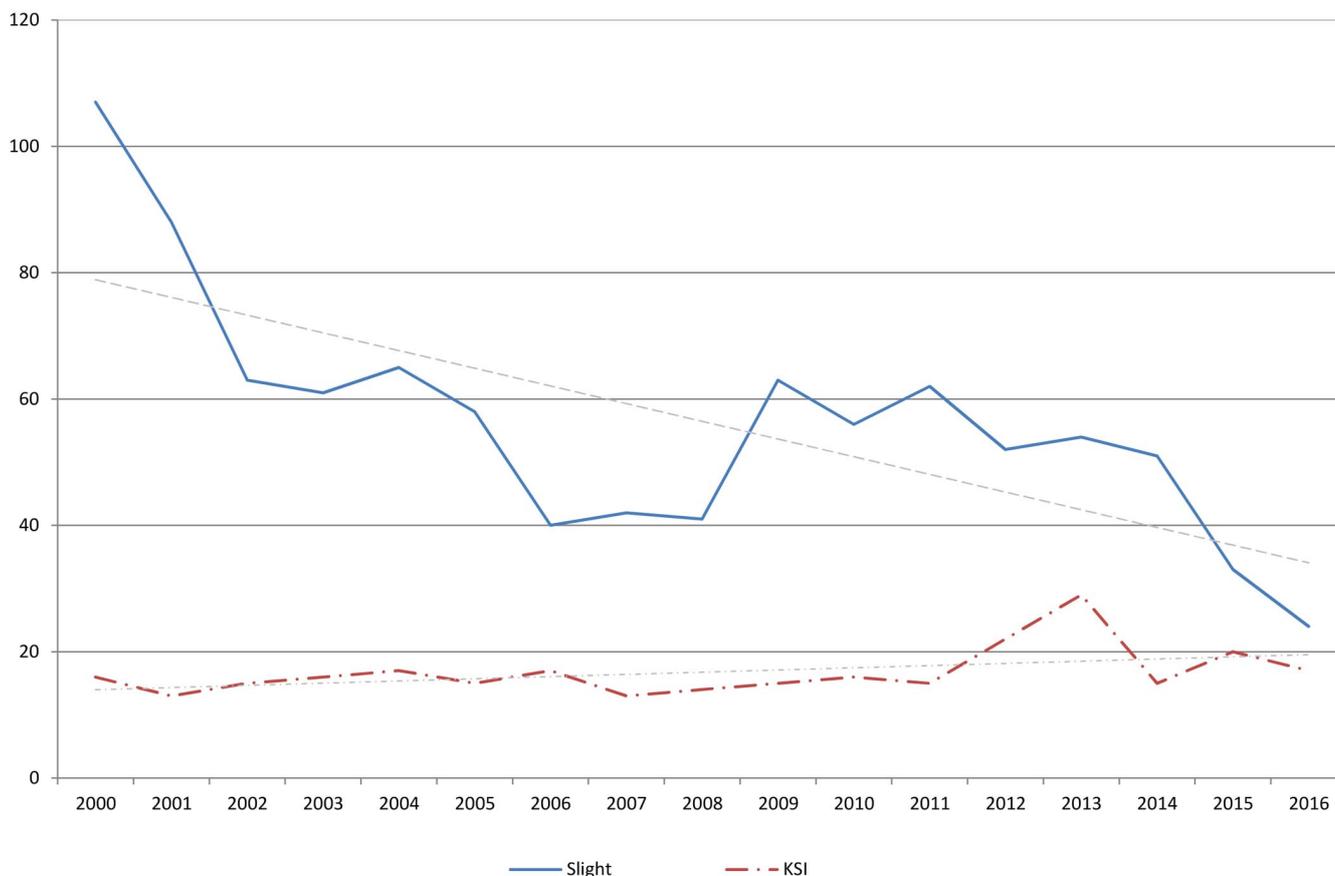


### Priority – Cyclists

There has been a notable reduction in the total number of cyclists injured in road collisions over the years, however the number of those killed or seriously injured has not decreased at the same rate. Information on cycling collected through local counting indicates that there has been an increase in cycling, although from a relatively low level.

We need to continue to develop engineering, education and enforcement measures that assist vulnerable road users such as cyclists.

Wirral Pedal Cycle Casualtes



We encourage more sustainable transport such as pedal cycling and offer free cycle (Bikeability) training to pupils in all schools across Wirral. This is funded centrally via Cycle England. It is important that we encourage all road users to understand how to travel as safely as possible and that starting with the right knowledge and basic skills is the best way to build rider skills and awareness.

The road safety team promote the Merseyside Safe Urban Driving Course which is available to all Wirral Businesses for their staff. This one day course provides an in-depth review of issues affecting cyclists such as road positioning and road sharing, educating drivers and indeed cyclists. All Wirral Residents can access free cycle training through Bike Right. We will continue to explore ways to encourage take-up of such schemes which both educate and encourage riders.

Reviewing the details of collisions involving pedal cyclists, not all are 'caused' by cyclists nor are they all 'caused' by vehicle drivers. Whilst it is important that we continue to provide education and engineering solutions for cyclists we also need to find ways to ensure drivers pay more attention to look for and share the roads more vulnerable road users including cyclists.

Our award winning Mind Your Business Project works directly with local employers and business owners to encourage and support development of a Driving at Work Policy and to participate in a wide range of road safety practical and theory engagement sessions. Through delivering road safety education within the workplace, we can directly interact with adults both the benefits of cycling as both a means of commuting and for leisure. In addition we are able to provide additional information for drivers on the needs of cyclists.

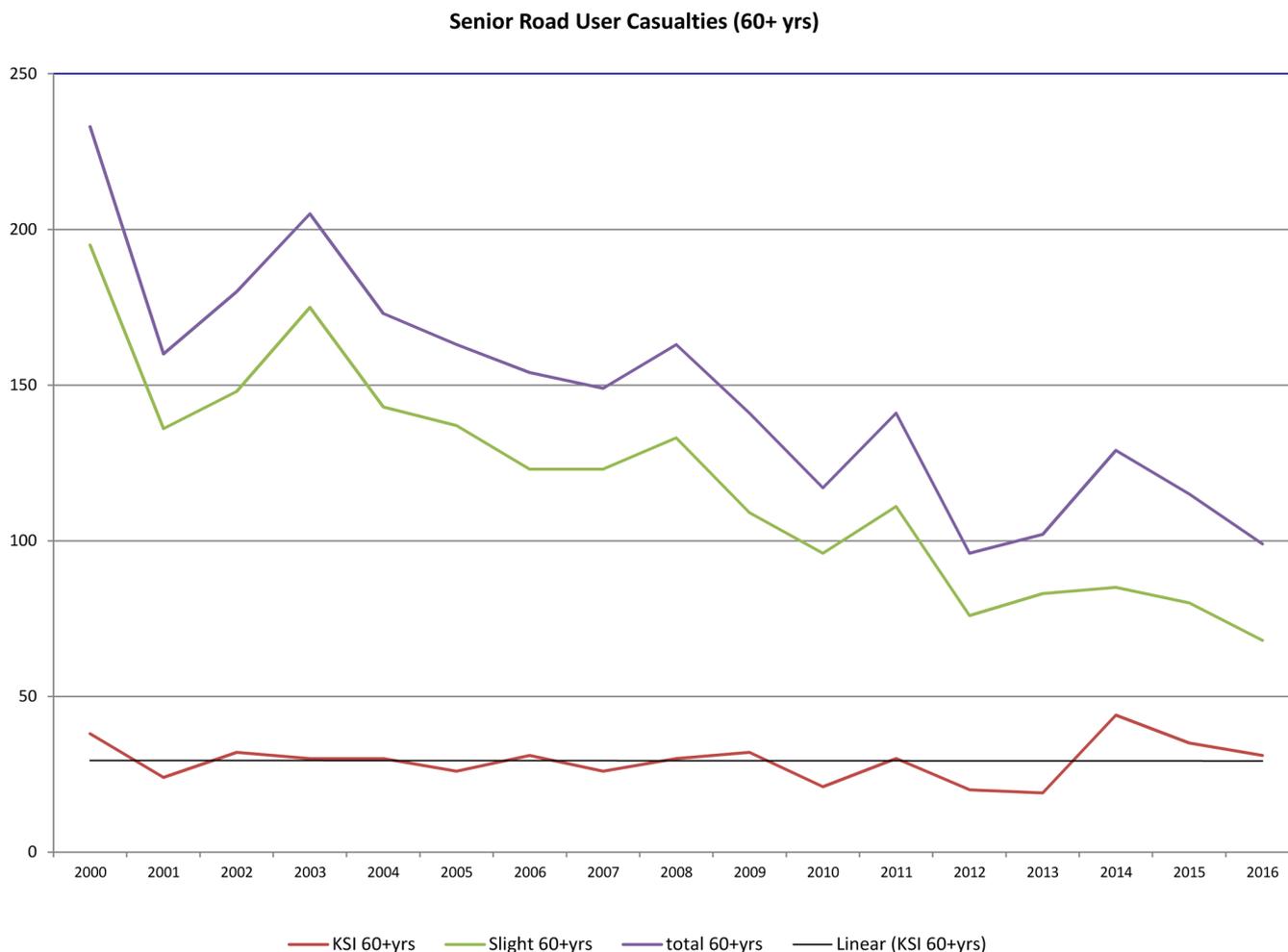
We are also encouraged by the support of the police in exploring new ways to educate drivers to be more aware of the needs of cyclists including the Close Pass – Safe Pass and initiatives which can assist 'near-miss' reporting.

Over recent years we have provided significant investment in schemes where the primary aim is to improve the highway network to assist primarily cyclists and pedestrians. There is much more to be achieved however, and we will continue to seek additional funding to enable further programmes of works to be delivered which aid cyclists.



**Priority - Senior Road Users**

Whilst the overall number of older road user casualties has reduced over recent years, the number of people aged 60+ years killed or seriously injured in road collisions has increased slightly over time. This is set against an increase in the numbers of people aged over 60 years in our community.



As we get older, our reflexes can start to slow, we may get aches and pains that we never had before, be more susceptible to falling or have less energy to get out and about. Many older road users say they limit their travel and avoid busier periods or night times to compensate for this.

Whilst the aging process is different for each individual with some 70+ year olds feeling fitter and more active compared to someone in their 60s and that we can become more frail and susceptible to serious injury if involved in a collision as we age.

The Office for National Statistics projects the proportion of the UK Population aged 75 and over will grow from 7.9% in 2012 to 13% in 2037 and the number of over 80s is set to more than double to 6.1 million.

**Wirral's Ageing Well Strategy** states that currently 1 in 5 people are aged over 65, but by 2030 that will increase to 1 in 4.

Our casualty data indicates that most people in the over 60 age group are injured as either car driver/passengers or as a pedestrian.

**SECTION 1: POPULATION**

TABLE 1h

RESIDENT POPULATION PROJECTIONS BY AGE GROUP (PERSONS), WIRRAL, MID-2015 TO MID-2035 (THOUSANDS)

Age Group	Populations (thousands)					% Change 2015-2035
	2015	2020	2025	2030	2035	
0-4	19.2	19.0	18.5	17.9	17.6	-8.3
5-9	17.8	19.3	20.1	19.9	19.5	9.6
10-14	18.2	16.8	18.3	19.0	18.8	3.3
15-19	17.4	15.5	14.2	15.6	16.3	-6.3
20-24	19.0	19.2	17.4	16.2	17.8	-6.3
25-29	18.0	19.1	19.4	17.7	16.4	-8.9
30-34	17.4	18.5	19.6	19.9	18.2	4.6
35-39	20.0	17.6	18.8	19.9	20.2	1.0
40-44	22.8	20.0	17.6	18.9	19.9	-12.7
45-49	24.2	22.6	19.8	17.6	18.9	-21.9
50-54	21.4	23.7	22.3	19.6	17.5	-18.2
55-59	19.0	19.8	19.6	19.1	18.6	-2.1
60-64	19.7	20.9	23.2	21.9	19.3	-2.0
65-69	20.4	18.8	20.0	22.3	21.2	3.9
70-74	15.4	18.9	17.6	18.8	21.1	37.0
75-79	12.4	13.6	16.9	15.9	17.1	37.9
80-84	9.5	10.2	11.4	14.3	13.6	43.2
85-89	6.1	6.6	7.5	8.6	11.0	80.3
90+	3.3	4.2	5.2	6.5	8.0	142.4
<b>All ages</b>	<b>321.3</b>	<b>324.4</b>	<b>327.5</b>	<b>329.6</b>	<b>330.8</b>	<b>3.0</b>

**Notes and Definitions**

1. The latest subnational population projections are based on the 2014 mid-year population estimates and project forward the population from 2015 to 2035
2. ONS population estimates are presented in thousands and have been rounded to the nearest hundred for presentation purposes. Figures for individual age groups may not add up to the total figure due to rounding
3. The projections are trend-based projections, which mean assumptions for future levels of births, deaths and migration are based on observed levels

Source: Office for National Statistics (ONS)

Wirral Council have developed a series of workshops delivered to groups of 'senior' road users. Our Safer for Longer Workshops focus on raising awareness of road safety issues for the over 60 age group (including vision, mobility, and lifestyle).

The majority of drivers will not receive refresher training or advice unless they are caught contravening the law. Rather than reactively engage with such individuals, through the Merseyside Road Safety Partnership we have developed and lead on the provision of free driving assessments for older drivers (Driving Safely for Longer) to update their skills and provide additional tips on speed management, vehicle control and setup and importantly improving confidence.

Wirral's workshop package for older road users has now been expanded across Merseyside and Cheshire for our partners to use. We will continue to explore ways we can further innovate measures to raise awareness of key road safety issues to this age group.

## Priority – Pedestrians

**Pedestrian Casualties Killed or Seriously Injured**



Many of the collisions involving pedestrians occur on A, B or our strategic C class roads. Alongside measures to improve safety for cyclists the Council has invested heavily in measures which improve safety for pedestrians including safer crossing points, refuge islands and lower speed limits etc.

We will continue to invest in traditional measures and seek new initiatives to improve pedestrian safety. Despite this, we believe we are not in a position to eradicate the risk to pedestrians entirely by investment in engineering solutions. Education for pedestrians and vehicle users alongside robust enforcement is also required.

We begin to educate pedestrians from a young age and offer local nurseries support in introducing road safety education to young children and their parents / guardians. This continues within primary, secondary and college education establishments targeted at key year groups and risk factors.

Road safety awareness sessions are delivered to children and young people within their education setting. We believe it is important that training young and novice drivers through the Engage scheme we are able to enhance their awareness of the issues faced by vulnerable road users and encourage them to share roads safely.

Wirral has an increasingly thriving economy however it is important not only to promote more sustainable and less polluting alternatives for transport and commuting, but also undertake additional education, publicity and enforcement action to reduce the impact of those that drive on others in our community.

By working within local businesses we are able to remind drivers who have been driving for a number of years about their responsibility when travelling on the network.

Issues such as distraction and isolation through the use of mobile phones by pedestrians appear to be increasingly common though recording of detail is somewhat patchy. We will continue to work with partners to improve data collection in relation to this.

Our population is expanding and there are more of us living longer healthier lifestyles. Educating adult pedestrians about road safety risks does provide some degree of challenge, nonetheless it is important that we seek to educate not only children but also parents and other adults who not only sometimes cross roads inappropriately, but also set poor examples of such behaviour to our children too.

We noted recently that there are a proportion of collisions where the pedestrian was under the influence of drink and need to work alongside partners to enhance strategies aimed at reducing this.

We need to encourage all road users to give appropriate consideration to the needs of pedestrians as they use the highway network. We will continue to develop schemes and initiatives which assist pedestrians to use our roads safely. We will continue to seek additional funding and resources to enable better flow of information to the public through electronic, social and conventional media.

### **Priority – Engineering Solutions**

It is widely understood that not all collisions and so called 'near-miss' events are accurately recorded with quality information on the circumstances involved. The national system of police recording of injury related road crashes set out by the Department for Transport currently provides the best information that we have to help determine which engineering measures we need to prioritise for casualty reduction.

The Council has invested heavily in such infrastructure schemes over many years and analysis of the road safety history at treated junctions shows a high rate of success. Such schemes however, can take a significant level of resource to develop and often face many competing factors.

As part of the Wirral Growth Plan the Council will be commissioning the Growth Company which will be a new organisation set up as a joint venture with a development and investment partner, to regenerate large parts of the borough. The Council along with the Growth Company will need to ensure that the appropriate transport infrastructure to support that regeneration is in place and that such schemes include improvements to road safety as part of their design.

We will continue to examine the data we have to develop high quality engineering measures and seek additional funding to enable their introduction.

## How we will deliver this Plan

### Delivery Plan

A delivery plan will be prepared on an annual basis to sets out a wide range of measures we will strive to deliver. This will be regularly updated and new initiatives added where needed.

### Indicators

The Council's Transport Strategy Steering Group will monitor the following casualty indicators which will be published on our website.

- Number of people killed or seriously injured (quarterly)
- Total number of injury collisions annually (annually)

### Monitoring of Delivery

The Road Safety team will continue to monitor and update our Road Safety Action Plan. An annual update will be provided to the Transport Strategy Steering Group.

### Conclusion

'Road Safety' affects everyone in Wirral – we all use the roads to travel as part of going about our daily business.

We will continue to strive to become the safest community in the UK however we cannot achieve our vision without support from others, including our partners (existing and new). Most notably, we cannot achieve our vision without the help and co-operation of all those who use the road network.



the 1990s, the number of people in the UK who are aged 65 and over has increased from 10.5 million to 13.5 million, and the number of people aged 75 and over has increased from 4.5 million to 6.5 million (Office for National Statistics 2002).

There is a growing awareness of the need to address the needs of older people, and the UK Government has set out a strategy for older people in the 2002 White Paper, *Our Common Future* (Department of Health 2002). The White Paper sets out a vision of a society in which older people are able to live well, and to contribute to their communities. It also sets out a range of policies to support this vision, including measures to improve the health and social care of older people, and to support them to live independently in their own homes.

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