



## WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

### DELIVERY PLANS

#### Appendix Two

#### Safer, stronger communities

NI	
15	Serious violent crime rate
20	Assault with injury crime rate
38	Drug-related (Class A) offending rate
47	People killed or seriously injured in road traffic accidents
Local	Reducing the number of incidents of ASB
Local	(NI 21) People who agree that the police and local councils are dealing with anti-social behaviour and crime that matter in their area

## Getting better together

Reducing Violent Crime

<b>LAA Improvement Priority:</b>	<b><i>Reducing Violent Crime</i></b>
<b>Sponsor:</b>	<b><i>Alan Stennard</i></b>
<b>Lead organisation:</b>	<b><i>Wirral Council</i></b>
<b>Service Area:</b>	<b><i>Joint Community Safety Team</i></b>
<b>Relevant indicators:</b>	<b><i>National Indicators 15 and 20</i></b>

<b>Key outcome We will deliver: Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by: Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Family Safety Unit work to reduce the number of victims of domestic violence.	Introduction of NI 32 systems and processes	1 <sup>st</sup> May, 2009	Cathy Newman		Police, NHS, DAS, C&YP, Probation Service.
	Introduction of CAADA DASH risk assessment forms.	July 2009	Cathy Newman		Police, NHS, DAS, C&YP, Probation Service WITS.
	Recruitment of IDVAs	May 2009	Cathy Newman		RATs
Reducing number of violence offences	Quarterly reporting of intervention outcomes	May, August,	Steve Pimblett	NI 111	YOS



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### Reducing Violent Crime

<b>Key outcome We will deliver: Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by: Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
perpetrated by young people	to CDRP	November 2009			
Reduction in the number of violence offences committed by tenants of Registered Social Landlords which are a breach of tenancy.	Quarterly monitoring of impact.	June, September, December, 2009 March 2010	Caroline Laing		Registered Social Landlords/Respect Housing Consortium.
Monthly analysis of violent crime on Wirral using a problem solving methodology to identify key victims, offenders and locations of violent crime.	Monthly production and sharing with partners of the analysis document.	April, 2009	Bob Little	NI 15 NI 20	Police
Offender Management Group to minimise the impact of repeat offenders, including violent offenders, on Wirral.	Monthly multi agency meeting to discuss and agree action plans to deal with this cohort of offenders.	April, 2009	Chief Inspector Bob Gittins	NI 15 NI 20	Police, DAAT, YOS.
Development of Victim Support Strategy.	Publication of strategy	August 2009	Steve Mc.Gilvray	NI 15 NI 20 NI 32	Police, Probation, PCT, DAAT, YOS



## Getting better together

Road Safe Action Plan

<b>LAA Improvement Priority:</b>	<b><i>Drug Related (Class A) Offending</i></b>
<b>Sponsor:</b>	<b><i>Gary Rickwood/Steve McGilvray/Jon Ward/Sue Brown</i></b>
<b>Lead organisation:</b>	<b><i>Wirral DAAT</i></b>
<b>Service Area:</b>	<b><i>Safer Communities</i></b>
<b>Relevant indicators:</b>	<b><i>NI38</i></b>

<b>Key outcome We will deliver: Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by: Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Development of a performance management framework to support delivery of NI38	Development of PIs Reporting procedures in place and data received on a quarterly basis Data being reported through DAAT	Jan-March 09  April 09  April 09	Nikki Jones/Ian Shaw  Nikki Jones  Nikki Jones	National Drug Intervention Performance Indicators  Merseyside Probation Trust OASYS performance data  Home Office IQUINTA data	Arch Initiatives  John Moore's University  Cheshire and Wirral Partnership Trust  Merseyside Probation Trust  Merseyside Police



## Getting better together

Road Safe Action Plan

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Ensure the data collection process are in place and are accurately recording activity to support the delivery of the indicator	Guidance received from Home Office outlining methodology	Feb 09	Ian Shaw	AS Above	As Above
	Continual review of data quality	Ongoing	Ian Shaw/Nikki Jones		
Analysis of Drug Intervention Programme ( Drug Intervention Requirement and Test on arrest) data by JMU	Monthly Review of drug related arrest activity	Ongoing	Ian Shaw/Nikki Jones	The identification of offenders within the Drug Intervention Programme who present and are tested positive on 2 or more occasions	John Moores University
Analysis of Drug Intervention Programme (Test on Arrest Data) by Wirral Intelligence Unit	Monthly Review of drug related arrest activity	Ongoing	Ian Shaw/Nikki Jones	The identification of offenders within the Drug Intervention Programme who present and are tested positive on 2 or more	Merseyside Police



## Getting better together

### Road Safe Action Plan

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
				occasions. The production of personal details of offenders and an assessment based on previous offending of likely high volume offenders.	
Identification of the NI 38 cohort of offenders	Identification of target group of offenders	April 2009	Ian Shaw	Early identification of the group of offenders who will generate the offending rate for comparison with the baseline	John Moores University Merseyside Police Merseyside Probation Trust Arch Initiatives
The formation of a multi-agency integrated offender management group to assess and manage repeat offenders on the Wirral in order to assess those suitable for further interventions. The development of an assessment matrix.	Group Established	April 2009	Ian Shaw	The identification engagement and management of repeat offenders on the Wirral.	Merseyside Police Merseyside Probation DAAT Various Partners
The commissioning of a dedicated Care	Staff in post	April 2009	Ian Shaw	The enhanced	Arch Initiatives



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<b>Key outcome</b> <b>We will deliver:</b> <b>Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by:</b> <b>Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Coordinator and Admin/Data support.				monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter – agency liaison providing a holistic approach to the management of offenders and their families.	
The development of a multi agency group coordinated by Arch Initiatives. To identify engage and manage repeat offenders within the Drug Intervention Programme. The development of processes to monitor the progress of identified offenders and referral to the Integrated Offender Management Group where appropriate.	Group Established	April 2009	Ian Shaw	The enhanced monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter – agency liaison providing a holistic approach to the management of offenders and	Arch Initiatives Merseyside Police Merseyside Probation Trust Wirral Drug Service DAAT Various Partners



## Getting better together

Road Safe Action Plan

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
				their families.	
Engagement of Key Partners	Partners identified and engaged	April 2009	Ian Shaw	The enhanced monitoring of repeat offenders within the Drug Intervention Programme, enhanced inter – agency liaison providing a holistic approach to the management of offenders and their families	Arch Initiatives Merseyside Police Merseyside Probation Trust Wirral Drug Service DAAT Various Partners
Access to Drug Treatment Services for identified offenders	Drug Intervention Programme fully integrated within Wirral Drug Treatment Services	April 2009	Ian Shaw Gary Rickwood	A reduction in the rate of offending of persons entering the Wirral Drug Intervention Programme and testing positive for class A drugs. An increase in	All commissioned treatment providers





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<b>Key outcome</b> <b>We will deliver:</b> <b>Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by:</b> <b>Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
				the engagement of partners and children of drug using offenders. An increase in the number of drug using offenders progressing to abstinence and employment.	

## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
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)	Deliver enforcement plan for 2009 including: FPN's & summons Maintain emphasis on in-car safety & speeding X spotlight days/month Covert vehicle enforcement XXXXhrs/month	Performance reported at RoadSafe			
ENF 1.2		VoSA; Customs & Excise	Undertake XXX enforcement operations per year with partner agencies	Performance reported at RoadSafe			
ENF 1.3		Ch Insp Ops (BCU)	Undertake ANPR operations Maintain emphasis on seizures	Performance reported at RoadSafe			
ENF 1.4		Ch Insp Ops (BCU)	Deliver XX intelligence-led major Drink/Drive enforcement campaigns	Performance reported at RoadSafe			
ENF 1.5		Ch Insp Ops (BCU) & Area Equipment Officer	Monitor usage of new BT testing equipment Routine targeting of drink/drug drivers	Performance reported at RoadSafe			
ENF 2	Police (Roads Policing Department) to further develop targeted enforcement activity based on records of road death & serious injury	Police RPD (OSU)					



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 2.1		Ch Insp Roads Policing Dept (OSU)	Continue to deliver enforcement plan to deliver FPN's for 2009	Performance reported at RoadSafe			
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	Deliver FPN's each year 2009/2010 via mobile and fixed camera sites	Performance reported at RoadSafe			
ENF 3.2		David Foulkes; CTO Manager	Provide XX% of Merseyside mobile enforcement deployment within Wirral BCU at approved sites	Performance reported at RoadSafe			
ENF 3.3		MRSP; Tech Services Road Safety, Police	Review of current status/casualty records at existing fixed and mobile camera sites against criteria	Annual Review		2007 Stats available on website	
ENF 3.4		David Foulkes; CTO Manager	Use of Speed Awareness course for 'qualifying' offenders arising out of speed camera detections	Performance reported at RoadSafe		Not suitable for SMART target. Reports to include offences generated on Wirral	
ENF 3.5		MRSP; Police; Tech Services AIU	Review of casualty and site data exploring need to introduce new fixed/mobile enforcement camera locations	Annual Review April 2010		Police CTO staffing issues may reduce capacity to introduce new mobile camera locations.	
ENF 3.6		MRSP; Police; Tech Services AIU	All new mobile sites to be enforceable as soon as possible	May 2009		Risk Assessments Signage requirements	



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### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENF 4	Wirral RTCU to investigate RTC's & increase positive action against offenders	Police					
ENF 4.1		Ch Insp Ops (BCU); Insp Cunningham (BCU)	Increased use of cautions, fixed penalty notices, summons and driver improvement scheme in RTC investigations	Performance reported at RoadSafe		Data being produced	
ENF 5	Eyesight testing	Police					
ENF 5.1		Ch Insp Roads Policing Dept (OSU);	Review policy for undertaking eyesight testing at scene of RTC's & during roads policing operations	Sept 2009			
ENF 6	Additional targeted roads policing enforcement linked to local and national road safety campaigns	Police; Corp Publicity & Marketing;					
ENF 6.1			Prosecution of road policing infringements by operational officers	Performance reported at RoadSafe			
ENF 7	Targeting of Local Authority Civil Enforcement Officers	Tech Services					
ENF 7.1		AIU; Road Safety & WBC enforcement teams	Continue to identify crash hotspots at TRO protected junctions linked to enforcement	March 2010			
ENF 7.2		WBC enforcement teams	Use of mobile CCTV for prosecution	Review at 6 wk intervals		New Technology being trialled. Registration of additional enforcement to commence April 2009 onwards	
ENF 7.3		WBC enforcement teams	Implement school zig-zag enforcement schedule & report on	Sept 2009 onwards			



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### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
			visits & performance				
ENF 7.4		WBC enforcement teams; Insp Cunningham (BCU)	Co-ordination of enforcement activity around schools with Neighbourhood Inspectors/staff	May 2009			
PREV 1	Recruitment & training of Police Community Volunteers for Speedwatch activity						
Prev 1.1		Wirral EPF Co-ordinator	Promotion of Community Speedwatch Marketing of scheme Encouragement of volunteers through Neighbourhood policing teams, Local Members, Area Forums and media	March 2010		Leaflets to be distributed to all Council Members and Forums	
Prev 1.2		Wirral EPF Co-ordinator	Liaison with MFRS community fire wardens	Performance reported at RoadSafe		Action to be carried into April 09 Discussions ongoing with MRFS volunteers	
PREV 1.3		Wirral EPF Co-ordinator	Increase community speedwatch activity	Performance reported at RoadSafe		Monthly performance data to be produced at RoadSafe	
PREV 2	Engage PCT & NHS Trust in Roadsafe						
			Liase with PCT and NHS Trust - invite to Roadsafe meeting Explore how PCT and NHS can contribute to key areas of road safety Explore funding opportunities	May 2009			
ETP 1	Review and implement strategy for road safety education for	Tech Services Road Safety					



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### Road Safe Action Plan

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	pre-drivers and young drivers						
ETP 1.1		Tech Services Road Safety C&YP Dept Secondary Schs	Deliver amended y10 programme to 19 schools (3,000 children)	March 2010	Bookings in progress	Barriers to delivery against targets to be identified & action taken	
ETP 1.3		Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schs	Deliver new '4Wheel Ed' programme with partner agencies to key casualty group y12 Deliver to 700+ Children by March 2010	March 2010	Bookings in progress	Barriers to delivery against targets to be identified & action taken	
ETP 1.4		MFRS; Road Safety	Deliver 'Drive 2 Arrive' programme to 'hard to reach groups including Joseph Paxton; Kilgarth etc	May 2009	Liaison with MFRS	Arrange bookings Delivery	
ETP 1.5		Road Safety(David Rees & Victoria Black); MFRS (Paul Gibson)	Investigate how MFRS operational staff can supplement WBC RS Team in delivery of core ETP programmes	May 2009	Liaison with MFRS		G
ETP 1.6		Road Safety; Police; MFRS; Response; VoSA; C&YP Dept; Secondary Schools	Formulate strategy to engage with WBC Youth Engagement Team and Anti-social Behaviour Unit	July 2009			
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;	Investigate additional interventions in secondary schools, including use of Theatre-in-education	March 2009		Review effectiveness of intervention through feedback questionnaires	
ETP 2.2		Road Safety;	Develop y1 / y2 child pedestrian training programme Deliver to ?XXXX children	Performance reported at RoadSafe		Target setting by RST Recruitment of staff	



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ETP 2.3		Road Safety;	Investigate potential for further Theatre In Education to y4/y5 children Identify funding Undertake delivery	May 2009 May – June 09			
ETP 2.4		Road Safety; Police; C&YP Dept; Schools	Deliver amended y6 programme to 100 sessions at schools	March 2010		Sessions continuing to be booked in primary schools Target setting for 2009/10 by RST	
ETP 2.5		Road Safety;	Review RS programme for y7 in Secondary Schools	June 2009		Build on Sophies journey outcomes	
ETP 2.6		Road Safety; Police; C&YP Dept; Schools	Deliver amended y7 programme to 105 sessions at secondary schools	March 2010	Current version being delivered in schools until new programme developed	Arrange bookings Target setting for 2009/10 by RST	
ETP 2.7		Road Safety – David Watson; C&YP Dept Secondary Schs	Roll out Sophie's Journey to secondary schools (y8/y9) Monitor school/teacher delivery Evaluate impact of resource on children	April 2009		Print / duplicate resource Arrange meetings with key school staff	
ETP 3	Develop and implement education/awareness programme targeting drivers aged 55yrs+	Road Safety;					
ETP 3.1		David Rees	Liase with Public Health and GP's over older driver issues	June 2009		Determine key physiological/mental issues which can compromise driving standards in this group Explore how to engage with front line	



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### Road Safe Action Plan

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						health professionals	
ETP 3.2		Corp Publicity & Marketing;	Develop & distribute new resource to GP surgeries/other outlets for older drivers	Aug 2009			
ETP 3.3		Road Safety Public Health	Older driver issues awareness courses/roadshows to be delivered.	July 2009			
ETP 3.4		David Rees; Kate Cunningham	Contact Road Safety Beacon Authorities over good practice for older peoples road safety issues	Nov 2009			
ETP4	Engage with NW Region Driving Standards Agency & Wirral Driving Instructors	Road Safety					
ETP 4.1		Victoria Black	Engage with DSA & Driving Instructors to promote cont professional development for ADI's on Road Safety Issues	July 2009	Merseyside funded initiative being developed		
ETP 5	Investigate and develop package of RS Education for motorbike/scooter riders	Road Safety					
ETP 5.1		AIU/MRSP	Further analysis of RTC data relating to motorcycle / moped use	June 2009		Develop current intelligence to identify road user profile – casualties and offenders	
ETP 5.2		Road Safety	Liase with RoadPeace; Brake; Aftermath and similar organisations. Investigate production of DVD style resource in conjunction with these.		Initial meetings held with bereaved parents Bid for funding now approved by MRSPG to develop. Merseyside RSO's taking lead	Timescale for filming set	
ETP 5.3		Marketing	Based on RTC analysis, develop marketing strategy for this road user	Nov 2008	Analysis complete High risk routes identified	Marketing strategy to be developed	





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### Road Safe Action Plan

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			group.		Additional M/C specific temporary signs acquired for marketing campaign Feb-Mar 09		
ETP 6	Continue to deliver cycle training to at risk groups	Road Safety (Cycling Solutions)					
ETP 6.1		Road Safety (Cycling Solutions)	Review delivery programme and report on numbers trained & schools engaged, together with proportion of people trained	July 2009			
ETP 6.2		David Watson / Steve Corlett	Develop & promote cycle maintenance sessions (pilot 4 sessions/yr) linked to road safety. Include lights; be bright; helmets	March 2010			
ETP 6.3		Victoria Black / David Watson	Investigate use of Tramere Rovers FC to promote safer cycling to children	Aug 2009			
ETP 6.4		David Watson	Investigate policy on cycle helmet usage linked to road safety and potential barriers to training take-up (particularly for teenagers/adults)	Sept 2009			
ETP 7	Develop 'in-house' driver awareness programme	Road Safety					
ETP 7.1		Road Safety: Victoria Black & Steve Corlett	Develop initial training/awareness programme for Council employees aged 17 to 25 years	April 09	In development	Proposed new finalisation for trial in Jan/Feb due to staffing issues	
ETP 7.2		Road Safety: Victoria Black & Steve Corlett	Trial programme within Tech Services staff (approx 40)	April 09	In development	Proposed new finalisation for trial in Jan/Feb due to staffing issues	
ETP 7.3		Road Safety: Victoria Black &	Review Trial	May 09	In development	Proposed new finalisation for trial in	



## Getting better together

### Road Safe Action Plan

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		Steve Corlett				Jan/Feb due to staffing issues	
ETP 7.4		Road Safety: Victoria Black & Steve Corlett	Determine costs/time implications for wider delivery roll out to other departments if appropriate	May 2009 on	Not yet started		
ETP 7.5		Road Safety: Victoria Black & Steve Corlett	Undertake departmental licence check and arrange driver improvement sessions for staff with 5+ penalty points	Key Issues 2009 onwards	Not yet started		
ETP 7.6		Road Safety: Victoria Black & Steve Corlett	Develop road safety education/awareness intervention for induction of new staff	April 09 onwards	Awaiting result of initial trail		
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	April 09	Initial discussions with MFRS	RS team to arrange training & development for MFRS staff Legal issues over qualifications may constrain ability to deliver	
ETP 8.2		Road Safety: Jenny Jewsbury & MFRS	Undertake innovative 'child seat' checking roadshows	Ongoing dates	Wirral Show - completed	Purchase additional demonstrator seats Liase with supermarkets and Shopping centre management teams/Chamber of Commerce	
ETP 8.3		Insp RPU (Kate Cunningham)	Ensure police have access to seatbelt literature for dissemination	April 09 onwards		WBC RST Order stock	



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### Road Safe Action Plan

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			to public on request				
ETP 9	Continue use of Wirral Bikesafe Initiative	Police; MFRS; Road Safety					
ETP 9.1		Police; MFRS; Road Safety	Deliver 8 courses / year	March 2009	Further courses booked	Explore further course marketing opportunities to ensure greater take-up on existing course dates Review police staffing implications	
ETP 9.2		Corp Publicity & Marketing;	Effective marketing to target audience	August 2009 March 2010			
ETP 10	Development of "Scooterfest" awareness roadshow(s)	Corp Publicity & Marketing; Road Safety Team; MRSP					
ETP 10.1			Develop & deliver XXX roadshows	April 2009 - reported at Roadsafe		Target to be set	
COM 1	Develop Road Safety marketing strategy 2009/10	Corp Publicity & Marketing; Road Safety Team; MRSP; Police; MFRS; DfT	Development of detailed strategy Evaluation of activity and effectiveness	April 2009 Ongoing – reported at Roadsafe			
COM 2	Bring Accidents Down 2 zero communications	Corp Publicity & Marketing;					
COM 2.1		Corp Publicity & Marketing;	Advertising to reinforce campaign	June 2009	New Areas suggested	Awaiting Cabinet approval	
COM 2.2		Corp Publicity & Marketing;	Communication of moving / extending Pilot to new / other areas	March 2009  Dec 2009	New press info to be generated when new areas selected/introduced		



## Getting better together

### Road Safe Action Plan

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COM 3	Crash Hotspot and Route Signs						
COM 3.1		Traffic Management, Road Safety Team	Review of key locations/routes & analysis of casualty records	August 09	Routes identified Signs Erected on enforcement routes		
COM 3.2			Use of Tunnels areas for road safety advertising Specific campaigns to be developed in conjunction with overall marketing strategy	Ongoing  Dec 2008	2 Banners by Tunnel exit  Crashed cars & Drink Drive/ speed campaign on tunnel exit apron (Dec 08)	TANGO vehs to be provided by police for next campaign	
COM 4	Anti-Speeding Publicity Campaign, in line with Force Campaign (June 2009)	Corp Publicity & Marketing;					
COM 4.1		Corp Publicity & Marketing;	Update cards	June 2009			
COM 4.2		Corp Publicity & Marketing Road Safety Team; MRSP; Police	Develop ongoing campaign to raise awareness	June 2009			
COM 5	Anti-Drink/Drive Publicity Campaigns in line with Force & DfT enforcement campaigns. (May, July & Dec 09)	Corp Publicity & Marketing;					
COM 5.1		Road Safety Team; MRSP; Police	Engage with Wirral DAAT for 'additionality'	May 2009		Look for partner engagement to promote key message	
COM 5.2		Corp Publicity & Marketing Road Safety Team; MRSP; Police	Design and approval of artwork Use of key message in all material – no limits – don't drink & drive	May 2009			
COM 5.3		Corp Publicity & Marketing; Road Safety Team	Develop local card for distribution during campaigns giving key messages	May 2009 July 2009 Dec 2009			
COM 6	Wirral Show and 'Egg Run' Publicity events	Road Safety					



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### Road Safe Action Plan

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COM 6.1		Corp Publicity & Marketing;	Banners & artwork				
COM 6.2		Corp Publicity & Marketing;	Literature for events				
COM 6.3		Road Safety; MRSP	Liaison with Juice FM over cross-promotional activities				
COM 6.4		Road Safety	Direct communications with key target audiences at events				
COM 6.5		Corp Publicity & Marketing; Jenny Jewsbury	Egg Run communications and publicity to be developed				
COM 6.6		Corp Publicity & Marketing; Jenny Jewsbury	Promotion of Bikesafe Course				
COM 7	In-car safety publicity campaign (children & adults) in line with DfT & Force Campaigns (April & Sept 09)	Corp Publicity & Marketing;					
COM 7.1		Corp Publicity & Marketing; Road Safety Team; Police	Update cards & extend use	June 2009			
COM 7.2		Corp Publicity & Marketing; Road Safety Team	Develop ongoing campaign to raise awareness re : Seatbelts Child seatbelts Mobile phone use	June 2009 Oct 2009			
COM 8	Schools Education – miscellaneous publicity & marketing issues	Road Safety					
COM 8.1		Corp Publicity & Marketing; Road Safety Team	Starting School – marketing & comms	Sept 2009			
COM 8.2		Corp Publicity &	'Be Safe – Be Seen' marketing &	Oct 2009			



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### Road Safe Action Plan

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		Marketing; Road Safety Team	comms				
COM 8.3		Corp Publicity & Marketing; Road Safety Team	Crafty The Fox – ongoing marketing	Ongoing			
COM 8.4		Corp Publicity & Marketing; Road Safety Team	4 Wheel Ed; Walk-Wise; Belt-Up campaigns marketing	Oct 2009			
COM 8.5		Corp Publicity & Marketing; Road Safety Team	Junior Road Safety Officer Scheme	Ongoing			
COM 9	You WILL get caught road safety publicity & marketing	Corporate Publicity & Marketing/ Police (BCU) Marketing Officer					
COM 10	Bikesafe motorcycle training scheme marketing	Corporate Publicity & Marketing/ Police (BCU) Marketing Officer					
COM10.1		Corp Publicity & Marketing; Road Safety Team	Detailed targeted marketing to be developed Secure additional funding to enable publicity & marketing	May 2009			
COM 11	Raise awareness in Courts / CPS over Wirral's KSI issues and enforcement requirements	Ch Supt Ward; MFRS; Road Safety Team; Police					
		MFRS; Road Safety Team; Dave Rees; Insp Cunningham;	Develop awareness raising package with key partners as a Merseyside pilot. Include "myth-busters"	October 2009			
COM 11.1		Ch Supt Ward; MFRS; Dave Rees	Deliver to Wirral Magistrates Obtain feedback	October 2009			



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COM 11.2			Deliver tailored package to CPS Obtain feedback	December 2009			
COM13	Identify & engage with key partners in KSI reduction practice	David Rees					
COM 13.1			Identify those organisations/partners who could contribute to KSI reduction	Performance reported at RoadSafe	Ongoing reporting		
COM 14	Explore use/costing for Road Safety exhibition trailer	Corp Publicity & Marketing					
COM 14.1			Develop roadshow programme linking in with police neighbourhood Inspectors	June 2009			
COM 15	Develop effective working relationship with Wirral News Group; Liverpool Echo/Post & Buzz FM						
COM 15.1		WBC Marketing; Merseyside Road Safety Partnership; Police	Identify key individuals in each media organisation Develop relationship & provide awareness raising (incl background information/stats) - Incl "myth-busters" Develop regular provision of information for publication (in user friendly format)				
COM 15.2		Police	Develop tracking of prosecutions for injury RTC's & communicate charges/convictions to media.				
COM 16	Develop effective working relationship with Area Forums						



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### Road Safe Action Plan

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	on Road Safety Issues						
COM 16.1			Tailor Mags Courts package (?? Above) for use at Area Forums				
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		Schemes together with budget estimates identified for the 2009/10 Local Safety Schemes Programme	Approval of recommended Programme by Committee	
ENG 1.1			A41 New Chester Road/ Allport lane Road surface treatment/ reconstruction Design Consultation Place order with project manager Implementation on site				
ENG 1.2			Barnston Road Cats eyes road studs Design Consultation Place order with project manager Implementation on site				
ENG 1.3			Brimstage Road Signs, Road markings/rainline & cats eyes Design Consultation Place order with project manager Implementation on site				
ENG 1.4			Chester Road, Heswall Signing and Road Markings Design Consultation				





# Getting better together

## Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
			Place order with project manager Implementation on site				
ENG 1.5			Fender Lane Reduced speed limit Design Consultation Place order with project manager Implementation on site				
ENG 1.6			Heron Road, Meols Signs & Road Markings Design Consultation Place order with project manager Implementation on site				
ENG 1.7			Milner Road/ Whitfield Lane Signs & Road Markings Design Consultation Place order with project manager Implementation on site				
ENG 1.8			Mount Road Signs, Road Markings, extension to Street Lighting Design Consultation Place order with project manager Implementation on site				
ENG 1.9			<ul style="list-style-type: none"> <li>• Pulford Road – Higher Bebington Road</li> <li>Traffic Calming                             <ul style="list-style-type: none"> <li>• Design</li> <li>• Consultation</li> <li>• Place order with project manager</li> </ul> </li> </ul>				



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
			<ul style="list-style-type: none"> <li>• Implementation on site</li> </ul>				
ENG1.10			<ul style="list-style-type: none"> <li>• Raby Hall Road – Raby Mere Road 30 mph, signs &amp; Road Markings               <ul style="list-style-type: none"> <li>• Design</li> <li>• Consultation</li> <li>• Place order with project manager</li> <li>• Implementation on site</li> </ul> </li> </ul>				
ENG1.11			<ul style="list-style-type: none"> <li>• Thornton Common Road – Neston Road Signs &amp; Road Markings               <ul style="list-style-type: none"> <li>• Design</li> <li>• Consultation</li> <li>• Place order with project manager</li> <li>• Implementation on site</li> </ul> </li> </ul>				
ENG1.12			<ul style="list-style-type: none"> <li>• Willaston Road - Birkenhead Road Signs &amp; Road Markings               <ul style="list-style-type: none"> <li>• Design</li> <li>• Consultation</li> <li>• Place order with project manager</li> <li>• Implementation on site</li> </ul> </li> </ul>	July 2008 Sept. 2008			
<b>ENG 2</b>		<b>Tech Services Traffic Management Client Design Team</b>	<b>Liason with Area Forums to develop appropriate schemes from You Decide and other devolved budgets</b>				
ENG 2.1			•				
ENG 2.2							
<b>ENG 3</b>		<b>Tech Services Road Safety</b>	<b>Community Projects – Drive Accidents Down to Zero.</b>				
ENG 3.1				April 09		Await Cabinet	



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
			<ul style="list-style-type: none"> <li>• Committee Report on proposed locations</li> <li>• Consultation</li> <li>• Signage at existing locations to be re-located to new locations</li> </ul>		Cabinet approved continuation of scheme	approval of areas Identify lighting columns Programme of work to PM	
<b>ENG 4</b>		<b>Tech Services Road Safety</b>	<b>Develop and implement Safer Routes to Schools Programme</b>				
ENG 4.4			<ul style="list-style-type: none"> <li>• St Alban's RC Primary School - One Way TRO               <ul style="list-style-type: none"> <li>• Design</li> <li>• Consultation/Advertisement</li> <li>• Implementation on site</li> </ul> </li> </ul>			DSO now indicated scheme cannot be progressed before end of financial year. Scheme carried forward to early 09/10.	
<b>ENG 5</b>		<b>Tech Services Traffic Management Client Design Team</b>	<b>Develop and implement a Programme of schemes under the Walking and Cycling Strategies</b>		Schemes together with budget estimates identified for the 2008/09 Walking and Cycling Programmes	Approval of recommended Programme by Cabinet	
ENG 5.1							
ENG 5.2							
ENG 5.3							
ENG 5.4							
<b>ENG 6</b>		<b>Tech Services Traffic Management Client Design Team</b>	<b>Review of Existing Local Safety Scheme Sites</b>				
ENG 6.1			<ul style="list-style-type: none"> <li>• All identified remedial and maintenance works to be completed on site</li> </ul>	Oct 2009			



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
<b>ENG 7</b>		<b>Tech Services Traffic Management Client Design Team</b>	<b>Review cluster sites for loss of control / skidding RTC's</b>				
ENG 7.1			Analysis of accident data to identify sites	Sept 2009			
ENG 7.2			Review sites & engineering options for 2009/10 programme	Nov 2009			
<b>ENG 8</b>	<b>Commission Consultants to undertake a study review of M53, junction 3</b>	<b>Tech Services Traffic Management Client Design Team</b>					
ENG 8.1			<ul style="list-style-type: none"> <li>Engage Consultants – Commission study</li> <li>Analyse findings of commission</li> <li>Submit Business Case document</li> </ul>	April 08 July – Aug 08 Oct 1 <sup>st</sup> 2008	Business Case Bid document submitted Oct 1 <sup>st</sup> 2008	Await outcome of Business Case Bid submission. Long term measures included in 2009/10 & 10/11 programmes	<b>G</b>
<b>ENG 9</b>	<b>Analysis data to identify location where accidents have occurred in the dark/ unlit locations</b>	<b>Tech Services Traffic Management Client Design Team</b>					
ENG 9.1		David Male	Accident data analysed, with rural roads identified for : <ul style="list-style-type: none"> <li>Cats eyes</li> <li>Rainline</li> <li>Carriageway Markings</li> <li>Signage</li> </ul>		Accident data analysed on rural roads and schemes identified for mass action works	Sires included in 2009/10 programme	<b>G</b>



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
<b>ENG 10</b>	<b>Deployment of the Speed Alert Trailer</b>	<b>Tech Services Traffic Management Client Design Team</b>					
ENG 10.1			Deploy trailer at identified, risk assessed locations on a rota basis	Ongoing deployment		Identify additional speed related accident sites and add to existing rota	<b>G</b>
<b>ENG11</b>	<b>Highway Authority to review speed limits on all A and B roads, including strategic C roads with casualty records</b>	<b>Tech Services Traffic Management</b>					
ENG 11.1			<ul style="list-style-type: none"> <li>• Determine consistent policy for speed limits throughout the Borough</li> </ul>	April 2009	Background work ongoing		<b>G</b>
ENG 11.2			<ul style="list-style-type: none"> <li>• Co-ordinate reviews with neighbouring Authorities for consistency &amp; cross boundary routes</li> </ul>	Ongoing / As required	Ongoing liasion		<b>G</b>
ENG 11.3			<ul style="list-style-type: none"> <li>• Conduct speed surveys for all roads under review</li> </ul>	Sept 2009	Not required yet		<b>G</b>
ENG 11.4			<ul style="list-style-type: none"> <li>• Undertake necessary statutory consultations</li> </ul>	Dec 2009	Not required yet		<b>G</b>
ENG 11.5			<ul style="list-style-type: none"> <li>• Advertise changes (where necessary) following review process</li> </ul>	April 2010	Not required yet		<b>G</b>



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
ENG 11.6			<ul style="list-style-type: none"> <li>Report objections to Committee</li> </ul>	April 2010	Not required yet		<b>G</b>
ENG 11.7			<ul style="list-style-type: none"> <li>Implement agreed alterations to speed limits</li> </ul>	April 2010	Not required yet		<b>G</b>
<b>ENG 12</b>	<b>Rural Route Mass Action Review</b>	<b>Tech Services</b> <b>Traffic Management</b>					
ENG 12.1		<b>WBC Acc Investigation Unit</b>	<ul style="list-style-type: none"> <li>Identify Crash history on rural road network</li> <li>Evaluate cost per route for any identified remedial measures</li> <li>Identify funding sources &amp; timescales</li> </ul>	Oct 2008	List of proposed schemes identified to form part of LSS programme 2009/10		completed
ENG 12.2			<ul style="list-style-type: none"> <li>Arrange implementation schedule for identified sites/routes</li> </ul>	Feb 2009		Awaiting outcome of Committee / Cabinet approvals	
<b>INT 1</b>	<b>Develop data for child pedal cycle injury RTCs</b>	<b>Insp Cunningham</b>					
INT 1.1			<ul style="list-style-type: none"> <li>Wirral RTCU to check all such RTC's to establish whether trained &amp; helmet worn</li> </ul>	March 2010	Ongoing analysis feeding enforcement/education programmes and bids for additional funding	Ongoing analysis	
<b>INT 2</b>	<b>Develop benchmarking within Merseyside</b>	<b>Dave Higginbottom</b>					
			<ul style="list-style-type: none"> <li>Identify areas to benchmark against and monitor</li> </ul>	March 2010	March 2009	Ongoing analysis feeding enforcement/education programmes and bids for additional funding	Ongoing analysis



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
<b>INT 3</b>	<b>Benchmark Wirral against good practice in 6 risk areas</b>	<b>Insp Cunningham / Force RPD / Road Safety Team</b>					
INT 3.1		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice re Young Male Drivers 17-29 years</li> </ul>	March 2010 Report at ARM			
INT 3.2		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice re TWMV Users</li> </ul>	March 2010 Report at ARM			
INT 3.3		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice re Older Drivers</li> </ul>	March 2010 Report at ARM			
INT 3.4		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice in raising awareness of road safety issues</li> </ul>	March 2010 Report at ARM			
INT 3.5		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice re Child Pedestrians</li> </ul>	March 2010 Report at ARM			
INT 3.6		Insp Cunningham / Force RPD / Road Safety Team	<ul style="list-style-type: none"> <li>Benchmark against good practice re In-Car Casualties</li> </ul>	March 2010 Report at ARM			
<b>INT 4</b>	<b>Develop data sources for analysis re core offences, and offender/victim profiling</b>	<b>Not yet</b>					
<b>INT 5</b>	<b>Review of key enforcement locations &amp; times for these locations</b>	<b>Road Safety / Police RPD (OSU)</b>					
			<ul style="list-style-type: none"> <li>Review RTC data over 3 yrs and identify any changes to list of enforcement locations</li> <li>Communicate to Area staff, Wirral RPU, Wirral RTC Section &amp; Force</li> </ul>	August 2009			



## Getting better together

### Road Safe Action Plan

	Activity	Activity Owner & Partners	Detailed Actions	Review Date / Milestones	Progress To Date	Next Steps/Comments	On Target R-A-G
			RPD				
<b>INT 6</b>	<b>Improved analysis of casualty data and victim/offender profiling</b>	<b>Road Safety / AIU</b>		March 2010			
			<ul style="list-style-type: none"> <li>• Further develop LA analysis capacity (AIU team)</li> <li>• Additional analysis of casualty data</li> </ul>				
<b>INT 7</b>	<b>Refer intelligence on persistent Drink / Drivers to DAAT</b>	<b>Police (Intelligence Unit)</b>					
			<ul style="list-style-type: none"> <li>• Develop and implement process</li> </ul>	May 2009			
<b>INT 8</b>	<b>Develop intelligence on Disqualified drivers for proactive measures</b>	<b>Ch Insp RPD (OSU)</b>					
			<ul style="list-style-type: none"> <li>• Liaise with CCJ &amp; Courts to develop</li> <li>• Identify &amp; implement process to maintain accurate data</li> <li>• Communicate to Area staff monthly</li> </ul>	June 2009			





## Getting better together

Reducing anti-social behaviour

<b>LAA Improvement Priority:</b>	<b><i>Reducing anti-social behaviour</i></b>
<b>Sponsor:</b>	<b><i>Alan Stennard</i></b>
<b>Lead organisation:</b>	<b><i>Wirral Council</i></b>
<b>Service Area:</b>	<b><i>Joint Community Safety Team</i></b>
<b>Relevant indicators:</b>	<b><i>Local Indicator 4206</i></b>

<b>Key outcome We will deliver: Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by: Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Development and implementation of an ASB Strategy for 2009-2011	Draft circulated for consultation  Submission to Committee/Cabinet	1 July 2009  30 September 2009	Caroline Laing  Caroline Laing		Police, Registered Providers, DAAT, Wirral Council – all departments.
Continuation and extension of Wirral Family Intervention Project to focus upon both anti-social behaviour and youth offending.	Extension of provision (to youth offending) subject to allocation of Youth Crime Action Plan funding.	30 September 2009	Caroline Laing		Police, Registered Providers, DAAT, Job Centre Plus, NOMS, Wirral Council –Regeneration, C&YPD, DASS.
Increase confidence in the Police and Council to tackle anti-social behaviour by informing the public when multi-agency problem solving processes are in operation in their area.	Card drops in areas subject to Problem Solving Groups outlining activity and advice surgeries.	Adopted routinely by 30 June 2009	Caroline Laing	NI21	Police.



## Getting better together

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Reducing anti-social behaviour

<b>Key outcome</b> <b>We will deliver:</b> <b>Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by:</b> <b>Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Increased monitoring of perceptions and outcomes through the deployment of the Community Mobile Police Station (CMPS).	Residents surveyed before and after deployment to monitor the effectiveness of interventions and impact on perceptions.	Adopted routinely by 31 May 2009	Caroline Laing	NI21	Police.



## Getting better together

NI 21 – People who agree Police & Local councils are dealing with ASB and Crime that matter in their area

<b>LAA Improvement Priority:</b>	<b>NI 21 – People who agree Police &amp; Local councils are dealing with ASB and Crime that matter in their area.</b>
<b>Sponsor:</b>	<b>Area Commander</b>
<b>Lead organisation:</b>	<b>Merseyside police</b>
<b>Service Area:</b>	<b>Wirral B.C.U.</b>
<b>Relevant indicators:</b>	<b>British Crime Survey</b>

<b>Key outcome We will deliver: Projects and/or Activities</b>	<b>Detailed milestones</b>	<b>Target Date</b>	<b>Responsible Officer</b>	<b>We will measure our success by: Related Performance Indicators</b>	<b>Who else is required to deliver this project / activity</b>
Implement Home Office/Association of Police Authorities/Local Government Association guidance on standard collection and monitoring methods once issued	Receipt of guidance	Summer 2009	Ch Insp PDO	NI 21	Local Councils and Police
Alignment of Home Office/Association of Police Authorities/Local Government Association guidance with Wirrals Comprehensive Engagement Strategy.	Receipt of guidance. Approval of draft Comprehensive Engagement Strategy.	Summer 2009	Ch Insp PDO	NI 21	Local Councils and Police, VCAW
Co-ordinated approach to delivery of NI 21 with other “perception” indicators.	Agreement of strategy to deliver NI 21.	Summer 2009	Ch Insp PDO	NI 17, NI 21, NI 23, NI 27, NI 41, NI 42	Local Councils and Police, VCAW, DAAT

