

Wirral Road Safety Plan 2023- 2027

Foreword to be included.

Background

Merseyside Road Safety Partnership adopted the Liverpool City Region Road Safety Strategy¹ in November 2022. Wirral's Road Safety Plan sets out how we will translate the Liverpool City Region Strategy into action locally.

Merseyside Road Safety Partnership (MRSP) is a collaboration of Merseyside Police, Merseyside Local Authorities (Wirral, Knowsley, Sefton, Liverpool, and St Helens) Merseyside Fire and Rescue Service and the Liverpool City Region Combined Authority. This core partnership is supported by National Highways, Driver and Vehicle Standards Agency (DVSA) and Police and Crime Commissioners Office.

The overarching vision for the Liverpool City Region strategy is that it is unacceptable for deaths and serious injury to occur on the transport network. The strategy is underpinned by a Safe Systems model. Within this model, all elements of the road system, including vehicles, infrastructure, speed limits, road users and post-collision care, work together to minimise risks on the network. This is a cross departmental, multi partnership approach to preventing death and serious injury on the road network.

The strategic outcomes for Road Safety in Liverpool City Region are:

- 1) A reduction in the number and severity of road traffic collisions working to a target of no avoidable collisions by 2040
- 2) Creating the conditions for more people to make safer journeys on foot or by bicycle and enabling more children to walk or cycle to school.
- 3) Contributing to improved air quality and reducing climate changing CO² emissions.

In January 2021 a cross party working group of elected members held several workshops to look at road safety within Wirral. The working group set thirty-two recommendations for council officers to focus on, from the widespread roll out of 20mphs limits and School Streets to working with partners and delivering road safety interventions. These recommendations were accepted as policy by the Environment Climate Emergency and Transport Committee in March 2021.

The recommendations, along with the strategic vision set by Liverpool City Region and actions contained within Wirral's Community Safety Strategy, Wirral's Climate Emergency Action Plan form the basis of this plan.

¹ <https://merseysideroadsafety.org/liverpool-city-region-road-safety-strategy/>

The National Roads Policing Strategy 2022-2025 focuses on 'Policing Our Roads Together', the 4 key pillars of activity are, preventing harm and saving lives, tackling crime, driving technology and innovation, and changing minds. We will continue to support and work in partnership with Merseyside Police on these shared goals.

Travel (by cycle, walking, wheeling or motorised vehicle) on our road network is essential for our everyday lives. An effective and safe transport system is essential to support our communities, for people to access employment and education services, leisure activities and to assist driving economic growth and we need to continue to support the ongoing increase in sustainable and active travel as part of our Climate and Environment Emergency.

Despite improvements there is still much more to be achieved and delivering on the Road Safety Working Groups 32 recommendations and improving road safety with our stakeholders, continues to be an essential priority in Wirral.

As a representative of Merseyside Road Safety Partnership, Wirral Council have an important role, alongside other key agencies to deliver local proposals to improve road safety within the borough.

There is a long-term focus and commitment to road safety across the Liverpool City Region and in Wirral. It is important that we set regular review periods to track progress, collision data, changes in legislation, emerging best practice, availability of resources etc. This road safety plan spans 2023 – 2027 to enable this review to take place. This road safety plan will be continually monitored, the action plan, which details our delivery programme (page 21 onwards) will be updated annually.

Wirral Data

Road traffic collision casualties (of all severities) within Wirral, have been on a decline between 2017 to 2021. There is still a great deal of work to be done nationally, regionally, and locally and the impact on our society cannot be underestimated. The adoption of the Vision Zero Liverpool City Region Road Safety Strategy sets the continued focus locally.

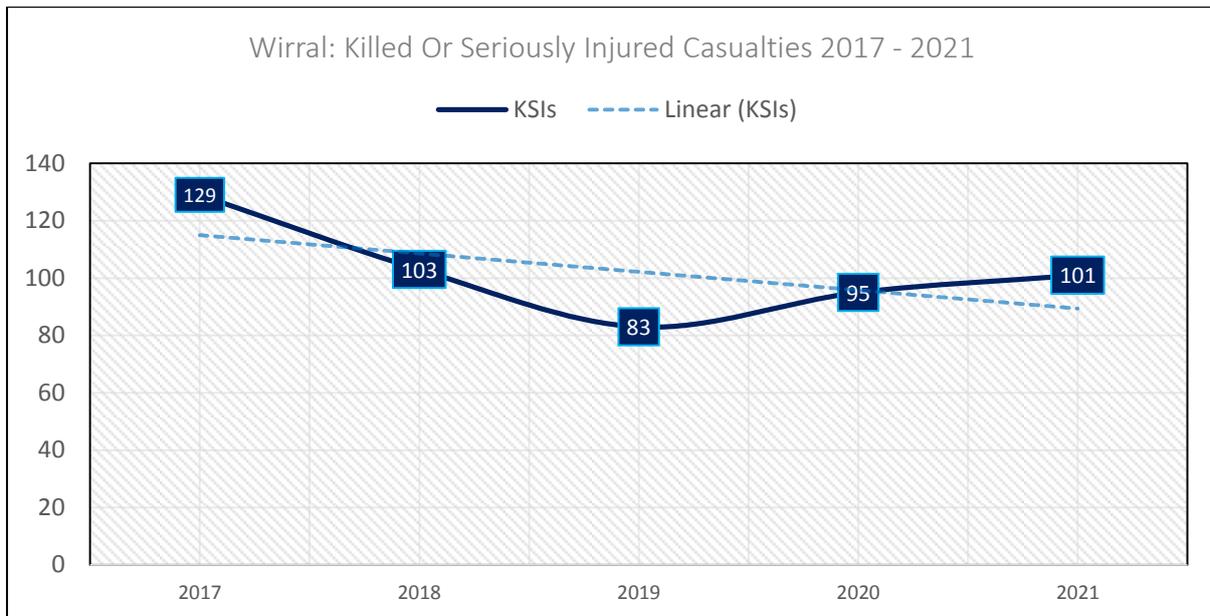


Figure 1: Data provided by Merseyside Road Safety Partnership showing the number of people killed or seriously injured on Wirral's roads between 2017 and 2021

This chart shows the numbers of people killed or seriously injured between 2017 to 2021. The numbers of KSIs had been reducing between 2017 to 2019 and then begin to increase. This plan sets out how we can use the available resources and partnership working to influence this trend.

The Health and Safety Executive (HSE) recognises that driving for work is one of the most dangerous things workers will do² and that a third of all road traffic collisions involve someone who is at work at the time. This has significant wider implications on other road users who share the road network.

Research into areas of deprivation and the over representation in collision stats is well reported Nationally³ This needs to be considered within the action plan for road safety. An Equality Impact Assessment is required for this report.

²

<https://www.hse.gov.uk/roadsafety/employer/index.htm#:~:text=Hazards%20that%20can%20cause%20harm,fatigue%20and%20distraction>

³<https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-casualties-and-deprivation-factsheet-england/reported-road-casualties-great-britain-casualties-and-deprivation>

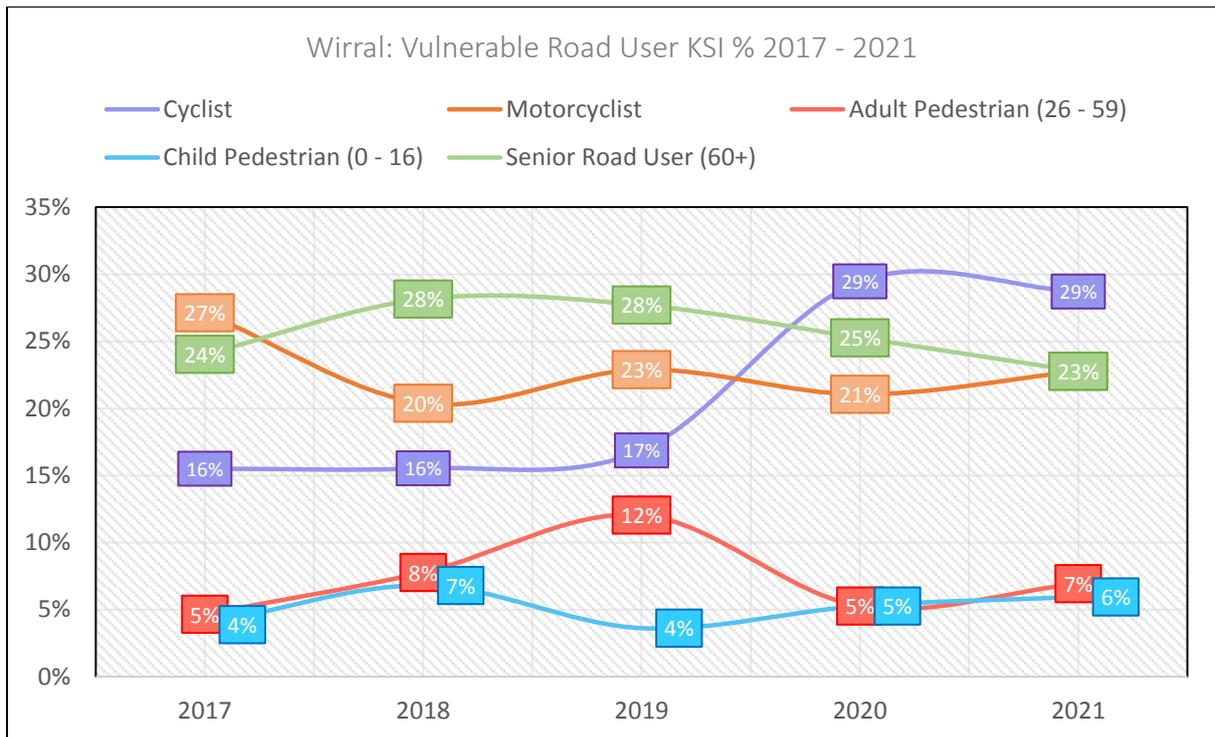


Figure 2: Data provided by Merseyside Road Safety Partnership showing the percentage of road users killed or seriously injured between 2017 and 2021.

Almost a third (29%) of Wirral casualties across 2020 and 2021 were cyclists. The council need to continue to develop engineering, education (for drivers and cyclists) and enforcement measures to improve safety outcomes. There are an increasing number of cyclists on the roads⁴ and this has corresponded with an increase in cyclist KSIs.

This Road Safety Plan details how the council will work with our stakeholders to prevent and reduce collisions in line with the casualty data, using the Safe Systems model and emerging behaviour change models.

⁴ [Walking and cycling statistics, England: 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/walking-and-cycling-statistics-england-2021).

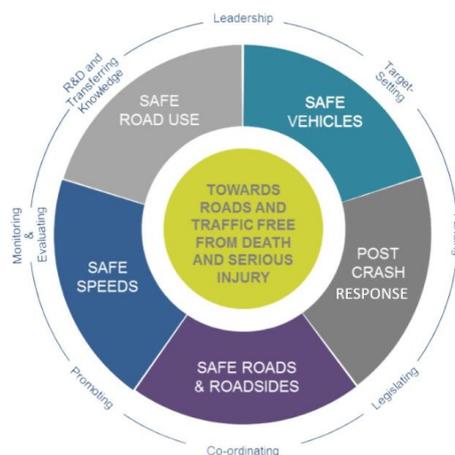
Safe Systems

'The Safe System is an approach to road safety management, based on the principle that our life and health should not be compromised by our need to travel.' Brake Road Safety Charity

The Liverpool City Region (LCR) have made a commitment to Vision Zero, which is based on the key principle that deaths and serious injury are not acceptable on our roads.

Within the Safe System, there are five core pillars which work together to minimise risk:

- 1) Safe road use
- 2) Safe vehicles
- 3) Safe Speeds
- 4) Safe Roads
- 5) Post collision response



Source: Loughborough University Design School Safe System Course, 2017, with PACTS modifications, 2022

Wirral's Road Safety Plan should be read in conjunction with the Liverpool City Region Strategy and follows the framework of the Safe Systems Pillars.

Nationally, best practice in applying Safe Systems approach is ongoing. Wirral Council are involved in these discussions as a member of Road Safety GB. This is a development area nationally, which we are monitoring.

PILLAR 1: SAFE SPEEDS

The speed at which a vehicle is traveling is a key factor in the likelihood of a collision taking place, as well as the severity of the resulting impact (Wegman et al., 2008).

According to estimates, reducing the average speed across the UK's road network by just 2 mph could prevent 200 deaths annually (Taylor et al., 2000). It's important to note that speed is not only a concern for cars, but also for motorbikes, bicycles, electric scooters, and e-bikes. The faster these vehicles move, the greater the risk of a collision and the more severe the consequences are likely to be.

Establishing appropriate speed limits plays a critical role in the Safe Systems Model. Speed is widely recognised as one of the main factors in fatal collisions.

The control of speeds in built up areas, where there are increased interactions between road users, is a priority for Wirral Council. It is important from a road safety perspective and in our approach to increase the numbers of people choosing active modes of transport, such as walking and cycling.

'The speed at which vehicles travel on our roads have a direct impact on the risk and safety of those who share the network. If a pedestrian is hit by a vehicle at 20mph, they are about five times less likely to be killed than if it had been travelling at 30mph. A reduction in speed is fundamental to reducing road danger' Liverpool City Region Strategy

Without enforcement powers, effective management of speed limits is not something we can achieve alone, and a partnership approach is required. We share local intelligence with Merseyside Police via established networks including Joint Agency Group (JAG), Merseyside Road Safety Partnership and Transport Advisory Group (TAG)

Speed Awareness Courses are provided for eligible drivers coordinated by Merseyside Police. This course is an alternative to prosecution, but the focus is on improving drivers' awareness, knowledge and making them safer drivers.

We work closely with our partners in Merseyside Police on the maintenance of static and mobile camera enforcement locations and continue to educate and engage via our communications and education interventions.

There are several technological advances in speed management, including Intelligent Speed Assistance (ISA). This in-car safety system aims to increase speed limit compliance. Promotion of this in-car technology and how to use it effectively can be delivered via our education and outreach programmes such as Engage and Mind our Business.

The action plan at the end of this document, captures all activities which contribute towards the Safe Speeds pillar. The activities captured below should not be seen as isolated projects as each intervention influences the other pillars, this is evidenced within the action plan.

20mph Limits

In 2023 we launched an ambitious programme for reducing speeds near most schools, residential areas, and retail areas. The introduction of 20mph speed limits will be delivered in phases across several years, subject to consultation and funding.

The 20mph engagement and communication plan supports the roll out across Wirral. The opportunity for schools, businesses, and members of the community to become champions within their community is an integral part of this campaign and how we work together with stakeholders on improving road safety within their local communities.



Figure 3: Resources to support the roll out of 20mph

Safer Roads Watch

The Safer Roads Watch initiative empowers communities to work alongside us to reduce speeds in their neighbourhoods. To date, we have 11 active Safer Roads Watch Groups in Wirral with a total of 70 Volunteers.

Volunteers are provided with training, support, and equipment to undertake this important role. The road safety team coordinates volunteers, equipment and the roadside operations and has worked with Merseyside Police to streamline the back-office functions, resulting in drivers receiving an information pack about their driving within 3-4 days of the offence. We have worked with Merseyside Police to improve and streamline the back-office functions. This is currently the largest scheme operating across the Liverpool City Region.

This year alone, 500 drivers have been detected speeding by our Safer Roads Watch volunteers. This is up from 350 for same period in 2022 and well on the way to passing last year's total of 750. Of the drivers detected, 1.8% have been detected speeding a second time, potentially early indication of a positive behavioural change in drivers.

Speed indicator devices have been installed on the highway network to support volunteers who are giving up their time to improve road safety in their communities.

Kids Court

Wirral Council, Merseyside Police, local schools work collaboratively to educate drivers on speeding. Junior Travel Ambassadors from Heswall Primary School asked challenging questions to drivers who opted to attend a kid's court. Whilst this intervention does not replace enforcement, the drivers commented about the impact it had on them and how it had made them think about their driver behaviour. It is an example of how partnership working can address road safety concerns in the local community.



Figure 4: Junior Travel Ambassadors from Heswall Primary School question a driver identified by Merseyside Police as speeding.

PILLAR 2: SAFE BEHAVIOUR

Our outreach programmes seek to influence road user behaviour by educating, training, and encouraging road users to use the roads safely.

In 2022, significant changes were made to the Highway Code.⁵ The introduction of the road user hierarchy places the greatest responsibility on larger vehicles, to reduce the danger, or threat that they pose to other road users. The Highways Code is clear about the need for all road users to look after our own safety, and the safety of others. We need to continue to educate road users on these changes.

The Governments Road Safety Statement⁶, a lifetime of road safety, 2019 references a 'lifelong learning approach to road safety'. It describes road safety as a life skill, and the importance of introducing building blocks of knowledge and skills at a young age. Our road safety education programme is blended with active travel and sustainable travel messages to help reduce the reliance on private car.

We receive a growing number of requests for increasing parking restrictions near schools and increased enforcement (Civil Enforcement Officers & via Merseyside Police). The requests are unsustainable and require a longer-term solution which encourages safe, sustainable and active travel in the journey to and from school via education and behaviour programmes. The approach focuses on schools working towards Modeshift Accreditation, an online travel plan toolkit which provides a comprehensive travel plan tool. This has allowed us to work in closer partnership with schools and key agencies on delivering behaviour change programmes to address parking and safety concerns holistically.

Capital funding for schemes such as Safer Routes to Schools, Pedestrian Access Improvements and funding ring fenced for School Streets can address barriers to walking, cycling and scooting. See safe streets for more information.

⁵ <https://www.gov.uk/government/news/the-highway-code-8-changes-you-need-to-know-from-29-january-2022>

⁶ <https://www.gov.uk/government/publications/road-safety-statement-2019-a-lifetime-of-road-safety>



Figure 5: Wirral Council's introduction of 5 and 10 minute walking zone to increase the numbers of people walking, cycling and scooting. Pictured Wirral Council Active Travel Officer, Sustrans Engagement Officer and pupils from Brackenwood Infant Primary School.

Delivery within Educational Settings

The Road Safety Team provides a range of educational input which are developmentally appropriate and linked to the national curriculum.

- Early Years settings are offered our Walkwise pack and continuous provision example materials to help educators introduce the concept of road safety through play and experiential learning.
- Children in Upper Key Stage 2 attend our classroom-based sessions. Here we introduce the critical thinking skills and risk assessment mind-set that they will need to complete independent journeys to and from school. We discuss the increased responsibility they now have and provide them with strategies to stay as safe as possible as a pedestrian, cyclist and whilst travelling in-car.
- Secondary Schools are offered an active travel resource to continue the message of safe active travel once pupils have reached Year 7. The presentation, complete with lesson plan and session notes enables teachers to teach an informed lesson and handle discussion confidently. We also offer sessions for Year 10 pupils relating to peer pressure and passenger behaviour.
- Junior Travel Ambassadors are elected within the school to deliver peer-to-peer behaviour change initiatives and campaigns (active travel promotion,

speeding/parking surveys, writing and visiting residents etc.) The Junior Travel Ambassador scheme gives pupils ownership over their environment and an opportunity to make real improvements for their school community.

- Free cycle training is funded via Department for Transport (DfT) grants with the contract managed by Liverpool City Region. We work closely to ensure that schools are taking up the free places. We will continue to monitor and deliver and ensure it links to wider programmes for maximum benefits e.g., school streets schools, where new infrastructure is installed.
- We continue to deliver Modeshift STARS, a national accreditation scheme that recognises schools who have shown an excellence in promoting cycling, walking, scooting including park and stride. The aim is to reduce private car use on the journey to and from school for the benefits to individuals and the local environment.
- An Active Travel officer post has been created and sits within the road safety team, their primary focus is on delivery of Modeshift STARS and School Streets.
- As part of a commitment to encourage active travel and reduce vehicles on the school run, practical playground-based sessions will be piloted to encourage scoot to and from school or even used in a park and stride approach.
- Promotion and awareness raising of Walk to School Weeks, Brake Road Safety Weeks as well as locally created initiatives such as Bling Your Ride and Choose Your Shoes-days create a fun engaging element and encourage those who can walk, cycle and scoot to school (where distance or competing demands are not an issue). Where suitable we set up Park and Stride sites as an alternative to ensure inclusivity.
- Introduction of a 'parking around schools' toolkit for school to use, with digital assets and physical banners for the school gates.

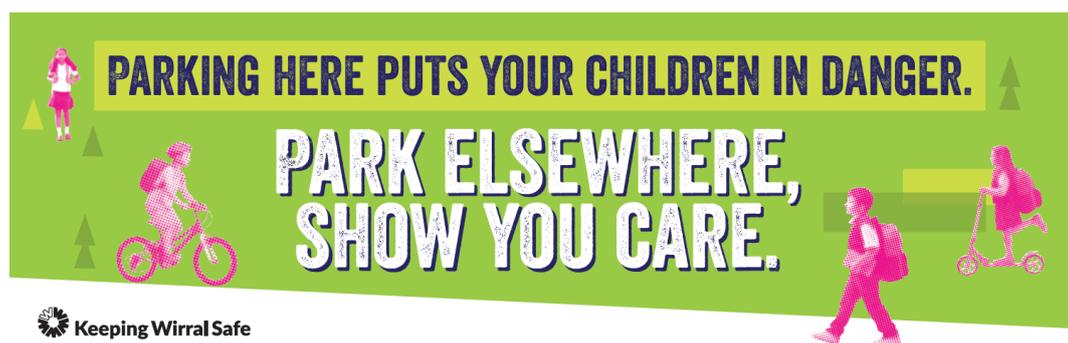


Figure 6: Banner distributed to local schools to help spread the message about parking in the vicinity of schools

- Transition from Primary to Secondary school is an important time for children as they encounter different risks and challenges in their independence. By proactively and positively approaching this with schools, children and parent / carers could, in some cases, reduce a reliance on private car to secondary school. This is a growing developmental area over the next few years.

- Working in partnership with Merseyside Fire and Rescue Service, learner drivers and new drivers in Years 12 and 13. For this age group, Virtual Reality technology is used as a basis for an immersive educational experience. This is a developmental area. Pupils are encouraged to consider their responsibilities as a driver on themselves and the people who share the roads.

Learning to Drive

Our lifetime learning approach continues when learners are taught to drive. Approved Driving Instructors (ADIS) within the Engage driver training programme undertake enhanced training and attend regular training sessions and seminars. We have created a suite of resources for Driving Instructors to utilise in their lessons which can be accessed via a member's area of a public facing website. Educational input is then delivered by the ADI to the learner, topics include vulnerable road users, speed, peer pressure, driving under the influence, fatigue etc. This scheme is growing and recently Greater Manchester Road Safety Partnership joined the scheme.

Road Safety for Businesses

The Mind Your Business programme has successfully engaged with Wirral businesses over the years, we regularly send newsletters with key campaigns to all registered businesses and invite them to annual event.

Seventy representatives from local businesses attended our latest Mock Trial event. The focus of the session was on changes to the Highway Code and sharing the roads with other road users (including those classed as more vulnerable). Feedback from these events is always very positive and an effective way to impart the latest knowledge and guidance to managers. The importance of a well-managed and communicated road safety policy is communicated to employers can positively influence the way their staff are using the roads. Events like these are funding dependent but allow us to share knowledge across Wirral. This is especially important when we consider the involvement of 'people driving for work' in collisions on the network⁷.

The Council works closely with local businesses to support with education and awareness raising, through theory sessions, vehicle maintenance and lunch time engagement with staff. We need to continue to educate drivers on sharing the road with other road users and promote the take up of safe, active travel. This is a key development area for us over the next few years to refresh our Mind Your Business project and the delivery mechanisms.

7

<https://www.hse.gov.uk/roadsafety/employer/index.htm#:~:text=Hazards%20that%20can%20cause%20harm,fatigue%20and%20distraction>



Figure 7 Mock Trial with local businesses in 2023

Bikesafe

Merseyside BikeSafe is designed to improve rider skills and help lower the number of motorcycle rider casualties. Additional training and assessment can reduce the risk of being involved in a collision and help riders to become safer and more competent. This collaborative approach is delivered by Merseyside Police, Institute of Advanced Motorists (IAM) and the Royal Society for the Prevention of Accidents (ROSPA). Wirral Council's Road Safety team provide the venue and clerical running of the programme, including the finances to ensure the programme continues to be delivered effectively.

Road Safety for Senior Road Users

Drive Safely for Longer was a flagship driver assessment initiative for drivers aged 60+. Wirral Council ran the administration for the Liverpool City Region programme until funding ceased. We delivered driving assessments for over 2500 drivers across the region, which included checks for eyesight, driving document and vehicles (road worthiness). We are exploring opportunities to progress the scheme.

Safely for Longer delivers interactive workshops for all road users aged 60+ covering road safety topics such as: sharing the roads with cyclists and pedestrians, changes to the highway code, driving whilst impaired, speeding, fatigue. We also support with considering a plan for driving retirement, so this can be proactively managed. Coping strategies such as using their bus pass to travel

(where suitable) maintaining health and fitness which is critical for safer drivers and walking and cycling. This programme continues to be delivered.

Cycle Training

Cycle training is made available via the Liverpool City Region for adults and for families. We regularly promote this at community events, through Mind Your Business programme and via social media.

Close pass engagement with members of the public, raises the awareness of the importance of leaving enough space for cyclists, when overtaking.

Communications and Engagement

Wirral council work on national awareness campaigns and share campaign calendars with Merseyside Road Safety Partnership, this allows us to undertake targeted enforcement campaigns, education campaigns.

In 2023, Wirral council invited Project EDWARD (Every Day Without A Road Death) who platform good practice in road safety in the UK to visit our Safer Roads Watch Scheme and see the operation in practice. We also coordinate local activity with local police teams and central Roads Policing Teams. Other campaigns include National Highways, Department for Transport, Brake Road Safety Week, Road Safety Great Britain etc.

Enforcement for safe behaviours

It is acknowledged that in a perfect world, we would not need to enforce incidents of dangerous or inconsiderate parking. However, enforcement is required to help create safer environments for people to walk, cycle or scoot. Some drivers make poor decisions which create risks for other road users and deter people from making a shift away from the private car.

Whilst 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 can enforce contraventions of waiting, loading and parking restrictions however many elements of legislation rely on other bodies for effective enforcement.

In 2023, an application was made to the Secretary of State for Wirral council to have powers to enforce moving traffic offences at Greenleas Primary School, the first School Street launched in Wirral.

We will continue to work very closely with our 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 behaviour on our roads.

The action plan at the end of this document, captures all activities which contribute towards the Safe Behaviours pillar, they should not be seen as isolated projects as each intervention influences the other pillars, this is evidenced within the action plan.

PILLAR 3: SAFE VEHICLES

The Safer Vehicles pillar looks to reduce road danger by focusing on vehicles which present the greatest risk on our roads. The Liverpool City Region Strategy references a report from the University College London (UCL) Centre for Transport Studies⁸, where 1 in 3 road deaths involve someone driving for work. The study estimates that 39% of pedestrians killed were hit by a working driver.

Mind Your Business is a project we have delivered within Wirral for several years (see safe Behaviours). The project enables us to raise important issues in relation to vehicles but also the maintenance and roadworthiness of vehicles in connection with their business.

Merseyside Police undertake roadside stops on vehicles on the network and in addition Wirral Council's Road Safety Team coordinate operations on the network with Merseyside Police and the DVSA. These operations involve stopping vehicles and engaging with the drivers, inspecting vehicles and driver documents. These operations set the expectation of road worthy vehicles.

A development area is to promote the Euro NCAP safety ratings where higher star rated vehicles have an important role in lowering the risk of tragedy if a collision occurs. We will also promote Intelligent Speed Assistance (ISA) and other developments in technology to drivers across Wirral.

The action plan at the end of this document, captures all activities which contribute towards the Safe Behaviours pillar, they should not be seen as isolated projects as each intervention influences the other pillars, this is evidenced within the action plan.



Figure 8: Project report produced by our funders Road Safety Trust for a 2-year educational project for van and taxi drivers.

⁸ https://www.ucl.ac.uk/civil-environmental-geomatic-engineering/sites/civil-environmental-geomatic-engineering/files/final_report_ward_christie_walton_dec_2020.pdf

PILLAR 4: SAFE STREETS

Each of the Liverpool City Region (LCR) partner authorities is required by the LCR to develop their own capital programme which, when combined, form a Liverpool City Region wide Implementation Plan.

Demand for road safety improvements is high and the Council continues to receive numerous requests for improvements to the transport network from the members of public, Council Members and other stakeholders. Requests cover a wide range of measures from major highway improvements, traffic calming, pedestrian crossings, reduced speed limits, signage, footway provision and other road safety measures. Such requests are assessed based on investigations into road casualty data and also in line with the priorities and recommendations identified by the Council's Road Safety Working Group.

The effective delivery of the council's City Region Sustainable Transport Settlement CRSTS programme contributes to the following strategic objectives of the Liverpool City Region Road Safety Strategy outcomes:

- A reduction in the number and severity of road traffic collisions working to a target of no avoidable collisions by 2040;
- Creating the conditions for more people to make safer journeys on foot or by bicycle and enabling more children to walk and cycle to school; and
- Contributing to improved air quality and reducing climate changing CO2 emissions

At the Environment, Climate Emergency and Transport Committee on the 14 March 2023, the City Region Sustainable Transport Settlement (CRSTS) Combined Authority Transport Plan (CATP) programme for 2023/24 as well as the indicative recommended CRSTS CATP programme for 2024-2027 was approved. In addition to larger scale projects, funding has been identified for Safer Routes to Schools, Pedestrian Access Improvements and future School Streets funding.

School Streets have been a key development area for the Council over the last couple of years. With three schemes now permanent, we have an additional three schemes in the Experimental Traffic Regulation Order phase, for a period of 18 months. These schemes are supported by our education programme, as detailed in Safe Behaviours pillar and our Active Travel Officer. There is a demand to grow the School Streets programme and this is dependent on funding and our application to the Secretary of State for enforcement powers.

Officers are currently working with Sustrans and local stakeholders, including schools and residents, to codevelop and design a Liveable Neighbourhood (incorporating a school neighbourhood cluster) in Bebington to develop a business case which could be used to secure future funding.

Please refer to the section on Safe Speeds as this is a key element of Safe Streets.

The Road Safety Working Groups made several recommendations which relate to the Safe Streets pillar. These recommendations continue to be developed. The

action plan at the end of this document, captures all activities which contribute towards the Safe Streets pillar, they should not be seen as isolated projects as each intervention influences the other pillars, this is evidenced within the action plan.

PILLAR 5: POST COLLISION RESPONSE

It is acknowledged that post-collision care is an integral part of the Safe System. This is largely down to the individual's best opportunity for recovery if they receive medical treatment. In addition, ongoing physical and psychological support for the individuals and those who have also been affected.

Through Merseyside Road Safety Partnership, we work closely with organisations such as RoadPeace and Aftermath.

In addition to ongoing data analysis on collisions, processes are in place to exchange vital information between Wirral Council and Merseyside Police in the event of a fatal collision.

The promotion of technology such as What 3 Words⁹ could assist the public in being able to guide emergency services to the site of any collision and reduce the delays. What 3 Words is an easy way to identify precise locations, as every 3m square has been given a unique combination of three words.

Programmes such as BikeSafe, help educate riders on how to assist injured riders if they are involved in a collision and help with survivability.

The action plan at the end of this document, captures all activities which contribute towards the Post Collision Response pillar, they should not be seen as isolated projects as each intervention influences the other pillars, this is evidenced within the action plan.

⁹ <https://what3words.com/pretty.needed.chill>

Action Plan

The Road Safety Delivery Plan will be renewed and refreshed annually.

For each action, the corresponding Safe System pillar has been identified to ensure that work is ongoing across the model and this is always being reviewed in line with best practice and emerging technologies and behaviour change models.

- 1) Safe road use
- 2) Safe vehicles
- 3) Safe Speeds
- 4) Safe Roads
- 5) Post collision response

Ref	Wirral Road Safety Plan 2023-2024	Detail	Safe Speeds	Safe Streets	Safe Vehicles	Safe Behaviour	Post Collision
1	Pre-School Education support	Support / Resources for preschool pupils to set foundation knowledge 'skills for life'					
2	School Based Education Programme	Safe Active Travel programmes delivered within educational setting (Year 5/6, Year 7, Year 12 &13)					
3	Tackling parking and poor driver behaviour around schools	At least one school is patrolled by a Civil Enforcement Officer and /or is visited by the CCTV camera enforcement vehicle daily am and pm. Merseyside Police regularly support and attend schools. Links to behaviour change work (Actions 2,4,5,6,7) to break the cycle of car use / poor driving through engagement / education Collaborative intelligence events with Merseyside Police, NSL for improved outcomes at delivery level					
4	Spotlight on Schools: Enforcement & Interventions	Partnership Sessions coordinated by Road Safety Team with Civil Enforcement Officers and Merseyside Police. Linked to Action 3					
5	Modeshift STARS	Support schools with accreditation process, delivery of activities and interventions tailor made to the school linked to actions 1-12					
6	Scooting Stars	Develop pilot initiative for Primary Schools to promote the benefits of scooting to/from school in favour of private car. Social value funding provided by existing council enforcement agent and parking enforcement contractors.					
7	Junior Travel Ambassadors	Pupils deliver peer to peer education on safe, active travel. Supported by Council road safety team, solutions tailored to their school					

8	Coordination of Cycle training within schools	Coordinating and monitoring take up of Bikeability cycle training to ensure all schools are offered free cycle training and it links to wider programmes e.g., school streets schools, where new infrastructure is installed.					
9	Continue pilot of Own the Ride	Enhanced training for secondary school pupils with a theory session and practical element.					
10	Comms & campaign calendar schools	Road safety & Active Travel comms calendar forms the basis for promotional days, encouragement and campaign awareness for schools includes Bike / Walk to school initiatives, Car Free Days, Road Safety Weeks etc					
11	School Crossing Patrol Service	Management of the school crossing patrol service encouraging safe active travel on journey to and from school					
12	Kids Court activities	Linked to actions 2 & 3, Kids Court activities within targeted schools and partners.					
11	Transition Project development	Transition from Primary to Secondary school is an important time for children as they encounter different risks and challenges in their independence. Proactively and positively approaching this with schools, children and parent / carers could, in some cases, reduce a reliance on private car to secondary school					
12	School Streets	Continue to support 3 permanent School Street Schemes. 3 Schools still in the Experimental Traffic Regulation Order phase. Future funding has been identified within the indicative City Region Sustainable Transport Settlement programme for 2024/27 (subject to enforcement powers, funding for Active Travel Officer & Modeshift STARS)					
13	Engage Young Driver Programme	Driving Instructors within the engage driver training programme undertake enhanced training and attend regular training sessions and seminars. They pass these educational inputs to learners in-car. Topics include vulnerable road users, speed, peer pressure, driving under the influence, fatigue etc.					

14	Mind Your Business Programme	Support and resources for local businesses to educate and collaborate on road safety responsibilities. Review and refresh current scheme					
15	Bikesafe (motorcyclists)	Merseyside BikeSafe is designed to improve rider skills and help lower the number of motorcycle rider casualties. Continue to provide support and partnership working and promotion.					
16	Safer for Longer programme (60+)	Interactive workshops for all road users aged 60+					
17	Cycle Training for Adults	Coordinating and monitoring take up of Bikeability cycle training linked to wider programmes, education programmes targeting the key risks as identified in the collision data through all outreach programmes, including via businesses, senior road user programmes etc					
18	Introduction of widespread 20mph limits	Roll out of comms and engagement plan. Phase 1 implementation stage 15 areas in 2022/23 with an expected completion date Summer 2023. Phase 2: Funding approved CRSTS programme for 2023/24. Public consultation is set to begin in Summer 2023.					
19	Partnership development work with stakeholders	Improving road safety in Wirral is a partnership approach with key stakeholders. From data-sharing to collaboration in education, training and enforcement. Continual development of partnership via Merseyside Road Safety Partnership, JAG etc					
20	Collision Data analysis	National and regional data analysed via Merseyside Road Safety Partnership. Looking at emerging trends, enforcement, and the relationship between areas of deprivation and road traffic collisions.					
21	Safe Systems Best Practice	Ensure up to date knowledge on development area and reflect any significant information within the annual action plan.					
22	Maintenance of camera sites (static and mobile) to support speed enforcement	Helping to reduce speed across the borough with sites maintained					

23	Minibus Driver Training Programme	Education programme for staff transporting children and young people within the borough					
24	Safer Roads Watch Programme	The Safer Roads Watch initiative empowers communities to work alongside us to reduce speeds in their neighbourhoods. Continue the support, provision of resources, coordination, and monitoring to grow the scheme in Wirral.					
25	Community engagement programme (Dr Bike, Bike marking, Car Free Day etc with partners)	Opportunities and outreach safe, active travel in community settings to address key casualty groups.					
26	Continual communications and marketing programmes with key stakeholders	Topics include, but not limited to: messaging around Highway Code, 20MPH roll out, Close Pass, Visibility, EuroNCAP, What 3 Words, skills and training etc					
27	Seek and align funding opportunities	Seek ongoing funding and make good use of funding to direct capital schemes and revenue activity					
28	CRSTS programme for 2023/24 Environment, Climate Emergency and Transport Committee	Reported to ECET Committee 14 March 2023, item 72. Local Safety Schemes, Active Travel improvements and Traffic signal and pedestrian facility improvements. Modeshift STARS and Schools education programme to feed into Safer Routes to School funding and Pedestrian Access Improvements					
29	Indicative recommended CRSTS CATP programme for 2024-2027.	Reported to ECET Committee 14 March 2023, item 72. The effective delivery of the council's CRSTS CATP programme contributes to the following strategic objectives of the Liverpool City Region Road Safety Strategy outcomes:					
30	By Ours Project Low Traffic Neighbourhood	Sustrans lead on public consultation and initial concepts for Bebington By Ours.					
31	Civil parking enforcement	Helping to ensure compliance for parking related issues.					

