

Transport Delivery, Overview and Scrutiny Committee

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| Date | 3 July 2023 |
| Report title | Refreshed Regional Road Safety Strategy Launch |
| Portfolio Lead | Cllr Mike Bird, Portfolio Lead for Transport Email: cldr.mike.bird@walsall.gov.uk |
| Accountable Chief Executive/TfWM Director | Anne Shaw, Executive Director, Transport for West Midlands Email: anne.shaw@tfwm.org.uk |
| Accountable Employee | Mark Corbin, Director of Network Resilience Transport for West Midlands Email: mark.corbin@tfwm.org.uk |
| Report has been considered by | Jag Johal (Finance), Andre Bromfield (Legal), Kwabena Osayande (Equalities) |
| Author | Darren Divall, Regional Road Safety Manager darren.divall@tfwm.org.uk |

Recommendation(s) for action or decision:

The Transport Delivery, Overview and Scrutiny Committee is recommended to:

- 1) Consider the Refreshed Regional Road Safety Strategy 2023-2030.
- 2) Endorse the Refreshed Regional Road Safety Strategy for approval at the WMCA Board Meeting on 21st July 2023.

1. Purpose

- 1.1 The purpose of this report is for Transport Delivery, Overview and Scrutiny Committee to consider the Refreshed Regional Road Safety Strategy 2023-2030 prior to its submission to the next WMCA Board Meeting, scheduled for 21st July 2023.
- 1.2 In endorsing the launch of the Refreshed Strategy at the Board meeting on 21 July, Metropolitan Leaders will approve the Vision Zero long-term mission and the extending of the casualty target of a 40% reduction for killed and seriously injured road casualties by 2028, to a 50% reduction in killed and seriously injured road casualties by 2030 assessed against a 2015-2017 baseline, in accordance with the commitment made in the Local Transport Plan (LTP) to support the Towards Zero Foundation campaign.
- 1.3 The report provides a summary of the development and finalisation of the Refreshed Regional Road Safety Strategy 2023-2030.

2. Background and summary

- 2.1 In the first two reporting periods of the Regional Road Safety Strategy 2019-2028, the number of killed and seriously injured casualties (KSIs) in the Metropolitan Region reduced by 16% based on the 2015-2017 baseline. In the same period, the average annual societal cost of KSIs in the region reduced from £320 million to £295 million despite a 10% increase nationally in the Department for Transport's 'Average Value of Prevention' figures¹ for fatal and serious casualties (based on estimated real costs for lost output, medical and ambulance, police, insurance and admin and damage to property).
- 2.2 Despite these early successes, the Regional Road Safety Partnership agreed to enhance the strategic approach by refreshing the Regional Strategy. This included:
 - Adopting Vision Zero as the long-term mission for road safety in an effort to eliminate all fatal and seriously injured road casualties;
 - Enhance the 2028 casualty reduction target from 40% to 50% to be achieved by 2030 in line with the Updated Local Transport Plan and aligned with the international Towards Zero campaign;
 - Include four safety performance indicators relating to incidents, casualties, societal cost and vehicle miles travelled;
 - Include opportunities for innovation;
 - Demonstrate opportunities for collaboration.
- 2.3 Regional road safety partners have been instrumental in the development of the Refreshed Regional Road Safety 2023-2030, working collaboratively in face-to-face away days and providing comment/feedback on draft versions. All comments received by the partnership have been fully addressed to the satisfaction of partnership

¹ <https://www.gov.uk/government/statistical-data-sets/reported-road-accidents-vehicles-and-casualties-tables-for-great-britain#casualties-and-vehicles-combination-ras06>

members.

2.4 The Refreshed Strategy's objectives are to:

- Maximise the benefits of collaborative innovation through the regional partnership;
- Use the Strategy as a lever to secure sustainable internal and external delivery funding and investment;
- Broaden the evidence-base to more effectively strengthen strategic decision making;
- Ensure local and regional delivery works collectively towards an extended 50% reduction in KSIs by 2030 and the integration of safety performance indicators (SPIs) in accordance with best practice, including the Parliamentary Advisory Council for Transport Safety report on Safe System Indicators.

2.5 A public engagement exercise was also initiated between 12th May 2023 and 4th June 2023. There were 1364 visitors to the Road Safety Strategy engagement pages a total of 328 confirmed participants who contributed to the engagement survey. Headline results from this engagement show that:

- 41% of respondents felt very unsafe/unsafe when using the road network, with just 24% feeling safe/very safe. Those who frequently cycled/scooted felt most unsafe when using the road network (71%), followed by those who walked (50%);
- 88% agree with the adoption of Vision Zero as a long-term mission to eliminate road death and serious injury. Those who cycle/scoot (97%) or walk/ wheel (95%) were most likely to agree;
- The overwhelming majority of respondents agreed that TfWM and Local Authorities should work together on improving road safety across the region (95%);
- 48% of respondents were 'satisfied' or 'happy' with the target of a 50% reduction in the number of killed and serious injured casualties by 2030, with one-third 'neutral' and 20% 'unhappy' or 'dissatisfied'.

2.6 To support delivery of the regional approach and to oversee regional delivery, the Police and Crime Commissioner now chairs the Regional Road Safety Strategic Partnership, which meets on a quarterly basis. To provide targeted advice and guidance to all partners, three sub-groups have been established (Enforcement, Data Insights, and Funding and Investment).

2.7 The Refreshed Strategy is essentially a policy document that in addition to improving road safety will contribute towards the Local Transport Plan and provide benefits for reducing congestion, improving air quality and enhancing public transport efficiency.

2.8 A Road Safety Action Plan 2021-2024 already exists to support the delivery of the strategic road safety approach, and the Regional Road Safety Partnership will now begin developing the 2025-2030 Action Plan to accompany the refreshed strategy. The objectives of this Action Plan are:

- Ensure that all future actions are evidence-based and focused on results;
- That the actions meet existing challenges as well as those of emerging themes;
- That the strategic approach recognises both local and regional priorities and activities, ensuring that all interventions are working collectively towards the long-term mission, casualty reduction target and safety performance indicators;
- Provide clarity on roles and responsibilities;
- Provide a clear monitoring and evaluation framework.

2.9 It is intended that the 2025-2030 Action Plan will be ready for launch in November 2024 and will be formally consulted on between January and March 2024.

3. Financial Implications

3.1 At this stage, this is a policy document for the Regional Road Safety Strategy. Funding to implement the refreshed strategy and the associated Action Plan will be in accordance with concurrent statutory duties. It is understood that relevant parties i.e.; Local Authorities, Members of the Strategic Transport Board (STB) and the Road Safety partners will need to identify where funding sources for this activity can be utilised. This may include City Region Sustainable Transport Settlements.

3.2 The evidence base created in the development and monitoring of the Refreshed Regional Road Safety Strategy will support TfWM and all local authorities to prioritise development and delivery of their road safety interventions.

3.3 It has been noted that Regional Road Safety Partnership, in collaboration with all of its partners, will work to leverage additional external funding and investment to enhance implementation of the Safe System approach.

4. Legal Implications

4.1 The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety under Section 39 (2) and (3) of the Road Traffic Act 1988 by virtue of Part 2 of the West Midlands Combined Authority (Functions and Amendment) Order 2017, for purposes of Promoting Road Safety. These powers apply to the West Midlands Combined Authority area. There are no additional legal implications arising from the contents of this report.

5. Impact on Delivery of Strategic Transport Plan

5.1 Motor vehicles have a negative impact on health, safety, air quality and climate change. The LTP outlines the need to set out policies to promote a safe, integrated, efficient and economic transport system. The Refreshed Regional Road Safety Strategy 2023-2030 will directly align to the LTP and contribute to addressing this challenge through

evidence-based road safety solutions.

- 5.2 Through the creation of a safer road environment, the Refreshed Regional Road Safety Strategy 2023-2030 will strengthen communities by increasing safe alternatives to the motor car that provide greater connectivity, improve health by enhancing active travel options, and decrease air pollution by reducing vehicle speeds, and using effective incident management and enforcement to minimise congestion caused by road crashes.

6. Equalities Implications

- 6.1 The Refreshed Regional Road Safety Strategy 2023-2030 recognises the needs of road users unable to afford a motor vehicle by improving social mobility and accessibility through the provision of safe and healthy travel choices, such as cycling and walking, making streets safer to walk and wheel.
- 6.2 The Refreshed Strategy will facilitate acknowledgement of the differences across communities throughout the Metropolitan region, using innovative studies to better understand community-based safety issues, ensuring that road users of all types feel safe from traffic, as well as adopt safe practices when using motor vehicles.
- 6.3 Partners will undertake analysis of multiple data sets that can be used to identify relevant problems/themes, including geographical and demographic data that enables delivery of evidence-based actions to predict, address and assess health and equality impacts and the need to meet our vision for a fairer society.

7. Inclusive Growth Implications

- 7.1 Improvements in road safety, in line with the West Midlands Regional Road Safety Strategy, will have positive impacts for inclusive growth in the West Midlands by supporting the following inclusive growth themes:
- Health and wellbeing
 - Affordable, safe and connected places
 - Sustainability
 - Equality
 - Economy

8. Geographical Area of Report's Implications

- 8.1 This report covers the West Midlands Region of the 7 constituent authorities of the West Midlands Combined Authority, although non-government partners, and those outside of the region are also included.



West Midlands
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9. Other Implications

9.1 No other implications have been identified.

10. Schedule of Background Papers

10.1 None.