

WMCA Board

Date	15 September 2023
Report title	Refreshed Regional Road Safety Strategy
Portfolio Lead	Transport - Councillor Mike Bird
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Recommendation(s) for action or decision:

WMCA Board is recommended to:

- (1) Adopt the Refreshed Regional Road Safety Strategy 2023-2030.
- (2) Agree to launch the Refreshed Regional Road Safety Strategy 2023-2030 at the WMCA Board meeting on 15 September 2023.

1. Purpose

- 1.1 The purpose of this report is to update WMCA Board on the finalisation of the Refreshed Regional Road Safety Strategy 2023-2030 and request its adoption and launch for implementation across the region.
- 1.2 The report provides a brief update on the finalisation of the Refreshed Regional Road Safety Strategy 2023-2030 and development of the Regional Road Safety Action Plan 2024-2030, which is being informed by all partners to provide a clear framework for evidence-based delivery.

2. Background

- 2.1 The West Midlands Local Transport Plan sets out a vision for a region where the transport system is equitable providing everyone with good access to opportunities whilst reducing the impacts that it has on people and places. Creating the right conditions where everyone can safely and reliably choose walking, cycling, scooting and wheeling as their first and obvious choice for most short journeys is a key aim for this LTP. If we are to deliver on the LTP objectives as set out in the 5 Motives for Change, then safer roads in the West Midlands are an essential requirement for all residents, businesses and visitors travelling in and through our region. The draft LTP Big Moves published earlier this year set out the headline aim for region to integrate Vision Zero into the future thinking of road safety – a long-term mission that recognises that deaths and serious injuries on the road are not an acceptable price to pay for mobility. In addition, it set out that above and beyond achieving a 40% reduction in the amount of KSI's across the region by 2028, the West Midlands will also adopt a more stretching target of a 50% reduction in number of killed and seriously injured road casualties by 2030. This would be set out in further detail in the Refreshed Regional Road Safety Strategy in 2023-2030. This would include the type and focus of measures, which is the subject of this report.
- 2.2 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).
- 2.3 Despite these early successes, the Regional Road Safety Partnership agreed to enhance the strategic approach by refreshing the Regional Strategy in accordance with the Core Principles as set out in the LTP refresh. 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.

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

- 2.4 Regional road safety partners (being all metropolitan authorities, West Midlands Police, Office of Police and Crime Commissioner, West Midlands Fire Service, Motor Insurers' Bureau, National Highways, RoadPeace, Road Safety Foundation, RoSPA, and Department of Health and Social Care) 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 members.
- 2.5 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.
- 2.6 A public engagement exercise was also initiated between 12 May 2023 and 4 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. While it is appreciated that this is a limited number of respondents, 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'.
- 2.7 We are working closely with TfWM's Community Engagement Team and WMCA's Police and Strategy Team to enhance future road safety engagement and consultations particularly with the revised action plan as referred to in section 2.10.
- 2.8 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).
- 2.9 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.

2.10 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.

2.11 A formal consultation exercise for the Road Safety Action Plan 2024-2030 has been pencilled in for February/March 2024 and we will be looking at ways we can get better representation and feedback for all communities within the West Midlands working with partners. This will seek the views of partners, stakeholders and the public on those evidence-based actions required to achieve the objectives and targets of the Refreshed Regional Road Safety Strategy 2023-2030.

2.12 To support this, a number of actions will be taken:

- To provide information relating to the demographics of respondents to the public engagement exercise undertaken between 12th May 2023 and 4th June 2023 (now provided in Section 2.6 of this paper);
- Provide a summary analysis of killed and seriously injured casualties by age, mode type and impairment through drugs and alcohol (provided in Appendix 1);
- Provide a summary of proven road safety interventions (provided in Appendix 2, although not comprehensive);
- Produce a Consultation Plan in preparation for the formal consultation on the Road Safety Action Plan 2024-2030 and work with wider partners to increase the responses from our more diverse communities.

2.13 The results of the demographic analysis of those responding to the public engagement event demonstrate several lessons to learn and act upon when we formally consult partners and the public on the Road Safety Action Plan 2024-2030. It is noted that a much more representative profile of the region's communities and residents is required.

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 ie; WMCA/TfWM, Local Authorities, Strategic Transport Board and other the Road Safety partners will need to identify where funding sources for this activity can be utilised from. 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 RRSSG, 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 traffic collisions.

6. Equalities Implications

6.1 The refreshed strategy 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, and making streets safer to walk and wheel.

6.2 The refreshed strategy acknowledges 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 when operating on the road network, as well as adopt safe practices.

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.

9. Other Implications

- 9.1 No other implications have been identified.

10. Schedule of Background Papers

- 10.1 Refreshed Regional Road Safety Strategy 2023-2030.
- 10.2 Summary of casualty statistics requested through Transport Delivery, Overview and Scrutiny Board and Strategic Transport Board (Appendix 1).
- 10.3 Summary of quantifiable road safety interventions (Appendix 2).