



**West Midlands
Combined Authority**

Transport Scrutiny Sub-Committee

Date	30 November 2020
Report title	Regional Road Safety Progress
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Report has been considered by	n/a

Recommendation(s) for action or decision:

The Transport Scrutiny Sub-Committee is recommended to:

- (1) Note the progress made on managing Road Safety across the region and the priorities agreed through the Regional Road Safety Strategic Partnership.
- (2) Note the range of activities delivered by partners across the West Midlands throughout 2019/20 to date.

1. Purpose

- 1.1 To update the Transport Scrutiny Sub Committee on the progress being made in relation to the region's target to reduce killed and seriously injured (KSI) by 40% by 2028 (baseline from 2015/17) with a longer-term ambition to achieve zero harm on roads in the West Midlands.
- 1.2 To update on the establishment of the Regional Road Safety Strategic Partnership and priorities established.

2. Background

- 2.1 The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. These powers cover the West Midlands Combined Authority area.
- 2.2 At the WMCA Board in January 2019, the Regional Road Safety Strategy (RRSS) was approved. This recognised a multi-disciplinary approach amongst regional partners to sustain reduced road traffic collisions to meet the KSI targets for the region. This is based on the following five pillars:
 - Road Safety Management
 - Safer Roads and Mobility
 - Safer Vehicles
 - Safer Road Users
 - Post-Crash Response.
- 2.3 This Strategy is aiming to address the wider social and economic consequences of collisions in our region. Socially, the devastation caused by road traffic collisions is harrowing on the families and communities affected. Economically, the average cost per fatal casualties in 2018 was £1.9 million. The cost of managing fatalities or long-term consequences for those seriously injured also has impact on essential services including those provided by the NHS. Concerns about road safety are also barriers to more active travel modes including walking and cycling. Research from Bike Life West Midlands (2019) shows that 73% of residents never cycle and 31% of residents walk less than once per week, with safety being a significant barrier for many.

3. Towards a 40% Reduction in KSI's by 2028

- 3.1 The table below shows the progress made towards a 40% reduction in KSI's by 2028. In absolute terms the number of KSI's has reduced by 6% since the target was set. A per capita comparison shows the number of KSI's has reduced by 8% per 100,000 population.

3.2

 West Midlands Combined Authority	Baseline 2015-2017 average	2018	2019	...2028
WMCA area KSI figures	1045	1038	986	627
Percentage change from baseline (2015-2017)	N/A	↓1%	↓6%	↓40%
Casualty rate per 100,000 population	37	36	34	22
Percentage change from baseline (2015-2017)	N/A	↓3%	↓8%	↓40%

4. Delivering Road Safety interventions 2019/20

4.1 Throughout 2019 and during this current financial year, a range of activities were undertaken by partners across the region. This includes engineering solutions to improve the road environment, collaboration through established partnerships to deliver road safety education or enforcement where applicable. This has helped to tackle some road safety areas such as vulnerable road users (pedestrians, cyclists and powered 2 wheelers) as well as working with schools, and other community organisations. Also included is the roll out of average speed enforcement or traffic calming measures in priority areas as well as safer facilities for disabled access and school advisory speeds. Bike-ability training has been provided targeted where new engineering schemes are put in place and safe routes to schools.

Organisation	Programme Highlights
Birmingham City Council	Road Safety Partnership and engineering measures.
Coventry City Council	Traffic Calming, general traffic management and local safety schemes.
City of Wolverhampton	12 engineering safety schemes.
Dudley Metropolitan Borough Council	6 local safety schemes, safer routes to school and pedestrian facilities.
Sandwell Metropolitan Borough Council	10 engineering and safety schemes. 5 walking and cycling schemes.
Solihull Metropolitan Borough Council	Bike-ability training, car exclusion zones and various education programmes.
Walsall Metropolitan Borough Council	Pedestrian education, speed awareness and 5 active travel initiatives.
West Midlands Combined Authority	'eScooter' road safety measures, strategic partnership and communications campaign.
West Midlands Fire Service	Multi-Agency Road Safety Operation (MARSO), Biker-Down and tyre safety.
West Midlands Police	MARSO, speed detection and motorcyclist/cyclist safety.

5. The Road Safety Action Plan

5.1 In 2017 The West Midlands RRSS was written and from that a number of casualty areas were identified to be targeted in an effort to reach a 40% reduction in KSI's by 2028. To this end a Regional Road Safety Action Plan, 'Be Safe, Feel Safe' outlines the how, when and who for these interventions starting in April 2021. All interventions will be targeted and data led. The Action Plan will initially focus on the 5 casualty areas that have been highlighted in the RRSS. However, as we progress through the life of the Action Plan, a key area for the West Midlands Road Safety Group surrounds commitment 3 - Data Management, where we will undertake deep dive analysis of the data to determine further insight into the casualties in the region. This is not something that we would propose to complete in the first year, but rather start in year one and use our findings to further influence the delivery in years 2 and 3. Whilst we have said the Action Plan will start in April 2021 there are commitments that are already being delivered at a local level that will be enhanced through the lifespan of the Action Plan.

5.2 The Action Plan as it is taken forward contains the following cross cutting themes:

- Improving data integrity and quality
- Influencing road user behaviours
- Safer walking, cycling and scooting
- Measures to support speed management
- Safer citizens, communities and streets
- Creating an ethos of shared space.

5.3 The measures in the Action Plan (2021 – 2024) are divided into a number of commitments, which will be owned and delivered by regional partners. A summary of the emerging commitments is shown below in Table 2.

Theme	Commitment
Education	<ul style="list-style-type: none"> • Commitment 1.1 - Targeted campaigns for schools, communities and employers • Commitment 1.2 - Measures to encourage safe driving and sharing of space
Enforcement	<ul style="list-style-type: none"> • Commitment 2.1 - Regionwide roll out of average speed enforcement • Commitment 2.2 - Measures to encourage enhanced community safety • Commitment 2.3 - Establish a new model for capturing revenue from of operation for moving traffic offences to support delivery
Data Management	<ul style="list-style-type: none"> • Commitment 3.1 - Deep dive analysis – vulnerable groups • Commitment 3.2 - Annual report to identify any communality in behaviour traits amongst casualty data • Commitment 3.3 - Additional data sources

Engineering	<ul style="list-style-type: none"> • Commitment 4.1 - Safer roads investment planning measures • Commitment 4.2 - Road assessment programme on the KRN and MRN • Commitment 4.3 – Area wide programme in collaboration with Highways England
Looking to the future	<ul style="list-style-type: none"> • Commitment 5.1 – Route based approach to identify safety issues on KRN • Commitment 5.2 – In-vehicle and roadside technology measures
Other measures	<ul style="list-style-type: none"> • Commitment 6.1 - Legislative powers to support network management • Commitment 6.2 - National standard for construction traffic and community safety • Commitment 6.3 - Developing a regional suite of resources and a road safety brand • Commitment 6.4 - Driving for better business • Commitment 6.5 – Understand the impacts of Emergency Active Travel Fund measures

Table 2. Road Safety action plan commitments

5.4 The aim of the Strategic Partnership will be to confirm these commitments along with the officer led group and undertake monitoring and evaluation on the outcomes to help refine delivery to ensure that the target is reached by 2028. This will be kept under continuous review to ensure that we are able to tackle emerging initiatives which will have the impact of introducing greater vulnerable users onto the highway network.

6. Financial Implications

6.1 Funding for road safety interventions are managed by each delivery organisation from their own capital and revenue resources. The Action Plan will support each Local Authority to prioritise their delivery. However, this will be constrained to the available resources taking into account other budgetary pressures and priorities.

6.3 In order to deliver greater impact for road safety programmes, it would be beneficial to explore alternative funding sources such as the retention of fines for those breaking the law, endangering lives and enabling a transparent mechanism of reinvestment through appropriate engineering, enforcement and education programmes.

6.4 It should be noted that whilst we have the statutory responsibility as a combined authority together with the Local Authorities, we have minimal funding to implement any additional programmes to support meeting this stretching target. Without leveraging more sustainable funds through the Devolution White Paper, we will be hampered in how collectively we can deliver.

7. Legal Implications

7.1 The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. These powers cover the West Midlands Combined Authority area.

7.2 There are no direct legal implications arising from this report.

8. Schedule of Background Papers

1. [Regional Road Safety Strategy Briefing Note 2018 \(Appendix 1\)](#)
2. [Regional Road Safety Strategy](#)

Appendix 1 – Regional Road Safety Strategy Briefing Note (2018)



West Midlands Regional Road Safety Strategy

Briefing Note, December 2018

Background

A Road Safety Memorandum of Understanding (MoU) between the elected Mayor of the West Midlands, the WMCA and constituent local authorities and partners in respect of the Combined Authority area has been developed and agreed by the WMCA Board in September 2018. The MoU aims to harmonise procedures and support the Regional Road Safety Strategy (RRSS).

The key partners in the development of the RRSS are:

- Constituent local authorities
- Department for Transport
- West Midlands Police
- West Midlands Fire Service
- Highways England

The RRSS will be managed by a new Regional Road Safety Strategic Group (RRSSG) which will provide a strategic role and coordinate a multi-agency approach to reducing the number of casualties on our region's roads.

Progress to date

The Mayor of the West Midlands now has concurrent powers with constituent authorities for road safety under Section 39 of the Road Traffic Act 1988. This power covers the West Midlands Combined Authority area.

Such devolution powers has enabled Local Authorities and the WMCA to produce a RRSS which has helped decide on what road safety measures are needed in the region and allowed a greater regional partnership and collaborative approach to road safety to be developed.

Strategy Aims and Challenges

The principle strategic outcome in the RRSS is to *'reduce the number of people killed and seriously injured on the regions roads by 40% over the next 10*

years based on the three year average 2015-2017'. In addition to the above, other objectives include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality;
- Making roads spaces safer for all users; and
- Reducing the economic costs of collisions on society.

The RRSS outlines several challenges to overcome when addressing the strategic objectives. These include:

- **Resources:** Across the transport sector in general there has been pressure put on resources both monetarily and in human resources. These factors will impact on the successful delivery of the overall vision;
- **Data:** There are currently several data collection gaps that will need to be addressed to improve the evidence base;
- **Insurance breaches:** The West Midlands region is currently the second largest region in the UK for the number of motorists driving without insurance. This has major implications for resources and cost to the economy; and
- **Fatal four:** The four most fatal and common causes of accidents are alcohol, distractions, seatbelts and speeds.

Key Points from the Strategy

The RRSS promotes the United Nations Global Plan for Road Safety and the five key pillars for reducing global road traffic collisions and fatalities. These pillars are:

- **Pillar 1:** Road Safety Management
- **Pillar 2:** Safer Roads and Mobility
- **Pillar 3:** Safer Vehicles
- **Pillar 4:** Safer Road Users
- **Pillar 5:** Post Crash Response

Building a healthier, happier, better connected and more prosperous region

Based on these pillars, a number of principle strategic outcomes for the RRSS have been developed for the West Midlands. These include:

- Establish the strategic approach to all aspects of road safety in the West Midlands Combined Authority Area;
- Develop a Regional Road Safety Action Plan (RRSAP) which addresses the road safety concerns and challenges being faced;
- Ensure that all partners adopt an outcome based approach and develop the mechanism for reporting to the WMCA Board;
- Monitor and analyse road casualty data against the 40% killed or seriously injured reduction target; and
- Evaluate the effectiveness of activities to reduce road casualties and encourage the sharing and adoption of good practice across the WMCA area.

The Strategy identifies the following key target groups as groups that will benefit the most from the strategic outcomes, due to their vulnerability and behavioral patterns on the road network:

- Target Group 1: Pedestrians
- Target Group 2: Pedal cyclists
- Target Group 3: Powered two wheelers including riders and passengers
- Target Group 4: Young drivers and their passengers
- Target Group 5: Drivers aged over 26

Impact on the delivery of the Strategic Transport Plan

The approval of the RRSS will support the delivery of a number of policies outlined in Movement for Growth, particularly:

- **Policy 1:** To accommodate increased travel demand by existing transport capacity and new sustainable transport capacity;
- **Policy 3:** To maintain existing transport capacity more effectively to provide greater resilience and

greater reliability for the movement of people and goods

- **Policy 11:** To significantly increase the amount of active travel in the West Midlands Metropolitan Area
- **Policy 12:** To significantly reduce road traffic casualty numbers and severity.

Next steps

The next steps will be to establish a RRSSG; reporting into the WMCA Board. The RRSSG will work towards a number of actions including:

- The implementation of road safety activities, through the existing MoU on Road Safety (acting as a formal agreement between the partners); ensuring road safety measures are delivered in a coordinated manner;
- Development of a RRSAP, addressing the road safety concerns and challenges being faced across the region;
- Monitor the RRSAP deliverables and analyse road casualty data against the 40% KSI reduction target, to ensure that right groups are being targeted;
- Identify road safety funding streams where available; and
- Enhance current road safety practices and explore innovative approaches to casualty reduction.

Further Information

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References

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