



**West Midlands
Combined Authority**

WMCA Board

Date	12 February 2021
Report title	Regional Road Safety Progress
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Report has been considered by	Strategic Transport Officers Group Strategic Leadership Team Programme Board

Recommendation(s) for action or decision:

The WMCA Board 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 totalling approx. £6m.
- (3) Note the reduction of Killed and Seriously Injured (KSI) has reduced by 6% since the target was set. In absolute terms, taking population growth into account this equates to a reduction of 8% overall.
- (4) Note the development of the Regional Road Safety Action Plan and the commitments by regional partners to deliver the measures during the period 2021 - 2024.

- (5) Notes that the Regional Strategic Road Safety Partnership will finalise the Action Plan for publication.

1. Purpose

- 1.1 To update the WMCA Board 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).
- 1.2 To update on the establishment of the Regional Road Safety Strategic Partnership and the development of the regional Road Safety Action Plan 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.
- 2.4 The approach in terms of improving road safety is based on the concept of the safe system approach. The delivery programmes have focused on measures around engineering, enforcement and education.
- 2.5 Improving the physical layout of roads, to remove poor design, and manage road safety hotspots will assist with reducing KSI's. However, education to all road users including vulnerable pedestrians and cyclists accompanied by enforcement to tackle those that break the law, will also assist with the region's target.
- 2.6 Overall, there is recognition globally that the rate of reducing road casualties has slowed. This has led to the United Nations proclaiming a second Decade of Action for Road Safety, with new Sustainable Development Goals to cut road deaths by 50% by 2030.
- 2.7 The RRSS also set out how a regional approach would be established. This included setting up a new Regional Road Safety Strategic Partnership and developing an action plan which addresses challenges as well as ensuring an outcome-based approach supported by monitoring and evaluation.

2.8 The Regional Road Safety Partnership is now established and chaired by the Road Safety Foundation. The Partnership also includes the Local Authorities, Highways England, Public Health England, Freight Transport Association, blue light services, road safety charities and TfWM. It is supported by an officer group made up of colleagues with responsibility for road safety within their organisation.


3.0 Update

3.1 Data Analysis

3.1.1 Over the past 30 years, the West Midlands has seen substantial and sustained reductions in road casualties. Advances in vehicle safety, enhanced road safety engineering, improved driver training, better road safety education and improvements in trauma care have all positively contributed to this reduction. However, since 2013, road collisions and casualties had started to rise on West Midlands roads. Building on our previous strong progress, it is essential to address this through collective action across the Partnership to improve the traffic environment through engineering solutions, enforcement and through education.

3.1.2 Data and intelligence around road collisions is considered critical in understanding the causation to ensure targeted solutions can be delivered. This is collected by multiple organisations and enabling greater sharing and insights from this data assists with identifying priority communities or locations, in order to meet the KSI target and provide focus for engineering, enforcement, and education where considered appropriate. To enable this greater insight, the Strategic Partnership establishes stronger collaborations with health authorities and insurance companies, to leverage additional data sources to further deepen understanding of the extent of injuries in the road environment and cluster locations of slight injuries before these become more serious casualty locations. Analysing the data helps us to draw out the direct impacts on various groups and address any equality issues within communities which may include harder to reach communities and any required tailored interventions.

3.1.3 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 taking account of population growth shows the number of KSI's has reduced by 8% per 100,000 population.

 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%

3.1.4 The table below identifies the number of KSI's for the various target groups within the Regional Road Safety Strategy for 2019 compared to the base year. This shows the reduction in line with the target in all but the pedestrian category. In 2019 there were 47 fatalities on the local highway network in the West Midlands. Adult Pedestrians (16 and over) were the group most affected with 24 (51%) of people losing their lives in road traffic collisions. We expect figures for 2020 to become available around September 2021.

Casualty type		Baseline (2015-2017 average)	2018	Prediction for 2019	Actual for 2019	trend
Adult pedestrian	Fatalities	20	19	20	24	Not in line with required trend
	Seriously Injured	243	249	268	239	In line with required trend
Child Pedestrian	Fatalities	4	4	3	0	In line with required trend
	Seriously Injured	90	94	86	100	Not in line with required trend
All Pedestrians	Fatalities	24	23	24	24	Not in line with required trend
	Seriously Injured	339	353	363	342	In line with required trend
Motorcyclists (powered two wheelers)	Fatalities	9	12	11	5	In line with required trend
	Seriously Injured	163	172	151	116	In line with required trend
Cyclists	Fatalities	3	7	6	1	In line with required trend
	Seriously Injured	123	118	138	112	In line with required trend
Young Drivers (16-19)	Fatalities	2	4	4	2	In line with required trend
	Seriously Injured	50	43	47	36	In line with required trend
Drivers aged between 20 and 29	Fatalities	7	13	12	3	In line with required trend
	Seriously Injured	154	129	136	129	In line with required trend

3.1.5 The forecasted trends compared with actual data collected identifies that the 40% reduction target of KSI's should be reached overall. However, reviewing the various categories, whilst this is the case for motorcyclists, cyclists and car drivers, the data suggests that for pedestrians there could be an increase in KSI's. In order to meet the target there will need to be continued interventions across all groups and targeted interventions for pedestrians.

3.2 Delivery of Road Safety interventions 2019/20

3.2.1 Throughout 2019 and during this current financial year, a range of activities has been undertaken by partners across the region as listed in **Appendix 1**. This includes approximately £5m programme of engineering solutions to improve the road environment and collaboration through established partnerships and just under £1m to deliver road safety education or enforcement. This has helped to tackle some road safety areas such

as vulnerable road users (pedestrians, cyclists and motorcyclists) 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.

3.3 The Road Safety Action Plan

- 3.3.1 The West Midlands RRSS identified a number of casualty areas to be targeted in an effort to reach a 40% reduction in KSI's by 2028. This has since been consolidated in the Regional Road Safety Action Plan, (2021-2024) building on actions to date and outlining future interventions of how, when and who. All interventions will be targeted, and data led. The Action Plan focuses 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. This will enable further opportunities to create behaviour change programmes targeted amongst these road users. This deep dive has commenced prioritising the pedestrian fatalities and will assist with developing targeted interventions to improve the outcomes for reducing KSI's within this group. There are commitments that are already being delivered at a local level that will be enhanced through the lifespan of the Action Plan, but this deep dive into the causes will help enhance the delivery as there will be areas that may not have been identified previously. It is recognised that there are areas of activities that will need to be enhanced in both our educational delivery across the board and enhanced targeted campaigns.
- 3.3.2 Funding for road safety remains finite across all partners and the interventions will be maintained through each partner's level of local funding. TfWM has been able to draw in additional funding for specific projects including the Active Travel Fund and e. Scooter pilots to ensure the further roll out of these tackles any road safety concerns head on. Additional funding streams are not currently identified for year 1 of the Action Plan, much of the focus will be on what is currently being offered at a local level by each authority and adding value wherever possible with economies of scale and shared working. Through the life of the Action Plan, partners will seek new sources of funding to enhance the delivery and provide the targeted interventions needed to reach the 40% target.
- 3.3.3 For each of the commitments that are identified within the Action Plan, the West Midlands Road Safety Group (WMRSG) will enable small working groups with officers from the WMRSG to work on the initiatives, who will then report back to the WMRSG and the Strategic Partnership, which will further shape the details of the Plan.
- 3.3.4 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.

3.3.5 The measures in the Action Plan (2021 – 2024) are divided into a number of commitments, which will be owned and delivered by regional partners. Further details are available in Appendix 2 to this report and a summary is provided 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 - In depth analysis – vulnerable groups • Commitment 3.2 - Annual report to identify any communality in behaviour traits amongst casualty data • Commitment 3.3 - Additional data sources • Commitment 3.4 – Development of Action Plan for 2025 - 2028
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 • Commitment 6.6 – Consolidation of road collision victim information

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Table 2. Road Safety action plan commitments

3.3.6 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.

3.4 Emerging Initiatives

3.4.1 As part of the Covid recovery, the Local Authorities and TfWM have been responsible for delivering a number of transport initiatives to assist with reduced capacity on the public transport system, social distancing requirements and similar requirements in local, town and city centres. This has seen the introduction of emergency active travel fund (EATF) for walking and cycling as well as the introduction of an e-scooter trial to parts of the West Midlands. In addition, there are ongoing developments in the future of managing bus networks which may also present some opportunities with regards to road safety.

3.4.2 Whilst this meets the outcomes of other policy priorities such as improving health outcomes, reducing congestion and improving air quality, it is acknowledged that this is at a time when our research identifies concerns with using public transport and more car use. These initiatives will see more vulnerable road users mixing within traffic and pedestrian areas.

3.4.3 Working with delivery partners, these have provided the opportunity for targeted road safety packages for cycling and eScooter programmes. Appendix 1 provides highlights of road safety interventions under WMCA section and Appendix 3 provides greater detail. Monitoring and evaluation of these schemes will feed into the Road Safety Action Plan to ensure that we can continue to support more sustainable journeys within the region and ensure road safety requirements are considered for all initiatives that promote sustainable travel.

3.4.4 Overall responsibility for bus safety currently sits with the respective bus operators with differing levels of engagement across all parts of the country. However, there is a growing momentum amongst the city regions, to encourage the Department for Transport (DfT) to take a greater lead in this area and develop a national approach for managing bus safety. Along with the other city regions within Urban Transport Group (UTG), TfWM are encouraging the DfT to consider bids for improving safety within the emerging National Bus Strategy. This will be an important component for highway road safety work to have full visibility of in order to take advantage of any opportunities.

3.4.5 Regionally the West Midlands Bus Alliance has an objective to work collectively with bus operators to monitor any incidents affecting bus safety such that any patterns and learning can be shared in the development of wider national and local safety strategies or proposals. It is important that these are considered alongside all other road safety interventions.

3.4.6 As a user of the highway, buses and bus passengers are affected by highway safety issues. In particular, safe design of bus stops, stations which attract high footfall and any highway priority measures need to support the delivery of the region's road safety target

4. Financial Implications

4.1 Funding for road safety interventions are managed by each delivery organisation from their own capital and revenue resources. See Appendix 1 for expenditure to date where this is available. 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.

4.2 The Action Plan will also help to leverage additional funding as has been seen with the response for e-Scooters and the EATF programme.

4.3 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.

4.4 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.

5. Legal Implications

5.1 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.

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

6. Impact on Delivery of Strategic Transport Plan

6.1 Improving road safety remains critical to the overall vision of our strategic transport plan and 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 and 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; and
- Policy 12: To significantly reduce road traffic casualty numbers and severity.

7. Equalities Implications

7.1 Some groups are at a higher risk of death or serious injury in road traffic collisions than others. For example, in 2013 most incidents involving serious injury or death occur in the age 10 to 19 demographic. Pedestrians aged between 10 and 19 are more likely to be

crossing roads when masked by stationary vehicles, not looking properly when crossing, and are more likely to be playing dangerously in the street compared to older pedestrians. Contrastingly, pedestrians aged 70+ (another high-risk group) tend to move more slowly and are less likely to be able to effectively judge the path and speed of a vehicle (Department for Transport, 2015).

- 7.2 Between 2009 to 2013, the most common factor contributing to pedestrian serious injuries or deaths across all age groups was failure to look properly. Interestingly, the most common factor within the 16-19 demographic is alcohol impairment. Most pedestrian collisions occur on urban roads (83%). Linked to that, there is a significant correlation between low socio-economic groups and pedestrian road collisions – producing a steeper gradient than all other factors. Child casualties are 4x higher in the lowest socio-economic group compared to the highest. Minority ethnic groups are also at higher risk of being involved in a road collision. Individuals from more deprived areas are also more likely to rely on walking to get around, average distance walked for 20% most deprived areas is 215 miles per year, compared to 170 miles per year for the 20% least deprived, therefore increasing their chances of a collision. Moreover, those from more deprived areas are less likely to have road safety awareness due to the lack of sufficient road safety education and tend to live in areas with poorer, more dangerous, and busier road infrastructure (Department for Transport, 2015). Some of these groups are harder to reach - the Regional Road Safety Action Plan would benefit from an understanding of how some of these more vulnerable and often harder-to-reach groups, would be targeted and supported.

8. Inclusive Growth Implications

- 8.1 Improvements in road safety, in line with the West Midlands Regional Road Safety Strategy, will be positive 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

9. Geographical Area of Report's Implications

- 9.1 This report covers the West Midlands Region of the 7 constituent authorities of the West Midlands Combined Authority.

10. Other Implications

- 10.1 No other implications have been identified.

11. Schedule of Background Papers

1. [Regional Road Safety Strategy](#)

Appendix 1 – summary of road safety interventions delivered by partners

Organisation	Road Safety Management	Safer Roads and Mobility	Safer Vehicles	Safer Road Users	Post-Crash Response	Spend 2019**
Birmingham	<ul style="list-style-type: none"> Birmingham City Council Road Safety Action Plan Birmingham Road Safety Partnership 	<ul style="list-style-type: none"> Speed Management (Speed Indication Device) East Birmingham Road Safety Project HS2 Road Safety (iRAP Road Safety Foundation) Red Optima (Engineering measures) 		<ul style="list-style-type: none"> Car Free School Streets (Pilot) Road STARS (In school training sessions) 		Capital: £850,000 Revenue: £30,000
Coventry		<p>Local safety schemes</p> <ul style="list-style-type: none"> Average Speed enforcement schemes, Traffic calming schemes (Longfellow Road, Cheveral Ave/Jubilee Ave/Catesby Rd, Kingfield Road) <p>General traffic management</p> <ul style="list-style-type: none"> Pedestrian refuge (Tile Hill Lane), Waiting restrictions, 		<p>Vulnerable users</p> <ul style="list-style-type: none"> Disabled bays, school time advisory 20s, dropped kerbs, measures to address school gate parking issues. 		Capital: £1.2m

		<ul style="list-style-type: none"> • Other TROs (changes to speed limit, weight limits), • Bollarding schemes, • Mobile VAS schemes, • General measure such as improvements to signage 				
City of Wolverhampton		<ul style="list-style-type: none"> • Twelve Engineering Safety Schemes • Safer routes to school programme 		<ul style="list-style-type: none"> • Bikeability 		Capital: £1,280,000
Dudley		<p>Engineering This year's programme includes 6 named local safety schemes plus a speed management programme, which addresses locations where collision rates are low but speed data supports speed reduction measures. These are addressed through vehicle activated speed signs and complementary road markings.</p> <p>Safer Routes to School Current programme includes 6 schools (1 secondary / 5 primary) being treated with a Safe School Zone. Each zone includes school zone gateway treatments on each approach to the school, with</p>		<ul style="list-style-type: none"> • Pre-school, school and college education programme • Walk to school – week, month and WOW • Bike-ability Level 1,2, 3 , family, balance, learn to ride (schools and public) • Under 5 sessions and under 5 day • Mode shift stars • Dr Bike • Pedestrian training • Transition training • Pre driver education – including 'drive to arrive' and 'don't 		<p>Engineering Budget Capital: £200,000</p> <p>Safer Routes to School Budget: £200,000</p> <p>Pedestrian Facilities Budget: £80,000</p>

		<p>advisory/mandatory 20 speed limit and additional measures specific to each school.</p> <p>Pedestrian Facilities 2 or 3 named pedestrian schemes (installation of new formal crossings or upgrade to existing crossings), prioritised from crossing requests and pedestrian collision data.</p> <p>In addition to the above, there are usually a number of additional schemes / measures implemented through planning conditions / new developments.</p>		<p>hurt the one you love'</p> <ul style="list-style-type: none"> • Older driver sessions 'driving safer for longer' • Independent travel training • HGV awareness • Supporting Junior PCSO programme • School gate parking • Community group sessions and support • School Crossing Patrol service • Driver campaigns (including seatbelts, child car seats, mobile phone use etc) • Be bright, be seen • Cycle promotion • Speed awareness – temporary signs and • campaigns 		
Sandwell		<ul style="list-style-type: none"> • Engineering and Safety Work (10 schemes) • Walking and Cycling Measures (5 schemes) • 70+ community safety improvements 		<ul style="list-style-type: none"> • Educational Packages to 75 schools and colleges 		<p>Capital: £625,000 Revenue: £240,000</p>

		<ul style="list-style-type: none"> • 20mph zones/traffic calming measures • 2 new ped crossing and 2 junction improvements 				
Solihull		<ul style="list-style-type: none"> • School Streets – Car Exclusion Zone – Primary school community 		<ul style="list-style-type: none"> • Bikeability Training – Years 5,6,7,8 • Bikeability Plus Training – Years Reception, Years 1, 6, 7 and wider community events • WalkSmart Child Pedestrian Training – Year 1 • Scootability – Reception, Year1 • Stroll and Roll – Primary school community • Junior Sustainable Travel Officer (incl. Road Safety) – Year 5 and whole school community • Independent Travel Training – SEND Pupils – Secondary, Sixth Form • WoW – Primary school community • Pre – Driver –T.I.E – Sixth Form • On the Move – Transition – Years 6, 7 		<p>Bike-ability Grant: £129,235</p> <p>Remaining Programme: £91,790</p>

				<ul style="list-style-type: none"> • Walking Bus – Primary School Community • Frame academy sessions -Year 8-9 students • ITT NEETS - Youth Enterprise initiative – 15-29yr olds 		
Walsall	<ul style="list-style-type: none"> • Annual Travel Survey 			<ul style="list-style-type: none"> • Bikeability • Pedestrian Education • Speed Awareness • Drive 2 Arrive (Young pre driver event) • Parental engagement & Publicity • Five initiatives promoting active travel • Six initiatives encouraging cycling and scooting 		<p>Road Safety & Active Travel Programme: £502,000</p> <p>Community Health & Safety: £120,000</p> <p>Public Health: £100,000</p>
West Midlands Combined Authority	<ul style="list-style-type: none"> • Resource provided for response to road safety consultations • Established Regional Road Safety Strategic Group 	<ul style="list-style-type: none"> • eScooter road safety measures 		<ul style="list-style-type: none"> • Road Safety Communications Campaign 		<p>EATF Tranche 1 Road Safety: £25,000</p> <p>eScooters: Commercially sensitive</p>

West Midlands Fire Service	<ul style="list-style-type: none"> • Partnership work • Multi-Agency Road Safety Operation (MARSO) 	<ul style="list-style-type: none"> • Pedestrian crossing NIHR bid (Coventry Uni/WMP/CCC) 	<ul style="list-style-type: none"> • Tyre safety check campaigns 	<ul style="list-style-type: none"> • Virtual Reality production packages • BikerDown • Operation Hercules 		Road Safety Expenditure: £104,820+
West Midlands Police	<ul style="list-style-type: none"> • Fatal Four Reporting • Multi-Agency Road Safety Operation (MARSO) 	<ul style="list-style-type: none"> • Close Pass Operations (Cyclist safety) 	<ul style="list-style-type: none"> • Uninsured Vehicles & Drivers 	<ul style="list-style-type: none"> • Operation Zig Zag (Speed detection) • Operation MOTO (Motorcyclist Safety) 		Estimate not available

Table 1 – Summary of partner activities. **Capital and Revenue spend for 2019 are based on estimates.

Appendix 2 – Emerging Regional Road Safety Action Plan Commitments

Theme	Commitments	Details	When	Reach	Lead Partners	Monitoring & Evaluation	Funding	Outcomes
Education	1.1 Targeted campaigns for schools, communities and employers.	Working with partners to determine priorities and gaps. Continued sharing of best practice through officers group and finalising the State of the Region.	Continuous throughout Action Plan and starting no later than April 2021.	General population Education Community Businesses	West Midlands Road Safety Group	Reports to Strategic Partnership with evaluation to be confirmed. Feedback from control groups to determine how the key messages are being received in across the various target groups.	Existing sources and potential new sources identified	Reduction in KSIs evidenced through the annual reports
	1.2 Measures to encourage safe driving and sharing of space.	Utilise funding from e-scooter provider/s to develop resources that can be incorporated into current local authority delivery. Making available support for local authorities who may not have existing capacity.	Started no later than April 2021.	Drivers Disability Groups Pedestrians Cyclists e-scooter users	West Midlands Road Safety Group, with specific initiatives led by West Midlands Police (WMP), West Midlands Fire Service and TfWM	Collection of Close Pass Data from police for wider evaluation Developing evaluation for brand recognition and impact with TfWM	EATF Potential new grant opportunities Existing Funding sources Funding also required for wider regional campaign to raise awareness around e-	Improved road user behaviour evidenced through fewer collisions involving vulnerable road users, and greater compliance.

							scooters to all road users.	
Enforcement	2.1 Regionwide roll out of average speed enforcement.	Build on the existing trials and roll out for Average Speed Enforcement Cameras.	Over the next three years started no later than April 2022.	Drivers Communities	West Midlands Road Safety Group with specific elements to be delivered by WMP.	Monitoring the number activations across the region, speed reduction and reductions in collisions across the routes where ASEs are deployed.	Capital funding sources to be identified. Self-funding with any surplus generated re-invested back into regional road safety.	Improved driver evidence through lower speeds resulting in fewer casualties.
	2.2 Measures to encourage enhanced community safety	Establish a process for the management of community concerns around speed. This should include Community Speed Watch and Speed Indication Devices (SIDs) in line with RRSS. Data from interventions must be utilised to inform future actions.	Over the next three years but no later than 2021.	Communities across the region Drivers	West Midlands Road Safety Group with specific commitments from WMP and West Midlands Fire Service.	Data from the SIDs and Community Speed Watch to inform programme success and level of compliance. Reduction in community complaints	Funding sources to be identified	Reduction in community concerns and a reduction in speeds with more equitable speeds of interventions across all communities.
	2.3 Establish a new model of operation for moving traffic offences	Working with the OPCC and local authority stakeholders to establish a new sustainable model for retaining revenues from Moving Vehicle Traffic Offences, further to the enactment of Part 6 of the Traffic Management Act 2004	Started no later than October 2021.	General population	West Midlands Police with support from local authorities and TfWM.	Reinvestment of funds into road safety and reporting on the impact of these funds across the West Midlands.	New sustainable model utilising revenue from Moving Vehicle Traffic Offences.	100% compliance at locations where it is most needed and a long-term continuation of the enforcement model.

Data Management	3.1 Deep dive fatal analysis – vulnerable groups	Comprehensive review of fatal files to better determine causation factors, demographics and additional data for vulnerable groups.	No later than end of June 2021	Vulnerable road users	West Midlands Road Safety Group with lead taken by Transport for West Midlands.	Successful evaluation of fatal file. Data used to inform the interventions targeted for specific groups across the region.	Existing funding sources	Interventions led by deeper analysts and behaviour change demonstrated through fewer fatalities.
	3.2 Annual Progress Report	Progress report identifying any communality in behaviour 'traits' amongst casualty data particularly across the RRSS Target Groups, with a specific focus on any area that may require additional attention.	No later than 31 March 2021	All partners, strategic group and politicians. Community reached through TfWM Transport Show.	West Midlands Road Safety Group with lead taken by Transport for West Midlands	Annual report published by 31 December each year, showing previous year's data and performance.	Existing sources	Increase buy-in across all stakeholders and evidence to inform future programmes.
	3.3 Additional data sources	Explore additional data sources such as hospital admissions data, insurance companies and roadside data from ADEPT LIVE LAB cameras, to better inform the development of interventions and regional policies. Also lobbying for improvements to STATS 19 data.	No later than April 2022.	General population	West Midlands Road Safety Group with lead taken by Transport for West Midlands and Public Health England (or new body)	Success will be based on the additional new sources adopted and how these are used to inform the evidence for new policies and interventions	Existing funding sources Potential new grant opportunities	The wider availability of multiple data sources to enhance understanding or critical road safety issues.
Engineering	4.1 Safer roads investment planning measures	Programme aimed at improving our most dangerous roads	By April 2023	All road users and specifically communities living in close	West Midlands Road Safety Group	Moving high risk to lower risk bands through	Funding sources to be identified	Improving the safer roads profile across the region and

				proximity to these roads		Intervention including education and behaviour change measures.		less trauma in our communities through fewer casualties.
	4.2 Road assessment programme on the KRN and MRN	An assessment to determine the risks of danger that each road poses to road users groups	Started no later than September 2021	All road users and specifically communities living close in proximity to these roads	West Midlands Road Safety Group	To establish a data base of high-risk roads and review these on an annual basis	Funding sources to be identified	Improving the safer roads profile across the region and less trauma in our communities through fewer casualties.
	4.3 Area wide programme in collaboration with Highways England	Working with Highways England's Area 9 Team to reduce the risks of casualties at key interfaces with the SRN and KRN	Started no later than September 2022	Drivers Vulnerable road users	West Midlands Road Safety Group with lead taken by Highways England	Investment secured to address interface issues and fewer casualties at these locations	Potential bid to Highways England's Safety and Congestion Designated Fund	Safer routes connecting our communities to the SRN with few casualties.
Looking to the Future	5.1 Route based approach to identify safety issues on KRN	Develop route-based approaches for the KRN to identify underlying factors to safety issues to inform potential remedial action and allow a more holistic solutions to be developed.	Started no later than April 2022	All road users and specifically those communities that are neighbours to the KRN	West Midlands Road Safety Group with lead taken by Transport for West Midlands	Implementation of a route-based approach and fewer casualties across the KRN where the approach is adopted.	Existing Funding sources Potential new grant opportunities	
	5.2 In-vehicle and roadside technology measures	Consider the use of in-vehicle and roadside technology to support	Continuous throughout the life of the Action Plan	Government Motor manufacturers	West Midlands	Embedding the safe systems approach in	Potential new grant opportunities	

		and inform future road safety measures.		Technology companies	Road Safety Group with lead taken by Transport for West Midlands	the adoption of Connected and Autonomous vehicles and new technologies.	Potential Government research and investment	
Other Measures	6.1 Legislative powers to support network management	Strategic Road Safety Partnership to lobby central government for the release of additional powers to support enforcement of moving traffic offences. Further investigation required into the management of such a change in legislative powers. Opportunity to re-invest any surplus funds back into road safety education.	Ongoing and already started.	General population	Strategic Road Safety Partnership Local politicians and Mayor of the West Midlands	Quarterly progress updates at Strategic group Partnership meetings.	Existing funding sources	Better network management supporting behaviour change across communities and fewer community concerns.
	6.2 National standard for construction traffic and community safety	Implementing a national standard in support safer movements of construction vehicles in the region.	Throughout the life of the Action Plan but started no later than September 2021	Drivers Vulnerable road users Construction businesses Communities in vicinity of construction sites	West Midlands Road Safety Group with support for the Strategic Partnership	Adoption of a standard and the number of casualties identified associated with construction traffic	Funding sources to be identified	Better network Less impact on our communities from construction related road casualties.
	6.3 Developing a regional suite of	Suite of resources and a brand that is recognisable as regional	Already started but further work	General population	West Midlands Road		Existing funding sources	

	resources and a road safety brand	road safety initiative, such as 'Be Aware & Share'.	required up to end of March 2021.		Safety Group with lead taken by Transport for West Midlands			
	6.4 Driving for better business	Working with stakeholders to implement a government -backed programme to reduce work related road risk.	Started no later than April 2022.	Private and public sector Employers	West Midlands Road Safety Group with lead taken by Highways England	Adoption of Driving for Better business by a number of employers across the region.	Funding sources to be identified	Improving the behaviour of people who drive for business across the region.
	6.5 Understanding the impacts of Emergency Active Travel Fund measures	Researching the impact of measures introduced to support social distancing during the Covid 19 Pandemic.	Reliant on a successful bid could start in April 2021	Vulnerable road users	West Midlands Road Safety Group with lead taken by Transport for West Midlands.	Evidence assessments of the issues relating to EATF.	Funding sources to be identified	Understanding what has worked and what causes conflict for vulnerable road users.

APPENDIX 3 – Road Safety Packages for Covid recovery initiatives.

Cycling	e.-scooters
<p>Measures</p> <ul style="list-style-type: none"> • A package of campaigns, presence on street and enforcement to support pedestrians and cyclists, including sharing space. Delivery led by the West Midlands Road Safety Strategic Partnership and West Midlands Road Safety Group; • One Close Pass campaign in 2020 and one additional campaign in January 2021; • Love Your Bike safety checking (non-railway land) and vehicle safety checking; • Promotion of videos to aid driver training; • Additional capacity for the West Midlands Police unit that leads on Close Pass, Zig Zag and Park Safe for bespoke operations and enforcement; • Additional resources for West Midlands Fire Service road crash reduction team for enhanced pedestrian road safety e.g. weekend activities. • There would be complementary activities e.g. fire crew operational activity, West Midlands Police operations on pedestrian safety and campaigns from Sept 2020-Mar 2021. Dates include National Road Safety Week in Nov 2020. 	<p>Measures</p> <ul style="list-style-type: none"> • Accurate operational area mapping, denoting where eScooters can and can't enter, be parked, operate at full speed etc. The dynamic accuracy of this geo-fencing has improved three-fold within the first two weeks of operation. As an example, designated pedestrian areas are 5mph limited or indeed completely restricted. A panel on the eScooter tells the rider if an area is restricted alongside the map in the app; • Voi have an active team of ambassadors employed full time on the ground to address concerns of incorrect parking, administer helmets and rider training, enforce riding rules, administer equipment repairs etc; • Voi have also employed active police officers (via overtime payments) to help with local enforcement and education. This includes those riding privately owned (illegal) eScooters; • Voi have introduced number plates to all deployed eScooters, enabling identification should there be an incident; • Voi offer ride discounts for those who provide evidence of helmet use; • Voi offer ride discounts for those who complete their AA affiliated riding school (RidelikeVoi); • As part of the onboarding process each rider is required to photograph their driving license, which is then verified before their first ride can begin. Further reinforcement is planned which will deploy require face recognition technology; • Currently each eScooter is fitted with a front and rear light, bell, front suspension, two mechanical breaks and an electric break. Indicators are due to be launched in January/February; • Voi are currently developing a pavement riding detection capability. Trials of this technology will begin in Oct 20. • A close working relationship with WM Police has been formed. Ongoing discussions about a dedicated fleet of eScooters for the WM Police. • Ongoing dialogue with regional and national stakeholders including (but not restricted to): WM Fire Service, RNIB, Guide Dogs, road safety groups, ROSPA, local business groups; • Voi currently working with several sight groups at a national level in developing new technologies and working practises, e.g. on the design of new docking stations.

References

Department for Transport, 2015. *Facts on Pedestrian Casualties*. [Online]

Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/448036/pedestrian-casualties-2013-data.pdf