

READING BOROUGH COUNCIL

INTERIM ROAD SAFETY STRATEGY

JANUARY 2011

LOCAL TRANSPORT PLAN 2011 -2026



Interim Road Safety Strategy Spring 2011

CONTENTS

INTRODUCTION.....	1
Progress Towards 2010 Targets.....	1
Wider Context.....	5
A Safer Way - Consultation on Making Britain's Roads the Safest in the World	5
Local Context	6
Cycling Strategy.....	6
Sustainable Modes of Travel Strategy 2010	9
Walking & Rights of Way Improvement Plan.....	8
Draft Sustainable Community Strategy 2011-2014.....	6
Sustainable Community Strategy 2008-2011	Error! Bookmark not defined.
LTP3	7
KEY CHALLENGES & OBJECTIVES	11
National Challenges	11
Objectives & Policies.....	12
Pedestrians and Cyclists	13
Pedestrians	13
Policies	13
Cyclists.....	14
Cycle Training and Promotion	15
Cycling Infrastructure & the Physical Environment.....	16
Consultation	17
Actions	17
Protecting Children and Young People	17
Objectives	17
Data Analysis	18
School Travel Plans/SMoTS.....	19
Safer Routes to School	20
Bikeability	21
School Cross Patrols	21
Actions	22
Protecting Motorcyclists.....	23
Policies.....	23
National Guidance	24
Local Strategy.....	25
Actions	25
Poor Road-User Behaviour	26
Policies.....	26
Actions	28
Illegal and Inappropriate Speed.....	28
Policies.....	29
Speed Cameras.....	31

MONITORING.....	33
Personal Injury Accident (PIA) Data from Road Traffic Accidents.....	33
Road Safety Audits	33
Annual Cordon Counts.....	34
Cycle Counters	Error! Bookmark not defined.
Urban Traffic Management and Control	34
Automatic Traffic Counters	35
School Census Data	35
Actions	35
 PARTNERSHIP WORKING	 26
Transport and Highways	26
Thames Valley Police	27
Health Authority	28
Education	28
Other Interested Parties.....	28
 FUNDING	 29
Integrated Transport & Maintenance Block Grants	29
Other Local Authority Capital Funds.....	29
Section 106 Developer Contributions	30
Revenue Expenditure	30
Hypothecated Income.....	30

1 INTRODUCTION

- 1.1 This strategy has been written to fulfil the duty placed on local authorities by the Road Traffic Act 1988 (Section 39)¹. The duty requires that local authorities have in place a Road Safety Strategy to provide road safety information and advice relating to the use of roads. The Act also requires local authorities to carry out studies into accidents, prepare and design a programme to promote road safety and take measures to prevent such accidents.
- 1.2 This strategy reviews the progress made over the duration of the previous Local Road Safety Strategy 2001-10, which took into account the recommendations in the national Road Safety Strategy *Tomorrow's Roads - Safer for Everyone*². The Strategy also analyses road casualty and accident data for the baseline period 2004 to 2008 to identify local road safety issues that need to be addressed through a combination of engineering, enforcement and road-user education and training. From the identification of these issues, we produce an action plan to address these issues and reduce the number, severity and likelihood of people being involved in road traffic accidents.

Progress Towards 2010 Targets

- 1.3 In March 2000, the Government published *Tomorrow's Roads - Safer for Everyone*. The document outlined casualty reduction targets and an action plan to achieve these targets for the 10 year period, up to 2011. The targets were to:
- Reduce the number of people killed or seriously injured (KSI) by 40%;
 - Reduce death and serious injury to children by 50% (defined as under 16);
and
 - Lower the rate of slight casualties by 10%.

¹ Road Traffic Act 1988 - <http://www.legislation.gov.uk/ukpga/1988/52/contents>

² Tomorrow's Roads – Safer for Everyone, DfT (2000) - <http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/roadsafety/strategytargetsperformance/tomorrowsroadsaferforeveryone>

1.4 The recommended casualty KSI reduction targets set out in the Strategy were achieved locally by 2006. As a result, new targets were set as part of the development of the Local Transport Plan 2006-2011. The revised targets for the remaining period were increased to:

- Reduce the number of people killed or seriously injured by 55%;
- Reduce the number of children killed or seriously injured by 72%.

1.5 The number of people killed or seriously injured between 2004 and 2008 reduced by 57% to an average of 43 per year compared to the previous baseline of 99.

1.6 The number of children killed or seriously injured (KSI) reduced by 67% to 5 KSI per year and slight casualties reduced by 14% to 485 per year.

1.7 Figure 1 illustrates the casualty reduction targets outlined in *Tomorrow's Roads - Safer for Everyone*, the revised targets and actual casualty figures for Reading for the 10-year period.

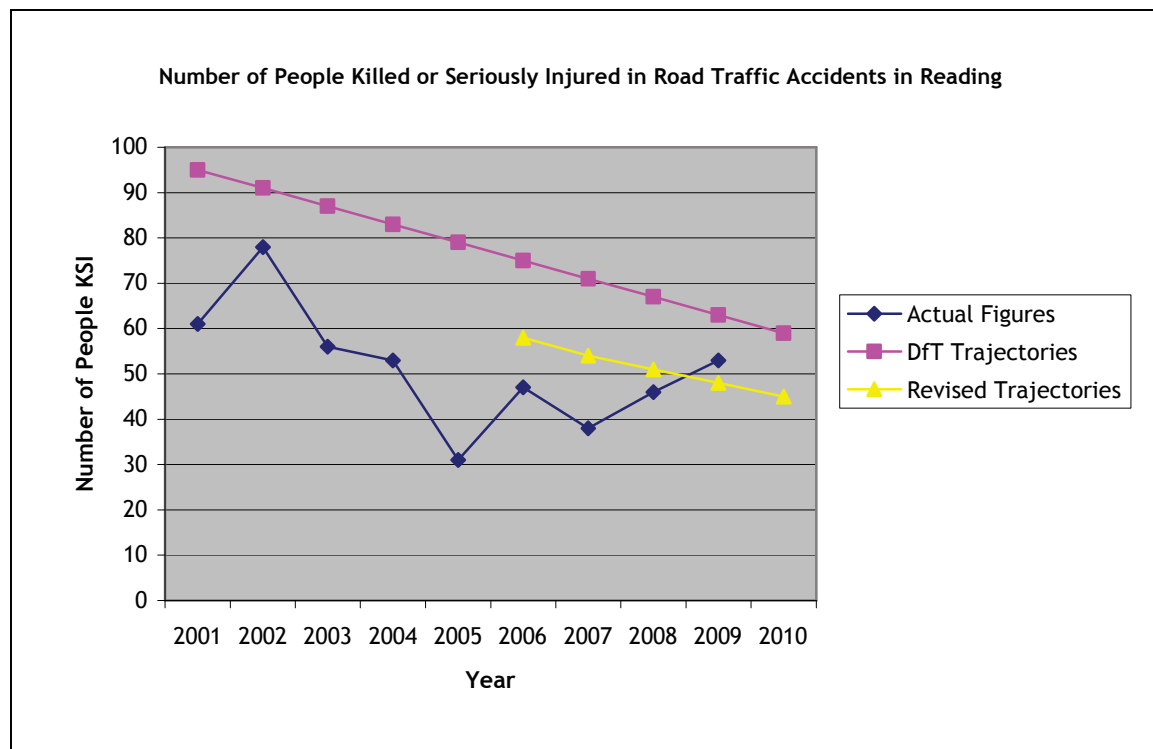


Figure 1: Number of People Killed or Seriously Injured in Reading

Road Safety Schemes

1.8 A number of road safety schemes have been implemented to achieve the casualty reduction targets since the Local Road Safety Strategy was adopted in 2001. Some of the key Road Safety, Safer Routes to Schools and Local Area Enhancement Schemes include:

- **Kingsbridge Road Homezone** - complete 2005;
 - The objectives of the scheme were to encourage community ownership of the road, and to provide a safer pedestrian environment where vehicle speeds were reduced to 20mph.
- **The Meadway** - complete 2004;
 - The Meadway was an extensive study implemented over more than 2 years between Honey End Lane and Combe Road, including the local centre.
 - Pre-construction - 15 accidents between July 1999 and June 2002 (1 fatal, 1 serious and 13 slight).
 - Post construction - 10 slight accidents between January 2005 and December 2007.
- **A33 Relief Road/Rose Kiln Lane** - complete 2006;
 - Pre-construction - 11 slight accidents between July 2003 and June 2006.
 - Post construction - 7 slight accidents between January 2007 and December 2009.
- **Wokingham Road Local Centre**- complete 2006;
 - Pre-construction - 3 serious and 17 slight accidents between July 2003 and June 2006.
 - Post construction - 6 slight accidents between January 2007 and December 2009.
- **Duke Street** - complete 2010; and

- Pre-construction - 17 accidents between August 2006 and July 2009 (1 fatal, 2 serious and 14 slight).
- Post construction - monitoring ongoing.
- **Shinfield Road Local Centre - complete 2010.**
 - Pre-construction - 1 fatal and 13 slight accidents between April 2007 and March 2010.
 - Post construction - monitoring ongoing.

1.9 In addition to the national targets, Reading also set two supplementary targets to address local issues:

- Cut deaths or serious injuries to 17-25 year-olds by 40%; and
- Introduce Safer Routes to School schemes (including 20mph zones), where practicable, at all schools in Reading.

1.10 The number of 17-25 year olds that received fatal or serious injuries as a result of a road traffic accident has continued to decline from the 1994-98 baseline of 26 to the 2004-08 baseline of 8. This target has been achieved and was supported by initiatives such as Safe Drive, Stay Alive and working in partnership with education establishments, particularly the University of Reading, Reading College and Thames Valley University, to promote travel information and sustainable travel events.

1.11 Over 80% of all state-maintained primary, secondary and special schools have benefitted from Safer Routes to School schemes. Measures implemented as part of the programme aim to reduce the speed of vehicles and include traffic calming, school keep clear markings, installation of guard railings along kerblines, introduction of 20mph zones, new or improved crossing facilities and cycle paths.

Wider Context

Creating Growth, Cutting Carbon - Making Sustainable Local Transport Happen

- 1.12 The transport White Paper published in January 2011 sets out the national transport strategy, which aims to contribute towards the two national priorities: helping to create growth in the economy and tackling climate change by cutting carbon emissions.
- 1.13 The document recognises that using public transport, walking and cycling is not possible for all journeys and that for some journeys there is no alternative to the private car. As a result, the government is committed to making car travel greener by supporting the development of electric vehicles and other alternative fuelled vehicles as well as making sustainable transport more attractive.
- 1.14 The White Paper also sets out some measures that aim to improve road safety, including: developing tools to analyse accident and casualty data to identify particular issues, continuing to fund Bikeability to enable children to participate in cycle training, developing a national road safety strategy, which is expected to be published in spring 2011, and reviewing traffic signs policy that will enable authorities to remove unnecessary street clutter such as signs. This will create more attractive street environments, helping to encourage more people to walk and cycle.

A Safer Way - Consultation on Making Britain's Roads the Safest in the World

- 1.15 The road safety consultation document issued by the Department for Transport in April 2009 entitled: ***A Safer Way - Consultation on Making Britain's Roads the Safest in the World***,³ took into account the five key goals outlined by the DfT before the change of Government. These goals were:

- Health;

³ A Safer Way – Consultation on Making Britain's Roads the Safest in the World, DfT (2009)
<http://webarchive.nationalarchives.gov.uk/+/dft.gov.uk/pgr/roadsafety/roadsafetyconsultation/>

- Safety and security;
- Supporting economic growth;
- Tackling climate change;
- Quality of life and the natural environment; and
- Equality of opportunity.

1.16 The document proposed that the national road safety strategy should span a twenty year period and include targets over a 10 year period. The strategy aimed to achieve the following proposed vision of ‘making Britain’s roads the safest in the world’. The key challenges identified in *A Safer Way*, in addition to reducing the number of road deaths, include:

- Pedestrian and cyclist casualties in towns and cities;
- Protecting children and young people;
- Protecting motorcyclists;
- Rural roads;
- Poor road user behaviour; and
- Illegal and inappropriate speed

1.17 This Road Safety Strategy takes into consideration the advice issued in the consultation document and subsequent guidance and publications including *Advice about Local Road Safety Strategies*⁴.

Local Context

Sustainable Community Strategy 2011-2014

1.18 The Sustainable Community Strategy is built around the three themes ‘People’, ‘Place’ and ‘Prosperity’ and will form the overarching framework for developing strategies, policies and plans. The strategy is delivered in partnership between Reading’s key public, private and voluntary sector partners, which make up the Local Strategic Partnership (LSP).

⁴ Advice about Local Road Safety Strategies, DfT (2009)
<http://webarchive.nationalarchives.gov.uk/+/dft.gov.uk/pgr/roadsafety/roadsafetyconsultation/>

1.19 This Road Safety Strategy relates closely to other strategies developed by LSP Members, including the *Children & Young People's Plan* and the *Community Safety Strategy*. Both of these strategies aim to keep the community safe and are delivered through partnerships with organisations such as schools, Thames Valley Police, the PCT, and Royal Berkshire Fire and Rescue Service.

LTP3

1.20 This Road Safety Strategy is one of the supporting documents outlined in the *Local Transport Plan 3: Strategy 2011-2026* (LTP3). The LTP3 sets out the following vision for transport:

Our Transport Vision: Connecting Reading

Transport in Reading will better connect people to the places that they want to go: easily, swiftly, safely, sustainably and in comfort. We will meet the challenges of a dynamic, low-carbon future to promote prosperity for Reading.

Whichever way you choose to travel, by foot or bicycle, motorcycle, bus, rail, car or boat whether to work or education, to leisure or the services you need, our transport system will help you get there.

1.21 This Road Safety Strategy contributes to the following LTP3 objectives outlined in the Plan:

- To facilitate more physically active travel for journeys in a healthy environment;
- To improve personal safety on the transport network;
- To provide affordable, accessible and inclusive travel options for everyone;
- To ensure that the transport network operates safely and effectively to meet the needs of all users; and

- To align transport and land use planning to enable sustainable travel choices, improve mobility, reduce the need to travel and preserve the natural environment.

Walking & Rights of Way Improvement Plan

1.22 The LTP3 identifies the following policies for walking:

- To improve the condition of footways, pedestrian crossing locations and public space to make these facilities safer and more attractive through specific and multi-targeted schemes as appropriate;
- To give priority to addressing the needs of pedestrians in Neighbourhood Enhancement studies;
- To implement road safety measures that reduce conflicts with other road users;
- To support the planning process to protect and wherever possible increase the space available for pedestrians, in particular in retail areas;
- To enhance the security of the public realm through lighting, design or other measures;
- To encourage walking to school; and
- To promote walking as a healthy, low-cost and environmentally friendly mode of travel.

1.23 The Countryside and Rights of Way Act 2000⁵ introduced a duty for all local highway authorities to prepare a Rights of Way Improvement Plan (RoWIP) to assist in delivering better networks of designated rights of way (usually footpaths, bridleways or byways) for visitors and residents of all ages and levels of mobility. The Plan, adopted in 2007, sets out objectives, policies and actions.

⁵ Countryside & Rights of Way Act 2000 - <http://www.legislation.gov.uk/ukpga/2000/37/contents>

Cycling Strategy

1.24 The Cycling Strategy adopted in 2008 identifies a number of policies that support the expansion of cycle facilities and the promotion of cycling as a safer travel option. These policies aim to:

- Improve the cycling environment;
- Provide better facilities for cyclists;
- Influence travel behaviour; and
- Develop skills and capacity.

1.25 These objectives are key to improving the safety of cyclists as they incorporate a combination of engineering and education measures that increase the number of people cycling and making it a safer, more attractive mode of choice. Measures include cycle training for children and adults, encouraging reduced traffic speeds and improving access to key facilities through multi-targeted schemes.

Sustainable Modes of Travel Strategy 2010

1.26 The Sustainable Modes of Travel Strategy (SMoTS), which is a statutory document under the Education and Inspections Act (2006), sets out school travel objectives, policies, challenges, actions and targets.

1.27 The Strategy sets out objectives to:

- Encourage schools to update school travel plans promoting sustainable travel to school;
- Increase the number of pupils walking, cycling and using public transport to travel to school;
- Reduce the number of car journeys made to school, particularly those living within 2 miles of the school;
- Promote and encourage participation in cycle training;

- Support increased accessibility to local centres/facilities, including education; and
- Raise awareness of road safety issues.

1.28 The objectives aim to ensure that all children are able to access education and also promote travel to improve children's physical activity levels through increased walking and cycling.

2 KEY CHALLENGES & OBJECTIVES

- 2.1 The previous ten-year (2000-2010) Local Road Safety Strategy focussed on the elimination of accident ‘cluster sites’ through engineering, education and enforcement methods. Targets identified to reduce accidents at these sites have been achieved through a combination of these methods.
- 2.2 This chapter sets out national challenges identified by the DfT and local issues highlighted through accident data that will be addressed by moving away from accident ‘cluster sites’ and focussing on causation factors and specific road-user groups.

National Challenges

- 2.3 Recent national guidance identified the following as key thematic challenges that need to be addressed by Local Road Safety Strategies:
- Pedestrian and cyclist casualties in towns and cities;
 - Protecting children and young people;
 - Protecting motorcyclists;
 - Rural roads;
 - Poor road user behaviour; and
 - Illegal and inappropriate speed.
- 2.4 This strategy will identify ways to address these challenges, with the exception of rural roads, as this issue is irrelevant to Reading, being a dense urban area.
- 2.5 Data collected between 2004-2008 shows that pedestrians and motorcyclists are the most vulnerable road users in Reading. Pedestrians accounted for 40% of people killed or seriously injured between this period and motorcyclists accounted for 28%.

Objectives & Policies

2.6 This Local Road Safety Strategy aims to reduce the likelihood and number of people involved in road traffic accidents by improving road safety for all users, but particularly those that have been identified as local priorities; pedestrians, cyclists and motorcyclists.

2.7 The local objectives for road safety are:

- To reduce the likelihood, number and severity of people injured in road traffic accidents;
- To make conditions safer for all road users, particularly the vulnerable;
- To increase the number of people walking and cycling to local destinations, such as schools and local centres;
- To increase the number of adults and children participating in cycle training; and
- To work in partnership with Thames Valley Police and other relevant stakeholders to promote road safety

2.8 Reading Borough Council will aim to achieve this through the following road safety policies:

- To implement multi-targeted schemes, particularly those that will make pedestrian and cycling connections safer and more attractive to local destinations;
- To take a preventative approach of scheme safety auditing, inspection and user education to reduce road casualties;
- To engage with local residents, businesses and other stakeholders to target interventions to meet local needs; and
- To maintain and manage the transport network in order to keep transport moving safely, monitor trends and respond to circumstances.

Pedestrians and Cyclists

2.9 Pedestrians and cyclists have been identified as a road user group where accidents particularly need to be reduced, as their vulnerability makes them more prone to being killed or seriously injured on the road network. Data shows that pedestrians accounted for 40% of KSI casualties; 6% fatal and 94% serious between 2004 and 2008 and 17% of slight casualties. However, pedestrian fatalities accounted for 45% of all fatalities caused by a road traffic accident between 2004 and 2008.

2.10 During the same period, cyclists accounted for 10% of people killed or seriously injured, which included one fatality, and 14% of slight casualties.

Pedestrians

2.11 Walking is not only a travel choice in its own right but also forms part of most multi-modal journeys such as walking to the bus stop or from a car park. The draft Local Transport Plan highlights the importance of walking and how it contributes to corporate themes embedded in the Sustainable Community Strategy, including health, security and community development. As a result, the Plan identifies a number of policies to increase the number of people walking to local facilities and services such as schools, shops and interchange locations by making conditions safer for pedestrians.

Policies

2.12 As set out in LTP3 our road safety policies that supporting walking are:

- To improve the condition of footways, pedestrian crossing locations and public space to make these facilities safer and more attractive through specific and multi-targeted schemes as appropriate;
- To give priority to addressing the needs of pedestrians in Neighbourhood Enhancement studies;
- To implement road safety measures that reduce conflicts with other road users;

- To support the planning process to protect and wherever possible increase the space available for pedestrians, in particular in retail areas;
- To enhance the security of the public realm through lighting, design or other measures;
- To encourage walking to school; and
- To promote walking as a healthy, low-cost and environmentally friendly mode of travel.

2.13 The Rights of Way Improvement Plan as sets out additional policies and objectives to assist in delivering better networks of designated rights of ways for visitors and residents of all ages and levels of mobility.

2.14 Multi-targeted schemes are just one way in which conditions can be made safer for pedestrians by improving the condition of footways, the location of pedestrian crossings and the surrounding public space. Wokingham Road Local Area Enhancement is one example of an improvement scheme that has benefitted pedestrians by providing improved facilities which have reduced casualties for all road-users groups.

2.15 We will continue to identify multi-targeted schemes that will improve the safety and enhance the environment for all road-users. This will also include identifying opportunities to introduce 20mph zones, where appropriate.

2.16 We will also continue to liaise with special interest groups to continue to ensure that all road-user needs are considered in the design stage. We will continue to promote walking to school by promoting the national event - Walk to School Week, and by disseminating pedestrian training materials provided by the Department for Transport.

Cyclists

2.17 In 2008, the Council adopted its Cycling Strategy outlining objectives to help improve the safety of cyclists. These objectives include improving the cycling environment through 'soft' measures such as improved signage, influencing

travel behaviour through training programmes such as Bikeability and developing skills and capacity to deliver improvements and build partnerships. This strategy will support the cycling related road safety objectives and policies identified in the Cycling Strategy, including:

- To improve access to key facilities as part of multi-targeted schemes;
- To provide better cycling routes, provision of high quality cycling infrastructure and improve existing routes; and
- To encourage children to cycle to school, where possible.

2.18 These objectives will be achieved through the following policies:

- To give priority to walking, cycling and public transport for access to the town centre and new developments;
- To implement multi-targeted schemes, particularly those that will make pedestrian and cyclist connections safer and more attractive to local destinations; and
- To deliver cycle training to adults and children.

Cycle Training and Promotion

2.19 National Standard Bikeability training is currently available to all pupils in years 5, 6 and 7. The course which consists of three levels, aims to provide children with the skills and confidence to ride their bikes safely on roads, particularly on the journey to school. The course is delivered by Reading Borough Council in partnership with CTC.

2.20 Adults are offered the opportunity to gain the necessary skills to cycle safely through Cycle Awareness sessions offered by the Community Cycling Development Officer. These sessions are promoted within the Council and other large businesses.

2.21 CTC's 'Safety in Numbers' campaign recognises the importance of promoting cycling as the organisation believes there is 'good evidence to support the

idea that cycling gets safer the more people do it'⁶. Cordon counts carried out annually to assess progress towards the mode share targets identified in the Local Transport Plan for trips into and out of central Reading show that the number of people cycling into and out of the area has increased year-on-year from an average of 2.7% in 2006 to 3.2% in 2010.

2.22 Reading will continue to promote cycling as a mode of travel through initiatives such as school and workplace travel plans, as a fun and healthy activity through the Community Cycling Development Officer and the public health agenda.

Cycling Infrastructure & the Physical Environment

2.23 Schemes will take into consideration guidance such as the DfT Cycling Infrastructure Design to integrate cycle-friendly street and highway design in accordance with the 'hierarchy of infrastructure provision' identified in the DfT Local Transport Note (January 2004) as:

- Traffic reduction;
- Speed reduction;
- Redistribution of carriageway (bus lanes, widened nearside lanes, etc);
- Cycle lanes, segregated cycle tracks constructed by reallocation of road space, cycle tracks away from roads; and
- Conversion of footways/footpaths to unsegregated, shared-use cycle tracks alongside the carriageway

2.24 Highway schemes will continue to be audited to ensure that the needs of all vulnerable road-users have been assessed for safety and any issues addressed as relevant.

⁶ Safety in Numbers, CTC (2009)

Consultation

2.25 The Council will continue to work with special interest groups to improve awareness of vulnerable road user groups. Members of the groups will continue to be provided with the opportunity to comment on potential schemes, both minor and major, before the implementation stage.

Actions

Identify multi-targeted schemes that enhance the pedestrian and cyclist environment.

Continue to offer cycle training to adults and pupils in Years 5, 6 and 7.

Ensure that appropriate guidance is taken into consideration during scheme design phase.

Promote walking and cycling, including events such as Bike Week and Walk to School Week.

Continue to work with special interest groups to ensure that the needs of all road-user groups are considered.

Continue to audit road safety schemes to ensure that the needs of all road users has been considered.

Protecting Children and Young People

2.26 National guidance identifies Britain as having a good overall record for road deaths globally but a poorer record for child road deaths, despite the large drop in the number of children killed or seriously injured during the last ten years⁷. In Reading the number of children and young people killed or seriously injured has continuously declined from the 1994-98 baseline of 14 to 5 (2004 - 2008 baseline).

Objectives

2.27 In February 2010 the Council's Sustainable Modes of Travel Strategy was updated in response to the duty placed on Local Education Authorities by the

⁷ DfT (2009) Advice about Local Road Safety Strategies

Education and Inspections Act 2006 to develop a strategy promoting sustainable travel to school. The document identified the following objectives:

- To raise awareness of road safety issues;
- To support increased accessibility to local facilities and services, including education;
- To promote and encourage participation in cycle training;
- To increase the number of pupils walking, cycling and using public transport to travel to school; and
- To reduce the number of car journeys made to school, particularly among those living within 2 miles of the school.

Data Analysis

2.28 Police accident records for the 5-year period 2004 to 2008 indicate that no children (aged 0-15 years) received fatal injuries from road traffic accidents, however 24 were seriously injured. Of the twenty-four seriously injured:

- 58% were boys;
- 33% were aged 4 or under, 25% were 5 to 10 and 42% were aged 11 to 15; and
- 87.5% were child pedestrians and the remaining 12.5% were child cyclists.

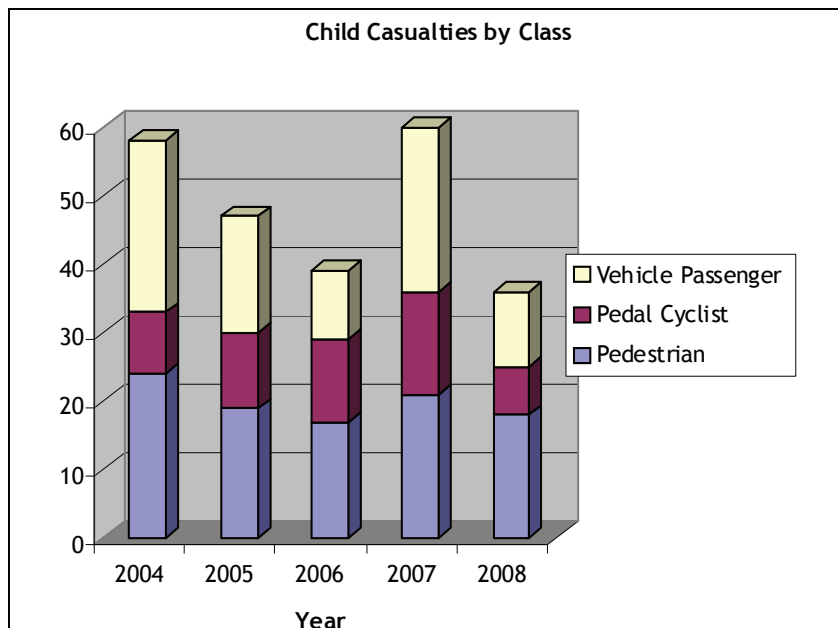


Figure 2: Child Casualties by Class 2004-08

2.29 Two-hundred and forty slight child casualties were recorded for the same period. This is illustrated by casualty class in Figure 2. Of these 240 casualties:

- 61% involved boys compared to 39% of girls; and
- 15% were age 4 or under, 38% were 5 to 10, and 47% were 11 to 16.

School Travel Plans / SMoTS

2.30 Over 90% of Reading schools (including independent schools) adopted school travel plans as part of the Government funded Travel to School Initiative, which has now finished. The programme aimed to increase the number of pupils travelling to school sustainably and reduce car travel. This not only encouraged children to travel actively but was also seen to bring additional benefits such as reduced congestion around school gates.

2.31 Reading Borough Council will continue to promote sustainable travel to school by coordinating events and initiatives such as Walk to School Week and pedestrian training, and providing travel information to help pupils and parents to enable them to make more informed decisions about how to travel to school.

Safer Routes to School

2.32 Safer Routes to School measures have been implemented across the Reading area benefitting over 80% of maintained schools. Measures implemented as part of the programme aim to reduce the speed of vehicles and include measures such as traffic calming, school keep clear markings, installation of guard railings, introduction of 20mph zones and new or improved crossing facilities.



2.33 There are four maintained schools and an academy that are yet to benefit from these Safer Routes to School measures, one of which is a primary school: Park Lane; and the following secondary schools: Kendrick, Reading Girls' School, Reading School and John Madejski Academy. Four of these schools (Park Lane, Reading Girls', John Madejski Academy and Kendrick) have either benefitted from road safety corridor studies or schemes in close vicinity to the school.

2.34 Prospect School benefitted from the traditional Safer Routes to School measures in 2002/03 including school keep clear markings and traffic calming as well as more site specific measures such as a cycle path on Honey End Lane, between Bath Road and entrance to Prospect Park.

Bikeability

2.35 In order to encourage more children to cycle to school the perceived dangers of cycling need to be addressed. The national standard cycle training programme Bikeability is offered to all Reading schools, for pupils in Years 5, 6 and 7. The course aims to give children the skills and confidence to ride their bicycles safely by offering both practical playground training and on-road training. Courses are scheduled during the school day or after-school. Sessions are also available during the school holidays at strategic locations across the borough.

2.36 Bikeability has been delivered to over 450 children, across 18 schools and 10 holiday courses since it was introduced in Reading, in July 2009. Nearly 90% of children trained have achieved Level 2, and of the 11% of children that achieved Level 1, most were unable to participate in Level 2 due to their age, and will participate in level two at the appropriate time.

2.37 We will continue to promote Bikeability to parents, pupils and schools to increase the number of children participating in the course and reduce the number of child cyclists involved in accidents. Targets have been set to increase the number of pupils participating in the course by 5% year-on-year based on the number of Year 6 pupils. This will be achieved by working in partnership with CTC, the Community Cycling Development Officer, schools, the Education department and any other interested parties.

School Crossing Patrols

2.38 Seven primary schools benefit from permanent School Crossing Patrol Officers to provide a safer environment for pupils travelling to school. These are:

Oxford Road, St Mary's and All Saints, Alfred Sutton, Geoffrey Field (which also benefits Christ the King), George Palmer and Caversham Primary.



2.39 Schools are encouraged to identify a suitable candidate, preferably from within the school or local community, who are then trained and funded by the Council.

Actions

Continue to promote cycle training to schools, parents and pupils.

Continue to promote sustainable/active travel to school through school travel plans and the dissemination of travel information.

Work in partnership with other council departments and relevant bodies to encourage pupils to travel sustainably.

Protecting Motorcyclists

2.40 Research carried out by the Department for Transport reports that motorcyclists account for approximately 1% of UK traffic but 20% of road fatalities⁸.

2.41 Motorcyclists accounted for 27% of road fatalities in Reading and 28% of seriously injured between 2004 and 2008; 3 fatalities and 58 seriously injured. This makes motorcyclists Reading's second most vulnerable road user group after pedestrians.

2.42 In addition to the number of motorcyclist casualties injured in Reading, 18 motorcyclists from Reading were also involved in a killed or seriously injured accident outside of the borough and 62 slight accidents for the same period. This figure suggests that motorcyclists from Reading may benefit from improved safety information.

Policies

2.43 The following policies aim to reduce the number of motorcyclists involved in road traffic accidents:

- To engage with local residents and special interest groups;
- To ensure that the needs to motorcyclists are considered in transport schemes and assessed in road safety audits;
- To monitor the number of motorcyclists injured in road traffic accidents

Data Analysis

2.44 Figure 3 shows that the number of motorcyclist casualties has declined from 66 in 2000 to 41 in 2008.

2.45 Further analysis shows a significant decline from 43 in 2000 to 8 in 2008 in the number of motorcyclist casualties in the '125cc and above' category. This is

⁸ A Safer Way: Consultation on Making Britain's Roads the Safest in the World, DfT (April 2009)

due to the motorcycle engine categories being revised in 2005 to the following:

- 50cc and under;
- Over 50cc to 125cc,
- Over 125cc to 500cc (prior to 2005 '125cc and above'); and
- 500cc and above (new category).

2.46 Nevertheless, the combined number of total casualties in 2008 for motorcycles between 125cc and over 500cc was 23, which accounts for 47% of motorcyclist casualties.

2.47 Further analysis of casualty data for the period 2004-2008 shows that all three motorcyclist fatalities were aged between 17 and 24 years. This age group also accounted for 26% of serious motorcyclist casualties and 37% of slights.

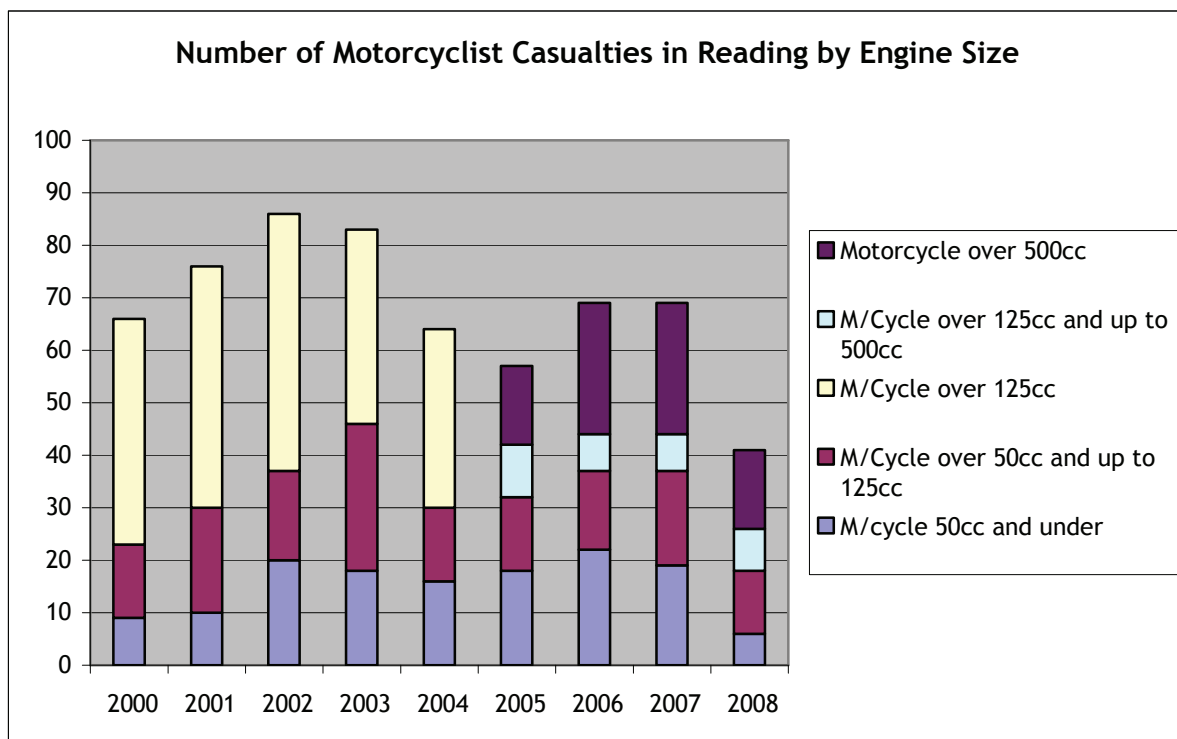


Figure 3: Number of Motorcyclist Casualties 2000-2008

National Guidance

2.48 Central government have highlighted motorcyclists as a key road-user group where casualty numbers need to be reduced. The initial steps in achieving

this reduction includes a review of the motorcycle testing and training regime as well as improved information via the Safety Helmet Assessment and Rating Programme (SHARP) website, which advises motorcyclist's on choosing a suitable helmet. The DfT plans to reduce the number of motorcyclist casualties by⁹:

- providing motorcyclists with the best safety information;
- promoting training and safer riding; and
- reminding drivers to be aware of motorcyclists

Local Strategy

2.49 Since the last Local Road Safety Strategy was adopted a number of special parking areas have been created for motorcycles in strategic locations across Reading, including the town centre. Motorcyclists have also been permitted to use nearly a third of the bus lanes, which we continue to monitor and permit appropriate.

2.50 Reading will take on board the DfT's recommended actions by including information on motorcycle safety alongside the existing motorcycle parking information on the transport website and where possible, use VMS to raise drivers' awareness of motorcyclists. The needs of motorcyclists will also continue to be taken into consideration as part of scheme appraisals, particularly in Road Safety Audits which consider the needs of vulnerable road users.

2.51 Reading will also continue to consult with motorcycle representatives through special interest groups and newsletters, such as Transport Users Forum and Transport Update, to ensure that they are aware of future schemes.

Actions

Continue to use VMS to remind drivers to look out for motorcyclists.

⁹ DfT Press Release - Minister announces new safety helmet ratings ahead of the Motorcycle Show
<http://nds.coi.gov.uk/clientmicrosite/Content/Detail.aspx?ClientId=202&NewsAreaId=2&ReleaseID=416757&SubjectId=36>

Promote safety information including the SHARP scheme and other information related to motorcyclists on the Travel Info website.

Continue to consider the needs of motorcyclists when assessing schemes.

Consult with motorcyclists' representatives through our e-newsletter and Transport Users Forum.

Poor Road-User Behaviour

2.52 The DfT reported that nationally poor road-user behaviour causes a large number of deaths¹⁰. In Reading poor-road user behaviour (see below) was recorded in 45% of fatalities and in 30% of those seriously injured in road traffic accidents between 2004 and 2008. This chapter will address this issue paying particularly attention to:

- Drink / drug driving;
- Aggressive driving;
- Careless or reckless driving; and
- Failure to wear a seatbelt.

Policies

2.53 The following policies aim to address poor road-user behaviour:

- To support Thames Valley Police to enforce driving offenses;
- To continue to engage with local residents, businesses and other stakeholders to target interventions to meet local needs; and
- To monitor trends and respond to circumstances.

2.54 Figure 4 shows a steady decline in the number of casualties by age, between 2004 and 2008, where the above contributing factors were recorded.

¹⁰ Advice about Local Road Safety Strategies, DfT (2009)

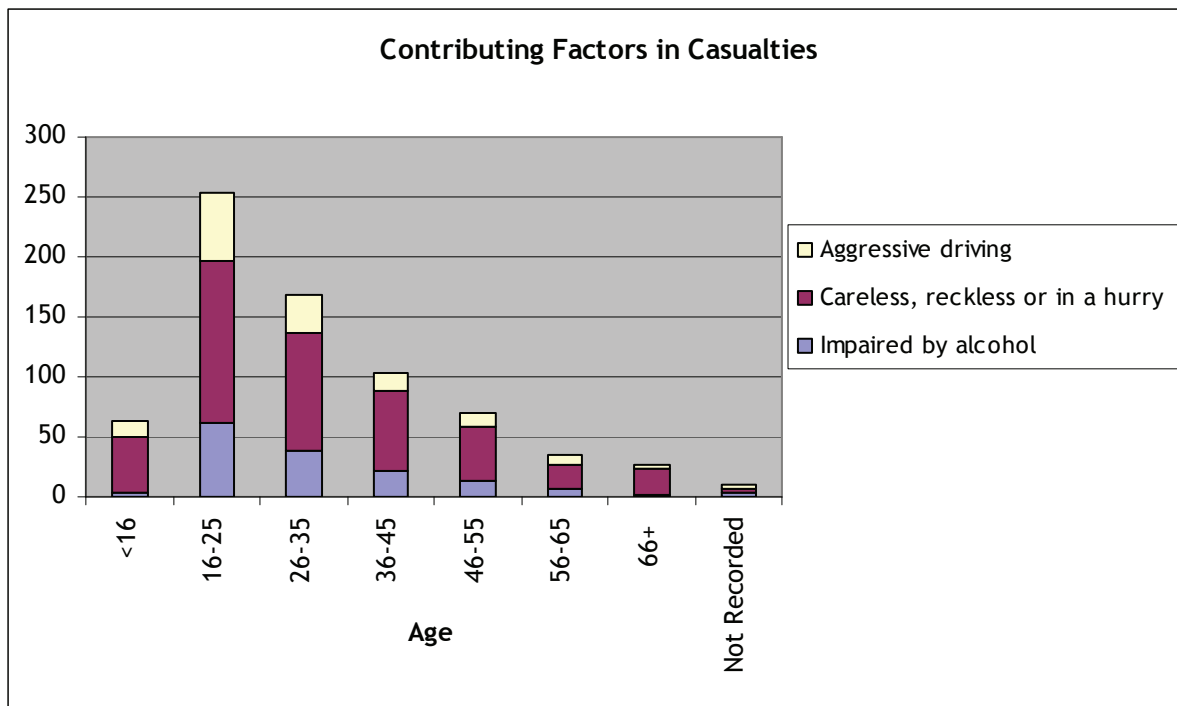


Figure 4: Contributing Factors in Casualties caused by Poor Road-User Behaviour 2004-2008

2.55 In Reading, drink driving was recorded as a contributory factor in 148 casualties, including one fatality, between 2004 and 2008. Of these 148 casualties 40% were pedestrians, over 30% were male pedestrians and 41% were aged 16 to 25 years. There were also three reported accidents involving drug-driving. This low figure may be due to the difficulty in establishing whether someone is under the influence of drugs.

2.56 Careless driving was recorded in 17% accidents and casualties in Reading between 2004 and 2008. Again, the most common group of people involved in casualties were males (61%) aged 16-25 years (31%). Aggressive driving was a contributing factor in 5% of accidents in the same period, including a fatality.

2.57 The most common age group injured as a result of poor road-user behaviour is the 16-25 year olds. This age group accounted for the following casualties based on contributing factors:

- 31% where careless, reckless or in a hurry was recorded as a contributing factor;
- aggressive driving was recorded in 39% of such casualties; and

- 41% of casualties were due to impairment by alcohol.

2.58 Drivers in the Thames Valley have been offered driver education courses when caught committing offensives such as speeding, using a mobile phone whilst at the wheel and not wearing a seatbelt. A course is also available for young drivers to help them to ‘gain a better understanding of the dangers and potential consequences of their driving decisions’. It was reported that more people are choosing to attend courses rather than face a penalty charge and points on their license¹¹.

2.59 The Council has supported the Police with enforcement by attending roadside checks, which have aimed to reduce the number of drivers committing offences such as not wearing a seatbelt and using mobile phones at the wheel.

Actions

Support the introduction of new technology that will enable the Police to better enforce drink and drug driving.

Continue to support national campaigns aimed at reducing drink and drug drinking.

Continue to display road safety related messages on VMS where appropriate.

Continue to support the Police with enforcement to encourage improved road user behaviour.

Illegal and Inappropriate Speed

2.60 Illegal and inappropriate speeding, particularly within residential streets, is one of the greatest concerns for residents. This has been a high priority for Neighbourhood Action Groups (NAGs) since the introduction of community initiatives involving the police and the council.

2.61 It is also recognised that speed represents a significant barrier when encouraging active travel. That is why NHS Berkshire West is supporting the introduction of reduced speed limits in communities.

¹¹ Thames Valley Police website - <http://www.thamesvalley.police.uk/rdsafe-roadpol-education-yds>

2.62 Although speeding is perceived to be an issue in Reading, data published by the Thames Valley Safer Roads Partnership reports that Reading has a lower than average percentage of ‘speed related crashes’¹². This is possibly due to the borough being a densely populated area, which is subjected to the national urban speed limit of 30mph with significant areas of 20mph. Reading also has a number of speed cameras and extensive traffic-calming all contributing to keeping speeding and speeds low.

Policies

2.63 The following policies aim to address illegal and inappropriate speed:

- To support Thames Valley Police with enforcement;
- To implement multi-targeted schemes, including 20mph zones particularly those that will make pedestrian and cycling connections safer and more attractive;
- To engage with local residents, businesses and other interested parties; and
- To promote the speed awareness campaign, where there is no justification for more costly measures.

2.64 Figure 5 shows the number of people injured in road traffic accidents where speed has been recorded as a contributory factor. Excessive speed or exceeding the speed limit was recorded as a contributory factor in 9% of people killed or seriously injured and 6% of slight casualties between 2004 and 2008.

¹² Thames Valley Road Safety Strategy Review – Thames Valley Safer Roads Partnership (May 2010)

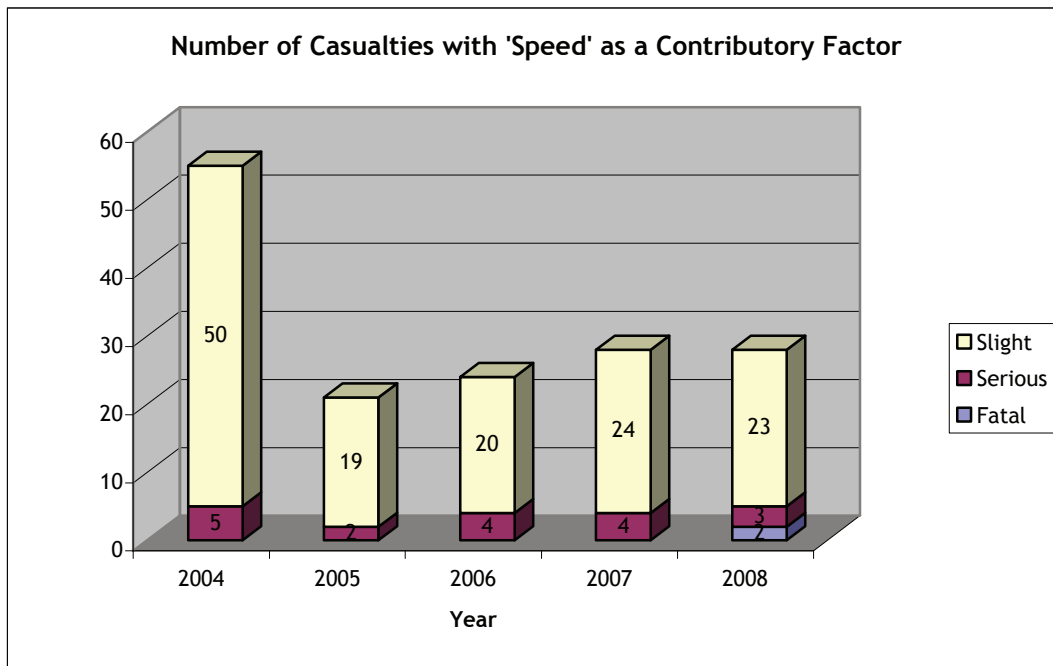


Figure 5: Casualties with Speed as a Contributory Factor

2.65 In response to concerns raised through community initiatives, the Council has developed a poster based campaign to promote road safety and speed awareness messages. The campaign is used where there is no justification for more costly measures. The high impact campaign has shown to be effective if used correctly and for a limited time. The campaign can also be supported by speed activated signs that remind drivers of the speed limit when exceeded. Speed measurements are also taken during the campaign to record changes in driver speed and behaviour.



2.66 A number of 20mph zones have been introduced around schools and local centres since the adoption of the previous Road Safety Strategy. These have been implemented as part of Safer Routes to School or multi-targeted schemes aiming to provide a safer environment for all road-users. Areas that have benefitted from a 20mph speed limit include:

- 32 Primary Schools;

- 3 Secondary Schools;
- Wokingham Road Local Centre; and
- Shinfield Road Local Centre

Speed Cameras

2.67 Reading Borough Council will continue to support the Police to enforce speed limits across the borough using static and non-static cameras. Speed camera data published by Thames Valley Safer Roads Partnership shows annual daily offense rates and the average offense rate based on the last three years. This data indicates that there are still a number of fixed camera locations that have a fairly high offense rate. These locations are illustrated in the table below¹³:

Camera Location	Average Offense Rate (Last 3 Years)	
	Inbound	Outbound
A4074 Upper Woodcote Road	11.7	27.8
A329 Wokingham Road	25.8	12.9
B481 Peppard Road		12.2
A4 Berkeley Avenue		26.3 (West)
Hartland Road	13.3 (East)	
Southampton Street	12.2	

2.68 The effectiveness of individual speed cameras will be reviewed as part of this strategy in partnership with Thames Valley Police and other relevant stakeholders.

2.69 Automatic Traffic Counter sites which have been positioned to form two cordons, one at the borough boundary and one around central Reading have been upgraded to enable them to record vehicle speeds and classifications. This data will be used to aid management of the highway network and the development and implementation of traffic management schemes.

Actions

Continue to promote the speed awareness campaign.

¹³ Thames Valley Safer Roads Partnership Website - <http://www.saferroads.org/information/camera-site-stats/>

Continue to introduce reduced speeds and traffic calming measures, where relevant, through road safety and multi-targeted schemes.

Review the effectiveness of individual speed cameras.

Continue to monitor speed through Automatic Traffic Counters and speed cameras.

3 MONITORING

3.1 We will continue to monitor progress in delivering this Local Road Safety Strategy, including:

- The number of people/children injured in road traffic accidents, particularly vulnerable road-users including pedestrians, cyclists and motorcyclists;
- Changes in the number of people walking and cycling; and
- The number of children and adults to participating in cycle training.

3.2 The objectives will be monitored using the methods outlined below.

Personal Injury Accident (PIA) Data from Road Traffic Accidents

3.3 Thames Valley Police keep records of all injury accidents reported to them, with details of severity, place, time, casualty demographics, weather conditions, road conditions, contributory factors, etc. Records of all such accidents within Reading Borough are provided on a regular basis, and are analysed for trends or patterns that may indicate where improvements to the local environment will increase safety.

Road Safety Audits

3.4 Road Safety Audits are carried out to assess whether the scheme design has addressed all safety issues adequately and will minimise the number and severity of people injured on public highway¹⁴. Road safety audits are carried out independently of the designer and generally consist of four stages:

- Stage 1 - Conceptual design
- Stage 2 - Detailed design
- Stage 3 - Upon completion
- Stage 4 - One year after project completion

¹⁴ Manual for Streets 2 – Wider Application of the Principles, CIHT (2010)

- 3.5 At each stage a formal report is submitted to the designer detailing any recommendations. Occasionally, a Stage 4b audit may be needed to monitor the number of accidents 36 months after scheme completion.

Annual Cordon Counts

- 3.6 Surveys are carried out annually to assess progress towards mode share targets for trips to central Reading. The results provide a detailed assessment of all the movements in and out of central Reading by mode, including pedestrians, cyclists and motorcyclists.

Urban Traffic Management and Control

- 3.7 The Urban Management Traffic and Control (UTMC) system collects and disperses real time information data on a number of different aspects of network performance and operation including car park use, traffic signal operation, variable message signs and bus lane enforcement cameras.
- 3.8 Real time information allows for immediate traffic management interventions to improve traffic flows, prevent and manage incidents, and manage traffic routing to events or around road works. It can encourage behaviour change and test improved strategies for the future. The system can also report on air quality, queue length, and through the use of ANPR cameras, average vehicle journey times.
- 3.9 It is anticipated that the future development of the system will allow it to predict disruption to the transport network before it happens and, if necessary, ensure particular actions are taken to manage such events. Using the array of data collected by the system and its historic record of previous circumstances, we will be able to better predict issues as they are developing and recommend the implementation of various different measures to address these.

Automatic Traffic Counters

3.10 Traffic flows within Reading are measured using a network of permanent monitoring installations, which collect traffic data continuously. These Automatic Traffic Counter (ATC) sites have been positioned to form two cordons, one at the borough boundary and one around central Reading. These sites have recently been upgraded to recording traffic speeds and vehicle classifications along with volume data. This data will be used to aid management of the highway network and the development and implementation of traffic management schemes, through informing strategic and detailed transport models.

3.11 We also have two permanent cycle counters located at Gunters Brook Bridge and Fobney Lock, which are used to monitor the number of cyclists passing over them.

School Census Data

3.12 Every January journey to school data is collected by schools through the School Census. This information enables us to promote sustainable travel to school to those with high car usage and monitor the number of children travelling by each mode. If this is no longer collected centrally, we will work in partnership with other Berkshire authorities to collect data locally.

3.13 We also monitor the number of children participating in Bikeability and the level that they are awarded.

Actions

Continue to analyse accident data to monitor issues highlighted in the dataset.

Continue to include road safety within the Reading Residents Survey and investigate whether a question on the perception of safety can be included in the Place survey.

Continue to report road safety updates to the Traffic Management Advisory Panel (TMAP) and other committee groups.

Assess road safety education, training and publicity interventions using the RoSPA and DfT website *Road Safety Evaluation*.

Continue to evaluate road safety measures before and after implementation.

Continue to consult with and establish feedback from residents and other stakeholders.

4 PARTNERSHIP WORKING

4.1 The delivery of this Road Safety Strategy relies on effective partnership working between all key public, private and voluntary stakeholders.

Transport and Highways

4.2 Transport Planning will be responsible for delivering the strategy including the development of schemes such as multi-targeted studies and cycle training. The team also promotes sustainable travel, including walking and cycling to local schools and businesses through events, travel plans and supporting initiatives such as cycle training delivered in partnership with CTC and Bike Week. Special Interest Groups and newsletters allow the department to consult with members of the public, including:

- Transport Users Forum;
- Cycle Forum,
- Transport E-newsletter 'Update';
- Neighbourhood Action Groups (NAGs); and
- Residents Groups

4.3 The Council has a network management duty under the Traffic Management Act 2004, and our appointed Network Manager has responsibility for the movement of traffic in liaison with neighbouring local authorities and other agencies. In addition to managing congestion, Network Management is also responsible for engineering design and implementation particularly of Safer Routes to Schools and road safety schemes, which aim to reduce speeds to prevent and reduce casualty numbers.

4.4 Transport Development Control work closely with the Planning Department to provide comments on planning applications for potential developments. This includes assessing the impact of potential developments on the public highway, ensuring that the safety of all road-users is considered and where necessary addressed. Funding may be secured from the private sector, through legally binding agreements made under the Town and Country Planning Act 1990 to mitigate the impact of a development. These funds can

be collected by a local authority to pay for a specific scheme needed to offset transport demands generated by a new development or for a more strategic scheme relevant to the development.

- 4.5 The maintenance of the public highway including footpaths is carried out by the Highways team and includes an annual resurfacing programme.
- 4.6 Parking Services also contribute to the safety of road users by enforcing parking and bus lane restrictions, which help provide an improved environment for vulnerable road-users such as pedestrians and cyclists.
- 4.7 The Transport and Highways team will continue to work collectively with other internal departments to promote road safety, including the Local Strategic Partnership, which links with the Children and Young People's Plan and Safer and Stronger Communities.
- 4.8 Reading will also work with neighbouring authorities to address road safety issues that extend beyond the borough boundary into West Berkshire and Wokingham.
- 4.9 Transport and Highways will liaise with the Department for Transport and other government bodies to implement this road safety strategy, including the Highways Agency. Reading will also take in to consideration any guidance published by the Department and, identify and take forward any funding opportunities relevant to this strategy.

Thames Valley Police

- 4.10 Thames Valley Police are keen to engage on infrastructure improvement schemes as well as being actively involved in all aspects of road safety training. This is in addition to their interest at community level to increase cycle security through the use of more secure locks, reduce the number of people cycling on footways where no cycling facilities exist and promote the use of lights on bicycles.

Health Authority

4.11 Primary Care Trusts, doctors' surgeries and the local authority, in their future responsibility for public health, can help promote sustainable travel by highlighting the health benefits of active travel, which in turn contributes to achieving the objectives outlined in the Department of Health White Paper *Healthy Lives, Healthy People*¹⁵. The document outlines how the Department will support active travel and physical activity, which 'need to become the norm in communities' by promoting the health benefits.

Education

4.12 The transport team will continue to work with schools to promote sustainable travel by supporting events, providing travel information and cycle training.

Other Interested Parties

4.13 Reading will also liaise with other interested parties including the national cyclists' organisation CTC and Sustrans through the Cycle Forum and the transport e-newsletter *Update*.

¹⁵ Healthy Lives, Healthy People, DH (2010)
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_121941

5 FUNDING

5.1 Local authorities are able to use a wide range of financial sources to fund their transport improvement programmes. We will explore all opportunities to secure resources for the road safety plans we propose and seek a balanced financial package which utilises UK and EU funding and maximises private sector contributions alongside public sector finance. Where appropriate we will use capital and revenue from the council's own resources to accelerate delivery of key elements of the programme and support the initiatives being implemented. Where opportunities exist to bid for challenge funding that will enable earlier delivery of components of our overall road safety strategy these will be pursued.

Integrated Transport & Maintenance Block Grants

5.2 Local authority expenditure on smaller capital projects is supported by central government through the Integrated Transport Block and the Maintenance Block grants. A proportion of the funding available from these sources will continue to be focused on local safety, traffic management, and on multi-targeted neighbourhood enhancement schemes as well as on highway and footway surface treatments.

Other Local Authority Capital Funds

5.3 Any capital grants - and other capital receipts not otherwise identified for a specific purpose - can be used by the Council to fund transport measures. Priorities can be set locally but transport investment must compete with other Council service areas for these funds. From time to time capital challenge funds are established for specific purposes (recent examples have included the Green Bus Fund to support the introduction of environmentally friendly public service vehicles) for which local authorities may submit bids.

Developer Contributions

- 5.4 Funding may be secured from the private sector, through legally binding agreements made under the Town & Country Planning Act 1990, to mitigate the transport impact, including safety issues, of a development. Funds can be collected by a local authority towards a specific scheme needed to offset transport demands generated by a new development or towards a larger scheme or strategy required to allow a range of developments to be accommodated.

Revenue Expenditure

- 5.5 Many types of transport investment require capital expenditure to establish the facilities and some form of revenue or current expenditure to operate and maintain the asset. Local authorities receive government support for current expenditure on local services through formula grant. This is a combination of Revenue Support Grant (RSG) and allocations of non-domestic (business) rate payments that are redistributed using a formula based on local needs and demographics. A council can use any of the non-ring-fenced funding to support the delivery of local, regional and national priorities in their area including, for example, road safety education programmes. The Local Sustainable Transport Fund is a recent example of a revenue challenge fund.

Hypothecated Income

- 5.6 Powers for local authorities to introduce demand management measures involving charging (workplace parking levy schemes, local road user pricing schemes) were included in the Transport Act 2000. Any net revenues from such schemes must be invested in local transport. Originally, those revenue streams were to be hypothecated for a period of 10 years. However, the Local Transport Act 2008 extended the requirement for the revenue streams to be used for local transport throughout the life of any scheme.