



4.3 SAFER ROADS

We will:

- improve the safety and feel of the city;
- provide high quality opportunities for learning and ensure all children are safe;
- to strengthen and diversify the economy.

By committing to:

- reducing the number of personal injury accidents amongst road users;
- reducing travel-related crime;
- supporting and influencing growth through travel solutions.

Local authorities have a central role in reducing the impact of road accident casualties on the community, since 90% of reported injury accidents occur on the locally managed road network. Road safety gains don't just come from projects specifically targeted at casualty reduction - projects focussed principally on other areas of transport may also deliver important road safety benefits.

The Council successfully achieved its target from the LTP1 to reduce the number of people killed and seriously injured on its roads. Furthermore, the Council saw its casualty rates fall within the Local Public Service Agreement stretched target range required for 2004. This was accomplished despite a 30% increase in traffic over the past decade. During the life of the LTP2, the anticipated economic, job and population growth will further accelerate the rate of traffic growth. It is therefore possible that both those killed and seriously injured and slight casualties will begin to rise through the period 2006 to 2010. This forecast growth in traffic presents a challenge for road safety - greater use of the transport network provides the potential for more accidents to happen.

4.3.1 Casualty Data

Key Actions	
	Continued accident analysis through joint working with Cambridgeshire County Council and the Police

The collection and analysis of accident data will continue to be procured through a service level agreement with Cambridgeshire County Council, based on the casualty information supplied by Cambridgeshire Constabulary. This information is analysed and published annually each March in the *Joint Road Casualty Data Report*. That report forms the basis for identifying specific road user groups and casualty trends that can be subsequently targeted. As a unitary authority, the Council has a relatively small casualty data set, which is subject to proportionately greater random fluctuations than that of larger authorities. A consistent approach to road safety management over the larger geographical area that is covered by the Cambridgeshire Safety Camera Partnership (of which the Council is a founding member) acts as a positive influence.

4.3.2 Disadvantaged Communities

Key Actions	
	Partnership working to tailor education, training and publicity programmes to local needs
	Information adapted to meet the needs of disadvantaged communities
	Literature and resources accessible for all

There is no conclusive evidence within Peterborough to support the national situation of a higher incidence of casualties amongst residents of disadvantaged communities. The subdivision of Peterborough's total casualty data set by modal group within each ward results in such small numbers that any identification of trends is rendered meaningless.

The Council recognises the different problems and opportunities present within poorer communities and the need to approach the issues in an appropriate manner. The Council will work closely with educational

establishments, community groups, retailers, the Police, hospitals, health visitors, and Surestart groups to provide information and advice concerning relevant road safety issues. The Council will also target new arrivals to the city by working in partnership with Peterborough's 'New Link Centre'. The New Link Centre provides advice, training and employment opportunities. Campaign messages will be carefully designed to ensure that they are effectively communicated to their target audience.

The Council recognises the need to provide road safety information and training appropriately to individual needs to encourage safe travel and avoid social exclusion. Pedestrian and cycle training is adapted and will continue to be successfully delivered to vulnerable groups of children and young adults so as to address some of the inequalities that disadvantaged groups face.

Road safety literature and resources are available in a variety of languages and will continue to be distributed and loaned to pre-schools, schools and colleges throughout the city.

4.3.3 Safer Children

The Council also achieved the desired reduction in child (age 0 to 15) killed and seriously injured casualties throughout the life of the LTP1 and met the associated Local Public Service Agreement stretched target for 2004.

In comparison to national averages, the Council has fewer casualties amongst primary school children, but more casualties amongst secondary school children. Road traffic is the biggest cause of fatalities amongst the 12 to 16 year age group nationally. This trend continues once they leave school with the attitude and behaviours of males in the 17 to 25 year age range being a major challenge locally.

Whilst the Council has embraced the concepts of child safety audit, including the acceleration of the Safer Routes to School project courtesy of the European Regional Development Fund (match-funding LTP capital), the low number of child killed and seriously injured casualties prevents any meaningful identification of trends.



Walking Bus

Primary Schools

Key Actions	
	Pedestrian training offered to all reception children with their parents/guardians
	On-road cycle training offered to all primary school children aged ten and above
	Theatre in Education programme for Key Stage 1 and 2

Pedestrian training will continue to be offered to all reception children following the introduction of the scheme in 2001. Training is conducted 'on-street' and provides an opportunity to demonstrate practical road safety skills in a realistic situation using the local road environment, whether it is urban or rural. Parents and carers actively take part in the training sessions to enable them to understand the importance of providing a positive role model for their child whilst recognising their child's capabilities and limitations.

On-road cycle training will be offered to all primary school children aged ten years and above. The national cycle standard developed by the *Local Authority Road Safety Officers Association* in conjunction with the *Cycle Touring Club*, amongst others, will impact on the way such training is delivered throughout the life of the LTP2.

Secondary Schools and Young Drivers

Key Actions	
	Theatre in Education programme for Key Stage 3 and 4
	Continued programme of publicity to focus on young drivers' attitude and behaviour
	Continued support for the National Driver Improvement Scheme
	Introduce an incentive to encourage young drivers to take part in the Pass Plus scheme

The captive audience within the educational environment provides the maximum opportunity to influence attitudes and behaviours before children leave school and enter the 17 to 25 year age group. This group are involved in the majority of accidents and represents the largest group of casualties within Peterborough.

A variety of 'Theatre in Education' productions accompanied by interactive workshops are and will continue to be used to reinforce road safety messages appropriate to the target audience - for example: drinking; drug use; and speeding.

The ongoing partnership forged with youth and community workers enables the delivery of the *What's the Cost* programme to Key Stage 3 students. This programme considers the consequences of risk taking, confronting peer

pressure and taking responsibility for your own actions. Children in this age group are particularly vulnerable as they start to travel independently and generally undertake longer journeys.

In addition, the Council will continue to be an active partner working with local authorities within the Eastern Region to develop and deliver high-profile campaigns, such as *For My Girlfriend* which specifically targets young male drivers. The Council has developed strong links with Cambridgeshire Fire and Rescue Service and Cambridgeshire Ambulance Service to promote this campaign in schools and colleges.

During the LTP2 period, the Council plans to introduce an incentive to young drivers to participate in the Pass Plus scheme to address their inexperience and, in some cases, their poor attitude. Increased participation in the scheme will ensure that young drivers are better equipped to cope with the difficult traffic situations they may encounter and could help reduce the number of accidents involving young drivers.

The Council, in conjunction with Cambridgeshire County Council and the Magistrate Courts, continues to promote and support the national *Driver Improvement Scheme* as a potential casualty reduction measure. The scheme tackles poor driver attitude and behaviour through further practical training and theory, and seeks to limit the recurrence of offences.

The Peterborough Secondary School Review

Over the next decade, all secondary schools in Peterborough will be modernised as part of the *Secondary School Review*. An overview of this process is given in *Challenges and Opportunities*.

This process provides the Council with a unique opportunity to work with secondary schools to promote more sustainable and safer travel to school, as well as securing improvements to surrounding infrastructure.

The Council is working to minimise the transport implications of these new and expanded schools, as well as to put measures in place that will reduce car use on the school run below current levels.

The *Thomas Deacon Academy* is developing a school travel plan through the planning process. The infrastructure elements of the plan include dedicated pedestrian entrances to the site and a bus drop-off zone. Off-site, a major signalised junction with full pedestrian facilities is planned for the primary pedestrian entrance.

The new *Voyager School* at the Walton School site is required to develop a school travel plan to reduce conflict with pupils arriving at the neighbouring infant and junior schools. The off-site highway improvements that are currently being considered include:

- new signalised at-grade crossing point at Lincoln Road;
- new signalised crossing point on Bretton Way;
- CCTV and improved lighting on pedestrian routes.

The provision of bus services to transport pupils travelling from North Bretton and Central Ward is also being considered, given the physical barrier presented by the East Coast Main Line.

Jack Hunt School is required to develop a school travel plan to address parking issues in the local area. Off-site highway works have not yet been agreed upon but are likely to include new approaches to the school for pedestrians and cyclists.

Ken Stimpson Community School will be required to develop a school travel plan to address local school run congestion. Complementary off-site highway improvements will include upgraded bus shelters at Werrington Centre, including real-time passenger information at the bus stop as well as inside the school.

Peterborough's denominational secondary schools, St John Fisher School and The Kings School, will be the focus of the next stage of the *Secondary Schools Review*. The Council is already building links with these schools to identify local transport issues.

With Orton Longueville School and Bushfield Community College having worked on the Safer Journeys to School project in the past, and Arthur Mellows Village College starting the project this year, the Council is well placed to identify issues at these schools and begin a constructive dialogue on how these can be tackled through later stages of the *Secondary School Review* process.

School Travel Plans and Road Safety

Key Actions

School travel plans to maximise road safety education and take up of services offered to primary and secondary schools

The Council is committed to supporting schools developing a school travel plan, either as a part of the Government's Travelling to School initiative or the Safer Journeys to School project. The Council's strategy for school travel plans is outlined under *Tackling Congestion*.

As school travel plans partly aim to improve road safety around schools, by limiting potential for conflict between vulnerable road users and cars and increasing pupil and parent awareness of road safety issues, they are a key supporting element of the Council's approach to Safer Roads.

Each school travel plan contains an action plan, and the Council will ensure that each of these contain

a commitment to road safety education. Where appropriate, there will also be a commitment to participating in pedestrian training, on-road cycle training and Theatre in Education.

School travel plans also complement the Council's approach to road safety in a broader sense:

- encouraged parents have the opportunity to teach practical road safety skills to their children by walking or cycling with them;
- fewer cars at the school gate reduces the potential conflict between child pedestrians and cyclists;
- educating pupils about personal safety raises awareness of bullying, mobile phone theft and the potential danger of strangers;
- travelling by sustainable modes of transport improve safety;
- more people walking, cycling and using the bus means more people on the streets - this is a deterrent to crime and improves community safety.

Safer Journeys to School

Key Actions

A continued programme of infrastructure improvements to support the implementation of school travel plans

Continue to seek external community funding to accelerate delivery programme

Based on the nationally recognised Safer Routes to School concept, the Council's Safer Journeys to School project has been applied to 23 schools in Peterborough since its inception in 1999. With the Travelling to School initiative emerging as the umbrella framework for school travel planning nationally, the Council incorporated this project into their new broader school travel plan strategy theme, described in full under *Tackling Congestion*.

Schools participate in the project for two years, support being given in the first year in the development of a school travel plan. On approval of this plan, the second year is used to develop and install a complementary infrastructure scheme (that improves walking and cycling routes within and around the school site), in parallel with the implementation of the behavioural aspects of their school travel plan.

The Council will continue to accept six schools on to the project each year. The Council funds three schools across the Peterborough area whilst match funding secured from the European Regional Development Fund provides the resources needed for three of the schools within Peterborough's urban centre. The Council will seek alternative sources of funding to support this accelerated delivery after European Regional Development Fund's capital allocation ends in 2007.

As of spring 2005, four rural schools had benefited from the project and two more are due to join during 2005. The remaining four rural schools will be encouraged to apply for inclusion in the project during the LTP2 period.

All schools that have not previously been involved in the project are invited to apply each December. Their applications are assessed against a set of essential and desirable criteria, thereby allowing the Council to prioritise them in a demonstrably equitable manner.

School travel plans approved under the Safer Journeys to School project are also eligible for the Travelling to School initiative's capital grant.

School Crossing Patrol Service

There are currently 19 operational school crossing patrol sites across the city and usage at these sites will continue to be monitored at least once every half term. Sites are reviewed on a rolling programme to ensure that patrols continue to meet the national criteria. The Council will continue to promote the service and actively recruit patrollers to vacant and newly identified sites.

4.3.4 Speed Management

Key Actions

Programme of rural and urban sites for engineering intervention

Use of the latest technology to manage speed

Partnership working with the Police to share speed data

The link between speed and casualty severity is documented in the Government's road safety strategy, *Tomorrow's Roads: Safer for Everyone*. The *Regional Transport Strategy* echoes this and states 'control of the speed of vehicles has potentially massive safety benefits'.

The Peterborough *Speed Management Strategy* was introduced towards the end of the LTP1. That strategy will continue to be implemented throughout the life of the LTP2.

Developed in partnership with Cambridgeshire Police, the *Speed Management Strategy* prioritises rural and urban sites that are perceived to have speeding problems. All requests for intervention are assessed and ranked according to speed data (generally provided by the Cambridgeshire Constabulary), accident statistics and community severance issues.

Sites are ranked to give a clear indication of where the Council should target its resources. Officers from the Safety Engineering Group, in consultation with Cambridgeshire Constabulary, then decide on the best



Vehicle Activated Sign - Barnack

form of treatment for a particular site. It is anticipated that the *Speed Management Strategy* will target six sites per annum and will tackle the issue of excess and inappropriate speed in both the urban and rural areas.

The type of treatment chosen will be in context with the developing road hierarchy and will include:

- vehicle activated signs;
- road humps;
- chicanes;
- gateway features.

4.3.5 Safer Urban Areas

Key Actions	
	Continued involvement in the Cambridgeshire Safety Camera Partnership and the transition to a Road Safety Partnership
	Programme of Local Safety Schemes and complementary publicity to target accident clusters
	Completion of the area-wide traffic and safety scheme programme

The Council reaffirmed its commitment to the Cambridgeshire Safety Camera Partnership until 2009. The Partnership includes:

- Cambridgeshire Constabulary;
- Cambridgeshire County Council;
- The Highways Agency;
- Cambridgeshire Magistrates' Courts Service;

- Crown Prosecution Service;
- Cambridgeshire Fire and Rescue Service;
- Cambridgeshire NHS Primary Care Trusts;
- Cambridgeshire Ambulance Service.

Following the announcement that the funding mechanism for Safety Camera Partnerships is to change with effect from 2007/08, preliminary discussions have commenced with both the police and the other highway authorities within the existing partnership. These discussions will continue throughout the forthcoming year and will involve both the Ambulance and Fire and Rescue Services. A road safety partnership would complement and develop the strategic overview of the Partnership for Road Safety in Cambridgeshire and Peterborough (PARSINCAP, comprising the highway authorities and the emergency services) which has met regularly over the last five years.

One initiative that would benefit from such a partnership is the proposed development of speed awareness workshops. As attendees at such workshops would constitute the offenders detected and identified through enforcement of safety camera sites, enhance co-operation resulting from a road safety partnership would clearly be aligned with the overall aim of achieving a reduction in casualties.

Additional benefits are being created through the current Partnership's active support of general safety publicity and, in particular, with the *Driver Improvement Scheme*. Fixed safety cameras in Peterborough, except those on trunk roads, are located within the urban area. Expansion of the safety camera programme into rural areas will be subject to the identification of suitable sites that meet the national criteria.

Engineering interventions will continue to be led by both casualty data (through the identification of accident cluster sites) and the *Speed Management Strategy*. Interventions will make use of both the available traditional techniques and new technology, including vehicle activated signs, as appropriate.

The potential future growth of Peterborough pursuant to the *City Centre Framework* and inclusion in the London-Stansted-Cambridgeshire-Peterborough Growth Corridor will provide the opportunity for development-funded improvements, thereby making both highway and transport infrastructure safer.

During the LTP1, the Council implemented a total of five area-wide traffic and safety schemes known as MTURAs (Management of Transport in Urban Residential Areas). These were:

- Stanground;
- West Town;
- Eastfield;
- Gladstone;
- Millfield.



Eastfield Local Safety Scheme

This successful community-led programme targeted the older areas of the city (deemed to have the most problems in terms of extraneous traffic and on-street parking) and introduced a series of infrastructure improvements to address the needs of vulnerable road users. The programme included the wards with the highest deprivation indices in Peterborough. Typical treatment included traffic calming and pedestrian crossings.

The MTURA programme has largely tackled the areas with the highest occurrence of pedestrian/cyclist/child accidents and will be phased out during the LTP2. The Council will continue to address safety concerns relating to vulnerable road users through the speed management programme and the Parking Enforcement Plan Phase Two. The final two areas to be targeted are:

- Walton;
- Park.

4.3.6 Safer Rural Areas

Key Actions

Programme of safety improvements and complementary publicity to target routes with high accident rates

The majority of fatal and serious casualties in Peterborough occur on rural roads with a speed limit of greater than 40 mph. Accident rates are significantly in excess of the national averages by approximately 20% to 25%. Pedestrians, cyclists and horse riders comprise a very small proportion of the rural casualty statistics. The majority of casualties are motor vehicle drivers and occupants.

Engineering interventions will continue to be led by both casualty data, through the identification of accident cluster sites, and the *Speed Management Strategy*. Such interventions will again make use of available traditional techniques and new technology, including vehicle activated signs, where appropriate.

4.3.7 Road Safety at Work

Key Actions

Develop a *Corporate Occupational Road Risk Strategy*

Promote occupational road risk to local businesses

The Council has commenced the development of a *Corporate Occupational Road Risk Strategy* to promote safe travel behaviour for those employees who drive or ride whilst on Council business. That strategy will include driver training, regular documentation and the distribution of appropriate road safety materials to all new and existing employees.

The Council will actively raise awareness of work-related road risk to local businesses through direct marketing campaigns and travel planning seminars. These will promote the use of the award-winning CD-ROM produced by Local Authority Road Safety Officers Association, *Driving Your Business Risks Down*. Occupational road risk will become an integral part of the travel planning process.

4.3.8 Motorcyclists

Key Actions

Run Bikesafe training courses in partnership with the Police

Support the development of the *Eastern Region Motorcycle Strategy*

Attendance at British Motorcycle Federation shows and events

The significant national increase in motorcycle casualties over recent years is not replicated in Peterborough's casualty statistics. However, such casualties still comprise a significant element (approximately 20%) of the total killed and seriously injured figures.

In response, the Council will continue to offer enhanced motorcycle skills training (Bikesafe). This will be run in partnership with the Cambridgeshire Constabulary, and the training addresses rider behaviour and positioning, with a strong focus on cornering and overtaking. The course comprises three theory sessions followed by an assessed on-road ride and is open to all riders, irrespective of age and experience. It is delivered by experienced police motorcycle riders. The course also provides a forum to engage directly with members of local motorcycle groups.

The development of an *Eastern Region Motorcycle Strategy* will enable co-operation between local

authorities and Police forces so as to further address motorcycle casualty rates.

Engineering interventions will follow the recommendations contained within the Institute of Highways Incorporated Engineers *Guidelines for Motorcycling*.

The Council recognises the use of motorcycling as a sustainable mode of transport, particularly the growing urban/commuter sector (i.e. with engines of less than 400 cm³). Safety will be strongly emphasised to avoid a potential increase in motorcycle casualties due to the associated exposure to risk and their vulnerability. Motorcyclists will be actively targeted through the Council's attendance at the British Motorcycle Federation shows and events, held at the East of England Showground in Peterborough.

4.3.9 Trunk Roads

During the life of the LTP1, trunk road casualties represented an average of 13% of the Council's total casualty data. The Council recognises that, in addition to their strategic role, trunk roads in Peterborough are utilised for short distance local trips. As an interested stakeholder, the Council will continue to have an influencing role in Highways Agency network planning through regular liaison meetings and committing resources to projects. Table 17 lists the trunk road projects at various development stages that will have a positive influence on road safety.

4.3.10 Cycling

The Council will encourage cyclists to wear appropriate safety equipment, use lights, and maintain their cycles adequately. The *Be Safe, Be Seen* campaign, which targets schools and the wider community, will continue to promote conspicuity. Further targeted promotion will continue as part of road safety marketing.

Table 17: Trunk Road Schemes in Peterborough

Route	Scheme	Stage
A1	Peterborough to Blythe grade separated junctions: Carpenters Lodge grade – separated junction	Draft orders published.
	Wittering split level junction	Preferred option announced.
A47	Thorney Bypass	Completed December 2005.
	A1 to Sutton dualling	<i>Regional Transport Strategy</i> priority C scheme.
	Multi-Modal Study Peterborough A47 Junction Improvements	Proposals to be developed in partnership with the Highways Agency.
	Route Management Strategy Schemes	Minor safety improvements to the east of Peterborough implemented.

The Council will continue to work within the *Community Safety Partnership* to prevent crime both for the benefit of cyclists and the wider community.

Cycle Training

The ability to cycle safely on-road and off-road is extremely important in reducing the risk of incidents to cyclists. The Council will continue to offer and encourage adult cycle training through city-wide promotion and the travel plan process. Companies adopting a travel plan can take advantage of a variety of incentive schemes (such as adult cycle training) that will benefit the employer, the employees, and the wider community. Many people are deterred from cycling due to a lack of confidence and the fear of on-road cycling. Offering people the opportunity to learn to cycle safely and responsibly on the roads can often create advocacy which may then be disseminated to friends and family.

4.3.11 Added Value from Other Initiatives

Key Actions	
	Utilise non-safety driven initiatives to add value to the annual road safety programme

The Council will ensure that opportunities to promote road safety are explored during the development of other transport programmes.

Parking Enforcement Plan Phase 2

The second phase of the Parking Enforcement Plan will, until completed in March 2007, continue to review and, where appropriate, revise current on-street parking arrangements throughout the Council's area. This represents a unique opportunity to address safety concerns associated with indiscriminate parking e.g. on bends, junctions and outside schools.

Safety is paramount within this review and the adoption of appropriate parking restrictions will ensure best use of the available road space across the variety of users.

Developing a Road Hierarchy

Rat-running traffic often occurs on minor routes where they provide a link between higher classification roads. This results in such routes in both the rural and urban communities of Peterborough becoming dangerous for pedestrians and cyclists, as well as environmental damage to verges and hedges being experienced.

The development of the Peterborough Road Hierarchy (discussed at length under *Tackling Congestion*) will complement the Parking Enforcement Plan Phase 2 review. A clearly defined road hierarchy will inform intervention thresholds and enable appropriate engineering measures to quickly be determined.

Travelchoice

The *Travelchoice* project will introduce an intensive programme of travel information for public consumption through both electronic media and traditional leaflet distribution. The Council will use this opportunity to combine complementary sustainable travel choice and road safety messages.

Maintenance

The Council will continue to co-ordinate implementation programmes to ensure maximum value is realised from projects. During the LTP1, examples have included white lining and lighting enhancement added to the scope of resurfacing schemes and resurfacing large sections of carriageway added to local safety schemes.

4.3.12 Monitoring Value for Money

The Council will continue to monitor value for money for investment in road safety using the DfT's Highways Economic Note and the Royal Society for the Prevention of Accidents guidelines. The rate of return in economics and casualty savings will be published on an annual basis.

Safer Roads and Quality of Life Outcomes

Strategy Theme	Quality of Public Spaces	Landscape and Biodiversity	Safety, Security and Crime	Healthy Communities	Sustainable Communities	Noise	Climate Change	Comments
Disadvantaged Communities			✓✓	✓✓	✓✓			Road safety information and training is provided appropriate to individual/community needs to encourage safe travel and social inclusion.
Safer Children	✓		✓✓	✓✓	✓✓	✓	✓	School travel plans, in addition to pedestrian training and cycle training, contribute not only to road safety skills but also help reduce congestion by encouraging sustainable modes of travel.
Speed Management	✓✓		✓✓	✓✓	✓✓	✓		Control of speed via engineering measures reduces severance, noise and air pollution. Engineering interventions on the highway can improve quality of public spaces, particularly in rural villages.
Safer Urban Areas	✓✓		✓✓	✓✓	✓✓	✓		Engineering measures including street lighting to address casualties, and complementary infrastructure to support walking, cycling and public transport can have a positive impact on the quality of life of urban areas.
Safer Rural Areas	✓✓		✓✓	✓✓	✓✓	✓		Engineering measures including street lighting to address casualties, and complementary infrastructure to support walking, cycling and public transport can have a positive impact on the quality of life of rural areas.
Road Safety at Work			✓✓	✓	✓✓			Promotion of occupational road risk to businesses.
Motorcyclists			✓✓	✓	✓			The provision of secure motorcycle parking and enhanced motorcycle skill training.

