

## **Chapter 6**

# **Road Safety Plan**

*The Road Safety Plan commences on the next page.*

*For the purpose of the LIP the Road Safety Plan is known as Chapter 6 but in order for it to be read as a separate document, it is not referred to as Chapter 6 within the body of the document or in the header of each page.*

# **RICHMOND UPON THAMES ROAD SAFETY PLAN**

## **CONTENTS**

### **1 FOREWORD**

By Cllr David Trigg

### **2 ROAD SAFETY IN RICHMOND UPON THAMES**

- 3 CASUALTY REDUCTION TARGETS
- 4 PARTNERSHIPS
- 5 SPEED MANAGEMENT
- 6 VULNERABLE ROAD USERS
- 7 SCHOOL TRAVEL PLANS
- 8 SAFETY EDUCATION, TRAINING & PUBLICITY

### **9 THE ROAD SAFETY STRATEGY**

- 10 SPEED MANAGEMENT
- 11 VULNERABLE ROAD USERS
- 12 SCHOOL TRAVEL PLANS
- 13 PUBLIC TRANSPORT
- 14 FINANCE & MONITORING

## **1. FOREWORD**

Safety has and will continue to be one of the main objectives for the Council.

Provisional figures from the London Accident Analysis Unit show that in 2005 there were 2 people killed, 72 people seriously injured and 477 people slightly injured on the Borough's roads. This represents a total reduction of 65 casualties or (12%) compared to 2004 and is 300 casualties or (35%) down on the 1994-98 average of 850.8. This reduction also amounts to a significant financial saving. Apart from financial savings, it is important to note the number of potential victims families that have been spared considerable distress and the reduced burden of catering for the longstanding needs of persons with serious injuries. Understanding the cause of accidents in the Borough and providing successful safety schemes in conjunction with Education, Training & Publicity Services, has been key to obtaining our excellent record in casualty reduction.

Since the end of 2000, London Boroughs have been working towards the Mayors new casualty reduction targets to be achieved by the year 2010. These targets are primarily aimed at reducing casualties through three main themes:

- Promoting safety through developing local partnerships.
- Reducing excessive and inappropriate speeds.
- Protecting vulnerable road users, children, pedestrians, cyclists and motorcycle riders.

The Council is committed to working towards these new challenges, as outlined in the Road Safety Strategy and our policies contained in the Unitary Development Plan. Each year we endeavour to form closer links with the Metropolitan Police who are also working hard to provide a better service to local authorities and the community in combating speeding, along with other traffic violations. We hope that our continued commitment will strengthen these links allowing more strategic deployment of both Council and Metropolitan Police resources.

In order to continue our commitment towards the Mayors 2010 casualty reduction targets, the Council looks to Transport for London to provide funding for future investigations and to develop the proposals set out in our LIP Reporting and Funding Submission. We also look to Transport for London to provide details of their programme for accident reduction on the Trunk Road Network, which will be a key part of achieving the targets set and in particular the targets for vulnerable road users.

Finally, I ask the residents, businesses and visitors of the London Borough of Richmond upon Thames to work with us in achieving our goal of making the Borough roads even safer.



**Cllr David Trigg**  
*Cabinet Member for Traffic, Transport & Parking*

## **2. ROAD SAFETY IN RICHMOND UPON THAMES**

### **The Scope of the Plan**

The London Borough of Richmond upon Thames - Road Safety Plan sets out the framework for monitoring the Council's progress in achieving its targets and identifies the particular problem areas to be addressed. The plan also sets out the Borough's initiatives that will be employed in achieving our objectives, working in partnership with Transport for London (TfL), the emergency services, schools, public transport operators, road user groups, residents, and other London Boroughs. The initiatives will be progressed through a combination of enforcement, engineering, education and evaluation.

The Road Safety Plan is reviewed on an annual basis. At the time of updating this document not all information was available, which means that some figures are for 2005 and others for 2004. This will be remedied as a part of a subsequent update.

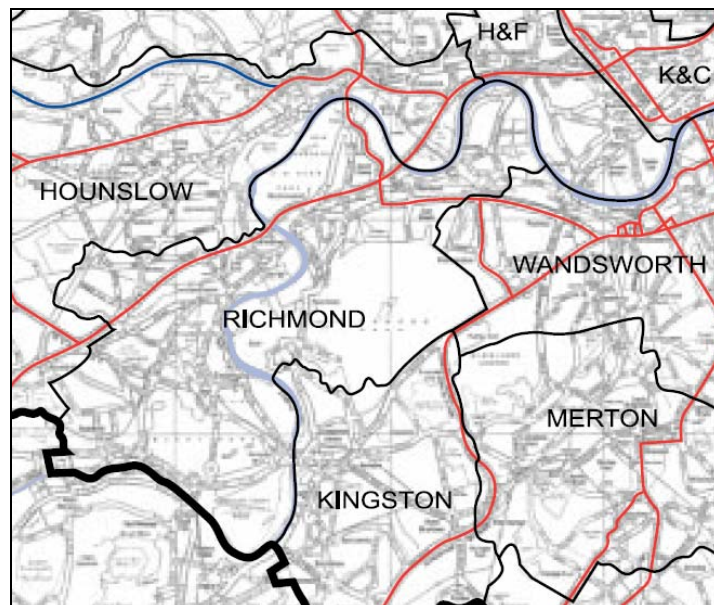
### **A Borough Profile**

Richmond upon Thames is an outer London Borough, eight miles south west of Central London. The Borough is primarily residential in character, with a population of around 179,000 incorporating approximately 76,000 households. The average House price is above those for most other London boroughs and the average age of the population is also higher. A third of the Borough is open space and there are 63 conservation areas. It is the only Borough within London that is bisected by the River Thames with just two road bridges, which are both adjacent to Richmond Town Centre.

The primary area of the Borough for shopping and employment is Richmond Town Centre, which incorporates a key orbital public transport centre at Richmond Station and is linked by major east-west radial and north-south orbital road corridors. Other important district shopping centres are Twickenham, East Sheen, Whitton and Teddington.

There are over 390 kilometres of public highway in the Borough including 13 kilometres of the Transport for London Road Network (TLRN), which form two Strategic Routes, the A205 from Wandsworth to Kew Bridge and the A316 from Chiswick Bridge to the Apex Corner. Transport for London is responsible for traffic management and casualty reduction on these routes.

The location map below shows how the London Borough of Richmond fits into the context of South West London and the trunk road network.



## **Key Trends**

Provisional casualty figures for 2005 are highly encouraging with a further reduction in the overall total from 727 in 2003 and 614 in 2004 to 549 in 2005. This represents a reduction in the previous year of 65 casualties or 12%.

Breaking the overall figure down into severity, for comparison against the national targets for 2010. Killed and Seriously injured casualties are down by 10.0% from 80 in 2004 to 72 in 2005, which puts the provisional figure below the target for 2010 of 81 casualties. Slight injury casualties also decreased by 11.1% from 544 to 477 maintaining the total below the 2010 target of 644 and building on previous success in this area. Another improvement over 2004 shows a decrease in fatalities from 6 to 2. The two deaths involved a cyclist and a car occupant. While just one death is considered unacceptable and the ultimate goal is none, with the relatively low number of deaths that occur on average, these figures can be susceptible to dramatic change.

Child killed or seriously injured (KSI) casualties are down by 40% from 5 in 2004 to 3 in 2005, making the number well below the 2010 target of 7.

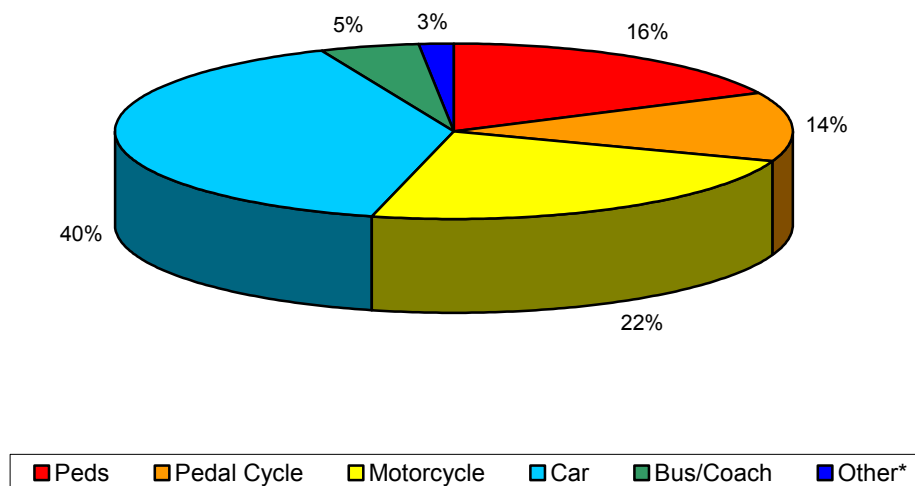
In addition to the national targets for 2010 the Mayor has set additional targets against reductions in KSI casualties to vulnerable road users by 40%. Cyclist casualties have reduced from 79 to 77, a drop of 3% between 2004 and 2005. KSI cycle casualties are up slightly from 10 to 11 or 10.0%, however this number is still below the target of 14.5. After a slight rise between 2003 and 2004, pedestrian casualties have reduced from 83 to 72 or 13%. The alarming increase from 2 to 6 pedestrian fatalities between 2003 and 2004 has been successfully reversed with no fatalities in 2005.

The 20.0% reduction in P2W casualties in 2005, from 148 to 119, has continued the downward trend and the number is now at it's lowest since 2000.

### Who is Killed & Injured?

The chart below shows the proportion of casualties for different modes of travel in 2004. Of particular note is the comparison between percentages for pedestrians, motorcycles and pedal cycles, and the averages for outer London Boroughs of 15.6%, 13.0% and 5.3% respectively. All three percentages for Richmond are higher than average, with pedal cycles being more than twice and motorcycles almost twice the expected averages. These figures may reflect the comparatively high usage within Richmond, however, in view of the statistics set out in the previous paragraphs, levels of casualties within these user groups still remain a concern and will be paid special interest in 2005/06.

**CASUALTIES BY ROAD USER - 2005**



Within the Borough there are certain groups of the population that are more likely to suffer an injury. In 2004, 59.7% of reported casualties were male with 10.3% killed or seriously injured compared to 6.7% for females. Comparisons between male/female casualties for the different modes clearly indicate there were more than twice the amount of pedal cycle casualties and seven times more motorcycle casualties for men than women. However, 55% of pedestrians injured on the Borough's roads were female. These figures highlight the need to specifically target male cycle and motorcycle users with possibly female pedestrians.

Table 1 shows how the casualty figures for 2003 relate to different age groups, further defining the areas to be targeted in reducing casualties. Figures of particular note are shown in bold and these are:- Pedestrian casualties over 25 years of age, 64.2% of the total, Pedal Cycle casualties between the ages of 25 and 59, 67.9% of the total, P2W

casualties between 16 to 24 and 25 to 59 years of age at 35.4% and 60.4% of the total, car occupants between the ages of 16 to 24 and 25 to 59, 24.6% and 54.1% of the total, and Bus or Coach occupants over 60 which make up 45% of the total. Child pedestrian casualties are also of particular interest due to the high severity ratio compared to other age groups together with child car occupants, which have a low severity ratio. The latter may be due to improvements in use and construction of child safety seats.

**Table1 - Casualties By Mode Of Travel & Age - 2004**

Casualty Mode of Travel	Age Banding				Age U/K	Total
	0-15	16-24	25-59	60+		
<b>Pedestrian</b>	<b>15</b>	17	<b>51</b>	<b>19</b>	7	109
<b>Pedal Cycle</b>	9	4	<b>53</b>	3	9	78
<b>Powered 2 wheeler</b>	1	<b>51</b>	<b>87</b>	3	2	144
<b>Car</b>	<b>11</b>	<b>60</b>	<b>132</b>	27	14	244
<b>Taxi</b>	0	0	2	0	0	2
<b>Bus or Coach</b>	1	2	11	<b>13</b>	2	29
<b>Goods Vehicles</b>	0	0	7	0	1	8
<b>Other</b>	0	0	0	0	0	0
<b>Total</b>	37	134	343	65	35	614

### Casualties by Ethnic Group

The number of casualties by ethnic group in Richmond-upon-Thames is detailed in the following table (Table 1.5: Casualties by Ethnic Group 2000-2005):

Ethnic Group	Year					
	2000	2001	2002	2003	2004	2005
Number of pedestrians killed and seriously injured overall	23	25	25	33	26	16
White skinned European	15	19	15	27	19	14
Dark skinned European	0	0	1	0	0	0
Afro-Caribbean	2	0	0	0	1	0
Asian	1	0	1	1	0	0
Oriental	1	0	1	1	0	0
Arab	0	0	0	0	0	0
Unknown	4	6	7	4	6	2

These figures show that the Borough has very low casualty levels of minority ethnic groups and possibly indicate that there is little need for targeted policies towards casualty reduction with these groups. Notwithstanding this, the Borough will continue to

monitor the figures for any changes that may require more specific approaches to reducing KSI figures.

### **Prioritising Road Safety**

The benefits to the community of London in reducing casualties are measured in terms of the costs in dealing with the accident on site, the cost in treating subsequent injuries to the person(s) involved and the loss of output from the injured person(s). There are also factors to account for the pain and suffering endured by the injured person(s) along with their families.

The Department for Transport (DfT) currently estimates the average cost of an accident to be in excess of £84,000. Accidents within the Richmond Borough decreased from 614 in 2003 to 520 in 2004, a saving of approximately **£7,896,000**. From these figures, there can be no doubt that targeting the reduction of accidents and hence casualties, makes good economic sense.

## **3. CASUALTY REDUCTION TARGETS**

### **National Targets**

In the year 2000 the Secretary of State for Transport presented the nation's Highway Authorities with a new set of targets to be achieved by 2010. In acknowledgement of the specific problems that exist in the capital, the Mayor for London added targets for vulnerable road users to be achieved by all London local authorities as well as Transport for London. These targets are to be measured against the average casualty totals for the period 1994 – 98 and are as follows.

- A **40%** reduction in the number of all people killed or seriously injured on the Borough's roads from **135** to **81** casualties.
- A **50%** reduction in the number of children under the age of 16 killed or seriously injured on the Borough's roads from **14** to **7** casualties.
- A **10%** reduction in the number of all people slightly injured on the Borough's roads from **715** to **644** casualties. (This figure should be expressed in casualties per 100,000 kilometres travelled however the Borough is still awaiting guidance from Transport for London on how this data should be collected)
- A **40%** reduction in the number of vulnerable road users killed or seriously injured on the Borough's roads from **32** to **19** Pedestrian casualties, **21** to **13** Pedal Cycle casualties and **24** to **14** Motorcycle casualties.

These targets are very challenging, particularly for Richmond upon Thames as past performance has been extremely good. Table 2 shows the Borough's progress towards achieving the targets. The total for killed & seriously injured casualties for 2004 is below the projected linear reduction of 108 for all road users. Child road user casualties have reduced by more than half and are now well under the projected linear reduction of 10.5. For all road user slight casualties the total is now below the projected linear reduction of 679.5.



**Table 2 - Progress Towards National & London Casualty Reduction Targets**

Category	1994-98 Base	Percentage Reduction	2000	2001	2002	2003	2004	2010 Target
<b>KSI</b>								
All	135	40%	105	85	109	124	78	81
Children (<16)	14	50%	7	4	11	11	5	7
Pedestrians	32	40%	23	25	25	33	26	19
Pedal Cycles	21	40%	10	8	13	18	9	13
Motorcycles	24	40%	36	24	30	27	15	14
<b>Slight</b>								
All	715	10%	680	695	594	603	614	644

### Best Value Performance Indicator Targets

In line with its commitment towards providing best value for money, the Government issued all local authorities with key performance indicators to gauge their progress in achieving best value. The measurement of progress in road safety performance is set against the government's national casualty reduction targets. These were measured in terms of casualties per 100,000 population, however they have recently been updated by the Audit Commission and are now to be reported as follows.

- Number of all killed and seriously injured casualties (target reduction 40%), child killed and seriously casualties (target reduction 50%) and all slight injury casualties (target reduction 10%) for the preceding (reported) calendar year.
- The percentage change in the number of casualties from the year before the reported year, for all of the above categories.
- The Percentage difference in the number of casualties from the reported year to the average of the five-year period between 1994 and 1998.

Table 3 on the following page shows Richmond's performance, it is clear that the percentage reductions for 2004 are quite dramatic and that all the target reductions have been exceeded nearly half way towards the target year of 2010. The hard work ahead is to ensure that the percentages remain below the targets and reduce still further.

**Table 3 - Progress Towards Best Value Casualty Reduction Targets**

Year		2003			2004 (PROV)		
Casualty Class	94-98 Average	Casualties	%age Change From Previous Year	%age Change From 94-98 Average	Casualties	%age Change From Previous Year	%age Change From 94-98 Average
Child KSI (50%)	14	11	0%	-21%	5	-55%	-64%
All KSI (40%)	135	124	14%	-8%	78	-37%	-42%
Child Slight (10%)	67.8	38	6%	-44%	32	-16%	-53%
All Slight (10%)	715	603	2%	-16%	536	-11%	-25%

## 4. PARTNERSHIPS

The London Borough of Richmond upon Thames has formed a number of key partnerships in working towards casualty reduction and is committed to strengthening these links as well as exploring other opportunities.

### The Metropolitan Police

The Police have a key role in enforcement of speed controls and other traffic management regulations. Enforcement must be an integral part of any road safety programme and can lead to significant accident reduction. In particular the borough liaises with police officers on the deployment of mobile safety cameras, along with speed enforcement, in order to ensure that resources are effectively used and will seek to strengthen its links in this area.

The Police deal with after effects of accidents and are also responsible for collecting personal injury accident data, essential for use in accident analysis. The Borough holds regular liaison meetings with all of the emergency services to discuss safety problems and proposals for remedial measures. In order to provide a better service to London Boroughs and the public, the Metropolitan Police have formed the Traffic Operational Command Unit (TOCU). Among other duties the unit has been tasked with working in partnership with local authorities in tackling traffic crime and helping to meet the government casualty reduction targets. Their major focus over this year will be;

- To play a significant role in reducing road casualties.
- To assist in increasing awareness, through education, of the importance of road safety.
- To assist in the application of engineering solutions to road problems.
- To secure greater compliance with road safety legislation through enforcement.

## **Transport for London**

The Borough relies on TfL to provide support in terms of funding and technical advice. In addition TfL is responsible for accident investigation and prevention on the A205 and A316 trunk roads, which run through the Borough. These roads generate approximately 25% of the casualties within Richmond upon Thames and we look to continue our association with TfL in helping to reduce trunk road casualties in line with the national targets. To this end the Borough invites representatives from TfL to attend its regular Traffic Management Liaison Group (TMLG) meetings and in addition meets with TfL quarterly to discuss matters arising on both trunk roads and adjacent Borough roads.

All personal injury accidents involving a motor vehicle must be reported to the Police, by law, within 24 hours of the accident. This data is collated by the Police and passed on to the London Accident Analysis Unit (LAAU), which is now part of TfL. London Boroughs are provided with this information, which is essential in planning our strategies and programme of initiatives aimed at reducing casualties.

## **Pan London Safety Engineering Forum**

Richmond is one of the London Officer Transport Advisory Group (LOTAG) representatives on the Pan London Road Safety Forum Steering Group and also co-chairs the London Safety Engineering Forum. This forum provides an opportunity for all stakeholders, from local authorities to motoring organisations, to take an active role in improving road safety on London's roads. Officers from Richmond upon Thames have taken a proactive role in helping to produce a Road Safety Reference Guide for London and establishing a modular course in association with TfL, ALG, TMS and ROSPA providing training for engineers across London in accident investigation and prevention along with road safety auditing.

## **London Safety Camera Partnership**

Following changes in legislation in April 2000, the London Safety Camera Partnership was formed to take a strategic overview on the installation of safety cameras on the TLRN and Borough road network in London. Through this partnership the Borough has negotiated the installation of four safety cameras, which had satisfied the Department for Transport criteria, requiring over four killed or seriously injured casualties over a three year period at each location. The latest camera, located on Rocks Lane in Barnes, is soon to be commissioned and the borough will seek continue negotiations with the partnership on possible future installations. Government research into existing camera sites shows that average speeds can be reduced by 4 to 5mph and collisions reduced by 28%. Safety cameras also reduce the number of killed and seriously injured casualties.

In addition to safety cameras, the LSCP has recently purchased six speed activated warning signs for the Council to deploy at locations that have narrowly failed to meet the safety camera criteria together, with other locations of particular concern to residents.

## **5. SPEED MANAGEMENT**

Speed management offers significant social, environmental and economic benefits. Most important however is casualty reduction. Government research has shown the average

speed of vehicles is an important factor. For every 1mph reduction in average speeds there is a 6% reduction in the number of collisions. Hence, even marginal speed reductions can result in good safety gains.

High and inappropriate speeds can intimidate vulnerable road users such as pedestrians and cyclists, which can discourage people from considering these options as modes of travel. The perceived danger of speeding vehicles also plays an important part in parents' decisions on whether to walk their children to school.

The plan aims to tackle the problem of excessive and inappropriate speeds, in partnership with the relevant bodies mentioned earlier, through the introduction of the engineering and education initiatives set out in the strategy. In addition the Department for Transport through its "Think" campaign has made a specific effort in raising the public awareness of the dangers of speeding.

## **6. VULNERABLE ROAD USERS**

Vulnerable users have been identified in the Mayor's Transport Strategy as those user groups who have relatively high number of accidents compared to the number of trips made and are more likely to suffer serious or fatal injuries.

This group of road users includes pedestrians, cyclists and P2W riders. Horse-riders should also be considered, particularly within Richmond where there are a number of stables within residential areas. The Borough's key casualty trends show that particular attention should be paid to child and adult pedestrians and cyclists, along with motorcycle riders, emphasising casualties to young adult riders.

Walking plays an important part in urban life and is a part of almost all journeys, whether as a complete journey or as a link between other modes of transportation, making up longer journeys. Despite being the lowest cost, most environmentally friendly, healthy mode of transport and accessible to the majority of people, it has often been neglected as a mode of transport. All pedestrians should be allowed to walk in safety and our strategy sets out specific objectives aimed at improving the road environment for pedestrians and to educate child pedestrians in road safety.

Cycling also offers a cheap, healthy and efficient mode of transport that has almost no negative impact on the environment. The increased use of cycling helps to reduce the effects of traffic congestion thereby benefiting the economy and environment, whilst also improving general and public health. Almost two-thirds of trips in London are less than 5km long and many of those journeys could be made by bicycle. However, this is suppressed by the fact that many people especially children find the Borough roads too intimidating to cycle along. Over the years we have been developing a network of routes primarily based on residential Borough roads to encourage cycling on safer routes. The Borough has implemented a number of engineering measures to enhance safety across the network. We propose to review and develop our cycling strategy, which will include continuing this work on all existing and future routes. In addition we aim to continue to provide both on and off road cycle safety training for all ages, with particular emphasis on children.

The use of motorbikes, mopeds and scooters, is becoming an increasingly popular and attractive mode of transport, particularly for fast food and other delivery riders.

Motorcycles can represent environmental gains for some journeys but casualties have been steadily increasing within the Borough since 1991, although 2004 has seen a significant reduction. The steady increase is thought to be mainly due to the rise in new users and so called born again bikers. The strategy aims to identify and introduce remedial measures at locations with high numbers of P2W casualties and in partnership with the Police, Transport for London and the Government's "Think" campaign, to increase public awareness of the need to look out for motorcyclists. There will also be a particular emphasis in conjunction with the police on further training of riders in the 16 to 25 year age group, and also delivery riders, many of whom, are learner riders.

Richmond upon Thames has set up a Vulnerable Road User Scrutiny Task Group to assess the problems and make recommendations to Council to improve the casualty reductions to these groups of road users.

## **7. SCHOOL TRAVEL PLANS**

All schools are now required to have an approved travel plan in place by the end of 2009. To reflect the increased emphasis on travel planning, the Borough Spending Plan (BSP) programme area of safer routes to school has been changed to School Travel Plans for the 2006/07 submission and onwards. The new funding criterion requires that all associated safety engineering proposals be identified through the process of developing the travel plan. Engineers are working closely with the borough travel plan officer in helping schools and stakeholders to identify proposed measures for inclusion within their plans. The travel plan officer will also be contacting all schools with existing travel plans to reassess their content in light of the new guidelines. The borough's School Travel Plan strategy is included in Chapter 8 of the Local Implementation Plan.

## **8. SAFETY EDUCATION, TRAINING & PUBLICITY**

The Borough's Safety Education Team is responsible for education, training and publicity campaigns relating to road, home and water safety. The main thrust of the Team's activities is directed at schools but services including, better driving and cycling courses, are also provided for adults.

### **Cycling**

The Borough has developed off-road Cycling Proficiency Schemes over many years and it is now established as part of the Year 6 curriculum in every one of the Borough's junior schools. This results in approximately 1650 Year 6 pupils (aged 10 and 11) being trained off-road, on which some 500 progressed to on-road training.

### **Walking**

The pedestrian skills training programme, 'Staying Alive', successfully piloted in 2001 is currently active and popular in ten primary schools. The scheme is designed for Year 3 (aged 7 and 8) pupils to help them prepare for independent travel in later life. The borough has been involved ground-breaking work in promoting safe walking including the production of a highly successful educational video on walking buses.

### **Junior Citizen**

The Team organises the multi agency 'Junior Citizen' Scheme, which seeks to prepare Year 6 children to deal with 'real life' situations including those in the road environment, where they could find themselves, or others, at risk.

Working together with a number of other agencies, including the Metropolitan Police, Royal Parks Agency, London Fire Brigade, London Buses, London Underground and the Port of London Authority. The children work in small groups to decide how to deal with incidents such as a fire in their home, an accident victim or personal safety scenarios.

### **Junior Safety Officer**

The Junior Safety Officer initiative was introduced in 2003. This scheme involves two elected Year 5 pupils acting as Safety Officers for their school. Information, resources, safety competitions, etc, are sent to the Junior Safety Officers who then disseminate them to the rest of the school.

### **Work Related Road Safety**

Nationally, 20 people are killed and 250 seriously injured every week in work related road traffic accidents. This makes driving at work the third most dangerous occupation in the UK.

A government investigation revealed that company car users are driving in a culture of stress, high mileage and time pressure that puts them at the greatest risk of accident, injury and death.

The Safety Education Team is therefore planning to make a bid to Transport for London, as part of its Borough Spending Plan, to establish a Work Related Road Safety Advisory Service (WRRS). The objective of the Service would be to help local businesses establish strategies that would reduce the risk of their employees being involved in road accidents.

Such strategies would include incorporating WRRS into mainstream Health and Safety, together with developing policies on a range of issues, including journey planning, driver training, speed, use of mobile phones, and developing alcohol and other drugs policies.

There are many potential benefits for participating companies, including financial savings, fewer vehicles off the road for crash repairs, improved company image, reduction in days lost due to road accident injuries, fewer insurance claims, etc.

## **9. THE ROAD SAFETY STRATEGY**

The London Borough of Richmond upon Thames road safety strategy sets out the actions through which it intends to achieve the national and best value targets for road casualty reductions by 2010. The plan, including the strategy, will be submitted to TfL on an annual basis, alongside the Local Implementation Plan and will support the borough's bid for funding to continue investigation into casualty trends and implement

remedial engineering measures, along with other promotional and educational based initiatives.

Key objectives of our strategy are:

- **To analyse borough wide casualty data for the five year period ending in 2004 to identify key locations to be addressed, with particular emphasis on vulnerable road users.**
- **To add the Road Safety Plan to the Borough's public web site along with any other relevant road safety information.**
- **To continue with implementation of the Local Safety Schemes Programme with particular emphasis on addressing casualties to vulnerable road users and children. Details of the proposed accident investigation and local safety scheme programme for 2006/07, will be included in the Borough Spending Programme for the same financial year.**
- **To implement a three stage process of safety auditing all engineering proposals where appropriate.**
- **Monitor and review the accident records of all schemes installed, to gauge performance and ascertain whether further remedial action is needed.**

## **10. SPEED MANAGEMENT**

Managing vehicle speeds on roads within the Borough is essential to reduce the number of accidents and severity of casualties. Reduced speeds also help to combat fear and intimidation experienced by pedestrians and cyclists.

Key objectives of our speed management strategy are:

- **To implement measures, where appropriate, under the Local Safety Scheme programme at locations identified with speed related casualty problems by the annual Borough casualty review.**
- **To develop a speed limit enforcement action plan to identify locations, in partnership with the Police, for the deployment of mobile speed cameras and targeted enforcement of speed limits.**
- **Introduce appropriate speed reduction measures on roads with speeding problems, in agreement with local residents.**
- **Liaise with the London Safety Camera Partnership to secure the further Installation of Safety Cameras on borough roads, where the criteria set by the Department for Transport have been satisfied.**
- **Deploy speed activated warning signs at locations that nearly meet the safety camera criteria or are the subject of concern from local residents. To collect data recorded by the signs, to assess their effectiveness in reducing speeds.**

- **Run Road Safety awareness campaigns with an emphasis on the dangers of speeding, support TfL Regional and DfT national campaigns.**
- **To further develop driving skills, particularly in the 17–25 year age group, with an emphasis on observing speed limits and the dangers of speeding.**
- **To continue the development of a programme for an area wide urban safety management approach to tackling speeding, though enhancement of the local road environment.**

## **11. VULNERABLE ROAD USERS**

The Council is working towards enhancing safety for all modes of travel, with particular focus on cyclists and pedestrians. These user groups along with motorcyclists are unfortunately more at risk than other groups and therefore this road safety plan highlights specific improvements for these road users.

Key objectives of the vulnerable road user strategy are:

Pedestrians –

- **To implement measures, where appropriate, under the Local Safety Scheme programme at locations identified with pedestrian casualty problems by the annual borough casualty review.**
- **To identify and carry out safety assessments of all major pedestrian routes within the Borough, and implement measures where appropriate. (Routes to schools are covered in the School Travel Plan section)**
- **Identify and undertake safety assessments of potential pedestrian routes to and from major developments, which are shown to generate a large amount of pedestrian activity and request contributions from developers to implement measures where appropriate.**
- **Undertake safety assessments of all existing pedestrian crossing facilities within the Borough in 2005/06.**
- **Investigate and respond to requests for pedestrian facilities.**

Cyclists -

- **To implement measures, where appropriate, under the Local Safety Scheme programme at locations identified with cycle casualty problems, by the annual borough casualty review.**
- **Safety Audit all existing and new cycle routes within the Borough, and implement measures where appropriate. (Routes to schools are covered in the School Travel Plan section)**



- **Identify and Safety Audit potential cycle routes to and from major developments, which are shown to generate a large amount of cyclist activity and request contributions from developers to implement measures where appropriate.**
- **Investigate and respond to requests for cycle facilities.**

Motorcycles -

- **To implement measures, where appropriate, under the Local Safety Scheme programme at locations identified with motorcyclist casualty problems, by the annual Borough casualty review.**
- **Work in partnership with Transport for London and the Metropolitan Police to promote educational and attitudinal campaigns along with motorcycle training, in particular, targeting the 16 to 25 age groups.**

## **12. SCHOOL TRAVEL PLANS**

The Council acknowledges the changes of emphasis towards integrated school travel planning that has been underlined by the change to the Local Implementation Plan Funding Submission proposal criteria and will work closely with schools and other stakeholders to ensure that the required targets are met. The boroughs commitment to this process is underlined in the travel planning strategy included in the Local Implementation Plan.

Key objectives of this strategy are:

- **Assist the travel planning officer in liaising with schools and stakeholders to identify and carry out safety assessments of all major pedestrian routes to and from schools within the Borough and identify appropriate safety measures or educational requirements, for inclusion within the travel plan, for future Borough Spending Plan bid submission.**
- **To continue to work with schools on initiatives such as walking bus schemes together with our highly successful annual events promoting walking and to identify future initiatives.**
- **To continue to provide cycle and pedestrian training for all children of an appropriate age.**

## **13. PUBLIC TRANSPORT**

Key objectives of the public transport strategy are:

- **To carry out railway station improvements aimed at allowing safe and secure interchange for passengers and disabled passengers moving between modes of transportation, with particular emphasis on links with local bus routes and including the provision of CCTV.**

- **Work in partnership with TfL and London Buses to carry out improvements to bus stops where appropriate, allowing safe access to buses, with particular emphasis on the elderly and people with disabilities.**
- **To work with bus operators to identify areas to target in reducing collisions involving buses and hence casualties to passengers, drivers and other road users.**
- **Investigate and respond to requests for safer access to public transport.**

## **14. FINANCE & MONITORING**

In order to gain the necessary funding to perpetuate our progress towards the national target, public service agreement and best value targets the Borough must prepare a funding submission to TfL each year. The funding submission must set out the Borough's programme for future engineering works and initiatives, including justification and costs. In addition the funding submission must include monitoring of implemented schemes to gauge the performance of the Borough.