

**GREATER MANCHESTER
LOCAL TRANSPORT PLAN**



**ROAD SAFETY STRATEGY
2006/7 to 2010/11**

[Draft - July 2005]

CONTENTS	PAGE
FOREWORD	2
1. Introduction	3
2. Background	3
3. Performance Indicators and Targets	4
4. Speed Management	6
5. Identification and Prioritisation of Local Safety Schemes	7
6. Minor Works Schemes	9
7. Scope of Engineering Measures	9
8. Education, Training and Publicity	10
9. Links with National Road Safety Campaigns	12
10. Enforcement and Road Safety	12
11. Liaison with Partners	14
12. Safety Audits	14
13. Monitoring and Evaluation	15
14. Acknowledgements	16
15. References	16
16. Glossary	17
APPENDICES	
1. Action Plan – Objectives	18
2. Greater Manchester Casualty Reduction Trends and Targets	20
3. Greater Manchester Local Safety Schemes – Monitoring	21

FOREWORD

In Greater Manchester during 2004 over 13,540 people were killed or injured in road traffic accidents at a cost to the community of £825m. To reduce this large cost, both in human and monetary terms, it is important to maintain strong programmes of accident remedial schemes together with road safety education, training and publicity.

This Greater Manchester Road Safety Strategy:

- sets the aims and objectives required to produce a reduction in road accidents and casualties;
- sets road casualty and accident reduction targets for 2006/07 to 2010/11;
- supports the principles contained in the Government's National Road Safety Strategy 'Tomorrow's Roads – Safer for Everyone' and demonstrates how the national strategy will be delivered in Greater Manchester;
- supports the recommendations in the Department of the Environment, Transport and the Regions publication 'New Directions in Speed Management – A Review of Policy'; and
- sets best practice guidelines for the future development of road safety initiatives in Greater Manchester.

This strategy together with other strategies, supports the Greater Manchester Local Transport Plan.

The document has sixteen sections with eleven of them having one or more objectives. An action plan is included which sets timescales to meet these objectives.

In Greater Manchester the trend in serious and fatal casualties has fallen over the last few years and met the Government target for the year 2000. However, there is no room for complacency since to meet the new target reduction for 2010 will require our continued, co-ordinated approach to the problem of road traffic accidents. This is a difficult issue for a society, which is dominated by the culture of the car. This strategy provides a framework for the various road safety practitioners in Greater Manchester. It will ensure that a consistent approach is used throughout Greater Manchester to reduce the level of casualties on our roads.

1. INTRODUCTION

1.1 The Greater Manchester Road Safety Strategy 2006/07 to 2010/11 has been produced to provide best practice guidelines for the future development of road safety initiatives in Greater Manchester and relates to a co-ordinated approach to road safety adopted by the ten local authorities. It has been produced by the Road Safety Strategy sub-group of the Local Transport Plan Steering Group and is intended to set aims and objectives through the development of an Action Plan to co-ordinate road safety work throughout Greater Manchester.

1.2 This strategy is intended to support the principles contained in the Government's National Road Safety Strategy 'Tomorrow's Roads – Safer For Everyone' and demonstrates how the national strategy will be delivered in Greater Manchester.

1.3 The Greater Manchester Road Safety Strategy should be viewed as a five year plan in line with the Local Transport Plan (LTP).

1.4 The document has sixteen sections with eleven of them having one or more main objectives. The objectives for each of the eleven sections are listed in the Action Plan at Appendix 1, which also shows the proposed timescale for their implementation. They are defined in three ways; those which are in place, those that will be implemented now and those that will be implemented within the next two to three years.

2. BACKGROUND

2.1 Road safety is an issue that should be of concern to every person in Greater Manchester. Everyone uses the roads in some way – as a driver, passenger, cyclist, motorcyclist or pedestrian. While travelling on our roads, or crossing them, everyone is exposed to the risk of death or injury. Some people, such as the elderly, children, motorcyclists or cyclists, are more vulnerable than other road users.

2.2 Accident and casualty data is analysed in a number of ways to determine where accidents occur, the resultant casualties, why they happen and where high accident sites exist. Trends over a three to five year or sometimes even longer period are examined and particular groups of road user are considered in greater detail to help formulate action plans for future road safety projects.

(Requires update - New AI Stats required for this paragraph)

2.3 *The accident casualty figures in Greater Manchester have gradually been rising although 1999 is showing a downward trend. In 1999 nearly 16,500 people were killed or injured in road traffic accidents at a cost to the community of £555m. Although fatal casualties are below 100 for the first time in many years, the serious casualties show an increase when compared to 1998. The trend in killed and seriously injured (KSI) casualties in Greater Manchester is an encouraging one, with the year 2000 reduction targets having already been met in all road user categories for the second consecutive year. Child casualties are also showing a downward trend when compared to the average over the last five years but have increased when compared with 1998. There was a 13% increase in motor cyclist casualties with the 1999 total being the highest since 1993. The trend for car occupant casualties is still upwards despite an*

encouraging dip of 4% between 1998 and 1999. Appendix 2 shows the trends and targets for Greater Manchester.

2.4 The Road Safety Strategy sub-group was formed specifically to ensure delivery of the national strategy at the local level with ongoing development so that positive progress in casualty reduction is achieved within all of the ten authorities. The sub-group will continue to meet to also develop and disseminate good practice in the road safety field.

2.5 This Road Safety Strategy along with the other strategies being developed, such as Cycling, School Travel, Walking and Powered Two Wheelers, includes many actions, not just to make our roads safer, but critically to encourage all road users to act responsibly and care for others as well as themselves. This in turn will improve the quality of life, health and well being of our community and contribute to its economic development.

3. PERFORMANCE INDICATORS AND TARGETS

3.1 In assessing whether the various elements of the strategy are working, it is essential that the road accidents and casualties occurring throughout the County are monitored. This is done informally by each authority as an ongoing exercise with a formal in-depth analysis being undertaken annually at a Countywide level. This procedure is more fully described in Section 13 and is intended to assess whether the strategy is having the desired effect by contributing to the reduction of road accidents and casualties.

(Requires update - All Stats required for this paragraph)

3.2 For the last decade, local authorities nationally have worked towards a casualty reduction of one third by the year 2000. This target reduction was based on an average of the casualties during the years 1981 to 1985. Mixed results have been experienced in Greater Manchester in trying to achieve the targets for the year 2000.

3.3 Particularly good reductions have been achieved in both fatal and serious casualties over the last few years. There were 89 fatalities caused by road accidents during 1999. This is the first time that fatalities have been below 100 and represents a fall of 14% on the number of deaths in 1998. The number of deaths occurring annually has been reduced by over one half since the base years. Child casualties also show a reduction when compared to the average figure for the last 5 years. However, the serious casualties have shown an increase when compared to 1998. Car occupancy casualties have shown a steady growth from the base years even though there was a reduction of 4% between 1998 and 1999. This will clearly require particular attention over the next five years.

3.4 It is now necessary to look to the next decade and set new targets for casualty reduction. In doing so, we need to evaluate the methodology by which the targets are set. The last set of targets was passed down from Central Government and all local authorities worked towards the same goals. As part of the LTP process and Best Value, we now need to set performance indicators and targets to reflect the local situation yet being mindful of the new national targets.

3.5 In March 2000, the Government announced the new national targets. By 2010 they want to achieve compared with the average for 1994-98:

- A 40% reduction in the number of people killed or seriously injured in road accidents.
- A 50% reduction in the number of children killed or seriously injured; and

- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

3.6 The Greater Manchester authorities have agreed that the best methodology to employ in setting new local targets is to ascertain the trend for the last five years, 1995-1999. By using this trend we have estimated what the various casualty and accident levels are likely to be by the year 2010 should we continue with current practice. Targets have then been set which are more demanding than that level. Where a national target is lower than the local target derived by this methodology, the national target has been used. The Greater Manchester authorities are mindful of the need to reduce accidents as well as casualties. Although all the national reduction targets are based on casualties, in Greater Manchester a parallel set of accident reduction targets has been determined for some of the categories.

3.7 The following categories and targets will be used to monitor the progress of our road safety strategy.

3.8 Casualty Targets - 2010

By the year 2010 the Greater Manchester authorities want to achieve, compared with the average for 1994-98:

- A 50% reduction in the number of people killed or seriously injured (KSI) in road accidents;
- A 50% reduction in the number of children killed or seriously injured (KSI);
- A 25% reduction in the total number of cyclist casualties; and
- A 25% reduction in the total number of pedestrian casualties.

[The slight casualty rate will need adjustments – awaiting approved methodology from DETR]

3.9 As can be seen, the target for child KSI casualty reduction is the same as the national target, whilst the target for all KSI is more stringent. Ideally, the new targets for cyclists and pedestrians would have been expressed instead as a rate. However the data available for cycle and walk trip kilometres is not robust enough to be able to produce meaningful targets at a Countywide level. The targets have therefore been expressed instead as numbers. The expected increase in cycle and walk trips from the various policies and strategies within the LTP has been taken into account in setting the new local targets.

3.10 Accidents Targets - 2010

By the year 2010 the Greater Manchester authorities want to achieve, compared with the average for 1994-98:

- A 50% reduction in the number of road accidents involving killed or seriously injured casualties; and
- A 50% reduction in the number of road accidents involving killed or seriously injured child casualties.

3.11 Casualties Targets - 2005

Additionally, to measure our progress towards these targets, the Greater Manchester authorities have set the following interim targets for the year 2005, again using the average of 1994-98 as the base:

- A 37% reduction in the number of people killed or seriously injured in road accidents

- A 36% reduction in the number of children killed or seriously injured;
- A 17% reduction in the total number of cyclist casualties; and
- A 17% reduction in the total number of pedestrian casualties.

3.12 Accidents Targets - 2005

- A 37% reduction in the number of road accidents involving killed or seriously injured casualties; and
- A 36% reduction in the number of road accidents involving killed or seriously injured child casualties.

3.13 Appendix 2 to this strategy shows the annual benchmarks and the base line figures, trends and targets for each of the above categories. Best Value performance indicators for 1999 are also discussed within the LTP.

3.14 Highways Agency

The Highways Agency targets, which are applicable to motorways and trunk roads have been set by the Government and reflect the fact that these roads are built to a high standard and already often have low accident rates. By the year 2010, the Highways Agency want to achieve, compared with the average for 1994-98:

- A 33% reduction in the number of people killed or seriously injured in road accidents
- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

4. SPEED MANAGEMENT

4.1 Included as part of the Government's approach to an Integrated Transport Policy is a review of speed management outlined in a new Department of the Environment, Transport and the Regions (DETR) publication 'New Directions in Speed Management – A Review of Policy'. There are several recommendations contained in the review, all of which are fully supported by the Greater Manchester authorities. Many are already being implemented within the Greater Manchester area and those, in conjunction with new activities which are recommended, will form a basis for further developing speed management policies and a co-ordinated Action Plan for the Greater Manchester area. The authorities strongly believe that a comprehensive and effective speed management strategy is the main key to addressing the issue of killed and seriously injured casualties which feature prominently in the new targets.

4.2 The recommendations outlined in the 'New Directions in Speed Management' report, in the form of an Action Plan include:

- Selective traffic calming and police enforcement should continue
- The development of a national framework for determining appropriate speed limits
- A revised set of guidelines for setting local speed limits based on highway hierarchy and usage
- More effective speed limit signing and driver education regarding speed limits
- Vehicle speed activated signs at hazards
- Additional signing for speed cameras
- The increased use of self-enforcing 20 mph zones for road safety and urban regeneration
- Increased use of speed cameras at appropriate locations

- More research and demonstration projects to investigate and promote speed reduction measures
- Continue to develop and evaluate Home Zones

The above recommendations are also being adopted and supported in Greater Manchester.

4.3 Within the concept of a joint strategy of speed management for Greater Manchester, there is room for ensuring a hierarchical-based approach to the setting of local speed limits. In the continuing absence of clear guidance from Central Government on this, the Greater Manchester authorities will strive to develop local criteria to support the consistent application of appropriate speed limits across authority boundaries and for setting joint standards for speed limit signing. The Greater Manchester authorities wholeheartedly support the formulation of a new set of guidelines for setting appropriate local speed limits and would welcome the opportunity to become actively involved in assisting with their production.

4.4 Not since Circular Roads 1/80 was superseded has there been a formalised framework for determining revised speed limits or for checking existing speed limits. The Greater Manchester Road Safety Strategy sub-group would like to see the development of something along these lines within the next two to three years.

4.5 Many of the authorities are involved with the Police in the use of speed cameras and radar and are investigating the application of new digital technology in this field. Speed actuated signs are already in use on the A6 and A580.

4.6 There are also many illustrations of partnerships with the Police to educate drivers, for example the 'Stop and Talk' campaign in Stockport, and the use of jointly-funded signing for speed and other campaigns, for example in Salford.

4.7 Significant progress has already been made in implementing physical traffic calming measures as speed reduction initiatives, particularly in residential areas and this will continue. The recent legislative changes concerning the introduction of 20mph zones are welcomed. Most authorities have instigated 20mph zones and will continue to use this practice in residential areas, as part of local safety or as safer routes to school schemes and for improving areas in regeneration zones. For example, in Stockport the promotion of 20mph speed limits has been approved for all school frontages, whilst in Oldham the proportion of the Boroughs households which are within, or along traffic calmed areas or lengths, or in 20mph zones, is now 25%. Around 55 schools are benefiting from these measures. There are seventeen 20mph speed limit orders in operation in the Borough at present.

4.8 The concept of Home Zones is being represented in Greater Manchester with the Northmoor scheme in Manchester City and its development should lead to similar schemes being considered throughout the conurbation. Aspects of Home Zone design are already being incorporated into some street improvements in regeneration zones.

New section required – Greater Manchester Casualty Reduction Partnership

5. IDENTIFICATION AND PRIORITISATION OF LOCAL SAFETY SCHEMES

5.1 Potential schemes for locations with a high level of conflict and a regular incidence of accidents involving personal injury are prioritised on forecast accident savings and benefits in

relation to their costs. The authorities believe that to maximise casualty reduction, it is essential that these sites are identified from a systematic interrogation of police accident records rather than relying solely on local pressures.

5.2 The basis for all investigations is therefore the Countywide accident database stored in the GMAXI system which is maintained by the Greater Manchester Transportation Unit (GMTU) and which is further described in Section 10. The primary objective in drawing up each annual programme of local safety schemes is to achieve the maximum economic rate of return from the programme as a whole but also with regard to the targets defined in Section 3 above.

5.3 Local safety schemes will be identified and prioritised not only with the aim of maximising accident and casualty reduction in general but also with the more vulnerable road user in mind. This ambition will fit with the aim of meeting interim and future targets for casualty reduction which relate to killed and seriously injured casualties and will also encourage greater cycling and pedestrian activity, particularly for shorter distance trips, in line with the main thrust of the LTP.

5.4 Historically, potential sites for local safety schemes have been identified by choosing individual locations, lengths of road, or areas with more than a threshold average number of annual accidents, or accident rate. Continuing with this practice will ensure that all casualty classes, including slight injuries, will be addressed by engineering measures in the future. With the emphasis on killed and serious accident injuries in the new targets, local authorities have refined the method of site identification. These accidents are much smaller in number and tend not to be clustered so that they cannot be targeted in the traditional way. However, accidents of particular types, or occurring at certain types of locations, are more likely to result in KSI casualties than others, as indicated by a high severity index, and these categories have been identified in a recent study. They include, for example, crossover accidents at signal-controlled junctions and loss of control accidents on rural single carriageways.

5.5 Each potential scheme for future years will therefore be prioritised by assessing its predicted performance under the following headings, with those satisfying two or more criteria being given the highest priority.

- the reduction of killed and seriously injured casualties
- the reduction of child casualties
- the reduction of pedestrian and pedal cycle casualties
- the effect on the safety of school journeys

5.6 This procedure will not however be applied so rigidly as to exclude schemes which, whilst not satisfying any of the above criteria, are expected to give acceptable rates of return. Schemes in this category typically include those which address accidents resulting in slight casualties to car occupants.

5.7 The Highways Agency has a clear remit to manage, maintain and improve its network for all road users, including cyclists, motorcyclists and pedestrians, as well as equestrians and disabled people, to increase accessibility, to promote integration and improve safety. The document 'Making the Network Safer' outlines the Highways Agency strategic plan for road safety. The plan identifies target user groups, establishes specific safety objectives for each group and identifies a range of issues and actions to help achieve casualty reductions. It will ensure a consistent approach to safety across the network and improve the management and monitoring of our safety work.

5.8 The promotion of local safety schemes aimed at accident and casualty reduction by the ten authorities will link closely with the education, training and publicity work of their road safety units. Liaison will continue especially where consultation and publicity is required for proposed safety improvement schemes. Local safety schemes are generally prepared in partnership with residents and community groups and this will be developed further. It is the practice of all local authorities to undertake public

information and consultation exercises in connection with all area and most route action schemes and this will continue.

6. MINOR WORKS SCHEMES

6.1 As discussed in Section 5 above, local safety scheme funding is allocated to locations where there is a high level of conflict and a resulting regular incidence of accidents involving personal injury, and where schemes can show a good economic rate of return while being mindful of the targets. Other schemes with potential safety benefits arise from various sources, such as requests from Elected Members and the public, or from the application of Walking, Cycling or Public Transport strategies. These latter schemes are, and will continue to be, included in the minor works programme.

6.2 This programme typically includes measures such as area traffic calming schemes, safe pedestrian crossings places, parking controls and the installation of traffic signals at junctions. The types of measures are often similar to those found in local safety scheme programmes. Whilst schemes in the minor works programme do not show an economic rate of return in relation to predicted accident savings as high as those in the local safety scheme programme, many do have significant accident reduction potential. In addition, others are aimed at reducing the perception of risk amongst vulnerable road users, for example when crossing, particularly main roads, so that walking and cycling may then be encouraged.

6.3 The Greater Manchester authorities have developed assessment procedures to prioritise potential schemes in this category, particularly in relation to environmental traffic calming schemes and pedestrian crossing facilities. Other sources of funding have also been utilised for such schemes in recent years, such as the Single Regeneration Budget. The authorities will continue to seek additional funding to support road safety objectives.

7. SCOPE OF ENGINEERING MEASURES

7.1 Casualty reduction initiatives, particularly local safety schemes, need to address prevalent areas of conflict, therefore a wide range of both proven and innovative measures are promoted in response to specific situations and this will continue. In identifying locations, validated casualty data is used in order to rank traditional single sites, routes and links together with wider area or cell based initiatives. The more common treatments are often based on junction improvements, traffic calming measures, signing and carriageway marking schemes or specific facilities to assist vulnerable road users. Speed reduction and the appropriate allocation of space within the highway environment are key aspects associated with many of the measures promoted.

7.2 Invariably many of the measures adopted are tailored to assist vulnerable groups such as the disabled, pedestrians and cyclists. In this respect, safety schemes are integrated with the wider strategies surrounding healthy and green travel initiatives. The promotion of public transport, walking and cycling and the concept of increasing Urban Safety Management, both in residential areas through projects such as Home Zones and within the school environment through the safer routes to school and associated education, training and publicity projects, is ongoing.

7.3 The promotion of major projects, particularly quality bus corridor (QBC) schemes and highways structural maintenance, provides opportunities for the local authorities to maximise casualty reduction potential. This is carried out by integrating safety measures specifically to address the conflicts identified on each stretch of road in question into the design of each of these schemes at the outset. This practice is to be developed further so as to ensure that the experience gained from identifying problems and implementing successful safety treatments is utilised so that safety is main streamed into all highway design.

7.4 The potential impact of any engineering measures on traffic patterns, congestion and public transport services is assessed prior to implementation. Also major development applications are vetted to establish and offset concerns as an integral part of the planning approval process. These may be specific to the location or address the potential impact upon adjacent, previously identified sites, which exhibit high casualty rates. Measures to improve safety are then included in the design at the outset and implemented usually at the developer's expense. Such measures can include traffic calming measures in new residential developments.

7.5 Maintenance Implications

The implementation of some safety measures such as anti-skid or other surface treatments imposes an increased maintenance liability for the future. Others, such as physical traffic calming measures, involving either horizontal or vertical deflection, make it more difficult and hence more costly to carry out many maintenance tasks from sweeping to resurfacing. The number of traffic signal installations of all types has increased year by year but there has been no corresponding increase in the revenue allocation available for their maintenance, which raises questions on safety and reliability in future years. Safety schemes with a large road marking element rely on its reinstatement at frequent intervals to avoid loss of the effectiveness over time.

7.6 Concern is therefore expressed by the local authorities that whilst extremely effective accident reduction schemes have been and will continue to be commissioned, their long term success could be compromised by the failure to be able to adjust maintenance priorities in the future due to funding restrictions. In addition deteriorating road surface conditions act as a deterrent to both cycling and motorcycling, which the LTP strives to promote, as well as being a potential significant factor in accidents.

7.7 Highways Agency

For the Highways Agency to deliver the objectives within their strategic road safety plan, target user groups have been identified for which individual actions and objectives have been established. The objectives for each of the user groups will be delivered through a range of actions employing a combination of measures including improvements to the infrastructure, technology, education, encouragement, enforcement and management and monitoring. The Highways Agency is committed to strengthening links with the Greater Manchester authorities, the Greater Manchester Police (GMP) and other agencies to deliver a co-ordinated approach to the Road Safety Strategy.

8. EDUCATION, TRAINING AND PUBLICITY

8.1 The education, training and publicity programmes carried out in Greater Manchester are mainly aimed toward groups known to be at the greatest risk, for example child casualties, pedestrians, cyclists and motorcyclists, in addition to car drivers and passengers. Where appropriate, local authorities work closely together to develop co-ordinated approaches and solutions to problems through the exchange of information on best practice, development and the production of resources. This approach will continue.

8.2 Greater Manchester road safety units will continue to develop materials designed to encourage road safety education for all ages within the National Curriculum. Many schools throughout the conurbation operate the Junior Road Safety Officer scheme, which aims to encourage children to promote road safety amongst themselves. Road safety units also provide resources to link with existing projects in schools and this work will continue. This approach also supports DETR and the Department For Education and Employments' (DfEE) introduction of road safety into the personal, social and health education (PSHE) curriculum in Key Stages 1,2 and 3. Local authorities continue to support and promote the use of new educational materials developed by DETR, DfEE and other organisations.

8.3 The multi-agency project entitled 'Crucial Crew' continues to be used by authorities to help children recognise and respond to dangerous situations by increasing their self-assessment of risk taking and hazards. The scheme involves the emergency services and other agencies.

8.4 The local authorities are developing safer routes to schools projects, which will include road safety education, training and publicity initiatives as a major factor. An example of a joint resource, which can be used to support this initiative and which has been developed by the Greater Manchester road safety units, is entitled 'Step Outside – A Journey in Road Safety'. This document aims to develop children's awareness of the road environment in which they live through practical pedestrian training. Current good practice has emphasised the need for children to be given practical opportunities to use the roads with adult supervision. This document hopes to promote this philosophy. The Greater Manchester School Travel Strategy is published separately.

8.5 Cycle training has been given great emphasis in many Greater Manchester authorities and significant resources are used in the provision of on-road cycle training schemes for schoolchildren. The local authorities will continue to promote and encourage the use of cycle helmets and other cycle safety equipment. There are partnerships between road safety units, GMP, who provide crime prevention and cycle postcode marking and also local business who advise on cycle maintenance. Greater Manchester road safety units are working together to produce a strategy for the future development of cycle training within the conurbation.

8.6 The Greater Manchester road safety units actively promote training schemes for adults, such as Pass Plus for drivers and Compulsory Basic Training (CBT) and other courses for motorcyclists. The training is provided by organisations such as, The British Motorcyclists' Federation, The Institute of Advanced Motorists, RoSPA Advanced Driver's Association and other private sector bodies. Local authorities will continue to support these activities. The Greater Manchester Powered Two Wheeler Strategy is published separately.

8.7 The Greater Manchester road safety units along with GMP agreed to carry out a joint publicity campaign entitled 'Commit it to Memory – Speed Kills'. The campaign, now in its third

year, has enabled resources to be used effectively to deliver a high profile campaign and raise awareness regarding inappropriate speed. This initiative is a good demonstration of how resources can be used more effectively when used jointly, particularly when promoting a campaign using the main media outlets. The local authority road safety units also assess local need for campaigns, for example two campaigns entitled 'Drugs and Driving' and 'Sorted for a Lift' have been organised to inform the public of the danger of drugs and driving.

8.8 School Crossing Patrol facilities are provided at approximately 1,200 locations throughout Greater Manchester. This vital community service supports many of the strategies that are being developed in Greater Manchester, particularly school travel and walking. The Greater Manchester authorities welcome the move to amend the School Crossing Patrol legislation, currently making its progress through parliament.

9. LINKS WITH NATIONAL ROAD SAFETY CAMPAIGNS

9.1 DETR issue to all local authorities and Police forces nationally campaign information throughout the year. This information gives the theme of the campaign and supporting materials that are available free from DETR. Greater Manchester authorities will continue to support these campaigns where possible.

9.2 These campaigns usually consist of television and radio advertising that is supported by posters and leaflets. The campaigns are run seasonally and are usually based around drinking and driving, speed, seatbelts, mobile phone use and child safety.

9.3 The Greater Manchester road safety units and GMP order supporting materials to suit their individual needs and plan co-ordinated activities to support the campaigns. The Central Office of Information (COI) organise regional launches of DETR's national campaigns. These launches are usually carried out in conjunction with local authority road safety units and the Police. DETR's 'Think' campaign, launched in June 2000, provides an integrated message and common theme for branding all road safety issues and links with the private sector. Local authorities fully support this new national approach to publicising road safety.

9.4 A number of national organisations run campaigns throughout the year. The main events are 'Walk to School Week', 'National Bike Week', and 'National Child Safety Week'. If local authorities are aware of these campaigns in advance, they are able to programme suitable events to support the given themes.

9.5 In an attempt to co-ordinate road safety publicity throughout the region, the North West Regional Group of the Local Authority Road Safety Officers' Association (NW-LARSOA) has established a campaign strategy group. The remit of the group is to produce an annual campaign calendar, which includes the regional police. A rolling programme, which includes all DETR campaigns, when known will be produced for each year. This process will continue and will also link to the target groups. Although the messages may be different, the co-ordination of campaign themes should maximise the impact of publicity across the region.

10. ENFORCEMENT AND ROAD SAFETY

10.1 Improving road safety in Greater Manchester depends a great deal on motorists' compliance with the road traffic law. Although road safety and traffic enforcement is still not

included in the Home Office national key policing objectives, the importance of joint working to reduce the number of casualties and improve driver behaviour on the roads of Greater Manchester is recognised.

10.2 There is regular liaison between the Police and Road Safety Officers who have responsibility for road safety education, training and publicity. Consultation also takes place at an early stage between the Police and Traffic Engineers who specialise on many traffic and transportation issues such as, local safety schemes, traffic calming schemes, traffic regulation orders, red light running and speed enforcement particularly to ensure that enforcement continues to be an integral part of the casualty reduction strategy.

10.3 As speed is a significant factor in accidents, it is especially important that there is close working by the authorities with the Police whose support is vital in enforcing speed limits, other traffic regulation orders and in supplementing educational work. The ten local authorities have allocated funds to support enforcement by the Police, notably for the purchase of camera equipment and the development of on site facilities. This will continue.

10.4 Road Safety Officers and Police Community Liaison Officers work together along with other agencies on the Crucial Crew project, which enables children to have practical experience of real life situations where safety is a key consideration, as discussed in Section 8.3.

10.5 The local authorities have also worked together to introduce the Greater Manchester Driver Improvement Scheme in co-operation with GMP. This initiative follows the recommendations of the Association of National Driver Improvement Schemes to which the Greater Manchester scheme is affiliated. The scheme offers a course of rehabilitation to those drivers who have committed certain traffic offences, as an alternative to court proceedings. It aims to improve the driving skills, attitude and behaviour of any driver attending the course and thereby to reduce the subsequent likelihood of that driver being involved in further blameworthy incidents.

10.6 GMAXI Data Base

Since 1986, GMTU have provided an accident database and analysis package for use by the ten Greater Manchester local authorities and GMP. With the changes in computing technology and the fact that the package was not Year 2000 compliant, it became necessary to replace the original software. After careful evaluation of the various commercial packages available, it was decided that none of them provided all the facilities required by the Greater Manchester authorities to enable them to fully analyse and target the accidents occurring in their areas. Consequently GMTU developed a new database and analysis package in conjunction with the local authorities. This package is called GMAXI and utilises an MS Access relational database in conjunction with MapInfo GIS analytical software.

10.7 GMAXI was launched in early 1999 and has proved to be a very powerful tool for the local authorities in their work towards accident prevention. Greater Manchester Police also makes use of the system. The way that the software has been written makes it relatively easy to continually amend and improve the system in response to users' needs. Both the original development and the continuing enhancement of the package is undertaken in close co-operation with Accident Investigation Officers from the ten districts and GMP.

10.8 GMP provides GMTU with accident STATS 19 and other data for incorporation into the GMAXI database. The districts use GMAXI to interrogate the data to assist them in identifying

areas for road engineering and casualty reduction. The police are able to use the information to identify locations where there is a high frequency of collisions and casualties that may require enforcement initiatives. This information is also used to assist GMTU to provide an annual report on road traffic accidents and casualties in Greater Manchester. GMP also hold accident files which support the STATS 19 form and contain witnesses' statements, which can be made available to further assist in accident investigation by local authorities if required.

10.9 A new version of the GMAXI software was launched in June 2000, which allows for analysis of postcode data. This is now being collected by GMP as part of STATS19. It is envisaged that this analysis will enable specific areas to be identified for targeting by road safety campaigns. For example, as well as identifying where accidents are occurring, it should be possible to identify areas where drivers and casualties involved in those accidents are living.

11. LIAISON WITH PARTNERS

11.1 The Greater Manchester authorities are working together and with other agencies and local partners to encourage the development of joint road safety initiatives and to ensure that the widest consultation can take place. This will also ensure that the aims and objectives of other initiatives, for example 'Tomorrows Roads – Safer for Everyone', 'A New Deal for Transport - Integrated Transport', 'Saving Lives - Our Healthier Nation' and 'Health and Agenda 21', are incorporated in our work whenever possible.

11.2 In devising and implementing this road safety strategy, the Greater Manchester authorities will work together and with other stakeholders including GMP, GM Fire and Ambulance Services, the Highways Agency, Greater Manchester Passenger Transport Authority and Executive, health authorities and the private sector.

11.3 In line with recommendations in the revised Planning Policy Guidance on Transport 13, the authorities will continue to forge links with the private sector in connection with new developments in order to establish funding for improvements to the road network and to include safety improvements within this criteria. The safety aspects of Section 106 agreements made under the Town & Country Planning Act 1990 and section 278 of the Highways Act 1980, can be made clear to developers at a preliminary stage of approval or ensured by the implementation of a safety audit of the proposed highway improvements.

12. SAFETY AUDITS

12.1 Under the Road Traffic Act 1988, highway authorities have a statutory responsibility to ensure that all new schemes, which have a direct impact on the existing network, do not cause an increase in the risk of accident occurrence.

12.2 The Greater Manchester authorities recognise the importance of the concept and practice of safety audit as contained in the Department of Transport Standard and Advice Note and expanded in the Institution of Highways and Transportation (IHT) guidelines, which were updated in 1996. It is further recognised that the practice of safety audit must cover all schemes, whether major or minor highway schemes, traffic management schemes, maintenance schemes or development proposals so that highway safety is a prime concern throughout the design and implementation of such schemes.

12.3 Safety audit is a formal procedure for assessing accident potential and safety performance in the provision of these schemes. Its systematic application can also ensure that a growing awareness of good road safety principles is achieved throughout any highway commissioning, design, construction or maintenance organisation. An essential ingredient of the audit process is the independent status of the Auditor and the Greater Manchester authorities are aware of the need to ensure this with the possibility of reciprocal agreements between neighbouring authorities. This approach is being discussed.

12.4 The introduction of the safety audit process as an integral part of the design and implementation of schemes associated with the highway is seen as further commitment by the authorities to providing a consistently safe product for all types and ages of road user. However, it is further realised that the safety audit process does place a further burden on the resources currently available for promoting and ensuring road safety.

13. MONITORING AND EVALUATION

13.1 The Greater Manchester Transportation Unit, in conjunction with the Road Safety Strategy sub-group, has developed a system as an enhancement to GMAXI to monitor local safety schemes after implementation. This enables analysis to be carried out more effectively on different types of local safety schemes and so construct a more accurate picture of the effectiveness of a wide range of measures. The new system provides a consistent approach to monitoring throughout the ten Greater Manchester authorities and will help provide more accurate information on programmes for the future.

13.2 The Greater Manchester authorities have looked at the best way of producing achieved economic rates of return for scheme monitoring so as to demonstrate the effectiveness of implemented local safety schemes. The following information is available.

- Detailed listings for each district which can be used at an authority level
- Summary by types of scheme by year, by authority
- The same at county level
- The ability to calculate rates of return

13.3 The intention is to demonstrate that best practice is in place in Greater Manchester and that the GMAXI system could be developed for other authorities.

13.4 In addition, ways of measuring the effectiveness of education, training, publicity, and enforcement will be investigated further through the universities and the Transport Research Laboratory (TRL). The monitoring of other measures and initiatives throughout Greater Manchester is being investigated both as part of the Best Value requirements for local authorities and for performance indicators and targets as discussed in section 3.

14. ACKNOWLEDGEMENTS

Thanks go to the following Greater Manchester Local Transport Plan Road Safety Strategy sub-group members without whom this document would not have been produced.

Mark Edwards	Bolton MBC	
Les Watts	Bury MBC	
Brian Wood	GMP	
Peter Bearon	GMTU	Secretary
Roger Hough	GMUTC	
Paul Elliott	Highways Agency	
Thian Min Gan	Manchester CC	
David Benning	Oldham MBC	
Ann Winn	Rochdale MBC	
Andy Devine	City of Salford	
Katy Farrer	Stockport MBC	
Steve Dickinson	Tameside MBC	
Brian Ganderton	Tameside MBC	
Josie Wride	Trafford MBC	Chair
Peter Taylor	Wigan MBC	

15. REFERENCES

DETR 'Road Safety Strategy – Current Problems & Future Options	October 1997
DETR 'Tomorrow's Roads – Safer for Everyone'	March 2000
DETR 'New Directions in Speed Management'	March 2000
DETR 'Guidance on Full Local Transport Plans'	March 2000
Greater Manchester Cycling Strategy (draft)	July 2000
Greater Manchester Driver Improvement Scheme - Business Plan	March 2000
Greater Manchester Powered Two Wheeler Strategy (draft)	August 2000
Greater Manchester School Travel Strategy (draft)	August 2000
Greater Manchester Walking Strategy (draft)	July 2000
HMSO - Road Traffic Act 1988	1988
Highway Agency Strategy Plan for Safety ' Making the Network Safer' 2000	February
Institute of Highways & Transportation 'Guidelines for The Safety Audit of Highways'	November 1996
Saving Lives: Our Healthier Nation	July 1999

16. GLOSSARY

AGMA	Association of Greater Manchester Authorities
COI	Central Office of Information
CBT	Compulsory Basic Training

DETR	Department of the Environment, Transport and the Regions
DfEE	Department for Education and Employment
GIS	Geographic Information System
GMADE	Greater Manchester Association of District Engineers
GMAXI	Greater Manchester Accident Interrogation System
GMGRSO	Greater Manchester Group of Road Safety Officers
GMP	Greater Manchester Police
GMPTA	Greater Manchester Passenger Transport Authority
GMPTE	Greater Manchester Passenger Transport Executive
GMTU	Greater Manchester Transportation Unit
GONW	Government Office North West
HEN1	Highways Economic Note No.1
IHT	Institution of Highways & Transportation
KSI	Killed and Seriously Injured
LARSOA	Local Authority Road Safety Officers Association
LTP	Local Transport Plan
NW	North West
PTW	Powered Two Wheelers
PPG13	Planning Policy Guidance 13 on Transport
PSHE	Personal, Social and Health Education
QBC	Quality Bus Corridor
RoSPA	Royal Society for the Prevention of Accidents
Section 106	Town and Country Planning Act 1990
Section 278	Highways Act 1980
STATS19	Statistical Form No.19
TRL	Transport Research Laboratory

APPENDIX 1

GREATER MANCHESTER ROAD SAFETY STRATEGY **ACTION PLAN**

The Greater Manchester Road Safety Strategy document has 16 sections with 11 sections having one or more objectives, The following table defines the objectives in each of the 11

sections and gives the proposed timescale for implementation. This is indicated by the following symbols:

- * those which are in place,
- ~ those that will be implemented now, and
- # those that will be implemented within the next two to three years.

Section	Time scale	Objective/s
3. Performance Indicators & Targets	* *	1. To meet national road safety targets and the local targets set for Greater Manchester for 2010 2. To constantly monitor on an annual basis progress towards these targets
4. Speed Management	* * * # # ~	1. To ensure drivers comply with all existing and proposed speed limits 2. To continue the use of speed cameras at locations of speed-related accidents 3. To continue the partnership with the Police in tackling problems of excessive and inappropriate speed 4. To develop a joint strategy towards the consistent application of speed limits based on agreed highway hierarchical definitions 5. To develop a set of policies and an action plan covering all aspects of speed management 6. To extend the use of self-enforcing 20 mph zones and speed limits and pursue the concept of Home Zones
5. Identification & Prioritisation of Local Safety Schemes	* * * * *	1. To focus safety engineering measures at high-risk accident sites 2. To focus safety engineering measures at accident sites where the vulnerable are at risk 3. To maximise the benefits of local safety schemes in relation to costs and accidents 4. To maximise the economic rate of return from the local safety scheme programme as a whole 5. To prepare local safety and other schemes in partnership with local communities
6. Minor Works Schemes	* *	1. To continue to make appropriate funds available for the implementation of traffic calming and other minor works schemes in areas where safety benefits may be demonstrated. 2. To seek other (non-transport sector) funds for schemes which support road safety objectives.
7. Scope of Engineering Measures	* * ~ *	1. To focus safety engineering measures at known accident sites or involving specific road user groups 2. To apply site specific, mass action, area action and route action measures as appropriate to type and location of accidents 3. To integrate safety schemes with those resulting from other strategies so as to maximise the safety benefits 4. To continue to review best practice produced by Government or other local authorities and implement such best practice where appropriate
8. Education, Training & Publicity	* *	1. To encourage the reduction of the number and severity of road accident casualties through education, training and publicity initiatives.

	* * ~ * ~ ~ * *	<ol style="list-style-type: none"> 2. To develop road safety programmes and resources to raise the awareness of road safety for all ages and classes of road user 3. To ensure an effective and efficient School Crossing Patrol Service 4. To encourage and facilitate road safety education in schools particularly through existing National Curriculum subjects 5. To support the safety aspects of the introduction of school and other travel plans 6. To organise and manage cycle skills training 7. To organise and manage pedestrian skills training 8. To support and encourage safer routes to school schemes 9. To develop, promote, collate and distribute information on good practice in all aspects of road safety education, training and publicity 10. To assess the need and to implement publicity campaigns aimed at specific local problems e.g. drugs, fatigue
9. Links with National Campaigns	*	<ol style="list-style-type: none"> 1. To organise support for national, local and regional publicity campaigns
10. Enforcement & Road Safety	* # * *	<ol style="list-style-type: none"> 1. To provide the Greater Manchester Driver Improvement Scheme in accordance with national guidelines, best practice and the agreement between AGMA and GMP 2. To evaluate where possible road safety initiatives to ensure best value 3. To maintain the provision of STATS 19 data to a high level of accuracy and validity 4. To target enforcement activity, including the use of camera technology, at high-risk accident locations.
11. Liaison with Partners	* ~	<ol style="list-style-type: none"> 1. To support and develop strategies and initiatives which include partnerships with other agencies and the private sector 2. To seek private sector funding to provide road safety improvements particularly in relation to new developments
12. Safety Audits	* ~	<ol style="list-style-type: none"> 1. To continue to develop, organise and promote the safety audit process of highway and traffic schemes throughout Greater Manchester 2. To ensure that the audit procedure considers vulnerable road users in all schemes
13. Monitoring & Evaluation	* *	<ol style="list-style-type: none"> 1. To continue the development of computer-based monitoring to provide full statistical coverage of the effectiveness of local safety and other schemes and initiatives throughout Greater Manchester 2. To regularly review the targets and performance indicators for measuring progress within Greater Manchester

APPENDIX 2

GREATER MANCHESTER CASUALTY REDUCTION TRENDS AND TARGETS

(NEW TABLE REQUIRED - UPDATE AI STATS REQUIRED)

Road Safety – Base year, 1999 and targets 2000 to 2005 & 2010									
Numbers of casualties/accidents by road user category.									
Road user category	Base Years Ave 1994/98	1999	2000	2001	2002	2003	2004	2005	2010
KSI Casualties	1281	1125	1034	984	938	893	851	810	641
Child KSI Casualties	304	270	247	236	225	214	204	194	152
Total Cycle Casualties	1188	1128	1102	1078	1055	1032	1009	987	891
Total Pedestrian Casualties	2939	2698	2676	2624	2573	2523	2474	2425	2204
KSI Accidents	1151	1013	933	889	846	805	766	730	576
Child KSI Accidents	297	261	242	230	219	209	199	190	149

NB: Slight rate will be presented when methodology is obtained from DETR.

APPENDIX 3

GREATER MANCHESTER LOCAL TRANSPORT PLAN

LOCAL SAFETY SCHEMES – MONITORING

Project Brief – GMTU Service Provision (Core activity)

1. This Project Brief defines the extent and specification of the service required by the Greater Manchester Association of District Engineers (GMADE) for the purposes of “Before and After” monitoring of Local Safety Schemes implemented by the 10 Districts in the Greater Manchester area for inclusion in the GM Local Transport Plan.
2. The monitoring to consist of the comparison of reported Road Traffic Accidents (RTAs) at locations where Local Safety Schemes have been implemented and the decrease in numbers (or increase, measured negatively) since the completion of each scheme recorded and valued against the cost of the scheme in order to produce a First Year Rate of Return (FYRR)
3. The monitoring of all locations of completed Local Safety Schemes from each District is to be undertaken on an identical basis in order that the overall effect of Local Safety Schemes throughout the Greater Manchester area can be aggregated with respect to the following categories and examples:-

<u>Category</u>	<u>Sub-Category</u>	<u>Examples</u>
Mass action		Anti-skid surfacing
		20 mph Zones
		Carriageway markings
		School signing
		Enforcement cameras
		Radar speed detection
		Cycle facilities
		Speed limit review
Single Sites	Junction Improvements (Note – all facilities to assist pedestrians at individual sites are in next category)	Re-staging or re-timing signals
		Geometric or layout modifications
		Change of control (e.g. to traffic signals or Mini-roundabout)
		Additional signing and/or markings
		Carriageway surface treatment
		Facilities to assist cyclists
		Street lighting improvements
		Visibility improvements
		Banned turns, or other TROs
		Red light cameras
		Combinations of the above
		Single Sites
Puffin Crossings		
Pedestrian phase in existing signals		
Tactile paving and/or rotating cone devices		

		Guardrail
		Combinations of the above
Single Sites	Other (e.g. bends)	Signing/lining
		Carriageway surface treatment
		Anti-skid surfacing
		Carriageway re-alignment
		Application of super-elevation
		Drainage improvements
		Single road closures, or other TROs
		Combinations of the above
		Combinations of the above
Area Action	Traffic calming (i.e. physical)	Speed humps, cushions & other vertical deflection
		Traffic chokes & other types of narrowing
		Chicanes & other lateral deflection, including Mini-roundabouts
		Partial or complete road closures
		Combinations of the above
		Combinations of the above
Area Action	Other	Partial or complete road closures
		Signing / lining
		Carriageway surface treatment
		Combinations of the above
Route Action	Urban –traffic calming (i.e. physical)	Speed humps, cushions & other vertical deflection
		Traffic chokes & other types of narrowing
		Chicanes & other lateral deflection, including Mini-roundabouts
		Combinations of the above
		Combinations of the above
Route Action	Urban – other	Pedestrian crossing facilities (any type)
		Signing / lining
		Carriageway surface treatment
		Anti-skid treatment
		Parking controls
		Street lighting improvements
		Cycle lanes
		Speed cameras
		Combinations of the above
Route Action	Rural	Signing / lining
		Carriageway surface treatment
		Anti-skid treatment
		Speed limit revision
		Combinations of the above

4. The information to be supplied by each District for each scheme shall be as follows:
- a) Name of scheme

- b) Type of scheme – defined by category and sub-category as follows:
 1. Mass Action
 2. Single Site – Junction Improvement
 3. Single Site – Pedestrian Safety Scheme
 4. Single Site – Other
 5. Area Action – Traffic Calming
 6. Area Action – Other
 7. Route Action – Urban – Traffic Calming
 8. Route Action – Urban – Other
 9. Route Action - Rural
 - c) Extent of area of location
 - d) Date of start of 36 month “Before” period
 - e) Date of completion of scheme
 - f) Date of start of 36 month “After” period
 - g) Final cost of scheme [this may be an estimate]
5. The above information is to be supplied in GMAXI format in a form of a MapInfo Table. GMTU to modify the Site monitoring facility within GMAXI to take additional information required for individual site monitoring which can then be used as a vehicle for data collection from each Authority by GMTU. The table produced from the input of data for site monitoring also to contain the monetary value for the average accident for successive years according to the DETR’s HEN1. in order to calculate a First Year Rate of Return.
6. GMTU to assist any authority not conversant with providing information in this format.
7. GMTU are charged with assembling the collected data, to validate all such data and to provide the following:-
- i) To produce detailed listing for each District in chronological order of scheme completion date.
 - ii) To produce a summary of types of schemes for each District for each financial year and to summarise the average Rate of Return for each type.
 - iii) To produce a summary of types of schemes for Greater Manchester for each financial year and to summarise Rates of Return as in ii).
 - iv) To answer questions 2 and 3 of the Data pro forma as supplied by the GONW for each authority and for the total Greater Manchester area.
8. GMTU are to evaluate the cost of the above activities and to provide an estimate for the above work to be included as a future item of Core activity.