

COMMUNITY OVERVIEW & SCRUTINY PANEL – 16 SEPTEMBER 2014

WORKING GROUP – REDUCTION OF KILLED AND SERIOUS INJURIES

1. INTRODUCTION

- 1.1 The purpose of this report is to introduce the outcomes of the working group that has looked at the killed and seriously injured casualties (KSI) on New Forest roads and developed a draft action plan for the Council and partners.

2. BACKGROUND

- 2.1 Following the Safer New Forest Partnership Strategic Assessment 2013 that highlighted an increasing KSI trend New Forest District Council convened a multi-Panel and multi-agency working group to look at the casualty statistics. The members of that group included:

- Representative from Communities Overview and Scrutiny Panel
- Representative from the Environment Overview and Scrutiny Panel
- Chair of the Health and Well Being Board (NFDC)
- Vice Chair of Safer New Forest (Hampshire Fire and Rescue)
- Representative from the Road Safety Team (HCC)
- Representative from Hampshire Road Policing Unit
- Principal Engineer, NFDC Transportation Group, NFDC
- Community Safety Co-ordinator (NFDC)
- Health Development representative

The group was chaired by Cllr Allan Glass and was assisted by the Roads Policing Unit analyst James Farr.

3. FINDINGS

- 3.1 The New Forest partners have undertaken considerable activity to both design out issues relating to the road structure and change people's driving behaviours however the local KSI statistics are still high compared to the most similar areas in Hampshire.

The following key demographic groups and transport use were identified for priority action:

- Car Occupancy Casualties 76+
- Car Occupancy Casualties 16 – 25
- Motorcycle Commuters
- Pedal Cyclists
- Pedestrians

4. ACTION PLAN

- 4.1 An action plan (attached as Appendix 1) has been developed to address the issues identified by the Group.

5. RECOMMENDATION

- 5.1 That the Council engages with the action plan and assist partners where appropriate; and
- 5.2 That Safer New Forest continues to monitor the KSI statistics and work with key partners to adjust the action plan as required.

Further Information:

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Background papers:

KSI working group terms of reference
KSI working group notes of meetings

New Forest Task and Finish Group Draft Action Plan – Reduction of Killed and Seriously Injured Casualties

<i>Identified Priority for the New Forest</i>	<i>What work is currently targeting the issue</i>	<i>What work can we add for the New Forest</i>	<i>The actions and who will be taking them</i>	<i>When will it be done</i>	<i>Resources required</i>
Car occupancy casualties 76+	Driver Skills Scheme 60+				
	This consists of a personal Driving Appraisal and costs £30. It is promoted through leaflets, posters and limited number of talks to local groups	We can help to promote the scheme by displaying posters and making available leaflets. We can borrow freestanding displays that can be positioned at identified key locations eg leisure centres and info centres	Put together a one off sub group to develop, resource and deliver an action plan to promote the scheme locally; group to include Graham Mylward, Rob Heard, Cllr Glass, Cllr Jackman and S Bennett	To be agreed by the sub group members	Facilitation and media support. Potentially might require additional resource for undertaking the appraisals
	Information through GPs				
	Currently all people reaching 70 (and every three years after) who wish to drive are signed off by the GP that they can keep driving	Provide GPs with information packs to pass to all people they sign off that they can keep driving Packs to also be available at Age UK and lunch clubs etc	Sub group to collate info that is currently available and design the packs. Health and Well Being Board to assess proposals and advise. NFDC Community Safety to organise the make up of the packs and distribute	To be agreed by Health and Well Being Board	Pack resources, pack and distribution
Car occupancy casualties 16-25	HCC are currently undertaking considerable activity to raise awareness within this group	To be developed	To be developed		

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Motorcycle Commuters	Bus Advertising campaign				
	Starting end of June for 12 weeks.	Utilise the images used for the bus advertising campaign to produce A4 posters Possibly link to pedal cycle commuters	NFDC Community Safety to develop the poster and print. New Forest Business Partnership to send a request to members that they display in their breakout areas/locker rooms/staff changing areas etc.	After the bus campaign	Poster construction and print. Postage to business members
Pedal Cyclists	Mutual Respect Campaign				
	Mutual respect campaign organised by HCC running May and June 2014. Campaign has posters and other resources available	Distribute posters and window stickers in key places. Release a media piece focusing on raising awareness of vehicle drivers on what has happened in the New Forest. Link to facebook resource from NFDC facebook. Write to all NFDC employees who drive at work to raise their awareness	NFDC Community Safety to distribute to an agreed plan Safer New Forest media to undertake release NFDC Comms to run facebook resource awareness NFDC HR to write to all employees who drive for the council to highlight the campaign		Posters and stickers from HCC Assistance from NFDC media Letter to be written and distributed

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		Develop and deliver an enhanced message to run from the time of year that more people cycle to and from work	NFDC Community Safety to work with Darren Ord and Rob Heard to put campaign together		Unknown
Bikeability					
	Level 2 Bikeability offered to all Year 5/6 pupils. Level 3 Bikeability offered to Years 7/8	Highlight to secondary schools Level 3 cycle training	Elected members to speak to their local secondary schools and provide details		Elected member time and information leaflets
Warnings to and about cyclists					
	HGV and van marking to warn cyclists being undertaken nationally. Car driver wing mirror stickers made available by AA	NFDC Environment Services vehicles to be marked with signage where appropriate NFDC drivers to be provided with wing mirror stickers	NFDC Env Services manager to arrange stickering of vehicles. Community Safety to arrange provision of stickers to sizes required NFDC Community Safety to source wing mirror stickers and NFDC Comms to notify employees through forestnet		Stickers £200? Depot time for fitting NFDC comms time

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		Media release re NFDC actions to be undertaken with initiative plan and resources sources provided for local businesses	Safer New Forest media to release. Website page to be updated and tweeted		Comms officer and CSC time for website
Pedestrians	Child Pedestrians				
	Child Pedestrian Training offered to Infant/Primary Schools but there is difficulty encouraging them to take up the offer	Help promote scheme to schools not taking part	HCC Road Safety Team to supply list of schools in district not taking part. NFDC elected members to approach local schools to encourage them to take up offer	Nil Nil	Elected member time and information leaflets
	Walk to school week October 2014	Support the initiative locally	Sgt Jones to co-ordinate additional resource and assistance from the JAG	Ops JAG funded	Police SNT time
	Elderly Pedestrians				
None	Media release to encourage older people to keep up their eyesight checks, renew their glasses and wear their glasses (perhaps to come from members?)	Safer New Forest media to prepare release	Nil	Media officer and CS time to prepare release and letter	

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		Letter to be written to all local opticians asking them to remind older people about the need to wear their glasses when out and about and what happens as their vision changes (eg not the same peripheral vision)	NFDC Community Safety to prepare and distribute letter	Nil	
Awareness raising of what is happening					
	Press articles cover collisions and impact eg traffic hold ups but there is no messages to the community about awareness raising on what contributes to these collisions	Media release to be prepared covering the contributory factors to collisions to raise peoples awareness on when to take extra care and what the priorities are for the New Forest Links to be given to Safer New Forest website	NFDC Community Safety Comms to prepare a press release NFDC Community Safety to build a bespoke web page for media work and tweets	nil	Officer time and CSC time for website
	No work is done face to face to raise awareness	2 events to be undertaken (perhaps linked to market days or community events) at Totton and New Milton to give out reduction of KSI info	NFDC Community Safety and HCC Road Safety and police to organize through the sub group	nil	Officer time to staff event. Elected member assistance at the events