

Further Improving Road Safety in Blackburn with Darwen

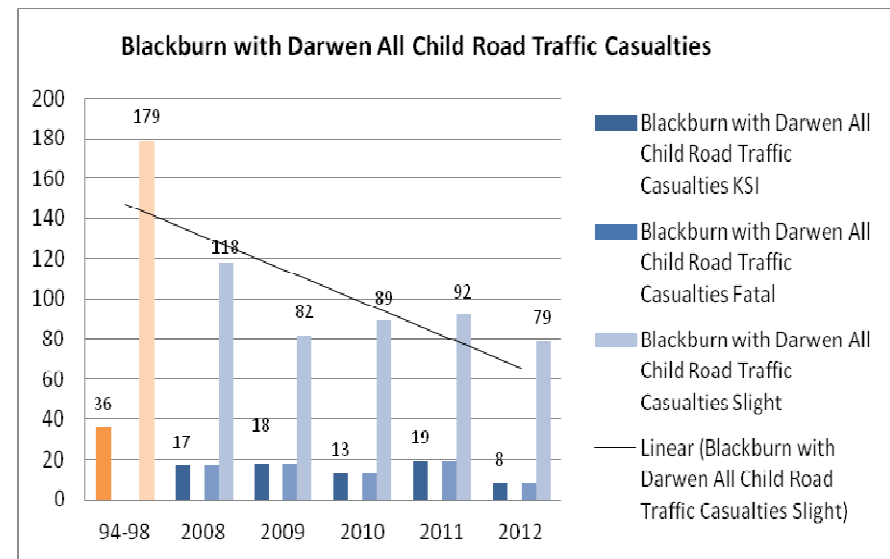
July 2013

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1 – Road Safety Landscape

- Council Forum Motion April 2013 –
‘The Council calls upon the Executive Member for Regeneration to produce a report to the Regeneration and Neighbourhoods Scrutiny Committee as soon as possible on the reasons for this (*current road casualty statistics*) and what steps are being taken to further improve road safety in the borough.’
- All road traffic casualties in Blackburn with Darwen have reduced by 37% since 1994-98 & 20% in the last 5 years*
- Graph shows decline in child casualties in the last 5 years and since 1994-98
- There have been zero child fatalities since 2006
- Number of children injured on roads per 100,000. 3 year average for 2010-2012 shows significant reduction to 2009-2011 figure.
- Key road safety concerns - child pedestrian casualties, particularly in areas of deprivation & young driver casualties



* All Road Traffic casualties in Blackburn with Darwen	1994-1998 Avg	882
	2008	698
	2012	560

2- Road Casualty Reduction Measures

EDUCATION

- Targeted schools programme - including child pedestrians, transition to secondary school, areas of deprivation
- Community education & targeted training E.g. Mosque Marshalling
- Development & support of Lancashire Partnership for Road Safety education projects, including Wasted Lives & NDORS (National Driver Offender Rehabilitation Schemes)
- Your Call Campaign targeting school parking issues

ENGINEERING

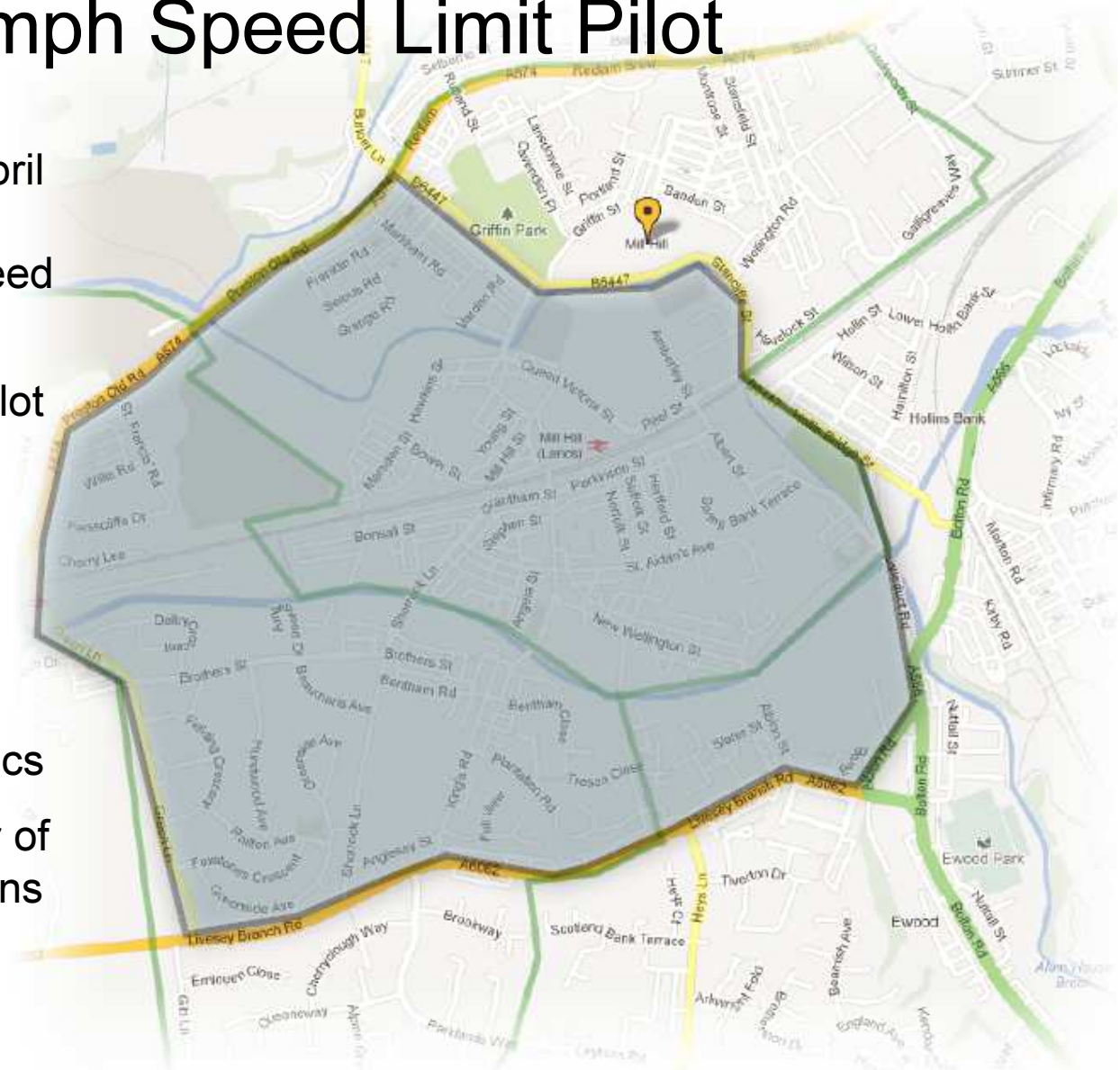
- Annual Casualty Reduction Programme, funded through LTP. Prioritisation model assesses relative need & appropriate resources
- TIA's (Traffic Improvement Applications), enquiries & petitions for traffic calming measures prioritised annually

ENFORCEMENT

- Stats 19 casualty data shared by Lancs Constabulary. Close working relationship with divisional road policing sharing information about collisions & areas of concern
- Community Road Watch, Monthly campaigns & Lancashire Partnership for Road Safety

3 - 20mph Speed Limit Pilot

- Following Council Forum April 2012 request to prioritise further areas for 20mph speed limits
- Mill Hill area chosen as a pilot – (grey area on map).
- Predominantly residential areas, with limited existing traffic calming in place
- Large enough area to generate meaningful statistics
- Mill Hill has highest number of children's hospital admissions in Borough (2006-2011)

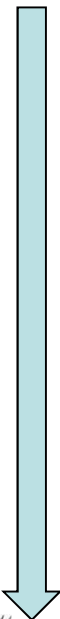


4- Costs & Timescales

- Total cost for highlighted pilot area for 20mph speed limits = **£38,587**
- Includes : gateway signs, repeater signs, unlit posts, design & TRO

Timeline

Aug
2013

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- Consultation (including with community, Emergency services & bus companies)
 - Initial 'before' speed measurements
 - Final design & TRO application (28 day objections period)
 - Road Safety Projects (September 2013 to March 2014)
 - Begin implementation
 - Completion (2014)
 - 1st Speed Monitoring +6 months after completion
 - Casualty comparison data available +1 year after completion

5 – Monitoring & Added Value

MONITORING

- Mill Hill area will be a sign only scheme, in line with guidance from DfT. Pilot area will not be a 20mph zone. 'Zones' refer to areas of 20mph which have associated traffic calming measures.
- Impact on vehicle speed will be measured after 6 months
- Impact on casualties measured after 1 year

ADDED VALUE

- In addition to consultation, road safety training will take place in the schools in the area. (6 Primary schools & 1 Secondary school, with a focus on pedestrian safety.)
- Additional vehicle activated signs funded through developers will be located within the area.