

BLACKBURN WITH DARWEN ROAD SAFETY ACTION PLAN

Priority Action 1

Evidence – An evidence based, co-ordinated response to road safety

ACTIVITY	DESCRIPTION	OUTPUTS	LEAD	WHEN	RAG
Develop a new KPI Performance Framework for road safety so we can present a clear and concise picture of our current challenges, justify our priorities and demonstrate progress.	<ul style="list-style-type: none"> Review outcome framework requirements with programme sponsors. Work alongside partners to develop performance dashboard mirroring county document. 	<ul style="list-style-type: none"> Evidence base for board decisions Support from programme sponsors Informed public and partners. 	JO/LP KT	June 2017	
Develop an updated Road Safety Strategy to sit alongside the Lancashire and Pennine plan, recognising Blackburn with Darwen's, needs and contributions.	<ul style="list-style-type: none"> Develop relationships with LPfRS coordinator Review governance and delivery group functions of Pennine group and BwD attendance. Review historical road safety plan and responses and refresh our approach Gain commitment from partners and departments 	<ul style="list-style-type: none"> Regular attendance at Operational Group meetings Regular attendance at Executive Board meetings Successful programme delivery 	AW/RL MA IA KT	April 2017	
Develop revised governance building on existing partnership infrastructure.	<ul style="list-style-type: none"> Develop and implement local steering group to tie in with the Pennine Road Safety Board. Ensure that partners are working together to reduce duplication and promote shared practice. 	<ul style="list-style-type: none"> Established Steering Group Established key priorities and areas 	SG KT/MA SS JB	July 2017	
Develop a road safety needs assessment that can be used to identify strategic challenges and where tactical responses are needed thematically and geographically.	<ul style="list-style-type: none"> Support development of an enhanced tactical assessment of road safety utilising local quantitative and qualitative information Develop service user/consultation group with local knowledge and expertise to support the identification of where interventions can be targeted to have the greatest impact. Conduct an engineering audit, identifying higher accident areas where programmes of works or engagement packages could prove effective with a view to supporting investment from existing and new funding. 	<ul style="list-style-type: none"> Delivery of bespoke initiatives to support the three key priorities set out in the strategy. Progress delivery plan 	SG KT SS LMH JB CG	April 2017 (Annually)	
Improve engagement and feedback through elected members and with residents on the delivery of the plan.	<ul style="list-style-type: none"> Ensure that key messages are communicated regarding joint working practice through local programme and wider Lancashire and Pennine approach Develop relationships with elected members regarding road safety to ensure feedback to community concerns 	<ul style="list-style-type: none"> Develop an effective communications plan 	MA IA	July 2017	

Priority Action 2

Education – Enabling, educating and engaging with individuals and communities to influence and change road user behaviour

ACTIVITY	DESCRIPTION	OUTPUTS	LEAD	WHEN	RAG
Educate and engage with Pre-school and reception school aged children promoting road safety	<ul style="list-style-type: none"> Engage with and assist pre-school and infant schools in adopting a safer travel/road safety programme Re-launch of age appropriate road safety campaigns 	<ul style="list-style-type: none"> Successful programme delivery across children aged 0-5 years Number of pre-school and infant school aged children engaged Develop relationships with children's services / education to improve programme delivery Campaign re-launch – available through various media streams 	KT LMH CS CG JB CB	June 2017	

BLACKBURN WITH DARWEN ROAD SAFETY ACTION PLAN

Educate and engage with Infant school aged children promoting road safety	<ul style="list-style-type: none"> Engage with and assist infant schools in adopting a safer travel/road safety programme Re-launch of age appropriate road safety campaigns 	<ul style="list-style-type: none"> Successful programme delivery across infant school aged children Number of school aged children engaged Develop relationships with children's services / education to improve programme delivery Campaign re-launch – available through various media streams 		September 2017	
Educate and engage with Junior school age children promoting road safety	<ul style="list-style-type: none"> Engage with and assist junior schools in adopting a safer travel/road safety programme Effective use of resources through multi-agency collaborative and local delivery programmes Promote available online resources to assist schools in educating children on road safety 	<ul style="list-style-type: none"> Successful programme delivery across junior school age children Number of junior school aged children engaged Increased use of online resources for use in schools 	KT JO/LP CS JB	September 2017	
Educate and engage with High school and college aged children and teenagers on road safety	<ul style="list-style-type: none"> Effective use of resources through multi-agency collaborative and local delivery programmes Pre driver courses 	<ul style="list-style-type: none"> Successful programme delivery Number of high school pupils engaged Number of colleges engaged Number of pre driver courses delivered 	KT JB JO/LP RL	April 2017	
Educate and engage with young people through council and partner youth engagement and service settings to raise awareness on road safety.	<ul style="list-style-type: none"> Engage with and assist community groups in adopting a safer travel/road safety programme Effective use of resources through multi-agency collaborative and local delivery programmes 	<ul style="list-style-type: none"> Successful programme delivery across community groups Number of young people engaged 	RH JM	June 2017	
Develop high profile targeted campaign aimed at parking around schools.	<ul style="list-style-type: none"> Review of quantitative and qualitative information to establish areas of greatest need. Continuing ad-hoc enforcement of the borough's schools Work in partnership with our communities to roll out events to target drivers parking outside schools. Work with schools to develop road safety campaigns through education and enforcement Targeted engagement days 	<ul style="list-style-type: none"> Successful campaign launch Number of schools engaged with Enforcement data 	LMH KT CS CB	September 2017	
Educate and engage with older drivers targeting those groups highlighted as at greatest risk.	<p>Develop a programme for engaging with:</p> <ul style="list-style-type: none"> 60+ Drivers of motor vehicles. South Asian Heritage drivers of motor vehicles aged 25-39. Cyclists from 25-55 year olds. Pedestrians – all ages. 	<ul style="list-style-type: none"> Number of older drivers engaged 	RL KT	June 2017	
Continue to deliver and support Bikeability within Blackburn with Darwen	<ul style="list-style-type: none"> Support the delivery of Bikeability. Practical on road cycle course to help raise children's awareness and confidence on roads. 	<ul style="list-style-type: none"> Numbers of junior and high school children engaged Numbers of adults engaged 	TW	April 2017	
Educate and engage with drivers on the effects of Alcohol and drug use.	<ul style="list-style-type: none"> Support and promote the joint targeting of drivers in relation to risk and consequences of drink driving/drug driving, throughout the year. 	<ul style="list-style-type: none"> Support and promote existing campaigns through LPfRS and DFT utilising various media streams. 	KT SG CB RL	August 2017	
Educate and engage with key community members, elected members and influential residents groups to influence and change road user behaviour.	<ul style="list-style-type: none"> Support and promote campaign targeting drivers in relation to anti-social and or dangerous user behaviour. Work with volunteers to engage residents in relation to road safety through train the trainer model. 	<ul style="list-style-type: none"> Support and promote campaigns/initiatives through your call events 	MA IA	April 2017	

BLACKBURN WITH DARWEN ROAD SAFETY ACTION PLAN

Priority Action 3

Enforcement – Intelligence led enforcement in response to community complaints and concerns

ACTIVITY	DESCRIPTION	OUTPUTS	LEAD	WHEN	RAG
Collaborate with partners on shared outcome enforcement in high risk areas maximising available shared resource.	<ul style="list-style-type: none"> Joint operations for parking enforcement around schools and town centres. Regular joint operations with specials and ASB leads to include road safety enforcement. Promote the use of Community Road Watch engagement working with residents in the use of speed detection equipment. 	<ul style="list-style-type: none"> Planned joint operations diarised annually Number of tickets issued 	LMH KT	April 2017	
Develop a pilot aimed at tackling anti-social driving using available technology to supplement and compliment the police's enforcement role around traffic offences.	<ul style="list-style-type: none"> Progress a volunteer led dash cam programme aimed at encouraging residents to flag poor behaviour with greater flexibility to who and how we enforce against it. 	<ul style="list-style-type: none"> Successful programme delivery Report on positive intervention or CPW/CPNs issued 	KT CB DK	July 2017	
Maximise use of Speed camera's in higher risk locations.	<ul style="list-style-type: none"> To implement digital upgrade to Road Safety Cameras in the borough as part of the Lancashire wide capital programme. To implement Average Road Safety Camera systems on our most dangerous routes as part of the Lancashire wide capital programme. To be responsive to resident complaints, directing the use of Speed Count devices and Mobile units where speeding is demonstrated. 	<ul style="list-style-type: none"> Reduction in number of faults Number of tickets issued 	JA	August 2017	
To raise at a national level the issue of high powered hire vehicles and to target both users and businesses supplying such vehicles with the available tools and powers of the partnership.	<ul style="list-style-type: none"> To table a council motion on the issue. To write to the secretary of state for transport outlining our concerns and the need for a national government response. To target local businesses supplying such vehicles to residents. To target events where such vehicles are likely to be used with multi agency enforcement response. 	<ul style="list-style-type: none"> Government engagement Successful interventions Successful programme delivery 	MA KT	December 2016	

Priority Action 4

Engineering – Engineering for safety to produce safer roads that will benefit our residents, economy and wellbeing

ACTIVITY	DESCRIPTION	OUTPUTS	LEAD	WHEN	RAG
Needs assessment aimed at targeting resources through engineering schemes	<ul style="list-style-type: none"> Support development of an enhanced tactical assessment of road safety utilising local quantitative and qualitative information Conduct an engineering audit, identifying higher accident areas where programmes of works could prove effective with a view to supporting investment from existing and new funding Develop an annual assessment of engineering schemes with technical support, to identify schemes based on greatest need. 	<ul style="list-style-type: none"> Evidence based, effective highways infrastructure 	SS	May 2017 (Annually)	
Needs assessment aimed at managing speed camera requests	<ul style="list-style-type: none"> Progress through Speed and Traffic counts as part of audits 	<ul style="list-style-type: none"> Evidence based, effective camera placement 	Unknown	August 2017	