

Blackburn with Darwen

Safer Roads Strategy 2022-2026



We recommended you [click here](#) to view the strategy on the interactive platform Microsoft Sway

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1. Strategy Purpose

Whilst a consistent regional approach to road safety across Lancashire is vital in line with the [Lancashire Road Safety Partnership](#), addressing issues at a local level will be important to improve safety on BwD roads



2. Strategy Context



Locally ☞ Creating safer and healthier roads in BwD ties into a number of agendas and priorities:

The strategy supports the priorities of the BwD Borough Council's [Corporate Plan](#) including:

- ☞ improving health inequalities and outcomes
- ☞ ensuring a safe and clean environment

Additionally, improving rates of walking and cycling is a [key action](#) within the road safety agenda - both via improving safety for these more vulnerable road users, and by encouraging active travel and thereby fewer cars on the road.

This strategy therefore complements the:

- In development Local Transport Plan 4 which is due to have a specific focus on sustainable travel and improving opportunities for walking and cycling
- [BwD Walking and Cycling Plan](#) which details how the authority is working to improve rates of walking and cycling.
- [Eat Well Move More Strategy 2022-2025](#)
- [BwD Climate Emergency Action Plan](#)

Regionally ☞ [The Lancashire Road Safety Partnership](#) has a 2016-2026 strategy with the vision of a Towards Zero Lancashire and the following aims:

1. Reduce road traffic fatalities by user group and age
2. Reduce severity and numbers of road traffic injuries by user group and age

3. Improve outcomes of 'vulnerable' road users.
4. Improve and change road safety attitudes and behaviours.

This strategy uses the 3 Es of Education, Enforcement and Engineering along with an emphasis of a coordinated and evidence based response

Nationally 🗞 In 2019 the DfT released a [2 year action plan](#) for road safety with a particular focus on lifelong driver learning and improving driver behaviour, as well as an emphasis on active travel and making use of a Safe Systems approach.

Additionally, the Highway Code is set to soon be updated to reflect a [hierarchy of road users](#) - with the most vulnerable such as pedestrians and cycles taking priority

Globally 🗞 The United Nations has announced a global goal to reduce road traffic injuries and deaths [by 50% in the period 2021-2030](#)

3. Legal frameworks



The local authority has legal responsibilities to reduce and prevent accidents, investigate crashes involving vehicles and promote road safety as well as ensure the efficient and safe movement of people under:

- The Road Traffic Act 1988 (Section 39)
- The Road Traffic Regulation Act 1984 (Section 122)
- The Traffic Management Act 2004 (Section 16)

Public Health within local authority has a duty to monitor and protect the health of the population under the Health and Social Care Act 2012

The [Environment Act 1995](#) part IV requires local authorities to monitor air quality and have plans to address areas which do not or are not anticipated to reach targets.

For more information see [ROSPA \(2015\)](#)

4. Strategy Principles

Safer but also healthier roads - road and traffic related actions that can improve the populations health wider than collision prevention (although this remains the primary focus)

☞ Primary aim of this strategy is to reduce casualties on BwD roads

Secondary aims:

- People feel safer on BwD roads, including when walking and cycling
- Reduction in car use and increase in walking and cycling
- Take action to improve air quality

5. Priority Groups

- Pedestrians (all ages)
- Cyclists (all ages)
- Motorcyclists (16-24 and 45-60+)
- Young car occupants (16-24s)
- Older Road Users (65+)

6. BwD Road Safety Data

The latest available crash and casualty data from the [Department for Transport](#) (DfT) is from 2020 - there was 269 crashes with 380 casualties in BwD in 2020

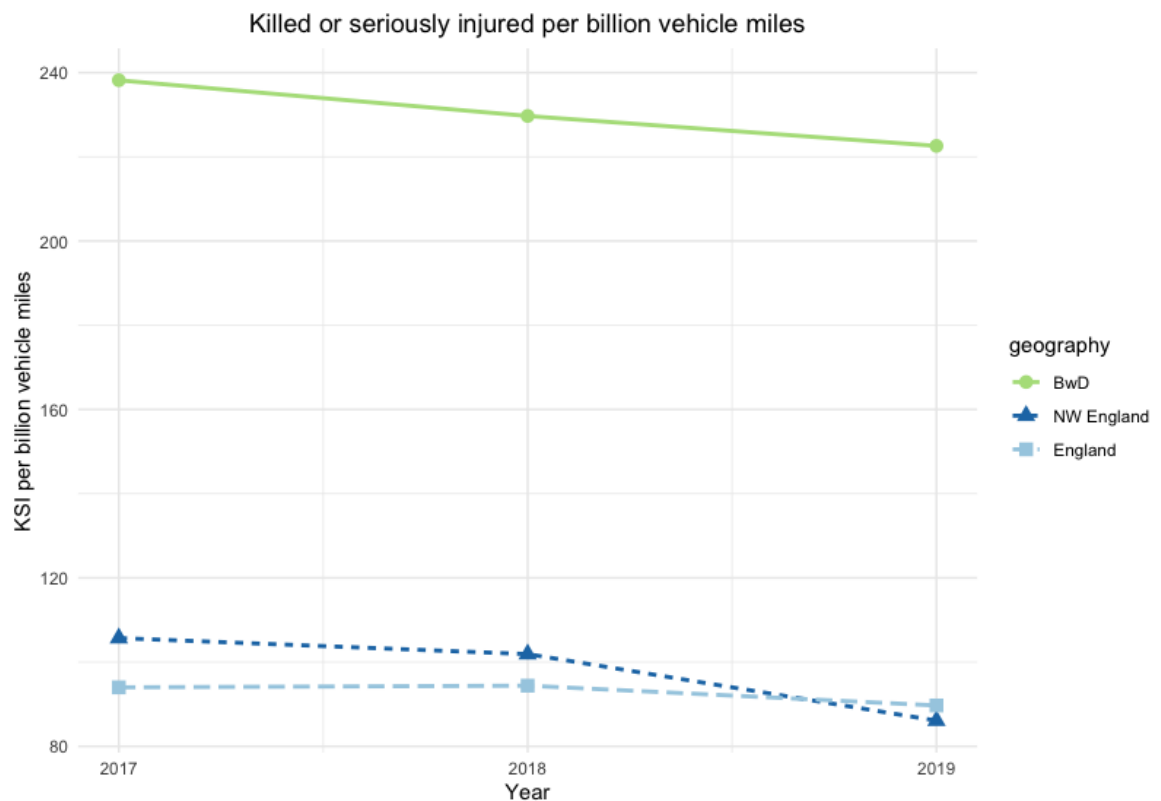
This resulted in two fatalities and 84 serious injuries

19 of these serious injuries were in those aged 15 and under

It is important to note that due to the COVID-19 pandemic data from 2020 may not be representative of usual trends

Our rate of people killed and seriously injured per billion vehicle miles travelled was 2nd highest in the North West Region in 2019, and higher than the North West and National average:







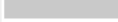


















- Blackburn with Darwen 222.6 per billion vehicle miles travelled
- North West Region 86.1 per billion vehicle miles travelled
- England 89.7 per billion vehicle miles travelled



1 - Data from [PHE fingertips](#)

B10 - Killed and seriously injured (KSI) casualties on England's roads 2019

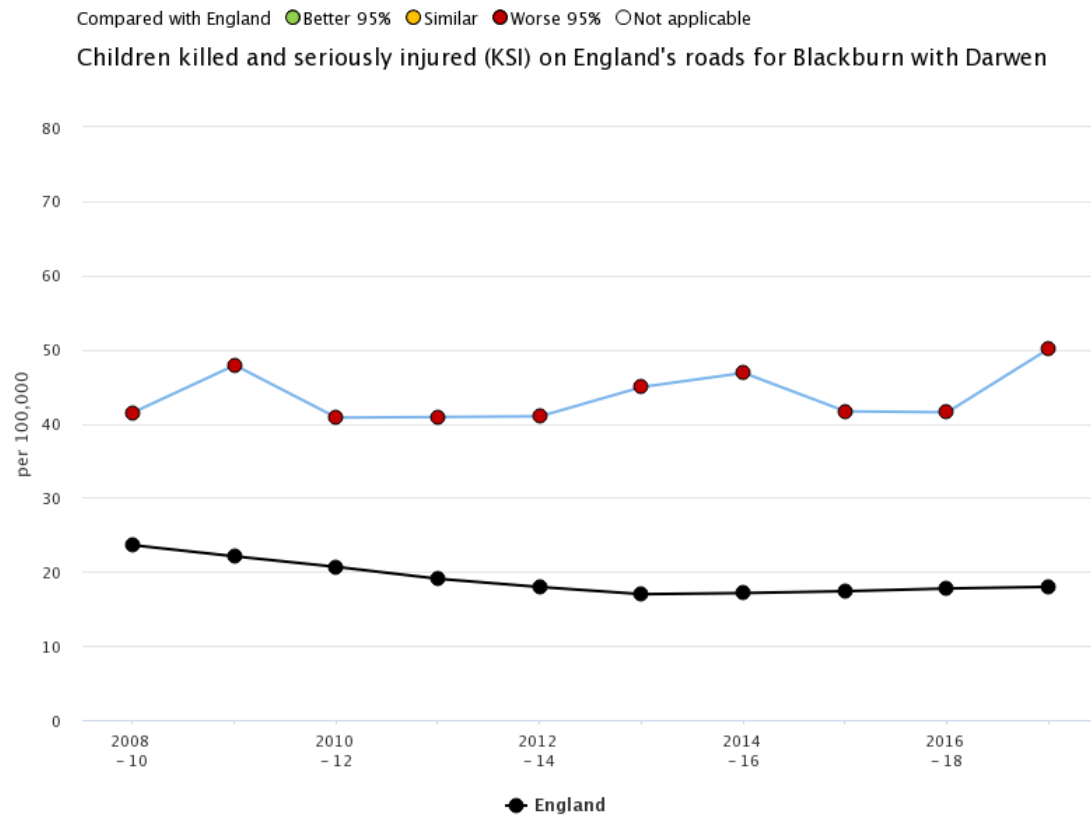
Crude rate - per billion vehicle miles

Area	Recent Trend	Count	Value		95% Lower CI	95% Upper CI
England	—	27,498	89.7*		-	-
North West region	—	3,485	86.1*		-	-
Blackpool	—	107	256.6		210.3	310.1
Blackburn with Darwen	—	116	222.6		184.0	267.0
Liverpool	—	276	158.4*		-	-
Sefton	—	134	155.2*		-	-
Oldham	—	96	118.3*		-	-
Manchester	—	214	107.1*		-	-
Lancashire	—	821	102.8*		95.8	110.0
Wirral	—	127	98.4*		-	-
St. Helens	—	88	95.0*		-	-
Wigan	—	120	86.3*		-	-
Cumbria	—	327	80.9		72.4	90.2
Tameside	—	64	75.2*		-	-
Trafford	—	79	73.1*		-	-
Bolton	—	108	71.4*		-	-
Rochdale	—	85	70.4*		-	-
Halton	—	49	64.7*		-	-
Salford	—	98	61.2*		-	-
Cheshire East	—	173	55.1*		-	-
Cheshire West and Chester	—	143	52.9*		-	-
Bury	—	59	49.7*		-	-
Stockport	—	67	47.1*		-	-
Knowsley	—	52	44.9*		-	-
Warrington	—	81	43.5*		-	-

2 - Data from [PHE fingertips](#) (grey bars indicate modelled estimates)

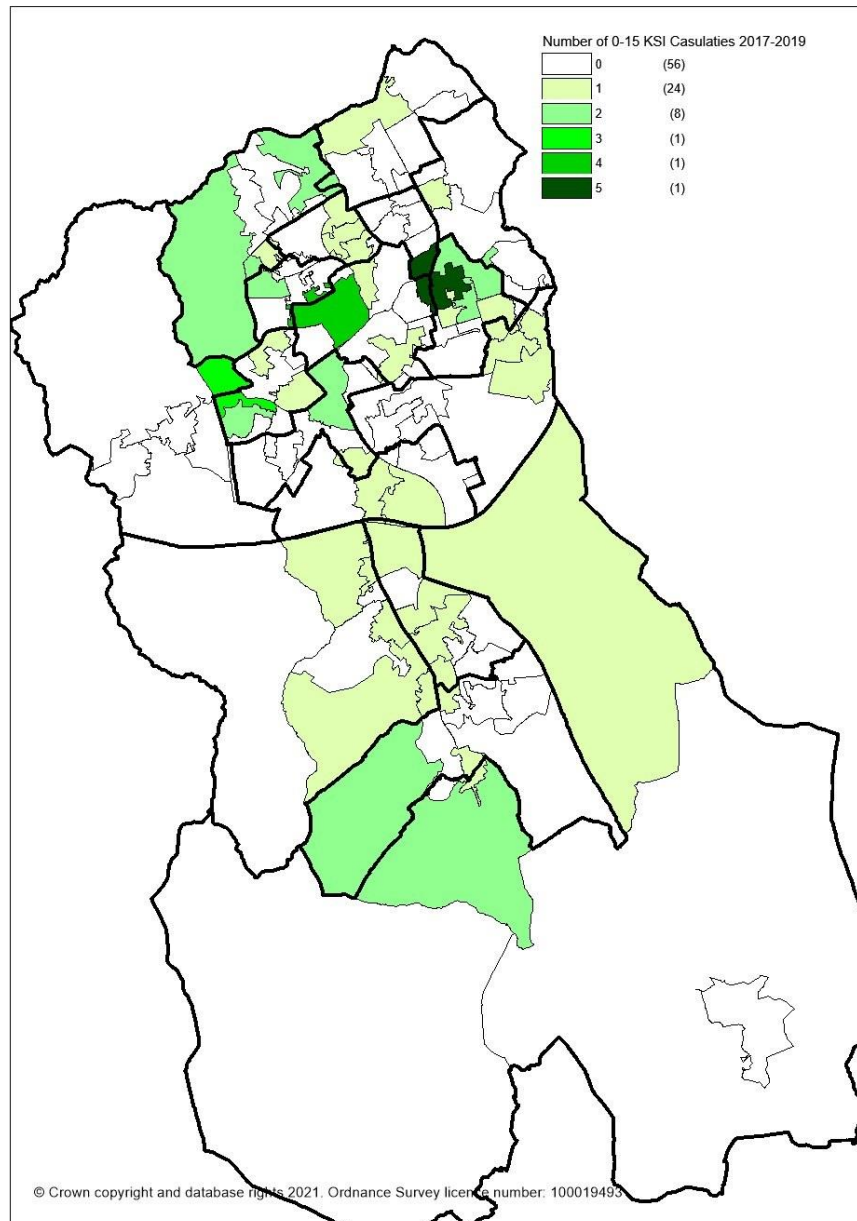
For the three year period 2017 -2019 the borough had the third worst crude rate of children aged 0-15 killed and seriously injured per 100,000 residents in England, of the upper tier authorities.

- Blackburn with Darwen 50.1 per 100,000
- England 18.0 per 100,000
- North West 22.0 per 100,000



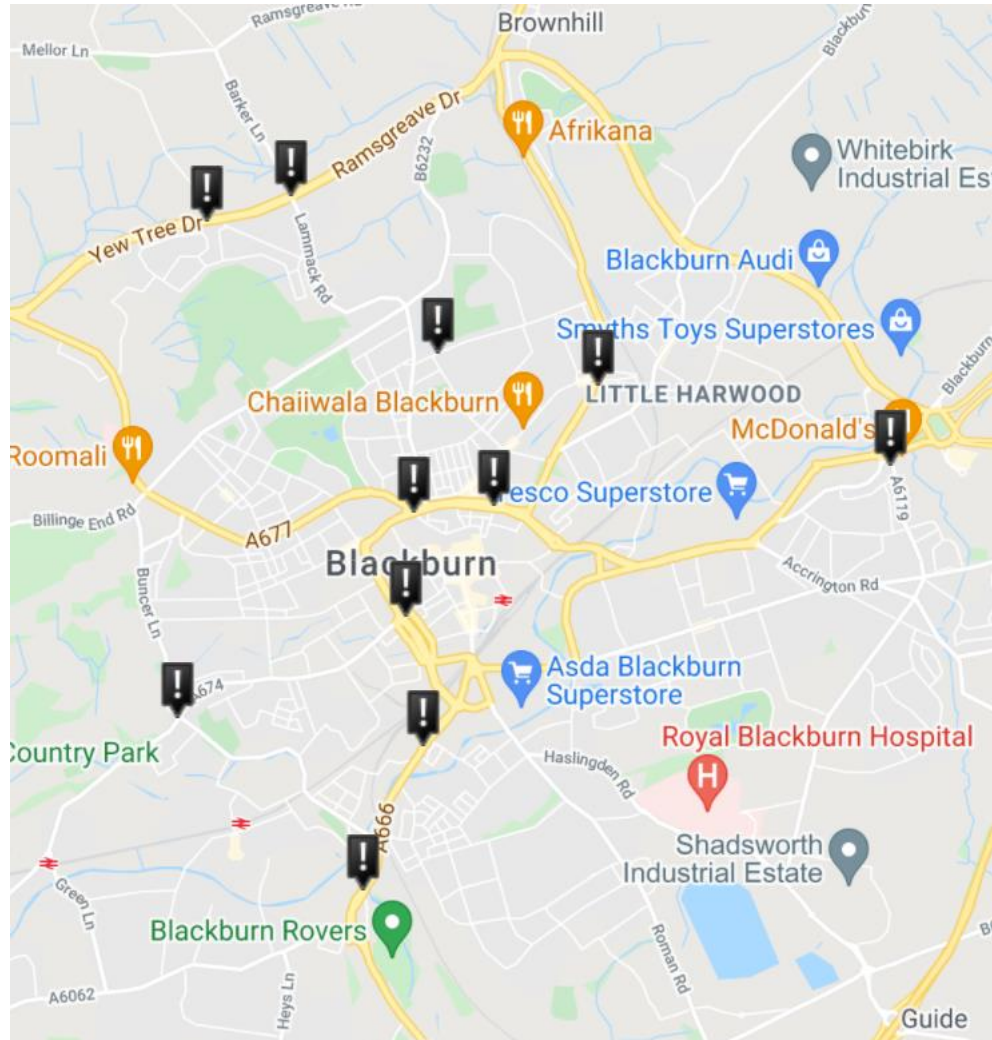
3 - Data from [PHE fingertips](#)

Map of killed and seriously injured aged 0-15 casualties by lower super output area for 2017-2019



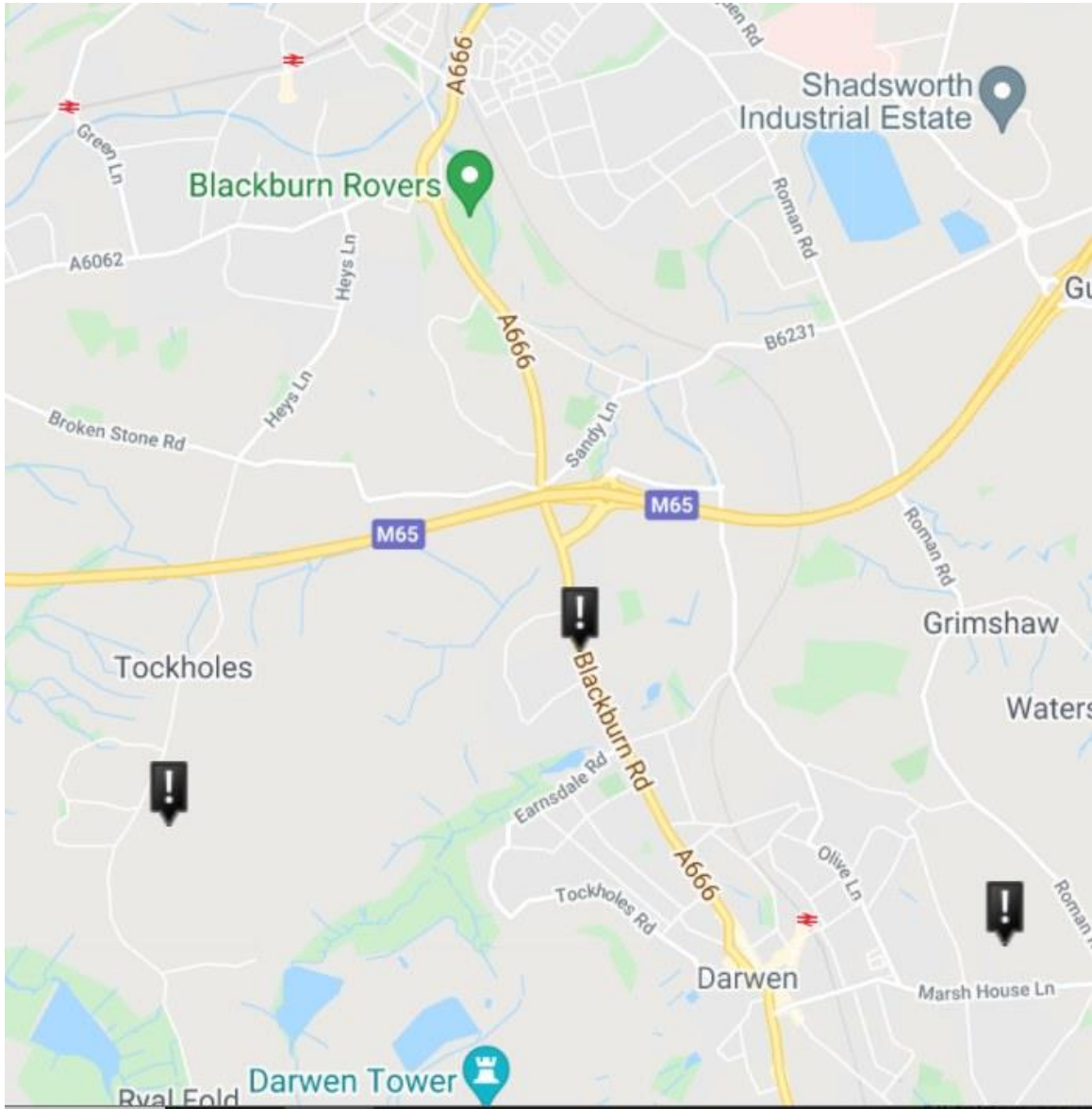
4 - Map of killed and seriously injured aged 0-15 casualties by lower super output area for 2017-2019

Fatality locations 2016-2020



5 - Black flags indicate location of fatal crashes. Data from [crashmap](#) which pulls data from DfT and google maps.

Fatality locations 2016-2020



6 - Black flags indicate location of fatal crashes. Data from [crashmap](#) which pulls data from DfT and google maps.

7. BwD walking and cycling data

During 2019-20 in Blackburn with Darwen [57% of people were estimated to walk or cycle once a week](#)

This is lower than the regional average of 68% and the national average of 69%

We additionally have [lower than national average rates of physical activity](#)

Increasing rates of walking and cycling is an important element of road safety as well as an opportunity to increase physical activity levels and the health benefits this brings

8. BwD air quality data

Poor air quality is associated with poor health, and local air quality management policies have been shown to [reduce hospital admissions](#) in their local areas. Blackburn with Darwen currently has [four Air Quality Management Areas](#). These are areas that do not meet national targets for air quality.

However, it is important to note that [the evidence suggests that there is no safe level of air pollution for health](#). Therefore, ongoing work to improve air quality is vital. Blackburn with Darwen Borough Council has been able to revoke four of the eight air quality management areas in the borough in recent years.

9. What are the options for evidence based interventions?



[Public Health England](#) in conjunction with ROSPA and the child accident prevention trust have three key recommendations to reduce unintentional injuries on the roads, focusing on those <25 years

1. Improve safety for children travelling to and from school
2. Introduce 20mph limits and zones in priority areas as part of a safe system approach to road safety
3. Action to prevent traffic injury and improve health works best when it is coordinated

A recent [review of the evidence](#) for 20mph limits concluded that there is moderate to strong evidence that 20mph limits reduce casualties.

There is also some weak evidence that they [encourage active travel and reduce air pollution](#).

20mph limits are reasonably inexpensive to implement ([£3-£5 per head](#))

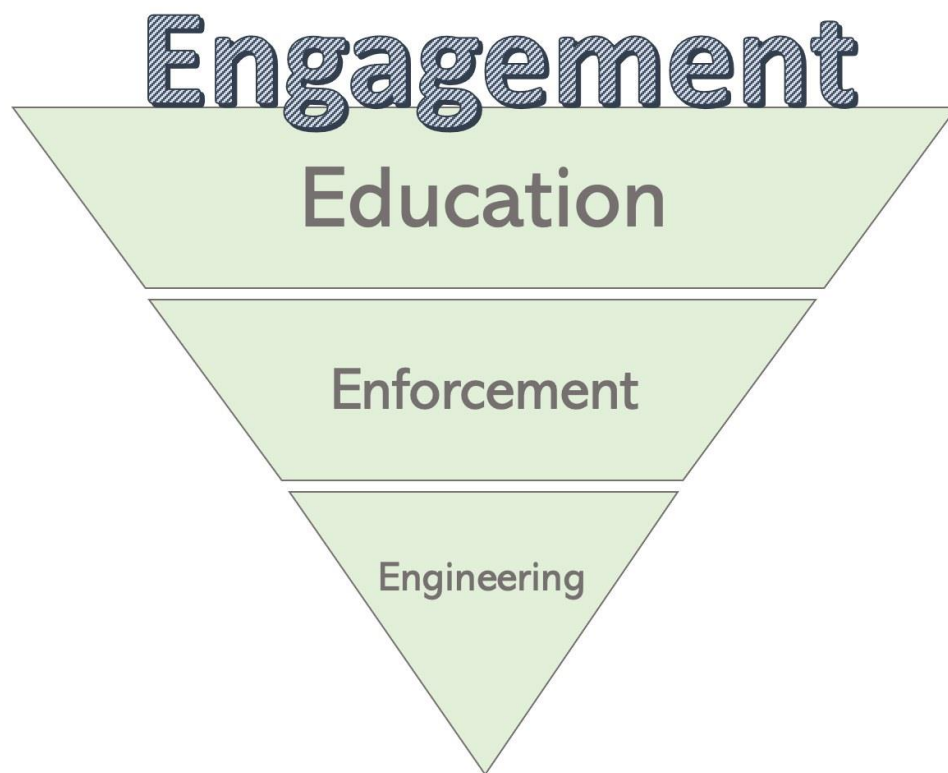
As noted by the charity [20s plenty for us](#), 20mph limits require social marketing and engagement of communities and stakeholders.

For more info see [20 questions about 20s plenty](#) and [NICE guidelines](#)

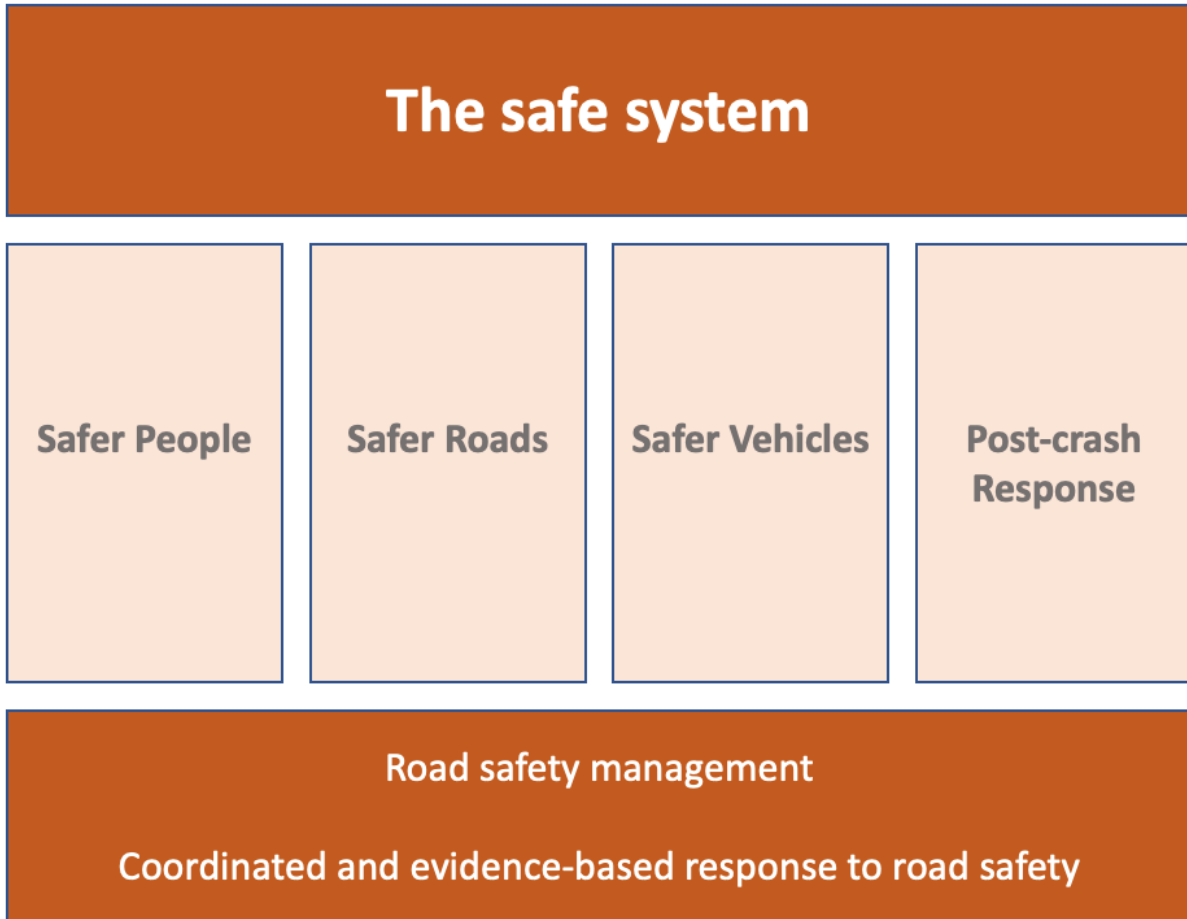
So how will we take these recommendations forward?

Within the strategic framework of engagement, education, enforcement, and engineering we will propose actions to improve road safety, being mindful of the [safe systems](#) framework which acknowledges that accidents will always happen, but that we must do everything within the system to prevent serious harm.

10. Strategic Frameworks and Models

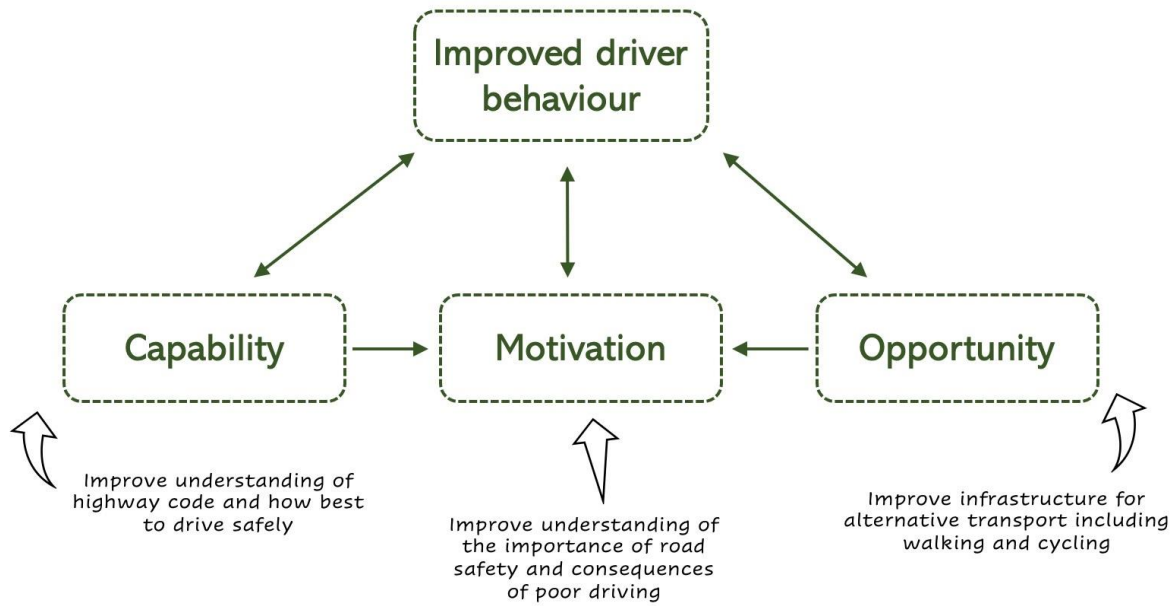


7 - Strategic Framework



Adapted from: Lancashire Road Safety Partnership. Towards Zero Lancashire, Road safety strategy for Lancashire 2016 to 2026.

The COM-B model of behaviour change



Adapted from: Michie S, Atkins L, West R. The behaviour change wheel. A guide to designing interventions. 1st ed. Great Britain: Silverback Publishing. 2014:1003-10.

9 - The COM-B model of behaviour change as applied to driver behaviour

11. The Action Plan

Blackburn with Darwen Safer Roads Strategy Action Plan 2022-2026

ENGAGEMENT			
<i>consider start well, live well, age well in all actions</i>			
ACTION	LEAD ORGANISATION/PARTNERSHIP	BY WHEN	MEASURE
Public consultation on contents of strategy and individual actions within strategy where appropriate	Blackburn with Darwen Borough Council	Ongoing	<ul style="list-style-type: none"> - Who has been consulted - Number of responses - Action on responses
Engagement with schools to develop school travel plans and improve safety around school drop-off and pick-up times, with a focus on sustainable travel	Blackburn with Darwen Borough Council	Ongoing	<ul style="list-style-type: none"> - Number of schools with travel plans and when plans last updated - Qualitative and quantitative data on safety around schools
Creation of the BwD Safer Roads Operational Group with representation across BwD Borough Council, Lancashire Constabulary, Fire and Rescue Service, North West Ambulance Service, Youth MPs and Voluntary, Community and Faith sector	Members of the Blackburn with Darwen Safer Roads Operational Group	Complete	<ul style="list-style-type: none"> - Monitor frequency of meetings and engagement
Close coordination with the Lancashire Road Safety Partnership, including on data intelligence and regional coordination	Blackburn with Darwen Safer Roads Operational Group and Lancashire Road Safety Partnership	Ongoing	<ul style="list-style-type: none"> - Qualitative feedback on local and regional coordination
Engagement around the Safer Roads agenda with different groups including: <ul style="list-style-type: none"> - Taxi drivers - Driving instructors - Car dealerships and car rental establishments 	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Groups engaged including type of engagement and outcomes

- Alternative transport providers			
Elected member engagement sessions including <ul style="list-style-type: none"> - Discussions about responding to road safety concerns - Publicising how road safety is being addressed within the borough 	Blackburn with Darwen Borough Council	December 2022	<ul style="list-style-type: none"> - Number of sessions - Attendance at sessions
Engagement with residents via social media communications including messages on <ul style="list-style-type: none"> - You said, we did - Addressing concerns about road safety - Managing expectations - Publicising road safety activity by all partners - What residents can do to contribute to safer roads 	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Engagement and interaction with posts
Social marketing campaign co-produced by young people to promote road safety	Blackburn with Darwen Borough Council and social marketing company Social Sense	Feb 2022	<ul style="list-style-type: none"> - Number of young people involved in creating campaign - Number of communication outputs
Advocacy to central government including: <ul style="list-style-type: none"> - The importance of properly funded road safety programmes including in the context of education, enforcement and engineering 	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Qualitative feedback - Funding awarded by grants etc.
Road Safety Newsletter	Blackburn with Darwen Borough Council	December 2022	<ul style="list-style-type: none"> - Number of subscribers - Frequency of letters

EDUCATION

consider start well, live well, age well in all actions

ACTION	LEAD ORGANISATION/PARTNERSHIP	BY WHEN	MEASURE
Coordinated communications about safe road use including: <ul style="list-style-type: none"> - Driving for the conditions - Car maintenance - Highway code (including education about changes) - Where to report unsafe driving - Financial benefits of safe driving including insurance costs - Air quality issues including engine idling - Benefits of active travel - Using local intelligence to inform education campaigns for specific issues e.g. seat belts, mobile phones, drink/drug driving - <i>Coincide with national campaigns</i> 	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Engagement with social media posts e.g. views, likes, comments
Ongoing coordinated road safety education in schools	Blackburn with Darwen Borough Council and Lancashire Fire and Rescue Service	Ongoing	<ul style="list-style-type: none"> - Number of sessions delivered - Number of children attending sessions
Ongoing Bikeability training in schools	Department for Transport	Ongoing	<ul style="list-style-type: none"> - Number of sessions delivered - Number of children attending sessions
Road safety “university challenge” style quiz competition for children and young people	Blackburn with Darwen Borough Council	April 2024	<ul style="list-style-type: none"> - Number of children involved

ENFORCEMENT

consider start well, live well, age well in all actions

ACTION	LEAD ORGANISATION/PARTNERSHIP	BY WHEN	MEASURES
Effective speed and driver behaviour enforcement	Lancashire Road Safety Partnership	Ongoing	<ul style="list-style-type: none"> - Numbers of offences - Numbers of convictions/fines issued
Greater visibility of enforcement activities including via communications	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Numbers and frequency of communications
Ongoing enforcement of parking regulations	Blackburn with Darwen Borough Council	Ongoing	<ul style="list-style-type: none"> - Number of fines issued
Efficient use of enforcement camera technology including speed cameras and red-light cameras	Blackburn with Darwen Borough Council	Ongoing	<ul style="list-style-type: none"> - Number of cameras - Number of fines issued
Dash cam portal	Lancashire Constabulary	Ongoing	<ul style="list-style-type: none"> - Number of uploads - Number of fines/prosecutions resulting
Investigate and support mechanisms for community enforcement including via existing community channels e.g. community road watch	Blackburn with Darwen Safer Roads Operational Group and Lancashire Road Safety Partnership	Ongoing	<ul style="list-style-type: none"> - Number of community volunteers
Coordinated data sharing between partners to maximise utility	Blackburn with Darwen Safer Roads Operational Group and Lancashire Road Safety Partnership	Ongoing	<ul style="list-style-type: none"> - Data sets shared - Outcomes from increased sharing of data

ENGINEERING

consider start well, live well, age well in all actions

ACTION	LEAD ORGANISATON/PARTERSHIP	BY WHEN	MEASURES
Design infrastructure friendly for all road users e.g. benches for walkers, dropped curbs, quality walking and cycling infrastructure, separating walkers and cyclists from motorists	Blackburn with Darwen Borough Council	Ongoing	- Number and type of improvements made
School streets (closure of roads outside of schools to encourage active travel and reduce air pollution)	Blackburn with Darwen Borough Council	Ongoing	- Number of school streets implemented - Qualitative feedback from residents
School active trails to encourage active travel to schools	Blackburn with Darwen Borough Council	Ongoing	- Number of active trails installed - Qualitative feedback from residents
Duty for all new developments to include signage for walking and cycling to local amenities	Blackburn with Darwen Borough Council	Dec 2023	- Number of signs
Investigate options for raising awareness of air quality particularly around schools, and use of council assets for air quality monitoring	Blackburn with Darwen Borough Council	Ongoing	- Monitoring of air quality
Engage and consult with residents on how to reduce speeds including possibility of introducing new 20mph limit areas along with a continued commitment for new residential development areas to have 20mph limits as standard	Blackburn with Darwen Safer Roads Operational Group	Engagement on 20mph limits by Dec 2023 Trial of further limit areas by Dec 2024	- Number of residents engaged - Quantity of road with 20mph limits

Effective maintenance of road lighting, signage and markings	Blackburn with Darwen Borough Council	Ongoing	- Number and quality of schemes/improvements delivered
Wider communication on engineering improvements	Blackburn with Darwen Borough Council	Ongoing	- Numbers and frequency of communications
Improve electric vehicle infrastructure	Blackburn with Darwen Borough Council	Ongoing	- Numbers of EV charging points in the borough





10 - Example of an active trail to encourage active travel to school in BwD

12. Consultation

The contents of this strategy were developed in consultation with the public, with schools, and with partnership organisations.



13. How will progress be measured?



The ultimate vision is a Towards Zero approach, with no fatalities on our roads. On our way to achieving this aim, we have set targets to benchmark progress against:

🚦 Target for a 30% reduction in fatal and serious casualties on BwD roads by 2026 from 2019 levels

🚦 Target for 30% reduction in fatal and serious casualties in those 15 years and under by 2026 from 2019 levels

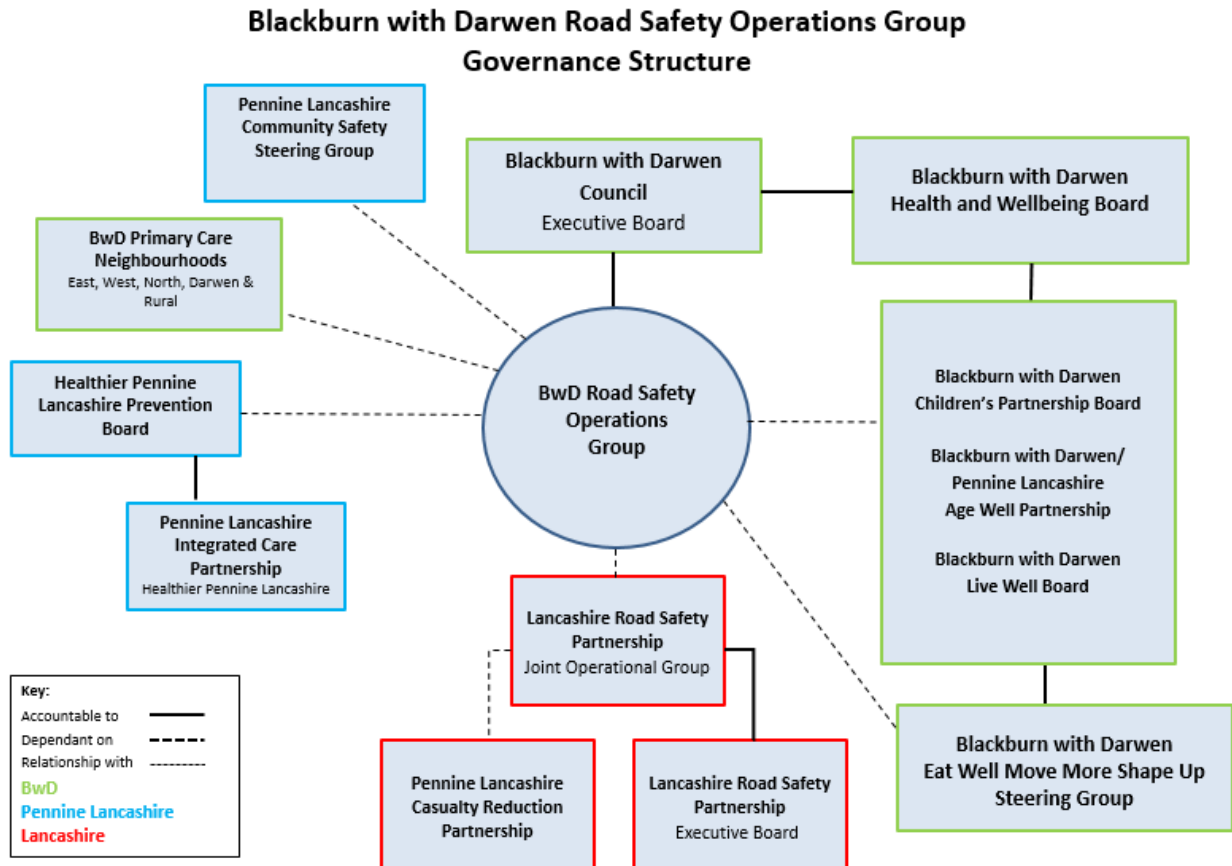
(as measured by STATS19 figures)

🚦 Target to reduce the number of Air Quality Management Areas in the borough from four to one by 2026

🚦 Target for an increase in walking and cycling in line with the [BwD Walking and Cycling Plan](#)

14. Governance

The Blackburn with Darwen Safer Roads Operational Group will oversee the delivery of this strategy



***Thank you for viewing the Blackburn with Darwen Safer Roads
Strategy 2022-2026***

