

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 - Acton 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 - Alternative transport providers 	Blackburn with Darwen Safer Roads Operational Group	Ongoing	<ul style="list-style-type: none"> - Groups engaged including type of engagement and outcomes

<p>Elected member engagement sessions including</p> <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
<p>Engagement with residents via social media communications including messages on</p> <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
<p>Social marketing campaign co-produced by young people to promote road safety</p>	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
<p>Advocacy to central government including:</p> <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.
<p>Road Safety Newsletter</p>	Blackburn with Darwen Borough Council	December 2022	<ul style="list-style-type: none"> - Number of subscribers - Frequency of letters

EDUCATION

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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

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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

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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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Number of school streets implemented - Qualitative feedback from residents
School active trails to encourage active travel to schools	Blackburn with Darwen Borough Council	Ongoing	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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