



Lincolnshire Road Safety Partnership



ROAD SAFETY STRATEGY 2015-2025



Lincolnshire
COUNTY COUNCIL



highways
england
driving forward



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1 Foreword

Over the last 15 years road safety services in Lincolnshire have been provided through the Lincolnshire Road Safety Partnership (LRSP). During that time great progress has been made in reducing casualties resulting from road traffic collisions. The average number of people killed or seriously injured each year in the decade before the formation of the LRSP was 793; last year it was 415. The number of fatal road casualties has also reduced significantly over that period.

This is very welcome news indeed and everyone associated with the LRSP are proud of these achievements.

Every road user shares the responsibility of improving safety in Lincolnshire and we are committed to using education, engineering and enforcement tools to work with them to continually lower the number of road collisions that result in death and injury.

This document sets out how the LRSP will continue to serve the people of Lincolnshire by providing a first class, evidence based road safety service extending over the next ten years.



2 Lincolnshire Road Safety Partnership

The Lincolnshire Road Safety Partnership was formed in June 2000 and now comprises the following organisations:

- Lincolnshire Police / Police and Crime Commissioner
- Lincolnshire County Council
- Highways England
- Lincolnshire Fire and Rescue
- East Midlands Ambulance Service

The partnership was the first of its kind in the Country and co locates forensic collision investigators and casualty reduction officers from Lincolnshire Police with the County Council's Accident Investigation and Road Safety teams to form a multi-agency centralised road safety unit. Lincolnshire Fire and Rescue also have staff based within the LRSP who co-ordinate all fire and rescue road safety related activity. Additionally, the deployment and maintenance of safety cameras is managed within the LRSP. Consequently, the entire core functions of road safety, namely engineering, education and enforcement are coordinated from this centre.

As a Partnership the LRSP must implement actions that involve working with individuals and organisations to improve road safety. Some of the key parties are:

- Schools, academies, colleges and universities
- Road Safety organisations and groups (IAM, RoSPA, Brake)
- Cycling and walking groups

- NHS
- Employers
- Military camps
- Motoring organisations / road users

LRSP Board Members

The LRSP is accountable to the Strategic Board which meets quarterly. The current board members are:

- DCC Heather Roach (Chair) Lincolnshire Police
- Malcolm Burch Chief Executive Office of the Police and Crime Commissioner
- Executive Councillor Richard Davies – Highways Transport and IT. LCC
- Councillor Michael Brookes – Lincolnshire County Council
- Superintendent Mark Houseley – Assistant Director LCC for Safer Communities
- Paul Little – Network Manager - North – LCC
- John Cook – Area Manager Prevention and Protection – Lincolnshire Fire and Rescue
- Councillor Nev Jackson – Lincolnshire County Council
- Nicholas Sentance – East Midlands Ambulance Service
- Martin Seldon – Asset Manager Highways England



3 LRSP Mission Statement

“Making Lincolnshire’s roads safer for all”

LRSP Vision

To make significant year on year reductions in those killed or injured on Lincolnshire’s roads through a sustainable, co-located road safety partnership delivering targeted interventions focussed on education, engineering, and enforcement.

LRSP Priorities

Our priorities are reviewed annually following analysis of collision trends and causation factors. The outcomes of this analysis are reflected in a yearly Delivery Plan which sets our priorities for that year.

Our current priorities are:

- Young drivers (17 years to 24 years)
- Mature driver (60years +)
- Two Wheel Motor Vehicle Users
- Pedal Cyclists
- Pedestrians
- Business users



4 LRSP Core Objectives

Our overall objectives are to achieve the following improvements by 2020:

- A 20% reduction in the number of killed or seriously injured road casualties from an average annual number of 457 (in 2010 – 2012) to no more than 367.
- A 20% reduction in the number of children killed or seriously injured road casualties from an average number of 27 (in 2010 – 2012) to no more than 22.

Education, Training and Publicity (ETP)

Working with partners and communities we will proactively target those most at risk on Lincolnshire's roads; we will employ creative and innovative solutions to ensure our engagement is effective and demonstrates value for money; we will work to influence and change the behaviour of poor road users through comprehensive education programmes.

ETP Objectives

Continue to deliver core pedestrian training to schools on a priority ranked basis.

Participate in the schools engagement and education project to capture education provided for children and parents in respect of road safety, substance misuse, crime, arson, anti-social behaviour, domestic abuse, Risk management, healthy lifestyles and many more areas.

Deliver diversionary training courses to drivers and riders as an alternative to prosecution. These include Speed Awareness Workshops, RIDE, What's Driving Us?, Driving for Change, Your



Belt, Your Life and referrals made as part of the National Driver Alertness Course (NDAC).

- Provide training and support to the riders of two wheel motor vehicles (TWMV) by continuing to deliver Bikesafe and Performance Plus.
- Develop and implement a training scheme for the riders of TWMV up to 125cc.
- Deliver the 2Fast 2Soon, Pass Plus +, crash car simulator, skid car and, pre and post driver training programmes focussed on the 17 to 24 year olds vulnerable road user group.
- Deliver, monitor and further develop the mature drivers training programme.
- Develop innovative approaches to casualty reduction from our current priorities.

- Develop bespoke courses aimed at companies to reduce collisions involving business drivers.
- Deliver corporate driving events to improve the driving skills of business drivers.
- Attend county and local events focussing on priority issues and user groups.
- Develop and implement countywide media campaigns focussing on priority issues and user groups.
- Maximise the use of social media.
- Continue to promote and develop the Community Speed Watch programme, increasing the opportunity for parishes to help reduce speeding and the negative effects associated with it.
- Continue to run and manage School Crossing Patrol facilities across the County.
- Maintain and validate a joint collision database providing an evidence based approach to analysing and developing road safety initiatives.
- Identify through “wet skidding” collisions, sites where surface friction may be deteriorating to enable remedial measures to be implemented quicker than identified by routine maintenance inspections.
- Identify hazards on popular motorcycle routes using “motorcycle friendly” signage including the installation of the regional “Shiny Side Up” awareness campaign during the motorcycle season.
- Work with police forensic collision investigation team to promote / recommend highway improvements identified from fatal collision investigations.

Engineering

We will employ our specialist knowledge and skills to maximise our resources for the benefit of Lincolnshire’s road users; we will seek, through an evidenced approach, to eradicate repeat accident locations and to proactively design-in safe road systems

Engineering Objectives

- Identify and implement an annual programme of engineering safety schemes as funding allows.
- Complete safety audits on all modifications to the highway network in accordance with LCC policy. Safety Audit recommendations create a safer highway network for people to travel.

Enforcement

LRSP will, in an ethical and fair way, enforce road safety legislation with a focus on the “fatal four”; speeding, drink driving, use of mobile phones, and seat belts. We will focus our enforcement on locations that present significant risk to our public and areas which cause concern to our community.

Enforcement Objectives

- Focus resources on specific areas, key events and individuals based on current relevant data.
- Advise on collision trends and locations where excessive speed has been monitored to Police tasking meetings. Police road safety operations will be reported in the Delivery plan.

- All fixed camera sites will be assessed and a programme to replace all wet film technology with digital equipment will be introduced over the next three years.
- Mobile cameras will be used at emerging casualty sites and 75% of time spent on enforcement by speed reduction officers will be directed towards mobile camera activity.
- Work with enforcement colleagues to complete targeted enforcement campaigns aimed at specific user groups including motorcycle, HGV and foreign vehicles where appropriate.
- Increase enforcement aimed at drink driving, use of mobile phones, and non-wearing of seat belts.



Evaluation

LRSP will continually improve and develop our intelligence and evidence based approach to road safety ensuring that resources are effectively deployed. We will aim to deliver “value for money” for the people of Lincolnshire at all times.

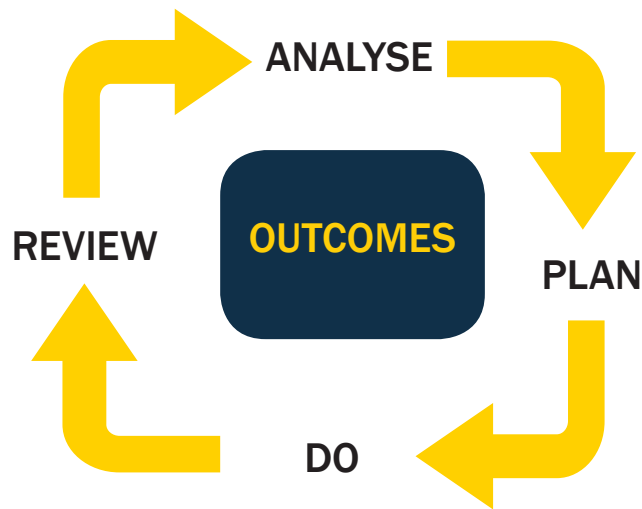
Objectives

- Complete annual analysis of the effectiveness of fixed, mobile and average camera sites determining the average annual average collision reductions, casualties saved and the associated economic benefits.
- Complete annual analysis of the effectiveness of local safety schemes determining the first year rate of return (FYRR), casualties saved and the associated economic benefits.
- Proactively monitor and identify trends and causations in collisions and casualties to all user groups and report to AIP manager on quarterly basis.
- Work with LRSP managers to devise and implement robust evaluation schemes wherever possible focussing on outcomes to ensure all road safety interventions is as effective as possible.



5 Delivery Plan

The LRSP will carry out an ongoing cycle of:



In light of its review the LRSP will determine its priorities each year having regard to analysis of the collision database. It will develop an annual Delivery Plan to be approved by the LRSP Strategic Board. The Delivery plan will set out the key outcomes, tasks necessary to achieve those outcomes and identify key risks.

The LRSP Strategic Board will monitor and review progress against the Delivery Plan at their quarterly meetings.

The current Delivery Plan forms Appendix A of this document.

6 Outcomes

LRSP Core Outcomes

Area	Outcome	Due Date
Core	A 20% reduction in the number of killed or seriously injured road casualties from an average annual number of 457 (in 2010 - 2012) to no more than 367	2020
Core	A 20% reduction in the number of children killed or seriously injured road casualties from an average number of 27 (in 2010 - 2012) to no more than 22	2020
Core	Year on year reductions in the numbers of riders of two-wheeled motor vehicles who are killed or seriously injured (2015: Target 88)	Annual
Core	Year on year reductions in collisions involving a driver aged 17 - 24 years resulting in killed or serious injury (2015: Target 105)	Annual
Core	Year on year reductions in collisions involving a driver aged 60 years or over resulting in killed or serious injury (2015: Target 92)	Annual
Core	Year on year reductions in the number of cyclists being killed or seriously injured (2015: Target 38)	Annual
Core	Year on year reductions in the number of pedestrians being killed or seriously injured (2015: Target 52)	Annual

LRSP Area Outcomes

Area	Outcome	Due Date
ETP	Continue to deliver National Speed Awareness Courses to in excess of 12,000 clients per annum	Annual
ETP	Continue to deliver “What’s Driving Us” attitudinal course to in excess of 1,300 clients per annum	Annual
ETP	Continue to deliver National Driver Alertness Course to in excess of 350 clients per annum	Annual
ETP	Continue to deliver National RIDE motorcycle programme	Annual
ETP	Deliver suite of road safety education programmes to 100% of highest priority schools and 50% of medium priority schools within the primary age group	Annual
ETP	Deliver suite of road safety education programmes to 100% of highest priority schools and 50% of medium priority schools within the secondary age group	Annual
ETP	Deliver 2 Fast 2 Soon programme to 40 schools across the county	Annual
ETP	Deliver 10 courses per year of the Pass Plus + Programme	Annual
ETP	Delivery of 12 courses per year of Bike Safe	Annual
ETP	Deliver at least two Performance Plus courses per annum	Annual
ETP	Development of a bespoke Programme for motorcycle riders up to 125cc	Annual
ETP	Deliver the “Belt Up” programme to 10 schools	Annual
ETP	Deliver a bespoke “Managing Occupational Road Risk” aimed at business drivers (demand led)	Annual
ETP	Delivery of 10 Mature Driver Programme courses per year	Annual
ETP	Delivery of the Young Passenger Awareness to 6000 students per annual	Annual
ETP	Deliver the pre-drive training to 40 students per annum	Annual



Area	Outcome	Due Date
ETP	Delivery of skid training to 90 students per annum	Annual
ETP	Delivery of post driving courses for young drivers - pilot course commences in April 2015	Annual
ETP	Delivery of the corporate team building course which focuses on driving skills (demand led)	Annual
Engineering	Completion of a local safety scheme programme justified by a positive first year rate of return	Annual
Engineering	Identify “wet skidding” collision sites to expedite intervention	Annual
Engineering	Carry out safety audits on all modifications to the highway network as requested by Highways or Private Developers	Annual
Engineering	Monitoring of all sites for road user classes of design and construction of highway improvement schemes	Annual
Engineering	Arrange remedial measures to highway identified during fatal collision investigation	Annual
Enforcement	Maintain an annual average reduction of greater than 60% KSI collisions by deployment of fixed speed cameras	Annual
Enforcement	Maintain an annual average reduction of greater than 40% KSI collisions by the deployment of mobile speed cameras	Annual
Enforcement	Reduce KSIs in respect of TWMV through comprehensive targeted seasonal campaign and monitor hours enforced and offences recorded	Annual
Enforcement	Reduce fatal four offences and reduce KSI casualties through the enforcement campaign Op Blackwater and Falcon. Monitor hours enforced and offences recorded	Annual



7 Achievements

The LRSP has an excellent record of achievement of which we are proud, the list below sets out some of our successes. Nevertheless we remain committed to improving our service and reducing road casualties in Lincolnshire.

External Funding obtained

2000:	Invest to Save	£400k
2001:	Children's Fund	£112k
2005:	Road Safety Grant	£220k
2008:	PSA Reward funding	£325k
2008:	Rural Demonstration Project	£2M

Successes

- 2005:** Prince Michael of Kent International Road Safety Award for Education and Training – Regional Camera partnership - Approach to anti speeds.
- 2006:** Awarded Beacon Status for Road Safety Services.
- 2007:** Achieved stretched PSA casualty reduction targets.
- 2008:** Invited to participate in Rural Demonstration Project.
- 2010:** Prince Michael of Kent International Road Safety Award for Education and Training – 2 Fast 2 Soon.
- 2010:** Better Governments ten year KSI casualty reduction targets by 1068.
- 2010:** Better Governments ten year KSI casualty targets reduction targets for children by 200.
- 2013:** 36 fatal casualties - lowest recorded.
- 2013:** Accredited DSA Training Provider



8 Beyond 2020

The LRSP Strategic Board monitors outcomes against targets quarterly. Outcomes have been set to 2020 and are not expected to change. New measures beyond 2020 will be agreed with the LRSP in light of national guidance and performance achieved.

The LRSP has representation on various partnership boards throughout the county, including local safeguarding boards and will continue to provide updates for the Community Safety Partnership. It will constantly look to identify areas where joint working would be appropriate and lead to efficiencies in service delivery.

Sustaining the service

During August and September 2014 a detailed review of the LRSP was undertaken and has made recommendations around the following:

- Resource establishment within the LRSP
- Location
- Level of assets, in particular vehicle fleet
- Current partners and whether there are opportunities to develop different relationships to enhance the current partnership
- Identification of good practice which can be developed within the LRSP

The LRSP has also produced a three year business plan 2015/2016 – 2017/ 2018 that has identified potential funding streams and maximises the number of educational courses that are offered to offending motorists as an alternative to prosecution.

The current safety camera business plan uses surplus income to fund the entire safety camera operations. However, the new business plan will make provision to recover partner contributions to LRSP overhead costs so that they are no longer required from the commencement of the financial year 2015/16

Speed Awareness Workshops provide by far the greatest number of clients. The vast majority are identified by fixed, mobile and average camera enforcement technology. Currently there are 50 fixed, 75 mobile and one average speed camera in Lincolnshire. As wet film technology reaches the end of its life only upgraded cameras will be operational. Failing to upgrade the cameras will have a significant adverse impact on our ability to protect the public and will certainly reduce the number of motorists who can be offered an educational alternative to paying a fine and receiving penalty points. Consequently, the new business model will make provision to replace all cameras over the course of time.