8. Safer Roads

Southend-on-Sea Borough Council is committed to ensuring the delivery of safer roads across the Borough and see this as a key priority throughout the LPT2 plan period. The Council will pursue opportunities across all transport interventions and policies to make travel in Southend safer for all. The accompanying Southend-on-Sea Road Safety Strategy (SRSS) sets out in detail how the Council intends to meet its ambitious targets for casualty reduction. In the following text, references shown in brackets relate to the SRSS section headings, where additional related information can be found.

Key Achievement of the First LTP

There are a number of key areas that the Council has focussed on that have had a significant impact on reducing both the overall number and severity of accidents. These include an extensive programme of casualty reduction, accessibility and community safety schemes.

During the first LTP plan period excellent progress has been made towards achieving safety targets. Particular examples of recent successes include the engineering of local safety schemes and promotion of safety awareness to reduce the number of accidents. In 2004 KSI (killed and seriously injured) casualties were reduced by 23% and the number of child KSI casualties was reduced by 44%, both relative to the 1994-1998 average. The Council has exceeded the slight casualty rate target of 10% with a 28% reduction by 2004.

Targets have been re-evaluated and adopted for LTP2; these will be challenging when considered in relation to casualty trend analysis (see SRSS section 2.0).

Delivering Safer Roads in Southend

The Road Safety Strategy for casualty reduction comprises a range of measures which aim to: monitor safety issues; engineer local safety schemes; ensure high design standards with safety audits; and promote awareness of road safety through education, training and publicity. The formation of a Road Safety Partnership (see SRSS section 1.8) in the Borough has aided the co-ordination and delivery of these activities.

The newly formed Partnership is a two-tier group, comprising a Steering Group and a wider Consultative Group. The Steering Group is represented by those with responsibilities for engineering, accident data, road safety education, training and publicity, enforcement, Safer Journeys to School, maintenance and school crossing patrols. Those on the Steering Group have a direct input in road safety whilst those in the wider consultative group can influence road safety. Other representatives in the Partnership include persons in the Health Authority, Education, local police and groups representing key road users such as motor cyclists.

On 29th April 2005 the Borough Council held a consultation day for key stakeholder participation in the development of the Borough Council's road safety and Safer Journeys to School strategies. About 60 delegates attended the event to hear presentations on past and future road safety activities and workshop sessions were held to help determine activities for the road safety strategy.

It is envisaged that in the future the Partnership will take on the role of actively promoting road safety in the borough and beyond; one of its key objectives will be to further raise the profile of road safety within the Council, associated agencies and the wider community.

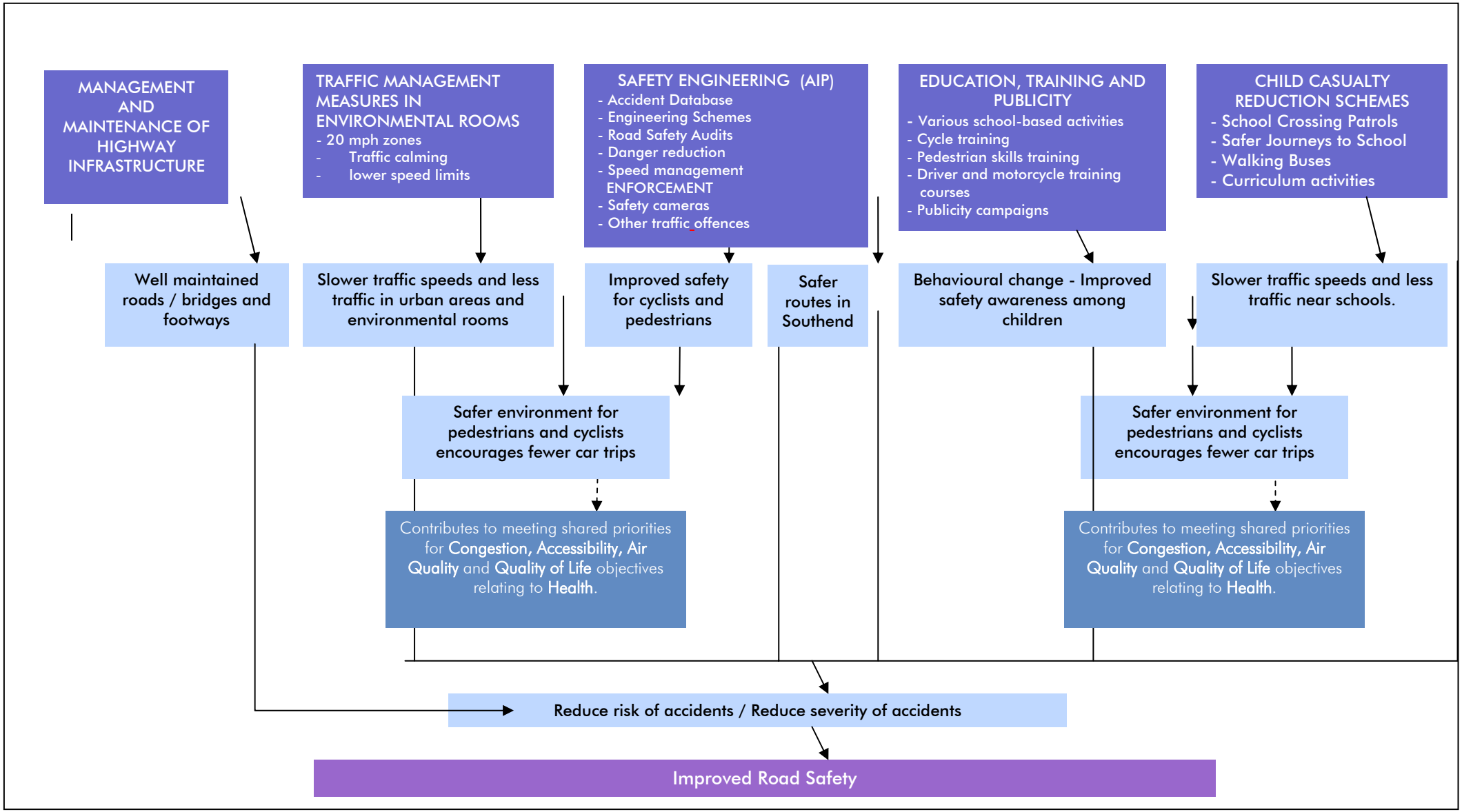
Figure 8.1 provides a broad overview of the safety strategy illustrating the causal affect the proposed measures have on the various intermediate outcomes and ultimately the priority of

making Southend's road network safer. This strategy can be broken down into six key areas, namely: management and maintenance of the local highway infrastructure; traffic management in 'environmental rooms'; road safety engineering (accident investigation and prevention); enforcement; education, training and publicity; and child casualty reduction schemes. These are discussed in the following sections.

Environmental Rooms & Distributors

A key aim here is to create a safer environment for all roads within the environmental rooms and along distributors. This will be largely be achieved through traffic calming and speed management measures to ensure appropriate speeds of vehicles and discourage inappropriate use of local roads for strategic and through-room journeys, and hence reducing volumes of traffic.

Figure 8.1 Safer Roads: Cause Effect Diagram



The Council will also be continuing to review accidents on the distributors to identify locations for potential remedial measures as part of the Route Action strategy. Similarly for the environmental rooms the Area Action and Disadvantage policy will be followed in accordance with the road safety strategy (see SRSS sections 4.3 and 4.4).

There is strong national evidence that members of poorer communities are more likely to become road accident casualties than their better off peers. A Community Project Manager, funded by KeyMed Ltd, has been appointed specifically to take this work forward in partnership with the local community and agencies such as the Primary Care Trust, Local Partnerships, Community Groups and Emergency Services. A priority has been established for the treatment of Environmental Rooms within four central Wards in the Borough, namely Milton, Victoria, Westborough and St Lukes. These have the highest recorded number of accidents and the highest deprivation indices. Indeed, Milton has one of the highest recorded deprivation indices in the region.

Schemes have been introduced within all four of the Environmental Rooms, the latest being in St.Lukes (funded primarily by KeyMed to the value £250k).

Further measures will be developed in close co-operation with other community initiatives being introduced by the Education, Social Services and Housing Departments of the Council. This will ensure that a comprehensive and integrated approach to improving these disadvantaged areas is achieved.

The cycle network will be developed making use of the secondary distributor roads and other route serving the environmental rooms, and thereby will offer a safe environment for cyclists. These will be linked to the national cycle network and to other routes on the strategic and primary distributors where formal cycling facilities are already in existence.

The environmental rooms and distributors strategy is being developed with strong links to the Safer Journeys to School programme.

Across the borough there were 382 accidents involving pedestrians (21% of all PIAs) during the three year period to Dec 2004, including 5 fatalities and 89 serious injuries (24%). Forty one (11%) of these occurred while the pedestrian was using a pedestrian crossing facility, with further 25 (7%) crossing within 50 metres of a suitable facility. The locations where pedestrians have been most vulnerable over the past three years include (with casualty numbers in brackets):

- A13 between West Road and Victoria Avenue (20);
- A13 Queensway at junction with Sutton Road (8); and
- Hamstel Road (9).

Route Hierarchy

Route hierarchy is an integral part of the local transport strategy. The key aim of this will be to ensure all traffic uses suitable routes, and in doing so reduce inappropriate use of local and residential routes by cars and goods vehicles.

By doing this the route hierarchy strategy will not only improve traffic conditions across all road types but have a key role in delivering a safe and convenient environment for vulnerable road users in local areas.

Road Safety Engineering - Accident Investigation and Prevention

Road Safety Data

Southend-on-Sea Borough Council will continue to maintain an accident database with details of reported injury road accidents recorded by Essex Police. Bespoke accident analysis software has been developed that links the accident database with other databases containing details of the highway network (Hinet). This powerful tool enables the Council to identify and prioritise safety problems in the area as well as monitoring outcomes and hence the effectiveness of local safety initiatives.

It is essential that high quality accident data is available and the Council will continue the engagement with Essex Police and the local data processing authority Essex County Council to work together to review and improve the quality of the data. (see SRSS section 3.0)

Engineering Road Safety Schemes

The Council will continue to work to identify single site locations for potential remedial measures based on information from the road accident database (see SRSS section 4.1). The Council will also continue mass action initiatives such as the surface treatment programme (see SRSS section 4.2). It will develop and trial criteria to identify clusters of accidents involving pedestrians, pedal cyclists, motor cyclists, children and /or indiscriminate parking.

Over the past few years the Council has identified certain routes as "Distributor" status, and that areas and roads bounded by these distributors are known as "Environmental Rooms". The Council are working to identify and introduce measures on routes within the Environmental Rooms to discourage unnecessary and unsuitable traffic, and hence create a safe and improved environment for local residents and other more vulnerable road users.

Area action has been undertaken in conjunction with these environmental rooms (see SRSS section 4.4). The environmental rooms have been prioritised based on factors such as accidents to all road users and in particular to the more vulnerable users, regeneration and proximity to a major scheme. To date, most area action has been focused in the Milton ward which had twice as many accidents than any other environmental room in the Borough. Within the Milton environmental room route action has been undertaken with works implemented along Hamlet Court Road, Station Road and (the old A13) London Road, as well as the extension of the existing 20mph zone. Further 20 mph zones are also being introduced in phases within the Westborough room, the second highest priority room. The Victoria room which, had the third highest number of accidents, has had measures introduced including the introduction of a 20 mph zone outside a primary school with further measures are planned.

Over the three year period to Dec 2004, there were 215 cycle injury accidents within the Southend area, 12% of all PIAs. The main areas where cyclists were involved in accidents include (with casualty numbers in brackets):
A13 Queensway east of Victoria Avenue (17), including:

- Victoria Circus roundabout (4); and
- at Porters Grange roundabout (5);
- A127 Victoria Avenue (6 between Priory Crescent/Fairfax Drive and East Street) and Cuckoo Corner (4); and
- On the approaches to the A13/B1015 West Road junction (7).

Road Safety Audits

Most Highway Schemes introduced in the Borough are subject to a Stage 2 Road Safety Audit. For large projects safety engineers may participate in scheme design to help reduce audit comments. Most schemes audited are subject to a site visit. Major schemes and sites involving signalised facilities are subject to a Stage 3 Road Safety Audit.

The Borough Council is reviewing the new standard HD 19/03 "Road Safety Audits" to determine whether any improvements are required to the way audits are undertaken. Following this review a practice note is to be developed to determine the safety audit procedures for schemes within the Borough (see SRSS section 6.0).

Enforcement

Safety Camera Enforcement

The Essex Safety Camera Partnership (ESCP), which includes Southend-on-Sea Borough Council, has identified potential safety camera locations throughout the Borough, using a combination of accident history and speeding problems along a length of road, in accordance with the 'Handbook of Rules and Guidance for the National Safety Camera Programme', published by the Department for Transport. There are currently 16 fixed-speed enforcement cameras and 27 mobile speed enforcement sites. Additionally there are currently 9 red-light cameras sited within the Borough.

Four new sites have met the Government's criteria to introduce speed camera enforcement during 2006/07. Two sites justify a permanent housing and two sites justify mobile speed enforcement. Existing criteria would not justify increasing the number of red light camera enforcement sites during 2006/07 (see SRSS sections 8.1 and 8.2).

Working with the Essex Safety Camera Partnership it is currently planned to introduce Speed Diversion courses during Summer 2006 and it has been estimated that up to 15,000 offenders throughout Essex would be offered a course during the first 12 months of their availability. Speed diversion courses would be focused on casualty reduction and they would provide an invaluable link between the enforcement and education strategies.

Changes to funding arrangements

'The National Safety Camera Programme – Four-Year Evaluation Report' published in December 2005 by the Government proves categorically that safety cameras are an effective accident reduction tool. Safety camera enforcement at known injury accident sites targeted at speeding and red-light offences remains an important part of the casualty reduction programme for Southend-on-Sea. Changes to the system of funding, from cost recovery to grant through the Local Transport Plan process from 2007/2008 is welcomed and will open up a range of new opportunities to use the funding and the resources more widely for the benefit of road safety, and camera enforcement will move back into the mainstream of road casualty reduction as it was in the mid to late 1990's in Essex.

Essex County Council has formed the Essex KSI Partnership to develop and manage its Local Area Agreement priority 'Saving lives from Risk of Accidents' in Essex. It is envisaged that the Council will participate with the KSI partnership so that opportunities to extend the resources of the Essex Safety Camera Partnership (ESCP) to target other KSI problems caused by speeding or other offences that are known to contribute to accidents can be considered.

The current management and operations of both the Essex Safety Camera Partnership ESCP project office and camera office will be reviewed to ensure that the partnership is maximising the efficiencies offered by the revised funding and governance arrangements and the relaxation in the

rules which will enable the KSI Partnership to focus on delivering the maximum and wider safety benefits to road users.

The ESCP through its links to mainstream policing has a commitment to pursuing the more difficult offenders, many of whom are involved in other offending activities. It is recognised that there is a well established link between crime and accidents and this approach therefore provides benefits in terms of community safety as well as road safety. This benefit must not be lost in any of the changes to the management of the process.

Following the integration of the safety camera funding into the Local Transport Plan system from 2007/08, the total of the final financial allocations provided to the Partnership's highway authorities (which are in addition to the road safety funding provided within their Integrated Transport Blocks) will cover the costs of the ongoing work of the project office, safety camera office, Essex Police and Her Majesty's Courts Service for speed and red-light enforcement, at the current levels of enforcement activity.

In order to maintain the proven benefits from red-light and speed camera enforcement, the Council will commit the full amount of its final allocation to the activities of the ESCP and working with the Essex KSI Partnership.

However, through the ongoing efficiencies that will accrue with the operation of safety camera activities and the move away from the current national camera funding and monitoring mechanisms, additional funding will be made available to fund the activities of the KSI Partnership, over and above the normal budgets of the individual partners. The activities could include joint enforcement initiatives and campaigns which target all accidents, with the emphasis on KSI casualties, and local area schemes to target vulnerable road users and accidents to those in the more deprived communities in Southend-on-Sea, Thurrock and Essex (see SRSS section 8.3).

Enforcement of parking restrictions and prohibitions

Since the introduction of decriminalised parking enforcement, the Council has been responsible for the enforcement of all on-street parking. Enforcement is largely by patrols that tend to concentrate on popular shopping areas and the seafront. Outside these areas enforcement is fairly limited to parking prohibitions/restrictions that may provide junction protection or prevent parking in the vicinity of a school, and to a large extent undertaken on an ad-hoc basis.

Whilst the needs of traffic movement within central areas must be considered, it is important that the enforcement strategy is extended to increase priority at locations where accidents and safety is being compromised by indiscriminate on-street parking. Similarly it is recognised that perceived road safety concerns e.g. parking on 'school keep clear markings' should receive more obvious enforcement.

Enforcement of other traffic offences

The Council has undertaken preparatory work to allow an early decision to be made on whether it would commence other enforcement activities following enactment of the Traffic Management Act. It is envisaged that road safety would be a key consideration when determining future enforcement priorities (see SRSS section 8.5)

Road Safety Education, Training and Publicity

The Road Safety team is responsible for developing, implementing and evaluating a living programme of Education, Training and Publicity (ETP). The aim of ETP is to change road user attitudes and behaviour, thereby effecting a reduction in casualties (see SRSS section 9).

ETP has attracted a very high profile within Southend-on-Sea and the programme of work has been proven to be innovative and successful. During LTP1 there were a number of notable achievements that received nationwide publicity, such as the mobile cyclist training unit and the 'Immobile' series of home produced road safety dramas. In 2004, the Borough was short-listed in the National Transport Awards for the success of its cyclist training scheme.

The ETP programme has strong links with the Safer Journeys to School programme, incorporating the Walking Bus scheme.

Education

Road safety education is focussed mainly on school age children (see SRSS section 10). Basic road safety has been introduced into the PSHE (personal, social and health education) curriculum in key stages 1 and 2 (age 5 to 11). There is a high demand for educational programmes from local schools, which currently exceeds capacity to deliver; as a result service provision is prioritised based on casualty reduction potential. All schools are eligible to receive services, including private and special schools.

During the academic year 2004/05, over 10,000 school children took part in a drama or curriculum-based classroom activity delivered through the Road Safety Team. The science-based 'Great Eggsperiment' focuses on seat belt use and the Maths based 'Happens All the Time' considers casualty statistics and risk to road users. 'The Skull is not Enough' is a hard hitting, multi-media presentation that promotes cycle helmet use for 12-16 year olds; typically this age group declines to wear protective clothing due to peer pressure and the perception of helmets as 'un-cool'. Drama features highly as a good medium to relay messages in a powerful way. A professional theatre group visits annually and over the last five years the Council has funded local schools' 'A' Level Drama groups who produce and tour plays as part of their coursework. Known as 'Immobile', these low cost but highly influential theatre productions are meeting with more success year on year.

Pre-driver education is provided through the annual 'Road Runner' event, aimed at 16 to 18 year olds. The Council intends to strengthen this particular programme as local statistics show that Southend's young drivers, and their passengers, continue to be involved in a disproportionably high number of KSIs when compared to more experienced drivers. A programme of work targeting children who aspire to ride motor cycles or mopeds is also to be developed.

Evidence from 'hands up' surveys in schools indicates that non-compliance with seat belt laws is an increasing problem in Southend; to address this, further educational work with both children and their parents is required.

A service providing advice regarding the fitting of child seats in cars is currently available through the Castle Point In-car Safety Centre at Thundesley; this service is well-used by Southend residents, despite its remote location.

Training

Road safety training comprises two main programmes for children; the cycling training programme that is well established and the pedestrian skills programme, which is in its early stages of development (see SRSS section 11). In addition, some driver and pre-driver training programmes are supported by the road safety team.

Pedal cyclist training figures have almost quadrupled in the last five years (during the academic year 2004/05 1300 children were trained either on or off-road) but the impending introduction of the National Cyclist Training Standard is likely to result in fewer children being trained during the

first two years of LTP2. This is because the new standard, which provides a far superior level of training to children, will require considerably more staff input and resources to deliver. Accreditation to the new standard for the Council's cycling scheme will be sought, and cycling instructors will need to receive intensive training.

The Council aspires to formulating a cycle training programme for adults, or developing links with local companies who can provide this service.

During the course of LTP1, pedestrian skills training has been delivered through an education programme known as the 'Pedestrian Roadshow'. However, based on a recent review of child causalities it has been decided to strengthen this work. A new scheme is being devised based on the 'Kerbcraft' model and will be introduced at a small number of schools in deprived areas; it is intended that it will engage parent volunteers to deliver the training to children and it will be provided in addition to the pedestrian roadshow.

Driver improvement and advanced driving courses are supported by the Road Safety Team and it is envisaged that traffic offenders will benefit from the proposed speed diversion courses. Forging stronger links with motor cycle training organisations will enable the Road Safety Team to sign-post training to those in need; Advanced Rider Training can make a real contribution to reducing casualties.

Publicity

Publicity materials supporting central government and local road safety campaigns are distributed to targeted groups (see SRSS section 12). Special information packs are given to children in Year R, 6, 7 and 11. Campaign posters are also widely distributed to clinics, surgeries, libraries, petrol stations, licensed premises and other outlets and establishments. There has also been a sponsored match day at Southend United Football Club; which appeared very successful in reaching high risk young male drivers.

It is anticipated that future campaign work will focus on the following key areas: drink driving; drug driving; speeding (linking with the ESCP work); mobile phones; fatigue; and seat belt wearing.

A special need has been identified to further develop motor cycling safety campaigns in the town, to reduce casualties amongst this vulnerable group. Motor cycle dealers have a responsibility to their customers and so will be encouraged to take part in road safety promotion campaigns.

Child Casualty Reduction Schemes

School Crossing Patrols

During LTP1 the Borough Council reviewed all existing school crossing patrol sites in Southend-on-Sea. A survey collecting data at each site has been undertaken in accordance with the Royal Society for the Prevention of Accidents (RoSPA)/Local Authority Road Safety Officers' Association (LARSOA) "Guidelines for the Management and Operation of the School Crossing Patrol Service".

Following this survey work, engineering works were considered at all sites to improve safety. Where safety could be improved engineering measures were introduced often including formal crossing facilities. Risk assessments were undertaken on the design, construction of these measures as well as for the school crossing operative. Engineering measures provided on child pedestrian desire-lines near schools, under the Safer Journeys to School Programmes, have successfully reduced the risk at some sites.

All manned and vacant school crossing patrol sites have recently been prioritised by the level of risk at these locations. In response to the findings, the Council has redeployed staff from low to higher priority sites (see SRSS section 14).

Child Road Safety Audit

The national target for child KSIs, applied to the Borough, would mean a reduction from the 1994-98 average of 18 to 9 by 2010 (see SRSS section 2.3, 2.5, 2.8 and table 1). During the 1980's and 1990's the number of child KSI casualties in Southend fell significantly. However, in more recent years, the rate of at which the number of child KSI casualties has fallen has slowed. This may be because those measures most effective at reducing child casualties were implemented first; to reduce the number of casualties further requires extra effort and thought.

In order to achieve the target set, the Council has reviewed its child casualty reduction strategy (see SRSS section 15.1). In 2004, Southend on Sea Borough Council appointed TRL to investigate and advise upon how the Council could improve its effectiveness at reducing child casualties. This work begun by undertaking a child road safety audit as recommended in 'Tomorrows Road's: Safer for Everyone'. It involved a detailed analysis of STATS 19 child casualty statistics to understand the exact profile of child casualties.

The Southend Child Road Safety Audit found that:

- 48% of all child casualties were pedestrians, 28% car occupants and 19% cyclists;
- boys were more commonly road casualty victims than girls in the 5 years;
- similarly, 85% of all child cyclist victims were also boys;
- more child cyclist and pedestrian casualties occur during the summer months;
- weekday child pedestrian casualties tended to peak at the start and end of the school day, as children were travelling to and from school.

The Council has also undertaken a detailed investigation of the 23 child KSI casualties for 2003 and 2004. The results found that they were more often female and three of the casualties came from the same school. The results of this research and the Child Safety Audit have identified target groups upon which to concentrate road safety activities.

Furthermore, to assist in achieving the child casualty reduction target, the Council has formed the Southend Road Safety Partnership. The Safety Partnership is an alliance of all those organisations with an interest or influence over road safety; they have the same shared objective of reducing child and other casualties across the Borough (see SRSS section 1.8).

Safer Journeys to School

The Safer Journeys to School (SJ2S) Programme (see SRSS section 13) aims at reducing child casualties and shifting towards sustainable travel on school journeys. Travel plans have been developed with schools and walking bus routes introduced. There have been educational initiatives such as work in the PSHE curriculum together with the implementation of quality bicycle stands and bus shelters. Engineering measures have been installed on routes to and from schools. The on-going programme of work is described in more detail in Section 6 Tackling Congestion.

The SJ2S initiative has already brought about some significant improvements to child road safety, with an example of 'best practice' being the Westcliff High Schools' project. Following the implementation of extensive capital works (e.g. improving a signalised junction, pedestrian crossing points, cycle facilities and bus facilities), combined with road safety education and publicity in the schools, the frequency of road accidents reduced considerably. In the three year 'before' study there were 37 accidents resulting in 44 casualties (including 4 child KSIs and 11 child slight

casualties). During the three year period after treatment, there were 16 accidents, resulting in 19 casualties (including 6 child slight casualties and no child KSIs).

Vulnerable Road Users

There are separate initiatives for pedal cyclists and pedestrians in the walking and cycling strategies which will have road safety benefits along with engineering and educational activities. Motorcyclists are one road user group whose trend in casualties is upwards. The Council intends to tackle this road user group by a blend of engineering, enforcement, education, training and publicity measures (see SRSS section 15.4).

Cycling and Walking

The safety of pedestrians and cyclist within the urban area and the town centre is a key element of the walking and cycle strategy. For many, safety is an important barrier to using these alternatives to the car. In this respect the transport plan comprises a number of key actions to deliver a safer environment for cyclists (see SRSS sections 15.2 and 15.3).

The Council will undertake an annual review of cycle accident locations across the Borough. This will be used to identify key areas where cyclists are most vulnerable, and a rolling programme of measures for implementation to address these.

Audits of new cycle schemes are currently undertaken in accordance with the Design Manual for Roads and Bridges (DMRB)[16]. The Council are looking to improve the safety for cyclists across the Borough by adopting the COPECAT scheme auditing system (as developed in Manchester and recommended by both the ERCDT and DfT) to audit (where appropriate) all traffic management and highway schemes. The extension of the cycle network across the town to provide safer routes is another important step.

A programme of introducing advanced stop lines at appropriate signalised junctions across Southend is also being prepared. This will ensure cyclists gain greater priority and importantly protection at busy signalised junctions across the town.

Delivering Other Local Priorities

The measures identified for delivering Safer Roads also contribute to Southend's local objectives relating to quality of life and regeneration.

Achieving a Better Quality of Life

The Safer Roads strategy will produce healthier communities by reducing the number and severity of road related injuries, and indirectly. It will also increase levels of walking and cycling, by creating a safer environment for these modes (see SRSS section 4.5).

Regeneration for Southend

Area-based road safety improvements are prioritised in environmental rooms with high indices of multiple deprivation which have been identified as regeneration areas. As a matter of priority, the Council seeks to use inward investment and regeneration funding to add value to road safety projects in these areas (see SRSS section 17.1).

[16] Design Manual for Roads and Bridges, Highway design note HD19/03 (November 2003).

Road Safety Indicators and Targets

Indicators and targets for monitoring delivery of the Safer Roads shared priority are discussed in Section 11. The targets accepted by Southend-on-Sea Borough Council (see SRRS sections 2.7 and 2.8) for casualty reduction are as follows:

- Achieve a 40% reduction in the total number of killed and seriously injured casualties between 1994-98 and 2010 (or a 26% reduction, from 94 KSIs in 2001-04 to 69 KSIs in 2010).
- Achieve a 50% reduction in the number of children killed and seriously injured, between 1994-98 and 2010 (or a 40% reduction, from 15 child KSIs in 2001-04 to 9 KSIs in 2010).
- Maintain the number of slight injuries, at or below the average number for 2001-04 (691 injuries), corresponding to a 12% reduction in the rate of injuries per 100 million vehicle kilometres between 2001-04 and 2010 (from 103 slights per 100 million veh-kms to 91 slights per 100 million veh-kms).

Indicators relating to the number of children receiving cycle training, and the number walking bus routes at Primary Schools along with monitoring of capital spend will help monitor cause and effect relationship and explain progress in delivering these targets.
Targets and indicators have also been identified for the condition of principal roads, classified non-principal roads, unclassified roads, and footways, which may have an indirect effect on road safety.

Southend-on-Sea's Main Casualty Reduction Challenges

Detailed analysis of casualty trends in Southend have identified the most challenging areas of work as casualty reduction in the following groups: children; motorcyclists; young drivers; car occupants; and other vulnerable road users, including pedestrians and cyclists (see SRSS section 19.1).

Allocation of funding

The Steering Group will be responsible for advising, through the Council processes, the allocation of available funds between the various casualty reduction programmes of work, to achieve the greatest benefit. This process will take place on an annual basis giving due regard to the progress made towards the three LTP2 casualty reduction targets. Programmes of work aimed towards the casualty group showing the greatest variance between trend and target may receive a larger funding allocation than others; however, if this is the case a risk analysis will be carried out to ensure that funding is not being diverted towards programmes that are inherently less effective than others (see SRSS section 19.2).

Strategy Review, Monitoring and Risk Management

The figures within the Road Safety Strategy (see SRSS sections 2 and 15) will be updated on an annual basis as a means of evaluating progress towards targets and also monitoring the effects of work undertaken relating to the individual user and casualty groups.

Throughout the implementation, review and monitoring of this strategy, care will be taken to mitigate the risks identified within the Road Safety Strategy (see SRSS section 20), that may affect the Council's ability to achieve its targets, and to recognise other potential risks that may develop over the lifetime of the LTP2.