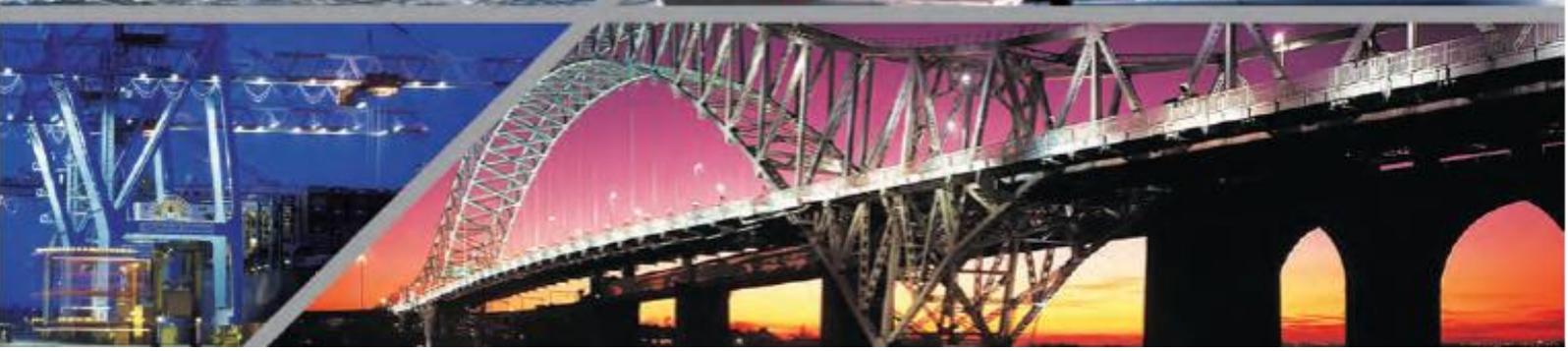


Liverpool City Region Road Safety Strategy 2017-2020



Foreword

from Merseyside's Police Commissioner Jane Kennedy and
Liverpool City Region Metro Mayor Steve Rotheram.

It is an honour to be asked to write the foreword for the Road Safety Strategy that will frame the work of the Merseyside Road Safety Partnership.

Every death or serious injury on the roads of Merseyside is one too many. Almost 570 families received that dreadful knock on the door last year, to be told that their son or daughter, wife or husband, mother or father had been seriously injured or even killed.

For the family, that phone call, that knock on the door, stops the world turning. For terrible seconds, minutes, hours you fear the worst. Even when the worst turns out to be injuries serious enough to require hospital treatment, the scale of the horror and fear endured by the family is hard to describe and the impact can be life-changing.

Here on Merseyside, too many people are knocked down, knocked off their motor bikes and cycles every year, or are injured in their cars. The figures also show that the public of Merseyside are more likely to be killed or seriously injured per 100,000 head of population than similar Metropolitan areas. The reasons for this are not always clear in every case but it will be important to understand why we are at greater risk.

As Merseyside's Police Commissioner, I am acutely aware of the role that Merseyside Police must play in enforcing the law to improve the safety of the travelling public especially on our road network. This Road Safety Strategy explores that role and anticipates that those road users who flout the law will face appropriate penalties.

The strategy also focusses on the important role that engineering safer roads must play if we are to reduce the danger to the public who use those roads. Better road design, improved speed management and enhanced provision of specific action plans for vulnerable road users, including cyclists, motorcyclists, senior road users and pedestrians will all play a part in achieving the aim of reducing the number of traffic accidents next year.

There is provision also for more education through targeted campaigns and training to ensure everyone knows how to use our roads safely and with consideration for other road users.

As Metro Mayor, I want to see greater multi-agency collaboration and this effective strategy is essential if all those who share the responsibility to improve road safety are to have clear and shared goals to work towards. Ultimately it must be our vision that there is zero loss of life and much reduced risk of injury on our roads.

We would like to thank all those who were involved in the development of this important strategy and look forward to seeing the difference it will make.



1. Introduction

The Merseyside Road Safety Partnership is committed to improving road safety across the Liverpool City Region for everyone. We have set ourselves a challenging long term vision which requires a fresh 'evidence led' partnership approach to road safety and this strategy provides the detail of how we are going to achieve our vision.

2. Our Vision

The Merseyside Road Safety Partnership is striving to make our roads a safer environment for everyone, contributing to the successful growth of the Liverpool City Region. Our vision is that there will be:-

A reduction in the numbers of those killed and seriously injured to fewer than 400 by 2020, with the ultimate vision of a future where no-one is killed on Merseyside's roads and the injury rate is reduced.

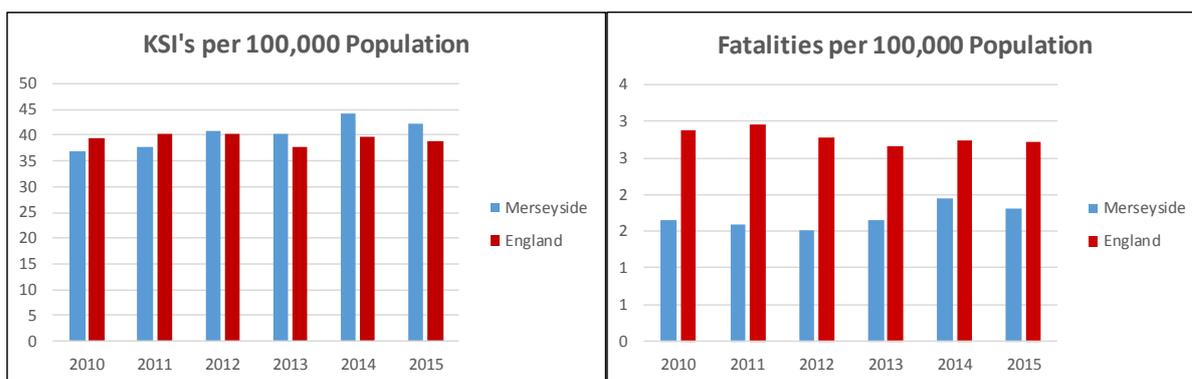
3. Our Challenge

With all road traffic collisions, there is a significant emotional cost and considerable effect on all those involved and connected. In addition, there is a great financial cost and burden on the National Health Service (NHS) and other organisations. The Department for Transport (DfT) estimates that the total value for the prevention of reported road collisions in 2015 was £15.3bn – this includes an estimate of the cost of damage only collisions and an estimate for unreported casualties, taking the total to £35.55bn. We not only need to reduce the severity of the collisions, but commit to reducing the number of incidents in the first place.

In 2011, following the significant success of reaching the 2010 national 'people killed or seriously injured (KSI)' reduction target, the Merseyside Road Safety Partnership agreed to a target of 400 KSI casualties by 2020. This was incorporated into LTP3 and remains the focus of our current vision.

However, 2015 saw the second highest number of KSI's (585) since 2006. After 2010, there was a 20% rise in KSI's to 2014's peak of 613, followed by a 5% fall to 585 in 2015, which is 29% above the target trajectory and 14% above the lowest year on record 2010. Provisional data for 2016 indicates a rise from the 2015 totals to 599 KSI's.

With regard to the longer term trend and associated targets, it is useful to look at the number of KSI's compared with the national casualty rates:-



This indicates that the Merseyside rate of KSI's was lower than that of England prior to 2012, but this has reversed from 2012 onwards; and whilst the rate of fatalities remain lower in Merseyside, the difference to the England rate has reduced.

It is clearly evident that KSI's have risen significantly in Merseyside since 2010 (511 in 2010 compared with 613 in 2014), which indicates that our target to reduce KSI casualties to 400 by 2020, will not be achieved unless further measures are implemented. It is also anticipated that traffic on the network will continue to increase, aligned with the economic growth of the Liverpool City Region, and this will potentially have an influence on KSI's.

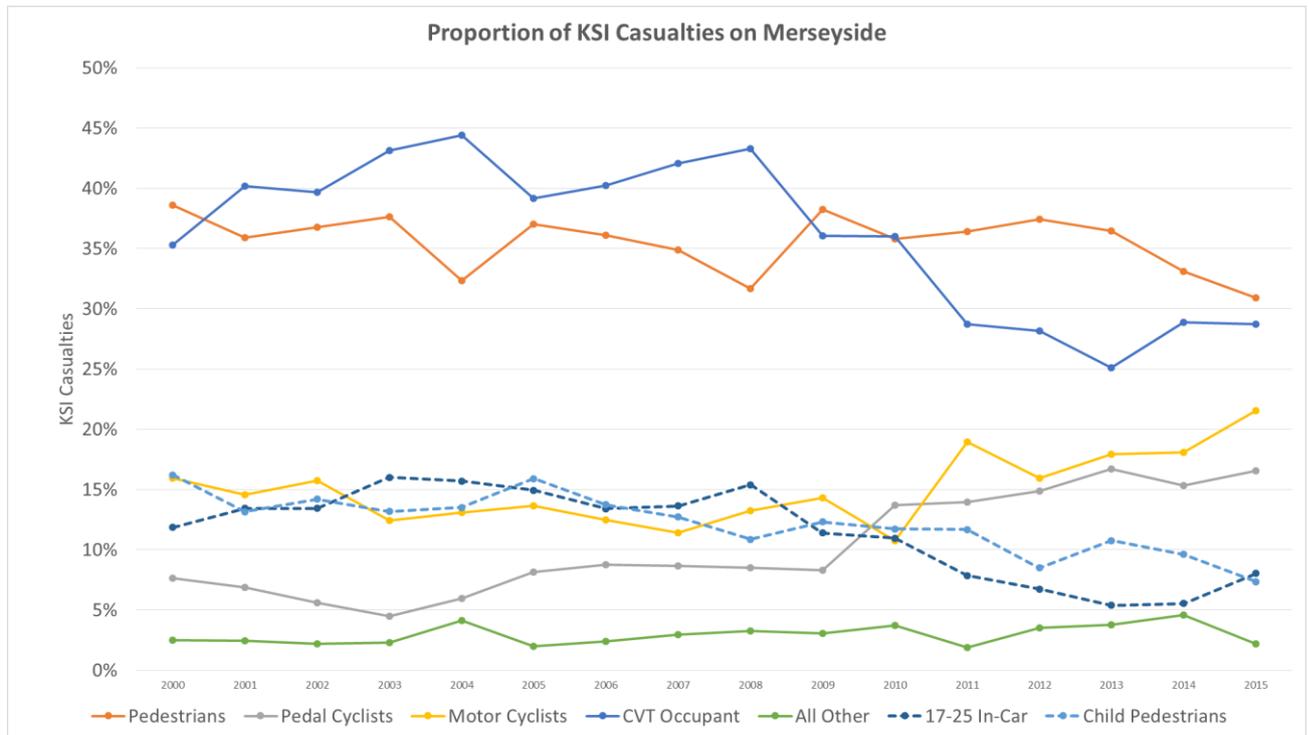
The KSI's within each partner local authority area can be seen in the table below. Knowsley experienced a significant reduction (15%) in 2015 from the 2010 KSI figure. St Helens and Liverpool had broadly similar numbers to 2010, and there had been a significant rise in KSI's in both the Sefton and Wirral areas. However, preliminary KSI analysis during 2016 indicates a significant rise from 2015 KSI's within Knowsley and St. Helens, an increase within Liverpool, but reductions within Sefton and Wirral.

	2010	2011	2012	2013	2014	2015	% Change from 2010
Knowsley	55	41	64	62	58	47	-15%
Liverpool	229	195	243	204	254	231	1%
Sefton	74	87	89	92	94	121	64%
St Helens	45	73	70	73	67	47	4%
Wirral	108	126	99	126	140	139	29%
Merseyside	511	522	565	557	613	585	14%

As already established, a coordinated approach is vital for the Partnership to deliver on the objectives set out within this strategy. However, to meet their statutory duty under the Road Traffic Act, and having regard to their differential KSI trajectory identified in the table above, it is also necessary for the individual local authorities to apply appropriate resources to take steps both to reduce and prevent collisions.

It can be seen from the Figure overleaf that four main casualty groups make up 98% of the KSI's on Merseyside. These are pedestrians, pedal cyclists, motorcyclists and in-car casualties. The distribution of the KSI's between the major casualty groups has changed significantly since 2000 as shown overleaf:

- **In-car casualties:** half the number of 2004 and 9% lower than 2010 - they comprised 45% of KSI's in 2004 and are down to less than 30% in 2015;
- **Cyclist KSI's:** have increased their proportion from 5% of KSI's to 17%;
- **Motorcyclists:** have increased from 12% to 22%, with motorcyclist KSI's more than doubling since 2010
- **Pedestrian KSI's:** are at the same level as 2008, however, there has been a reduction in child pedestrians and a corresponding increase in adult pedestrians; and
- **Older Age Group Road Users:** there has been a large rise in KSI's.



In order to reduce the number of casualties on roads in Merseyside, and improve progress on achieving the target of 400 KSI's in the City Region by 2020, targeted work will need to be undertaken aimed at reducing casualties amongst four specific groups of road users – refer to sections 7 to 10 for details of the proposed activities. The groups that have been identified as areas of concern are:-

- Adult Pedestrians (aged 26-59)
- Pedal cyclists
- Motorcyclists
- Senior Road Users (age 60+)

However, this shall not exclude ongoing activity in other areas which continue to make positive contributions to road safety across the Liverpool City Region. For example, the generic theme of reducing the number of child pedestrian casualties remains a priority and continuing the education, training and publicity activities of districts is vital, but opportunities to share best practise and standardise/consolidate activities across the region will be explored.

Additionally, analysis of KSI's has identified a need to target casualty reductions on the Key Route Network (KRN) – please refer to Section 5 for definition. Whilst the KRN represents only circa 10% of the network it can be seen from the table below that a significantly greater percentage of KSI's have occurred on the KRN during the latest 3-year monitoring period. The variance is also significantly greater in the district of Sefton.

2013-2015 KSI's			
Location	KRN	All	% KRN
Knowsley	51	166	31
Liverpool	274	676	41
St. Helens	79	192	41
Sefton	180	314	57
Wirral	116	410	28
Merseyside	700	1758	40

The consideration of fatal incidents (see table below) further emphasises the need for particular attention to the KRN and with an emphasis on the districts of St. Helens and Sefton due to the greater percentage of fatalities occurring on the KRN relative to other districts.

2013-2015 Fatal Incidents			
Location	KRN	All	% KRN
Knowsley	3	11	27
Liverpool	12	27	44
St. Helens	6	8	75
Sefton	9	15	60
Wirral	6	18	33
Merseyside	36	79	46

4. National Policy Context

Local authorities have a statutory duty under section 39 of the 1988 Road Traffic Act, to “take steps both to reduce and prevent accidents”. This means the Local Authority partners must:-

- Prepare and carry out a programme of measures designed to promote road safety;
- Carry out studies into accidents arising out of the use of vehicles on roads within their area, and take appropriate measures to prevent such accidents; and
- Take measures to reduce the possibilities of road accidents when building new roads.

The Strategic Framework for Road Safety which was published by the Department for Transport (DfT) in May 2011 aims to facilitate the continued reduction in deaths and injuries on our roads. It splits between national measures and those that reflect local priorities, circumstances and economics. The Strategic Framework for Road Safety suggests the application of two concepts to road safety:-

- The systems approach, whereby the system should be designed around the assumption that people will make mistakes and allow for this; and
- A public health approach focussed on prevention, based on science and rooted in collaboration.

The Strategic Framework for Road Safety makes it clear that there will not be national targets for road safety, and by decentralising funding, it will provide flexibility and room for innovation for local authorities to decide how to set out their own road safety strategies. It does, however, indicate a forecast for an anticipated reduction in road casualties.

In 2015, the Government launched the DfT’s Working Together to Build a Safer Road System which sets out the Government’s vision, values and priorities for improving the safety of Britain’s roads. This statement describes the context of road safety in Britain today and the overarching scope of road safety activity for the Government. It will be followed by consultations on specific issues as options are developed and covers road safety policy within Britain as governed by the DfT.

The ‘Road Investment Strategy’ (RIS) is a long-term programme for motorways and major roads comprising a multi-year investment plan that will be used to improve the network and create better roads for users. Over the next 5 years (2015 to 2020) the first RIS will see £15.2 billion invested in over 100 major schemes to enhance, renew and improve the network, to help prevent over 2500 deaths or serious injuries on the Motorways and major road network in England and Wales.

Highways England has also set itself a challenging long term vision which requires a fresh approach to road safety from the company and from organisations outside it.

5. Regional Policy Context

The third Local Transport Plan for Merseyside (LTP3) provides the transport strategy and plans for the county of Merseyside and has a transport vision for 'A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice'. To achieve this vision six goals were identified. **Goal Three – Ensure the transport system promotes and enables improved health and wellbeing and road safety**, sets out the LTP3 road safety strategy and the context for the Merseyside Road Safety Partnership.

The Merseyside Road Safety Partnership comprises the following organisations (NB Halton Council is aligned with the Cheshire Road Safety Partnership):-

- Knowsley Council
- Liverpool City Council
- Sefton Council
- St Helens Council
- Wirral Council
- Merseytravel
- Merseyside Police
- Merseyside Fire and Rescue Service
- North West Ambulance Service, and
- Highways England

With the creation of the Liverpool City Region Combined Authority, there was a need to bring together the existing Merseyside and Halton Local Transport Plans. A Transport Plan for Growth sets out the City Region's strategic vision and delivery plan for transport and also looks to foster greater collaborative working across the Liverpool City Region Combined Authority. A Transport Plan for Growth acknowledges that 'safer roads are vital, not only in terms of the health and safety of City Region residents and visitors, but also in terms of its cost to the economy' and 'improved road safety' is identified as a key outcome.

The Order establishing the Liverpool City Region Combined Authority included "enabling" powers in respect of a strategic highway network, to allow the Liverpool City Region Combined Authority to be responsible for a defined network of roads. More recently, the LCR's devolution agreements of November 2015 and March 2016 took these arrangements further, giving the Mayoral Combined Authority (MCA) model widened powers for a Key Route Network (KRN) of local roads.

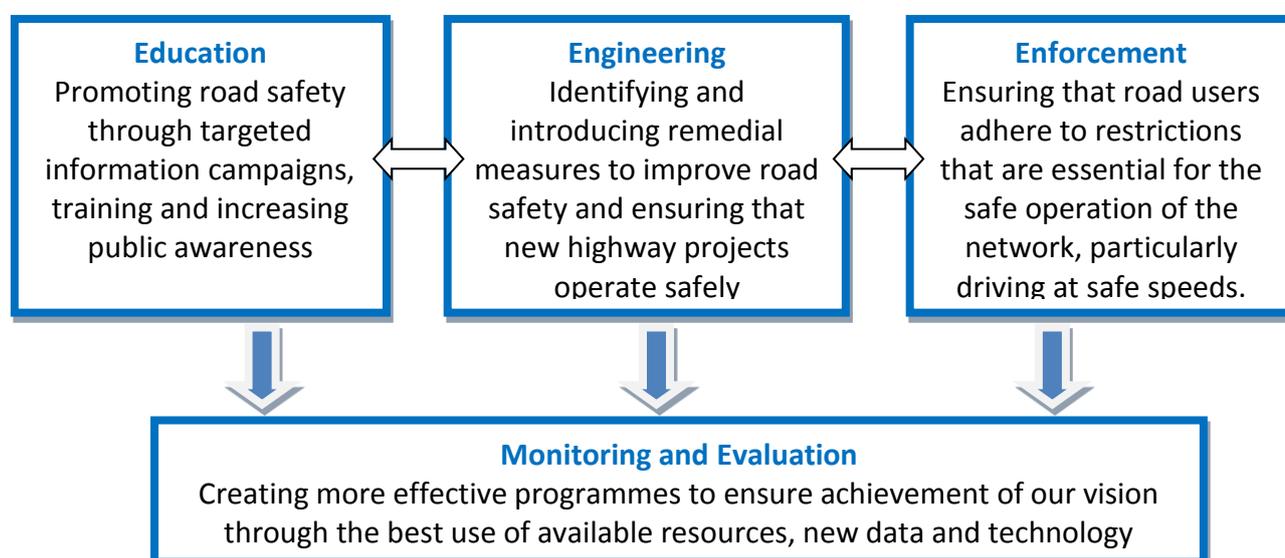
A KRN has now been defined and from May 2017 it will be managed and maintained by the Liverpool City Region Combined Authority on behalf of the City Region Mayor, under appropriate local traffic and highway powers that are set to be conferred on to the Mayor by the government.

6. Our Approach

Achieving safer roads requires the use of various methods and measures which reduce the risk to persons using the road network. Our strategy focuses upon the use of evidence for the prevention of serious injury and death at point of conflict; the essence of ‘casualty reduction’.

The Partnership employs support officers, whose function is to monitor, investigate and analyse casualty data to ensure that a co-ordinated and intelligence led approach is undertaken across the City Region, ensuring the Partnership uses its available resources to target road safety interventions in the most cost effective way.

To meet the statutory requirements, and to deliver our vision, our Road Safety policies must work as a cohesive whole. Partnership working and collaboration are, therefore, central to this strategy. The activities of the Partnership, which are grouped under the traditional road safety 3 ‘E’s of Education-Enforcement-Engineering but supplemented by continuous Monitoring and Evaluation, are brought together to deliver our vision and strategic objectives.



All activity, be it education, engineering or enforcement related, must be complementary, and targeted interventions should not be considered in isolation. For example, the development of an engineering based solution requires comprehensive analysis of casualty data to identify locations that would benefit from safety improvements to help reduce the risk to all road users. That risk can be reduced further through effective Education, Training and Publicity (ETP); if the ETP is targeted at those road users identified as “at risk” by the data analysis undertaken to determine the most appropriate engineering solution, then it will clearly be doubly effective.

Given that the primary function of enforcement is to ensure that road users adhere to restrictions put in place to address an identified risk, targeted ETP can contribute to reducing that risk and lowering the burden on the enforcement agencies. Enforcement can in itself be a form of education, since the outcome of the diversionary courses should be an increased awareness of the dangers associated with non-adherence to speed restrictions, or the value of seatbelts, for example.

Whilst correctly acknowledging our historical contribution to road safety, the Partnership recognises that significant challenges remain which will require increasingly innovative approaches and include experimental initiatives.

Education

Improving safety through education, training and publicity (ETP) is integral to influencing road user behaviour which is responsible for, or a major factor in, over 90% of collisions. Our on-going programme of interventions is designed to target specific behaviours which increase the risk of road casualties and includes tackling key challenge areas. Education encompasses both direct education (primarily working with schools and targeted groups), but also includes the indirect education provided by publicity campaigns.

Past programmes/campaign areas have focused on a range of subjects including: speed awareness; Drink/Drug Drive campaigns; the use of mobile phones; and seatbelts, alongside national initiatives such as 'Stop Look and Listen'; 'Bikeability'; and 'Think Bike'. In addition, educational courses may be offered as an alternative to penalty points and a fixed penalty. These include Speed Awareness, 'What's Driving Us?' and Driving for Change.

We will work with the wider community to raise awareness of the main causes of road traffic collisions and deliver regular road safety events to encourage habitual compliance with road traffic regulations and safety. We will also engage more effectively with motorists and riders to help change road user behaviour in helping to reduce motorcycle and pedal cyclist KSI's.

Engineering

Improving safety through road engineering forms a significant part of the success achieved so far in reducing casualties. Introducing physical improvements to road layout, lighting, geometry, signing and signal control, junction improvements and calming features have all played a part in reducing risk and casualties.

Engineering considerations are not confined to remedial measures that address existing casualty sites, as it is equally important that new highway projects operate safely and do not introduce new road safety hazards. In recent years, significant additional pedestrian and cycle infrastructure has been introduced across the Liverpool City Region through the Local Sustainable Transport Fund. In July 2013, as part of the Growth Deal announcement the Government made £41.4m available to the Liverpool City Region for Sustainable Transport improvements over a 6 year period from 2015-2021. This is being delivered through the Sustainable Transport Enhancement Package (STEP). STEP investments also include new pedestrian and cycle infrastructure.

This level of investment again highlights the need for closer integration and synergy at national and local levels, in order to ensure that the increase in the number of users of these vulnerable modes does not lead to an increase in casualties.

With regards to the casualty reduction challenge set out in Section 3 relating to the KRN, it is considered that road engineering will form a significant component given that the KRN is generally made up of higher order roads, carrying significant traffic volumes.

Enforcement

The police are the main enforcement agency for motoring offences. The National Police Chiefs' Council five year strategy 'Policing the Roads in Partnership 2015-2020' contains four strategic objectives:-

- Safe
- Secure
- Effective
- Efficient

Its vision of 'Working in Partnership for Safe, Secure and Efficient Roads' underpins the principles of our own strategy. The mission statement highlights the need to work in partnership to achieve safer roads, free from harm; secure roads, free from the threat of serious crime and terrorism; and efficient roads that promote public confidence and satisfaction. Working with partners and stakeholders, Merseyside Police's ambition is to create a shift in public attitude and behaviour to one of habitual compliance.

This new approach places a greater reliance on the discretion and professional judgement of police officers, increasing the number of potential enforcement interactions that result in education. As a result, the Merseyside Roads Policing Strategy embraces the new national Serious & Organised Crime Strategy and utilises the four strands of Pursue, Prevent, Protect and Prepare to build stronger communities, where organised crime is not allowed to take root. This is underpinned by effective targeting of organised crime groups/dangerous persons who are capable of causing significant harm to communities.

There are a number of core traffic offences that the police specifically target including dangerous, careless or inconsiderate driving, drink/drug driving, mobile phone use, no insurance, excess speed and non-compliance with seat belt legislation. Road traffic collisions with injuries are also reported to the police to be investigated. Prosecution may follow but consideration, where appropriate, will also be given to diverting offenders into an education alternative through a driver improvement scheme or driver awareness course. Similarly, for those who are found to be committing offences, or are caught by road safety cameras, will be offered an educational alternative over prosecution where appropriate.

The roads policing ethos is to deliver a crucial protective service that engenders public satisfaction and confidence. A visible Roads Policing presence on the Liverpool City Region's highway network will facilitate the delivery of effective measures to affect and influence driver behaviour. In this regard, a dedicated problem solving team has recently been established by the Merseyside Road Safety Partnership and its initial enforcement/education related activities are already making a significant positive contribution.

Whilst the police are the main enforcement agency for motoring offences, Civil Parking Enforcement (CPE) operations also make a significant contribution to road safety through the prevention of indiscriminate, obstructive and dangerous parking practices. CPE operations will be directed to those locations where parking offences have been identified as a contributory factor to the occurrence of KSI's and they will also be used as part of wider enforcement initiatives.

Monitoring and Evaluation

Monitoring and evaluation is an important part of any scheme or activity. It indicates the effectiveness of the scheme or activity and identifies if any improvements are required.

Information gained from the monitoring of schemes will be used to create more effective programmes in the future and to identify the best use of available budgets. The overarching approach will be based on the Government's Outcomes Framework designed to help Government and local organisations to monitor progress towards improving road safety and decreasing the number of fatalities and seriously injured casualties on our roads.

Five initial key indicators will be linked to the key outcomes of the national strategy:-

1. Number of casualties;
2. Number of killed or seriously injured casualties;
3. Cost of killed or seriously injured casualties to health, police, local authorities, Merseyside Fire and Rescue, Highways England and Merseytravel;
4. Rate of Killed or seriously injured casualties per 100,000 people; and
5. Rate of killed or seriously injured casualties per billion vehicle miles

As well as monitoring the outturn number of casualties and KSI's occurring, we will monitor the progress made in delivering all measures in this plan. Increased access to data will enable our approach to be more responsive to changes as they occur, such as in-vehicle technology or changes in driver behaviour. We need to be committed to evaluating the impact of the measures we deliver. We need to publicise the work that is already done. This data can be used to prioritise the measures with more confidence of their benefits.

To further ensure that the interventions are directed where needed and have the greatest effect, it is vital that the academic contribution is fully recognised and that we make full use of available research and commission new research. Interventions that are evidence led, or based on the latest relevant research are those most likely to produce measurable accident and casualty reductions.

To continually improve the safety of our roads and achieve the greatest reduction in the number of KSI's we must take full advantage of the contributions any interested parties may make, while ensuring that the principle of achieving measurable accident and casualty reductions remains at the heart of all interventions.

We will develop a monitoring and evaluation plan, explaining how interventions will be evaluated including short term, medium term and longer term achievements/impact. There will be an expectation that interventions will be evaluated on four levels:-

1. Reaction to the programme by participants (e.g. course feedback questionnaires, feedback about the actual activity, what worked and what didn't);
2. What learning has taken place;
3. Improvements demonstrated by the learning/impact on behaviour/attitudes/ application of learning; and
4. Long term impact on road safety/KSI's

Resources

Since 2005, motorists have had the opportunity to attend diversionary courses as an alternative to points and a fixed penalty. Following the termination of the Road Safety Grant in 2010, the Police worked with the DfT to increase the availability of these courses and to agree an increase in the amount of recoverable administration costs. This model was subsequently endorsed by the DfT and in April 2015, Merseyside Police moved the delivery of the diversionary courses 'in house'. It is now the primary source of ring-fenced revenue funding for road safety issues.

However, the Partnership does not rely solely on these traditional funding sources. Initiatives such as the Local Sustainable Transport Fund have provided funding for specific projects, and there are new funding opportunities with the advent of the Local Growth Fund, specifically the Sustainable Transport Enhancement Package (STEP). Other alternative sources of funding include Section 106 contributions from developers, or third party funding from organisations such as Sustrans and the public health and wellbeing sector.

Whilst acknowledging that road safety will continue to be delivered within local budgets and to meet each partners' own corporate objectives and targets, a coordinated approach to partnership working is essential. With such a range of potential revenue funding sources, a coherent strategy is required to achieve the most equitable and efficient use of resources. Some income streams (e.g. from the diversionary courses) are not quantifiable in advance, and some activity may be better suited to a particular funding opportunity (most central government funding initiatives have quite specific criteria) and, therefore, a prioritised "pipeline" of partnership activity is being developed. This will join-up initiatives to create a programme of activity across the region and, therefore, gain economies of scale in terms of design and implementation.

The thematic groups identified in Section 3 are supported by the partnership through a funded increase in enforcement, education, publicity and marketing activity, together with the creation of a Safer Roads Problem Solving Team to work with, and for the Local Authority Leads of the thematic groups, to maximise the impact of this strategy by tackling the key causes of casualties and KSI's.

The Integrated Transport Block (ITB) is the capital funding stream from government that is currently used by local transport authorities to deliver transport improvement schemes such as small road projects, road safety schemes, bus priority schemes, walking and cycling schemes, and transport information schemes. ITB is allocated to the Liverpool City Region Combined Authority (LCRCA) according to a formula, based on a number of inputs: public transport; accessibility; air quality; road safety; congestion; and carbon. Since April 2015, this formula has also included a reward factor, with 20% of the weighting for road safety being based on "improvement trends" – this is a further incentive to deliver, manage, and monitor effective local road safety schemes.

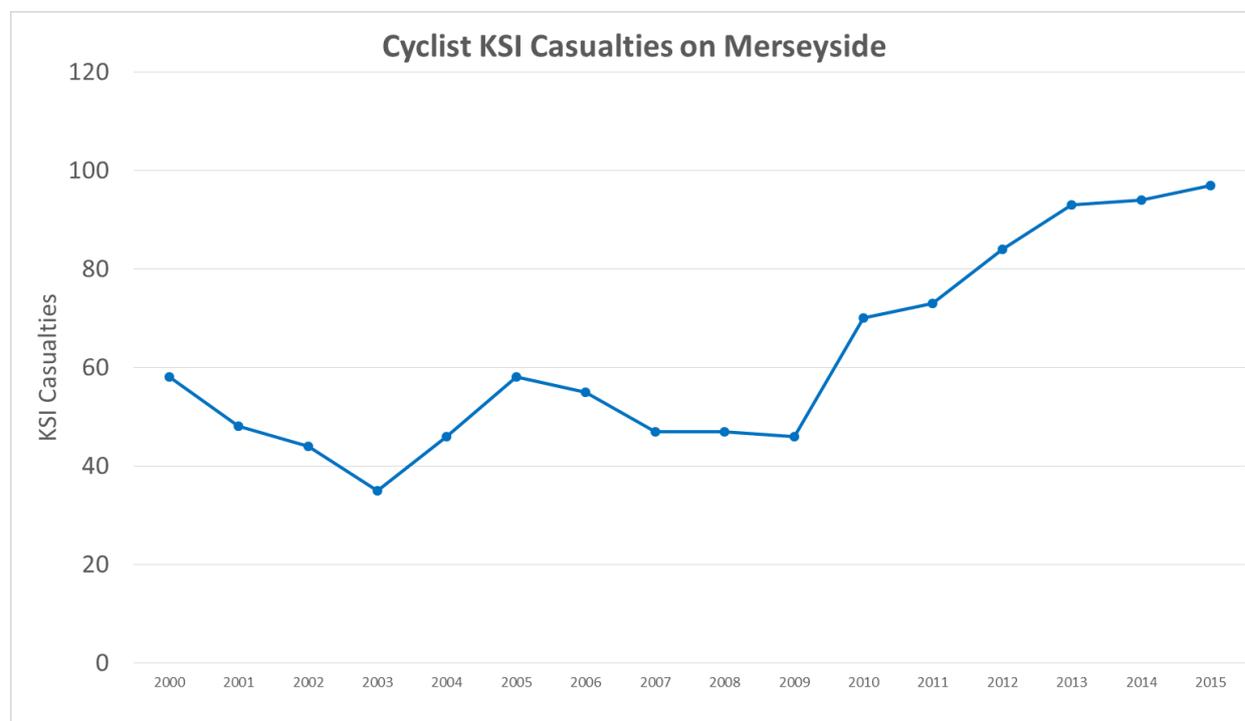
However ITB is not ring fenced and therefore the formulaic allocations out to districts could be impacted upon in the future. Conversely the KRN initiative may attract additional investment to the benefit of road safety activities and performance.

7 Action Plan: Cyclists



Identifying the Problem

Cyclist KSI's have been on a rising trend for the last 12 years and have more than doubled in this time, as can be seen from the figure below.



The cyclist KSI's are 86% male and nearly 90% are adults. The vast majority of the rise has come from the age group 26-59. By far the largest recorded causation factor for collisions, shown in the table below, is "Failed to look properly", and this can be applied to both the cyclist and car driver. 70% of child cyclists have fail to look properly attributed to them, and 50% of adult cyclists. The age of car drivers in conflict with cyclist's peaks between 45 and 54 but is fairly well spread between 25 and 54.

	Fatal	Serious	KSI
405 Failed to look properly (Driver/Rider - Error)	3	275	278
406 Failed to judge other person's path/speed (Driver/Rider - Error)	1	98	99
403 Poor turn or manoeuvre (Driver/Rider - Error)	3	73	76
602 Careless/Reckless (Driver/Rider - Behaviour)	1	63	64
407 Too close to cyclist, horse or pedestrian (Driver/Rider - Error)	2	47	49
310 Cyclist entering road from pavement (Driver/Rider - Injudicious)	2	44	46

All local authorities in the partnership have seen a rise in Cyclists KSI's since 2007. The largest rise has been in Sefton, where there has been a 350% increase.

Collision analysis shows that the peak times for cyclist KSI's are during the weekday morning and afternoon rush hour periods. Nearly 40% of cyclist KSI's are from the most deprived 10% of society. These statistics suggest that a lot of the casualties are cycling as a more cost effective option for their commute to work.

Identifying a Programme of Improvements

Working With Professional Drivers

The amount of time that professional drivers spend on the roads of Merseyside means that it is important to work with them to raise awareness of cyclists on the road, and how to drive in a manner that reduces the threat to cyclists.

We will deliver Safe Urban Driving courses to professional drivers. This is a one-day course that provides an in-depth review of road positioning and road sharing. The course will be promoted in the local media and through the business links with partnership members and Chambers of Commerce. Promotion should be targeted at employers from priority sectors, and in priority geographical areas relative to casualty data.

In addition, cyclist warning stickers will be supplied to commercial vehicle operators, and should be attached to all fleet vehicles operated by partnership organisations.

Bikeability Level 3 Training

Ensuring that children of Secondary School age feel comfortable and safe whilst cycling is important to reducing the number of KSI's, both now and in the future. It is also important for increasing cycling levels in the future, by introducing a safe option for commuting when the children leave school.

Bikeability Level 3 equips trainees with skills for challenging roads and traffic situations – busier streets, queuing traffic, complex junctions and roundabouts. It also includes planning routes for safe cycling. Level 3 training is delivered one-to-one or in groups of up to 3, so can be tailored to a trainee's individual needs, such as a route to work or school. At Level 3, trainees can:-

- prepare for a journey
- understand advanced road positioning
- pass queuing traffic
- perceive and deal with hazards
- understand driver blind spots
- react to hazardous road surfaces.

We will increase the number of places that are made available to equip Secondary School children to Level 3 on Merseyside. Places on courses should be prioritised for children from:-

- deprived areas
- schools with high cycle to school usage
- schools located close to junctions with identified high accident rates.

Information Gathering

Thorough and robust information should be at the heart of policy delivery and decision making regarding road safety. For that reason, it is vital that we establish effective methods of gathering data on current cyclists, including:-

- who they are;
- where they cycle; and
- the issues they experience on the road network

We will carry out two pilot surveys of current cyclists at locations across Merseyside, with a view to determining the effectiveness of carrying out a similar survey across the entire region. The two locations identified for the pilots are the Knowledge Quarter, and a Merseyside employer with over 8,000 employees, such as Jaguar Land Rover.

Promotional Events

Raising awareness amongst the general public of the safety issues related to cycling and cyclists should be an important part of our education programme. This can be done through running promotional events that give the opportunity to promote safer cycling, and promote the importance of roadworthy bicycles. We will attend six events annually across the Merseyside region to promote these messages.

In addition, we will run a campaign to promote the importance of using bike lights to help cyclists be seen by other road users. As part of this campaign, we will purchase 500 sets of lights to use at events and give away as prizes.

Near Miss Website

We will develop and promote a Merseyside-wide website that cyclists can visit to record any near misses or minor collisions that they experience on the roads. This will be an important tool in gathering information on cycling usage across the region and will provide an evidence base that will inform decisions on geographical locations where future information campaigns should be targeted.

Engineering Measures

Developing and improving the cycling infrastructure on Merseyside is vitally important. New facilities that link potential cyclists to employment, education, and leisure sites are key to increasing the number of people that cycle in the city region. Engineering measures to improve cycling infrastructure are also key to increasing the safety of cyclists on Merseyside. Engineering measures can increase safety for cyclists by:-

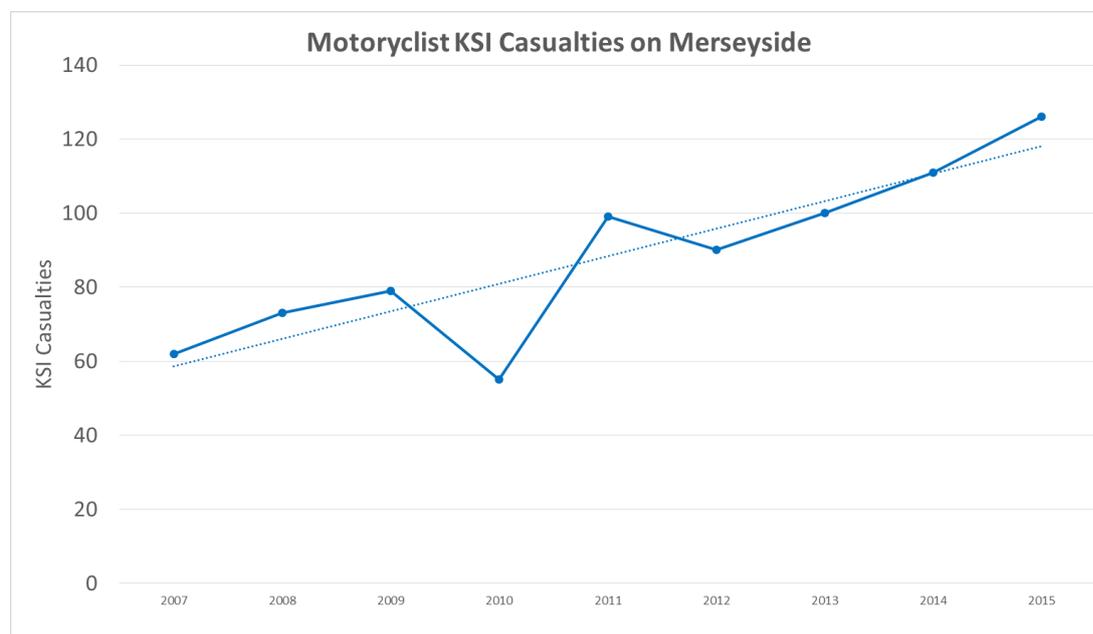
- improving junctions where high collision rates involving cyclists are observed;
- improving the surface of the highway;
- creating dedicated cycle facilities;
- providing crossing facilities at major road junctions;
- making cyclists more visible to other road users; and
- increasing the number of people cycling

8 Action Plan: Motorcyclists



Identifying the Problem

Motorcyclist KSI's have been on a rising trend since 2007 and have more than doubled in this period, as can be seen in the figure below.



Nationally it is recognised that motorcyclists face a significantly disproportionate risk as a road user group accounting for just 1-2% of the total traffic volume but 19% of road death or serious injury. On Merseyside, motorcyclists account for some 22% of the overall KSI casualty total. The top six recorded contributory factors for motorcyclists are split into three groups. Three of the six recorded factors are more associated with car drivers (primarily at junctions turning right), two are almost entirely associated with the motorcyclist (speeding/losing control) and one is split almost 50/50. Overall 51% of recorded causation factors are associated with the motorcyclist so “fault” is split almost evenly, as shown in the table below, however analysis of this also points to a need to encourage additional training for motorcyclists to reduce their risk.

	Bus or coach	Car	Goods vehicle <3.5t	Goods vehicle >7.5t	Goods vehicle 3.5t - 7.5t	Taxi/Private hire car	Motorcycle <50cc	Motorcycle 50cc - 125cc	Motorcycle 125cc - 500cc	Motorcycle >500cc	Grand Total	% attributed to motorcyclist
Failed to look properly	1	88	8	1	1	3	4	17	9	15	147	31%
Poor turn or manoeuvre		49	7			3		4	3	13	79	25%
Failed to judge other person's path or speed	1	38	2		1	1	5	7	2	6	63	32%
Loss of control		1					7	13	8	23	52	98%
Careless, reckless or in a hurry		18	3		1	1	3	4	3	14	47	51%
Exceeding speed limit		1					2	6	4	14	27	96%

Similar to the cyclist casualties, there are two main peaks in the morning and afternoon rush hours during weekdays suggesting that motorcycles are being used for commuting. There is also a weekend peak around lunch time with sustained levels throughout the afternoon. It is notable that >500cc motorcycles have the highest representation, therefore not involving novice riders.

Identifying a Programme of Improvements

Given that riders form just 1-2% of the total traffic volume we recognise that motorcycle and scooter riders are a comparatively hard-to-reach to influence with many of the traditional measures. Specific analysis shows no particular locus for measures such as engineering to address though new highway schemes will be reviewed to reduce the risk to both motorcyclists and pedal cyclists. In the light of this the partnership will continue to promote the following initiatives whilst seeking innovative ways to reduce the burden (both financial and human costs) of KSI's arising from these collisions on our network.

Bikesafe

BikeSafe is a police-led motorcycle project that aims to reduce the number of motorcycle casualties. Bikers can sign up for a two day workshop that focuses on improving skills, knowledge and hazard awareness in order to make riding safer and more enjoyable. Riders are actively encouraged to progress to additional "advanced" rider training through nationally recognised bodies such as IAM Roadsmart (IAM); Royal Society for the Prevention of Accidents (RoSPA) and the Enhanced Rider Scheme (ERS).

The BikeSafe workshop explores the main riding hazards faced by bikers. Theory presentations and observed rides help bikers discover their strengths and weaknesses.

Seven weekend Bikesafe workshops were delivered between April and October 2016. We will seek to deliver at least the same number in 2017. The workshops will be promoted across Merseyside, with priority promotion at key rider meeting locations in adjoining areas.

Advanced Rider Training

The Advanced Rider courses offered by the IAM and RoSPA is an on-road advanced motorcycling course delivered by trained volunteers that gives bikers greater understanding of rider risk and hazards - including other road users

The courses focus on specific skills aimed at developing awareness of the bike, the road and the surroundings. Riders are taught how to choose the right position on the road, ride at the appropriate speed, select the right gear and accelerate where appropriate.

We will promote these courses across the region. We will offer 50% discounts on the £149 cost of the course for up to 45 young bikers (under 30 years of age) per year.

Novice Rider Training Initiative

Various private companies offer training from Driver Standards Agency qualified instructors to motorcyclists who have completed their Compulsory Basic Training.

We will work with trainers across Merseyside to promote these courses and encourage more novice riders across the region to enrol. We will fund 150 riders to complete this training.

General Marketing and Promotional Events

Marketing and promotional material is key in raising awareness of motorbikes amongst drivers, and in raising awareness of road safety messages amongst bikers.

Promotional events at key rider meeting locations offer a prime opportunity to engage with motorcyclists, raise awareness of key road safety messages, and promote the motorcyclist training courses that are available in the region.

The key local rider meeting locations that we will visit to host promotional events are:-

- Wirral – New Brighton and Eastham Tap;
- St Helens – Millennium Motorcycles; and
- Sefton – Southport Carousel and Lydiate Scotch Piper

Across a wider area, the significant locations that attract Merseyside motorcyclists are the Three Sisters Race Circuit, Rivington Pike, Oulton Park, Ponderosa Cafe on the Horseshoe Pass, and BMW Motorrad in Ellesmere Port.

First Person on Scene

First Person on Scene is emergency First Aid training aimed at providing motorcyclists with the knowledge required if they are the first person to arrive at the scene of an accident.

We will host six workshop events, led by a qualified first aid trainer, across Merseyside. The workshops should be promoted across Merseyside, with priority promotion at key rider meeting locations.

Enforcement Activity

Operation Brookdale is Merseyside Police's crackdown on the illegal and nuisance use of off road motorcycles. A dedicated blog on the Force's website has been set up to promote the success of the operation, and to raise awareness of the enforcement action being taken. Additional enforcement resource will also be targeted to other road users whose driving behaviours contribute to collisions involving motorcyclists (in car distraction etc.).

Local Offenders Diversionary Course

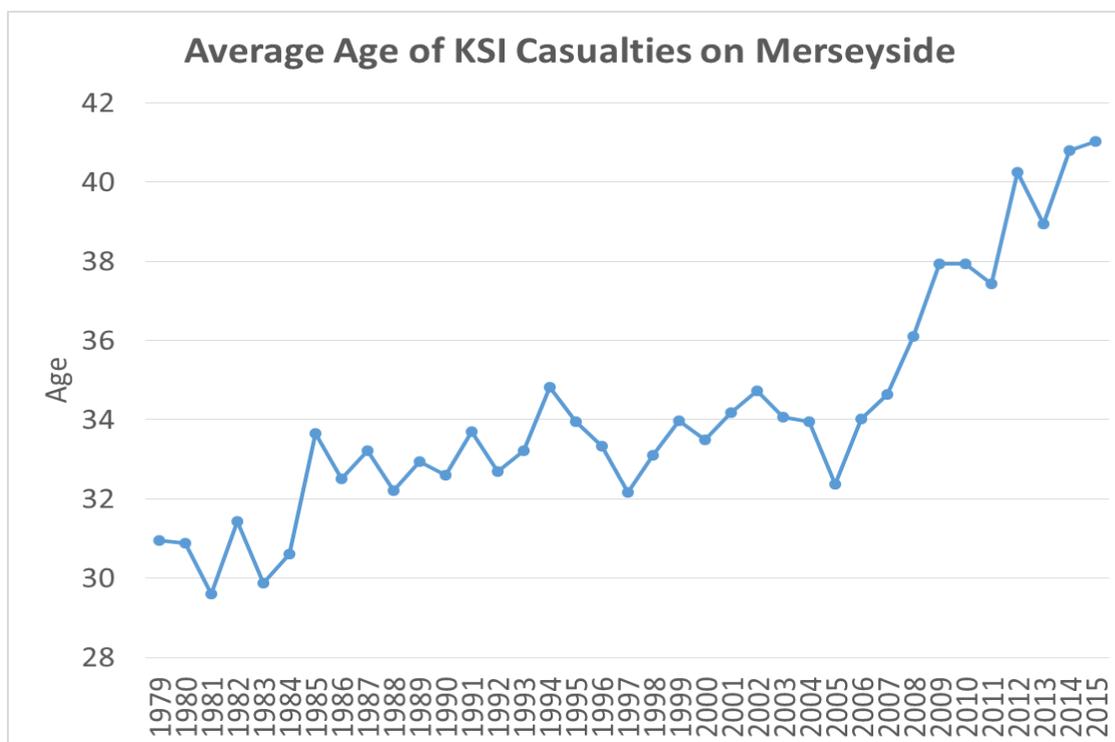
The Merseyside Road Safety Partnership is developing a diversionary course, similar to Speed Awareness Courses, aimed at motorcycle users as an alternative to prosecution for offenders. The course will provide key road safety messages directly to bikers regarding the key motorcycle crash factors.

9 Action Plan: Senior Road Users



Identifying the Problem

The average age of KSI casualties on Merseyside rose steadily between 1985 and 2004 but in the last 10 years the average age has increased dramatically by almost 1 year per year on average to leave the current average at 41. This rise is shown in the figure below:



The reason for the large rise over the last 10 years in the average age is two-fold. A 58% reduction in child KSI's, and a 53% increase in KSI casualties in the 60+age bracket. That rise includes a 350% increase amongst people over the age of 80.

Above the age of 70, the chance of being seriously injured if involved in a collision increases substantially. 16% of casualties in their 60s are killed or seriously injured, rising to 29% of people in their 70's and 37% of those 80+.

The Office for National Statistics projects the proportion of the UK population aged 75 and over will grow from 7.9% in 2012 to 13% in 2037 and the number of over 80s is set to more than double to 6.1m. Due to their vulnerability and the increase in population, senior road users are likely to make up an even greater proportion of KSI's in future.

Senior road users can be split into 3 main groups, pedestrians, drivers and passengers.

Of the Senior KSI's that are passengers, 70% of the time they are passengers in cars, and 17% in PSV's (buses), with some in other vehicles such as HGV's and taxis. 80% of the drivers of these vehicles are over 30, with more than a third over 60.

The recorded contributory factors for collisions involving Senior Pedestrians who are KSI casualties are skewed towards pedestrian fault, with 6 of the top 9 being pedestrian related factors, as shown in the table overleaf.

	Fatal	Serious	KSI
802 Failed to look properly (Pedestrian)	11	120	131
405 Failed to look properly (Driver/Rider - Error)	8	114	122
803 Failed to judge vehicle's path/speed (Pedestrian)	6	44	50
801 Crossed road masked by stationary or parked vehicle (Pedestrian)	0	24	24
808 Careless/Reckless (Pedestrian)	0	21	21
406 Failed to judge other person's path/speed (Driver/Rider - Error)	1	20	21
602 Careless/Reckless (Driver/Rider - Behaviour)	2	16	18
810 Disability or illness (Pedestrian)	2	16	18
809 Pedestrian wearing dark clothing at night (Pedestrian)	1	17	18

Causation Factors Resulting in Senior Pedestrian KSI

Where the KSI casualty has been identified as a driver over the age of 60, 62% of contributory factors are attributed to the senior driver rather than the driver of the other car, meaning that senior drivers are at fault in more collisions than average. The table below shows the top contributory factors associated with the senior driver.

	Fatal	Serious	KSI
405 Failed to look properly (Driver/Rider - Error)	8	94	102
406 Failed to judge other person's path/speed (Driver/Rider - Error)	2	48	50
505 Illness or disability, mental or physical (Driver/Rider - Impairment)	5	37	42
410 Loss of control (Driver/Rider - Error)	2	39	41
403 Poor turn or manoeuvre (Driver/Rider - Error)	1	29	30
306 Exceeding speed limit (Driver/Rider - Injudicious)	5	11	16
602 Careless/Reckless (Driver/Rider - Behaviour)	0	15	15

Causation Factor Resulting in Senior Driver KSI

Identifying a Programme of Improvements

Drive Safely for Longer

'Drive Safely for Longer' is a free course that helps the more mature driver to reduce their risks on the roads and to extend their safe driving lives. It comprises of a two hour assessment session with an Approved Driving Instructor who assesses the driver's general driving skills and provides practical advice about how to reduce their risk on the road.

Tailored advice is given to address situations identified by the driver as posing particular difficulty. Drivers will also be given a copy of Merseyside's senior road user leaflet, as well as appropriate road safety information.

Since its launch in February 2016, the course is proving to be very popular with the target age group. In the first two months, 200 people across Merseyside registered a place on the course, and the number of places available has been increased.

Senior Road Users Information Leaflet

The Partnership has produced a leaflet addressing some of the common issues faced by senior road users when making travel choices. The leaflet provides specific information relating to the potential adverse effects of medication, driving within the law, alternative modes of travel and general advice for senior road users.

The leaflets are distributed via various outlets, such as at public events, and as supplements in Merseytravel concessionary travel passes and others.

Promotional Events

A number of promotional events have been held to raise awareness of road safety issues amongst senior road users. These have proven to be successful in both the number of attendees and the positive feedback received. They provide the opportunity for direct contact with the target group, enabling greater awareness to be generated.

Merseytravel Concessionary Pass Insert

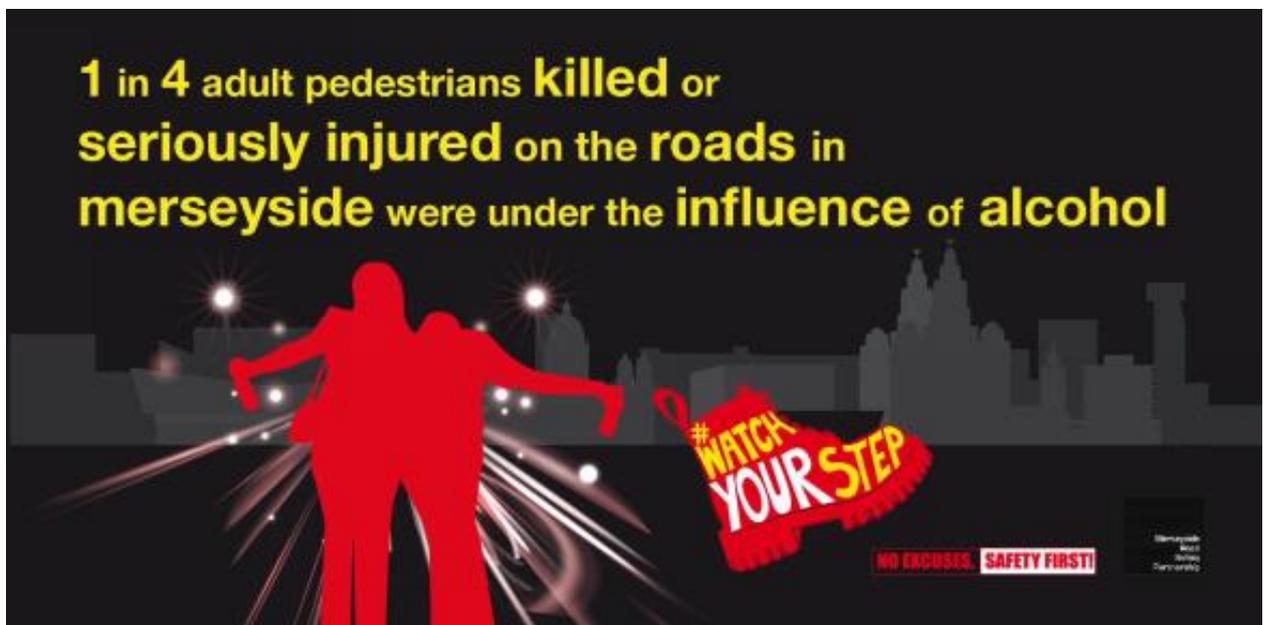
The partnership has developed a leaflet for distribution with concessionary travel passes to raise the issues faced by this road user group when making travel choices.

'Drive On' Magazine

The 'Drive On' magazine is a relatively inexpensive, yet effective and efficient way of delivering key messages for the specific themed area including information regarding driver training, medication and the law.

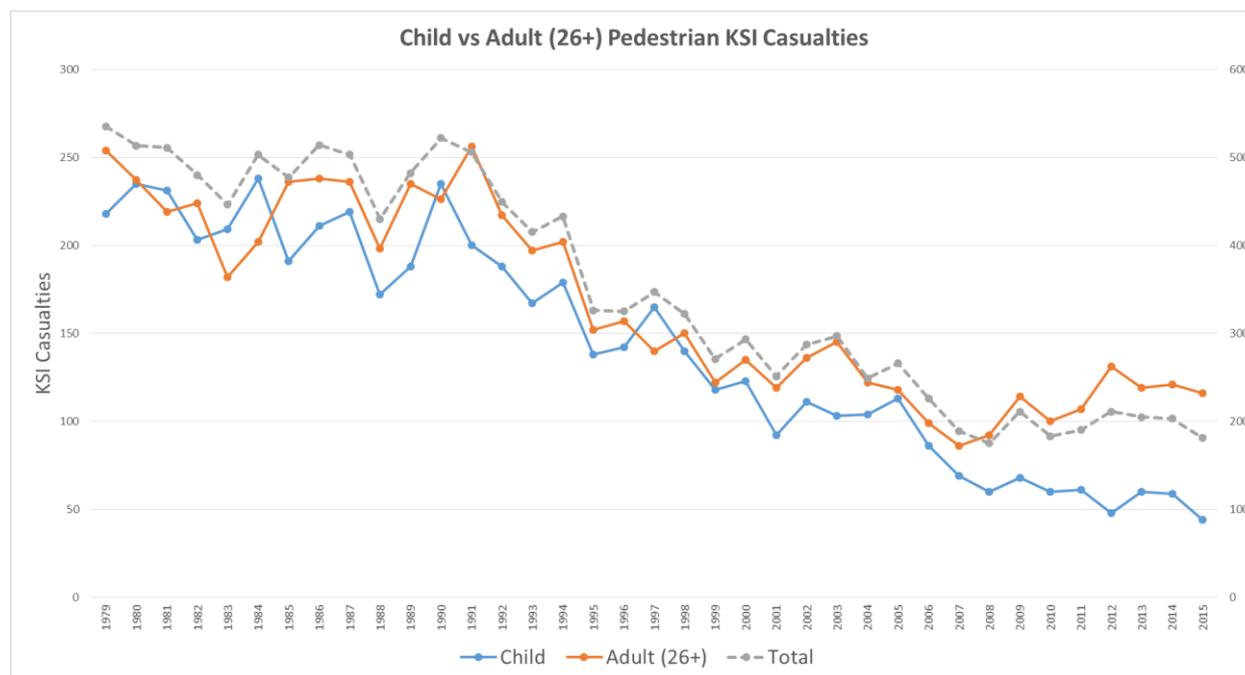
5,000 copies of the magazine were printed in 2016/17 and distributed by local authorities and partner agencies, at all community events and focus groups.

10 Action Plan: Adult Pedestrians



Identifying the Problem

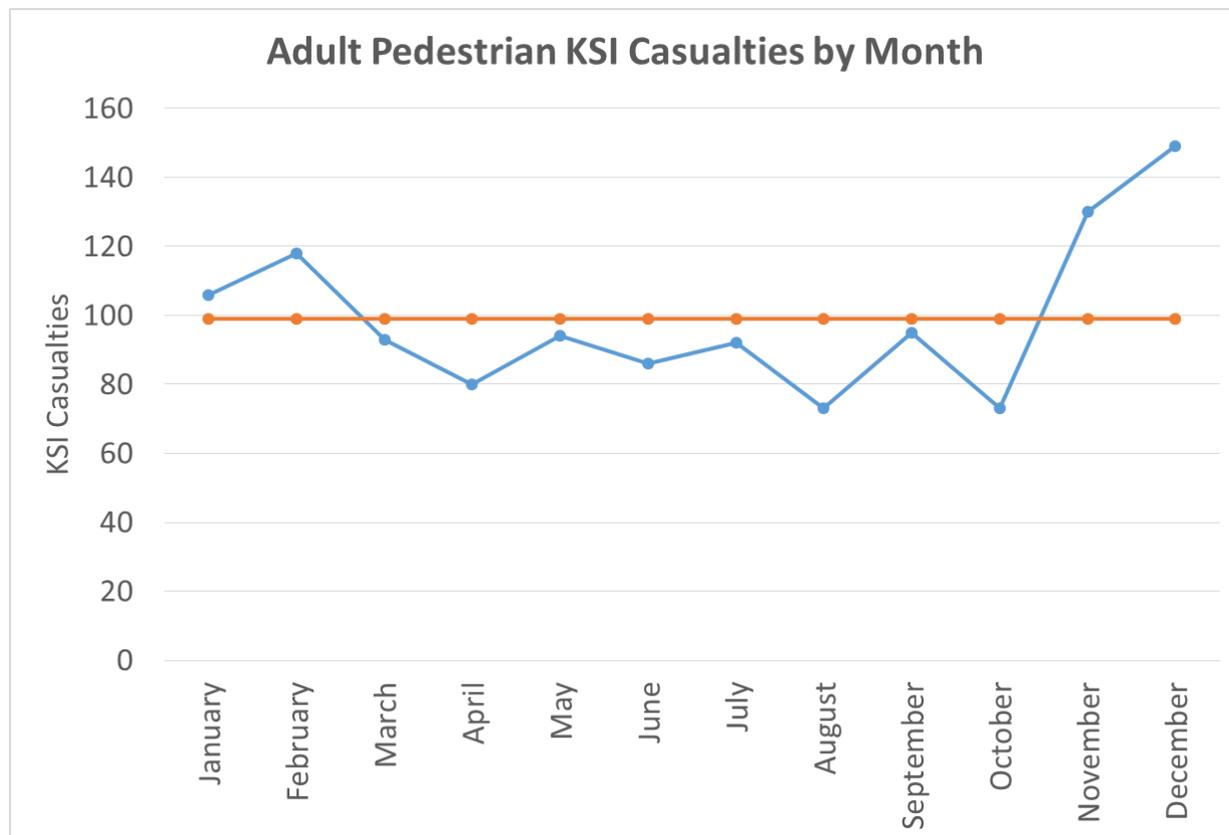
After a large fall in the number of pedestrian KSI's in the 90's and early 2000's, the number has stagnated between 175 and 211 for most of the last decade. Historically, for the 25 years prior to 2006 the number of child and adult pedestrian KSI's has almost mirrored each other with child pedestrians making up 42 – 54% of the total every year on record until 2008. From 2008 onwards the trends have diverged and the child pedestrian KSI's have continued to fall whilst the adult pedestrian KSI's have risen (see figure below). Children now make up only 26% of the pedestrian KSI's, almost half of the long term average of 48%.



Seven of the top eight recorded contributory factors for the adult pedestrian group are pedestrian related with them being responsible for failing to look properly in a significant number of the collisions. The pedestrian being impaired by alcohol also appears in a disproportionately large number of the fatal collisions (see table below)

	Fatal	Serious	KSI
802 Failed to look properly (Pedestrian)	3	166	169
806 Impaired by alcohol (Pedestrian)	5	91	96
405 Failed to look properly (Driver/Rider - Error)	1	93	94
808 Careless/Reckless (Pedestrian)	0	57	57
803 Failed to judge vehicle's path/speed (Pedestrian)	1	54	55
801 Crossed road masked by stationary or parked vehicle (Pedestrian)	1	32	33
809 Pedestrian wearing dark clothing at night (Pedestrian)	2	31	33
804 Wrong use of pedestrian crossing (Pedestrian)	0	21	21

Adult pedestrian KSI casualties are highest between November and February (as shown in the Figure below) and nearly 90% occur on 30 mph roads. 55% are on A and B class main roads. Over 75% of pedestrians are hit by cars (5% PSV's, 8% HGV's, 7% taxi's, 2.5% motorcycles, 2.5% other).



The highest concentrations of adult pedestrian KSI casualties are located in Liverpool and with alcohol impairment being a disproportionate causation, together with a higher frequency between November and February, the city centres vibrant night time economy is considered to be a relevant factor.

Identifying a Programme of Improvements

Publicity Campaigns

A professional photographer will produce imagery for publicity use relating to the adult pedestrian and other thematics. Imagery will be displayed at bus stop locations in Liverpool city centre, where there are known adult pedestrian KSI's, together with rail station facilities and shopping centres. Publicity material (drink mats, bar runners, etc.) will also be provided in public houses, restaurants and bars. The Media Wall in Lime Street will also show alcohol related adult pedestrian publicity.

Liverpool One Shopping Centre Engagement

The Roadshow package provides a television platform for a week long community engagement in Liverpool One Shopping Centre, comprising:-

- The broadcast of tailor-made, live action commercials, a minimum of 500 times during the 7-day event on the plasma vidiwall;
- Data gathering through expert social marketing activities;
- An on-site engagement team throughout the full opening hours of the shopping centre, handing out information, conducting market research and data capture; and
- Over 520,000 footfall reach throughout the week

Liverpool City Connectivity Scheme

It is estimated that in the ten-year period running up to 2023 the number of people visiting, living and working in Liverpool's city centre will have grown 25%. Accordingly, this engineering scheme proposal focuses on making walking and cycling the first choice for short journeys in the city centre. The work will also reduce car and bus traffic, making it easier to get about the city centre and reducing conflict between pedestrian and vehicular traffic.

Driver Awareness Training

Given the high proportion of public service vehicles and taxis operating in Liverpool City Centre to serve the night time economy, it is important to work with these professionals to raise awareness of alcohol impaired adult pedestrians, and advise them how to drive in a manner that reduces the threat to KSI's.

We will deliver Safe Urban Driving courses to professional drivers. This is a one-day course that provides an in-depth review of road positioning and road sharing. The course will be promoted in the local media, and through the business links with partnership members and Chambers of Commerce. Promotion should be targeted at employers from priority sectors, and in priority geographical areas relative to casualty data.

Public Health

Given the alcohol impairment contributory factor, joint initiatives will be sought from colleagues in Public Health to raise awareness of road safety issues attributed to alcohol consumption enabling greater awareness to be generated.

11 Conclusions

Safer roads are vital, not only in terms of the health and safety of residents and visitors to the Liverpool City Region, but also in terms of its cost to the economy. As articulated in the Transport Plan for Growth, improving the health and wellbeing of people in the Liverpool City Region will bring numerous benefits and help the area to thrive both socially and economically.

An efficient and effective sustainable travel network can encourage greater levels of walking and cycling to build more physical activity into lifestyles and reduce the demands on the NHS and improve the economy through fewer days lost at work. As active travel increases, the importance of Road Safety becomes paramount and initiatives should go hand in hand with greater sustainable travel measures to significantly reduce the number of people killed or injured on our roads.

The road safety landscape in Merseyside has changed significantly in the last 10 years away from what have been seen as the traditional key casualty groups of young/novice drivers and child pedestrians. We have had great success in reducing these casualties but now the focus has changed with more challenging harder to reach casualty groups. Our wide ranging programmes of activity aim to deliver similar reductions in the current and emerging risk groups.

Through its commitment to such an 'evidence led' approach, the Merseyside Road Safety Partnership is confident that it will make our roads a safer environment for everyone, contributing to the successful continued growth of the Liverpool City Region.