

IMPROVING ROAD SAFETY ON THE ISLE OF WIGHT

ROAD SAFETY PLAN : 2001- 2006
(FINAL DRAFT – MARCH 2003)



Improving Road Safety on the Isle of Wight

Road Safety Plan 2001-2006

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Foreword

“Every person injured in a crash is one too many”

Road crashes and concern about them affects the whole community. Most people know a friend or relative that has been involved in a crash. Too often these result in injuries or deaths. They can have a distressing effect for friends and family involved.

Many road crashes are preventable. This new Road Safety Plan – *“Improving Road Safety on the Isle of Wight”* is a fundamental review of Road Safety Strategy adopting best practice from around the UK. It sets out a comprehensive and structured programme of wide ranging measures which will be adopted in order to achieve a substantial reduction in the number of people killed and injured in road crashes. It also seeks to tackle the root causes of public concerns over road safety issues through a partnership approach.

Road safety involves all sections of the community and your views are welcome on these important issues.

Improving Road Safety on the Isle of Wight

Review of Road Safety Strategy

INTRODUCTION

The Isle of Wight Council has a number of corporate objectives that need to be considered in the delivery of our Road Safety service:

- To care for vulnerable and disadvantaged people
- To protect the health, safety and environment of the Island and its people
- To develop the Islands transport network for the benefit of local people

In delivering this service the values of the authority are to:

- Listen to people
- Work in partnership
- Give excellent service
- Be open and fair
- Care for our unique environment

This Road Safety Plan takes account of all of these principles and aims to deliver a high quality service.

The [1988 Road Traffic Act, Section 39](#), requires local highway authorities to “prepare and carry out a programme of measures designed to promote road safety”. The Isle of Wight Council has carried out programmes of road safety measures for many years.

The Local Authority Associations (LAA) produced a revised edition of [Road Safety - Code of Good Practice](#) in 1996. This made several recommendations about the road safety service that highway authorities should provide. Whilst a number of these recommendations have been superseded (for example by best value performance indicators), this still forms the basis for good practice for a highway authority. The Isle of Wight Council complies with many of these already and the measures proposed in this plan aim to cover the majority of the remaining recommendations.

The Isle of Wight is co-operating with other councils in the south-east region to compare its performance (benchmarking) in delivering its road safety service with other councils.

The Local Transport Plan (2001-2006) states that the Isle of Wight Council will continue to review its Road Safety Strategy as part of its Best Value Review. In addition to national casualty reduction targets (see [Road Safety Strategy – 2000 to 2010](#) page 3), Audit Commission Performance Indicators (ACPI's) have been defined for various aspects of road safety. The Isle of Wight Council aims to

achieve performance levels in the top 25%ile of councils.

This Road Safety Plan represents a target-led strategic review of the progress of the road safety strategy for the Isle of Wight. Best practice from around the UK has been considered. A review of the local casualty problems has been undertaken (Appendix 1) to ensure that the proposals will tackle the Isle of Wight's road safety problems effectively. A substantial number of potential improvements to the road safety service have been identified.

ROAD SAFETY IN AN ENVIRONMENTALLY SUSTAINABLE TRANSPORT SYSTEM

A safe, efficient and environmentally sustainable transport system plays an essential role in a modern economy and enhances people's quality of life. The way in which people travel and the continued growth in road traffic needs to be considered when planning all aspects of the transport system. Whilst cars have brought great benefits, their increasing use causes congestion, which reduces their convenience, undermines the local economy and adds to local air pollution. This can damage health and contributes to greenhouse gases that cause global warming. Measures to provide a safer, more accessible transport system and restrict the growth in traffic are outlined in the Local Transport Plan.

Reducing road casualties will help to make roads safer and achieve the Government's overall target to cut accidents from all causes as set out in [“Saving Lives: Our Healthier Nation White Paper”](#).

Reducing speed and removing or reducing traffic in sensitive areas can make roads safer, reduce road casualties and improve the local environment.

Reducing the fear of crashes by making roads safer can help to promote social inclusion. Urban regeneration schemes can incorporate both road safety and personal safety measures. Improving safety on routes to schools can help to promote walking and cycling. This leads to greater fitness and health as well as reduced congestion.

Planning and land use policies can help to promote road safety measures, which encourage walking and cycling and improve the local environment. These can include measures to reduce speeds (such Home Zones, 20 mph Zones and traffic calming), and measures to

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improve safety for pedestrians and cyclists (such as improved routes and crossing facilities).

ROAD SAFETY STRATEGY – BEFORE 2000.

The first casualty reduction targets were introduced in 1987. The principal target was to achieve a reduction in road crash casualties of 33% by the start of the year 2000 based on the average casualty figures for 1981 to 1985. This was to be achieved by improvements in road safety engineering (13%), vehicle safety engineering (14%) and education, training, publicity and enforcement (6%).

In the early 1990's, local authorities were encouraged to produce Road Safety Plans to co-ordinate efforts to improve road safety and reduce the number of people injured in road crashes. In 1993/4 the Isle of Wight Council produced its first Road Safety Plan.

By the start of 2000 the following results had been achieved in Great Britain:

- fatal casualties reduced by 39%
- serious casualties reduced by 48%
- slight casualties increased by 15%
- overall casualties reduced by 0.5%

The increase in slight injuries has nullified the overall casualty reduction, due mainly to a 63% rise in car users injuries.

Similarly on the Isle of Wight:

- fatal casualties reduced by 39%
- serious casualties reduced by 49%
- slight casualties increased by 7%
- overall casualties reduced by 19%

On the Isle of Wight overall casualties have fallen by 19%.

ROAD SAFETY STRATEGY – 2000 TO 2010

Against this background the government launched its road safety strategy "*Tomorrows Roads - Safer for everyone*" in 2000.

This was a wide-ranging strategy covering:

- New targets for casualty reductions to be achieved by 2010 (compared to the 1994-8 averages):
 - 40% reduction in killed and seriously injured
 - 50% reduction in the number of children killed or seriously injured
 - 10% reduction in slight casualty rate (injuries per 100 million vehicle kilometres)

- Improving safety for children
- Improving safety for drivers
- Improving the safety of the transport network
- Achieving safer vehicle speeds
- Improving vehicle safety
- Improving safety for motorcyclists
- Improving safety for pedestrians, cyclists and horseriders
- Improving enforcement
- Promoting safer road use

ISLE OF WIGHT ROAD SAFETY STRATEGY

In 2001 there were 699 people injured in road crashes, the most since 1997. One person was killed, 120 people were seriously injured and 578 people were injured slightly. The Isle of Wight Council has adopted the principles of the government's road safety strategy and challenging casualty reduction targets. In the Local Transport Plan (2001 to 2006) interim targets of half of these reductions have been set as an intermediate objective. The remainder of the target (and more if possible) will be included in the next full Local Transport Plan covering the period up to 2010.

This Road Safety Plan sets out the measures that will be undertaken on the Isle of Wight in order to achieve these aims.

• Main road safety issues

The main road safety issues identified are:

- The number of people injured in road crashes has increased in 2001 compared to the late 1990's
- The number of pedestrian injuries increased in 2001 and is a cause for concern
- The number of children injured has increased in recent years with child pedestrians accounting for around 40% of these injuries
- Although the number of cyclist injuries increased slightly in 2001, this remains significantly lower than in the late 1990's
- One third of cyclists injured were children
- The number of motorcyclists and moped users injured remains a cause for concern
- Twenty five percent of all injuries occurred on minor built-up roads.

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- Progress against targets

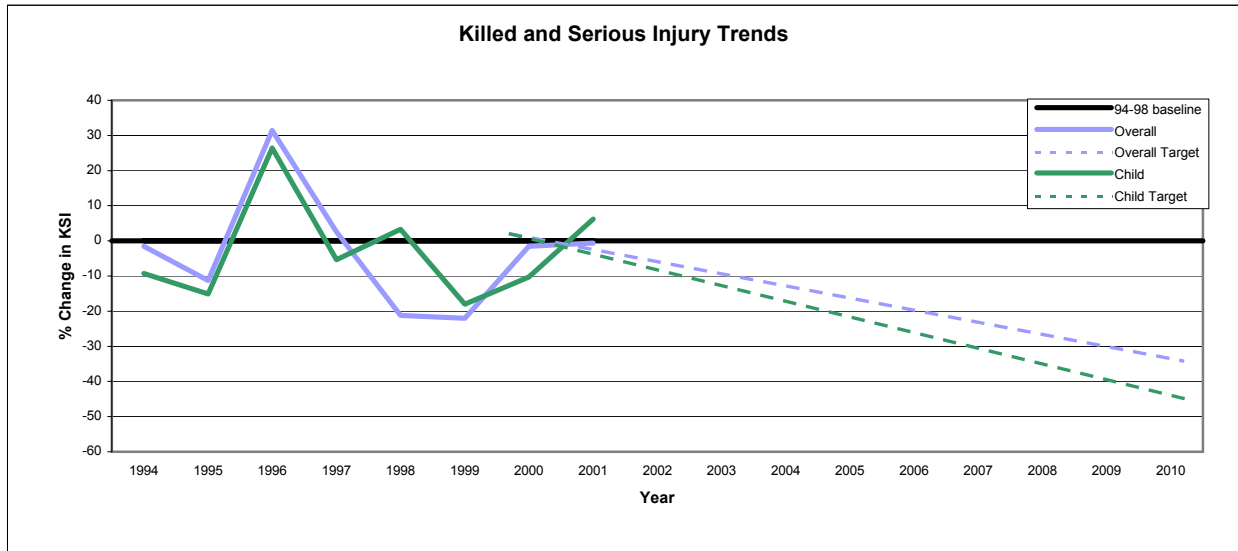


Figure 1 – Trend in killed and serious injuries (KSI) against the target

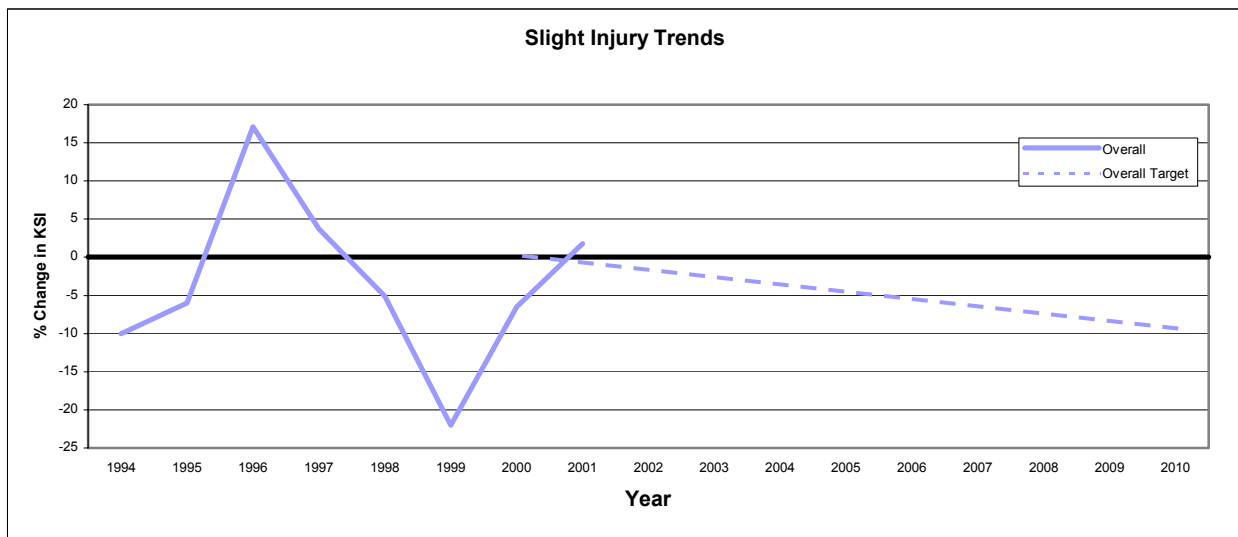


Figure 2 – Trend in slight injuries

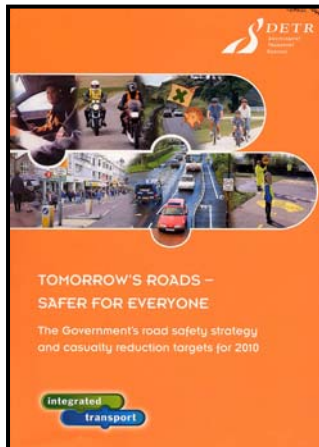
Figures 1 and 2 show that the trends in all injuries have risen rather than reduced in 2000 and 2001. This emphasises the need to introduce a comprehensive package of measures to improve safety.

The wide fluctuation in injuries over the years could be due to a number of factors. It should be noted that because the number of injuries on the Isle of Wight is relatively small (in statistical terms) random fluctuation could have a significant effect some of the short term swings in the numbers of injuries.

Improving Road Safety on the Isle of Wight

How Can Road Safety Be Improved

The government's road safety strategy places great emphasis on reducing injuries and the fear of accidents particularly for children. Action needs to be taken in a wide variety of areas if efforts are to be focused towards the achievement of particular targets. This requires the participation of many different groups and organisations working together in partnership.



UNDERSTANDING THE CAUSES OF CRASHES

Concern about road safety issues such as speed, poor or dangerous driving and the difficulty that pedestrians have in crossing a road etc. are examples of daily problems facing large numbers of people. Fear of being injured in a crash can affect the way people use the road network. People may avoid roads or junctions that they consider to be dangerous. Similarly, concern over safety can cause other traffic problems such as around schools. Parents may restrict the movement of the children in an area or take them on a journey (such as to school) by car if they perceive there to be problems with road safety. This can add to peak hour congestion.

It is convenient to assign cause or blame for a crash to a single factor. However, crashes however usually have a number of contributory factors involved in them. Research has shown that treating one or more of these factors can make a substantial reduction in number and severity of injuries.

There are three main categories of factors involved in crashes:

- **Human factors**

Human factors include making errors of judgement, lack of experience and skills of the driver (often younger drivers), aggressive driving and risky manoeuvres (such as overtaking where inappropriate), thrill seeking,

misjudgement of situations, driving whilst under the influence of alcohol / drugs or whilst tired and not using of seat belts and child safety restraints.

- **Road environment factors.**

Common road environment factors include poor signing or road markings, road layout which users find confusing, road design which does not discourage speeding, inadequate facilities for right turning vehicles at junctions, inadequate road surface skidding resistance to help drivers stop in an emergency. Other road environment factors include the lack of provision of adequate facilities for pedestrians and cyclists.

- **Vehicle factors**

Vehicle factors can include poor or faulty steering, suspension, brakes, tyres or lights.

THE COST OF ROAD CRASHES

In the UK, research into the cost of crashes has placed financial values on the cost of road crashes. Typical costs (June 2001 prices) are:

- Fatal injury - £ 1,365,310
- Serious injury - £ 160,850
- Slight injury - £ 16,030

These values consist of the costs of lost output, hospital and emergency service costs, repair costs etc. plus an element for a 'willingness to pay'. The latter is based on the premise that in terms of public investment people would be willing to invest money in measures that would reduce the risk of them being killed or injured in a road crash.

These values can be used when assessing the economic benefits of alternative investments in highway infrastructure. Engineering schemes that reduce crashes often produce very high economic rates of return, often far higher than with other forms of highway improvement. This provides strong justification for increasing funding for road safety engineering schemes.



Improving Road Safety on the Isle of Wight

How Can Road Safety Be Improved

WAYS OF IMPROVING ROAD SAFETY

The main measures available to improve road safety at a local level are outlined below. Subsequent sections will look at these in more detail for each road user group that they are aimed at.

- **Analysing Road Crash Data, Treating Hazardous Locations and Monitoring Trends in Casualties**

Details of all crashes involving a personal injury that are reported to the police are recorded on a database. This information is analysed to identify patterns in crashes, which can be treated by a range of measures. An annual programme of remedial measures is undertaken and the results of these are monitored. Trends in particular types of crashes and casualties are monitored to make sure that appropriate action is taken.

- **Education**

Education starts in the home with children learning from parents and at pre-school with activities designed to increase children's understanding of road safety problems that they may face. It continues through school and college with structured education packages. As children get older, education helps to develop responsible attitudes to key road safety issues.

- **Publicity and Awareness Campaigns**

Publicity and awareness campaigns aim to influence attitudes and behaviour. They can help people to understand and accept road safety measures. Examples of these include the dangers of:

- not wearing seat belts or not using the correct child seats and restraints
- driving under the influence alcohol or drugs
- driving at excessive or inappropriate speed

- **Engineering a Safer Road Network**

Engineering improvement measures such as traffic calming, junction improvements, anti-skid surface, signs and road markings can make substantial reductions in both the number and severity of injuries. These measures will be targeted at cluster sites locations, routes and areas with a crash problem. Better facilities for vulnerable road users can be provided. All new changes to the highway network will be subject to Road Safety Audits to ensure that schemes are designed to be as safe as practicable and measures to reduce possible injuries are incorporated.

- **Training and Testing**

Training for pedestrians, cyclists, and drivers can help to improve their skills and behaviour. This can help to reduce the number of road crash casualties and improve people's perception of safety. Driver training including hazard perception and advanced driving skills can help younger or inexperienced drivers cope better with potentially hazardous situations and can help to reduce their involvement in crashes.

- **Safer Vehicles**

Improvements to vehicle construction standards are made at a national level. However information on the safety performance of different vehicles can be made more widely available.

- **Enforcement and Deterrence**

Deterring people from poor driver behaviour, driving under the influence of alcohol or drugs, speeding, and other traffic offences can help to improve peoples feeling of safety when using the road. It can also help to make a significant reduction in the number of people injured in road crashes. Effective enforcement combined with good publicity can help to ensure to deter the type of behaviour, which puts road users at greater risk.

- **Partnerships and Communication**

Much more will be achieved if road safety issues are dealt with in partnership with the many bodies and groups that have an interest and influence on these matters. Encouraging bodies to contribute ideas, expertise and resources in a co-ordinated and focused way will help to maximise the safety benefits for all road users. It is important to communicate road safety information widely and look for feedback from road users and partners on road safety issues.



Improving Road Safety on the Isle of Wight

Improving Child Safety

THE PROBLEMS

• Trends

The number of children injured in road crashes appears to have risen in recent years compared to the mid-1990's, with 110 injured in 2001. Child injuries on the Isle of Wight accounted for around 16% of the total injuries compared to 12% for Great Britain.

Around 41% of children were injured as pedestrians (compared to 39% for Great Britain). Around 37% of children were injured as car passengers (the same as for Great Britain). Around 16% of children were injured whilst cycling (the same as for Great Britain).

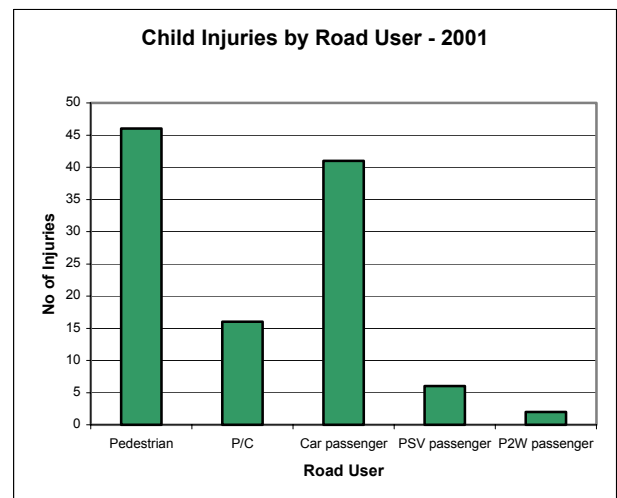
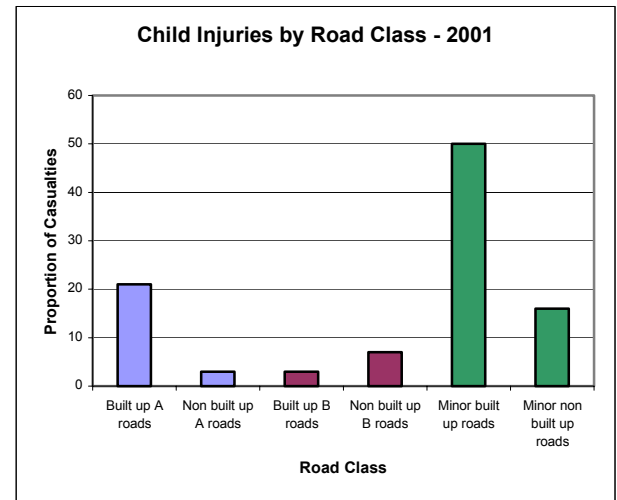
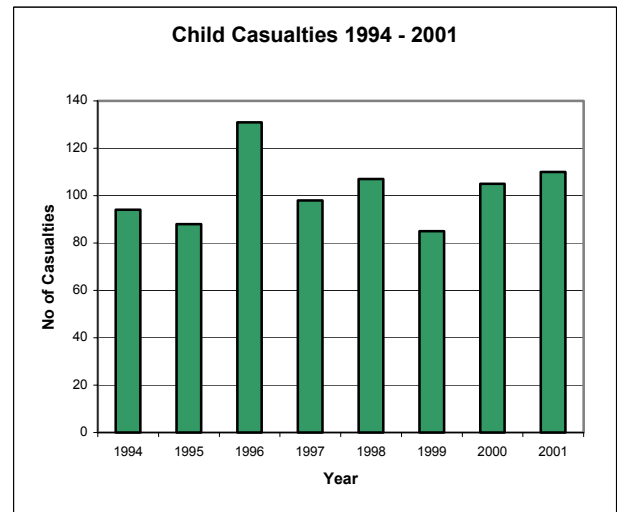
• Location

The highest proportion of crashes occurred on built up minor roads (50%). Further investigation of these crashes is necessary to determine the most appropriate measures to reduce them.

KEY ACTIONS

The Isle of Wight Council is committed to improving child safety by:

1. Structured road safety education programmes
2. Encouraging the promotion of road safety and providing support to children, parents, carers, teachers and school governors including children's traffic club
3. Providing and developing appropriate road safety resources for parents, carers and teachers
4. Providing and supporting cycle and pedestrian training activities
5. Running appropriate publicity and awareness campaigns
6. Expanding the safer routes to schools programme
7. Undertaking programmes of speed reduction measures in residential areas (See [Improving the Safety of the Road Network](#))
8. Undertaking a detailed investigation/audit of all crashes involving children



Improving Road Safety on the Isle of Wight

Improving Child Safety

Pre-school (0-4 years) – at home and at nursery, pre-school or playgroup

- Provide information on in car safety features, child safety seats and restraints
- Provide education guidelines for parents and carers
- Provide pre-school education activities and worksheets
- Provide access to pre-school resource packs

Primary and Middle Schools (5-12 years)

- Provide information on safer cycling and journeys to school
- Provide advice to parents on protecting younger children from danger through children's traffic clubs and programmes of structured education
- Teach road user skills and encourage attendance of appropriate training courses such as cycling proficiency
- Provide practical on road pedestrian training for 5 to 8 years old children
- Encourage and support schools to plan and promote structured road safety education at key Stages 1, 2 and 3
- Encourage training of teachers in road safety education and provide them with the necessary resources
- Encourage schools to prepare school travel plans and to participate actively in safer routes to schools initiatives
- Encourage school governors and head teachers to consider road safety education as an integral part of the school curriculum
- Encourage school governors and head teachers to actively promote road safety to parents and identify ways of improving road safety around and on routes to schools

High Schools/Colleges (13-18 years)

- Provide information on safer cycling and journeys to school
- Develop road safety material for PHSE curriculum opportunities
- Use of youth theatre and peer pressure to influence attitudes of older students on issues such as driving under the influence of alcohol/drugs and speeding

Child Pedestrian and Cycling Training

- Encourage the wearing of cycle helmets
- Continue the structured cycle training carried out at all of the islands 69 schools. It is council policy to make the wearing of cycle helmets compulsory for cycle training
- Provide child pedestrian training packages

Child Publicity and Awareness Campaigns

The year round national campaigns such as **THINK** will be supported by a number of initiatives such as:

- encouraging children to be seen and safe by providing and encouraging the wearing of reflective material
- promotion of cycle helmet wearing at schools and pre-schools as well as local events
- raising awareness amongst parents through schools of the problems associated with parking around schools entrances
- encouraging the use of appropriate child car seats and restraints

Safer routes to school (See Appendix 2)

Expand the safer routes to school project to cover 5 schools or colleges per annum. These projects will be based on partnerships with the schools and local community and will be complemented by programmes of engineering measures to reduce the danger from vehicles and improve walking and cycling facilities. School travel plans will form an integral part of the projects. Problems around school entrances will be addressed in these projects.

Child Road Safety Audit

An audit of all the crashes involving children will be carried out. This will involve a detailed analysis of locations, patterns and causes of child injuries. Appropriate road safety measures will then be targetted at each of the problems identified.



Improving Road Safety on the Isle of Wight

Improving Pedestrian and Cyclist Safety

THE PROBLEMS FOR PEDESTRIANS AND CYCLISTS

• Trends

Pedestrian injuries rose to 107 in 2001 representing around 15% of all injuries (compared to 13% for Great Britain) but the overall trend appears to be fairly constant. Around 43% of all pedestrians injured were children (compared to 39% for Great Britain).

Cycling injuries rose slightly to 48 in 2001 representing around 7% of all injuries (compared to 6% for Great Britain). The overall trend for cycling crashes appears to be downwards. Around 33% of all cyclists injured were children (compared to 31% for Great Britain).

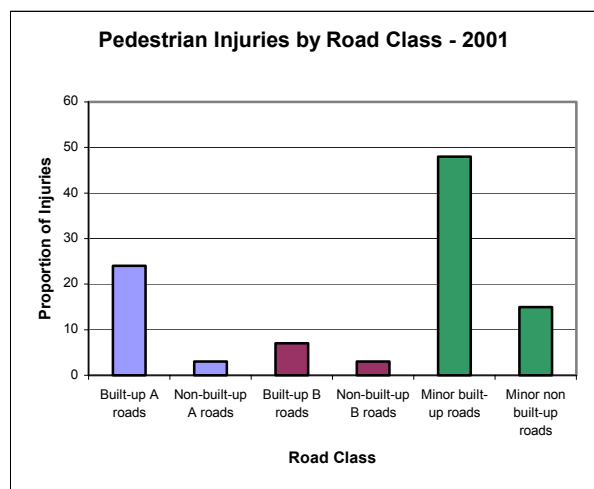
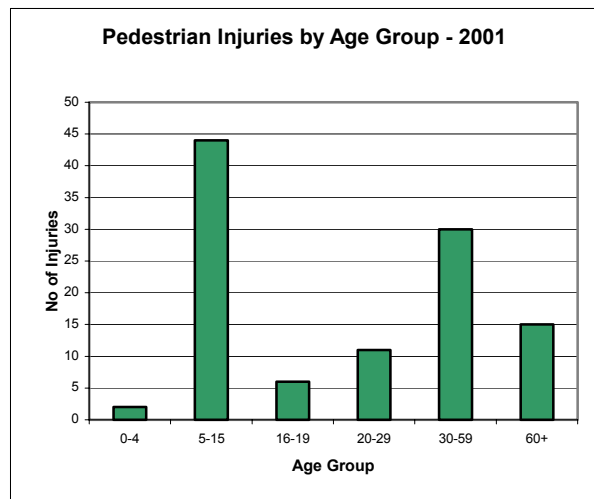
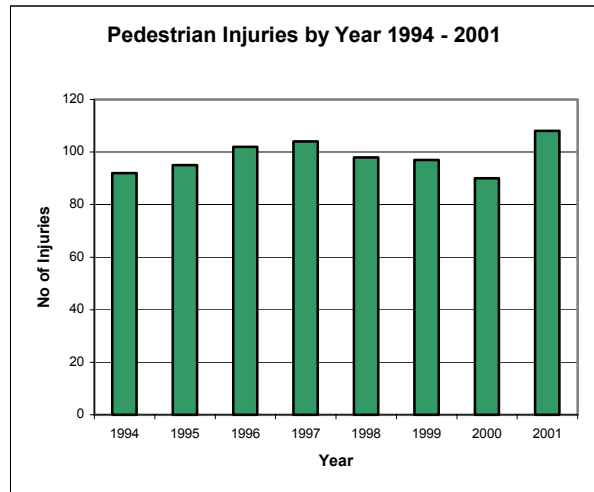
• Location

Around 50% of all pedestrian and cycling crashes occur on minor built up roads. Further investigation of these crashes is necessary to determine the most appropriate measures to reduce these crashes.

KEY ACTIONS

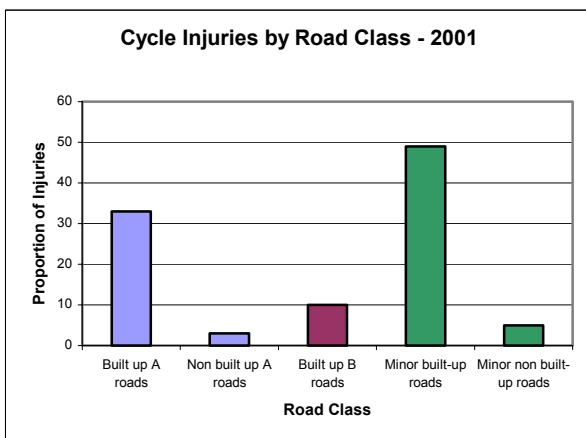
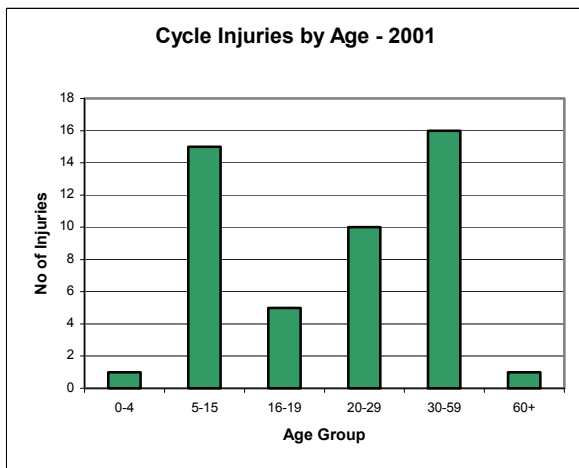
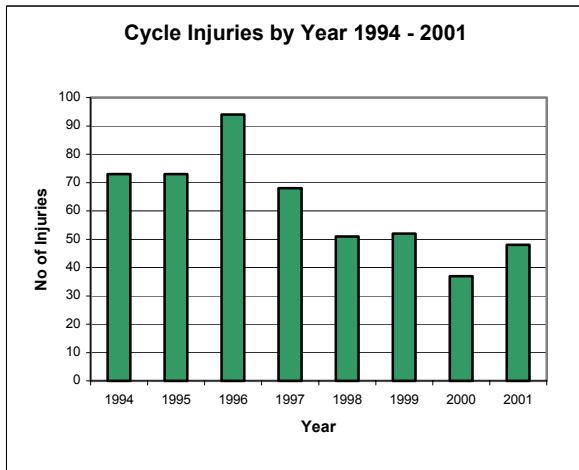
The Isle of Wight Council is committed to improving safety for pedestrian and cyclists by:

1. Expanding the safer routes to schools programme and providing structured road safety education programmes and training packages for children (See Improving Child Safety)
2. Running appropriate publicity and awareness campaigns for high risk pedestrian and cyclist groups
3. Providing safer walking and cycling facilities and routes
4. Reducing the dangers to walking and cycling caused by traffic volume and speed
5. Ensuring that the needs of pedestrians and cyclists (including mobility impaired) are given a high priority in all modifications to the road network
6. Undertaking a detailed investigation/audit of all crashes involving pedestrians and cyclists
7. Investigating the implications of implementing a road user audit process



Improving Road Safety on the Isle of Wight

Improving Pedestrian and Cyclist Safety



PUBLICITY AND AWARENESS CAMPAIGNS

In addition to the campaigns for children outlined in the "Improving Child Safety" section a number of initiatives such as:

- promoting the benefits of wearing cycle helmets to all cyclists
- encouraging cyclists and pedestrians (where appropriate) to be seen and safe by wearing clothing that is highly visible

- providing advice for adult pedestrians on dangers of crossing roads
- targeting high risk groups such as children, older road users and mobility impaired people

PROVIDING SAFER WALKING AND CYCLING ROUTES

A review of walking and cycling facilities and routes will be undertaken as part of the Council's Walking Strategy and Cycling Strategy. These strategies aim to encourage more people to walk and cycle by providing safer and more convenient facilities.

REDUCING THE DANGER TO WALKING AND CYCLING

As well as providing safer walking and cycling routes, reducing the perceived dangers to walking and cycling will help to improve safety for these road users.

The volume of traffic and its speed are two of the major barriers to safe walking and cycling. Measures to reduce the volume of traffic by reallocating road space and demand management techniques will be employed to achieve this on particular routes. Similarly measures to reduce speed (Speed Management Strategy – Appendix 3) will be employed to reduce this problem.

ROAD USER AUDIT

Road User Audit is a process for ensuring that the needs of vulnerable road users such as pedestrians (including mobility impaired users), and cyclists are provided for when modifications to the road network are being planned and designed. It can help improve the perceived safety of walking and cycling and assist with achieving other transport policy goals such as traffic reduction.

Road User Audit is also an opportunity to introduce or improve facilities for specific road user groups. The process considers:

- safety
- coherence
- directness
- attractiveness
- comfort

The resource implications of implementing a formal process for Road User Audit will be investigated and appropriate action taken.

Improving Road Safety on the Isle of Wight

Improving Powered Two Wheeled Vehicle Safety

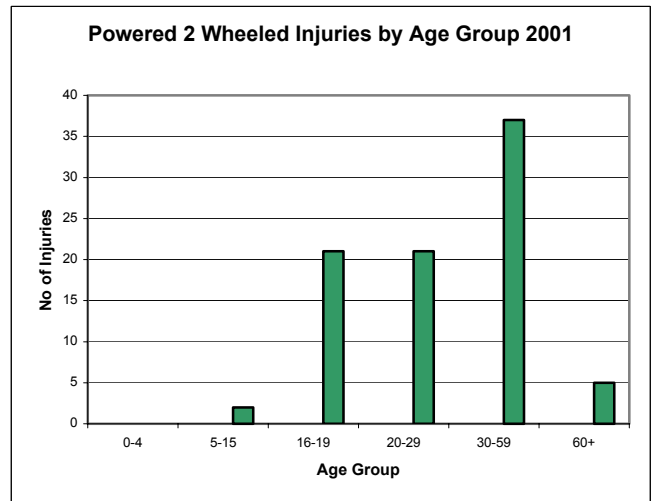
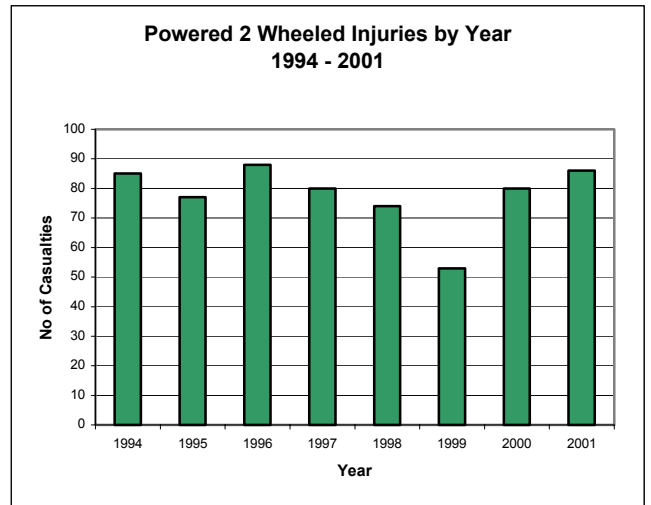
THE PROBLEMS

- Trends**

The number of riders and passengers injured rose to 86 in 2001 representing around 12% of all injuries (compared to 9% of all injuries for Great Britain). The overall trend for the Isle of Wight does not appear to be changing significantly and represents a major problem to be tackled. Further investigation of these crashes is necessary to determine the most appropriate measures to reduce these.

- Location**

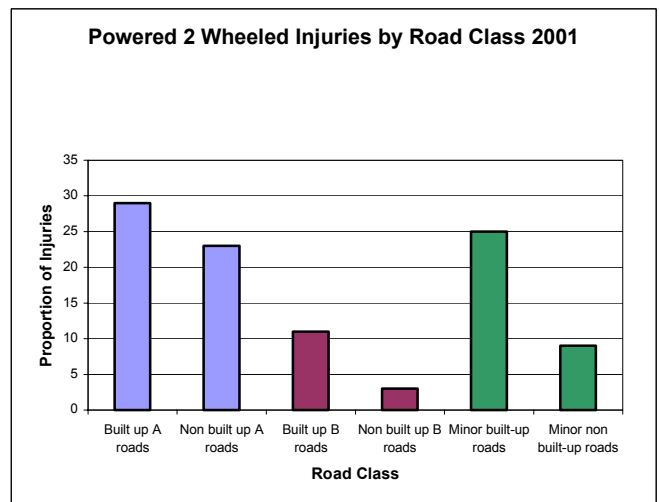
Although the majority of powered two-wheeled vehicle injuries occur on the main road network a substantial proportion (25%) occur on built up minor roads.



KEY ACTIONS

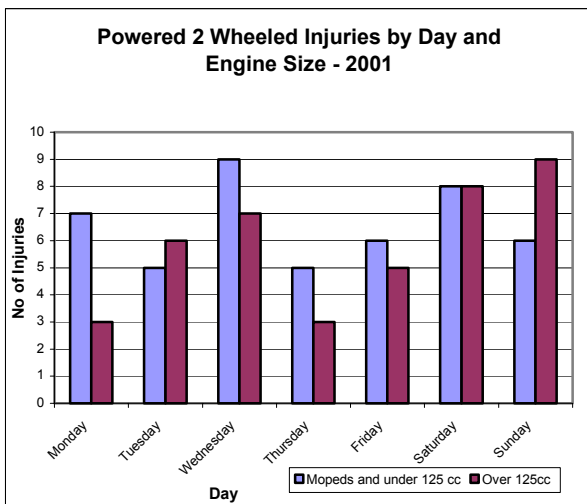
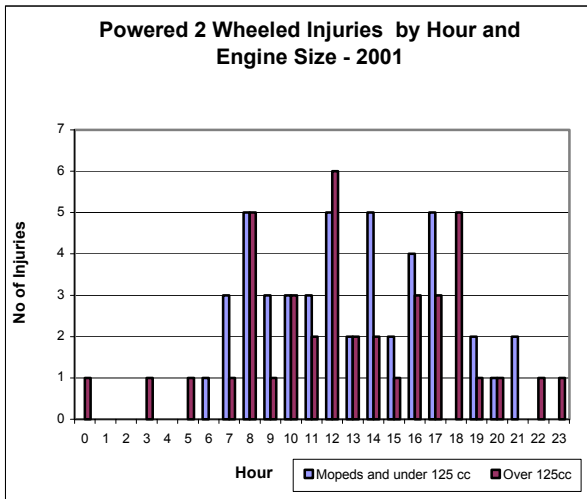
The Isle of Wight Council is committed to improving safety for powered two-wheeled vehicle users by:

- Promoting advanced riding courses via locally based organisations
- Encouraging riders to seek refresher and familiarisation training via direct access organisations
- Carrying out publicity and awareness campaigns
- Working with representatives of motorcycle user groups to look at issues of concern
- Improving road conditions that could be a hazard
- Undertaking a detailed investigation/audit of all crashes involving powered two-wheeled vehicles



Improving Road Safety on the Isle of Wight

Improving Powered Two Wheeled Vehicle Safety



Powered two-wheeled vehicles can be a more environmentally friendly form of travel than cars. However they can also be more dangerous with motorcyclists representing a large proportion of casualties in relation to their numbers and use. Younger riders tend to be injured on smaller and less powerful machines and older (25+) riders tend to be injured whilst riding larger more powerful machines. A more recent trend is for people who used to ride powered two wheelers to return to riding, often buying new more powerful machines.

Improving training and testing

All new riders are required to undertake Compulsory Basic Training before they can ride a motorcycle. The Compulsory Basic Training (CBT) package will be improved in line with national guidelines for the development of the training course. Other proposed national changes mean that newly qualified drivers will

no longer be able to ride a moped without passing a form of Compulsory Basic Training. Similarly, drivers holding a full car license will also need to pass a theory test reflecting the different problems for motorcycles.

Crash data shows that greater numbers of older riders are being injured, often after returning to riding and buying a bigger more powerful machine. Training and refresher courses are available via registered CBT Organisations and local advanced rider groups and will be publicised widely.



Publicity and Awareness Campaigns

Campaigns highlighting the dangers for powered two-wheeled vehicles and the benefits of training to all new and returning riders will be undertaken. Drivers of other vehicles will also be made more aware of the vulnerability of riders.

Working with motorcycle user groups to improve safety

Motorcycle user groups will be involved in partnership efforts to improve road safety and will be encouraged to identify safety problems to be addressed.

Improving road conditions

The location of manholes, drains and other potential slip hazards in the road surface can cause problems for riders. Similarly, surface defects (including diesel spillage), potholes and poor reinstatements can dislodge riders or cause a loss of control.

Improving maintenance procedures and response times and ensuring that slip hazards are minimised or treated with non-slip surfaces in the design of new schemes will help to improve safety and reduce crashes.

Improving Road Safety on the Isle of Wight

Improving Driver and Passenger Safety

THE PROBLEMS FOR DRIVERS AND PASSENGERS

• Trends

Driver and passenger (excluding powered two wheeled vehicles and cyclists) injuries rose in 2001 and represent around 69% of all injuries (compared with 71% of injuries in Great Britain). However this is still lower than in 1996 and 1997. Younger drivers have around twice the crash involvement rate of more experienced drivers in the UK.

KEY ACTIONS

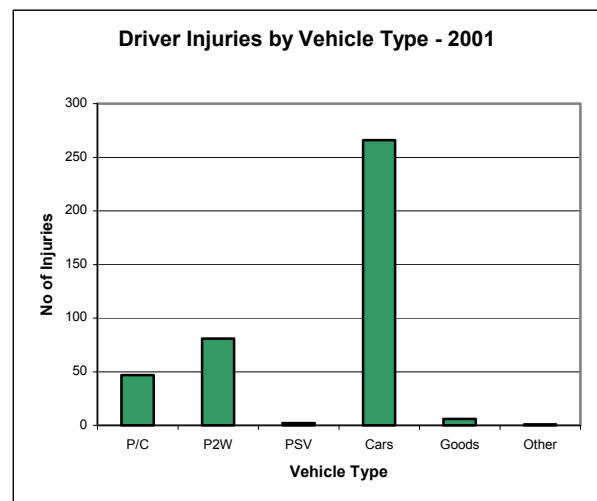
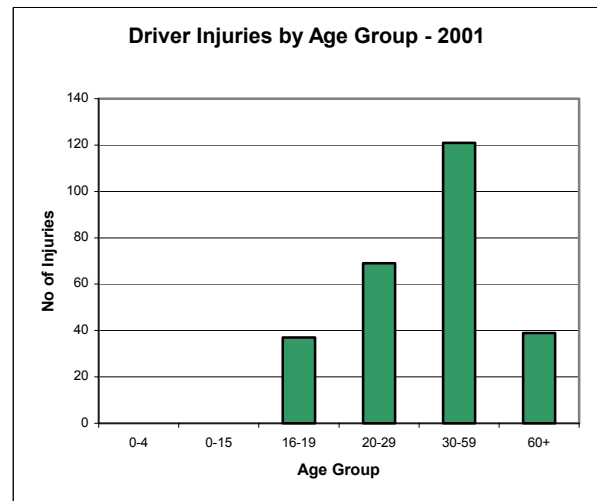
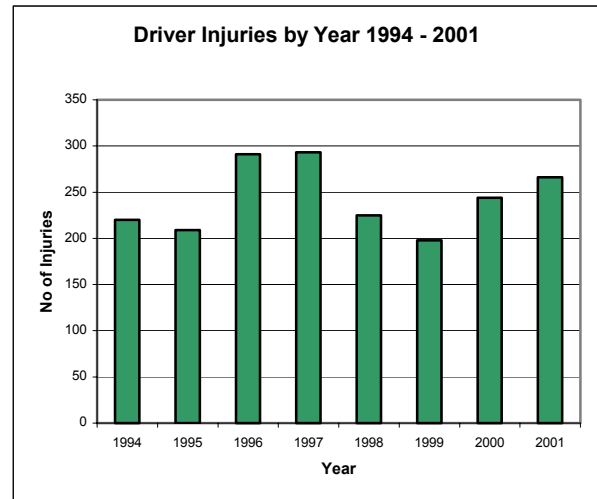
The Isle of Wight Council is committed to improving driver and passenger safety by:

1. Making driver training, improvement and rectification courses widely available
2. Undertaking publicity and awareness campaigns aimed at key issues and targeting high-risk groups
3. Promoting the use of appropriate in car safety equipment for child seats and restraints
4. Publicising the availability of consumer information on the safety performance of different types of vehicle when involved in a collision



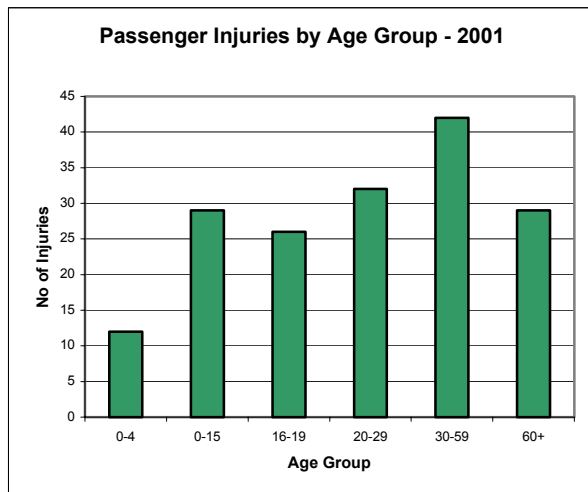
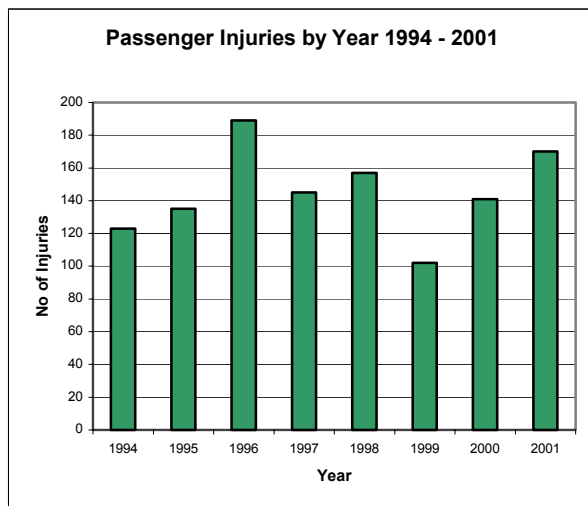
In 2002, a series of free checks by the Isle of Wight Council and motoring chainstore Halfords found that more than 80% of child seats in cars were either of the wrong type or incorrectly fitted. The campaign led to the correct fitting of nearly 80 child seats and advice to purchase a more suitable seat for the remaining 57 cars.

Similarly, a campaign at schools on the Isle of Wight relating to children wearing seatbelts led to a significant increase in the numbers of children wearing seatbelts.



Improving Road Safety on the Isle of Wight

Improving Driver and Passenger Safety



DRIVER TRAINING AND IMPROVEMENT

• Pre-driver training

Pre-driver training programmes will be provided for young drivers to increase their awareness of the risks that they face and encourage good attitudes. Courses in driver awareness will be offered to 16–18 year olds. In its road safety strategy, the government has recognised that improving driver's hazard perception will play an important part in reducing casualties. Hazard perception testing is now incorporated into the driving test. This is expected to make a significant reduction in the crash rates for younger drivers.

• Driver Improvement and Rectification

Driver re-training, improvement and rectification schemes can be given as alternatives to fines and penalty points for minor offences where this would be more beneficial. Initially these will be targeted at drivers who are involved in crashes or commit minor driving offences where it is clear that one

or more of the following was a significant factor:

- lack of experience
- poor awareness of hazards
- poor attitude to driving or other road users

In conjunction with the Councils Licensing Officer, a driver rectification scheme is now being considered for taxi drivers with excessive penalty points on their license.

• Older (60+) Drivers

Injuries to older drivers represent around 6.7% of all injuries on the Isle of Wight compared to 4.1% in the whole of Great Britain. Older drivers are increasing in numbers and can be more vulnerable if involved in a road crash. Older people often take longer to recover or may sustain more serious injuries than other age groups. Despite their considerable driving experience, it may be difficult for older people to come to terms with a decline in eyesight, hearing, mobility or reaction time.

A programme of seminars and practical driving assessments for older drivers will be provided. Eyesight checks will also be offered. These will be promoted through local community groups.

• Minibus driving

A training scheme for minibus drivers is provided. All school and local authority minibus drivers are required to undertake this before driving a minibus. Private companies will also be encouraged to undertake this training.

PUBLICITY AND AWARENESS CAMPAIGNS

Publicity and awareness campaigns can help people to understand road safety problems and influence attitudes and behaviour. In the longer term they help to determine the social acceptability of behaviour and have a major influence on road safety. Campaigns to highlight the dangers of the following issues will be undertaken:

- not wearing seat belts or not using the correct child seats and restraints
- driving under the influence alcohol or drugs
- driving at excessive or inappropriate speed

Other local issues will be identified and be included in the campaign programme.

Improving Road Safety on the Isle of Wight

Improving Driver and Passenger Safety

VEHICLE SAFETY

When a crash occurs, the safety characteristics of the vehicles involved can have a significant effect on the severity of injuries that the people involved in the crash will receive. All vehicles have to meet minimum safety standards but some provide much better protection for vehicle occupants and pedestrians that are hit. Protection for other road users can be gained, for example, by making car fronts safer for pedestrians that may be struck. Vehicle designers are constantly seeking to improve the performance of their vehicles. Safety is an important aspect of that improvement and the perception of safety of a car can help to make it a more popular choice.

Many electronic and mechanical devices are now available to help drivers overcome common problems. Some examples are:

- anti-lock brakes or electronic braking systems
- front air bags and side air bags/curtains
- high mounted brake lights

EuroNCAP (European New Car Assessment Programme) provides a realistic and independent assessment of the safety performance of some of the most popular cars in Europe. This programme is backed by five European Governments together with motoring and consumer organisations from every EU country.

Cars are given a star rating for their ability to protect occupants, with 5 stars currently being the highest level of protection.

Findings of recent research in Sweden which involved road crashes with cars of different star ratings suggest that there is a 30% reduction in the likelihood of death and serious injury for cars with a 4 star rating compared with those with a 2 star rating or older cars.

More details of the tests and the results are available on the EuroNCAP website www.euroncap.com

It is important that this type of information is made widely available to people when considering buying new cars. Better and more widely available information on the safety performance of different cars will influence buyer's decisions and the way in which manufacturers develop their new models.

A link to the EuroNCAP website will be inserted onto the Isle of Wight Road Safety website. Other groups with an interest in road safety will be made aware of the website and asked to promote it accordingly.



Improving Road Safety on the Isle of Wight

Improving the Deterrence and Enforcement of Traffic Offences

KEY ACTIONS

The Isle of Wight Council is committed to improving road safety for all road users by:

1. Assisting Hampshire Constabulary in providing better and more effective data led traffic law enforcement
2. Promoting a better understanding of the road safety consequences of poor or inappropriate road user behaviour
3. Offering education and retraining as an alternative to fines and penalty points in appropriate cases where this would be beneficial

TRAFFIC LAW ENFORCEMENT

Traffic law provides a framework for using roads safely. It has an essential part to play in improving driver behaviour and reducing the number of people injured in road crashes. The police therefore have a central role in improving road safety. It is important that people perceive that there is a substantial chance of being prosecuted if they speed, drive dangerously or drive without due care and consideration for other road users.



The perceived level of enforcement and penalties provides a significant deterrent to the preventable poor behaviour often involved in crashes.

Technological developments such as automatic cameras to detect speed and red light infringements, roadside breath testers and roadside drug screening devices can make enforcement more efficient and effective. The targeting of enforcement activity to the offences and locations, which contribute most to crashes, can improve effectiveness significantly.

Attention will also be directed to local problems identified but particular attention will be given to common problems such as:

- not wearing seat belts or not using the correct child seats and restraints
- driving under the influence of alcohol or drugs
- driving at excessive or inappropriate speed (see Appendix 3)

The Hampshire Constabulary and Isle of Wight Safety Camera Partnership is an example of partnership working. In conjunction with the Isle of Wight Council, the Partnership will help to manage vehicle speeds to more appropriate levels. (See Appendix 3 - Speed Management Strategy)

PROMOTING A BETTER UNDERSTANDING OF THE CONSEQUENCES OF POOR OR INAPPROPRIATE ROAD USER BEHAVIOUR

To be most effective, enforcement activity should be linked to education, publicity and awareness campaigns. Liaison meetings with the police and others partners will aim to co-ordinate efforts to tackle identified road user problems holistically rather than each organisation operating in isolation.

OFFERING EDUCATION AND RETRAINING PACKAGE TO OFFENDERS

Driver Improvement schemes can offer a more constructive alternative to prosecution for some drivers who commit relatively minor offences or cause minor crashes. If it is clear that education or further training would help the driver to avoid a recurrence of the incident, then a place on an improvement scheme can be offered (at the discretion of the police) as an alternative to prosecution. It should be emphasised that this is not an easy option. The driver will have to pay for the course and should the driver fail to participate properly in it, then the prosecution could still be pursued. Isle of Wight Council will work with Hampshire Constabulary and other partners to develop and provide a driver improvement scheme.

CRIME AND DISORDER

The Crime and Disorder Act 1998 requires police and local authorities to jointly prepare community based strategies to tackle safety problems. Although road safety was not identified separately, a number of the problems, which could have road safety implications, were identified. These were as follows:

- alcohol and drug related crimes
- street lighting

Improving Road Safety on the Isle of Wight

Improving the Safety of the Road Network

THE PROBLEMS

• Trends

After a steady decline in the number of people injured in the late 1990's, there has been an increase in recent years with 699 people injured in 2001. The rise is across most road user groups but is most significant for children and pedestrians and car users.

Children account for around 16% of all the injuries (compared to 12% for Great Britain). Older people (60+) account for around 13% of all the injuries (compared to 10% for Great Britain).

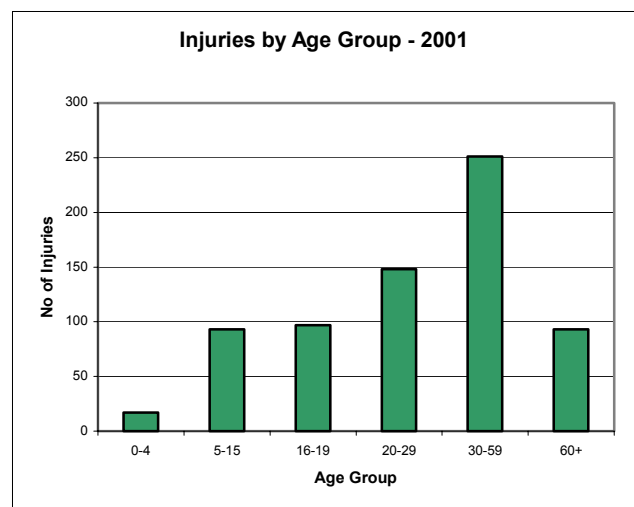
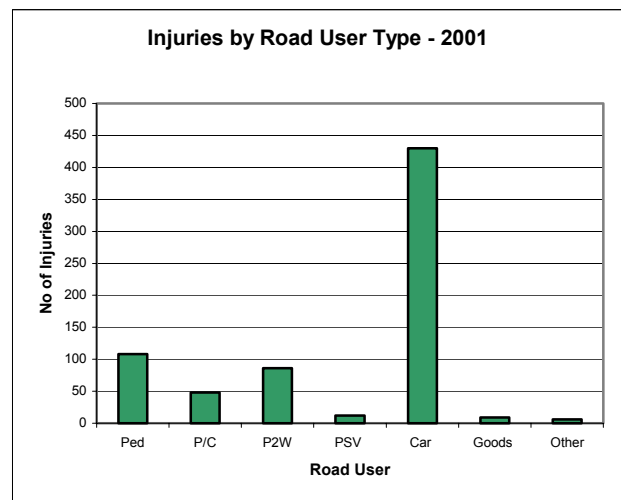
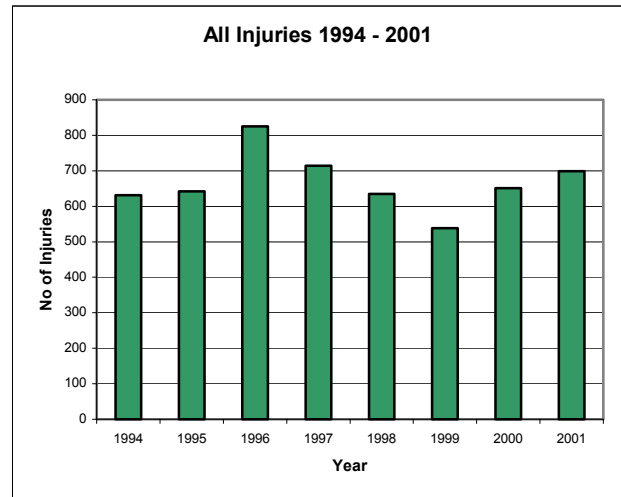
• Location

The majority of crashes (58%) occur on built-up roads (compared with 73% for Great Britain). This difference is probably accounted for by the comparatively rural nature of much the Isle of Wight. Built-up A roads account for 28% of crashes and built up minor roads account for 25% of crashes.

KEY ACTIONS

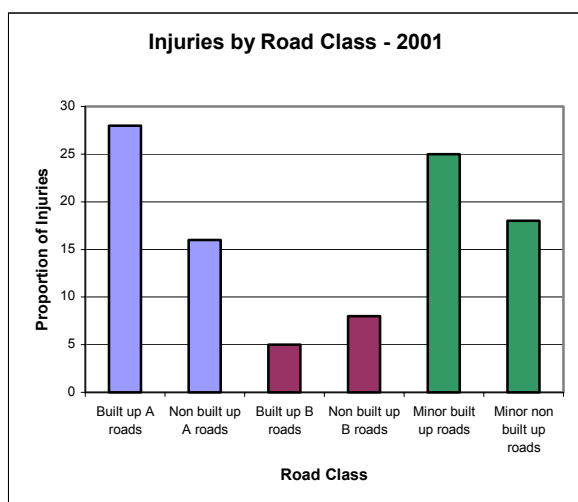
The Isle of Wight Council is committed to improving the safety of the road network by:

1. Investigating road crashes and treating problem locations, routes and areas with engineering measures to reduce the number and severity of injuries
2. Monitoring trends in road casualties and ensuring that appropriate action is taken
3. Improving safety at school and college entrances and on routes to schools and colleges
4. Improving safety in residential areas by reducing speeds through traffic calming measures including Home Zones and 20 mph Zones
5. Improving facilities for pedestrians and cyclists
6. Speed management measures will be provided at entrances to towns, villages and locations with specific speed related injury problems
7. Implementing a system of Road Safety Audits for all significant changes to the highway network to ensure that they operate as safely as practicable
8. Reviewing road improvement and maintenance policies to ensure that road safety is given a high priority



Improving Road Safety on the Isle of Wight

Improving the Safety of the Road Network



Investigating Road Crashes

Engineering measures can improve road safety by the identification and treatment of hazardous locations where high (or higher than expected) numbers of crashes occur. It is important that all locations that could be susceptible to treatment are identified. This will ensure that treatable problems are not missed. The crash patterns at these locations can then be analysed and (where possible) engineering measures can be implemented. The primary objective of this approach is to make a significant reduction in the number of people injured in road crashes.

Locations for crash investigation studies will be identified in 4 main categories:

- **Cluster sites**

These are specific locations, such as a junction, where a cluster of crashes occur.

All locations with 4 or more crashes involving injury in 3 years will be identified annually. These locations will be subject to a preliminary crash investigation. The locations that reveal a potential for treatment will then be subject to a detailed crash investigation to determine the most appropriate treatments.

- **Route lengths**

These are routes that have a higher than average number of crashes on them. The main traffic routes are likely to account for a high proportion of road crashes. Some roads of a lower category will also have crash problems.

All A and B roads will be subject to a detailed crash investigation every 5 years in a rolling programme. Roads (or sections of roads) of a lower category having a higher than average number of crashes (for that road class) will also

be reviewed annually. An annual programme of route investigations will be carried out.

- **Area-wide problems**

These are whole areas where there are crash problems that are spread over the area rather than clustering at a small number of specific locations. These tend to be mixed-use retail or residential areas where there are conflicts between vehicles and vulnerable road users. Problems can be exacerbated by through traffic using roads not designed for that purpose or substantial numbers of pedestrian movements in conflict with vehicles.

All areas with more than 50 crashes involving injury (in the most recent 3-year period) in a square kilometre will be subject to a preliminary crash investigation. The locations that reveal a potential for treatment will then be subject to a detailed crash investigation to determine the most appropriate treatments.

- **Mass action sites**

These are sites that exhibit common crash problems where a tried and tested engineering measure will make a significant reduction in the crashes. Examples of these include skidding crashes at junctions or bends and red light infringements at traffic signals. The provision of anti-skid surface and red light cameras respectively would reduce the problem.

An annual review of the casualty database will be undertaken to identify sites exhibiting common crash problems (with a potential treatment). The locations that reveal a potential for treatment will then be subject to a detailed crash investigation to determine the most appropriate treatments.

Identifying and investigating crashes using these four approaches will reveal most of the treatable crash locations. There may be some overlap between the approaches but few (if any) treatable sites will be missed.

Monitoring trends in Road Crash Casualties and Review of Action

An annual review of road crash casualty facts will be undertaken and published. The trends identified will be used for monitoring progress against targets. A review of any further actions needed to achieve the target reductions will be identified.

Improving Road Safety on the Isle of Wight

Improving the Safety of the Road Network

This information will also be used to help target other road safety activities such as education, publicity and enforcement campaigns.

Crash information can be related to other information on traffic volumes, speeds and demographic information relating to population distribution through Geographic Information Systems (GIS).

Improving safety around school and college entrances and on routes to schools

The areas outside schools and colleges and the routes to and from them are often a concern to children, parents and teachers. There is often intense activity in the period of time when staff and pupils are entering or leaving the school. Outside these times there may be little activity unless the road is on a main traffic route.

Improving safety (or the perception of safety) around schools and colleges and on routes to and from them can lead to more children cycling and walking to school. This in turn leads to less traffic problems outside the school.

The safer routes to school programme will be extended to cover an additional five schools per annum. The long-term aim is to give all schools and colleges the opportunity to benefit from the programme. A more detailed description of this work is contained in Appendix 2.



Improving Safety in Residential Areas

The areas where people live should be as safe as possible. These are areas where children will play and learn their first road skills. Around 25% of all road crashes each year (involving 40% of all child injuries) take place on minor built up roads. Research has shown that reducing traffic speeds and volumes on these types of road can reduce the number of people injured by more than 60%, with few if any fatal or serious injuries.

Traffic restrictions such as road closures, access restrictions and bus-only gates can be considered in residential areas to prevent through traffic using inappropriate roads. Where these are not suitable, traffic calming measures, 20mph Zones and Home Zones can be implemented in order to reduce traffic speeds and discourage any through traffic. This approach can lead to significant improvements in both road safety and the local environment.

An annual programme of Home Zones, 20mph Zones and traffic calming measures will be undertaken in residential areas. Priority will be given to locations with problems involving people being injured in road crashes.

Developers of all new residential roads and estates will be required to provide measures to constrain vehicle speeds to around 20 mph and ensure that pedestrians and cyclists have good access.



Improving facilities for Pedestrians and Cyclists

Poor or inconsistent facilities for walking and cycling can be a significant barrier to encouraging safer walking and cycling and can contribute to both concerns about possible crashes and injuries to these vulnerable road users.

An annual programme of pedestrian and cycle route and crossing facilities will be undertaken. This will be carried out in conjunction with reviews of walking and cycling routes.

Improving Road Safety on the Isle of Wight

Improving the Safety of the Road Network

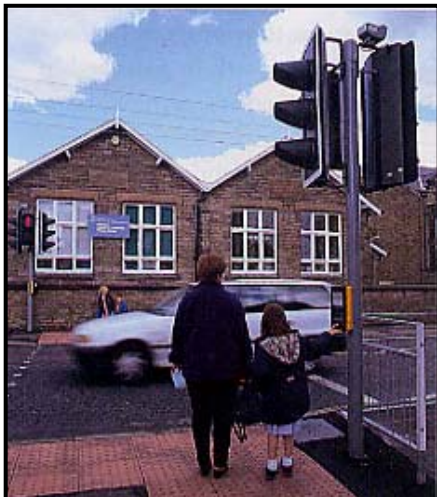
Implementing Road Safety Audits

Crash investigation and treatment programmes seek to improve the safety of existing roads. When new roads (residential, commercial or main traffic routes) are built or existing roads are improved or modified to accommodate development then it is important to ensure that these roads operate as safely as practicable. Road Safety Audit is a formal process for checking the safety of such changes to the road network to achieve this. It aims to minimise the number of crashes that occur on new and improved roads and take advantage of opportunities to include crash reducing measures. Experienced road safety engineers undertake formal documented safety checks at the stages of the design and construction of such schemes.

All significant changes to the highway (defined as with a value of £5,000 or more) will be subject to the road safety audit procedure detailed in Appendix 5. This will generally involve road schemes being subject to a safety audit at three stages of their development:

1. Completion of preliminary design
2. Completion of detailed design
3. Completion of construction

For smaller schemes it may be possible to combine the first two stages.



Speed Management Measures

In addition to actively contributing to the Safety Camera Partnership with Hampshire Constabulary (Appendix 3) the Isle of Wight Council will provide an annual programme of speed management measures. These will include:

- Town and village gateways and traffic calming schemes

- Safety cameras to discourage speeding and red light offences
- Interactive fibre optic “SLOW” signs which are blank until activated by a vehicle travelling at or above a particular threshold speed



Reviewing road improvement and maintenance policies to ensure that road safety is given a high priority

A comprehensive review of the road improvement and maintenance policies of the Council will be undertaken. The aim of this is to identify opportunities to give road safety considerations a higher priority. Some areas that may yield benefits are:

- The skidding resistance provided by the different road surface repair techniques used
- Inspection frequencies and response times for surface defects likely to cause problems for vulnerable road users
- Standards of inspection of temporary traffic management arrangements at all roadworks
- Programmes of preventative maintenance work



Improving Road Safety on the Isle of Wight Partnership Approach

KEY ACTIONS

The Isle of Wight Council is committed to improving road safety through a partnership approach by:

1. Evaluating the establishment of a Road Safety Forum to discuss and co-ordinate ways of improving road safety and reducing the number of crashes. A wide membership of the Road Safety Forum will be encouraged.
2. Improving accessibility to road safety information and making it easier for people to comment on road safety issues and problems

ESTABLISHING A ROAD SAFETY FORUM

The involvement of a wide variety of bodies and groups with an interest in road safety can improve the effectiveness of spreading the road safety message. Wide spread interest is vital if improvements in the behaviour of drivers, riders and pedestrians, enhancement in vehicle safety, better roads and road engineering and better enforcement are to be achieved. Improving road safety should be a joint venture through partnerships and this requires the positive co-operation of road users and a large number of both public and private sector organisations. The establishment of a specific island-wide forum for road safety will be considered and evaluated.



IMPROVING ACCESSIBILITY TO ROAD SAFETY INFORMATION

It is important to make road safety information more accessible for all interested parties in order to encourage interest and foster an informed approach to road safety issues. A road safety website will be established to assist with communication. Links to other sources of information and partner groups/bodies will be established. The website will have a facility to request more specific information and comment on road safety matters.

POTENTIAL PARTNERS

An indication of potential partner organisations and groups representing road users interests is shown below. Appendix 6 gives more details of the main functions and inputs that some of the groups could make.

- Town and Parish Councils
- Hampshire Constabulary
- Ambulance Service
- Fire Service
- Health Authority
- Education Authority
- Community Forums
- Schools and Colleges
- Walking groups
- Mobility Impairment groups
- Cycling groups
- Driver Instruction and Training groups
- Public Transport Operators
- Other Transport Operators
- British Horse Society
- Specialist interest road user groups