

H. Improving Road Safety & Health

Objective

03 To make Island roads safer

Key Targets (see Performance Indicator Section for full details)

- T11** To achieve a 40% reduction in people killed or seriously injured on Island roads.
- T12** To achieve a 50% reduction in children killed or seriously injured on Island roads.
- T13** To achieve a 5% reduction in slight casualties on Island roads.
- T14** To increase to 24% the percentage of children participating in cycle training.

Other Targets (see Performance Indicator Section for full details)

- T9** To achieve 100% of pedestrian crossings with facilities for disabled.
- T18** To have no overall deterioration in condition of the principal road network.
- T19** Non-principal road condition target - to be confirmed later in the plan process.
- T20** To have no overall deterioration in condition of the unclassified road network.
- T21** To have no overall deterioration in footway condition.

H.1 Introduction

Improving road safety and health is a key aim of this Plan and is consistent with our overarching objectives which are healthier communities, safer and stronger communities, children and young people, economic development and enterprise and the environment.

Transport can affect human health in a number of ways. These include a number of broad issues such as air pollution, noise nuisance, personal fitness and safety. The availability of transport is also a primary consideration when looking at how easy it is to access health care and medical facilities and a contributing factor when identifying areas of deprivation.

Reducing road casualties will help to make the roads safer and achieve the Government's overall target to cut accidents from all causes, as set out in "Saving Lives: Our Healthier Nation" and is one of the four shared priorities for central and local government.

H.2 Improving road safety & health

It is recognised that transport can affect human health in a range of ways. These include:

- Road safety – personal injury accidents.
- As a primary cause of localised air pollution.
- Resulting noise nuisance.
- Physical fitness – walking and cycling.
- Access to health care.
- A contributing factor in deprivation.

H.3 Improving road safety

The 1988 Road Traffic Act requires local highway authorities to “prepare and carry out a programme of measures designed to promote road safety” and national casualty reduction targets were first introduced in 1987. The principal target was to achieve a reduction in road crash casualties of 33% by the start of year 2000 based on the average casualty figures for 1981-85. This was achieved by improvements in road safety engineering (13%); vehicle safety engineering (14%) and education, publicity, training and enforcement (6%).

In 2000, the government launched its road safety strategy “Tomorrow’s Roads - Safer for everyone” that included new national casualty reduction targets for the period up to 2010. A reduction of 40% in those killed and seriously injured; a 50% reduction in the number of children killed or seriously injured; and a 10% reduction in the slight casualty rate compared to the 1994-8 averages was the challenge set to local highway authorities and form the basis of this authorities targets for both the first LTP and LTP2.

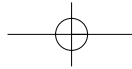
H.4 Developing our road safety plan

The Council’s strategy for achieving these targets is set out in its Road Safety Plan (RSP), which forms an Annex to this Plan. The RSP period has been set to mirror that of this LTP and given the importance of the shared priorities is intended to be a cornerstone document.

H.4.1 Taking a data led approach

The RSP takes a data led approach to identifying priority areas and looks at improving road safety through a combination of road crash data analysis; safer engineering; speed management; education, publicity & training; vehicle safety improvements; and partnerships & communications.

Individual road users groups are also analysed with key actions being identified to achieve improvements in child safety; pedestrian & cyclist safety; powered two wheel vehicle safety; and in car driver and passenger safety.



There is a further section on the safety of the road network that addresses not only engineering solutions, but also the Safety Audit process and speed management techniques and the role they play.

H.4.2 Hitting our targets

The Council will continue to take all necessary action to make its roads safer beyond the plan period. In the absence of any national targets beyond 2010 we will strive to maintain similar rates of reduction and for the period beyond 2010 will look for a 40% fall in those killed or seriously injured (KSI); a 50% drop in child casualties and a 10% reduction in slight casualties by the year 2015 based on the average of 1999 - 2004 inclusive.

These extended targets will be reviewed during the lifetime of the Plan in the light of any emerging Government guidance.

H.4.3 Problems

The data led approach identifies our performance against targets and compares our performance against other local authorities. This process has identified a number of problem areas that we need to focus on during the plan period.

Statistically, because of the relatively small sample sizes of some of the more detailed analysis, performance year on year can be subject to wide variations and to overcome this trends are identified using five and/or three year rolling averages. This approach suggests that we need to focus on the following areas:

- **Powered two wheeler casualties for all severities are substantially above the 1994-8 average and are significantly worse than for the whole of England.**
- **Car user casualties for all severities are significantly worse than for the whole of England.**
- **Injuries to older drivers represent around 7% of all injuries on the Isle of Wight compared to 4% in the whole of Great Britain.**
- **The severity rate (KSI injuries as a proportion of all casualties) is worse than for the whole of Great Britain.**
- **Highway maintenance, trends in recent years have identified an increasing number of crash locations where low skidding resistance may have been a contributory factor.**

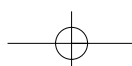
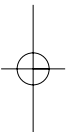
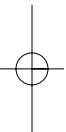
H.4.4 Developing the strategy

The Council has taken the opportunity to review its strategies to achieve ever-demanding casualty reduction targets.

H.4.5 Measures

In terms of engineering solutions, many of the 'cluster sites' (where 4 or more injury accidents occur in a 3 year period) have now been satisfactorily treated and emphasis will switch to route studies, area-wide analysis, and mass action plans to maintain the impetus.

The role of education, training and publicity in casualty reduction cannot be underestimated although it can be difficult to quantify. The RSP recognises this link and seeks to build upon the achievements to date.



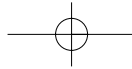
The recent introduction of our “20s Plenty” campaign is a local initiative which looks to reduce accidents at a number sites where speeding is a concern.

H.4.6 Working with partners

As a small Unitary Authority the Council recognises the advantages of partnership working with others in the road safety field at both strategic and operational levels.

Examples of successful partnership approaches are:

- ***The Strategic Casualty Reduction Partnership for Hampshire and the Isle of Wight*** - established in 2003, comprising Portsmouth and Southampton City Councils, Isle of Wight Council, Hampshire County Council, the Highways Agency, Hampshire Constabulary, the Hampshire and Isle of Wight Strategic Health Authority, Fire and Rescue Services, Ambulance Services and the Hampshire and Isle of Wight Safety Camera Partnership. Through this partnership the Council works with other major public organisations in the Hampshire Constabulary area to deliver programmes and policies that meet our shared objectives for safer communities. The Partnership at the time of writing are the main body in the Hampshire Constabulary police force area assessing the implications of the December 2005 Government announcement on the future funding and governance arrangements for safety camera partnership operations.
- ***The Hampshire & Isle of Wight Safety Camera Partnership*** - comprises Hampshire Constabulary and the four highway authorities within its geographic area, together with the magistrates court services and oversees the installation and deployment of safety cameras throughout Hampshire and the Isle of Wight.
- ***South East Region Road Casualty Reduction 2010*** - This group has been in existence from the early 1990's and comprises eight County Councils, ten unitary authorities, six police forces, the Highways Agency and the Government Office for the South East's Directorate of Transport and takes a regional overview of Engineering, Education and Enforcement issues.
- ***South East Regional Accident Reduction Working Group of the CSS (formerly County Surveyors Society)*** - comprising all the highway authorities in the Government Office South East area. The group comprises mainly of engineers working in the field of road safety who exchange best practice and review and evaluate new developments in safety engineering.
- ***South East Counties Service Improvement Group*** -including the Road Safety Services Best Value Benchmarking Group that compares and contrasts relative performance against targets and exchange best practice.



H.4.7 Local partnerships

There are strong links between safety and health and we have forged very effective working partnerships with other departments and agencies. Officers regularly meet with colleagues dealing with health promotion, healthy schools, road safety, sports and leisure, school travel plans and education.

Lack of exercise is now recognised as a major factor when considering childhood obesity. The ability to walk and cycle safely to school can help increase fitness and influence adult travel habits. Access to healthy foods, and participation in active sport and recreation now forms part of national and local initiatives to improve health and education.

We have adopted a cross Directorate, multi agency approach to delivering school travel plans and have been successful in getting cycling introduced as part of physical education within the school curriculum at a number of our local High Schools.

The Council's new Community Safety & Risk Management Plan re-focuses the priorities for our Fire & Rescue Service who spend a large proportion of their operational time dealing with road collisions and are looking to be more proactive in the prevention of accidents. We are looking to develop closer working links and build on the successful joint initiatives that have so far been undertaken, throughout the plan period.

Community involvement in building safer communities is also important to us, our Speed Management Strategy and the determination of appropriate speed limits for rural communities already reflect the growing concern about the impact speed has on everyday life. The Council intend to develop initiatives such as Speedwatch and Twenty's Plenty with the help of local communities.

H.4.8 Improving personal safety through design

Personal safety is a major factor when considering how and when to travel. The Council is currently working with partners to develop its own design guide. To be completed within the first year of the Plan the guide will help foster the appropriate and sound design of new highway schemes and improvements to the public realm.

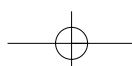
We will continue our programme of improving street lighting and extending CCTV coverage so as to reduce crime and the fear of crime.

H.5 Transport and the bigger picture

The Council has taken the opportunity to consider the implications of transport and the environment as a key element of the development of this Plan. Our Strategic Environmental Assessment (SEA) has helped inform, focus and shape this transport strategy and we will be monitoring our environmental performance as part of our progress against targets.

H.5.1 Reducing air pollution

It is recognised that transport can be a significant contributor to local air pollution. Poor air quality is linked to respiratory problems in humans and can also affect ecosystems and accelerate the erosion of buildings.



The Council has carried out an Air Quality review as required under the Environment Act 1995 and is satisfied that national air quality objectives will be met without the establishment of any Air Quality Management Areas.

The nature of the Island means that there will always be a reliance on the car particularly for those who live in rural areas. This Plan seeks to reduce transport needs and the harmful impacts of transport through a number of mechanisms. These include increasing travel choice - school and workplace travel plans, increasing the numbers using public transport, expanding the use of our public rights of way network and walking and cycling initiatives.

The levels of air pollution have been considered as part of our SEA and we will continue to monitor local pollutant levels as required. Further details of this work and the initiatives planned are included in Section I - "Air Quality and the Environment". Our strategies to improve bus travel, encourage smarter choices and the development of school travel plans are included as annexes to this Plan.

H.5.2 Local Agenda 21

Transport was highlighted as a key issue during the development of our Local Agenda 21 (LA21) strategy for the Island. The strategy considered a number of solutions including reducing the need to travel, encouraging travel choice - travel by bus, foot and cycle. The strategy highlighted the viability of using electric vehicles and alternative fuels on the Island, particularly where journeys are generally short and naturally contained within the LA boundary. Details of our LA21 strategy can be found at www.iwight.com.

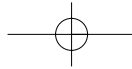
Reducing our ecological footprint

In 2003 the Council commissioned the first ecological footprint analysis to be carried out for the Island. This award winning study investigated a broad range of environmental trends and indicators between 1999 and 2003 and measured the amount of resources consumed by residents and visitors and the size of the resulting mark, or "footprint" this leaves on our environment. (See www.bestfootforward.com for full study).

A repeat study was carried out in 2005 to show any changes in this area. This study looked at:

- **Direct energy.**
- **Materials and waste.**
- **Food.**
- **Personal transport.**
- **Land use.**

The LA21 strategy and results of this study have helped inform the debate and influence the development of our five-year strategy and investment programme. Further details are included in Section I - "Air Quality and the Environment".



H.5.3 Reducing transport noise

Transport can be a significant source of noise and vibration and noise is considered a statutory nuisance if it affects the health of people in the locality.

Noise maps are only required under the European Environmental Noise Directive (Directive 2002/49/EC) for population areas of 250,000 and over, for all major roads with over 6 million vehicles a year, major railways with over 60,000 movements per year and major civil airports. The Island contains none of these parameters and local monitoring would indicate that noise related transport issues are predominately associated with the use of the car ferry terminal at Fishbourne. This relates to noise created during unsociable hours - loading and unloading and onboard ferry announcements.

The Council has regular dialogue with Wightlink, both through the QTP and other means. Wightlink have Port Operators Rights over the terminal and have expanded and developed the terminal over a number of years. The Council will work with the ferry operator to reduce noise as far as practicable and the opportunity exists to improve operations and organisation through the installation of advance message signing and other measures. These issues will be further discussed during the Plan period.

H.6 Improving physical fitness

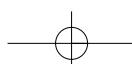
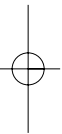
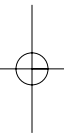
Clinical research has shown that our changing lifestyles are having a detrimental impact on our health. The availability and use of the private car for sometimes even the shortest journey, is a contributing factor when considering the reduction of physical fitness levels and the increase of obesity and circulatory diseases.

The use of "mums taxi" for those journeys where perhaps children might have once walked or cycled to school, is impacting on health, adding to peak time road traffic, causing traffic congestion, adding to pollution levels and the perception of safety near schools. These are perversely, many of the reasons cited by parents as to why they are reluctant to let their children walk or cycle to school. The development of our school travel plans and the healthy schools initiatives can help encourage a change of "hearts and minds" and the development of our safer routes to school projects is helping to put in place the physical improvements, which will help reduce barriers and encourage modal shift.

We have chosen to tackle accessibility to schools as part of our first Accessibility Action Plan, details of which are included in Section F - "Increasing Accessibility". A copy of our School Travel Plan Strategy is included as an Annex to this Plan and details of spend in this area are included Section M - "Investment Programme".

H.7 Improving access to healthcare

The increasing number of older people living on the Island means there is a growing demand for care, support and health services. How easy it is to access these services can be a real issue, particularly for those without the use of a car. Our accessibility surveys show that currently we have very good accessibility to St Mary's Hospital in Newport and we have already had discussions with the NHS Trust and transport operators to see if we can improve this still further.



It is necessary to travel to the mainland for some specialist healthcare services making, what for some, may already be a worrying, or uncomfortable journey all the more difficult. The additional cost and inconvenience of crossing the Solent adds to the burden of accessing mainland healthcare and the Council is working with the NHS Trust, transport operators, neighbouring authorities and others to see how the situation can be improved. The Council commissioned a study to look at methods by which the whole journey could be improved and costs reduced. This information will help inform discussions and what may be an Accessibility Action Plan for implementation during the Plan period. Further details of this are included earlier in this section in Section F - "Improving Accessibility".

H.8 Addressing deprivation

The Island has been recently designated as an Associated Health Action Zone, which recognises the deprivation that exists in some areas. National trends would seem to indicate that there is a correlation between the number of road traffic accidents and the level of deprivation.

The Council has carried out detailed investigations to ascertain whether there is borne out locally and the study has indicated that on the Island there is no clear link between the number of accidents and deprived areas. We have also been working with our partners in the South East Counties Service Improvement Group (SECSIG) to further investigate the issue using a larger sample size and we will continue to work with SECSIG and our partners in Solent Transport to monitor trends in this area.

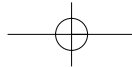


H.8.1 Summary of key actions

The Road Safety Plan has been included as an annex to this document and includes a more detailed summary of the 37 key actions, together with the associated costs and resource implications.

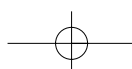
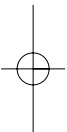
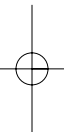
A copy of our Smarter Choices, School Travel Plan and Rights of Way Improvement Plan are included as Annexes to this Plan.

We will be monitoring the impact of transport on the environment as part of our SEA process. Further details of this are included within Section N - "Performance Indicators".



The following table sets out the key actions, which will now form the basis of our five-year strategy:

Issue	Method
Increasing personal health and safety	<p><i>Increasing walking & cycling</i> - as part of the development of school and workplace travel plans and development of our Rights of Way Improvement Plan.</p> <p><i>Access to the countryside</i> - through the development of our Rights of Way Improvement Plan.</p> <p><i>Personal safety and security</i> - Improving street lighting and CCTV coverage.</p> <p><i>Reducing crime through design</i> - adoption of our design guide.</p> <p>Increasing child health - active travel and cycling as part of physical education in schools and healthy schools initiatives.</p> <p><i>Healthy eating</i> - as part of ongoing health / education regime.</p> <p><i>Alternative fuels</i> - as part of LA21 strategy.</p>
Impact on the environment	<p><i>Environmental monitoring</i> - as part of the Council's ongoing monitoring regime and the SEA into this plan.</p> <p><i>Reducing noise</i> - through partnership working.</p> <p><i>Reducing traffic noise</i> - Use of noise reduction surfaces.</p> <p><i>Reduce the impact on environment</i> - recycle road materials.</p>
Powered two wheelers - above 94/98 average, worse than national figures. "Born again bikers"	<p><i>Partnerships and communication</i> - working in partnership with QTP and others, to improve rider education, training and publicity. Crash awareness and other campaigns.</p> <p><i>Safer engineering</i> - consideration of route studies, area - wide analysis and mass action plans.</p> <p><i>Speed control and management</i> - where speed is a recurring issue. [Safety Camera Partnership]</p>
Car user casualties - significantly worse than national figures	<p><i>Publicity, education and training</i> - link to national campaigns. Local campaigns, training and publicity.</p> <p><i>Establish road safety forum</i> - encourage discussion and comment.</p> <p><i>Safer engineering</i> - using data analysis finish "cluster site" treatment and shift emphasis to programme of route studies, area - wide studies and mass action plans.</p>
Injuries to older drivers - higher than whole of GB (7% of all accidents compared to 4%)	<p><i>Publicity education and training</i> - measures include working with others including police, advanced motorist groups, QTP and retired groups and associations to maintain and improve driver training and awareness.</p>
High KSI rate - higher than national figures	<p><i>Publicity, education and training</i> - Link to national campaigns. Local campaigns, training and publicity.</p> <p><i>Pedestrian and child safety</i> - continue safety training programmes involving children teachers and parents. Strengthen links to school travel plans, safe walking and cycling routes and make part of school curriculum. Introduce Home Zones and 20 mph zones. Promote the correct fitting of child seats and safety equipment.</p>



Issue	Method
	<p><i>Work with others</i> - to investigate and deal with other potential factors, such as possible links to areas of deprivation. (Work underway with South East Counties Service Improvement Group SECSIG).</p> <p><i>Safer engineering</i> - using data analysis finish "cluster site" treatment and shift emphasis to programme of route studies, area - wide studies and mass action plans.</p>
Road condition - poor skidding resistance	<p><i>Safety audit</i> - continue to carry out safety audits as part of development of new schemes and as part of analysis process.</p> <p><i>Safer engineering</i> - improve road condition and skid resistance at key locations.</p> <p><i>Effective management</i> - PFI as longer-term improvement on all roads.</p>