Northamptonshire Road Safety Strategy

Fit for Purpose

December 2013
Northamptonshire Road Safety Strategy

Contacts and further Information

This is Northamptonshire County Council’s Road Safety Strategy. It sets out the overarching vision for road safety within Northamptonshire and our strategy to achieve it.

This strategy is one of a series of thematic daughter documents to the Northamptonshire Transportation Plan that was adopted in April 2012.

Consultation on strategy took place in September and October 2013. A summary of the consultation responses can be found on our website at:


If you have any problems accessing Northamptonshire County Council’s website or do not have access to the internet, please contact us using the details below.

This strategy was approved and adopted by Northamptonshire County Council’s Cabinet in December 2013.

This strategy, together with the other daughter documents and the Northamptonshire Transportation Plan itself can be viewed on the County Council’s website at:


Should you have any queries regarding this strategy, please contact the Transport Planning Team.

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Northamptonshire Road Safety Strategy

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Northamptonshire Road Safety Strategy

1 Policy Framework

Northamptonshire Transportation Plan (2012)
The current local transport planning system was introduced in the late 1990’s, to provide a longer-term framework and more integrated approach to planning transport at the local level. This Road Safety Strategy forms part of the Local Transport Plan for Northamptonshire published in April 2012 as the ‘Northamptonshire Transportation Plan’.

Transportation is not an end in itself. The movement of people and goods takes place not for its own sake, but to fulfil the diverse needs and desires of the public. Therefore the County Council’s transport policies are similarly promoted for their effect on other specific goals, priorities and objectives, rather than as an end in themselves.

Northamptonshire Transportation Plan Vision:

For Transport and Travel to contribute towards making Northamptonshire a great place to live and work, through creating tangible transport options to satisfy individual needs and to encourage more sustainable travel. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Expanding networks and capacity of networks in Northamptonshire will be fully integrated into new developments and regeneration areas to support more sustainable communities.

Economic growth and prosperity is a top priority for Northamptonshire and connectivity has a vital role to play in encouraging businesses to locate to the area, and getting people to work and services such as education and health, as well as to leisure activities and for shopping. Improved technology and local accessibility will reduce the need to travel, whilst supporting economic growth, within a low carbon environment and Northamptonshire will become an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.

The county council will work in partnership with all stakeholders and the wider community to deliver this transport vision and strategy.

This transportation plan needs to be both aspirational and realistic at the same time. Current economic climates mean that transport is certainly in a more austere time than in the last 15 to 20 years and this plan needs to reflect that but at the same time still plan for future growth.
The overall aim for this Transportation Plan is:
‘Northamptonshire Transportation - Fit for..... Purpose’

The aim ‘fit for purpose’ means creating a network that delivers exactly what Northamptonshire needs to be able to function plus what it needs to be able to grow, no more and no less.

This overarching aim can then be broken down into six objectives that have been chosen to guide this Transportation Plan. These objectives have been drawn up to reflect the issues which have been identified as locally important through consultation, while at the same time reflecting wider national and local policy context. These objectives have been deliberately chosen to reflect the main impacts that transport can have on the wider community, rather than being linked to particular schemes or measures. They form the basis upon which the policies and programmes contained in this Plan have been developed.

1. **Fit for.......the Future** – creating a transport system that supports and encourages growth and plans for the future impacts of growth, whilst successfully providing benefits for the County.

2. **Fit for.......the Community** – through the transport system help to maintain and create safe, successful, strong, cohesive and sustainable communities where people are actively involved in shaping the places where they live.

3. **Fit to.......Choose** – ensuring that the people of Northamptonshire have the information and the options available to them to be able to choose the best form of transport for each journey that they make.

4. **Fit for.......Economic Growth** – creating a transport system that supports economic growth, regeneration and a thriving local economy and successfully provides for population and business growth.

5. **Fit for.......the Environment** – to deliver a transport system that minimises and wherever possible reduces the effect of travel on the built, natural and historic environment.

6. **Fit for.......Best Value** - being clear about our priorities for investment and focusing on value for money by prioritising what we spend money on and how it can be beneficial for the county as a whole and search for alternative sources of funding.
Daughter Documents

The Road Safety strategy is one of a series of daughter documents to the *Northamptonshire Transportation Plan* (2012) see figure 1. This suite of documents will include strategies or plans covering a range of transport themes and also detailed geographic strategies or plans for the Northamptonshire’s main towns and will contribute solutions towards the achievement of the overall objectives of the *Northamptonshire Transportation Plan* (2012).

The Road Safety Strategy is intended to help to deliver safer transportation in the county whilst also improving the connectivity of the county. Improved Road Safety education and infrastructure can also have advantages in terms of equalities and quality of life, particularly for those who do not have access to a car.

Figure 1: Northamptonshire Transportation Plan Document Framework

The Northamptonshire Transportation Plan fits in with the Northamptonshire Arc, helps to deliver the Core Spatial Strategies in West and North Northamptonshire and supports the work of the Local Enterprise Partnerships, namely Northamptonshire Enterprise Partnership (NEP) and South East Midlands Local Enterprise Partnership (SEMLEP).
Northamptonshire Arc October 2011
The *Northamptonshire Arc* and accompanying *Connecting Northamptonshire* were adopted by Northamptonshire County Council Cabinet in 2010. The *Northamptonshire Arc* is a prosperity plan that involves a new approach to spatial planning by bringing together transport, environmental issues, biodiversity, and economic regeneration.

It is underpinned by the pursuit of three high level outcomes. They are:

1. Transformed connectivity
2. A naturally resilient and low carbon Northamptonshire, and
3. A stronger and greener economy.

Transformed connectivity means better mobility and accessibility. This is essential for economic growth and prosperity. By improving connectivity Northamptonshire can build the balanced dynamic economy that is essential for future prosperity. Improving connectivity involves optimising the use of the network, making it fit for purpose and ensuring it is safe, addressing infrastructure gaps, and lowering carbon emissions. It also involves improving accessibility for residents, visitors and businesses.

The *Northamptonshire Arc* explains how measures will be identified to improve road safety, including on key routes to school. This will involve looking at engineering solutions, but education and publicity will also have a central role to play. It will involve increased partnership working with local communities, including voluntary, community and social enterprise organisations, to identify and agree the most effective solutions.

Northamptonshire 10 Point Plan – March 2013
Northamptonshire’s approach to delivering growth is unique to other city deals, the *Northamptonshire ‘10 point plan’* is a strategic plan for growth, similar to that advocated by Lord Heseltine in his report ‘*No Stone Unturned in Pursuit of Growth*’.

Key components of the plan include the establishment of a £100m plus Revolving Infrastructure Fund to release housing growth and create new jobs, whilst allowing investment in digital networks, and support for innovation, enterprise and international trade targeted at SMEs (small & medium sized enterprises) and key sectors. The Plan also encourages the development of plans for University Technical Colleges and skills provision alongside a proactive use of public sector assets and buildings to facilitate growth along with a range of measures to tackle unemployment and increase skills, which will reduce dependency on benefits and boost the local economy.

Integral to the delivery of the plan is close working between the Northamptonshire Local Enterprise Partnership, the wider business community, the University, colleges, the county council, borough and district councils, and other stakeholders.
The 10 key themes of our strategic plan are:
- Housing growth
- Digital economy
- Innovation
- High performance technology
- Logistics and distribution
- Public sector land and buildings
- International investment and trade
- Energy efficiency
- Civic infrastructure
- Skills and employment

Through this plan we want to help create 70,000 new jobs here in Northamptonshire over the next 15 years and provide the infrastructure which could potentially release over 80,000 new homes.

This will attract new infrastructure, more people and more vehicles movements in the county, therefore there is needed to ensure that road safety is considered within the design of new developments and infrastructure to ensure the safest possible environment, so that the growth of Northamptonshire doesn’t see any increase in KSI’s whilst helping to secure a high quality of life for all resident and road users in Northamptonshire.

Understanding the planning pressures
There are some issues surrounding how the planned growth in Northamptonshire will be catered for. The location of new facilities will be critical to whether they are will be accepted by affected communities. The development of the Local Development Frameworks and the Northamptonshire Transportation Plan will help to alleviate these issues.

For more information on spatial planning, development and transport assessment please refer to the Northamptonshire Development Management Strategy, which can be found on the County Council’s website at:

For more information on the National Planning Policy Framework please visit:
**Statutory Duty**
By virtue of Section 39 of the *Road Traffic Act 1988* Northamptonshire County Council, as local Highway Authority, has a duty to prepare and carry out a programme of measures designed to promote road safety including carrying out studies into collisions occurring on County roads and to take action in terms of education (including training & publicity), engineering and other measures to prevent collisions.

The Highways Agency, as Highway Authority, fulfils a similar function for the trunk roads which run through the county.

The *Road Safety Act 2006* amended the *Road Traffic Act 1988* by introducing provisions to cover enforcement and new penalties which require additional education for offences relating to:

- Drink driving
- New offences
- Driver training
- Driver and vehicle licensing
- Speeding
- Penalties and enforcement
- Driver fatigue
- Motor insurance

Further Bills and Legislation are being brought forward by the government, to prosecute dangerous activities, by road users to try to provide a safer experience for all road users, these relate to:

- Drug Driving (April 2013),
- Offences of causing serious Injury through dangerous driving (May 2012).
- Offences of keeping a vehicle with no insurance unless with valid SORN declaration (June 2011)

**National Guidance**
The *Strategic Framework for Road Safety* issued by the Department for Transport in May 2011 sets out the strategic framework for road safety that will enable 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 intention is that whilst decisions need to be made locally there is still a role for National Government in providing leadership on road safety standards, testing, enforcement education and management of the strategic road infrastructure through research, collation and provision of public information.

The *Strategic Framework for Road Safety* suggests the application of two additional concepts to road safety:

1. The systems approach, whereby the system should be designed around the assumption that people will make mistakes and allow for this.
2. A public health approach focussed on prevention, based on science and rooted in collaboration.
The Government approach translates into a number of key themes:

- Making it easier for road users to do the right thing and going with the grain of human behaviour
- Better education and training for children and learner and inexperienced drivers
- Remedial education for those who make mistakes and for low level offences where there is more effective outcomes than financial penalties and penalty points.
- Tougher enforcement for the small minority of motorists who deliberately chose to drive dangerously
- Extending this approach to cover all dangerous and careless offences not just focusing on speeding.
- Taking action based upon cost benefit analysis, including assessing the impact on business
- More local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities.
- Supporting and building capability by working with the road safety community on better tools and support for road safety practitioners.

The Strategic Framework for Road Safety makes 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 anticipated reduction in road casualties;

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
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<tbody>
<tr>
<td>Killed</td>
<td>- 37%</td>
<td>- 39%</td>
<td>- 41%</td>
</tr>
<tr>
<td>Killed or Seriously Injured</td>
<td>- 40%</td>
<td>- 47%</td>
<td>- 55%</td>
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Table 1: Strategic Framework for Road Safety KSI targets, based upon the percentage reduction compared to the 2005 – 09 average.

1.1 Aim and Objectives of NTP Road Safety Strategy

The aim of the Northamptonshire Transportation Plan (2012) is to ensure transportation is ‘fit for purpose’ this means creating a network that delivers exactly what Northamptonshire needs to be able to function plus what it needs to be able to grow, no more no less.

It is recognised within the Northamptonshire Transportation Plan (2012) that community involvement in road safety initiatives is an important factor in making them successful. Working with local communities and with road user groups will ensure that we are able to introduce the most appropriate measures to improve safety at a location, or route, which is the basis behind the Strategic Policy for Road Safety (NTP: Strategic Policy 12)
Northamptonshire Road Safety Strategy

Northamptonshire Transportation Plan: Strategic Policy 12
We will work with communities to identify initiatives as part of an integrated approach to road safety that will aim to reduce casualties and take opportunities to support healthier lifestyles through active travel, promoting modal shift, the Safer Routes to School Programme and walking and cycling schemes.

Road safety is a critical element relating to transport and working with key authority partners and stakeholders is necessary to ensure continued progress in reducing road casualties. In addition there is an array of community safety issues which need to be considered and incorporated into the daughter documents. This Road Safety Strategy links to the Strategic Policy and Objectives within the Northamptonshire Transportation Plan (see table 2)

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<th>Fit for..... the Future</th>
<th>Fit for..... the Community</th>
<th>Fit to..... Choose</th>
<th>Fit for...... Economic Growth</th>
<th>Fit for..... the Environment</th>
<th>Fit for..... Best Value</th>
</tr>
</thead>
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<tr>
<td>Road Safety Strategy</td>
<td>Considering the impacts on road safety is a key element in bringing forward new development.</td>
<td>Community involvement in the schemes that affect an area will be encouraged through engagement with residents and user groups and testing ideas with local people first.</td>
<td>The road safety strategy will aim to increase the safety of people travelling by all transport modes, allowing people to choose how they travel.</td>
<td>Increasing the perception of safety will encourage more people to travel by sustainable modes, reducing the cost of congestion and parking provision to businesses.</td>
<td>Providing safer facilities will encourage greater take up of more sustainable transport, reducing carbon emissions and reducing the impact of congestion locally.</td>
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Table 2: How Objectives of Northamptonshire Transportation Plan links to Road Safety Strategy

Achieving Road Safety requires a combination of physical improvements to highway network as well as education and promotional initiatives to foster behavioural change, and this is reflected in the overall aim of the Road Safety Strategy:

**Road Safety Strategy Aim:**
To develop and deliver an integrated approach to road safety that will reduce casualties and take opportunities to support healthier lifestyles utilising the Three E’s approach of Education, Engineering and Enforcement.

Note: The Three E’s approach is explained on Page 21
The Road Safety Strategy will contribute towards delivery of the overall objectives for the Northamptonshire Transportation Plan (2012) whilst helping to achieve the following objectives for Road Safety within Northamptonshire;

Objective 1: Delivers safer roads and built environment for all road users

Objective 2: Use appropriate communications and publicity to promote road safety messages for all modes of travel to support healthier lifestyles through active travel.

Objective 3: Provide road safety education programmes, interventions and innovation for all aspects of road safety

Objective 4: Reduce KSI in all age groups and modes of travel in Northamptonshire to encourage sustainable travel choices and support healthier lifestyles.

Objective 5: Design road safety engineering interventions, following national guidance, that will induce safer travel habits and reduce impact of travel on the environment.

Objective 6: Maintain and build partnerships with service providers, stakeholders and communities to deliver consistent road safety messages, share best practice and achieve value for money.

Collision Data
Northamptonshire County Council maintains a database of all personal injury collisions within the county which have come to the attention of the police, on both the local and trunk network, which goes back to 1st January 1986. This is based upon the reports submitted by police officers and includes the “STATS 19” information which is then passed to the Department for Transport for inclusion in the national statistics published annually as Reported Road Casualties Great Britain. Information for collisions on the trunk network is also passed to the Highways Agency and their Managing Agent Contractors.

The local database is updated for each month at the end of the following month and detailed information is available to road safety staff, stakeholders and staff in other highways departments (e.g. Development Control) where it may be relevant for consideration of current road safety issues which may be exacerbated by planned highways schemes and new development sites to allow for consideration and inclusion/securing of necessary mitigation measures.
2 Introduction

This Northamptonshire Road Safety Strategy is prepared for Cabinet; this strategy is a supporting document to the Northamptonshire Transportation Plan (2012), which established the County Council’s strategic aims and objectives for transportation within Northamptonshire. This road safety strategy sets out our strategic aspirations, approaches and policies that will enable the introduction and use of appropriate interventions for road safety and casualty reduction in Northamptonshire.

A road safety strategy is necessary to co-ordinate the approach, and the shared commitment of all the parties involved, in delivering Road Safety improvements and a reduction in casualties, on Northamptonshire’s highways.

Achieving safer roads requires using various methods and measures which reduce the risk of a person using the road network being killed or seriously injured. Best-practice road safety strategies focus upon the use of evidence for the prevention of serious injury and death at point of conflict, hence the use of the term ‘Casualty Reduction’. While safe road design provides a road environment which ensures vehicle speeds will be within the human tolerances for serious injury and death wherever conflict points exist.

2.1 Road Safety in Northamptonshire

Northamptonshire is a predominantly rural county situated in the heart of England, with a population of nearly 700,000. The county is interspersed with large, medium and small towns, which serve as economic and service centres to the rural hinterlands, connected by 4,521.8km (2,809.2 miles) of road, see table 3.

The County benefits from good transport links, being on the spine of the M1/M6 running north-south, and with the A14 running east-west. Excellent road and rail connections coupled with the County’s central location have laid the foundations for a strong distribution sector, largely road-based, but with large rail-served freight distribution sites at Eurohub near Corby and the Daventry International Rail Freight Terminal near Daventry. Other important routes include the A45 and A43 which together link the east and west of the county, and connect the A14 to the M40.

The combination of all these key transport routes and growth plans that would see an additional 100,000 people living in Northamptonshire by 2026, and possibly another 50,000 by 2031, means that Road Safety interventions and education is crucial to ensuring safety on the network for all users.
This strategy considers road safety interventions for all roads within Northamptonshire; as such no distinction is made between interventions specifically for rural or urban roads. Using an evidence led approach means where there is evidence and data to indicate a road safety issue on any road, the site is investigated further and the correct intervention is selected to mitigate.

Saving lives and preventing injuries on the road network of Northamptonshire is a high priority for the County Council. Along with our partner agencies we have been successful in reducing road casualties over the past decade and beyond but we must be mindful that each of these casualties is a tragedy for the victims and their families and more can be done to reduce the number of casualties further. Directly or indirectly, everyone can influence road safety. We are all responsible for controlling the risk we expose ourselves to and the risk we subject others to. No one is excluded from using the road network, so everyone must work towards the common goal of reducing road casualties.

Within Northamptonshire the focus on casualty reduction was introduced with the publication of the 1999 central Government document “Tomorrow’s Roads – Safer for Everyone”. This document set a national approach to road casualty reduction and set targets for casualty reductions to be achieved by 2010:

- Reduce ALL those killed or seriously injured (KSI) by -40%,
- Reduce Children killed or seriously injured -50%
- Reduction in slight injuries -10%

These targets were adopted within the first Northamptonshire Local Transport Plan (2001-2006).

In the same year (1999) the Northamptonshire Casualty Reduction Partnership was formed by the County Council along with Northamptonshire Police, Northamptonshire Fire & Rescue Service, the Highways Agency, Northamptonshire NHS and HM Courts Service. The Partnership adopted a strategy, which was built on over two revisions, to achieve reductions in road casualties locally by delivering the three Es of road safety (Education, Engineering and Enforcement) to best effect through:

- Partnership working
- Being intelligence-led & Evidence Based
- Maximising the use of technology
- Maximising community involvement
- Learning from the best
- Maximising use of the media.

<table>
<thead>
<tr>
<th>Major: Trunk Roads</th>
<th>Major: Principal Roads</th>
<th>Minor Roads</th>
<th>Total Road Length</th>
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<tr>
<td>224.2km</td>
<td>498.5km</td>
<td>3799.1km</td>
<td>4521.8km</td>
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Table 3: Road Network in Northamptonshire (DfT Road Length Statistics -2011)
As a result of the progress made towards the initial targets, the Partnership adopted stretched targets under the second Northamptonshire Local Transport Plan (2006-2011) and the first Local Area Agreement. By the end of 2010 all of these targets had been met and exceeded, (see appendix 1 for KSI data).

Initially the Partnerships funding mechanism was from a combination of the road safety element of the Local Transport Plan allocation and the hypothecated money returned via the Safety Camera Partnership. When the Government finance mechanism changed from April 2007 the activities of the partnership were funded from the Specific Road Safety Grant. This grant reduced substantially in-year as part of the June 2010 spending review and withdrawn completely from April 2011. As a result of this loss of funding, the formal Partnership was dissolved.

Northamptonshire County Council seeks to continue to work with partners to further reduce deaths and injuries within the county and has entered into a formal agreement with partner agencies to form the Northamptonshire Safer Roads Alliance. Members of the Alliance include:

- Northamptonshire Highways
- Northamptonshire Police
- Northamptonshire Fire and Rescue Service
- The Highways Agency

The focus of the Northamptonshire Safer Roads Alliance is:

To provide safer roads and public footpaths (including public bridal ways), within the county, whereby the safety and security of all roads users is enhanced.

Highways Agency trunk roads in Northamptonshire

Whilst road safety interventions and awareness programs are aimed at all roads and road users the trunk roads that cross the county, are managed by the Highways Agency, and bring vehicles from across the UK and Europe onto our Highway network for periods of time.

Northamptonshire has 224.2km (139.2 miles) of trunk road, these are:

- M1
- M40
- M45
- A5
- A14
- A45 – M1 (Junction 15) to A14
- A43 - M1 (Junction 15a) to Oxfordshire

Trunk roads are heavily trafficked routes with 24% of all casualties and 22% of all collisions occurring on trunk roads in 2012. Therefore it is important that the County Council work in partnership with the Highways Agency to manage the impact of incidents on the trunk road network and seek to share best practice in techniques and method that will reduce incidents and casualties.
Blank Page
3 Current Road Safety Activity in Northamptonshire

The Work of the Road Safety Team
The Three E’s approach to road safety uses Education, Engineering and Enforcement to achieve safer roads, a consistent message and appropriate interventions where needed. Education includes training and publicity to raise awareness of specific issues. Engineering applies highway safety improvements at collision hotspot sites, while Enforcement is carried out by the police on legal breaches by road users that affect road safety. Northamptonshire County Councils efforts are focused on road safety education programs & engineering solutions whilst enforcement is a matter for the police.

3.1 Education
Road user behaviour is responsible for, or a major factor in, 95% of collisions*, we are therefore committed to delivering a life-long learning process to all age groups in order to establish safer road user habits for all road users. (*Statistic c/o DfT Road Safety research report No 105)

This is achieved through an effective mix of interventions and direct delivery by our Road Safety & Sustainability Team with the assistance of partner agencies and stakeholders. A range of key national stakeholders also support our interventions including, Renault UK, Silverstone Circuit, DHL, Wincanton, the AA, Porsche UK and Adrian Flux Insurance Ltd.

Education programs and promotions are key to raising awareness in people of unsafe behaviours that may creep into daily life such as texting while crossing the road, answering your phone while driving or even driving to work the day after a few drinks the night before. By using combination of educational programs and taking part in national campaigns the County Council are raising awareness of bad habits, improving attitudes and helping to reduce road casualties in Northamptonshire.

Key Campaign areas include:
- Speeding – speed awareness
- Drink Drive / Drug Drive - None for the road
- Mobile phone / MP3 use - Distraction
- Stop Look and Listen – safety when crossing the road
- Think Bike – motorcycle awareness
- Look Out for Each Other– cyclist awareness
- Young Drivers – hazard awareness
- Tiredness Kills Take a Break
- Seatbelts - Belt Up
- Horses – Pass Wide and Slow.
National campaigns run by ‘THINK! Road Safety’ ([http://think.direct.gov.uk/](http://think.direct.gov.uk/)) helps provide materials for events while educational programs in the county raise awareness, improve skills and address behavioural issues.

3.1.1 Road Safety: In the Work Place

Many companies and organisations require their staff to drive for work and should be implementing an occupational road risk policy to ensure that their staff, and other road users, are not exposed to undue risk. Employers have a legal duty of care for employees and can be prosecuted for road traffic collisions that occur on work related journeys.

This training is designed to challenge the widely held beliefs and myths surrounding, for example alcohol and driving. By the end of the training staff will be aware of:

- What is a unit of alcohol?
- How long will it stay in your system?
- How can you ensure you are alcohol-free when driving?
- What are the consequences of drink driving?

Northamptonshire County Council works with 10-12 Employers per year on average and with a target of 30 employees per session. A large number of occupational drivers benefit from this training.

3.1.2 Road Safety: Driving Improvement Schemes

CarKraft is an award-winning road safety initiative designed to address all the major collision causation factors. Participants experience driving on simulated, adverse road conditions on a state of the art, purpose built facility at Silverstone, the home of the British Grand Prix.
CarKraft scheme is aimed at two distinct age ranges

- **Non Drivers** - 15 and 16 year olds
- **Drivers** - 17 and over with a driving licence

**Non Drivers:**
This course offers a driving experience, for 15-16 year olds, allowing them to access their first driving lesson with an approved driving instructor in a dual control car. Also included is a workshop to find out what it takes to get your driving licence, including how to stay safe on the road and the realities of owning and running a car. Plus a free driving test success DVD - offering advice on how to prepare for your test.

**Drivers:**
This course offers on-road driver assessment with an advanced police driver, a safer driving workshop looking at staying safe on the road. The opportunity to drive on the Porsche test track - learn how to control a car in varying road/weather conditions using latest technology on specially constructed surfaces and test ABS skills.

270 participants took part in a CarKraft course in 2012/13 and the Road Safety team are expecting the success of those courses to lead to an increase the numbers taking part in 2013/14 with a forecast of 300 participants.

### 3.1.3 Road Safety: in Schools

Children are potentially amongst the most vulnerable road users because of their age and lack of experience in certain situations. It is believed ‘if you teach them when they are young they will remember for life’ so encouraging children to develop a road safety ‘mind set’ is an important part of the strategy to reduce child KSI and overall KSI casualties.

Northamptonshire County Council offers a range of support to schools which focus on raising road safety awareness with age appropriate initiatives for children. These include;

- The Junior Road Safety Officer (JRSO) Scheme
- Speed Awareness (SID) Activities
- In Car Safety
- Cycle Training
- School Crossing Patrols
3.1.3.1 Junior Road Safety Officers (JRSOs)

The scheme aims to give pupils the opportunity to become actively involved in Road Safety. Junior Road Safety Officers (JRSO’s) tend to be pupils in year 5 and year 6 who provide a variety of road safety information to other pupils and the school community by holding assemblies, running mini-publicity campaigns and competitions to raise awareness of Road Safety topics.

Topics covered by the JRSO scheme are:
- Topic 1: Pedestrian Safety
- Topic 2: Road Safety Campaigns and Inventions
- Topic 3: Emergency Services
- Topic 4: Cycling
- Topic 5: Vehicles and Other Road Users
- Topic 6: Parking
- Topic 7: In Car Safety
- Topic 8: Speed and Traffic
- Topic 9: Be Safe Be Seen
- Topic 10: Moving on
- Topic 11: Sustainable School Travel.

It is up to the JRSO’s and their school to choose one topic for each term that they feel is the most appropriate for their school environment. Having JRSO’s in the school could help towards reducing road collisions by making pupils and parents more aware of road safety issues and encourage them to act responsibly on and near roads.

The scheme also helps pupils to develop a sense of citizenship, experience working as a team and making decisions for themselves, whilst developing a wide range of communication skills.

Northamptonshire County Council host a launch event for teachers and JRSO’s to visit where they will be able to interact with road safety professionals and gain information and advice on running the scheme. They are then supported throughout the year with an online toolkit and access to the Road Safety team.

3.1.3.2 Speed Awareness Activities

Speed awareness activities in schools are mainly in the form of Speed Intervention Device ‘SID’ visits carrying out speed and traffic surveys delivered at schools. These provide the opportunity for pupils to help the Speed Deterrent Team to monitor speed and traffic around the school. Pupils go out with the team to gather data that can then be used by the school for activities within the classroom to support the messages of Road Safety and the school curriculum.
The use of the Seatbelt Sled provides the opportunity for pupils to see what happens to the ‘crash test dummy’ in the event of a collision with and without a seatbelt. The Seatbelt Sled is for demonstration purpose and is taken to approximately 8 schools per year averaging about 250 pupils per school.

The Speed Deterrent Team utilise a mobile roadside sign/device which detects and advises offending motorists of excess speed, mobile phone usage and seat belt compliance. It is both a speed deterrent programme and an opportunity for public reassurance in collecting and securing data on perceived and actual road traffic offences. The Team are able to visit several sites per day as part of a request programme from local communities and is in great demand.

The Speed Deterrent Team took part in 310 Roadside Operations in 2012/13 and are forecasting 350 Roadside operations for 2013/14.
3.1.3.3 2 Fast 2 Soon

2 Fast 2 Soon is an education program relating to in car safety, it is aimed at 16 to 18 year olds in sixth forms and colleges, who are already driving or will be soon. The presentation is split into two parts.

1. The first part is a DVD which shows a reconstruction of a collision involving young drivers;

2. The second part is an interactive presentation delivered by serving Emergency Service officers.

This presentation looks at:

- Peer pressure
- Mobile phone use
- Speed
- Seat belts
- Drinking and driving.

The key message behind the program is to ensure that people who will soon be able to drive are aware of the dangers presented when driving and the habits that can lead to collisions and death. At the same time people are reminded that as passengers there are possible consequences of distractive behaviour.

3.1.3.4 Bikeability

Bikeability is the national standard cycle training offered by the County Council to schools in Northamptonshire, it is a progressive scheme that moves through three levels to give parents the reassurance that their children have the necessary skills and confidence to cycle to school. Children are encouraged to achieve all three levels of training.

Northamptonshire Highways employed instructors have all successfully completed a National Standard Cycle Instructor training course, are experienced competent cyclists, hold a First-Aid certificate and all have been cleared (through the CRB system) to work with children. Currently 16 instructors are employed to deliver training however more instructors are needed to cover 8000 potential annual trainees.

All Northamptonshire primary schools are invited to take part in Bikeability which is offered for pupils in school year 5 and 6.

Level 1

For children in school year 5 the course covers bike safety, starting off and stopping, steering, gears, and giving signals. Children get approximately 2 hours training time held off road in a playground or other suitable traffic free location in groups of, a maximum, 6 children.
Level 2
For children in school year 6 (aged 10 and over), the course refreshes Level 1 manoeuvres plus turning and emerging left and right at junctions. Children get approximately 8 hours training time, usually split up into 4 x 2 hour sessions, held initially in the playground then moving onto a local road junction in groups of, a maximum, 6 children.

Level 3
For children who have completed Level 2, the course refreshes Level 2 and takes place on busy roads incorporating real traffic conditions, and advanced road features such as roundabouts and traffic light controlled junctions. Training of two hours is recommended to cover everything for a maximum of 2 trainees to 1 instructor.

Bikeability is funded by the Department for Transport (based on £40 per child) and offers an on line report tool to report on training provided in Northamptonshire. Training is also available via the county council (outside of Bikeability) for parents whose child has taken part in a Bikeability course. Training for adults is offered to ensure parents are confident cycling whilst encouraging and promoting family cycling.

3.1.3.5 School Crossing Patrol Officers
School Crossing Patrol Officers ensure that children and adults can travel easily and safely whilst on their journeys to and from school assisting children and adults to cross the road. School Crossing Patrol Officers are employed by the Council; the service is currently run on a cost neutral basis whereby local schools and community groups contribute to the running/administration of the scheme.

### 3.1.3.6 Number of Pupils engaged by Road Safety Education Programmes

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<tr>
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</thead>
<tbody>
<tr>
<td>JRSO – No of Schools</td>
<td>64</td>
<td>76</td>
<td>95</td>
<td>76</td>
<td>71</td>
<td>100</td>
</tr>
<tr>
<td>JRSO – No of appointed pupil JRSO’s</td>
<td>210</td>
<td>274</td>
<td>317</td>
<td>281</td>
<td>247</td>
<td>330</td>
</tr>
<tr>
<td>2Fast2Soon</td>
<td>2933</td>
<td>1800</td>
<td>1800</td>
<td>2100</td>
<td>2800</td>
<td>2500</td>
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<tr>
<td>Bikeability</td>
<td>1740</td>
<td>2084</td>
<td>2196</td>
<td>1709</td>
<td>1800</td>
<td>1800</td>
</tr>
</tbody>
</table>

Table 4: Numbers engaged in Road Safety Education programmes
3.2 Engineering

Improving safety through road engineering forms a significant part of the success we have achieved so far in reducing casualties. Introducing physical improvements to road layout, geometry, signing and signal control, junction improvements and calming features have all played a part in reducing risk and casualties. County Council programmes to deliver engineering solutions include the Safer Routes to School programme, as well as engineering work based on local community requests and locations identified, through collision data, such as ‘Red Routes’.

Where appropriate consultation is carried out on a local basis for each scheme; local Councillors are consulted on the principles of schemes in their ward before wider local consultation takes place. Further consultation is then carried out with the Emergency Services, District and Borough Councillors, local schools and the wider local community. Formal consultation follows when a legal traffic regulation order (TRO) is required for things like pedestrian crossings, parking restrictions and speed limit extensions.

3.2.1 Safer Routes to School

A Safer Routes to School scheme (SRTS) provides engineering measures to help improve safety and accessibility around schools whilst aiming to encourage more children to walk or cycle to school. It is hoped that the scheme will result in less traffic and congestion and improved air quality in and around the school area. Every school in the county is included in the program, which will be delivered in the early stages.

Each school is assessed individually and consulted within in order to decide on the issues affecting the school and immediate locality to enable selection of appropriate interventions and engineering measures.

Options considered for STRS include, but are not limited to:
- 20mph limits with traffic calming if required
- Vehicle Message Signs
- Safer crossing points – Zebra or signal controlled
- New or extended lengths of footway
- Cycle facilities
- Enhanced signing, lining and guard railing in the area.
Table 5: Number of Schools receiving SRTS schemes to date

<table>
<thead>
<tr>
<th>Period</th>
<th>SRTS Scheme delivered</th>
<th>Total to date</th>
</tr>
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<tbody>
<tr>
<td>Pre 2004-05</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>2004-05</td>
<td>24</td>
<td>61</td>
</tr>
<tr>
<td>2005-06</td>
<td>26</td>
<td>87</td>
</tr>
<tr>
<td>2006-07</td>
<td>10</td>
<td>97</td>
</tr>
<tr>
<td>2007-08</td>
<td>23</td>
<td>120</td>
</tr>
<tr>
<td>2008-09</td>
<td>21</td>
<td>141</td>
</tr>
<tr>
<td>2009-10</td>
<td>6</td>
<td>147</td>
</tr>
<tr>
<td>2010-11</td>
<td>9</td>
<td>156</td>
</tr>
<tr>
<td>2011-12</td>
<td>13</td>
<td>169</td>
</tr>
<tr>
<td>2012-13</td>
<td>10</td>
<td>179</td>
</tr>
<tr>
<td>2013-14</td>
<td>12 – 23 ***</td>
<td>195 ***</td>
</tr>
</tbody>
</table>

*** Under discussion or investigation.

Some of the schools will have major schemes planned while many schools have not been included due to nature of small works involved. Due to changing demands and priorities, many schools which have previously had SRTS interventions are still considered and reviewed for additional works.

In order to identify the schools for intervention, a prioritisation list is produced and reviewed each year. The list is developed using collision statistics (within a 500m radius of the school) and various aspects of the indices of deprivation. Details of schools which are planned to have a scheme delivered in 2013/14 please see Appendix 3.

It must be noted that while every school in Northamptonshire will get some form of SRTS interventions, the exact prioritised list is subject to change based on evidence collected in the vicinity of schools, the outcome of public consultation and budgetary restrictions, therefore publishing a list beyond 2013/14, when schools may be deferred for subsequent years and others may be brought forward in the program, is impractical.

Highway changes alone are not enough to make a SRTS scheme successful. The involvement of the school community is vital if we are to see a real improvement to safety and a shift towards walking and cycling. Other initiatives that might be considered are:

- School Travel Plan and action group
- On school site cycle storage facilities
- Walking buses or cycle trains
- Educational awareness activities.
3.2.2 Engineering Works and Red Routes

All engineering solutions must be suitable and appropriate to the location so as not to create a problem. Because of our excellent progress to date in reducing road casualty collision cluster locations are becoming more difficult to identify as casualty numbers decrease and casualty patterns are more widespread geographically.

The County Council are therefore taking a wider route, or area-based, approach to road safety engineering measures. This utilises information provided by local communities and collision data, which allows us to continue our focus on our most collision affected roads (Red Routes) in order to maximise effective rates of return whilst also mitigating local hot spots. This process also enables us to link road safety issues with other policy areas within the sustainable transport agenda.

Red Routes

By virtue of a known collision/casualty history the most collision affected routes are designated ‘Red Routes’ and are subject to an investigation by a working group comprising expert practitioners from Northamptonshire Highways and the Northamptonshire Safer Roads Alliance partners. The working group meets on a regular basis in order to survey and profile Red Routes using an evidence led process; their remit is to reduce road casualties through engineering interventions, but may also include a mix of education and enforcement.

Once a route has become active, Red Routes will remain so for a minimum of two years. New routes or routes where the casualty figures have risen will undergo a six stage process as follows:

1. Statistical analysis and profiling
2. Engineering profiling – including site visits and detailed review of each collision
3. Presentation of engineering solutions
4. Timetabled action plan – including engineering, education and enforcement
5. Implementation of works

As of July 2013 the County has 55 sections of highway designated as active Red Routes, with a total 170 routes being monitored on a bi-monthly basis, flashing Amber is used for sites or routes that are of concern but are not yet Red Routes, 14 flashing Amber sites/routes are currently being monitored.

A list of Northamptonshire’s Red Routes can be seen in appendix 4; this list is subject to regular review and revision by the working group. When routes no longer met the criterion for being an active Red Route they continue to be monitored on a quarterly basis and if numbers change then the route would be reactivated.
Minor Road Safety Works
A minor works budget has been allocated to enable Northamptonshire County Council to undertake small measures to address specific one off issues and areas of public concern, such as:
- Small traffic calming features
- Resurfacing
- New signage and Vehicle Activated Signs
- Re-aligning lanes and road markings for clarity.

Other improvement or enhancement works identified by community groups are considered where appropriate to the highway.

Some smaller scale road safety schemes can also be addressed in the works of the Community Liaison Officers who work closely with local community groups to assess and where necessary address local highways issues which can include road safety interventions. Some of these works can be jointly funded from the Road Safety budget and the Community Liaison Officer budget to allow a scheme to be delivered and achieve best value.

Other Projects
Where possible the County Council looks for other sources of funding which enable specific projects to be delivered such as:
- **Section 106 developer contributions and Section 278 works**
  - When new developments are proposed the Council passes comment on the applications and looks to mitigate the impact of the development on the highways this can be by either a financial contribution (Section 106) or by the developer delivering works (Section 278)
  - These have been used in recent years to address some localised road safety concerns which would be exacerbated by the proposed development. Interventions have included, Vehicle Activated Signs, traffic calming, speed limit extensions and pedestrian crossings.

3.3 Enforcement
Road safety issues that are best dealt with through enforcement are a matter for the police. Improving enforcement measures plays an important role in road safety by tackling illegal behaviours and offences, and removing unsafe vehicles from our roads. In addition, managing traffic speeds can help to create less intimidating road environments for pedestrians and cyclists, as well as reduce carbon emissions, pollution and noise.

Enforcement activity is carried out by Northamptonshire Police and through the Northamptonshire Safer Roads Alliance the County Council provide support and ensure that enforcement activity is evidence led through collision data analysis.
Northamptonshire Police targets their enforcement activity at the ‘Fatal Four’ major casualty causation factors of:

- Excess speed
- Drink/drug driving
- Mobile phone distraction
- Seatbelt compliance.

As part of this activity they operate a programme of mobile safety camera enforcement around the county in order to deter speeding motorists.

Northamptonshire police have also re-introduced Community Speed Watch which encourages local people to become actively involved in helping to slow down traffic in 30mph zones within their community. A growing number of communities are now joining the scheme and receive training from the police as well as resource support from Northamptonshire Highways. This is an excellent example of local people taking ownership of speeding issues in their community. The use of Mobile VAS by parish councils/ community groups is supported by Northamptonshire Highways through a self-purchase scheme which includes training and technical support.

A large proportion of offending motorists are now offered the opportunity to attend police driver education sessions as an alternative to prosecution. These sessions are designed to address adverse driving behaviour and, in doing so, the research clearly indicates that drivers are less likely to re-offend.
3.4 Road Safety Expenditure

Over the years funding has reduced for all initiatives, however road safety programs still attract capital funding from the DfT Integrated Transport Block to deliver local SRTS and other engineering works. Whilst Education programs have been funded by County Council Revenue streams our Road Safety Team are proactive in attracting sponsorship and resource support. As an example, the JRSO scheme has in previous years been supported by BP and Wincanton.

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<tbody>
<tr>
<td>SRTS</td>
<td>812</td>
<td>550</td>
<td>735</td>
<td>531</td>
<td>396</td>
<td>325</td>
</tr>
<tr>
<td>Casualty Reduction</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Engineering works – inc Red Routes</td>
<td>1,369</td>
<td>911</td>
<td>772</td>
<td>149</td>
<td>201</td>
<td>200</td>
</tr>
<tr>
<td>Engineering Works – Small Requests</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>22</td>
<td>165</td>
<td>100</td>
</tr>
<tr>
<td>Education – NCC Revenue</td>
<td>2,700*</td>
<td>2,300*</td>
<td>2,200*</td>
<td>250</td>
<td>250</td>
<td>250</td>
</tr>
</tbody>
</table>

Table 6: Spending (000’s) on Road Safety Activities

- * DfT Specific Road Safety Grant – withdrawn by the Government 2010
4 Challenges and Where we want to be

Northamptonshire County Council wants to:

- Deliver safer roads and built environment for all road users
- Use appropriate communications and publicity to promote road safety messages for all modes of travel to support healthier lifestyles through active travel.
- Provide road safety education programmes and interventions for all aspects of road safety
- Reduce KSI in all age groups and modes of travel in Northamptonshire to encourage sustainable travel choices and support healthier lifestyles.
- Design road safety engineering interventions, following national guidance, that will induce safer travel habits and reduce impact of travel on the environment.
- Maintain and build partnerships with service providers and communities to deliver consistent road safety messages, share best practice and achieve value for money.

4.1 Road Safety Challenges

To achieve our aims and objectives for Road Safety we must tackle the challenges that face the County which includes:

- Improving safety on our roads
- Educating and protecting vulnerable road user group
- Reducing inappropriate and illegal road user behaviours
- Improving our knowledge and broadening our involvement in solving road safety problems
- Working within funding constraints and future uncertainties.

There is no one size fits all approach to improving road safety and reducing casualties as such the County Council needs to make best use of partnerships and data to keep abreast of trends in collisions and KSI’s to design the best intervention program, information on the County’s casualty trends can be found in appendix 1 and 5. Tracking trends will be particularly important in finding best practice to tackle issues on the entire network of roads in the County and for the most vulnerable and at risk road users.

Vulnerable and at risk road users are;

- Motorcyclists
- Older Drivers
- Cyclists
- Pedestrians
- Working Drivers and Commuters
- Young Car Drivers
- Car and Taxi occupants
See appendix 5 for the casualty data on these core groups, who are considered vulnerable because they are disproportionately represented in the casualty figures.

The County must maintain awareness of key messages relating to the dangers of:
- Speeding
- Drink Driving / Drug Driving
- Mobile phone use whilst driving and walking
- MP3 use whilst walking and cycling
- Crossing the road
- Tiredness
- Not wearing seatbelts.

Whilst ensuring all motorist keep alert to each other with campaigns such as
- Think Bike - motorcycle awareness
- Look Out for Each Other – cyclist awareness
- Young Drivers – hazard awareness
- Horses – Pass Wide and Slow.

### 4.2 Where we want to be

In order to face our challenges the County Council needs to continue with the ‘Three E’s’ of Road Safety Education, Engineering and Enforcement.

- **Road Safety Education**
  Deliver a programme of education, publicity and training to increase the skills and knowledge of all road users in the county to reduce collisions.

- **Road Safety Engineering**
  Investigate at engineering solutions on an area wide basis with a collision history to deliver appropriate interventions whilst ensuring safety audits are carried out on new roads or any major changes to existing road layouts.

- **Road Safety Enforcement**
  Continue liaising with the police, on enforcement activities and driver awareness education programs, for consistent messages about safer roads in Northamptonshire.

Northamptonshire County Council needs to be intelligence-led and evidence based in deciding on interventions, therefore collecting accurate data which will enable the County Council and its partners to identify trends and patterns in order to act on the facts of road collisions. This will make best use of resources to mitigate against further incidents.

The County Council must maximise community involvement by engaging with local communities, and working with road user groups so that new ideas are tested with local people first. By
maximising use of the consultation events, media, and wider use of new technology the County Council can take a proactive approach to establish new and alternative communication channels, enabling messages to be communicated widely.

Northamptonshire County Council needs to maintain and expand work with partner organisations, local authorities and others to ensure co-operation in sharing data and understanding local priorities. Liaising with partners in our work, whenever possible, will allow the County Council to learn from others and seek out best practice.

Cuts in funding mean that the County Council must reduce expenditure by designing initiatives to be cost-neutral, wherever possible, whilst adopting cost-effective procedures for delivery. The Council must be proactive in generating additional income and maximising funds available from external grants. We must also make use of potential resources provided from new development and growth in the county whilst seeking out community or corporate sponsorship for specific activities whenever appropriate.
5 How we will get there – Road Safety Policies

Figure 2: Approaches to Road Safety Policies
The Three E’s – Education, Engineering & Enforcement

To achieve a reduction in all KSI’s there is not one intervention alone to achieve it so the basis of our operation will be to use a mix of the ‘Three E’s’ of Education, Engineering and Enforcement in order to achieve casualty reductions across the county in any way we can.

**Road Safety Policy 1**

Road Safety delivery will combine the ‘Three E’s’ of Education, Engineering and Enforcement in order to achieve casualty reductions.

**Education**

Improving safety through education, training and publicity is integral to influencing road user behaviour which is responsible for, or a major factor in, 95% of collisions. The on-going programme of education and training interventions are designed to target specific behaviours which increase the risk of road casualties and includes tackling key challenge areas.

Education and publicity is an important facet of road safety work where we can inform road users of dangers, promote safe habits to change behaviour and encourage participation in training programmes all to reduce collisions and incidents. In addition, we can use education to increase public confidence to use roads in a more sustainable and healthy way.

Delivery is achieved through an effective mix of direct delivery by our Road Safety & Sustainability Team and facilitation where opportunities exist which utilises the skills of our partners and key stakeholders.

As well as engaging with national campaigns the County Council will maintain its current program of education interventions

- Road Safety In the Workplace – Occupational Road Risk
- CarKraft – Driver Improvement Scheme
- Junior Road Safety Officers
- Speed Awareness activities in schools
- 2 Fast 2 Soon
- Bikeability – Cycle Training.

The County will also look to develop and deliver new programmes were the need is presented.

**Road Safety Policy 2**

The County Council will deliver educational and promotional programmes appropriate to all age groups in order to establish a road safety mind-set and encourage safe behaviours for all road users.
Engineering
Engineering measures will continue to be a feature of the County Councils interventions to address road safety matters posed on the highway. Funding will continue to be sought from the Integrated Transport Block alongside any other grants or revenue streams which will allow road safety engineering works to be carried out on the Councils existing programme of evidence led interventions aimed at routes of concern such as Red Routes, community requests and safer routes to school.

Road Safety Policy 3
The County Council undertake that all schools will, in due course, receive a Safer Routes to School study as part of an ongoing programme.

Speeding is an issue that can be addressed through engineering and enforcement measures, and any other speed limits should be set as part of a package of interventions to manage speed and enhance road safety, and these areas should encourage self compliance. Successful 20mph schemes should have no expectation on the police to provide additional enforcement.

Speed limits are set by Section 84 of the Road Traffic Regulation Act 1984 with guidance for setting limits set out in the DfT Circular 01/2013 ‘Setting local speed limits’. There are 3 national limits:
- 30mph – Roads with streetlights
- 60mph – Single carriageway
- 70mph – Duel carriageway and motorways.
- Other speed limits (20/40/50) can be set by the Traffic Authority where evidence reinforces it is a safe limit to meet local needs and conditions.

The council will within its programme of interventions consider speed limits and ensure that the appropriate speed limit is in place.

Enforcement
The police continue to be the main enforcement agency for motoring offences. 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, excess speed and non-compliance with seat belt legislation.

Road traffic collisions with injuries are reported to the police to be investigated. Prosecution may follow but consideration will also be given to diverting offenders into an education intervention through a driver improvement or driver awareness course. Those responsible for the most serious examples of poor driving are often persistent offenders, who do not respond to attempts to change behaviour. Therefore the principal tool for tackling this problem is prosecution and this will remain the case.
Road Safety Policy 4
The County Council will support the Police in driver awareness courses to encourage safe driving behaviours.

Intelligence-led & Evidence Based
Collision data analysis is the key element in identifying at risk road user groups and the most collision affected sections of the road network. We can then divert activity and resources to where they are most needed. The County Council must therefore:
- Act on the facts
- Analyse data to identify trends and patterns
- Base all new initiatives on the best evidence available
- Evaluating all current and future initiatives objectively.

Road Safety Policy 5
The local collision database will be maintained and updated each month at the end of the following month.

Partnership Working & Sharing Best Practice
Partnership and cross boundary working is at the very heart of Local Transport Plan delivery within Northamptonshire. Road safety schemes and initiatives are designed to benefit the residents and commuters to Northamptonshire, and are delivered within a cost effective and value for money framework. Wherever possible the Council works in partnership and seeks joint funding for delivery. The County Council must therefore:
- Co-operate in sharing data
- Agree joint solutions to specific problems wherever possible
- Work to maximise understanding of partners’ work and priorities
- Seek out best practice in other areas
- Apply appropriate academic research to road safety issues.

Key partners for all highways activity in Northamptonshire include Northamptonshire District and Borough Councils, the two Joint Planning Units that operate in Northamptonshire, the Highways Agency, the Local Enterprise Partnerships, MGWSP (Northamptonshire County Council’s Highways partner), the NHS, as well as local service providers such as bus operators.

Good partnerships already exist with key Road Safety stakeholders, such as the police and fire service and these need to be maintained and enhanced, as well as developing new partnerships where appropriate and necessary. The Road Safety team have started to work with motorcycle users and are intending to extend their work with this vulnerable road user group to ensure that these users needs are considered to bring a fresh perspective to road safety mitigation measures used in the County.
**Road Safety Policy 6**
Maintain participation in the Northamptonshire Safer Roads Alliance to enable greater resource availability, wider stakeholder contacts and more effective targeting with reduced duplication of investment for Road Safety Interventions.

Spreading the road safety message needs to be part of all interventions that the County Council is engaged with including initiatives and activities being delivered as part of other strategies such as Walking, Cycling and Smarter Travel Choices work. This will enable circulation of key messages to the widest possible audience.

**Development Control & Community Involvement**
Development is inevitable in the county with new residential, commercial and industrial developments planned in all major towns. Smaller ‘in fill’ developments in many villages as well as redevelopment of previously used land will affect the travel habits of current and future residents and potentially affect road safety. It is therefore important that the County Council uses its powers as statutory consultee to comment on planning applications and engages with local communities to identify areas of risk to ensure, where there is a need that appropriate mitigation measures can be built into new developments plans or road schemes. The County Council must therefore:
- Engage with Parish, Town and District Councils and local communities
- Work with road user groups
- Make maximum use of resources within communities.

**Road Safety Policy 7**
The local collision database will be used by Road Safety staff to identify any emerging trends and road user groups who are at risk and the most dangerous sections of the road network in order to advise Development Control officers on collision cluster sites in proximity to new development and planned highways schemes, to enable mitigating measures to be secured.

Road safety audits are undertaken on highway schemes at various stages of their design and construction to ensure that they will not create future highway safety problems. The road safety audit process is used to scrutinise changes to the road network, to ensure that they are as safe as possible. Post completion audits are also undertaken on some schemes to check that a completed scheme does not create any safety hazards. Road Safety Audits are carried out following the advice issued by the Institution of Highways and Transportation.

**Road Safety Policy 8**
The County Council will require Road Safety Audits for all major developments and road schemes whilst also encouraging use of Road Safety Audits for all (smaller) developments and road schemes to identify the impact of changes in the highways to ensure the network is safe for all users.
Where appropriate, consultation is carried out on a local basis for road safety engineering schemes. Local Councillors are consulted on the principles of schemes in their ward before wider consultation takes place with interested parties such as the Emergency Services, Local District and Borough Councillors, local schools and the wider local community groups.

**Road Safety Policy 9**
The County Council will continue to liaise with local authorities, town and parish councils and community groups to ensure safe connectivity between new infrastructure and existing infrastructure.

**Communications Using the Media and Technology**
When it comes to communications there is no one size fits all approach and the growth of 24/7 social media it is important that as well as traditional educational tools that the council stay abreast of communications with use of the best media and technology for the messages that are being promoted. The County Council must therefore:

- Take a proactive approach to the media
- Communicate messages widely
- Ensure that the communication medium is appropriate to the target audience
- Investigate new and emerging technology i.e. Facebook, Twitter, mobile technology
- Make full use of internet based training and publicity facilities where appropriate.

In taking an innovative and proactive approach to communications the County Council can choose appropriate messages for the road user group we are trying to engage and messages should reach the target audience and not get diluted. Utilising appropriate ‘Think’ Road Safety publicity will also ensure that the County Council is also following and promoting national messages.

**Road Safety Policy 10**
The County Council will use appropriate marketing and supporting materials for a range of road safety awareness initiatives.

**Generate Funding and Provide Best Value**
Working with our partners, in both the public and private sectors ensures a joined up delivery of services for the people of Northamptonshire. At the same time the utilisation of joint initiatives allows all partners to pool funding and resources as well as providing best value interventions. For best value to be maintained the County Council must therefore:
• Improve liaison with colleagues working on the Growth Agenda
• Make the greatest use of resources from development
• Seek out community or corporate sponsorship for interventions where appropriate
• Research and maximise funds available from external grants
• Design initiatives to be cost-neutral wherever possible
• Adopt cost-effective procedures.

All partners are looking for best value, and effective use of resources. Sharing initiative design, set up and delivery costs with partners allows all parties to communicate the same message and achieve their own Road Safety objectives.

**Road Safety Policy 11**
The County Council will apply for all possible grants, developer funding as well as seeking out all opportunities for sponsorship to enable delivery of Road Safety events and interventions.

Availability of funding and other factors mean that decisions on undertaking Road Safety improvements will be taken on a case by case basis.
6 Delivery Summary

The table below demonstrates how the policies of this strategy contribute to the objectives of the Road Safety strategy and help to achieve objectives of the Northamptonshire Transportation Plan (NTP).

<table>
<thead>
<tr>
<th>NTP Objectives</th>
<th>Road Safety Strategy Objectives</th>
<th>Policies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fit for...the Future</td>
<td>Deliver safer roads and built environment for all road users.</td>
<td>1, 3, 5, 6, 7, 8, 9, 11</td>
</tr>
<tr>
<td>Fit for...the Community</td>
<td>Use appropriate communications and publicity to promote road safety messages for all modes of travel to support healthier lifestyles through active travel.</td>
<td>1, 2, 3, 4, 6, 7, 8, 9, 10, 11</td>
</tr>
<tr>
<td>Fit to...Choose</td>
<td>Provide road safety education programmes and interventions for all aspects of road safety.</td>
<td>1, 2, 3, 4, 6, 9, 10</td>
</tr>
<tr>
<td>Fit for...Economic Growth</td>
<td>Reduce KSI in all age groups and modes of travel in Northamptonshire to encourage sustainable travel choices.</td>
<td>1, 2, 3, 6, 11</td>
</tr>
<tr>
<td>Fit for...the Environment</td>
<td>Design road safety engineering interventions, following national guidance, that will induce safer travel habits and reduce impact of travel on the environment.</td>
<td>1, 3, 5, 7, 8, 9</td>
</tr>
<tr>
<td>Fit for...Best Value</td>
<td>Maintain and build partnerships with service providers and communities to deliver consistent road safety messages, share best practice and achieve value for money.</td>
<td>4, 6, 9, 11</td>
</tr>
</tbody>
</table>

Table 7: Road Safety Strategy Objectives links to Road Safety Policies

An implementation plan, based on Table 8, will be developed, reviewed and revised annually, in line with annual budget setting processes, or earlier if opportunities for additional activities are identified for delivery in year. The implementation plan is indicative of activities the Road Safety team within Northamptonshire Highways will undertake. The Implementation Plan will build on the current activities of the team, and include new activities as they are identified in order to deliver the policies within this strategy.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Delivered by</th>
<th>Funding / Resource / Sponsorship / Grants</th>
<th>Linked Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Road Safety in Workplace</td>
<td>Northamptonshire Highways</td>
<td>NCC Revenue</td>
<td>1, 2</td>
</tr>
<tr>
<td>CarKraft</td>
<td>Northamptonshire Highways &amp; Partners</td>
<td>NCC Revenue / Course Fees / Police / AA / Renault UK / Adrian Flack Insurance</td>
<td>1, 2, 11</td>
</tr>
<tr>
<td>JRSO Scheme</td>
<td>Northamptonshire Highways &amp; Partners</td>
<td>NCC Revenue &amp; Sponsorship</td>
<td>1, 2, 11</td>
</tr>
<tr>
<td>Speed Awareness Activities</td>
<td>Northamptonshire Highways</td>
<td>NCC Revenue</td>
<td>1, 2</td>
</tr>
<tr>
<td>2 Fast 2 Soon</td>
<td>Northamptonshire Highways &amp; Partners</td>
<td>NCC Revenue / Police / Fire Service / East Midlands Ambulance</td>
<td>1, 2</td>
</tr>
<tr>
<td>Bikeability</td>
<td>Northamptonshire Highways</td>
<td>DFT Grant Funding</td>
<td>1, 2</td>
</tr>
<tr>
<td>Promotion of Think Road Safety Campaigns</td>
<td>Northamptonshire Highways &amp; Partners</td>
<td>NCC Revenue / Police / Fire Service / local companies &amp; organisations</td>
<td>1, 2, 10, 11</td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safer Routes to School</td>
<td>Northamptonshire Highways</td>
<td>DFT IT Block</td>
<td>1, 3, 11</td>
</tr>
<tr>
<td>Engineering &amp; Red Routes</td>
<td>Northamptonshire Highways</td>
<td>DFT IT Block match funding Parish Councils / Grant funding</td>
<td>1, 5, 11</td>
</tr>
<tr>
<td>Minor Works</td>
<td>Northamptonshire Highways</td>
<td>DFT IT Block match funding Parish Councils / Grant funding</td>
<td>1, 5, 11</td>
</tr>
<tr>
<td>Enforcement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support Police</td>
<td>Northamptonshire Highways &amp; Police</td>
<td>None - seek funding if needed</td>
<td>1, 4</td>
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<tr>
<td>Partnership Working</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain Northamptonshire Safer Roads Alliance</td>
<td>Northamptonshire Safer Road Alliance Partners</td>
<td>None - seek funding if needed</td>
<td>6, 11</td>
</tr>
<tr>
<td>Set up User Groups for liaison with at risk groups i.e. Motorcyclist</td>
<td>Northamptonshire Highways</td>
<td>None – seek funding if needed</td>
<td>1, 11</td>
</tr>
<tr>
<td>Liaise with Development Control to secure mitigation on new developments</td>
<td>Northamptonshire Highways</td>
<td>None – seek funding if needed</td>
<td>7, 8, 11</td>
</tr>
<tr>
<td>Consult partners, on new Road Safety Engineering Schemes</td>
<td>Northamptonshire Highways</td>
<td>None – seek funding if needed</td>
<td>9, 11</td>
</tr>
</tbody>
</table>

Table 8: Indicative Road Safety implementation plan
Funding

The Northamptonshire Transportation Plan (2012) objective of ‘Fit for.....Best Value’ established the need to be clear about investment, focusing on achieving value for money while seeking alternative sources of funding. This means managing our budgets within the current challenging financial and funding position, and planning for the future, securing ‘Best Value’ will be key to deciding which approach is taken to deliver the improvements.

Funding for road safety schemes come from different sources such as:
- The Integrated Transport (IT) Block
- Central government grants

The devolution of funding and new funding streams presented by Local Enterprise Partnerships, Regional Growth Fund and the Local Sustainable Transport Fund could offer real opportunities for the Council to take forward projects over the next few years.

However we can not rely solely on traditional funding sources to provide the entire budget needed for improving road safety, development of road safety education programmes and delivery of infrastructure. As such the County Council will seek new and innovative sources of funding such as:
- Partnership working – With local/national companies
- Third party (match) funding i.e. Sustrans
- Section 106 Agreement contributions from developers
- Community Infrastructure Levy
- Developer led Infrastructure delivery secured through Section 278 agreements
- Localism – Allowing local community to fund or deliver schemes
- Match funding from the public sector i.e. National Health Service
- New sources of grant funding from public bodies.

With a series of independent funding sources, a coherent strategy is required to achieve the most equitable and efficient use of limited resources. Delivering best value will require that we join up smaller schemes to create a programme of works, which delivered together, gain economies of scale in terms of design and implementation.

With an increased pressure on resources prioritisation should be given to schemes to reduce collision rates, deliver accessibility to education, healthcare and employment locations as well as to growth areas such as sustainable urban extensions. However, in taking this strategy forward we will welcome approaches from any local organisation which sees road safety problems in their community or has an alternative way to decrease the number collisions, so that we may work together to tackle road safety.
Appendices:

Appendix 1: KSI Data
Appendix 2: Highways Agency Road Collisions and Casualties Data
Appendix 3: Safer Routes to School – Planned Schemes 13-14
Appendix 4: Red Routes in Northamptonshire
Appendix 5: Road Users Casualty Data
Appendix 6: Glossary of Terms and Definitions
Appendix 7: Summary of Road Safety Strategy Policies
Appendix 1: KSI Data

2008/09 – 385 KSI casualties  
2012/13 – 314 KSI casualties  
18.4% reduction

All collisions and casualties from 1999 to 2012 shown against the 1994/98 Average Baseline

<table>
<thead>
<tr>
<th>Year</th>
<th>Killed</th>
<th>Serious</th>
<th>KSI</th>
<th>Slight</th>
<th>Total</th>
<th>94-98 av.</th>
<th>Year</th>
<th>Killed</th>
<th>Serious</th>
<th>KSI</th>
<th>Slight</th>
<th>Total</th>
<th>2012 % below</th>
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<tr>
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<td>1946</td>
<td>2001</td>
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<td>57</td>
<td>1387</td>
<td>1839</td>
<td>2012</td>
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<td>55</td>
<td>46</td>
<td>49%</td>
<td>3082</td>
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</tr>
</tbody>
</table>

26% 53% 51% 42% 45% 2012 % below 27% 57% 55% 46% 49%
Whilst the County Council want to see all casualties reduce child casualty reduction was a key government benchmark and continues to be monitored.

**Child (0-15 years) Casualties 1994 – 2012**

<table>
<thead>
<tr>
<th>Year</th>
<th>Killed</th>
<th>Serious</th>
<th>KSI</th>
<th>Slight</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>4</td>
<td>88</td>
<td>92</td>
<td>313</td>
<td>405</td>
</tr>
<tr>
<td>94-98 av.</td>
<td>3</td>
<td>85</td>
<td>88</td>
<td>317</td>
<td>405</td>
</tr>
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<td>28</td>
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<td>165</td>
</tr>
</tbody>
</table>

**2012 % below** 100% 67% 68% 57% 59%

**Child (0-15) Casualties in Northamptonshire 1994 to 2012**

(including 94-98 avg.)
Appendix 2: Highways Agency Road Collisions and Casualties Data

Highways Agency trunk roads account for 4.96% (224.1km) of the entire road network in the County. In 2012, 24.1% of all casualties and 22.3% of all collisions occurred on trunk roads. This is in comparison with the 94-98 baseline position of 17.7% and 17.3% respectively.

Proportion of all collisions occurring on Trunk Roads

- Highways Authority Roads: 78%
- Local Authority Roads: 22%

Proportion of All casualties occurring on Trunk Roads

- Highways Authority Roads: 76%
- Local Authority Roads: 24%
### Appendix 3: Safer Routes to School – Planned Schemes 13-14

<table>
<thead>
<tr>
<th>School</th>
<th>Borough / District</th>
<th>Proposal for Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roade Primary School*</td>
<td>South Northants</td>
<td>Zebra Crossing</td>
</tr>
<tr>
<td>Croughton Primary</td>
<td>South Northants</td>
<td>20mph zone</td>
</tr>
<tr>
<td>Kislingbury CE Primary School</td>
<td>South Northants</td>
<td>Suitable crossing outside the school</td>
</tr>
<tr>
<td>Pattishall Primary School</td>
<td>South Northants</td>
<td>Zebra Crossing, VMS Signs, and feature improvements.</td>
</tr>
<tr>
<td>Bozeat Community Primary School</td>
<td>Wellingborough</td>
<td>Zebra Crossing – some 100 meters from the school gate.</td>
</tr>
<tr>
<td>Stoke Bruerne CE Primary school</td>
<td>South Northants</td>
<td>Footway widening, Guard Railings, 20 limit, VAS signs, update markings.</td>
</tr>
<tr>
<td>Kingswood School (Corby)</td>
<td>Corby</td>
<td>Suitable crossing outside the school</td>
</tr>
<tr>
<td>Greenfields Primary School (Kettering)</td>
<td>Kettering</td>
<td>Suitable crossing outside the school</td>
</tr>
<tr>
<td>Whitefriars Junior School (Rushden)</td>
<td>East Northants</td>
<td>2 VMS Signs – 20mph limit during school times, and school warning sign. Slow signs on the road.</td>
</tr>
<tr>
<td>Park Junior (Kettering)</td>
<td>Kettering</td>
<td>20mph limit amendment</td>
</tr>
<tr>
<td>Denton Primary School</td>
<td>South Northants</td>
<td>Introduction of advisory 20.</td>
</tr>
</tbody>
</table>

* Works already completed

**Although these are the proposed schemes for 2013-14 this list is subject to change, all schemes are subject to public consultation and budgetary restrictions, some schools may be deferred for subsequent years and others may be brought forward in the programme.**
# Appendix 4: Red Routes in Northamptonshire

List of Active Red Routes in Northampton 2013/14 (as of August 2013)

<table>
<thead>
<tr>
<th>Site Ref Number</th>
<th>Site Location</th>
<th>Site Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>A43 Mawsley</td>
<td>Mawsley roundabout to south of A14 Junction 8</td>
</tr>
<tr>
<td>13</td>
<td>A6003 Kettering to Oakley Hay</td>
<td>A43 roundabout (included) to Oakley Hay roundabout (excluded)</td>
</tr>
<tr>
<td>17</td>
<td>A361 Byfield to Chipping Warden</td>
<td>The Twistle, Byfield to Culworth Road, Chipping Warden.</td>
</tr>
<tr>
<td>32</td>
<td>A508 Kingsthorpe Road, Northampton</td>
<td>St Georges Way to Holly Lodge Drive</td>
</tr>
<tr>
<td>36</td>
<td>A4500 Wellingborough Road, Northampton</td>
<td>Abingtion Park to York Road</td>
</tr>
<tr>
<td>37</td>
<td>A4500 Lower Mounts, Northampton</td>
<td>Regents Square to Abingtion Square</td>
</tr>
<tr>
<td>40</td>
<td>A428 St James, Northampton</td>
<td>Train Station to St James Square</td>
</tr>
<tr>
<td>43</td>
<td>A508 Far Cotton, Northampton</td>
<td>Queen Eleanor roundabout to Plough Hotel</td>
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<tr>
<td>44</td>
<td>A5123 Towcester Road, Northampton</td>
<td>Mereway to Gas Street</td>
</tr>
<tr>
<td>49</td>
<td>B4525 Welsh Lane</td>
<td>A43 to A422</td>
</tr>
<tr>
<td>58</td>
<td>A4500 Wellingborough Road, Northampton</td>
<td>Abington Park to Booth Lane South</td>
</tr>
<tr>
<td>66</td>
<td>B571 Irthlingborough Road, Wellingborough</td>
<td>Senwick Road to Parish Boundary</td>
</tr>
<tr>
<td>69</td>
<td>A361 Ashby St Ledgers</td>
<td>Kilsby to Daventry</td>
</tr>
<tr>
<td>74</td>
<td>A508 Yardley Gobion</td>
<td>Old Stratford to Stoke Bruerne</td>
</tr>
<tr>
<td>81</td>
<td>A45 Flore</td>
<td>Weedon to M1 Junction 16</td>
</tr>
<tr>
<td>91</td>
<td>A6 Burton Latimer</td>
<td>Black Lodge to A14 Junction 10 (including roundabout)</td>
</tr>
<tr>
<td>105</td>
<td>A43 Weldon to Collyweston</td>
<td>Corby to A1 (Lincolnshire County boundary)</td>
</tr>
<tr>
<td>Site Ref Number</td>
<td>Site Location</td>
<td>Site Description</td>
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<tr>
<td>-----------------</td>
<td>---------------------------------------</td>
<td>------------------------------------------------------------</td>
</tr>
<tr>
<td>110</td>
<td>C36/C122 Moulton Way / Boughton Lane, Northampton</td>
<td>Moulton Way, Boughton Lane and Boughton Green</td>
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<tr>
<td>117</td>
<td>A5123 Kettering Road, Northampton</td>
<td>Booth Lane North to St Michaels Road</td>
</tr>
<tr>
<td>118</td>
<td>A361 Badby</td>
<td>Daventry to Charwelton</td>
</tr>
<tr>
<td>122</td>
<td>A508 Pitsford</td>
<td>Boughton to Pitsford Hill</td>
</tr>
<tr>
<td>126</td>
<td>A4300 Eskdaill Street Kettering</td>
<td>A6003 to Montagu Street</td>
</tr>
<tr>
<td>128</td>
<td>A422 Brackley to Middleton Cheney</td>
<td>A43 to B4252 (excluding roundabouts)</td>
</tr>
<tr>
<td>131</td>
<td>B571 Wellingborough Road, Irthlingborough</td>
<td>Church Street to Sidegate Lane</td>
</tr>
<tr>
<td>141</td>
<td>A427 Westcott Way, Corby</td>
<td>Geddington Road roundabout to Abington Road</td>
</tr>
<tr>
<td>142</td>
<td>A6014 Oakley Road, Corby</td>
<td>Sower Leys Road to A427 roundabout</td>
</tr>
<tr>
<td>143</td>
<td>A6900 London Road, Kettering</td>
<td>Bowling Green Road to William Street</td>
</tr>
<tr>
<td>146</td>
<td>A510 Wellingborough to Finedon</td>
<td>Rixon Road Wellingborough to A6</td>
</tr>
<tr>
<td>147</td>
<td>C151 Mill Lane Northampton</td>
<td>Woodside Way to Lincoln Street</td>
</tr>
<tr>
<td>152</td>
<td>A4300 Stamford Road Kettering</td>
<td>Tresham Street to Elizabeth Street</td>
</tr>
<tr>
<td>158</td>
<td>A509 Bozeat to Little Irchester</td>
<td>County boundary to Little Irchester roundabout</td>
</tr>
<tr>
<td>159</td>
<td>B663 Raunds</td>
<td>London Road to Midland Road</td>
</tr>
<tr>
<td>160</td>
<td>C4 Sywell to Little Harrowden</td>
<td>Sywell to Little Harrowden</td>
</tr>
<tr>
<td>161</td>
<td>C54 Bugbrooke to Kislingbury</td>
<td>Bugbrooke to Kislingbury</td>
</tr>
<tr>
<td>162</td>
<td>Viking Way Corby</td>
<td>A6003 to Torksey Way</td>
</tr>
<tr>
<td>163</td>
<td>The Jamb, Corby</td>
<td>Station Road to Pilot Road</td>
</tr>
</tbody>
</table>
### Northamptonshire Road Safety Strategy

**Site Ref Number** | **Site Location** | **Site Description**
--- | --- | ---
164 | C184 High Street Brackley | A422 to Ellesmere Road
165 | A5028 Rushden | A6 to High Street
166 | A428 Victoria Promenade, Northampton | Cheyne Walk to Carlsberg
167 | A4300 Kettering | Northfield Avenue to A14 Junction 7
168 | A6 Rushden | Rushden roundabout to County boundary

**HA 7*** | A45 Wellingborough | Great Doddington to Earls Barton
**HA 23*** | A45 Stanwick to Higham Ferrers | Stanwick Lakes to A6
**HA 38*** | M1 Long Buckby Wharf to Collingtree | Junction 17 to Junction 15
**HA 40*** | M1 Yelvertoft | Junction 18 to Junction 19

- * Denotes Highways Agency Trunk Road, Information subject to change
- Please note this list is subject to regular review and revision by the working group.

Additionally the Highways Agency and A One+ are also completing studies at the following junctions.

<table>
<thead>
<tr>
<th>Area Rank</th>
<th>Site Location</th>
<th>Site Description</th>
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<tbody>
<tr>
<td>1</td>
<td>A43 Northampton Road Roundabout</td>
<td>A43 / Northampton Road, Brackley</td>
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<tr>
<td>9</td>
<td>A45 Higham Ferrers Roundabout</td>
<td>A45, Higham Ferrers</td>
</tr>
<tr>
<td>19</td>
<td>A45 Billing Interchange</td>
<td>A45, Billing Northampton</td>
</tr>
<tr>
<td>22</td>
<td>A43 Barely Mow Roundabout</td>
<td>A43 / A421 / B4031, South of Brackley</td>
</tr>
<tr>
<td>23</td>
<td>A43 Oxford Road Roundabout</td>
<td>A43 / A422 / Oxford Road, Brackley</td>
</tr>
<tr>
<td>Road Number</td>
<td>Junction Name</td>
<td>Location Details</td>
</tr>
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<td>-------------</td>
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<td>-------------------------------------------------------</td>
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<tr>
<td>50</td>
<td>A5 Station Road Junction</td>
<td>A5 / B5385, Watford Gap</td>
</tr>
<tr>
<td>51</td>
<td>A5 Paulerspury Junction</td>
<td>A5, Paulerspury</td>
</tr>
<tr>
<td>54</td>
<td>A43 Evenley Roundabout</td>
<td>A43 / Broad Lane, Evenley</td>
</tr>
<tr>
<td>55</td>
<td>A5 Hobby Fish Junction</td>
<td>A5 (1km north of A5/A508 roundabout)</td>
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<tr>
<td>85</td>
<td>A43 Easton Neston Park Junction</td>
<td>A43 / Northampton Road, Towcester</td>
</tr>
<tr>
<td>101</td>
<td>A5 Old Stratford</td>
<td>A5, Old Stratford</td>
</tr>
<tr>
<td>107</td>
<td>A14 Junction 10</td>
<td>A14 Junction 10, Barton Seagrave</td>
</tr>
<tr>
<td>108</td>
<td>A14 Junction 4</td>
<td>A14 Junction 4, Rothwell</td>
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</table>
Appendix 5: Road Users Casualty Data

### All Pedestrian Casualties

<table>
<thead>
<tr>
<th>Year</th>
<th>Child</th>
<th>Adult</th>
</tr>
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<tbody>
<tr>
<td>1999</td>
<td>205</td>
<td>174</td>
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<td>2004</td>
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<td>2006</td>
<td>157</td>
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<tr>
<td>2007</td>
<td>131</td>
<td>128</td>
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</table>

### All Pedal Cycle Casualties

<table>
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<th>Child</th>
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</tr>
</thead>
<tbody>
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<td>73</td>
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<td>104</td>
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<td>2004</td>
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<td>2005</td>
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<td>2007</td>
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<td>2008</td>
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<td>2009</td>
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<td>2011</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
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</table>

### All Motorcycle Casualties

<table>
<thead>
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</tr>
</thead>
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<td>230</td>
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<td>2000</td>
<td>214</td>
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<td>2005</td>
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<td>2006</td>
<td>151</td>
<td>151</td>
</tr>
<tr>
<td>2007</td>
<td>142</td>
<td>151</td>
</tr>
</tbody>
</table>
Appendix 5: Road Users Casualty Data (continued)
Appendix 5: Road Users Casualty Data (continued)

* Records of journey purpose not available prior to 2003

Casualty Trends by Borough / District

2012 KSI Casualties by Area compared to 1994-98 average
Comparison with other Authorities in East Midlands Region

The East Midlands Region is made up of nine Local Highway Authorities (as detailed below). Comparisons over the percentage reduction in KSI casualties, Slight casualties and All casualties are shown graphically below.
Overall casualties for 2012 compared to 94/98 baseline, Northamptonshire is 1st (48.6%)
### Appendix 6: Glossary of Terms and Definitions

<table>
<thead>
<tr>
<th><strong>Term</strong></th>
<th><strong>Definition</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accident</strong></td>
<td>An accident, resulting in personal injury, involving one or more vehicles on the public highway, which is reported to the police.</td>
</tr>
<tr>
<td><strong>Accident Severity</strong></td>
<td>The severity of the most seriously injured casualty.</td>
</tr>
<tr>
<td><strong>Adult</strong></td>
<td>Persons aged 16 or over.</td>
</tr>
<tr>
<td><strong>Casualty</strong></td>
<td>A person killed or injured in a collision.</td>
</tr>
<tr>
<td><strong>Children</strong></td>
<td>Persons aged 15 or under.</td>
</tr>
<tr>
<td><strong>Collision</strong></td>
<td>Collision is a newer ‘more politically correct’ term for an accident, since the term ‘accident’ implies that the event could not be avoided.</td>
</tr>
<tr>
<td><strong>Collision Severity</strong></td>
<td>The severity of the most seriously injured casualty.</td>
</tr>
<tr>
<td><strong>Fatal Casualty</strong></td>
<td>A casualty who sustains fatal injuries and dies within 30 days of the collision. Excludes death from natural causes and/or suicide.</td>
</tr>
<tr>
<td><strong>KSI</strong></td>
<td>Killed or Seriously Injured.</td>
</tr>
<tr>
<td><strong>Motorcyclist Casualty</strong></td>
<td>This includes any casualty being injured whilst on a motorcycle, both rider and/or pillion.</td>
</tr>
<tr>
<td><strong>Older Driver</strong></td>
<td>Driver of any motorised vehicle aged 53 or over.</td>
</tr>
<tr>
<td><strong>Pedal Cycle Casualty</strong></td>
<td>This includes any casualty being injured whilst on a pedal cycle, both rider and/or pillion.</td>
</tr>
<tr>
<td><strong>Serious Injury</strong></td>
<td>One where the casualty sustains a break, fracture, concussion, internal injury, severe cuts, severe shock requiring attention, OR is detained in hospital.</td>
</tr>
<tr>
<td><strong>Slight Injury</strong></td>
<td>One where the casualty sustains injuries such as sprains, bruising, neck whiplash, receiving either roadside treatment only or is not detained at hospital A&amp;E.</td>
</tr>
<tr>
<td><strong>Trunk Roads</strong></td>
<td>Road of national strategic importance funded and maintained by the Highways Agency.</td>
</tr>
<tr>
<td><strong>Working Drivers</strong></td>
<td>Any person injured in a collision, whilst in control of a vehicle on a work related journey.</td>
</tr>
<tr>
<td><strong>Young Drivers</strong></td>
<td>Car or taxi drivers aged between 17 and 25 years old.</td>
</tr>
</tbody>
</table>
Appendix 7: Summery of Road Safety Strategy Policies

**Road Safety Policy 1**
Road Safety delivery will combine the ‘Three E’s’ of Education, Engineering and Enforcement in order to achieve casualty reductions.

**Road Safety Policy 2**
The County Council will deliver educational and promotional programmes appropriate to all age groups in order to establish a road safety mind-set and encourage safe behaviours for all road users.

**Road Safety Policy 3**
The County Council undertake that all schools will, in due course, receive a Safer Routes To School study as part of an ongoing programme.

**Road Safety Policy 4**
The County Council will support the Police in driver awareness courses to encourage safe driving behaviours.

**Road Safety Policy 5**
The local collision database will be maintained and updated each month at the end of the following month.

**Road Safety Policy 6**
Maintain participation in the Northamptonshire Safer Roads Alliance to enable greater resource availability, wider stakeholder contacts and more effective targeting with reduced duplication of investment for Road Safety Interventions.

**Road Safety Policy 7**
The local collision database will be used by Road Safety staff to identify any emerging trends and road user groups who are at risk, and the most dangerous sections of the road network in order to advise Development Control officers on collision cluster sites in proximity to new development and planned highways schemes, to enable mitigating measures to be secured.

**Road Safety Policy 8**
The County Council will require Road Safety Audits for all major developments and road schemes, whilst also encouraging use of Road Safety Audits for all (smaller) development and road schemes to identify the impact of changes in the highways to ensure the network is safe for all users.
### Road Safety Policy 9
The County Council will continue to liaise with local authorities, town and parish councils and community groups to ensure safe connectivity between new infrastructure and existing infrastructure.

### Road Safety Policy 10
The County Council will use appropriate marketing and supporting materials for a range of road safety awareness initiatives.

### Road Safety Policy 11
The County Council will apply for all possible grants, developer funding as well as seeking out all opportunities for sponsorship to enable delivery of Road Safety events and interventions.
Northamptonshire Road Safety Strategy
Fit for Purpose

For more information please contact
LTPConsultation@northamptonshire.gov.uk