

HAMPSHIRE COUNTY COUNCIL**Decision Report**

Decision Maker:	Executive Member – Environment and Transport
Date:	6 March 2012
Title:	StreetSense: Road Safety for 11 – 16 Year Olds
Reference:	3755
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to set out details of a proposed Road Safety Programme targeted at 11 – 16 year olds. This age group has been identified as a key group suffering avoidable casualties and who do not currently benefit from age specific support in this area. The report seeks agreement to a proposed toolkit of measures for development and implementation in 2012/13 and beyond.

1.2. This paper seeks to

- establish the statistical background to an identified emerging concern regarding casualties amongst the 11 – 16 year old age group in Hampshire;
- set out a toolkit of measures that could be offered to an initial tranche of secondary schools and colleges with identified accident problems and who are seeking to improve road safety for their pupils; and
- set out the proposed budgetary commitments for Phase 1 of the programme in 2012/13.

2. Contextual information

2.1. In the five year period between 1 July 2005 and 30 June 2010 there were a total of 2,534 child casualties, 1,202 of which involved 4 – 16 year old pedestrians and pedal cyclists. This is broken down into 5 fatal, 192 serious injuries and 1,005 slight casualties. In addition, during this period, out of 674 16 year old casualties on mopeds, 1 fatal, 64 serious injuries and 266 slight casualties.

- 2.2. Also during this period, 2,897 casualties occurred in the 17 – 24 year olds (car driving) age group, there were 28 fatal, 232 serious injuries and 2,637 slight injuries.
- 2.3. Whilst overall casualty statistics for these age groups have a downward trend it is clear from these statistics that there is an issue that requires action to reduce casualties for secondary school and college aged children and young adults. The County Council currently has a comprehensive road safety education programme for key stage one and two (Primary school), but does not have a continuous programme of learning through key stages three and four (Secondary school).
- 2.4. A more robust approach to continuous learning would greatly assist in reducing secondary school aged child casualties and, longer term, would also have a positive effect on the young driver figures, which remains Hampshire's biggest casualty group. The figures above support the need for an enhanced education programme in secondary schools and colleges, combined with greater publicity of the issue.
- 2.5. In 2010 a study of child casualties in the vicinity of 45 schools within Hampshire was undertaken; identifying a worsening accident pattern outside a number of establishments. A report on the findings was submitted to the Executive Member for Environment and Departmental Management Team on 16 March 2011 for consideration.
- 2.6. This resulted in the commissioning of an in-depth study into the top sites, to further investigate and consider the causes of accidents outside the individual schools, identifying any common trends, patterns or locations of collisions. The study also considered and investigated the most appropriate and feasible engineering measures and/or customised road safety campaigns to assist with casualty reduction outside of the individual schools.
- 2.7. Appendix 1 to this report sets out a summary of the casualty statistics identified for the schools within the study. In summary, the analysis identified that over a 5 year period, there had been 8 serious injuries involving children and 52 Slight. Of these casualties, 5 Serious and 29 Slight involved children from 11 to 14 years old, and 3 Serious and 21 Slight involved older children (15/16 years old).
- 2.8. As such, 57% of all accidents in the vicinity of schools involve the key 11 – 14 year age group, with 62.5% of serious casualties also falling within this age group.

3. Key Findings

- 3.1. The study of these top sites highlighted a number of key issues for consideration in drawing up a programme of measures to assist in reducing casualties.
- 3.2. A common theme running throughout all sites was the behaviour of the children themselves. Secondary school children, especially those between 11 and 16 years (Years 7 to 11) are keen to gain independence from parents and often to travel to school by themselves or with friends. Up to this age, they have generally been happy to comply with rules and routines, and have also been provided with a range of tailored road safety education (e.g. Junior Road Safety Officers in primary school, and support for moving to secondary school in Year 7). Support from Year 8 to Year 11 is less defined, and also needs to be carefully tailored to encourage engagement.
- 3.3. Distraction, through increased use of technology such as mobile phones, mp3 players and games consoles was also highlighted as a major issue through observations undertaken at schools during morning and evenings. The attention of children was generally observed to be poor when using the footway and crossing facilities in the area, leading to unnecessary risks being observed on several occasions.
- 3.4. In addition to the behaviour of children, the study also looked in detail at the road layout at each of the individual sites. Road layout and condition is known to affect safety in a number of ways, and particular issues were picked up in respect of:
 - carriageway surfacing condition/skid resistance;
 - provision of appropriate anti-skid surfacing;
 - speed limits & features that help adherence to them;
 - high visibility warning signs (including vehicle activation); and
 - crossing facilities.
- 3.5. In general, however, it was considered that many of the sites highlighted in the study had already benefitted from earlier interventions to assist with road safety and that, whilst still being monitored post-completion, these had generally been successful in reducing casualties since their introduction. As such, it was concluded that any further highway engineering interventions proposed would need to be carefully considered, to ensure that they provided appropriate additional benefit and return on investment, given that funds available for the programme would be limited.

4. Proposed Approach

- 4.1. The study findings suggest that a range of issues occur at each school/road. Whilst engineering works and the introduction of changes to speed limits and traffic management features have been successfully employed previously,

they are generally expensive and the study clearly identifies that many of the issues with 11 to 16 year old children stem from their behaviour.

- 4.2. It is proposed, therefore, that any solution to individual sites should consist of a combination of approaches, but that road safety education forms the basis of a toolkit. A sustained approach to road safety education is felt to offer a strong foundation for children as they mature into young adults, giving them new skills and knowledge that will positively influence their behaviour as they progress into college and learn to drive.
- 4.3. The toolkit would be offered to secondary schools to identify the best combination of solutions for their particular needs, drawing on a range of educational programmes, engineering works and traffic management changes, as appropriate. As such, schools involved with the programme would need to fully engage with the issues that they face in terms of road safety, and support the implementation of any proposed behavioural campaigns or other measures.
- 4.4. As highlighted above, the support for road safety education programmes by the Council currently focuses on primary school children, with some additional support through assemblies for the first year at secondary school (Year 7). No specific programmes exist for the majority of secondary school, until the introduction of 'Safe Drive Stay Alive' at Sixth Form College. It is proposed to address this gap as part of the programme set out below.
- 4.5. The toolkit of options offered through this programme will consist of:
 - Road safety education for Years 8 – 11 (12 to 16 year olds) – For details refer to Appendix 2;
 - Road safety campaigns on the threats of distraction by technology and other factors – For details refer to Appendix 3, including examples;
 - introduction of traffic management measures, including lower speed limits, advisory 20 mph speed limits or more physical measures aimed at reducing speeds, as deemed appropriate at each location; and
 - engineering works to improve carriageway skid resistance or enhance crossing facilities, as deemed appropriate at each location.
- 4.6. In order to encourage engagement with this programme, it is proposed that the toolkit be branded as '**StreetSense**'. This brand has been soft market tested with a public relations company and a number of secondary school aged children, and is felt to offer a clear message about the purpose of the programme, whilst offering good potential to be aimed specifically at the right age group.
- 4.7. It is proposed that the 'StreetSense' programme be piloted during 2012/13 at the sites identified in Appendix 1, with any traffic management or engineering measures focussed on the Top 5 sites, as detailed in Appendix 4.

4.8. In addition, it is proposed that a further four schools (listed below) also be included within the development of the educational elements of the toolkit, as they have recently been highlighted, through ongoing monitoring, as being appropriate for support of this nature:

- Bay House Secondary, Gosport;
- Bridgemary Secondary, Gosport;
- Thornden Secondary, Eastleigh; and
- Costello Technology College, Basingstoke.

5. Finance

5.1. The 'StreetSense' Programme has been allocated a budget of £300,000 from within the Local Transport Capital Programme provision for casualty reduction in 2012/13. A further allocation of £550,000 has also been provisionally assigned for 2013/14.

5.2. It is proposed to develop the 'StreetSense' programme in a phased approach, focussing initially on the 13 schools identified in the original study report in 2012/13, plus the further four high priority schools listed above.

5.3. The initial £300,000 allocation for this project is proposed to be committed in line with the following approach. (Exact commitments to each element of the programme may vary to ensure the success of the pilot, as appropriate):

<i>Toolkit Element</i>	<i>Allocation</i>
Educational and Publicity programme	£75,000
Traffic Management measures	£25,000
Engineering measures	£200,000
Total	£300,000

5.4. Details of the proposed engineering and traffic management measures for the initial phase of schools/roads are set out in Appendix 4. It is intended that opportunities will be sought to combine any engineering works identified at individual sites with works planned under Operation Resilience and other planned works programmes, to minimise disruption and keep costs to a minimum.

5.5. Proposals for future years will be the subject of a separate approval following an appropriate review of the take up and success of the initial phase during 2012/13.

6. Performance

- 6.1. The effectiveness of the introduction of any measures implemented through this programme will be monitored in terms of casualty reduction, as with all other safety led programmes of work.

7. Recommendation

- 7.1 That the Executive Member for Environment and Transport approve the proposed 'StreetSense' toolkit for enhancement of road safety for 11 – 16 year olds in Hampshire for implementation in 2012/13.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	Yes
Corporate Improvement plan link number (if appropriate):	
Local proxy of NI47 People killed or seriously injured in road traffic accidents	
Local proxy of NI48 Children killed or seriously injured in road traffic accidents	
Maximising well-being:	Yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	Yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Working File

LocationEconomy, Transport & Environment
Department, Capital House,
Winchester

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1 The key outcomes of the Secondary Schools Road Safety Programme (StreetSense) will be reduced child casualties. Once implemented, the individual schemes should benefit all sectors of the community in terms of safety.

2 Impact on Crime and Disorder:

- 2.1 The Secondary Schools Road Safety Programme (StreetSense) will have no direct impact on the Crime & Disorder Act, but the proposed measures will contribute towards a safer and more secure community.

3 Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

In the event that lower speed environments are introduced around schools, this will assist in reducing energy consumptions and reduce the carbon footprint.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

There are no direct impacts on climate change adaptations from implementing this programme.

**Summary of Child Related Accidents at the Secondary School
Sites with the Highest Casualty History –
1 July 2005 - 30 June 2010**

Location			5 Year - Child Casualties			
Ref	School(s)	Road(s)	<11	11-14	15-16	Total
1	Swanmore College of Technology	B2177 Winchester Road Waltham Chase (inc Forest Road)	0	1 Serious 5 Slight	1 Serious 1 Slight	2 Serious 6 Slight
2	Amery Hill School	C124 Church Street, Alton	0	1 Serious 1 Slight	1 Serious 2 Slight	2 Serious 3 Slight
3	Arnewood School	C430, Gore Road, New Milton	0	2 Slight	4 Slight	6 Slight
4	The Henry Cort Community College	C374, Highlands Road, Fareham	1 Slight	3 Slight	1 Slight	5 Slight
5	Ringwood School	Parsonage Barn Lane, Ringwood	0	1 Serious 2 Slight	1 Serious	2 Serious 2 Slight
6	Fernhill School	B3272, Hawley Lane, Farnborough	0	1 Serious 1 Slight	2 Slight	1 Serious 3 Slight
7	Toynbee School	A335, Leigh Road, Eastleigh	0	4 Slight	3 Slight	7 Slight
8	Brune Park Community College	A32 Brockhurst Road, Gosport	0	1 Serious 1 Slight	0	1 Serious 1 Slight
9	Wildern School	C56 Wildern Lane, Hedge End	1 Slight	2 Slight	1 Slight	4 Slight
10	Brune Park Community College	C412 Military Road, Gosport	0	3 Slight	1 Slight	4 Slight
11	Cowplain Community school	A3 London Road, Cowplain	0	1 Slight	3 Slight	4 Slight
12	Park Community School	Middle Park Way, Leigh Park, Havant	0	3 Slight	0	3 Slight
13	Oaklands RC School, The Crookhorn College	C423, Stakes Hill Road, Purbrook	0	1 Slight	1 Slight	2 Slight
14	Cove Secondary School	C62, Fernhill Road, Farnborough	0	0	2 Slight	2 Slight
			2 Slight	5 Serious 29 Slight	3 Serious 21 Slight	

Summary of Proposed Educational Programmes for 11 to 18 Year Olds

Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13
Assembly support (existing)				Road Safety Weeks (existing)	Road Safety Weeks (Existing)	Road Safety Weeks (Existing)
Theatre in Education (Tiny Giants) Covers behaviour, choices & carelessness			Video Campaign Pupils write script raising awareness and then it is filmed and circulated to other target schools			Pass Plus subsidy (Existing)
	Ghost Street Workshops Hard hitting campaign about the consequences of poor safety awareness			Safe Drive Stay Alive extended from Year 12/13	Safe Drive Stay Alive (Existing)	
Distraction Campaign (See Appendix 3)						

In addition to these new campaigns targeted specifically at the 11-14 and 15-16 age groups, a number of other initiatives are proposed to be trialled. These could include, subject to available funding:

- Structured lesson plans for teachers to incorporate key messages within the student's normal curriculum
- Interactive Tools – The use of activities, such as playing Top Trumps, to learn about road safety facts and issues
- Scratch cards – Different questions or scenarios played out and the students are involved in choosing the right outcome
- Microsite with interactive game – suitable for the class environment and for use at home

Summary of Proposed Distraction Campaign aimed at 11 to 18 Year Olds

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Existing	Resources available for schools to use include posters, indoor displays, large outdoor banners and Intranet advertising.											
Proposed advertising on buses, bus shelters, railway stations, Facebook and radio.		Cyclists				Pedestrians /cyclists				Pedestrians		

Summary of Initial Engineering & Traffic Management Proposals for the Initial Sites

Location			Proposed Measures	
Ref	School(s)	Road(s)	Description	Estimated Cost
1	Swanmore College of Technology	B2177 Winchester Road Waltham Chase (inc Forest Road)	Enhanced signing and pedestrian crossing facilities	Up to £20,000
2	Amery Hill School	C124 Church Street, Alton	Resurfacing & surface dressing, anti-skid to improve skid resistance; Implementation of 4 No. build-outs and extend existing 20mph speed limit to just north of Amery Hill junction; Enhanced signing	Up to £134,000 (Potential opportunity to combine with Operation Resilience works and Quality of Place Programme)
3	Arnewood School	C430, Gore Road, New Milton	Resurfacing of core section adjacent to school, to supplement previously surface dressed section completed in 2009; Enhanced signing and provision of anti-skid surfacing; Potential to reduce speed limit to 20mph	Up to £133,000
4	The Henry Cort Community College	C374, Highlands Road, Fareham	Resurfacing and the introduction of traffic calming measures; Investigation of potential speed limit reduction	Up to £145,000 (funding available from Developer Contributions)
5	Ringwood School	Parsonage Barn Lane, Ringwood	Advisory 20mph speed limit	£1,500
6	Fernhill School	B3272, Hawley Lane, Farnborough	Numerous low-cost safety schemes have already been implemented since 2003. Accident rate reduced since implementation; Road proposed for lower speed limit through A/B review	Nil

Location			Proposed Measures	
Ref	School(s)	Road(s)	Description	Estimated Cost
7	Toynbee School	A335, Leigh Road, Eastleigh	No accidents involving children since low-cost safety scheme implemented in 2010. Opportunity to resurface box junction and refresh anti-skid surfacing if situation changed	Nil
8	Brune Park Community College	A32 Brockhurst Road, Gosport	Resurfacing works completed in June 2009. No other works proposed at this time.	Nil
9	Wildern School	C56 Wildern Lane, Hedge End	No engineering works proposed at this time	Nil
10	Brune Park Community College	C412 Military Road, Gosport	Surface Dressing works completed in September 2010. No other works proposed at this time.	Nil
11	Cowplain Community school	A3 London Road, Cowplain	No engineering works proposed at this time	Nil
12	Park Community School	Middle Park Way, Leigh Park, Havant	Recently resurfaced, no engineering works proposed at this time	Nil
13	Oaklands RC School, The Crookhorn College	C423, Stakes Hill Road, Purbrook	No engineering works proposed at this time	Nil
14	Cove Secondary School	C62, Fernhill Road, Farnborough	Refurbishment of existing measures, combined with some enhancement to signing	Nil