

# Annual Road Safety Report 2022



**We're here to  
keep you safe**

Sunderland  
City Council



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## **1.0 Introduction**

This Annual Road Safety Report for 2022 is intended to provide an overview of the road safety services provided by Sunderland City Council.

The Road Safety team works all year round to achieve a reduction in road traffic casualties on all our road network throughout Sunderland. This is achieved through a range of measures including the introduction of various road safety schemes, educational programmes, training courses and road safety campaigns.

This report is intended to highlight the road safety work we do, schemes implemented during 2022 and details of how we use data analysis relating to accident and collisions. Details are also provided of the other services provided along with examples of publicity campaigns undertaken this year.

Many of the services the Road Safety team provide have now returned to normal following the pandemic. This includes engaging with Schools more fully to deliver cycle and child pedestrian training across Sunderland.

## **2.0 The Road Safety Team**

The Road Safety team is based within the Transportation Development section of the Infrastructure and Transportation service. This service is within the City Development Directorate of Sunderland City Council.

The Road Safety team currently comprises of:

- Group Engineer (Paul Muir)
- Road Safety Engineer (Anthony Bell)
- Road Safety Technician (Gemma Strong)
- Assistant Road Safety Technician (Karen Turnbull)
- Bikeability Cycle Instructors – 12 posts
- School Liaison / Child Pedestrian Trainers – 4 posts
- School Crossing Patrol Officers – 61 posts

The recruitment of School Crossing Patrol Officers and Cycle Instructors is an issue and is something the Council is keen to address. There is an open advert on North-East jobs for School Crossing Patrols with adverts also placed in schools for specific locations when needed. The possibility of simplifying the recruitment and selection is to be explored; along with linking opportunities for other school-based staff working in catering and cleaning.

There are plans to improve the way cycle training is delivered with a view to recruiting Cycle Instructors. The aim is to deliver training in more schools and reach more pupils. Some minor changes to the team structure are necessary to help recruit and fill vacant positions.

### **3.0 The Role of the Road Safety Team**

The Road Safety team role covers a wide range of duties and skills needed to address road traffic casualty reduction. These can include:

- Listening to, and working with, communities and their elected representatives to address road safety concerns where possible.
- Liaising with stakeholders including Northumbria Police and other external organisations
- Managing the School Crossing Patrol service, and cycle and child pedestrian training programmes
- Promoting Road Safety through the media and publicity campaigns
- Identification and programming future road safety schemes and solutions based on evidence
- Provision of advice to members of the public on road safety issues when requested
- Provision of recommendations to Senior Officers and representatives of the Council
- Monitoring and evaluating road safety schemes and programmes
- Applying technical expertise and engineering judgement on road safety solutions
- Carrying out Road Safety Audits
- Ensuring legal requirements are met
- Support the health, safety and wellbeing of staff including outdoor workers

## 4.0 Road Safety Services

### School Crossing Patrol Services

The school crossing patrol service is managed by the Road Safety team. Under the Transport Act 2000, school crossing patrols have a legal authority to stop traffic using a highway code stop sign and wearing correct uniform. There are 61 school crossing patrol sites in Sunderland, Washington and the Coalfields provided at locations where pedestrians, particularly vulnerable children frequently cross the road on the journey to and from school. Each school crossing patrol site needs to meet specific criteria for the site before a school crossing patrol can be approved. Approximately half of these sites have patrol officers in place, 5 of which are dual sites. There are difficulties experienced in recruiting suitable people to the job. However, a small number of sites have applicants in the process of being recruited.

The School Crossing Patrol service provided by the Authority is not a Statutory requirement and is therefore not mandatory but is a service the Council considers important and endeavours to provide where possible. Nevertheless, even where a School Crossing Patrol is provided, parents and pupils remain responsible for their safety on their journey to and from school.



Following the COVID-19 pandemic and the easing of restrictions; some changes have remained in place to the service with risk assessments and safe working practices; allowing the service to continue safely.

## **Bikeability Cycle Training**

Bikeability is a cycle training programme giving children the skills and confidence for all kinds of cycling. The training programme is generally carried out over a period of 4 days, but on occasion, this can be extended to a 2-week period for schools that have a 2 Class entry and have more than 30 children in the year group.

There are three Bikeability levels, each designed to improve cycling skills, no matter what is known already. Levels 1, 2 are provided to years 5 or 6 and Level 3 to years 7 & 8 and takes trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads.



**Level 1 (1 day)** - All children learn the basics of preparing to ride a bike, the highway code, checking their bikes to make sure they are suitable to ride and importance of wearing a helmet. The pupils are then split into 2 groups and join our instructors for further 'In yard training'. All Children who have completed level 1 will be given training in level 2 over the next 3 days. Split into two groups there is a ratio of 1 cycle instructor to 6 children

**Level 2 (3 days)** – All training is outside of the school learning ‘On the road manoeuvres’ which involves riding off safely, being able to look behind without wobbling and space awareness. Depending on their abilities the children will either be awarded Level 1 or Level 2.

**Level 3 (2hr session)** – Training is provided by the Sunderland Young Peoples Bike project. Pupils can only take part in Level 3 if they have completed Level 2. It is carried out on the road one to one, encouraging and developing additional safe cycling skills, positive attitudes towards road use, increase knowledge and understanding of the road and traffic environment and to give pupils the confidence to use their bikes on longer journeys.

The level of training and engagement with schools is starting to return to the situation pre-covid. From January to December 2022 the team were able to train a total of 1623 children in Bikeability Level 1 & 2 and Level 3.

The importance of Bikeability cycle training to all children should be given the opportunity to learn this life skill to enable them to travel to school by bicycle, as well as having the following benefits:

- Removes pressure on public transport
- Improves Health and Well being
- Reduces air pollution
- Builds confidence
- Enables families to spend more time together

The future of Bikeability training is looking good and our long-term plans are to deliver cycling for all.



## **Child Pedestrian Training**

### **Walkwise & Go-Smarter Programmes**

Each year the team offers Child Pedestrian Training to every primary and academy school within Sunderland (85 schools). From January to December 2022 69 schools took part in Child Pedestrian Training. The aim is to continue to delivery Child Pedestrian Training in 2023 subject to schools signing up to the programmes.

The Council employs four child pedestrian trainers delivering the following road safety programmes with 1737 children trained on Walkwise; and 638 children trained on the Go Smarter programme between January and December 2022 (2375 children in total).



The level of training provided depends on the school and if they can commit to a 6-week comprehensive programme of training Walkwise. For those schools who cannot commit to this programme, our child pedestrian trainers provide a basic road safety training and education talk to the year 1 children of whole schools and nursery's. For those schools who can commit we provide the following: -

### **Walkwise**

This is a 6-week child pedestrian programme predominantly targeted at year 1 and year 2 children as an introduction to road safety. The programme is run by a child pedestrian trainer with the assistance of

school volunteers and parent helpers. Completing the programme helps children gain an awareness of road safety and teaches the rules of the green cross code.

<b>Week</b>	<b>Location</b>	<b>Training Provided</b>
<b>1</b>	Indoor session	Basic introduction to the Green Cross Code, Traffic, Safer places to cross,
<b>2</b>	Outdoor session	Discovery walk. Finding a safe place to cross, discovering what our roads are like and using our Green Cross code. Small groups of 3 children with 1 adult
<b>3</b>	Outdoor session	Discussion walks. Try and find a different route and using the Green Cross code again but allowing the children to discuss the walking journey.
<b>4</b>	Outdoor session	Decision walk. On this walk it is more about suggestion and getting the children to give the answers about what they think would be the best choices to make.
<b>5</b>	Indoor session	Recap over what they have learnt and the safer places, dangers, and hazards of where to play. There are many resources that each trainer uses on this week
<b>6</b>	Indoor session	Be safe, be seen. The importance of fluorescent and reflective clothing and why we need to be bright to be seen.

In addition to the above through a legacy of the regional Schools Go Smarter programme, we have been able to offer additional child pedestrian training to a limited number of schools. These are Junior schools or schools located adjacent or near to congestion corridors or within areas of high deprivation within Sunderland.



The Road Safety team has endeavoured to catch up with schools that had training cancelled due to COVID-19. The trainers have also developed new PowerPoint presentations and games suitable for this shorter programme. A programme has also been developed specifically for Portland Academy for students with special educational needs to help develop their road safety understanding.

The training provided during this period has been welcomed by those schools attended, receiving positive comments from school staff.

### **Schools Go Smarter**



This is a 5/6-week child pedestrian programme aimed at year 3 and year 4 children. The aim of this programme is to help children develop skills and strategies through discussion and practice, providing the experiences where they can learn road safety in a safe but realistic environment. The programme is run by the Council's child pedestrian trainers along with external trainers.

The Go Smarter programme resumed when restrictions eased and is running as normal with all training sessions. Older pupils can also receive training in bus inductions and through theatre in education. The theatre performance providers include 'Josh Green' and 'Riot Act' who attend schools to provide road safety messages to secondary pupils through plays. These highlight potential roadside dangers caused by distraction from listening to music, use of mobile phones and friends.



Week	Location	Training Provided
1	Indoor session	Assessment sheets to find out basic road safety knowledge. Introduction to the Green Cross code. DVD of route finding and safer places to cross
2	Outdoor session	Safer place to cross, find a safe place and practice independent crossing after been shown what to do. 4/5 practices.
3	Outdoor session	Crossing next to parked cars, trainers position their cars safety and show the correct skills of crossing next to park cars. Pupils then practice this again 4/5 times.
4	Outdoor session	Crossing at junctions. Correct way to cross at junctions: looking in 3 directions and standing with feet in correct place.
5	Outdoor session	All the above to be practiced again or any that need to be recapped.
6	Indoor session	Assessment sheets and DVD with another route and recap of the whole programme.

## Safety Works – Interactive Centre

This is a purpose-built interactive regional facility allowing visitors to participate safely in realistic situations highlighting hazards and prevention.



The facility is an interactive safety centre providing realistic, interactive learning experiences for the prevention of danger and guidance for living more safely. Schools are invited to attend for summer safety campaigns, and various other safety campaigns over the year.

Many of our schools in Sunderland are invited to attend and learn about road safety. A member of the road safety team covers the road safety scenario when required for our schools and youth clubs within the authority.

Following restrictions being lifted Safety-works reopened for schools to attend. During this time 18 schools from Sunderland attended the centre with 746 children being trained from January to December 2022. This has also included training some children from Ukraine who have been staying with residents of Sunderland.



The Road Safety team also offers to do talks at assemblies and in classes for both schools and nurseries throughout the year and especially during Road Safety Week. This includes support with 'Beep Beep' days, and the offer of resources and talks to other groups of young people such as Beavers, Cubs and Brownies located within Sunderland.



This resource will hopefully continue and offered again during 2023.



## 5.0 Road Safety Partnerships



### Northumbria Safer Roads Initiative

The Northumbria Safer Roads Initiative (NSRI) was originally set up to use enforcement, education, and communication to help reduce the number of people killed or seriously injured on our roads. This partnership between the five Tyne and Wear local authorities, Northumberland County Council, Northumbria Police, and the Tyne and Wear Fire and Rescue services.

A new partnership agreement is progressing between the Police and the six local authorities in the Northumbria force area. Once completed this partnership approach will provide stability and help ensure regional road safety activities are effectively co-ordinated and funded to work positively with Northumbria Police. Gateshead Council as lead authority are co-ordinating this piece of work. However, it has taken a long period of time to resolve given the number of parties involved and necessary legal process. The current Chief Inspector at Northumbria Police is supportive and actively working with the six local authorities to complete the partnership in 2023.

Sunderland City Council's Road Safety team continue to work closely with the Road Respect campaign run by NSRI to promote the Council and the excellent work it does as part of its on-going commitment to improving road safety throughout the city for both its residents and visitors. The initiative also works to educate drivers about road safety issues and aims to help reduce vehicle speeds where appropriate and raise people's awareness of road conditions.



*Examples of Road Respect social media messaging*

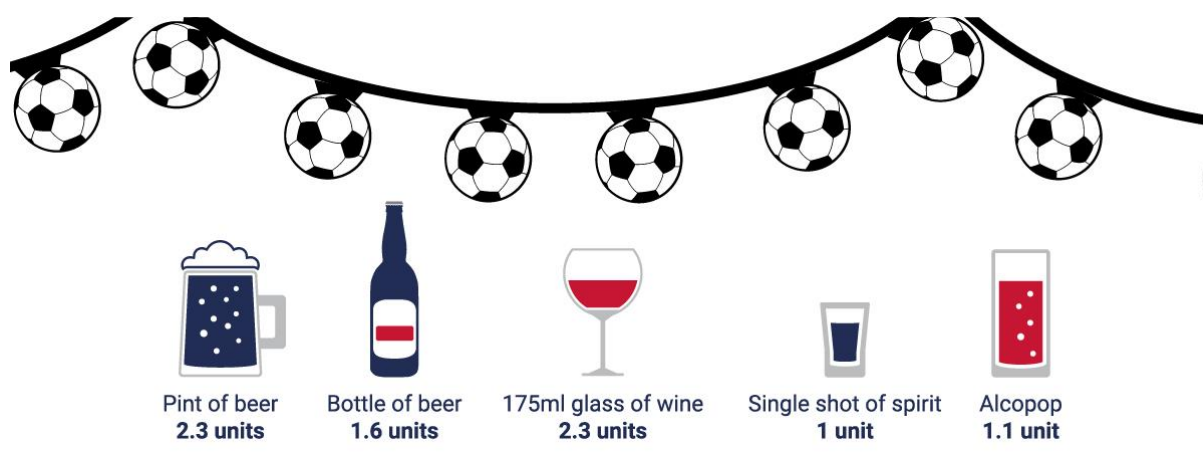
## Road Safety Great Britain (RSGB)

The Road Safety team work closely in partnership with Road Safety GB North-East which is made up of the 12 local authority road safety officers, the police and fire services in County Durham, Cleveland, Tyne



and Wear and Northumberland. This is a region-wide effort to help prevent road collisions by combining knowledge and experience to enable a better understanding of the road safety challenges of the region. Pooling these resources can help tackle the issues that lead to road casualties and fatalities, such as speeding, distraction, drink/drug driving, risk-taking and failing to look properly.





## Don't drive under the influence

*Campaign material and messaging for the Euros and FIFA World Cup 2021/22*

The RSGB partnership offers tips and advice, highlight hazards on well-known routes, information sharing, and helps run publicity campaigns that raise awareness and educate. Road Safety GB North-East is supported by National Highways, which has responsibility for managing the motorways and major roads in England.



## **Northumbria Police**

The Road Safety team continues to work closely with officers from the Road Safety and Motor Patrol Operational departments within Northumbria Police to identify speed concern sites to help reduce the number of people killed or seriously injured in the roads within the Northumbria Police Authority area.

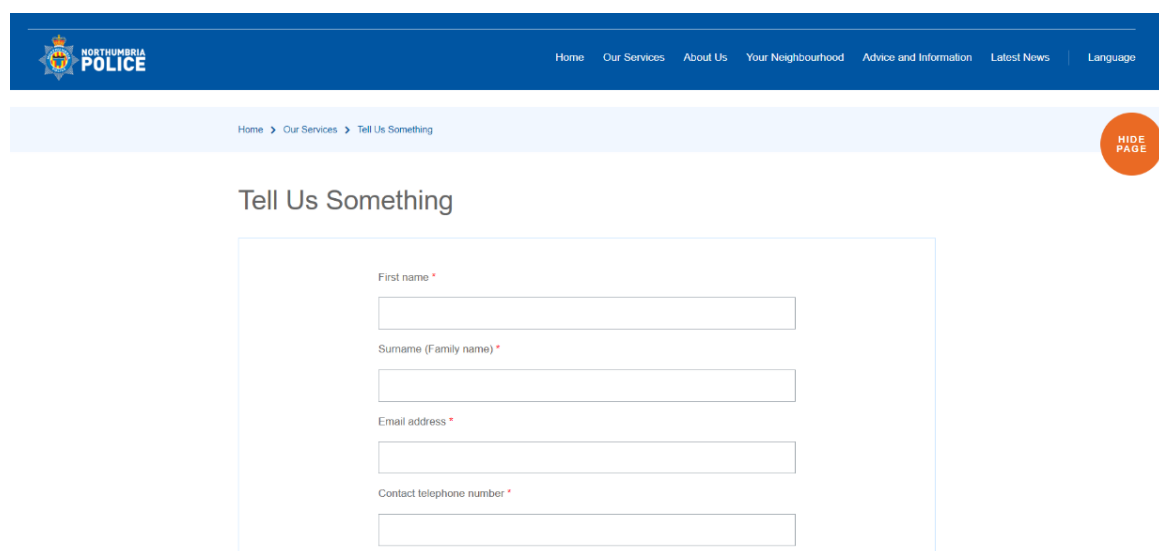
Mobile safety camera vans continue to be deployed at designated sites across the region as part of the Northumbria Safer Roads Initiative (NSRI). Designated sites need to have meet specific criteria, including community complaints, speed surveys and a history of collisions resulting in serious injury or death.



*Camera van located at a site in Washington*

The Road Safety team works with the Police to identify and promote suitable locations. Residents who have concerns that speeding is taking place in their community can contact the Police. The roads will still need to meet some criteria based on site specific conditions and location. To report concerns about speeding in neighbourhoods, Northumbria Police request that reports are made by concerned residents online at the 'Tell Us Something' pages of the Northumbria Police website.

<https://services.northumbria.police.uk/online-services/tell-us-something/>



The screenshot shows the Northumbria Police website's 'Tell Us Something' page. The header is blue with the Northumbria Police logo on the left and navigation links (Home, Our Services, About Us, Your Neighbourhood, Advice and Information, Latest News, Language) on the right. Below the header, a light blue breadcrumb trail reads 'Home > Our Services > Tell Us Something'. On the right side of this trail is an orange circular button labeled 'HIDE PAGE'. The main heading 'Tell Us Something' is centered. Below it is a white form box containing four input fields, each with a red asterisk indicating a required field: 'First name', 'Surname (Family name)', 'Email address', and 'Contact telephone number'.

Annual site reviews continue to take place with the Northumbria Police to monitor the success of Speed Concern and camera enforcement unit locations. There are several static speed camera site locations. The static camera sites are proposed to be updated and replaced as part of a digitisation programme.

Once the new NSRI road safety partnership is in place, the intention is to progress with the replacement of the fixed spot speed and red-light cameras across the Northumbria Police area.

Several requests have been received from ward councillors on behalf of residents, who have raised concerns of speeding motorists. There are currently 13 sites requested, which are being assessed based on road traffic collision history, speed survey data and electrical connection. Once finalised, suitable sites will be passed onto Northumbria Police for consideration. Some of these sites are already included within the VAS programme.

Requests made before and during 2022 include the following locations:

Stockton Road (Ryhope), Essen Way (Tunstall), Leechmere Road (Hollycarrside), A182 Houghton Road (Hetton), North Road (Hetton), Newcastle Road – north of the Grange PH (Southwick/Fulwell), Ferryboat Lane (Hylton Castle), Ringway (Castletown), Hylton Road (Millfield), Crowther Road (Crowther), Springwell Road (Grindon), A183 Chester Road/The Broadway (Grindon / Pennywell), Hylton Lane (Town End Farm/Downhill).

Gateshead Council, as lead local authority for Northumbria Police has commenced development of a tender to procure an operator for the supply, installation and maintenance of digital speed and red-light enforcement cameras. Given the scale of the project across the region this may take up to twelve months to fully deliver. The Council have input into this process through the Road Safety team.



## **Tyne and Wear Fire and Rescue Service**

Other partnerships the Road Safety team are developing a better working arrangement with are the Tyne and Wear Fire and Rescue Service. This will help support any joint road safety campaigns and messages.

An example is Road Sense Common Sense, which is a hard-hitting mix of short films and a series of speakers aimed at young drivers. This is led by Tyne and Wear Fire Service along with Northumbria Police and relatives of those killed or with life changing injuries because of a road traffic accident. The films and speakers share details of their own experiences in dealing with collisions involving young drivers.



*Fire Training Vehicle in Millfield*

The Road Safety team worked with the Fire service to address inconsiderate parking as part of a region wide campaign. This included the Fire training vehicle visiting congested streets outside some Sunderland schools during drop off and pick up times. Video footage taken from the cab was taken to highlight pinch points where the fire services vehicle was delayed.



*Fire Training Vehicle Cab Footage in Ashbrooke*

## **6.0 Local Authorities' Statutory Duty to Provide Road Safety**

Section 39 of the Road Traffic Act 1988 states that each local authority:

- Must carry out studies into accidents arising out of the use of vehicles on roads or parts of roads within their area.
- Must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assessing the movement of traffic on roads; and
- in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Every Local Highways Authority has a road safety team or, in the case of some smaller unitary authorities, a road safety officer. Their role is to provide professional expertise to identify the causes of problems and to help to identify, develop and deliver solutions to those problems. This will be through educational programmes, skills training e.g., cyclist and young driver training, and publicity campaigns and programmes to inform, raise awareness and to encourage positive and discourage negative behaviours by road users. They are also able to inform planning and development design and to provide advice on policies and protocols that will improve road safety.



## **Accident Investigation & Collision Reduction**

The Council have a statutory requirement to attend site meeting with Investigating Officers from Northumbria Police when there has been a road traffic accident or collision resulting in a fatality on Sunderland's road network.

The purpose of the meeting is to support the investigation and determine if there were any contributory factors relating specifically to the highway layout or infrastructure. This evidence is then used by Northumbria Police to prepare a report and findings for the Coroner's Office.

### **Investigation**

The Traffic Accident Data Unit (TADU) covering the Tyne and Wear area is hosted by Gateshead Council and used by Sunderland City Council, other local authorities, police, and other organisations. The data held on TADU gives details of traffic accident, cycle flow and traffic flow data for Tyne and Wear.

This database is provided and maintained by TADU. It details the relevant information from STATS 19 forms, these are the data forms completed by Northumbria Police when recording an injury accident. This information is then interrogated when undertaking accident investigation studies. There is 30+ years of information held within the database.

### **Prevention**

Using data from TADU, this information is used to help plan and implement road safety campaigns, education and training, enforcement, and engineering activities. The Council will continue to monitor sites where traffic calming, or other improvement works have taken place. The success of schemes in terms of casualty and speed reduction will then be assessed and reviewed post completion.



An annual report is produced by TADU, which includes reported Road User Casualties on Sunderland's road network. This report includes an annual comparison to the previous year to show if accident / casualties have increased or decreased.

## Executive Summary

### Reported Road User Casualties Comparison Sunderland: 2021/2022

There have been 405 road user casualties in Sunderland in 2022. This is 2% lower than in 2021 (416). A detailed comparison between 2021 and 2022 figures is given below.

	2021					2022					% Change from 2021 KSI +/-
	Slight	Serious	Fatal	KSI	Total	Slight	Serious	Fatal	KSI	Total	
All	339	73	5	78	417	329	69	7	76	405	-2%
Key Statistics											
Cyclists	37	7	1	8	53	20	10	1	11	31	-41%
Peds	61	18	1	19	99	70	19	2	21	91	-8%
Children	58	11	0	11	69	53	9	0	9	62	-10%
OAP's	23	9	0	9	32	27	5	2	7	34	+6%

**Figure 1: Sunderland casualty data for 2021 and 2022**

Road deaths in Sunderland increased by 2 to 7 compared to 2021.

There have been 76 killed or seriously injured (KSI) casualties which is a decrease of 2 compared to 2021.

The number of all pedestrian casualties has decreased from 99 to 91 in 2022. However, the number of KSI for child casualties has also decreased from 11 to 9. We believe that our ongoing training and campaign work has contributed to this reduction.

In 2022, there has been a decrease in serious cyclist collisions compared to previous years in Sunderland (and across the North-East as a whole). The number of cyclists injured has decreased from 53 in 2021 to 31 in 2022. Some of this may be down to cyclist/motorist behaviour. Hopefully this downward trend is in part due to ongoing Bikeability cycle training in our schools.

The Council has now adopted a Local Walking and Cycling Infrastructure Plan which will be used to inform and assist with the delivery of cycling infrastructure. This plan includes details of improvements to the network to help support and promote increased use of suitable and safe routes for pedestrians and cyclists.

Severity	Casualties		Total Cost (£)
	Cost (£)*	Number	
Fatal	1,930,329	7	13,512,701
Serious	216,915	69	14,967,135
Slight	16,722	329	5,501,538
<b>TOTAL</b>		<b>405</b>	<b>33,981,374</b>

**Figure 2: Economic Cost of Casualties in Sunderland 2022**

\*Average value of prevention of road accidents by severity and element of cost, £ (2018 prices & 2018 values)  
- DfT Safer Roads Fund Guidance (latest available)

In 2022, the total cost to the economy from road traffic casualties in the Sunderland area was approximately £33 million, which gives an average of £83k per casualty. Whilst the average cost per casualty in the Sunderland Local Authority area is lower than the national and regional rates, (approx. £132k per casualty – 2021 figures), the cost of casualties has a significant impact upon Sunderland's local economy.

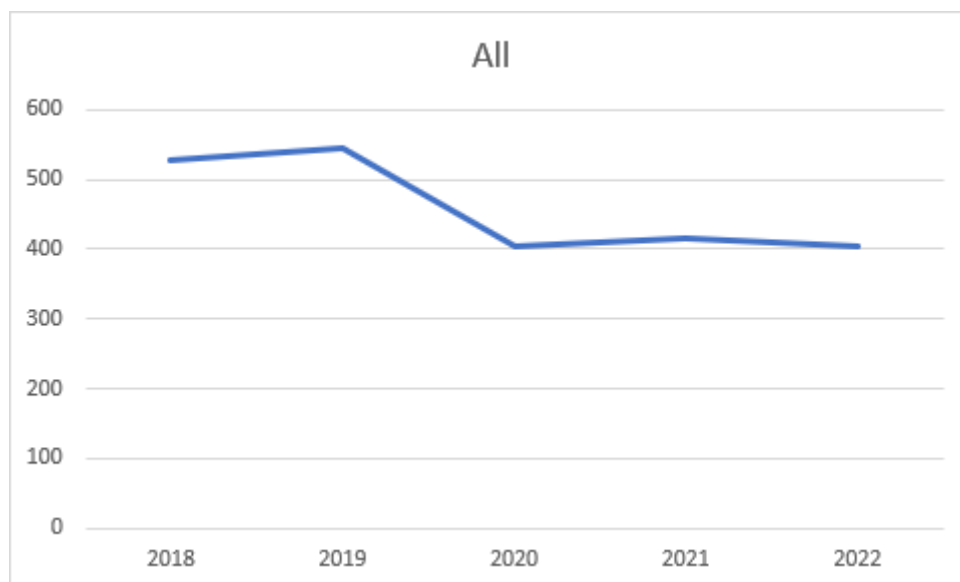
## Graphical data

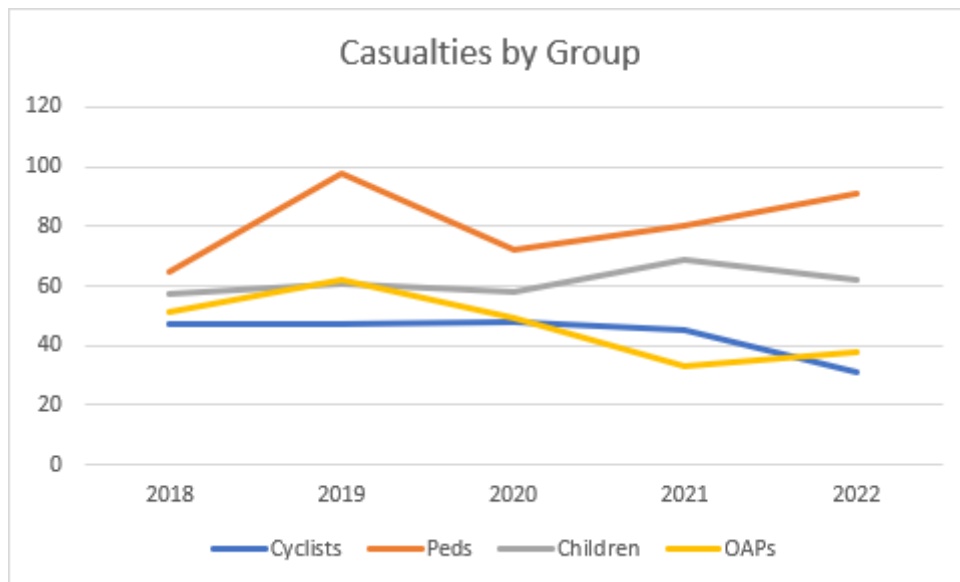
The graphs below give details of the annual casualty history for Sunderland in the latest 10-year period to end December 2022 broken down into severity. It should be noted that there may be some very slight changes to the final total figures, particularly with slight severities as some Stats 19 information is still being progressed.

Overall, the data over this 10-year period indicate that there is a downward trend in number of overall casualties that are occurring on our roads.

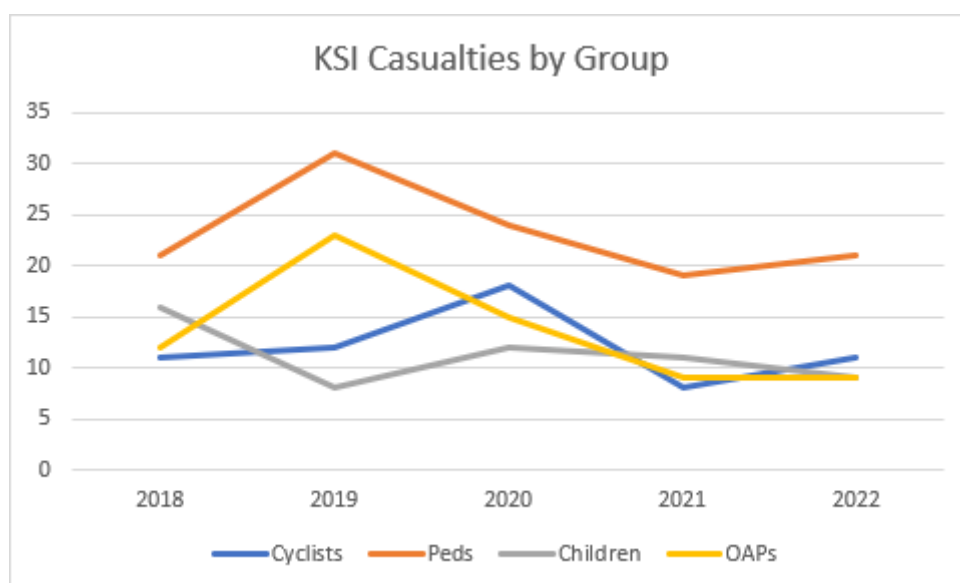
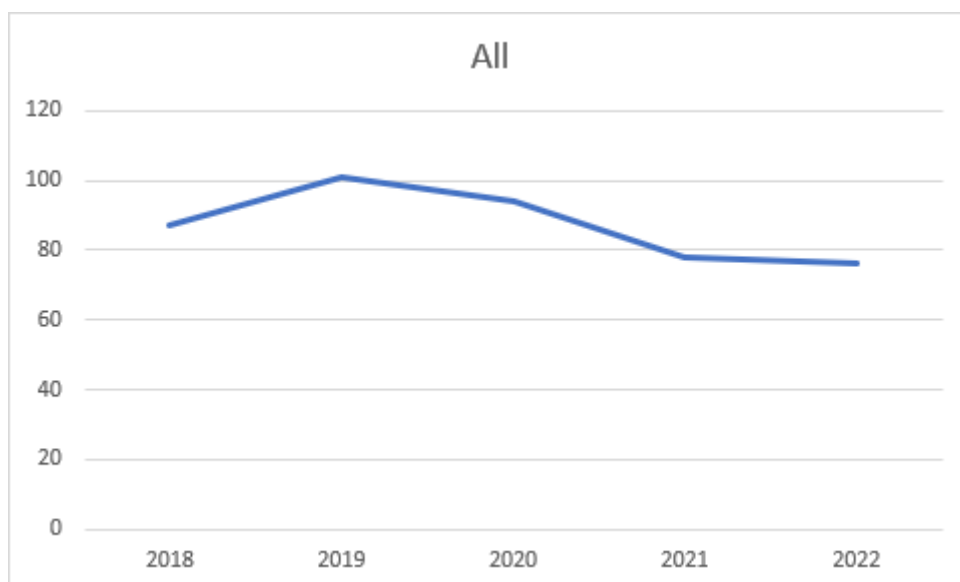
Although in 2022 there has been a slight decrease in the number of casualties that have occurred compared to the 2021 figures, the data has highlighted areas of road safety work and road user groups that need to be targeted in future publicity campaigns.

### Total Casualties





## KSI Casualties



## **About the Data**

Unless otherwise cited, this data is based on the road user casualty statistics contained in the Resource's database of Stats 19 information from the North-East region of England, which is collected by Northumbria police officers. As this is a live dataset, the statistics quoted in this report were correct at the time of publication but may differ slightly in the future if collision data is updated. More detailed accident/collision analysis and comparison with regional and national trends will be available in due course when the Traffic and Accident Data Unit (TADU) annual report is published.

In summary, the overall reported road casualty data will be used to inform on road safety schemes and campaign work to help reduce accidents across all road user groups.

## 7.0 Road Safety Audits

The Road Safety team normally carry out between 10 to 15 Road Safety Audits on proposed highway and Road Safety schemes each year, in accordance with Road Safety Audit Standard – GG119. The format of a Road Safety Audit is that potential road safety problems are identified, giving an indication of the location and a summary of the safety issues. This is immediately followed by ways that these may be dealt with or ameliorated, outlined as recommendations.

Where recommendations are made these do not compromise design decisions, and it remains the responsibility of the Design Team to incorporate any changes into the scheme; and consider any interactions between design elements.

The audit team needs to consider all road users, particularly vulnerable users such as pedestrians and pedal cyclists. With safety in mind the audit team need to identify potential hazards and risks and ask who can be hurt and in what way.

A Road Safety Audit has 4 stages which shall be undertaken:

- **Stage 1** Completion of preliminary design.
- **Stage 2** Completion of detailed design (or combined **Stage 1 & 2**)
- **Stage 3** Completion of construction.
- **Stage 4** Post opening monitoring.

Subject to any potential road safety problems being identified, the auditor then makes recommendations for improvement. The client proceeds by studying the report, and deciding which recommendations to accept, and therefore to adopt within the scheme design and construction.

Listed below are some examples of the Road Safety Audits carried out over the past 12 months on proposed highway and road safety schemes:

- ### Hebburn Tri-Station Scheme





Undertaking a Road Safety Audit is a specialist process that must be carried out independently of design and construction work. This process plays a vital role in the various stages of a highway scheme, to ensure the scheme is completed and thoroughly checked and has been designed and built to the highest safety standards. A well carried out Road Safety Audit adds value to a highway scheme at every level.

## **8.0 Local Road Safety Schemes and Measures**

Following detailed accident/collision investigations, highway assessment and consultation with communities and their council representatives, a range of local road safety and improvement schemes are developed, designed in detail, and introduced annually across the city.

### **Programme 2022**

In 2022 the annual programme of road safety works included junction improvements including traffic signal upgrade, pedestrian crossing facility improvements, introduction of traffic calming, introduction of speed limit changes, various Traffic Regulation Orders to address parking issues, footway / cycleway schemes, and various minor road safety schemes city wide.

### **Local Road Safety Schemes**

The following schemes are examples of how road safety concerns raised by residents, ward councillors and MP's have been addressed by the Infrastructure and Transportation service within the City Development directorate. Following public engagement, statutory consultation, investigation, and design by the Infrastructure & Commercial team the works have been delivered in-house by the Highway Operations team. This is part of a joined-up approach to deliver this essential service to the residents of Sunderland.

The following are examples of schemes delivered during the financial year covering 2022.

**Caithness Road** – Installation of a speed table at the junction of Caithness Road and refreshing of lining around Hylton Castle Primary School to help vehicles maintain their speeds within the 20mph speed limit.



**Station Road / Colliery Lane** – Construction of dropped tactile crossings at Station Road / Colliery Lane to allow easier access to footway for pedestrians.



**Sunderland Street** – Installation of a bollard at a section of footway on Sunderland Street to discourage usage by motorbikes and quad bikes



**Greenwood Road** – Installation of dropped tactile crossing and pedestrian refuge on Greenwood to provide a safer crossing point for pedestrians.





**Cortina Avenue** – Introduction of signal-controlled pedestrian crossing and modification of existing road markings on A183 Chester Road to provide safer crossing point for pedestrians.



**Biddick Lane** Dropped Crossing installation – Improvement of an existing dropped tactile crossing on Biddick Lane to improve crossing facilities for nearby schools.



**North Area Traffic Calming** – Installation of build outs to create priority give ways at 3 locations on Ramsgate and Rhodesia Road.



**Redburn Row** – Reduction of the speed limit on Redburn Row from National Speed Limit to 30mph



### **Vehicle Activated Speed Signs**

A Vehicle Activated Speed Sign (VAS) is a road traffic sign that displays a message conditional on the speed of an approaching vehicle, improving road safety by giving clear visual feedback to drivers.

## **Vehicle Activated Sign Programme**

Members have consulted with their communities and put forward locations where there is a concern from residents that vehicles are speeding and causing safety issues for pedestrians and other road users.

The design of the signs, proposed locations, and programme of deployment has been progressed following assessment to determine the feasibility of proposed sites. This has been achieved using funding approved by the relevant Area Committees.



### **East Area**

Continued programme throughout the East Area Wards which sees 11 signs rotated between selected sites.



### **West Area**

Continued rotation programme throughout the West Area which sees 9 signs rotated between selected sites.



### **North Area**

Continued rotation programme throughout the North Area with 9 signs and two permanently sited on Ferryboat Lane and one on Hylton Lane.

## **Coalfield Area**

Continued rotation programme throughout the Coalfield Area with 13 signs.

## **Washington Area**

Continued rotation programme throughout the Washington Area with 15 signs.





## **Road Safety Camera Car**

The Council operates a CCTV road safety camera car to monitor some types of illegal and obstructive parking and other road safety concerns and undertakes enforcement as part of a wider road safety initiative, when appropriate. The aim is to improve road safety, particularly around schools where there are high numbers of vulnerable road users present and help improve the reliability and punctuality of public-transport and reduce traffic congestion.

The vehicle works in conjunction with the existing foot patrols carried out by the Council's Civil Enforcement Officers to help improve road safety by ensuring parking restrictions are complied with. It is clearly liveried to indicate its intended use.

The primary purpose of any CCTV camera enforcement system is to ensure the safe and efficient movement of traffic through the detection of contraventions of traffic regulations thereby reducing delays on the highway network.

The Council use the Road Safety camera car to enforce those restrictions where the stopping of a vehicle is not permitted and where abuse creates a significant safety concern for example:

- Stopping or parking on a School keep clear zigzag markings increasing the road safety risk for school children
- Stopping or parking on a Bus stop clearways/stands – increasing road safety concerns for pedestrians and motorists

The Camera Car is scheduled to be replaced in 2023 with a new car with improved specifications.

## 9.0 Road Safety Promotion & Campaigns 2022

The following are examples of some of the promotions and campaigns the Road Safety team have been involved with during this year.

### School Travel Plans

The Road Safety Team continue to work closely with local schools to help develop and maintain an up-to-date School Travel Plan. Having a School Travel Plan is an excellent opportunity to encourage more active ways of getting to and from school including walking, cycling, scooting, using public transport, and car sharing.

Schools develop travel plans to:

- reduce congestion
- address road safety concerns
- encourage active and sustainable travel
- improve health
- reduce pollution
- help pupils get into 'sustainable travel habits' from an early age

### Road Safety Week



The week, organised by 'Brake', a road safety charity, is an annual event and the biggest road safety awareness event in the UK.

BRAKE is a road safety charity that works to prevent road death and injury, make streets and communities safer, and supports people bereaved or seriously injured in Road Crashes. Brake set up Road Safety Week as an annual event to raise awareness about road safety and promote steps that everyone can take to stop these needless deaths and injuries year-round.

The theme of Road Safety Week 2022, which took place between 14<sup>th</sup> to 20<sup>th</sup> November was '**Safe Roads for All**'.



A specific part of the campaign focussed on our School Crossing Patrol Officers and the valuable, and sometimes difficult role they play. A key message was to show respect for their daily job in ensuring pupils, parents, and carers cross safely along with some simple do's and don't's. Other activities included school crossing safety, work with the emergency services, inconsiderate parking and supporting vulnerable road users.

Officers met with the Sunderland and County Durham Royal Society for the Blind to listen to concerns they have about moving around safely in busy street scenes sometimes containing hazards. This work highlighting issues experienced by people with visual impairments and hearing loss.

The Council will participate again in 2023.

## School Streets Pilot

The first School Streets Pilot was launched in April at St Bede's RC Primary School in Washington. The school is in a cul-de-sac, so the need of a diversion was not required for this location. This pilot required the introduction of an experimental traffic regulation order for a period of 18 months. The restrictions only operate during school drop off and pick up times. Traffic signs are located at the street entrance and parking behaviour is being monitored to determine success and for future roll out of a School Streets Programme. Only routine parking enforcement is being undertaken at this stage.



The Infrastructure and Commercial team are reviewing primary and secondary schools to assess suitability for School Streets schemes. Schools with pupil access points on through streets are discounted due to the requirement to restrict traffic (other than residents of the street). This would also require diversion routes and temporary traffic management. Schools with the main access point in cul-de-sacs where parking congestion is acute are being prioritised. These locations also lend themselves to temporary closure and act as better routes for promoting walking, cycling, and scooting.

Development funding is being sought through the Active Travel Fund for further School Streets proposals for Sunderland to cover the four main geographical areas.

### **Inconsiderate Parking Campaign**

Where School Streets are not an appropriate solution to tackle problem parking, the Council's Road Safety team organise visits as part of a citywide 'Inconsiderate Parking' campaign. This commenced as a Road Safety education project with the Washington Area Committee and has since expanded to the rest of the city, based on requests from ward councillors.

Primary Schools visited to date based on Councillor requests include:

Usworth Colliery, Rickleton, George Washington, John F Kennedy, Oxclose and Dubmire.

More visits are planned for 2023.





The Council and Councillors regularly receive complaints and concerns from parents, residents and teachers with several specific primary schools identified as a concern for inconsiderate parking.





## 10.0 Publicity & Social-Media

Plans for the year were to make increased use of social media at the Council to actively promote both internal and externally led road safety campaigns. Publicity during 2022 included media and local press releases with the headline messages:



During major sporting tournaments, drink and drug driving increases – as does the number of people injured and even killed as a result of an impaired driver getting behind the wheel.



### COUNCIL LAUNCHES ROAD SAFETY CAMPAIGN AROUND WASHINGTON SCHOOLS

WASHINGTON WAY - 14TH JULY 2021

COMMUNITY NEWS NEWS

### SUNDERLAND CITY COUNCIL HAS TODAY LAUNCHED A CAMPAIGN TO TACKLE INCONSIDERATE PARKING NEAR SCHOOL GATES AROUND WASHINGTON.

Kicking off at Usworth Colliery Primary School this morning, the road safety education campaign will soon be rolled out to other primary schools across the area which have been identified as a priority.

A lot of campaign works was undertaken by the Sustainable Transport team and Neuron, the operator of the e-scooter scheme across Sunderland during 2022. This included instruction on how to use e-scooters safely, awareness of other highway users and general do's and don't's.



*Safety instruction and training in Keel Square*

### **Neuron's Safety campaigns included for 2021 - 2022**

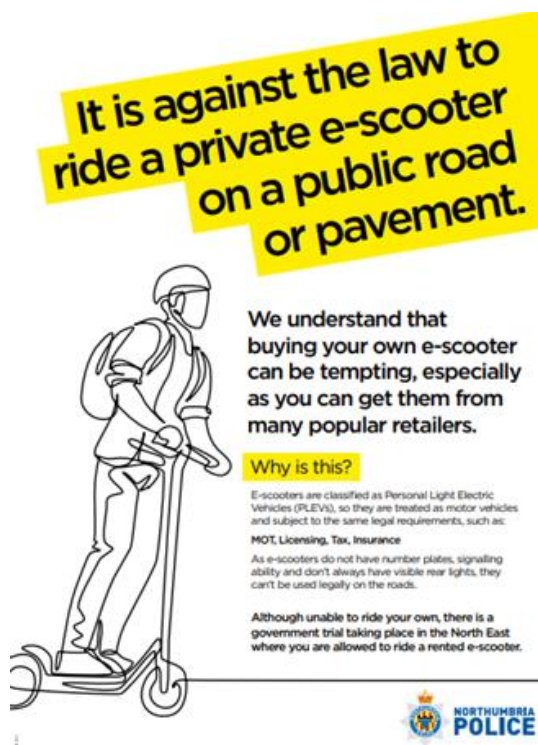
- Keel Square Scoot Safe Event – March 2021
- Safe Riding Video recorded by SAFC player Luke O`Nien - March / April 2021
- Road Safety Week – May 2021
- Summer of Safe Riding Campaign – June-August 2021
- Herrington Park Cycle Roadshow – August 2021
- Fresher's Fair & TV Advertising – September 2021
- Helmet Safety Awareness Week – October 2021
- Police Awareness Private Scooter Campaign – December 2021
- Festive Safety Campaign, Don't Drink & Ride / Helmet Safety- December 2021
- Keel Square Scoot Safe Event - December 2021
- Various Videos & Social messages throughout the year

### **2022**

- Scoot Safe Event, City Hall – May 2022
- Scoot Safe Event, City Hall – June 2022
- Cycle City Conference Sheffield – July 2022
- Scoot Safe Event, City Hall – July 2022



- Eco Fest Museum & Winter Gardens – October 2022
- Tour of Britain Series, Keel Square – 6 September 2022
- Police Awareness Private Scooter Campaign – November 2022
- Festive Safety Campaign, Don't Drink & Ride / Helmet Safety - November 2022
- Various Videos & Social messages throughout the year



## 11.0 Plans for 2023

### Road Safety Promotion & Campaigns 2023

A priority for the Road Safety Team for 2023 is to provide road safety awareness campaigns. Where possible the Road Safety team link up with and support national road safety work. Key topics are continued efforts to tackle the Fatal Four, which are the main cause of fatalities in the UK.



### The Fatal 4:

1. Speeding
2. Drink and drug driving
3. Driving while distracted
4. Non-wearing of seat-belts

The National Roads Partnership Calendar 2023 includes:

- National 2 Wheels Operation
- Global Road Safety Week
- National Seatbelt Operation (Fatal Four)
- National Speed Operation (Fatal Four)
- Drug Driving Week
- Vulnerable Road User
- Tyre Safety Week / Commercial Vehicles
- No Insurance Week of Action / Brake Road Safety Week
- National Alcohol and Drugs Operation (Fatal Four)
- National Using a Mobile Phone Whilst Driving Operation (Fatal Four)

## **Other Topics and areas of Focus for 2023**

- Older and Vulnerable Road Users are to be considered as part of a focus on reducing road traffic collisions and accidents involving an age group different to the normally targeted 18-31 range.
- Injuries involving cyclists
- Continue partnership working with NSRI and RSGB North-East
- Support NSRI Digitisation programme to update static camera sites (speed and red light)

## **Road Safety Schemes**

The reported road casualties Great Britain annual report for 2021 identifies reported accidents by region, local authority and parliamentary constituency. These statistics assist with the assessment of accidents on the road network and the identification of potential road safety schemes.

Several potential local road safety schemes for next year have been put forward based on local knowledge for investigation to determine feasibility and delivery costs. A number of these schemes are based on complaints and requests for service received from both residents and ward councillors.

During 2021, a new Assessment and Ranking system for minor Road Safety Schemes was developed. This was later adopted by Cabinet. The purpose of this was to introduce a new methodology for assessing and ranking minor road safety schemes to better meet the needs of the communities and their council representatives.

Due to limited financial and other resources, there is competition for schemes throughout the City. Schemes are prioritised schemes based on objective criteria, to help ensure that resources are being deployed efficiently and with maximum benefit to the community. The system provides a common basis for assessment, and the prioritisation process

uses criteria such as recorded accidents, vehicle speeds, traffic flow and proximity of schools, among others.

As a new method, the assessment process has been tested and refined over the year to help prioritise schemes. The way requests are assessed for traffic calming or road safety features considers site factors and uses this information to determine whether the introduction of measures is feasible.

The purpose of the assessment is to ensure that our limited funding is spent in locations where it will deliver the most significant impact. As this is a 'live' assessment process, new requests can be submitted at any time. This means that potential locations may move up or down in the priority ranking list.

Schemes to be progressed are funded from the Council's capital budget for 2022/23.

## 12.0 Summary

This annual report produced by the Road Safety team provides an explanation of the roles and responsibilities of the team. Information is also provided on the various stakeholders and sources of information that help support reducing road user casualties.

Road Safety education is a key tool the Council continue to use to help a younger audience learn how to be safe through the Bikeability, Walkwise, Safety Works and the Schools Go Smarter programmes.

As well as physical measures including local road safety schemes, traffic calming measures and Vehicle Activated Signs; there has been a greater focus on soft measures. Road safety messages and working with schools is equally important to help influence travel behaviour.

During 2022, a road safety campaign has been developed focussing on inconsiderate parking near primary schools in Washington; and a pilot School Streets scheme introduced. If these campaigns prove to be successful, they could be rolled out across the rest of Sunderland. The outcome is the School Streets pilot is being monitored and reviewed for effectiveness with parking management and impact on residents.

## 13.0 Useful Web sites

[www.brake.org.uk](http://www.brake.org.uk)

[www.gosmarter.co.uk](http://www.gosmarter.co.uk)

[www.roadsafetygb.org.uk/](http://www.roadsafetygb.org.uk/)

[www.think.gov.uk](http://www.think.gov.uk)

<https://services.northumbria.police.uk/online-services/tell-us-something/>