

2019 / 2020

Annual Road Safety Report



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1.0 Introduction

This Annual Road Safety Report for 2019/2020 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 2019/2020 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.

Message from Portfolio

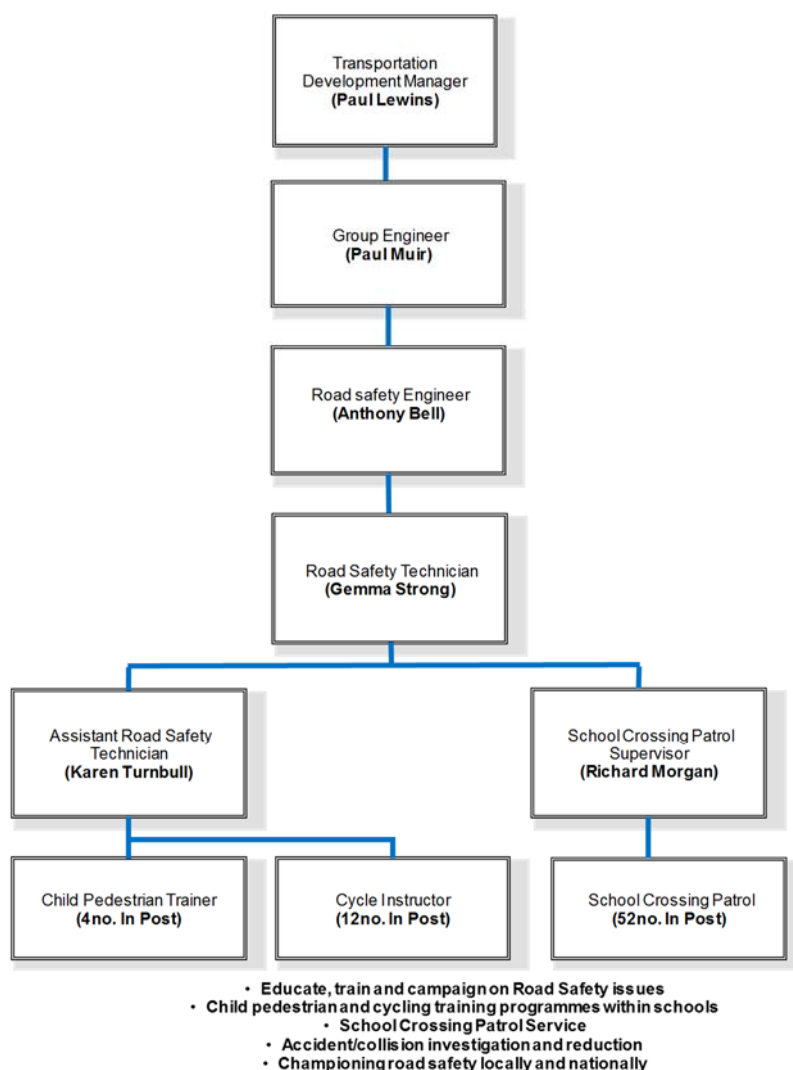
Councillor Michael Mordey, Deputy Leader and Portfolio for Environment and Transport at Sunderland City Council:

“We are committed to reducing accidents on our road network, and the work we do to help improve road safety for all highway users in Sunderland is of vital importance.”

2.0 The Road Safety Team

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

The Road Safety Team currently comprises of a Road Safety Engineer, Road Safety Technician, Assistant Road Safety Technician, 65 School Crossing Patrols, 4 Child Pedestrian Trainers and 12 Bikeability Cycle Instructors. Road Safety Team Structure with Transportation Development:



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. Currently we have 65 school crossing patrols in Sunderland, Washington and Houghton le Spring 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.



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.



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 percentage of schools who took part in the Bikeability programme for 2019/2020 had an overall take up of 87%. This relates to 97% of primary schools trained and 44% of participating secondary schools trained. In total 2,036 pupils were trained on the Bikeability programme during 2019/2020.

Child Pedestrian Training

Walkwise & Go-Smarter Programmes

Each year we offer Child Pedestrian Training to every primary and academy school within Sunderland (85 schools). This year's take up included 47 schools.

The Council employs four child pedestrian trainers delivering the following road safety programmes with 2,543 children trained on Walkwise; and 789 children trained on the Go Smarter programme between April 2019 and March 2020. (3,332 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.

Week	Location	Training Provided
1	Indoor session	Basic introduction to the Green Cross Code, Traffic, Safer places to cross,
2	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
3	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.
4	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.
5	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
6	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.



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 our child pedestrian trainers along with external trainers.

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.

49% of all Sunderland schools were involved with child pedestrian training during 2019/2020.

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. 1,475 children from Sunderland schools attended the centre from April 2019 to March 2020.



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.

5.0 Road Safety Partnerships



Northumbria Safer Roads Initiative

The Northumbria Safer Roads Initiative (NSRI) was set up to use enforcement, education and communication to help reduce the number of people killed or seriously injured on our roads. It is a partnership between the five Tyne and Wear local authorities, Northumberland County Council, Northumbria Police, Northumberland and the Tyne and Wear Fire and Rescue services. The main theme is 'Safe Speed for Life'.

NSRI incorporates the principles of Operation Dragoon launched by Northumbria Police in 2014. The objective aimed at introducing a roads policing operation aimed at targeting dangerous and inconsiderate drivers.

A new partnership agreement is currently being developed to help ensure regional road safety activities are effectively co-ordinated and funded to work positively with Northumbria Police.

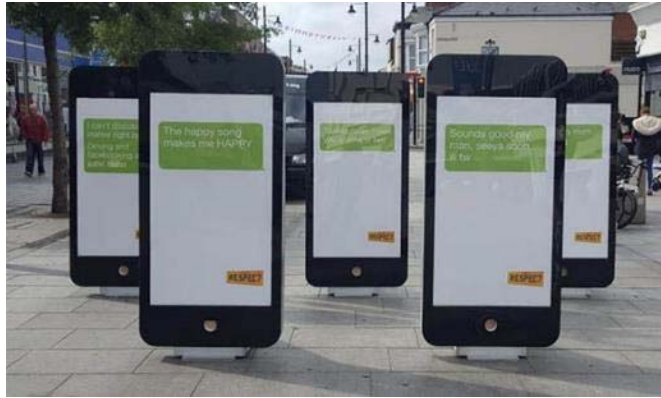


While the partnership is being developed, the Road Safety Team continues to work closely with officers from the Road Safety and Motor Patrol Operational departments within Northumbria Police to identify speed concern sites to help reduce the number of people killed or seriously injured in the roads within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

Annual site reviews 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. Other locations which meet the criteria as mobile enforcement sites need to be checked for suitability with camera signs installed in advance in both directions of traffic flow.

Requests can be received directly from residents or on their behalf by Councillors and MP's. When a community request is made for a Speed Concerns site, traffic surveys are undertaken to determine observed traffic speeds in free-flowing conditions (using the 85th percentile rule) and accident history and any site-specific conditions to enable van enforcement on a rota basis.

The partnership has also developed and implemented a strong programme of road safety campaign work, primarily aimed at young drivers, who are statistically the most likely road user group to become involved and injured in collisions. This programme operates under an independent promotional/events team called Road Respect who provide Road Safety Campaigns to our region as part of the Northumbria Safer Roads Initiative. Road Safety messages have been delivered at various locations in Sunderland such as the road show events that have been held in Market Square and Park Lane. Sunderland Air Show in July 2019 and a recent visit to the Galleries at Washington. The campaigns target young drivers throughout the year, and another focussed on people using their mobile phones while driving.



Another campaign that took place in December 2019 in Sunderland City Centre was the 'Don't be a bozo'. Stickers were placed on footways and pedestrian areas and signs mounted on lighting columns and at controlled and uncontrolled crossing points. The intention being to catch the attention of people using their mobile phones to stop them being distracted by phone content while crossing or walking near a road.



Sunderland City Council's Road Safety team will 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.

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.

This 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 Highways England, which is a Government-funded company with responsibility for managing the motorways and major roads in England.

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.



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 in Sunderland: 2019

There have been 536 road user casualties in Sunderland in 2019. This is 1.5% higher than in 2018 (528) but remains 51% fewer than the 2005 to 2009 baseline average (1,030). A detailed comparison between 2018 and 2019 figures is given below.

Figure 1: Sunderland casualty data for 2018 and 2019

	2018					2019					% Change from 2018 KSI +/-
	Slight	Serious	Fatal	KSI	Total	Slight	Serious	Fatal	KSI	Total	
All	438	87	3	90	528	425	101	10*	110*	536	1.5
Key Statistics											
Cyclists	35	12	0	12	47	35	12	0	12	47	0.0
Ped's	43	22	0	22	65	67	30	2	32	99	52.3
Children	40	17	0	17	57	51	9	0	9	60	5.3
OAP's	37	11	1	12	49	38	19	2	21	59	20.4

* 1 fatality as a result of a medical incident and will likely be removed from the above figures

Road deaths in Sunderland increased by 7 to 9 compared to 2018, which is above the 2005-09 baseline at an average of 6 per year.

There have been 111 killed or seriously injured (KSI) casualties which is an increase of 21 compared to 2018 and is also above the 2005-09 base which is an average of 102 per year.

The number of all pedestrian casualties has increased from 65 to 99.

However, the number of KSI for child casualties has reduced from 17 to 12 and is also less than the 2005-09 base which is 22. We believe that our ongoing training and campaign work has contributed to this reduction.

The number of cyclists injured has remained the same as 2018 at 47 in total.

Figure 2: Economic Cost of Casualties in Sunderland 2019

Severity	Casualties		Total Cost (£)
	Cost (£)*	Number	
Fatal	1,958,303	10	19,583,030
Serious	220,058	101	22,225,858
Slight	70,791	425	30,086,175
TOTAL		536	71,895,063

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

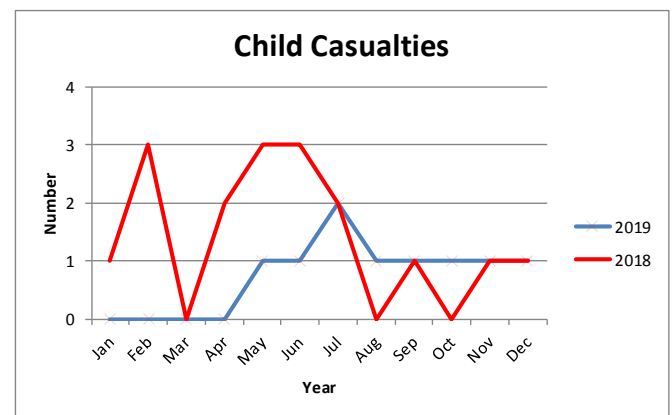
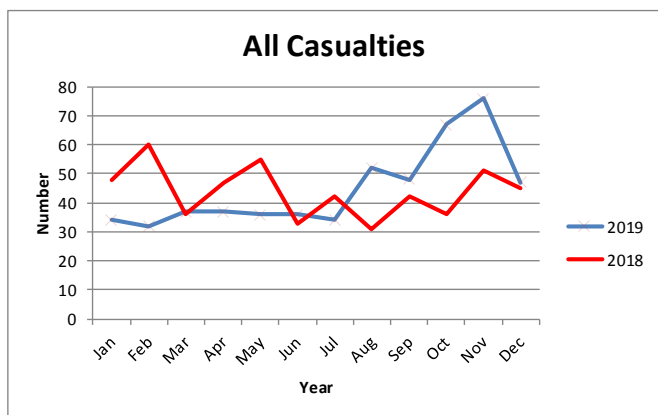
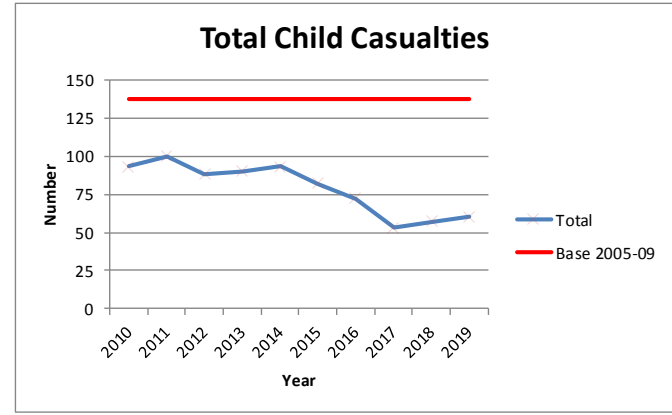
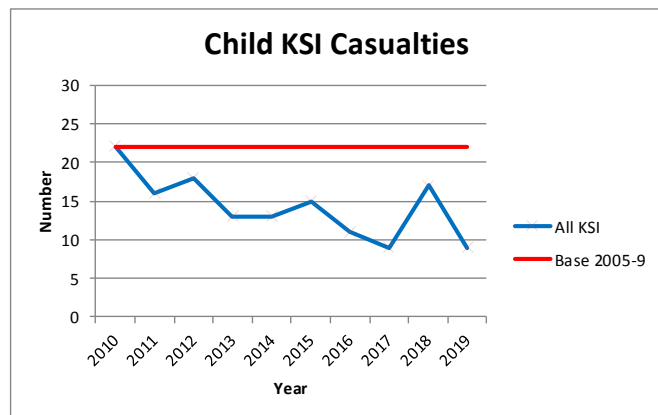
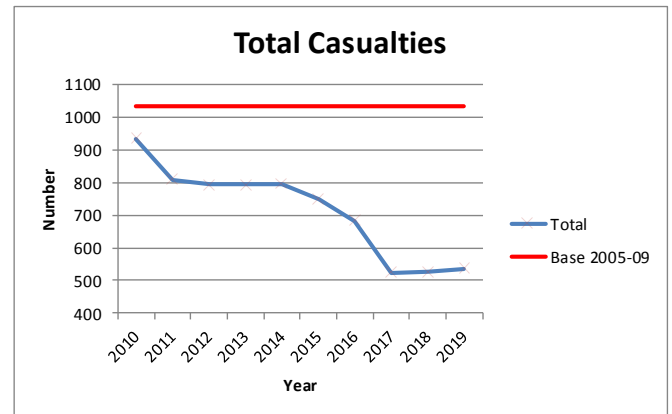
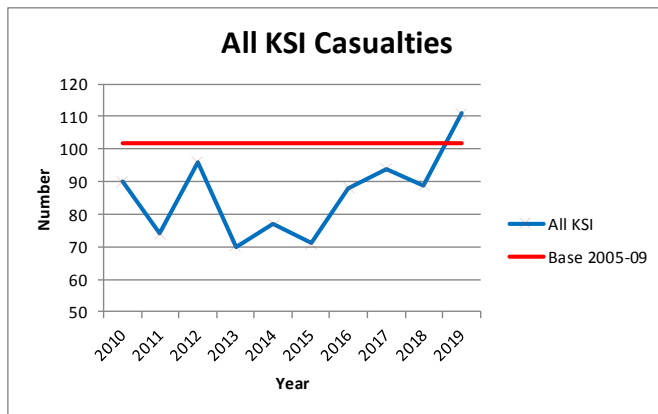
In 2019 the total cost to the economy from road traffic casualties in the Sunderland area was approximately £72 million, which gives an average of £134K per casualty. Whilst the average cost per casualty in the Sunderland Local Authority area is higher than the national and regional rates, (approx. £71k per casualty – 2018 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 2019 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 it is disappointing that in 2019 there has been a slight increase in the number of casualties that have occurred compared to the 2018 figures, the data has highlighted areas of road safety work and road user groups that need to be targeted in this years publicity campaigns. This is particularly adult pedestrians and OAP's.



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.

7.0 Road Safety Audits

The Road Safety team 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.

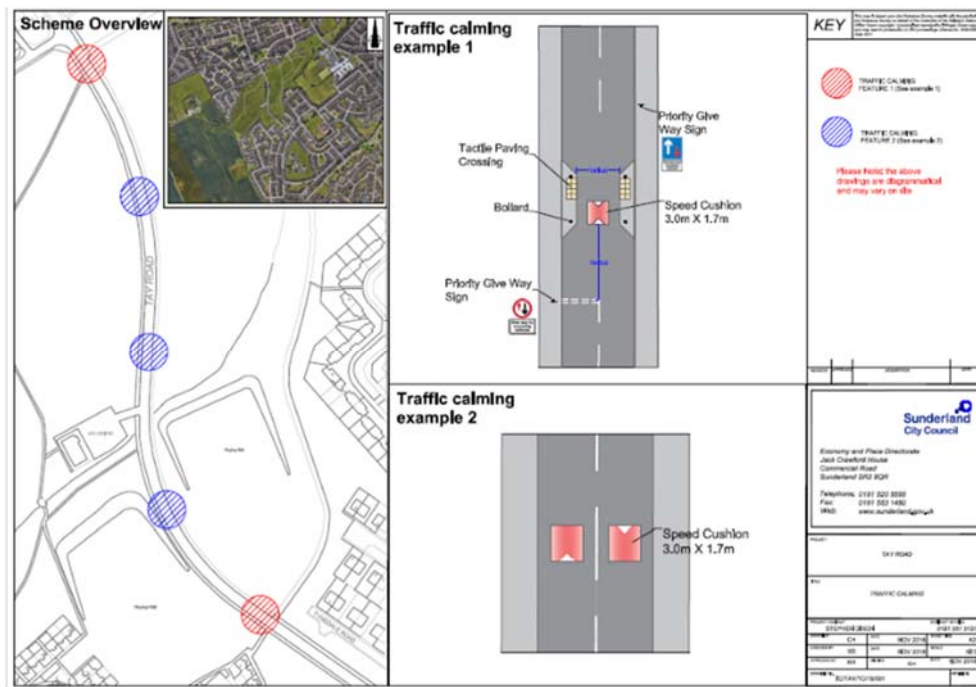
Where recommendations are made these do not compromise design decisions, and it remains the responsibility of the Design Team to incorporate any changes into the scheme; and consider any interactions between design elements.

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.



Example of Traffic Calming Scheme in Thorney Close subject to a Road Safety Audit

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



20mph Zone introduced in Bonemill Lane, Rickleton

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 2019/2020

In 2019/2020 the annual programme of road safety works included junction improvements including traffic signal upgrade, pedestrian crossing facility improvements, installation of Toucan pedestrian crossings, introduction of Community Parking Management Schemes in areas which have parking issues, introduction of traffic calming, introduction of 20mph zones, various Traffic Regulation Orders to address parking issues, footway / cycleway schemes, and various minor road safety schemes city wide.

Local Road Safety Schemes



New lining and SLOW road markings at Emerson Road, and Warning Sign at Gragareth Way, Washington



Traffic Calming Speed Reduction measures at Tay Road, Thorney Close

Gateway Scheme

A stretch of road in Ryhope. Stockton Road has been identified as a Speed Concern site by the Council in partnership with Northumbria Police to address concerns raised by local residents; and Ward Councillors.

The area of Stockton Road already has a vehicle actuated sign to remind motorists of the 30mph limit, and a Northumbria Police mobile enforcement vehicle visits the site regularly as part of a regional programme.

To address this a new sign has been installed at the entrance to the speed limit zone, along with white road markings to narrow the carriageway width and highlight the 30mph limit. Speed limit and camera signs are also to be mounted on lighting columns to serve as an additional reminder.



Gateway feature introduced in Stockton Road, Ryhope

20 MPH Schemes Outside Schools

As part of Sunderland City Council's commitment to improving road safety the Council developed a programme for the introduction of 20 mph speed zones outside of schools throughout Sunderland.

This programme was developed as part of a review of the wider policy for the provision of 20 mph zones following new guidance published by the

Department for Transport. Relaxation of previous guidelines now allows smaller areas to be targeted and low cost 'quick wins' made at specific sites and subject to suitability of the location.



Initially schools from each of the City Regeneration Areas i.e. Sunderland North, East, West, Coalfields and Washington were selected. Following the first four phases, the Council are now looking at Sunderland and working our way through to completing all schools. It is hoped that the proposed zones will further improve road safety and the highway environment around the school, reducing conflict between vulnerable road users such as pedestrians, cyclists etc. and vehicles.

The now completed Phase 5 included the introduction of fourteen 20 mph zones in the general locations of schools located throughout Sunderland. These proposed zones consist of entry and exit signs with 20 mph roundel road markings installed on the road at intervals not exceeding 100 metres.

These included:

Coalfields Area

Gillas Lane Academy
Houghton Kepier School
Newbottle Primary

Our Lady Queen of Peace

Sunderland East Area

Hudson Road Primary

Mill Hill Primary

Valley Road Community Primary

The Venerable Bede CE Academy

Sunderland West Area

Broadway Junior School

Highfield Community Primary

North View Academy

St Anne's RC School

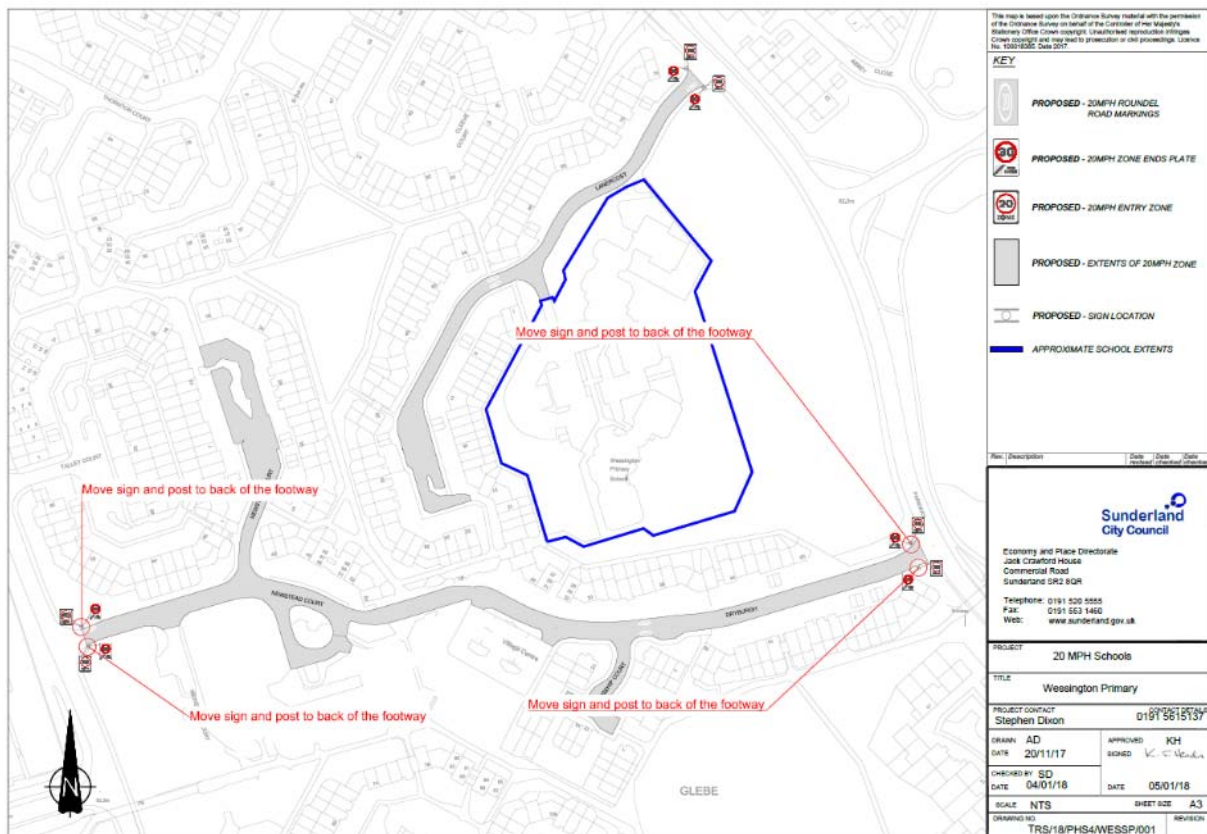
St Leonards RC School

Washington Area

Albany Village Primary School



20mph School Zone at Our Lady Queen of Peace, Shiney Row



The remaining nursery, primary and secondary schools being progressed to complete the programme are Houghton Community Nursery, Farringdon Academy, Fulwell Junior School, Redby Primary Academy, St Benet's RC Primary School, St John Boste RC Primary School, St Joseph's RC Primary School, St Anthony's Girls' Catholic Academy, Thornhill Academy, and Portland Academy.

Vehicle Activated Signs (VAS)

Requests for service have been received to investigate speed related issues on several roads throughout Sunderland. The Council is committed to improve road safety and to support this a scheme to provide VAS across Sunderland has been developed. Currently there are VAS deployed at the following locations:

- Washington deploys 5 VAS at 20 locations on a rotation programme (which is now complete)
- Sunderland East deploys 5 VAS with 20 locations deployed on a rotation programme (which is now complete)
- Sunderland West currently has 3 permanent VAS in place
- Sunderland North deploys 2 VAS with 8 locations on a rotation programme (which is now complete)



Proposed Vehicle Activated Speed Signs

It is proposed to purchase up to 30 new vehicle activated speed signs (two for each ward) to deploy in the areas of Washington, North Sunderland and the Coalfields as part of an Area Wide Road Safety programme of works.

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 will be discussed via the Place Board. Locations put forward are to be assessed to determine the feasibility of proposed sites and procure equipment. Funding has been approved by the relevant Area Committee and allocated from the Sunderland City Council SIB funding programme.

Road Safety Camera Car

The Council uses 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 also 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:

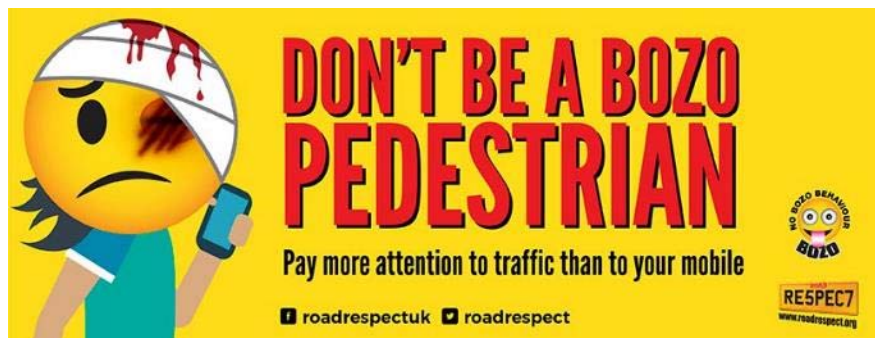
- Stopping or parking on a School keep clear zigzag markings increasing the road safety risk for school children
- Stopping or parking on a Bus stop clearways/stands – increasing road safety concerns for pedestrians and motorists

9.0 Road Safety Promotion & Campaigns 2019/2020

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

Road Respect - Don't be a Bozo Pedestrian

Pedestrian Safety campaign to discourage people concentrating on mobile phones and ignoring traffic and crossing the road safely



Road Respect - Christmas campaign

Anti-Drink & Drug messages for driving safely



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 event ran from November 18th to 22nd, 2019. The Road Safety team visited several nurseries within Sunderland to give a road safety talk and got the children involved with road safety activities during their session.



Pupils at Newbottle Academy



ROAD SAFETY WEEK

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
'Step Up for Safe Streets' Campaign – Brake (the road safety charity)									
'Don't Be a Bozo' Pedestrian Safety Campaign – Road Respect									
'Be a Smarter Parker' – Sunderland City Council									
Broadway Junior Assembly Whole School ES	Marlborough Go Smarter KT	English Martyrs Reception and Nursery Assembly KT / GS	Redby Walkwise AW	Safetyworks Lambton KT	Hasting Hill Go Smarter ES	Smarter parking leaflet delivery GS	Smarter parking leaflet delivery GS	School safety sign competition All	
Mill Hill Go Smarter KT	Redby Walkwise AW	East Herrington Walkwise LL	Hudson Road Walkwise ES	Broadway Go Smarter ES					
St Cuthberts Walkwise AW	Diamond Hall Walkwise AW	St John Bosco Walkwise ES		Portland Road Safety AW					
East Herrington Walkwise LL			Fatfield Beaver Scouts KT	Benedict Biscop Walkwise LL					

Road Safety Week Programme 2019

Smarter Parking around Schools

The Road Safety Team have distributed thousands of 'smarter parking' leaflets to schools in the city as part of a city-wide and national campaign.

More than 70 schools have been visited by the Road Safety staff with pupils taking home reminders about how poor parking puts lives at risk.



In the leaflets, drivers are reminded:

- Don't park on the 'keep clear' road markings
- Don't park on yellow zig-zags or lines
- Don't double-park.



Parking outside of schools

Nobody should be forced into the road

Parking on a pavement can obstruct and inconvenience pedestrians, people in wheelchairs, those with visual impairments, and people with prams and pushchairs. Cars parked on pavements can force our children into the road to face oncoming traffic.

How can you help improve road safety outside of schools?

Never stop or park on keep clear markings. They are there to make sure that children can cross the road in and out of their school safely. The markings not only highlight the school entrance to other road users, but also mean that the area must be kept clear of stationary vehicles.

School keep clear markings have a 'No Stopping' Traffic Regulation Order on them. The sign indicates the times the restriction is in place. There may be additional waiting and loading restrictions in order to regulate parking.

Sunderland
City Council

Road Safety Artwork Competition

In April 2019, Sunderland City Council's Road Safety Team ran a Road Safety Competition and invited all schools in Sunderland to get involved in designing artwork for a parking sign to go up outside their school gates to deter drivers from parking illegally, inconsiderately or dangerously. It is aimed at reminding parents and pupils alike of the dangers to road safety created by illegal and inconsiderate parking before, during and after school.

The competition was organised by Sunderland City Council's road safety team in partnership with Washington based Radecal Signs and Graphics Ltd. The entries were judged by the Road Safety Team and Councillor Amy Wilson.

The 3 winners of the competition were: -

In first place - Broadway Juniors

In second place - Thornhill Academy

In 3rd place - Richard Avenue Primary School

Each school was presented with their winning design made into artwork and attached to their school gates or wall. All other schools that entered were given a good bag containing road safety merchandise.

This latest awareness raising campaign is part of Sunderland City Council's continual work with community partners to improve road safety outside schools.



10.0 Publicity & Social Media

There are plans to use Social Media Champions at the Council to actively promote both internal and externally led road safety campaigns. Where possible existing resources will be used to minimise cost and with the intention of seeking a maximum audience where possible.



Above are examples of social media messages posted on Twitter about testing driver perception and reaction times at a Road Respect event held in The Galleries. Also is a post on the Sunderland UK Twitter page highlighting messages of increased vehicle speeds, the need to stop unnecessary travel and stay at home during the COVID-19 lockdown.

11.0 Plans for 2020 / 2021

Road Safety Promotion & Campaigns 2020/2021

A main priority for the Road Safety Team for 2020/2021 is to provide road safety awareness campaigns. Our work addresses local, regional and national road safety issues, and working with several partners, our aim is to educate, inform and encourage safer road user behaviour.

The BRAKE Road Safety week between Monday 16th to Friday 22nd November is still planned, however the specific theme of the week is still to be announced.



Road Sense Common Sense is a hard-hitting mix of short films and a series of speakers aimed at young drivers. Speakers include representatives from the Tyne and Wear Fire Service, Northumbria Police and relatives of those killed or with life changing injuries as a result of a road traffic accident. The films and speakers share details of their own experiences in dealing with collisions involving young drivers.

Last year, Road Sense Common Sense was held for an audience including emergency services, local government and several youth groups. The intention for 2020/2021 is to arrange several presentations

to students attending colleges and places of Further Education in Sunderland.



Road Respect Programme 2020/2021 for Sunderland

Several the events that were planned to be attended have had to be cancelled because of COVID-19. These normally include Sunderland Air Show and the Riverside Festival as these events allow all age groups to be targeted with road safety messages.

While continuing to support the Road Respect programme, the focus for now will remain on communication via the press and social media.

Road Safety Schemes for 2020/2021

The reported road casualties Great Britain annual report for 2019 identifying reported accidents by region, local authority and parliamentary constituency are currently due to be released in September 2020. Once available these statistics will assist with the assessment of accidents on the road network and the identification of potential road safety schemes.

Until then, several potential local road safety schemes have been put forward based on local knowledge for investigation to determine feasibility and delivery costs.

A high number of the schemes put forward are based on complaints and requests for service received from both residents and Ward Councillors.

Some of the schemes are looking to address school time parking problems, pedestrian crossing improvements, review of traffic signal operations, introduction of 20mph limits and traffic calming schemes. This also includes a review of specific locations where there have been collisions resulting in serious personal injury or in some cases a fatality.

Funded from the Council's capital budget, the 2020/2021 programme includes the completion of School 20mph zones as well as 20mph zones including Concord, Biddick and Rickleton in Washington.

Developing a new Assessment and Ranking system for minor Road Safety Schemes

The following gives details of a new draft methodology for assessing and ranking minor road safety schemes to better meet the needs of the communities and their council representatives. (details of a proposed priority ranking assessment sheet is attached at AppendixA)

Limited financial and other resources mean there is competition for schemes throughout the City. As such, officers have prioritised schemes based on objective criteria, to help ensure that resources are being deployed efficiently and with maximum benefit to the community.

This prioritisation process can look either at a single site or street or an area comprising of many streets. For the prioritisation of road safety schemes, the single site or street approach is normally taken, although a clear understanding of the likely area affected by traffic diverting from the proposed scheme will be assessed. Where the effects on surrounding streets are likely to prove significant, the area-based approach may be more appropriate.

The ranking 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. The traffic calming prioritisation for Sunderland is based on two sifting criteria and a range of factors: -

Sift 1 – This is the existing assessment criteria and relies on recorded personal injury accidents and 85thile vehicle speeds in excess of the existing speed limit. With a score of (yet to be determined) or above, the development of an appropriate traffic calming scheme based on the High Priority Factors alone, would automatically take place subject to funding and resources being available.

Sift 2 - This utilises a further set of factors that cover a greater range of influencing criteria. These Medium Priority Factors when scored and added to the sift 1 scores will give an overall ranking score to enable competing service requests to be fairly assessed. These requests for service will be scored during the current financial year and the top ranked potential schemes will be developed and progressed during the following financial year, subject to funding and resource availability. Schemes not progressed will be retained on the ranking list, will be reassessed at the appropriate time and will have to compete in following years with new service requests that are received.

Accidents and their severity for the latest five-year period are weighted and allocated a score. Extra weight is given to accidents involving injury to vulnerable road users. If the site or street is high on the priority list mainly due to recorded accidents, then Accident Investigation and Prevention (AIP) measures may be indicated rather than traffic management and calming.

Traffic Speeds and Traffic Flow are measured using automatic traffic counters for a 7-day duration and for the hours 7am to midnight. Points

are awarded for the proportion exceeding the given speed limit and with relatively high vehicular flow.

Road Geometry influences the driver's perception of a route and consequently vehicle speed, the road width is factored against the gradient of the road to assign a rating.

Frontage Properties, which front onto the street(s) relevant to the study. There is an assumption that more pedestrians will cross and a weighting is given accordingly depending on numbers and location.

Pedestrians Generators that generate pedestrian activity influence the ranking of the scheme. Schools; bus routes; hospitals; nursing homes; playgrounds; community centre; local shops; doctor's surgeries etc.

The above new methodology is still undertaking testing to ensure that the methodology is sound and appropriate. Prior to its introduction this will be presented to cabinet for approval.

Safer Roads Fund A1290

Funding has been secured from the Department for Transport to deliver the 'Sunderland A1290 Road Safety Improvement Scheme'. The scheme enables transport infrastructure improvements which will deliver improved road safety for motorised and non-motorised users on the stretch of A1290 between the junction with A19 at West Boldon and A184 at Usworth. The scheme will concentrate on improvements to cycling infrastructure and include new pedestrian provision to local housing.

Pilot School Streets Closures

School Street Closures are becoming more popular across the UK. A proposal is being investigated to pilot a School Streets closure in Sunderland. The main objective is to address road safety concerns as a result of inconsiderate or illegal parking. Additional benefits are the health

and wellbeing of pupils and parents/carers but also to reduce vehicle tailpipe emissions and improve localised air quality around schools. Next steps include:

- Site selection - Preferably a school within a cul-de-sac or with a short diversionary route available
- Consultation – Sign up from the Schools / Engagement with Councillors / Residents (Door Knocking) and the Police
- Review of budgets and timescales
- Investigate Road Closure options – Legal requirements via Traffic Order / Community Street Closure / Play Streets
- Consider Traffic Issues - Prohibit Vehicles with Pedestrian and Cycle Access Only / Displacement of Parking / Find Temporary Alternative Parking Location
- Temporary Traffic Management - Signs and Barriers / Enforcement
- Work with Environmental Health to promote air quality benefits
- Engage with Media / Press

An audit of all schools is proposed to determine suitable locations, and where possible prioritise the schools already identified by Councillors with parking issues.

Area Committee Work

In 2019, Washington Area Committee approved funding to support 'Washington Road Safety Scheme'. The scheme is to cover three years until June 2022. The funding provided is to purchase ten vehicle activated speed signs, which will be allocated two per ward. The locations are to be assessed and deployed based on locations where concerns are raised by residents and members. Funding has also been allocated to develop an educational programme to address the city (and UK) wide issue of

inconsiderate and illegal parking outside of schools. Several schools have been identified by members to address as a priority in the five ward areas.

Smarter Parking around Schools

Inconsiderate and dangerous parking is increasingly causing problems around our schools, putting the safety of children and others at risk. Cars parking inconsiderately or on zigzag lines cause visibility issues for pedestrians of all ages who are crossing the road to get to and from school. The Council and Councillors regularly receive complaints and concerns from parents, residents and teachers, and as a result, several specific primary schools around Washington have been identified as a concern for inconsiderate parking.

To take part in a Road Safety Campaign to help address inconsiderate parking outside of school gates. Key to the success of addressing this issue, will be the commitment to take part and participation from a range of key stakeholders including pupils, parents, residents, Councillors as well as officers from across the Council. The sign up of schools wanting to tackle this issue will be vital.

The campaign will be ongoing with each of the primary schools taking part. Subject to the successful of a pilot project in Washington, these measures can be rolled out as a programme of activities across all five of the areas (Washington, Sunderland North, Sunderland West, Sunderland East and the Coalfields).



Other Topics and areas of Focus

- 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.
- Continue partnership working with NRSI, RSGB North East
- Support NRSI Digitisation programme to update static camera sites
- Seek NRSI funding to expand Vehicle Actuated Sign programme
- Investigate any other road safety initiatives

12.0 Summary

This is the first comprehensive annual report produced by the Road Safety team which 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 our role.

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

However, as mentioned above older and other vulnerable road users also need to be considered to help reduce the risk of accident and injury through road traffic collisions.

As well as local road safety schemes including 20mph Zones and Vehicle Activated Signs; a greater focus on road safety messages is proposed. This will be through campaigns such as the BRAKE Road Safety Week, the Road Respect programme but also the Road Sense Common Sense supported by Northumbria Police and the Fire Service. To reach a wider audience greater use of social media is to be developed with the Council's communications team.

A key issue raised by residents and councillors is around inconsiderate and illegal parking near schools. During 2019/2020, the Smarter Parker leaflet campaign and artwork competition took place to raise the issue again. In 2020/2021, a pilot School Streets Closure is under development. The Road Safety team are also developing more detailed proposals on this issue to work with schools, pupils, parents and residents initially through the Washington Area Committee funded Road Safety programme. If successful, this can be rolled out across the rest of Sunderland to support the other area committee priorities.

All the above measures are intended to support and make a positive contribution in the Council's efforts to reduce road traffic accidents; and raise awareness of road safety to the benefit the residents of Sunderland.

13.0 Useful Web sites

www.brake.org.uk

www.gosmarter.co.uk

www.roadsafetygb.org.uk/

www.safespeedforlife.co.uk

www.think.gov.uk

APPENDIX A

Priority Ranking Assessment Sheet

Location					
HIGH PRIORITY FACTORS		RISK VALUE			
Risk Assessed	Criteria	Low (1)	Medium (3)	High (6)	Risk Score
Collision history	Casualties latest 5 years (Junction, route, street or area as appropriate)	0	< 5	Vulnerable road user or > 5	
Casualty severity	Slight, Serious and Fatal x (number of casualties)	Slight	Serious	Fatal	
Existing speed limit	Signed limit (mph)	20	30	40	
Measured Speed	85%ile speed above signed limit (mph)	0	2.0	> 2.0	
Sub Total					
MEDIUM PRIORITY FACTORS		RISK VALUE			
Risk Assessed	Criteria	Low (1)	Medium (2)	High (3)	
Traffic Flow	Peak hour flow	< 250	250 – 500	> 500	
HGV's	HGV Mix	< 5%	5% - 10%	> 10%	
Cycle Flow	Total per hour	< 10	10 - 20	> 20	
Pedestrians Crossing	Total per hour	< 50	50 – 100	> 100	
Road classification	A, B/C or unclassified (UC)	UC	B or C	A	
Speed camera or enforcement	Yes = 0	-	No	-	
Carriageway width	(m)	< 7.0	7.0 – 10.0	> 10.0	
Gradient	Percentage	< 2%	2% - 5%	> 5%	
Footways	One or both sides	> 2.5	1.8 – 2.5	< 1.8	
Visibility	Manual for Streets (m)	> 60	40 - 60	< 40	
Number of Junctions	None = 0	< 2	2 - 3	> 3	
Driveways	No = 0	One side	Two sides	-	
On-street parking	No = 0	Two sides	One side	-	
Street lighting	Yes = 0	-	No	-	
Cycle facilities		Shared footway & cycleway	On-road provision	None	
Traffic control	None = 6 Refuge = 4 Zebra = 2 Signals = 0	-	-	-	
Frontage properties	Properties along route or street Properties in area Properties in 50m vicinity of junction	< 10	10 - 20	> 20	
Frontage	One or both sides of carriageway	-	One side	Two sides	
Schools	Number accessed	No school	1 school	2 schools	
Bus routes	Number of services	No service	1 service	2 services or more	
Nursing homes	No = 0	-	Yes	-	
Community or sports centre	No = 0	-	Yes	-	
Play areas	No = 0	-	Yes	-	
Shops	No = 0	-	Yes	-	
Doctors surgeries	No = 0	-	Yes	-	
Total					