

Swindon Borough Council
Road Safety Strategy

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Foreword by Cabinet Member(s)

Executive Summary

We recognise that collisions on our roads can have a devastating impact on the lives of individuals, friends, families and communities. The Road Safety Strategy is a crucial tool in making our roads safer for everyone.

With this strategy we are building foundations for the future. This revised and refreshed Road Safety Strategy for Swindon sets a direction of travel towards adoption of the Safe Systems Approach with our partners in future years. It sets out an interim approach while this cross-agency collaboration is developed further. We will continue to involve and consult with residents of Swindon and stakeholder groups as we develop our plans to make our roads safer and to ultimately, eradicate deaths and serious injuries from our roads altogether.

The Vision:

- To reduce the number of people killed or seriously injured on our roads

The Strategy – the next two years (2021 – 2023)

- Work with our partners to develop and agree a Wiltshire & Swindon wide strategic plan
- Improve collaboration between partners and stakeholders
- Develop a risk based approach to improve the safety performance of our network
- Embed the Safe Systems approach
- Review Swindon's speed limits with the safety of our vulnerable road users at the forefront of our considerations.
- Deliver improvements in the walking and cycling network of Swindon

We will work towards achieving the following objectives/outcomes;

- Reducing the number of vulnerable people being injured on our roads
- Reducing inequalities in the likelihood of road collisions
- Accommodating growth without an increase in road collisions
- Making road space safer for all users, thereby encouraging non-car trips and improving air quality

Introduction

Swindon's "Strategic Plan for Accident Reduction – 2010 and beyond" was approved by the Council in December 2009 and since that time the Council and its partners have undertaken a number of positive projects to address road safety in Swindon.

The Council is now carrying out a review of its plan. We are not proposing a completely different policy in terms of how we improve the safety of our roads. Measures such as highway engineering, driver education and police enforcement are still very much essential tools to deliver a safe network.

However, we recognise now more than ever that we have to take a multi-agency approach, to co-ordinate and join our resources and intelligence to the best effect and to shift our focus to preventing serious injuries as a result of collisions. To help achieve this we aim to adopt a "Safe System" approach in Swindon. This will ensure that we set up our resources and efforts to target all elements that affect road safety through all who play a role. We cannot prevent all collisions from occurring, human error is inevitable, but we can ensure that we design our roads to reduce the risk and dangers they pose, so that when collisions do take place, they do not result in serious harm.

This review of the plan first introduced in 2010 is therefore designed as an interim position as we seek to fully understand the Safe Systems approach as it would apply to road safety in Swindon and while we work with our partners to bring forward a longer term strategy and action plan using that approach.

Our priority remains to reduce the number of people killed or seriously injured on our roads in Swindon. No amount of casualties is acceptable. We have a moral and statutory duty to make our communities safer and to preserve human life. Our long-term vision must therefore be to eradicate deaths and serious injuries from our roads altogether.

Where are we now?

The Council Plan 2016-2020, sets out the vision for Swindon and the priorities we are trying to achieve for our residents and the borough of Swindon. To achieve our ambitious "Vision for Swindon 2030", we have committed to four priorities and 26 pledges. These set out how we intend to provide services to residents and set key milestones to achieving our aims. The plan describes our work towards achieving the vision. Priority three is to "Ensure clean and safe streets and improve our public spaces and local culture" and one measure of performance for this priority is to achieve a reduction in casualties on our roads.

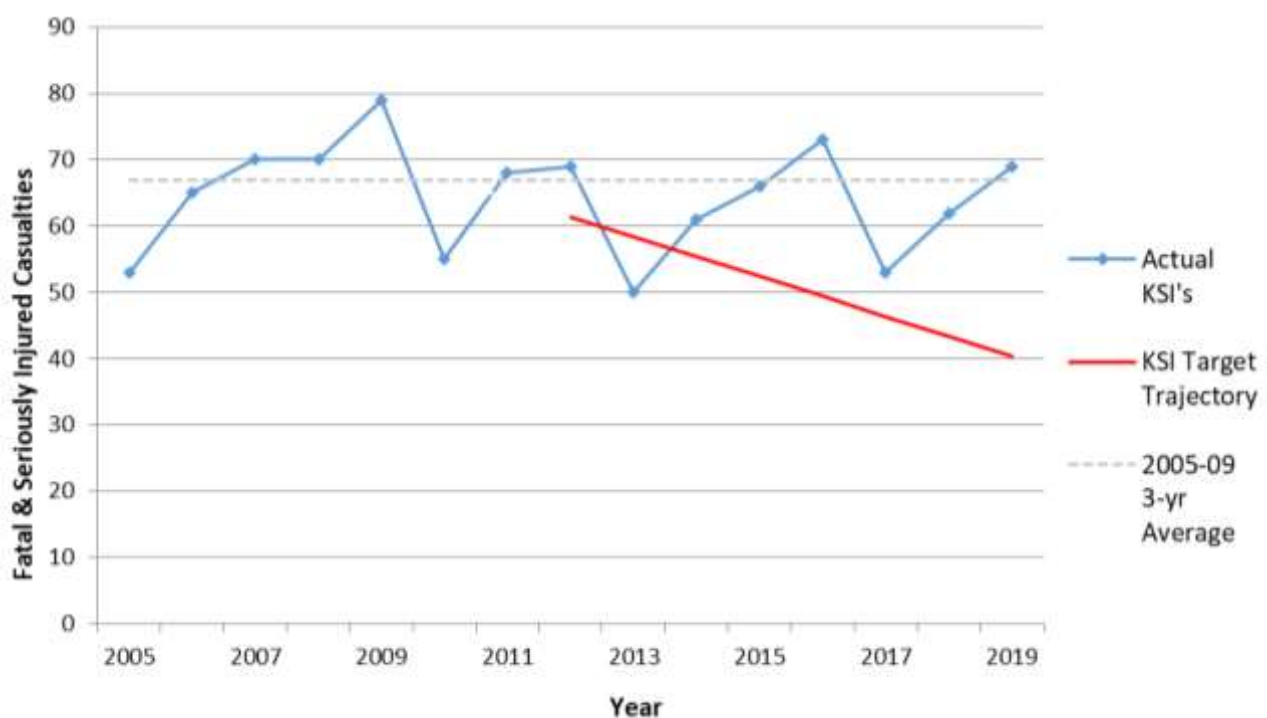
The Local Transport Plan (LTP) is the principal means of delivering the Council's transport programme. It is the statutory document that contains the transport policies and programmes of the local transport authority. It is listed in Article 4 of the Council Constitution as a key document in forming the policy framework for the Council.

The Local Transport Plan is the transport delivery plan for the wider strategic objectives of the Council. It supports and is consistent with the Vision for Swindon and the Council's planning policies; in particular the Local Plan and Central Area Action Plan. The Local Transport Plan has a key role in implementing the Corporate Plan's priorities and objectives, particularly in relation to the Vision for Swindon priorities. It identifies improved road safety as one of the key transport outcomes to be achieved by the plan.

In 2010 our vision for road safety in Swindon was agreed "to reduce year-on-year the number of casualties on our roads and ensure our roads stay amongst the safest in the South West". In 2012 this was endorsed by the adoption of a road casualty reduction target to reduce the number of killed and seriously injured casualties by 40% from a 2005-09 3-year average baseline by 2020.

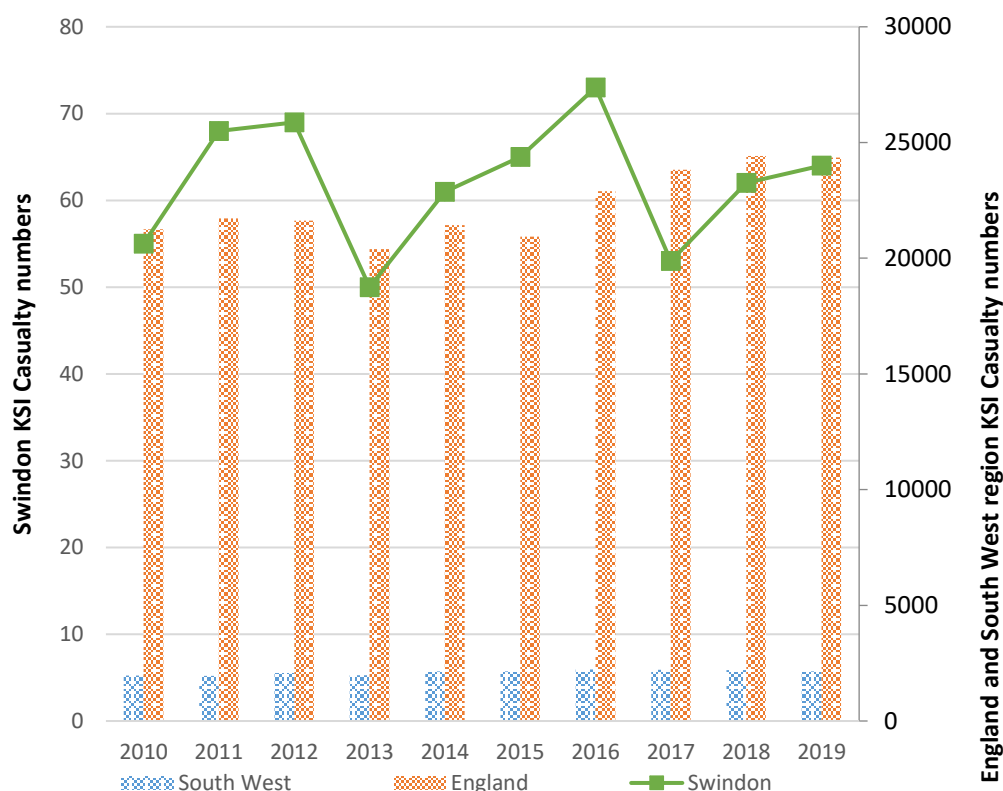
The following graph in Figure 1 illustrates that unfortunately we have not been able to achieve this target; the average number of killed and seriously injured (KSI) casualties throughout this period has largely remained the same.

Figure 1: 2020 Casualty reduction target trajectory & performance



However comparisons between road casualty numbers in Swindon since 2010 and those both nationally and across the south west as shown in Figure 2 confirm that the stagnation in numbers we've seen is consistent with those across the region and the country as a whole.

Figure 2: 10 year casualty trends



Nationally traffic volumes over this period have increased significantly, road traffic levels between 2015 and 2019 have increased by 8.18%. Despite this the casualty rate per billion vehicle kilometres has fallen, nationally, regionally and locally as shown in Table 1.

Table 1: Casualties per billion vehicle kilometres

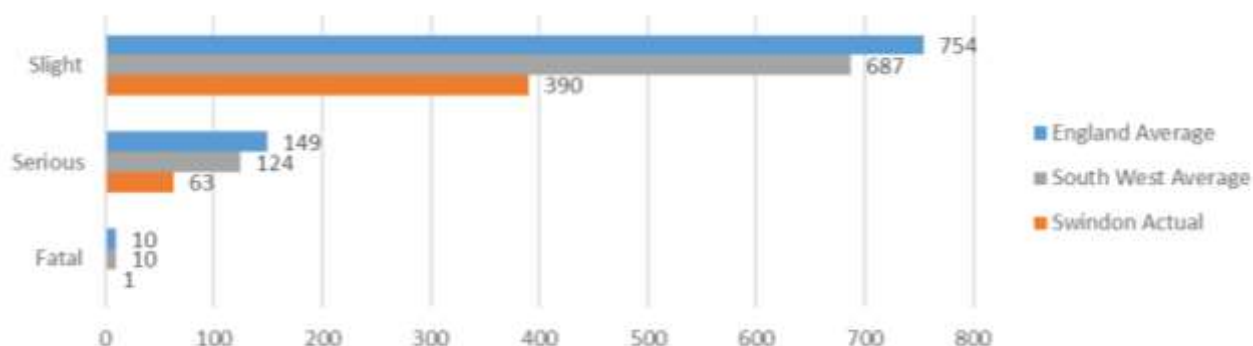
	2015	2016	2017	2018	2019	+/- 2019 v. 2015
England	586	558	519	483	451	-23.04%
South-West	448	430	391	368	360	-19.73%
Swindon	448	484	374	359	365	-18.53%

Road traffic collisions have fallen steadily due to safer infrastructure, improved vehicle design, targeted enforcement, changing social attitudes and improved emergency care.

More recently there has been a notable increase in reported serious collisions, but this can be explained in part by changes to the reporting systems used by the Police in some areas which have seen more accurate recording of the injury severity; therefore, care needs to be taken when comparing historical collision data from 2015 and earlier.

Comparison of the most recent data from 2019, illustrates that casualty figures for Swindon remain below the south-west average across all severities.

Figure 3: 2019 National, regional and local casualty figures



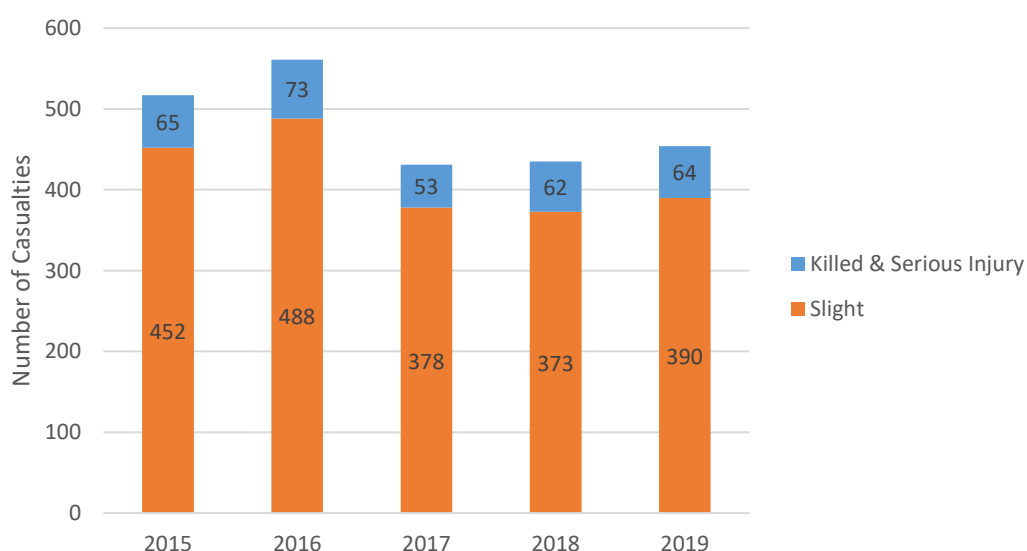
Understanding our data

A detailed review of collision data for Swindon has been undertaken and our local casualty trends identified. A full detailed breakdown of the historical collision data for Swindon is contained in Appendix A. All analysis has been carried out based on five complete years (2015 - 2019) of data to smooth out any data variances and the key findings are summarised below.

This review has considered collision data on all roads in Swindon Borough that as the local highway authority we are responsible for and can make changes on. Data from the M4 & A419 which are the responsibility of Highways England is excluded.

Figure 4 illustrates there has been a fall both in the total number of casualties over the 5 year period, and within the individual severity categories.

Figure 4: Casualties by Severity, 2015 - 2019



Vehicle drivers and / or passengers continue to account for the largest percentage of all injuries. Although the number of vulnerable road user KSI casualties - pedestrians and motorcyclists - have significantly increased in recent years.

Statutory Requirements

The Road Traffic Act 1988, Section 39 imposes a statutory duty on every Highway Authority in England to promote and improve road safety by disseminating information or advice relating to the use of roads. The Act 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 light of such studies, take measures as appear to be appropriate to prevent such accidents and
- In constructing new roads must take such measures as appear to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Understanding where and when road traffic collisions occur across our roads and identifying patterns and trends within this data helps us isolate prevalent issues on the highway network. Analysing and investigating this data enables us to understand why the collisions occur and enables us to identify locations more effectively where risk of harm may be higher so that problems can be addressed. Further analysis of the characteristics of the road users involved in the collisions can also support the development of our education and publicity programmes that complement physical changes to the highway network; thus, ensuring that we are delivering our statutory responsibilities and targeting our resources effectively.

There are many factors that contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns than can be mitigated through a single approach. Having identified this some years ago Swindon was at the forefront of developing and integrating education, engineering and enforcement in equal measure in its approach to road safety interventions. This approach has allowed issues identified by the data to be addressed on a number of different fronts.

Historically, the Police are responsible for collecting and recording Road Traffic Collision data that have resulted in personal injury, through a process known as “STATS19”. This process excludes “damage only” collisions as they are often self-reported and cannot be validated. Once the data is collated it is processed before being submitted to the Department for Transport. The resulting information is published annually in the Reported Road Casualties Great Britain (RCGB) annual report.

It is known that a considerable proportion of non-fatal casualties are not known to the police. As part of the Road Casualties Great Britain (RCGB) annual report, the Department for Transport

continues to develop and review a variety of data sources to quantify the level of under reporting. Police data is not therefore a complete record of all personal injury road accidents, and this should be borne in mind when using and analysing the data. It is however the most detailed, complete and reliable single source of information on road casualties covering the whole of Great Britain, for monitoring trends over time.

Approximately half of English police forces have now changed their collision recording system to Collision Recording and Sharing (CRASH); although not Wiltshire Police. The new system records the severity of injury more accurately than STATS19, as it removes the uncertainty in determining the injury severity which was previously determined by police officers using their own judgement. This classification is now automated based on the type of injury sustained. Nationally, this change has resulted in a large increase (+20%) in reported serious collisions when comparing 2015 to 2016.

The annual review of collision & casualty data enables Officers to identify at-risk groups that are over represented within Swindon relative to their representation in the population as a whole, or specific locations on the network where there are a higher number of reported injury collisions than might be expected or a particular pattern in the nature of collisions occurring. This intelligence feeds through and informs targeted intervention proposals as part of the development of the Council's annual road safety programmes.

Looking forward

Despite the upturn in the casualty figures, 2019 remains below the average of the previous 4 years. However, we should not be complacent as 454 people were injured on Swindon's roads in 2019. The devastation caused by road traffic collisions is well documented and apart from the personal consequences there are also wider social and economic impacts. The Department for Transport provides estimates on the economic cost of prevention of collisions and based on this, the cost of the prevention of those collisions in Swindon in 2019 stands at £37.2 million, up from £35.2 million in 2018.

Furthermore, as we have also seen, the longer term casualty trends are static and many of the injury hot-spots on Swindon's roads are recurring year on year with the obvious improvements having already been implemented. As a result, along with the predicted increase in trips and users on the network, further reductions may prove difficult to achieve. Therefore, it is felt an alternative approach to road safety management needs to be considered to continue to achieve road casualty reductions over the coming decade.

When considering and developing highway programmes we have analysed road traffic collisions to identify clusters of patterns and trends occurring across the network. Feasibility schemes were drawn up to address these collisions and the savings assessed. The estimated costs of delivering the scheme proposals were evaluated and the First Year Rate of Return calculated. Historically the Local Safety scheme programme was then produced, prioritised on the First Year Rate of Return.

Targeting highway improvements in this way has been highly successful in treating those locations with highest prevalence of road traffic collisions. However, it has been recognised that the number of cluster sites identified has now reduced, and there is a need to reconsider how we analyse collision patterns and develop programmes. Many authorities, including Swindon, are exploring different approaches in future.

Policy context

Great Britain continues to benefit from some of the lowest road casualty rates in the world, being one of only four countries to have less than 30 road deaths per million inhabitants – bettered only by Norway, Sweden and Switzerland.

In December 2015 the Department for Transport published its road safety statement “Working Together to Build a Safer Road System”, setting out the government’s national vision, values and priorities for road safety. This statement promoted a Safe Systems approach to support road users and the economy whilst encouraging everyone to make safer choices. It also recognised the challenges faced in bringing safety improvements to all the varying road user groups on the highway network. An increasing number of local authorities in England and Wales have now either adopted the Safe Systems approach or are moving towards adopting it along with their local partners.

The statement actively supported devolution, empowering local authorities and Police and Crime Commissioners to make decisions on local road safety spending priorities to the benefit of the communities they serve. In support of this the Wiltshire and Swindon Road Safety Partnership brings together the key stakeholder organisations to coordinate and address casualty reduction across the area. The Partnership oversees this role and manages delivery at a local level.

In 2019 the Department for Transport published its Road Safety Statement – A Lifetime of Road Safety” which set out the governments approach to road safety and reiterated the basis of an integrated approach looking at the transport system as a whole i.e a “Safe System” approach and recognising the key role to be played by local highway authorities as the holders of the statutory duty for road safety.

Safe Systems approach

In 2010 the United Nations published its Global Plan for Road Safety which set a target to halve the number of global deaths and injuries from road traffic accidents by 2020.

The Global plan recognised that all stakeholders have a responsibility in bringing about a reduction in road deaths and injuries. The importance of ownership at a national, regional and local level, involving multiple agencies is also highlighted.

The guiding principle underlying the UN’s plan is the Safe System approach which is underpinned by the following key principles:

- As humans, we will inevitably make mistakes and we will never entirely eradicate road traffic collisions
- As humans, we are vulnerable – our unprotected bodies can only withstand low kinetic forces before the risk of death increases
- We need to build a forgiving road system that can absorb our mistakes and limit the transfer of forces that result in serious injuries
- Road safety is a shared responsibility between everyone in the community

The Safe System approach isn't new – it has been at the forefront of road safety thinking for years and has been adopted throughout the world having become initially established in Sweden.

Planning for a Safe System approach centres on the understanding that humans are fallible and unpredictable; even the most experienced road users will make mistakes. There are physical limits to what the human body tolerates before harm occurs so our transport system needs to be forgiving, a collision should not result in loss of life or limb. It is incumbent on all organisations that have a role in road safety to design the whole network to ensure that when mistakes happen, the impact is minimised. The safe system advocates a conscious shift away from simply trying to prevent all collisions to preventing death and mitigating serious injury and is built on 5 Pillars of Action to support a holistic approach to delivery.

Figure 5: Safe System Pillars



Source: www.RoSPA.com

The 5 pillars of action and their supporting aims are:

Safe Roads and Roadsides

- Designing and maintaining our road network to reduce the chances of collisions occurring and the severity of injury when they do
- Making our highway look and feel safer to promote the use of active travel
- Identifying locations and areas of our road network with the highest level of risk, especially when this relates to the most vulnerable road users
- Modernisation and maintenance of the network. Ensuring where possible that roadside features are protected by vehicle restraint systems or are crash friendly such as passively safe sign posts and lighting columns that offer a lower risk of personal injury when hit by a vehicle

Safe Road Users

- Providing education and training to encourage all road users to utilise our road network safely, targeting key groups where required
- Supporting new drivers and informing them of the risks they face
- Encouraging and promoting the use of our road network in a safe and considerate way
- Ensuring that robust measures are in place to facilitate the compliance of the law as well as enforcement when it is broken

Safe Speeds

- Ensure that the speed limits on our roads are set appropriately taking into account the physical characteristics of them
- Developing and undertaking a series of speed enforcement initiatives
- Seeking educational opportunities to encourage reduced speeds

Safe Vehicles

- Promoting the use of newer and safer vehicles on our road network
- Ensuring the Council provides a shining example of best practice in terms of fleet management and employee code of conduct
- Aligning our procurement procedures to work with companies that share our road safety values

- Working extensively with other key stakeholders to ensure that the vehicles that are using our roads meet the required legal safety requirements

Post-Crash Response

- Enabling rapid response and understanding causation to prevent recurrence
- Understanding the limitations our highway network has on the ability of emergency services to attend collisions and treat casualties
- Working with all emergency services to identify and deliver improvements to improve the overall casualty response process.

Applying the Safe Systems approach requires a step change from the traditional means of tackling road casualties. Whilst partners will have an area of expertise that relates to one of the five pillars to focus on, it does not exclude them from also working with partner agencies to collectively deliver improvements across multiple pillars.

Aligned with the core objective of the Safe System approach efforts, individually or collectively, are focused on those factors and circumstances that lead to the most serious of incidents resulting in catastrophic consequences for road users.

Table 2: Comparing the traditional road safety approach and a Safe System

	Traditional Road Safety Policy	Safe System
What is the problem?	Try to prevent all collisions	Prevent collisions from resulting in fatal and serious casualties
What is the appropriate goal?	Reduce the number of fatalities and serious injuries	Zero fatalities and serious injuries
What are the major planning approaches?	Reactive to incidents Incremental approach to reduce the problem	Proactively target and treat risk Systematic approach to build a safe road system
What causes the problem?	Non-compliant road users	People make mistakes and people are physically fragile/vulnerable in collisions. Varying quality and design of infrastructure and operating speeds provides inconsistent guidance to users about what is safe use behaviour
Who is ultimately responsible?	Individual road users	Shared responsibility by individuals with system designers
How does the system work?	Is composed of isolated interventions	Different elements of a Safe System combine to produce a summary effect greater than the sum of individual

treatments – so that if one part of the system fails other parts provide protection

Source: ITF (2016)

For the highway authority, considering the Safe System approach means protecting people against death or serious injury, by upgrading the road network through targeting sections and areas of highest risk. To this end, network design should seek to: separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions, provide crash protective roadsides to address run-off road collisions; achieve safe speeds at intersections to reduce the incidence and severity of side impacts; separate motor traffic from unprotected users except where speeds are low; achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space; and improve highway surfaces particularly on busy footways and those parts of the carriageway used by cyclists and powered two-wheelers.

This interim strategy defines the priorities and focuses for road safety in Swindon and outlines an action plan to address them over the medium term, whilst developing a new Safe Systems approach to effect change. Greater emphasis in developing an intelligent, data led approach for all road interventions and campaigns will ensure a cost-effective service, focussing resources on the areas and user groups that need it most. Continuing to work in partnership with other key stakeholders and encouraging greater community involvement will provide further support in the development and delivery of future road safety programmes.

Collaborative Working

Devolution and the government's decentralisation agenda now allows local authorities to decide on what safety measures are needed in their areas, and rather than having centralised national targets, local targets to address issues are encouraged. It is recognised that to achieve greater efficiency and collaborative working towards reducing casualties there is a need for regional partnerships.

A range of partners covering multiple policy areas including transport, public health, education, housing, planning, third sector and the emergency services work together in the delivery of the casualty reduction. These partners are essential to the overall success of the shared vision and play an active role in road safety across the area. Local partners are fundamental to support the collaborative approach required to deliver road safety.

To support the development and delivery of road safety initiatives across Swindon and Wiltshire a Road Safety Partnership exists between a range of partners including Swindon Borough Council, Wiltshire Council, Wiltshire Police and Crime Commissioner, Wiltshire Police, Dorset and Wiltshire Fire Service, South West Ambulance Service, Highways England and Bath & NE Somerset, Swindon & Wiltshire Clinical Commissioning Group. Partners work closely to determine a strategic Wiltshire

and Swindon approach to road safety and then develop and implement action plans to deliver the strategy. The partners are -

Swindon Borough & Wiltshire Council, Highways – responsible for the management and maintenance of the local road network, delivering infrastructure improvements to support strategic growth.

Swindon Borough & Wiltshire Council Public Health - promote the health and wellbeing of the local community. Gather data and report on the health of the local population to provide evidence to determine local health priorities.

Wiltshire Police and Crime Commissioner – the elected official who sets the strategic priorities for policing and community safety in Wiltshire through the Police and Crime Plan. Provides a link between the Police, local authorities, partner agencies and communities.

Wiltshire Police - works closely with other emergency services to manage the immediate aftermath of the collision and community response. Carries out post-crash investigations for fatal or life changing collisions to assess whether highway conditions or road layout contributed and where necessary liaise with the Highway authority on the implementation of appropriate measures.

Dorset and Wiltshire Fire Service - works closely with other emergency services to manage the immediate aftermath of the collision and community response. Also participates in a number of educational programmes and events promoting road safety including the annual Safe Drive, Stay Alive events for schools.

Highways England – is responsible for the operation of the strategic road network (M4 and A419) and brings a national and regional perspective to local initiatives.

South West Ambulance Service – works closely with other emergency services to manage the immediate aftermath of the collision and community response.

Although not represented in the Partnership the Third Sector also have a significant role to play. Swindon Council supports the campaigns of Royal Society for Prevention of Accidents (RoSPA) and promotes them across the Borough. Swindon Council also recognises the importance of other road safety charities, notably Brake. The delivery of local road safety initiatives is also carried out by voluntary groups (such as Swindon Young Drivers) and individuals and the importance of this is valued by Swindon Council.

Governance

The Road Safety Partnership is a sub-group to the Swindon and Wiltshire Community Safety Partnerships.

Governance is through a high-level Strategic Group of senior representatives from each partner supervising the work of a Delivery Group implementing the agreed delivery plan.

Figure 6: Wiltshire & Swindon Road Safety Partnership Governance



The Strategic Group are currently looking at its future policies and programmes and how the adoption of a Safe System approach would work across all the partners. While this work is being developed this Borough Council review of Swindon's 2010 Strategic Plan for Accident Reduction will begin to signpost a direction of travel in line with government advice and the way in which many other local authorities are renewing their road safety plans.

Vision and Objectives

The success of work programmes and measures implemented will continue to be monitored through the annual collision data review and reported publicly.

We recognise that collisions on our roads can have a devastating impact on the lives of individuals, friends, families and communities. The Road Safety Strategy is a crucial tool in making our roads safer for everyone. The vision for road safety in our area is therefore "to reduce the number of people killed or seriously injured on our roads".

In addition, we will work towards achieving the following objectives;

- Reducing the number of vulnerable people being injured on our roads
- Reducing inequalities in the likelihood of road collisions
- Accommodating growth without an increase in road collisions
- Making road space safer for all users, thereby encouraging non-car trips and improving air quality

Inevitably there are local challenges to delivering our vision and these have been identified as the following:

- Residents living in more deprived areas are more at risk of being involved in a road collision than those living in affluent areas
- Road safety concerns discourage people from walking and cycling and this is particularly an issue around schools when trying to persuade parents not to take their children to school by car
- Our population is growing. It grew from 209,156 in 2011 (Census) to 222,193 in 2019 (ONS mid-year estimate). It is predicted to increase to 264,300 by 2036 (Local Plan). More people mean more journeys on our roads, with the potential for increasing the number of collisions
- Public understanding and acceptance of measures to improve road safety such as reduced speed limits or highway engineering measures
- Co-ordination with wider Council priorities regarding economic growth and regeneration, carbon reduction, equalities and diversity

Measuring our performance

In its 2015 road safety statement – “Working Together to Build a Safer Road System” the government supported local decision-making rather than imposing centralised national targets and as a result there are currently no national targets to reduce killed or seriously injured collisions. Measuring the number of people killed or seriously injured on our roads is still however one of the most important indicators in road safety.

While our ultimate vision is that no one will die or be seriously injured on our roads, we are realistic and whilst our road network allows for human error, we must set ourselves challenging and realistic performance measures to monitor the impact of the strategy. As we move forward to develop the Safe Systems approach with our partners we will seek to agree a meaningful road safety target that we are all accountable for.

During this review period we will continue to aim to reduce the number of road casualties and to monitor the following indicators;

- Number of casualties Killed
- Number of casualties Seriously injured
- Number of casualties with Slight injuries
- Number of Child (U16) casualties Killed and Seriously injured

The above indicators will be monitored on a monthly basis. In addition, the annual review will report on a range of indicators including, but not limited to, the following;

- Number of collisions
- Severity of collisions
- Casualties per billion vehicle kilometres
- Comparisons of Swindon with national and regional patterns, and other comparator authorities
- Trend of killed, seriously injured and slight casualties over previous years
- Economic cost of casualties in Swindon
- Percentage of vehicles exceeding the posted speed limit at selected census points across the local road network

Casualties will be monitored by:

- Age
- Gender
- Mode of transport (car, motorcycle, pedal cycle, HGV/LGV & pedestrians)
- Environmental factors including;
 - Network location e.g. Urban vs. rural roads, classified road network
 - Road characteristics e.g. road layout, road side features
 - Adherence to traffic control measures e.g. Red Light running
 - Driver impairment / distraction
- Links with the local deprivation index

Resources

Delivering our vision for road safety will not succeed without the allocation and prioritisation, where necessary, of resources to the activities outlined in the Action Plan.

The Action Plan has been developed in line with current budget allocations as set out in the Council's annual budget rather than requiring new or additional resources.

Many of the activities will be delivered using staff funded through the general rate fund whilst schemes will be delivered through the Local Transport Plan (LTP) government grant, ring-fenced government grants such as Bikeability funding or other growth related funding.

Road Safety improvements may be delivered as stand-alone schemes or as composite schemes integrating with other programmes of work.

Action Plan

The two-year action plan in Appendix B has been prepared to outline the initiatives and activities that will be developed and delivered to help Swindon Borough Council work towards adopting a Safe Systems approach to road safety. Some actions build upon activities already underway but with a renewed focus on road safety, whilst others will be new initiatives built around the 5 pillars of action. A brief outline of the key initiatives and/or activities is provided below.

- We will work with our partners across the Road Safety Partnership to develop and agree a Wiltshire & Swindon-wide strategic plan for road safety that builds on collaborative working to collectively reduce harm on our roads. This strategy will be reviewed and updated to support the Partnership's strategy to 2030.
- The safety rating of Swindon's roads will be considered, areas of high risk identified and appropriate safety improvements, such as the use of passively safe street furniture, delivered to improve the performance of our network.
- Whilst improving road safety on the existing network we will also ensure that future roads for new developments are designed with the highest levels of road safety in mind. This includes the use of Road Safety audits for new highway infrastructure schemes.
- Collision data will continue to be used as a criteria for the prioritisation of highway maintenance investment. A "resilient network" of key routes has been identified that will be maintained to the highest standards during periods of adverse weather in order to avoid road safety issues caused by snow, ice or flooding.
- We will deliver local, intelligence-led educational road safety campaigns and support national campaigns that are aligned to local casualty needs and priority road users identified by the Partnership Strategic Group.
- The speed limits on Swindon's roads will be reviewed to ensure they remain appropriate and enforceable. Particular attention will be given to the safety of vulnerable road users and the use of 20mph speed limits on residential streets. In addition we will share data with the Police to aid effective and efficient targeting of enforcement resources.
- Identify and secure walking & cycling improvements around the network through the delivery of the Local Walking & Cycling Infrastructure Plan (LCWIP).
- This strategy will support the roll-out of Electric Vehicle Charging Points across Swindon to help promote the use of newer and safer vehicles on our road network.

- We will continue to carry out cross-agency fatal site assessments in the event of a fatality to identify any lessons that can be learnt and applied at the same location, or elsewhere, to reduce the likelihood of fatal road traffic collisions recurring.

Conclusion

With this Strategy we are building foundations for the future. This revised and refreshed Road Safety Strategy for Swindon sets a direction of travel towards adoption of the Safe Systems Approach with our partners in future years. It sets out an interim approach while this cross-agency collaboration is developed further. We will continue to involve and consult with residents of Swindon and stakeholder groups as we develop our plans to make our roads safer and to ultimately, eradicate deaths and serious injuries from our roads altogether.

Appendix A

Collision Data Analysis & Review 2019

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Appendix B

Two Year Action Plan

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Road Safety Strategy 2020 - 2-year Action Plan

	Resources		Timescale		Safe System Pillars				
Action	Staff time	Capital Funding	Year 1 - 2021/22	Year 2 - 2022/23	Safe Roads & Roadsides	Safe Road Users	Safe Speeds	Safe Vehicles	Post-Crash Response
Governance & Review									
Develop a Partnership Strategic plan Work with partners to develop and agree a strategic plan to inform collaborative working	✓				✓	✓	✓	✓	✓
Route Performance Index Develop a route performance index to deliver a Safe Systems approach to road safety	✓				✓	✓	✓		
Transport Development: Planning Raise the profile of local safety issues so that they are considered early within the planning stages of any new development	✓				✓		✓		
Transport Development: Technical Approvals Work with colleagues to approve developer plans that do not compromise road safety	✓				✓		✓		
Road Safety Audits: Promote the completion of road safety audits to ensure designs and completed works are as safe as possible	✓				✓				
Fatal Collisions Maintain cross-agency review of collisions resulting in fatal injury	✓				✓	✓	✓	✓	✓
School Crossing Patrols Support our School Crossing Patrols in their on-going work	✓					✓			
Operators Licences Consider road safety issues in relation to Operators licence applications	✓				✓				
Pedestrian Crossing Review Continue the annual review of requests for pedestrian crossing improvements	✓	✓			✓	✓	✓		
Collision Review Undertake an annual review of road traffic collision data to identify new and emerging patterns and trends	✓				✓	✓	✓		✓
Traffic Surveys Monitor traffic conditions across the network	✓	✓			✓		✓		
Keeping a safe network Regular reviews of our highway asset management policies and strategies to ensure statutory obligations are met and best practice promoted to ensure that our highway network is kept in a safe and serviceable condition	✓				✓		✓		
Future Strategy Review and update our Road Safety Strategy to 2030	✓				✓	✓	✓	✓	✓

Road Safety Strategy 2020 - 2-year Action Plan

	Resources		Timescale		Safe System Pillars				
Action	Staff time	Capital Funding	Year 1 - 2021/22	Year 2 - 2022/23	Safe Roads & Roadsides	Safe Road Users	Safe Speeds	Safe Vehicles	Post-Crash Response
Education and awareness campaigns									
General Campaigns									
Deliver local and support national campaigns aligned to local casualty needs	✓					✓	✓	✓	
Road Safety Week									
Link into national campaigns strengthening shared responsibility messages locally	✓				✓	✓	✓	✓	
Children 0-15: Safety Issues response									
Respond as required to emerging risk areas or incidents to maximise local impact and awareness of specific safety issues	✓					✓			
Children 0-15: Educational material									
Provide access to online and printed materials to teachers and early years providers to utilise and deliver (Stop, Look, Listen, safer road use)	✓					✓			
Junior Good Citizen									
Promote and contribute to Junior Good Citizen initiative	✓					✓			
Pedestrians									
Promote and educate on the safe use of pedestrian facilities and adoption of safe walking behaviours	✓				✓	✓			
Older Drivers									
Support older drivers to retain their independent mobility whilst remaining safe on the road.	✓					✓			
Cyclists: Bikeability									
Promotion and delivery of Bikeability courses to school age children and adults	✓	✓			✓	✓		✓	
Cyclists: Cycling Road Safety									
Campaign materials, campaign delivery and campaign evaluation	✓				✓	✓			
Motorcyclists: Biker Down events									
Support local Biker Down events	✓					✓			
Motorcyclists: Bikesafe events									
Led by the Police but supported by the Council	✓					✓			
Young Drivers: Swindon Young Drivers									
Support Swindon Young Drivers in delivering key messages to young drivers	✓					✓		✓	
Young Drivers: Safe Drive, Stay Alive									
Lead by Dorset & Wiltshire Fire Service, supported by the Council	✓					✓			
Employers: Driver Safety									
Support and promote Highways England's Driving for Better Business initiative to local employers	✓					✓		✓	
Employers: Education									
Deliver targeted education to employers where drivers have been identified as high risk due to intelligence received	✓					✓			
Electric Vehicles									
Support the introduction of a network of electric vehicle charging points across Swindon	✓	✓						✓	

Road Safety Strategy 2020 - 2-year Action Plan

	Resources		Timescale		Safe System Pillars				
Action	Staff time	Capital Funding	Year 1 - 2021/22	Year 2 - 2022/23	Safe Roads & Roadsides	Safe Road Users	Safe Speeds	Safe Vehicles	Post-Crash Response
Engineering									
School Safe Environment Zones Deliver a 5 year capital programme of road safety improvements around schools and for the school journey	✓	✓			✓	✓	✓		
Collision reduction schemes Deliver road safety engineering improvements to reduce casualties on our roads	✓	✓			✓		✓		
Pedestrian Crossing Improvements Deliver improvements at priority sites identified in the annual review	✓	✓			✓	✓			
Passive Safety Identify areas of high risk where passively safe street furniture improvements are required	✓	✓			✓				
Speed Limits Review speed limits to ensure they remain appropriate and enforceable	✓	✓					✓		
Parking Review Review and deliver parking controls to achieve better road safety as a result of parking behaviours	✓	✓			✓				
Skid resistance Continue to undertake the programmed review of skid resistance data across the network to ensure that the necessary standards are met.	✓	✓			✓				
Street Lighting Design and deliver lighting solutions that ensure efficient and appropriate levels of illumination	✓	✓			✓				
Minor Works Improvements Consider and prioritise requests for minor works on the highway in relation to the road safety benefit they offer	✓	✓			✓		✓		
Intelligent Transport Systems (ITS) Support the introduction of ITS (SCOOT, UTMIC) to assist in the safe and efficient operation of the highway network	✓	✓			✓		✓		
Active Travel Contribute to the preparation of the Local Walking & Cycling Infrastructure Plan (LCWIP) to identify and secure walking & cycling improvements around the network	✓				✓				
Vehicle Activated Signs Support the procurement and distribution of vehicle activated speed limit reminder signs by Parish Councils	✓						✓		

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	Resources		Timescale		Safe System Pillars				
Action	Staff time	Capital Funding	Year 1 - 2021/22	Year 2 - 2022/23	Safe Roads & Roadsides	Safe Road Users	Safe Speeds	Safe Vehicles	Post-Crash Response
Enforcement									
School parking enforcement Continued use of the Council camera car to enforce parking outside schools, targeting schools with known compliance issues	✓				✓				
Parking Enforcement Regular enforcement using walked and mobile enforcement activities to improve parking compliance.	✓				✓				
Community Speedwatch Support community led initiative to tackle local speeding concerns	✓						✓		
Roads Policing Support Wiltshire Police in their road policing activities where possible	✓								
Speed Enforcement Share traffic speed data with the Police to assist in the intelligence led allocation of resources for effective speed enforcement	✓						✓		
Compliance									
Passenger Transport Services Continued monitoring to ensure licences, insurances, DBS (Disclosure Barring Service) are compliant	✓							✓	
HGV's / Overloading Work with partners in a multi-agency approach to target and enforce issues such as overloading, vehicle condition, drivers hours	✓							✓	
Used Vehicle Sales (Safety) Promote the Buy with Confidence trader approval scheme for those purchasing new used vehicles	✓							✓	
Hire Vehicles (Safety) Follow up complaints regarding supply of roadworthy hire vehicles	✓							✓	
Swindon Council standards Be a shining example of best practice in terms of fleet management and employee code of conduct	✓							✓	
Bus Drivers Must hold a Certificate of Professional Competence for Drivers (includes Customer Care and Safeguarding)	✓					✓		✓	
Taxi Drivers Maintain driver licencing and training standards	✓					✓		✓	
Vehicle Standards Promoting the use of newer and safer vehicles on our road network	✓							✓	