

DRAFT ROAD SAFETY STRATEGY 2015 - 2020

Background

Neath Port Talbot County Borough Council became a Unitary Authority in April 1996 and assumed responsibility as the Highway Authority. In Great Britain, Local Highway Authorities are responsible for road safety on all roads except the motorway and trunk road network.

Road Safety is a statutory responsibility for Local Highway Authorities with the Road Traffic Act 1988 Section 39 placing a duty to prepare and carry out a programme of measures designed to promote road safety; conduct studies into accidents on roads, other than trunk roads within their area; take appropriate measures to prevent such accidents including the dissemination of information and advice relating to the use of the roads; the giving of practical training to road users; the construction, improvement, maintenance or repair of roads for which they are the highway authority.

Road traffic collisions where someone is killed or seriously injured (KSI) cost the economy millions of pounds each year, but no cost can truly identify the tragic impact on the individuals and families concerned and much of the harm and cost is unavoidable.

This Road Safety Strategy seeks to reflect local road safety requirements, identified through an evidence based approach to road safety education and engineering whilst taking into account the most up to date recommendations, guidance, targets and strategies available.

The role of Road Safety forms an integral part of the Engineering and Transport Division that operates within the Environment Directorate.

Neath Port Talbot Road Safety Team aims to maintain and improve Road Safety throughout the County Borough through the structured delivery of focused programmes of Education, Training and Publicity.

Introduction

Neath Port Talbot County Borough Council Road Safety Strategy 2015-2020 supports the objectives of the Joint Transport Plan 2015 – 2020 alongside the walking and cycling aspirations embedded within the Local Development Plan 2011 – 2026, furthermore it aims to positively contribute to our Single Integrated Plan aims alongside the Welsh Government objectives of reducing road casualties.

In road safety terms:

“Our aspiration is to exceed the Road Safety targets set by Welsh Government by 2020”.....

Almost everyone within our community and beyond uses the highway network on a frequent basis, whether as drivers, riders, passengers or pedestrians in order to go about their daily routines and to access essential services. Those same roads are crucial for the efficient transport of goods and delivery of services. Although our streets can be busy and are sometimes perceived as a hazardous environment, especially for more vulnerable road users, it is perfectly possible to move large numbers of people and goods safely where the environment and people’s behaviour and interaction will allow.

It is an important and reasonable expectation that people can travel safely, with minimal inconvenience. They should not be prevented from doing so by actual or perceived safety issues, where they can be reasonably avoided or mitigated. Careless, anti - social and unlawful behaviour together with environmental issues all contribute to increasing the potential dangers of using the road.

Creating a safer environment and encouraging safer behaviour will improve the quality of life for everyone who uses the highway network.

The UK Government’s Strategic Framework for Road Safety was introduced in May 2011 to coincide with the launch of the UN Decade of Action for Road Safety 2011-2020. The aim of the Framework is to provide increasing freedom to act locally so that decisions can be tailored to suit community needs. The central focus is on supporting road users who have poor driving skills or display lapses of judgement, whilst ensuring enforcement will be targeted at those who deliberately undertake dangerous driving behaviours.

The Government’s approach translates into eight key themes, which can be summarised as follows:

- Making it easier for road users to behave correctly and responsibly
- Better education for children, learner and new drivers
- Remedial education for low level driving offences
- Tougher enforcement for those who deliberately choose to drive dangerously

- Change of approach to cover all types of road user offences
- Better evaluation of interventions including positive effect on Businesses
- Local decision making and accountability
- Better tools to support road safety professionals

In response to the UK's Government Strategy the Welsh Government produced their Road Safety Framework for Wales in July 2013 and whilst central Government did not announce specific road safety targets the Welsh Government Minister for Economy, Science and Transport, set the following National Targets to be achieved by 2020:

- **A 40% reduction in the total number of people killed and seriously injured on Welsh roads based on the average figures for 2004-08, resulting in 562 fewer killed and seriously injured casualties across Wales.**
- **A 25% reduction in the number of motorcyclists killed and seriously injured on Welsh roads based on the average figures for 2004-08, meaning 64 fewer motorcyclists killed and seriously injured casualties across Wales.**
- **A 40% reduction in the number of young people (aged 16-24 years) killed and seriously injured on Welsh roads based on the average figures for 2004-08, meaning 139 fewer young people killed and injured casualties across Wales.**

Furthermore, we have set in house targets, addressing our own locally identified issues to run concurrently with Welsh Government:

- **A 40% reduction in 'all casualties' across NPT**
- **A 25% reduction in all pedal cyclist casualties across NPT**

We recognise therefore that we must continue to maintain a high profile on road safety and casualty reduction work and increase effective measures to cut road traffic casualties. This Road Safety Strategy aims to build on the success of services provided to date by focusing on area's that have been identified locally as priorities:

- Road Safety Education and Training for Children, Learner and Young Drivers/Passengers
- Motorcycle casualties, particularly young moped riders and adult riders on larger bikes
- Vulnerable Groups – Older Drivers, Pedestrians, Cyclists
- Local Businesses – those driving for work

THE NEATH PORT TALBOT PICTURE

Casualty and Collision Data

The Department for Transport's definition of a collision recorded by the Police is as follows:

A collision that involves personal injury occurring on the public highway (including footways) in which at least one road vehicle or a vehicle in collision with a pedestrian is involved and which becomes known to the police within 30 days of its occurrence. One collision may give rise to several casualties. Please note 'Damage only' collisions are not included.

Fatal Collision: *A collision in which at least one person is killed*

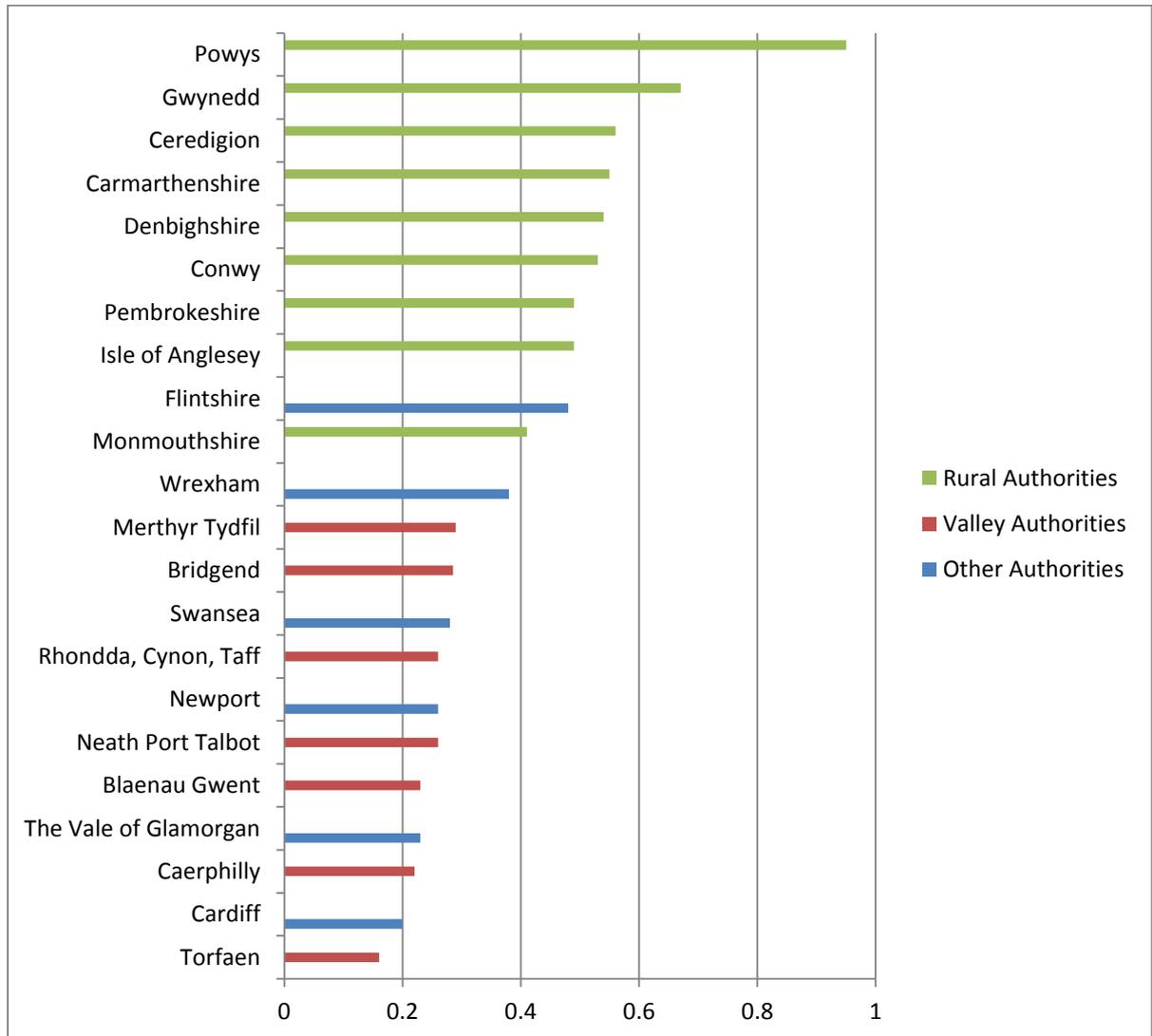
Serious Injury: *An injury for which a person is detained in hospital as an 'in patient', or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushings, burns (excluding friction burns), severe cut, severe general shock requiring medical treatment and injuries causing death 30 or more days after the accident.*

Slight Injury: *An injury of a minor character such as a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.*

Killed Seriously Injured casualties by local authority area

Within Wales there are wide variations between the KSI casualty rates per head of population in different local authority areas. The chart below shows that KSI casualty rates are highest in rural areas and lower in more urban local authority areas

Rate of KSI casualties (annual rate per 1,000 population) by types of area, Wales, Average 2011 to 2013



It should be noted that Neath Port Talbot continues to work from low base figures and significant reductions/increases can be difficult to identify. Our collision data is investigated annually as part of a cluster review, where we carry out a study of all the road traffic collisions that have resulted in a person being injured and all known collision hot spots across the County Borough.

The following graphs outline the road casualty and collision data in Neath Port Talbot compared against the Welsh Government targets which are validated each year by Welsh Government (where applicable). This data only includes collisions that have been reported to/recorded by South Wales Police.

THE NEATH PORT TALBOT STATISTICAL PICTURE

Welsh Government Targets (shown in red where applicable):

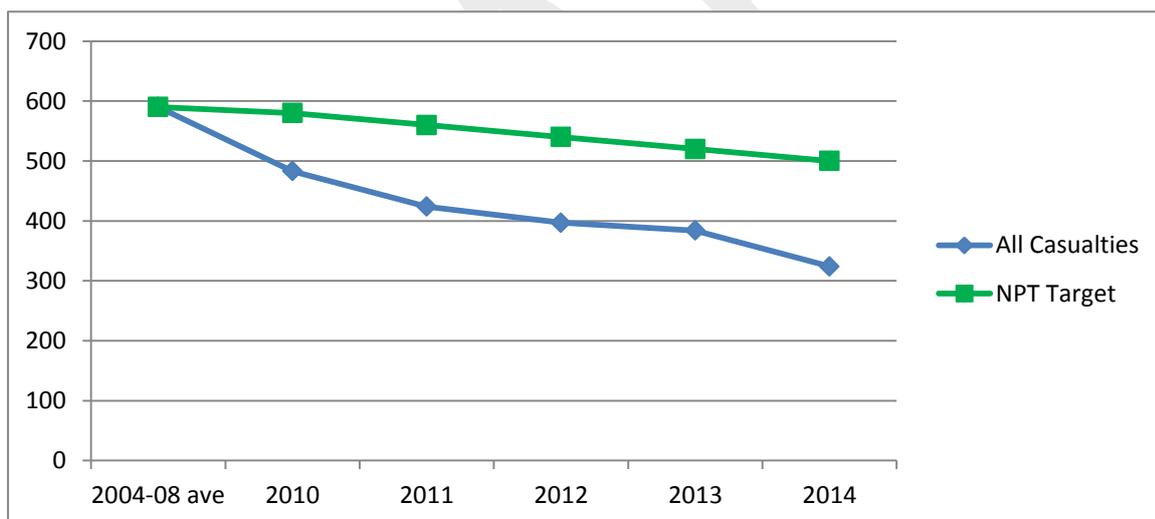
- A 40% reduction in the total number of people killed or seriously injured
- A 25% reduction in the number of motorcyclists killed or seriously injured
- A 40% reduction in the number of young people (aged 16 – 24 years) killed or seriously injured

Local Targets (shown in green where applicable):

- A 40% reduction in 'All Casualties'
- A 25% reduction in Pedal Cyclist casualties

Neath Port Talbot Casualty Data recorded in blue

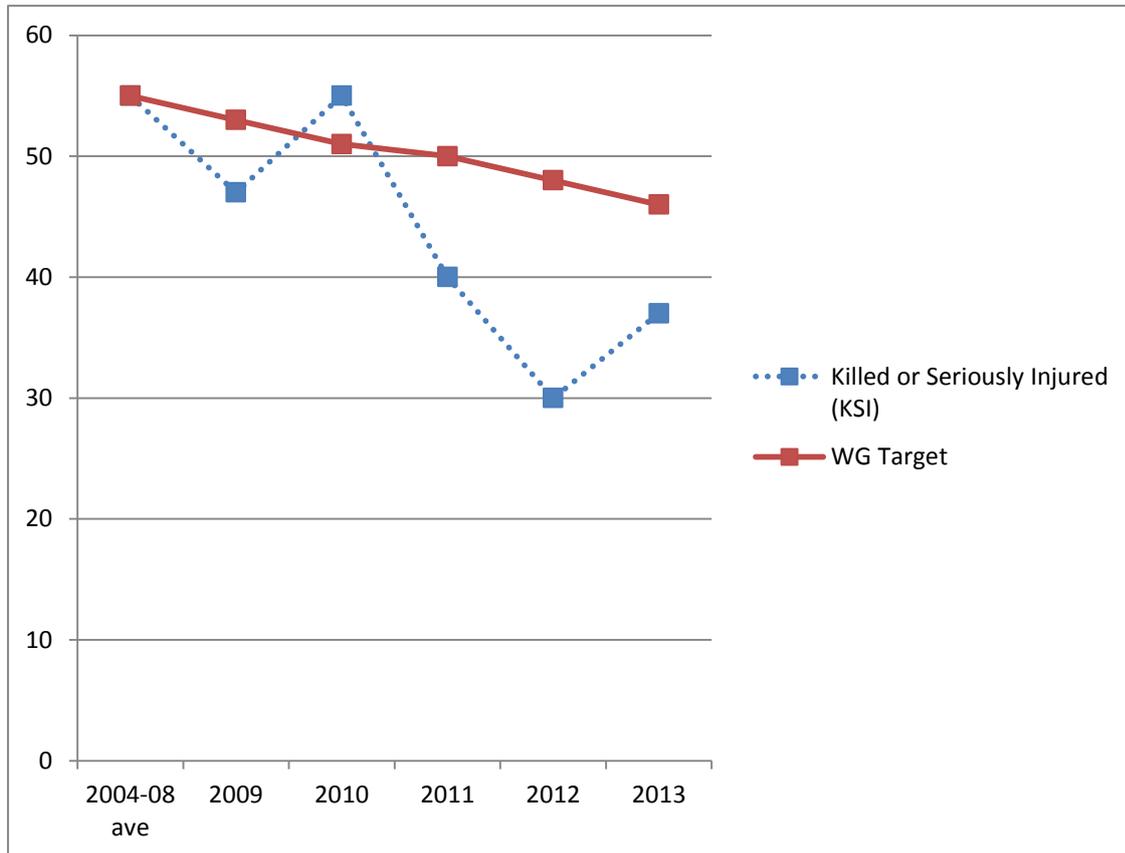
All Casualties (all age groups)



We have introduced our own 40% reduction target for 'All Casualties' to run simultaneously with the Welsh Government targets for Killed and Seriously Injured (KSI), Motorcyclists and Young Driver casualties, this will enable us to maintain progress towards a 240 casualty reduction by 2020.

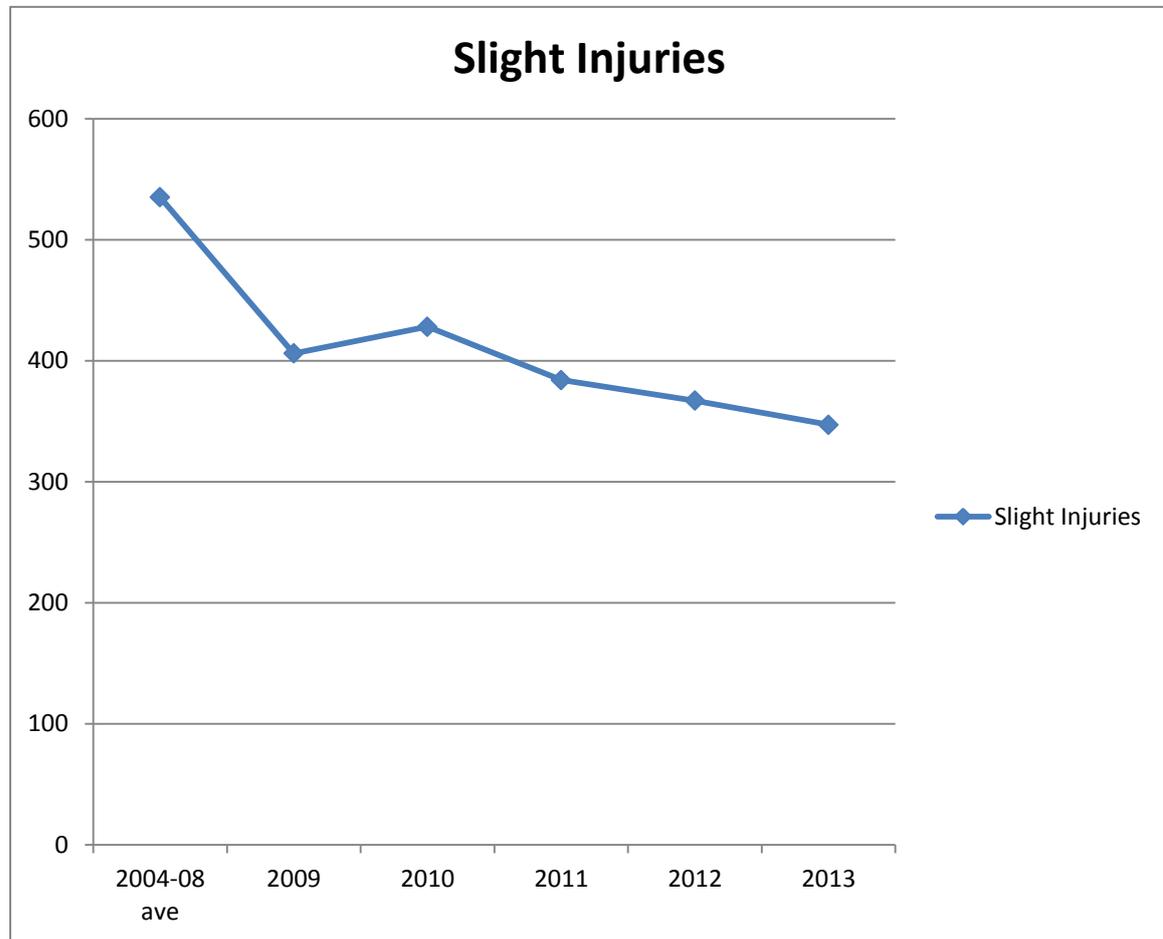
Encouragingly, the Welsh Government monitoring period for 2014 showed the Council achieved a 45% reduction in 'All Casualties' when compared against 2004-08 baseline data.

Killed or Seriously Injured Casualties in NPT (all age groups)



The Welsh Government monitoring period for 2013 showed the Council achieved a 33% reduction in KSI's when compared against 2004-08 baseline data.

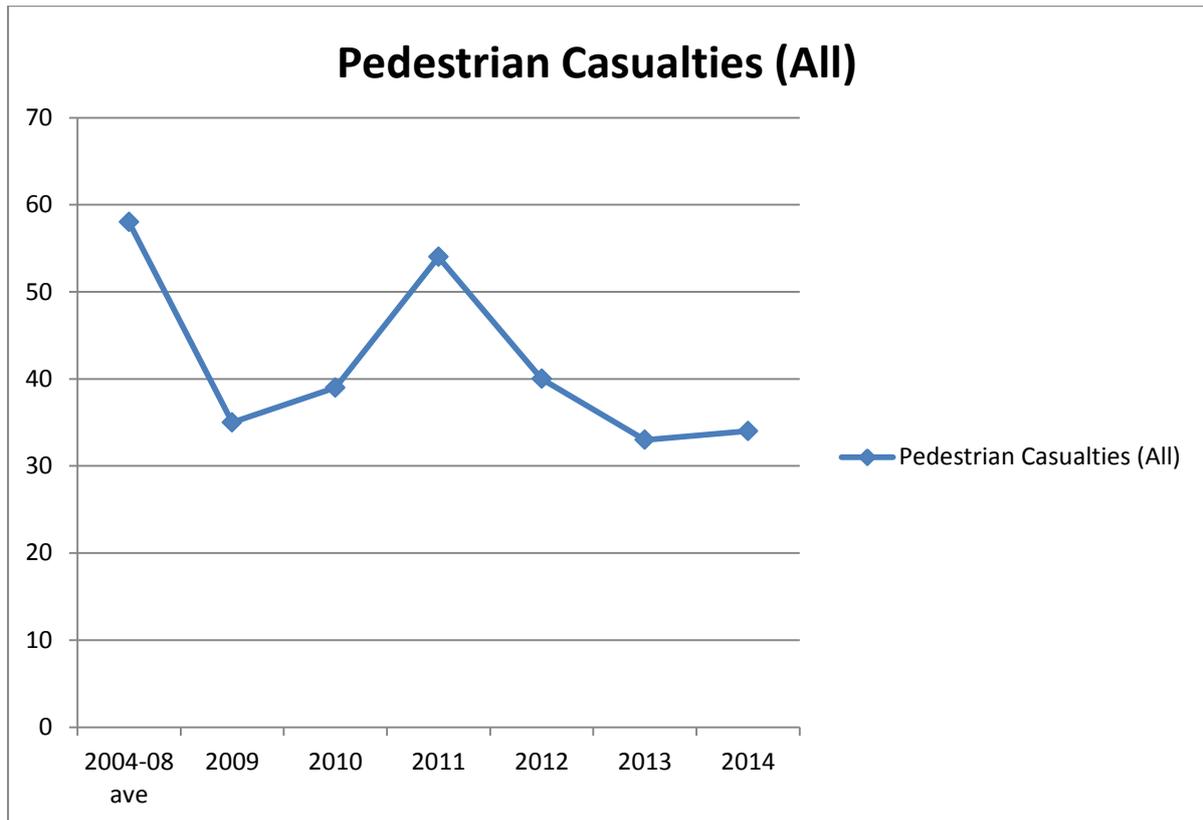
Slight Injuries in NPT (all age groups)



The Welsh Government monitoring period for 2013 showed the Council achieved a 35% reduction in Slight Injuries when compared against 2004-08 baseline data.

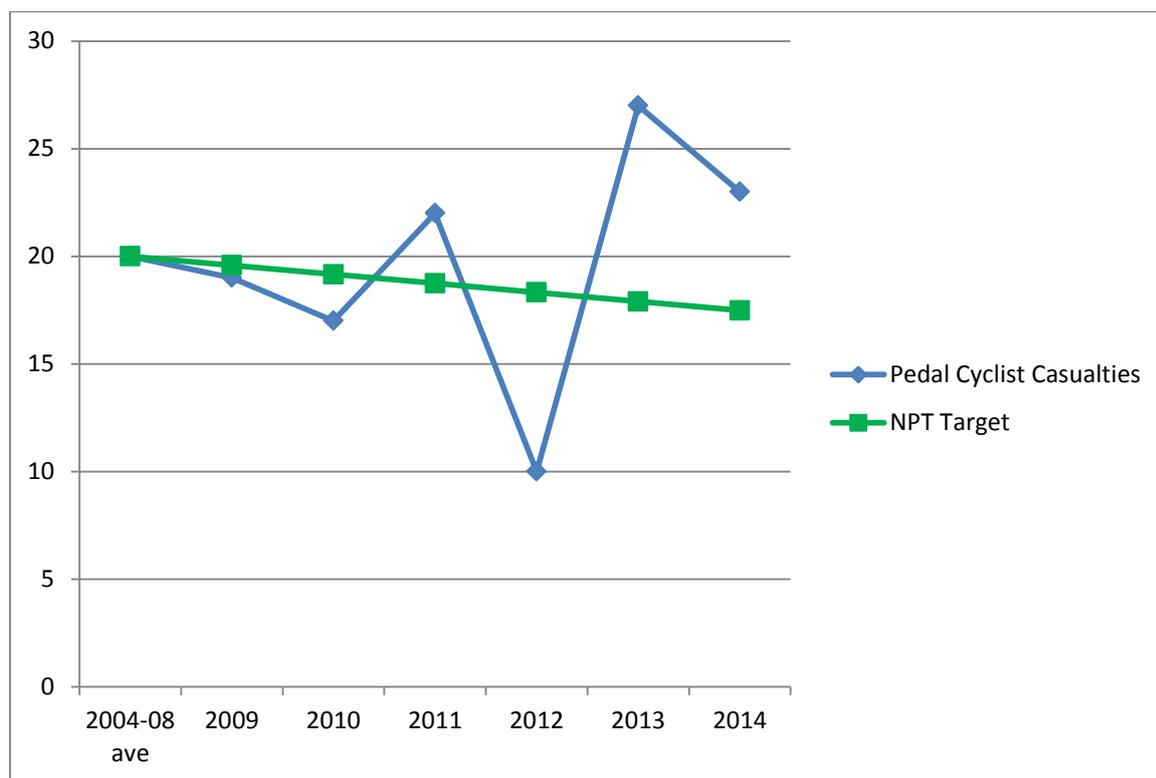
Whilst these figures are encouraging we still have work to do if we are to reach the WG target of 'a 40% reduction in the total number of people killed or seriously injured on Welsh roads based on the average figures for 2004 – 08' by 2020. Within Neath Port Talbot a 40% reduction would result in 22 fewer killed and seriously injured casualties in our County Borough.

Pedestrian Casualties in NPT (all age groups)



The Welsh Government monitoring period for 2014 showed the Council achieved a 41% reduction in Pedestrian Casualties when compared against 2004-08 baseline data.

Pedal Cyclist Casualties in NPT (all age groups)

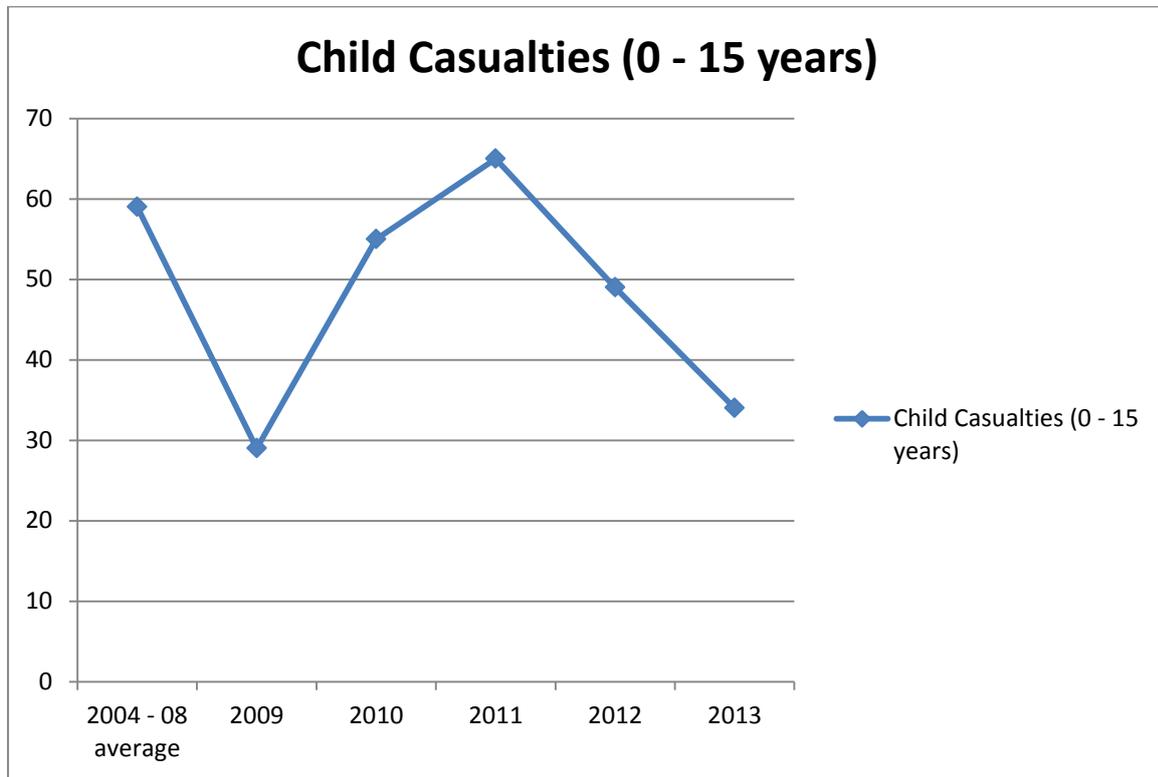


The Welsh Government monitoring period for 2014 showed the Council failed to achieve a reduction in Pedal Cyclist casualties, instead showing a 15% increase in Pedal Cyclist Casualties when compared against 2004-08 baseline data.

Cyclists are identified as a particularly vulnerable road user group within the WG Framework; evidence suggests that where there are more pedestrians and cyclists visible to drivers, safety is increased. We know that cycling as a modal choice is becoming more popular, so measures need to be taken to mitigate any increased risks.

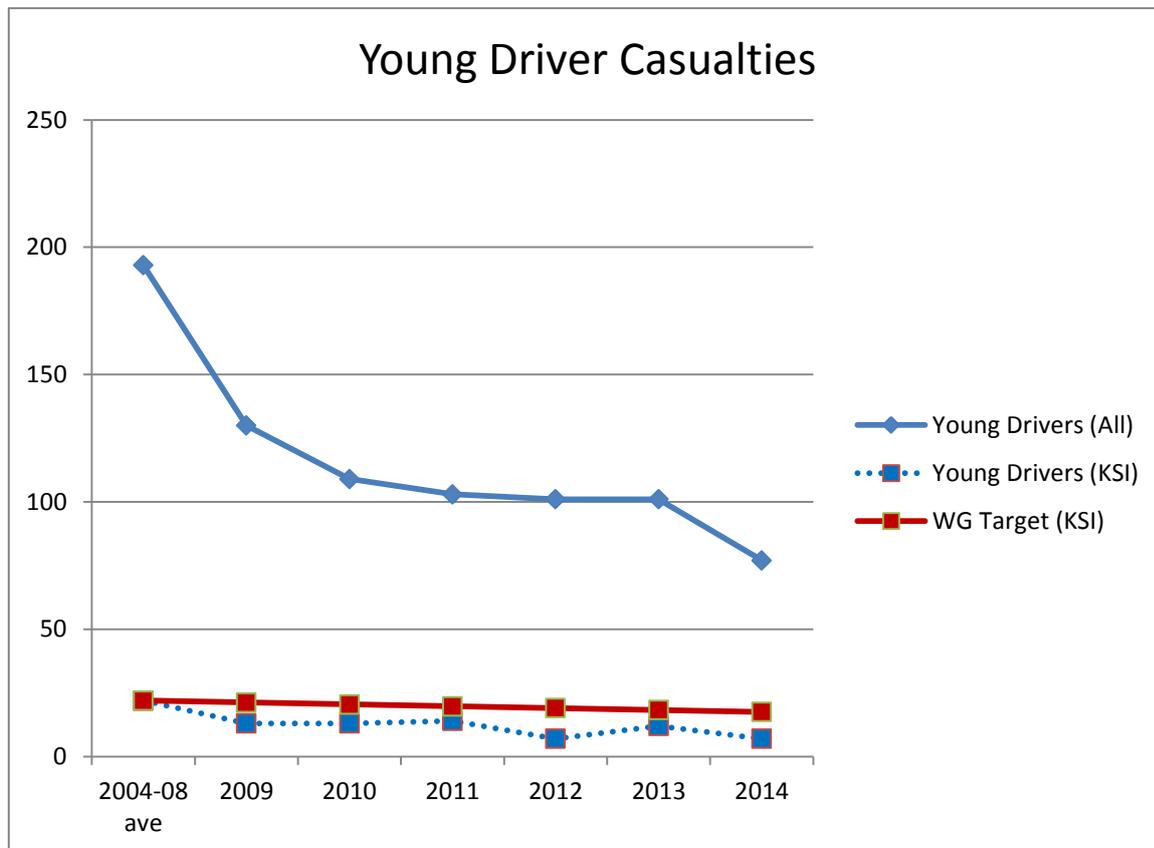
We have introduced our own target of a 25% reduction in all casualties by 2020.

Child Casualties in NPT (Aged 0-15 years)



The Welsh Government monitoring period for 2013 showed the council achieved a 57.6% reduction in child casualties (0-15 years) when compared against 2004-08.

Young People Casualties in NPT (aged 16 – 24 years)



The Welsh Government monitoring period for 2014 showed the Council achieved a 60% reduction in Young People Casualties (KSI) when compared against 2004-08 baseline data.

Whilst these figures are extremely encouraging we cannot afford to become complacent if we are to maintain our current level to ensure the WG target of 'a 40% reduction in the total number of young people (aged 16 – 24 years) killed or seriously injured on Welsh roads based on the average figures for 2004 – 08' by 2020 is visualised. Within Neath Port Talbot a 40% reduction would result in 9 fewer young people killed and injured casualties in our County Borough.

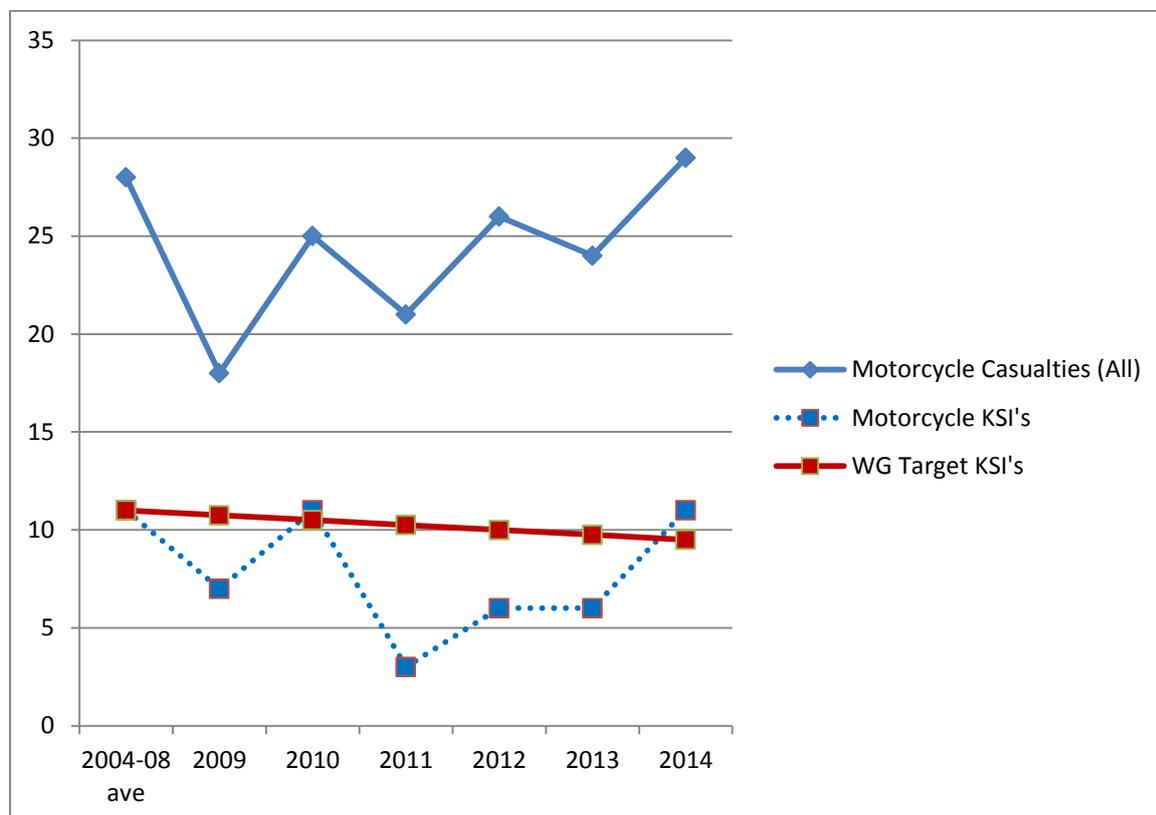
Older Driver Casualties in NPT (Aged 70+)



The Welsh Government monitoring period for 2014 showed the Council achieved an 8% reduction in Older Driver Casualties when compared against 2004-08 baseline data.

All indications are that we have an increasing aging population which could further impact on this category

Motorcycle Casualties in NPT

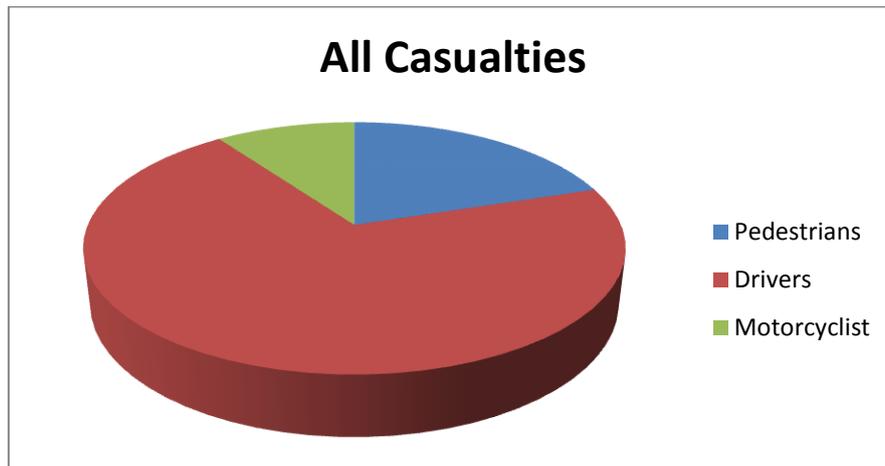


Whilst these figures are extremely disappointing for us, we mirror the national picture in Wales in relation to this category. We know that motorcycling is risky, in 2014 across Wales the chance of a motorcycle rider being killed or seriously injured, per kilometre travelled, is around 77 times greater than for a car driver. Furthermore, motorcyclists represent 0.2% of traffic in Wales whilst motorcycle riders comprised 40% of fatal and serious casualties of all motor vehicle drivers.

The Minister for Economy, Science and Transport released a statement in November 2014 advising their intention to commission an evaluation of motorcycle training, and we await the outcome of that report.

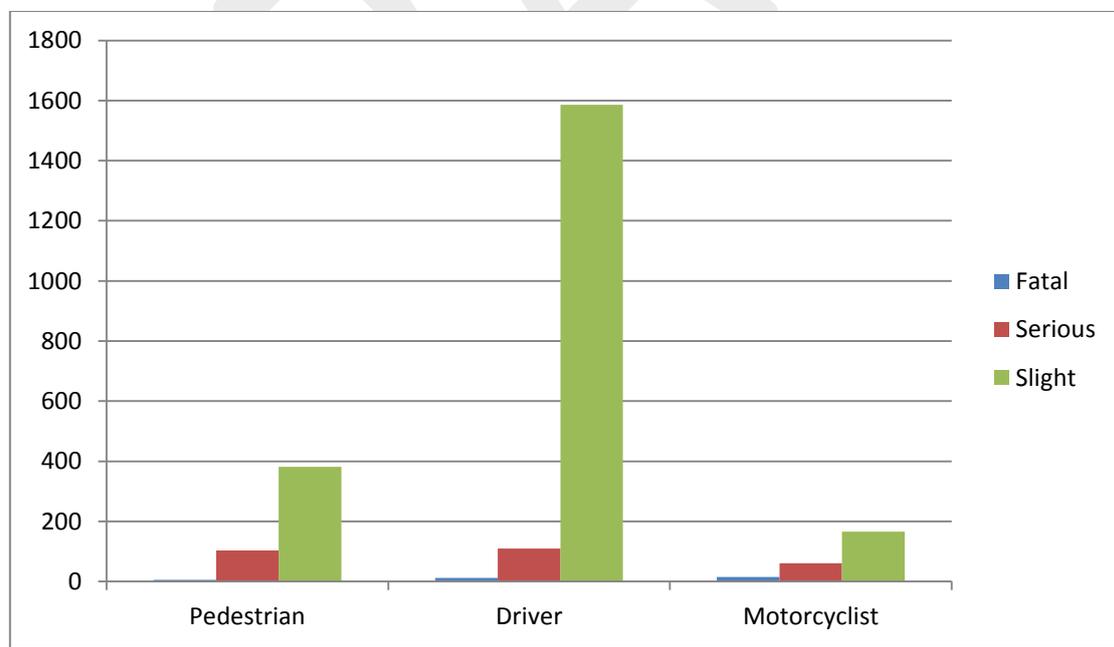
We still have work to do if we are to reach the WG target of 'a 25% reduction in the number of motorcyclists killed or seriously injured on Welsh roads based on the average figures for 2004 – 08' by 2020. Within Neath Port Talbot a 25% reduction would result in 3 fewer motorcyclists killed and seriously injured casualties in our County Borough.

WHAT DO WE KNOW?



Within Neath Port Talbot the three highest casualty rates can be divided up into three distinct categories – Pedestrians, Drivers and Motorcyclists. These three distinct groups of road users each provide their own unique challenges in terms of changing behaviours.

Breakdown of casualties



Pedestrians:

- The risk of becoming a KSI pedestrian casualty is highest for older children (8-11 years) young teenagers (12 – 15 years) and for older adults (over 75). The fragility of an older person means they are more likely to become a KSI casualty than a younger person would be.

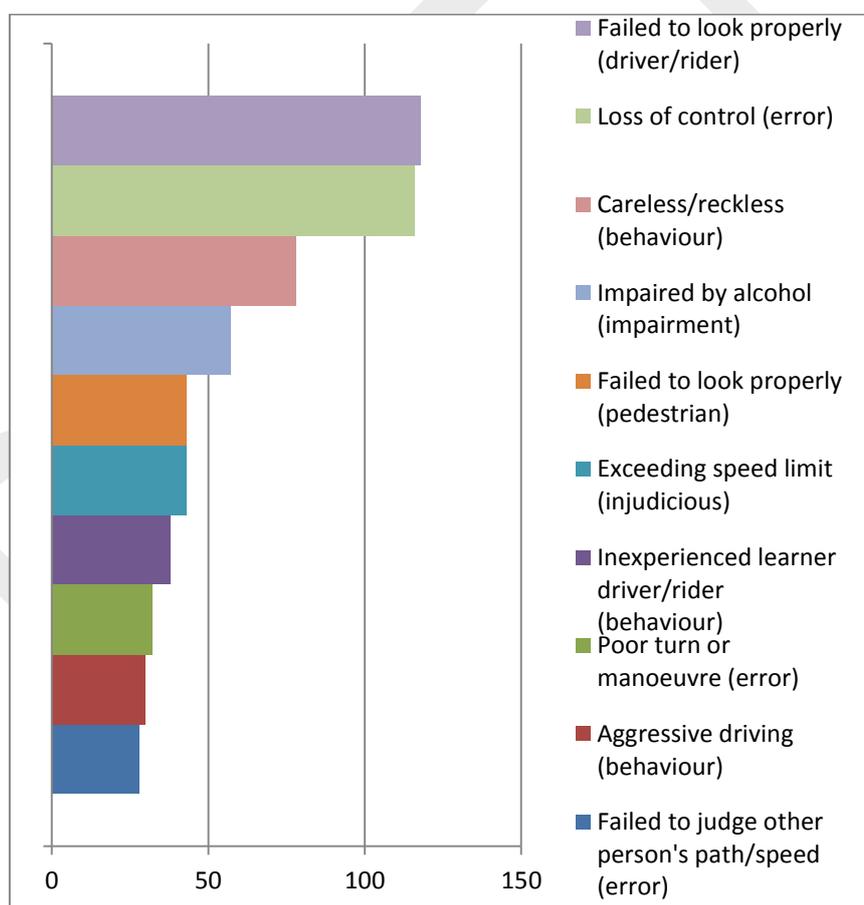
Drivers:

- In 2014, young people aged 16 – 19 years were 4.9% of the population but they accounted for 18% of all passenger fatalities. Just under half of passenger casualties were in vehicles driven by drivers aged between 17 and 19 years and a further 20% were vehicles driven by drivers aged 20 – 24 years.
- Older drivers are involved in a minority of accidents but they are slightly more likely to be involved in a fatal or serious accident

Motorcyclists:

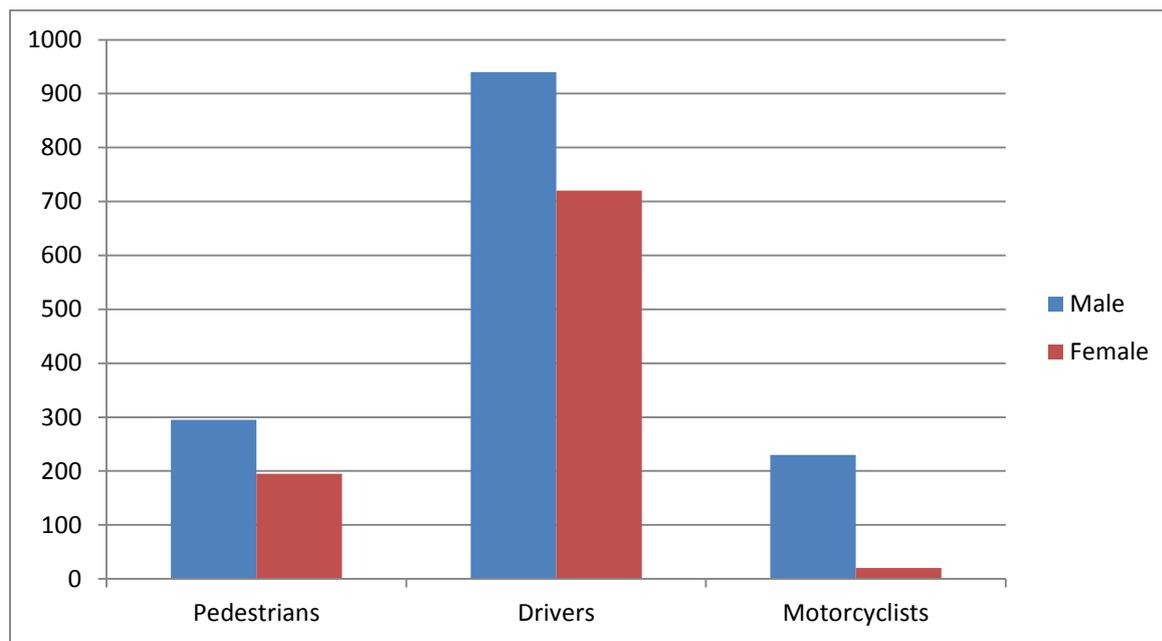
- The chance of a motorcycle rider being killed or seriously injured, per kilometre travelled, is 77 times greater than a car driver.
- We know that in 2013 motorcycles accounted for 3% of licensed vehicles within Neath Port Talbot whilst motorcycle riders comprised 16% of fatal and serious casualties of all motor vehicle drivers, during the same period.

Contributory Factors



Training is delivered to address the specific needs of the road user and is relevant to pedestrians, riders and drivers on a variety of road types and conditions.

Male/Female Casualties



Pedestrians:

- Both male and female casualties have fallen between 2004 and 2013. Male casualties fell by 33% and females by 29%

Cyclists

- Men comprise the majority of cyclist casualties and account for 86% of all casualties

Drivers

- More young men are involved in an accident than young women. 14% of all drivers involved in accidents were young men with 9% being young women.
- More men are involved in accidents than older women. As an example, in 2001, 7 out of 10 drivers aged 70 or older and involved in accidents were men.
- Work and Commuting related journeys - the risks for male and female drivers are similar, however, female drivers are much less likely to have an accident than their male counterparts.
- Male drivers were involved in more than three fifths of commuting accidents.

Motorcyclists

- 90% of motorcyclists are male and casualties aged 30 and over have exceeded those aged 30 and under. One of the factors to be considered in this is that motorcyclists aged 30 and over ride machines of over 500cc engine capacity and these machines account for 61% of the casualties within this group.

ALL WALES PERSPECTIVE

PEDESTRIANS

- Since 1979 the number of pedestrians killed or seriously injured has dropped by 73 %
- Casualties classed as slightly injured has dropped by 60 % since 1979.
- Child pedestrian casualties (KSIs) have dropped by 83 % since 1979.
- Child pedestrian casualties account for around a quarter of all pedestrian casualties.
- The risk of becoming a KSI pedestrian casualty is highest for older children (8-11 years) young teenagers (12-15 years) and for older adults (over 75). The fragility of an older person means they are more likely to become a KSI than a younger person would be.
- The risk of becoming a pedestrian casualty is higher than that of becoming a KSI car user casualty.

AGE AND GENDER

- The decline in pedestrian casualties has been greatest for the younger and the oldest age groups.
- 0-15 year age band has seen the greatest fall with an 83 % decrease in KSIs since 1979.
- In 2013, 43 % of pedestrian casualties were aged under 30.
- In the last ten years, child pedestrian casualties have fallen with the 12-15 age band falling the most with a 52 % drop.
- The age bands with the smallest decreases were those aged 40-49 (3 %) and 60 and over (8 %).
- Both male and female pedestrian casualties have fallen between 2004 and 2013. Male casualties fell by 33 % and females by 29 %

CASUALTY DETAIL

- Pedestrian casualties of working age are associated when individuals leave work or leave public houses and nightclubs.
- Monday to Thursday – casualties rise during the morning travel to work and peak at around 17:00.
- Friday to early Saturday – casualties peak at 6:00 on Friday and again at midnight to 2am,
- Saturday to Sunday – Peak at 10am on Saturday reaching higher levels between 23:00 and 2am.
- Casualties are generally lower during the day on Sundays than the rest of the week although higher after 19:00 than the Monday to Thursday average.
- Pedestrians over 60 tend to take place in the morning and early afternoon.
- Pedestrian casualties occur all around the road carriageway however the highest casualties occurred (45 %) when crossing at a location without any crossing facilities.
- The majority of serious and slight casualties occur on A roads and B roads.
- In 2013 82 % of KSI casualties and 92 % of slight pedestrian casualties occurred in 30mph zones.
- Vehicles and pedestrians
 - Car, taxis or minibuses accounted for 67 % of fatalities in 2013,
 - Goods vehicles account for 12 % of fatalities
 - 5 % of fatalities involve collisions between motorcyclist and pedestrians.
- The percentage of pedestrian casualties involved in hit and runs has fluctuated since 2004. There was a peak of 21 % in 2007 and 17 % in 2013.

WEATHER AND LIGHT CONDITIONS

- Four out of five pedestrian casualties occurred in fine weather. Casualties are slightly more likely to occur in darkness.
- The highest proportion of child KSIs occur in 30 mph zones.
- Most child pedestrians are hit by cars in fine weather.

PEDAL CYCLE CASUALTIES

- Between 2000 and 2001, KSIs of pedal cyclists has fluctuated between a range of 61 to 84 casualties per year, however this has peaked to 118 in 2011 and a further rise to 138 KSIs in 2014.
- Men comprise the majority of cyclist casualties and accounted for 86 percent of all casualties.
- Total pedal cyclist casualties as a proportion of all road casualties was 6.9 % in 2014. Since 2012 this proportion has increased every year.

AGE AND GENDER

In 2014 the statistics indicate the following:

- The vast majority of pedal cyclist casualties are male.
- Those aged 30-49, accounted for 39 percent of KSIs and 32 percent of slightly injured casualties in 2014.
- The greatest decline of pedal casualties over the last ten years has been among children with casualties falling from 203 to 89, a fall of 56 %
- This is a decline of 60 % for boys and 27 % for girls.
- However, pedal casualties aged 16 and over have increased by half.

CASUALTY DETAIL

- Statistics show that the majority of casualties occur in the second and third quarters of the year.
- Pedal cyclist casualties occur fairly evenly across weekdays with a slightly lower proportion of casualties occurring at weekends.
- Around 45% of KSIs and slight casualties occur between midday and 17:59.
- On weekdays, pedal cyclist casualties are highest at the end of the school day and working day. There is a lower peak in mornings. At weekends, casualties are more evenly spread through the hours of daylight.

LOCATION

- Around 2 out of 3 KSI pedal cyclists are injured in accidents at or within 20 metres of a junction. Over half of these occurred at T or staggered junctions.
- The majority of pedal cyclist casualties occur in 30 mph zones.
- In 2014, 8 out of 10 cases of accidents occurred when the cyclist was travelling straight ahead or going straight ahead on a bend. Only in a minority of cases was the cyclist carrying out a manoeuvre.

YOUNG PEOPLE

- Young people aged 16 to 24 are at higher risk of becoming a road casualty than older people and children.
- In 2014, young people aged 16-24 were 12 % of the population and 22 % of all killed and seriously injured.
- The relative risk of becoming a casualty for young people is much higher as a passenger than as a pedestrian or driver.
- In 2014, young people aged 16-19 were 4.9% of the population but they accounted for 18 % of all passenger fatalities.
- Just under half of passenger casualties were in vehicles driven by drivers aged between 17 and 19 and a further 20 % were vehicles driven by drivers aged 20 – 24.
- The rate of casualties per head for men is twice as high as women.
- Based on the four main groups of road users, namely,
 - Car, taxi and minibus users
 - Motorcycle and moped users
 - Pedestrians
 - Pedal Cyclist
- The risk for each gender is as follows:
 - MALE (1 being highest risk)
 - Car, taxi and minibus users
 - Motorcycle and moped users
 - Pedestrians
 - Pedal Cyclist
 - FEMALE
 - Car, taxi and minibus users
 - Motorcycle and moped users
 - Pedestrians
 - Pedal Cyclist
- More recently, total casualties of this age range 16-24 has indicated a declining trend. Possible causational link could be the decline of male drivers due to an economic downturn.

YOUNG DRIVERS

- Young drivers are defined as all drivers aged under 25.
- Young driver are more likely to be involved in accidents than older drivers. Young drivers represent:
 - 21% of drivers involved in a fatal or serious accident
 - 23 % of drivers involved in slight accidents.
- Young people aged between 17 and age 24 make up around 11% of the Welsh population driving license holders.
- This age group makes up 23 % of the drivers involved in all motorised vehicle accidents.
- There has been a fall in accidents involving young drivers in recent years. Comparing changes between the base period of the five years from 1994 to 1998 with the most recent year 2011 shows a fall in accidents of 41 %
- Young drivers are more likely to be involved in certain types of accidents that involve inexperience or reckless behaviour.
- Young drivers are also more likely to be involved in motorcycle accidents.

GENDER AND AGE

- More young men are involved in an accident than young women.
- 14% of all drivers involved in accidents were young men whilst 9% were young women.
- Young women were more likely to be involved in an accident when compared with older women drivers.
- More 18, 19 and 20 year olds are involved in accidents than any other single age groups.
- Valley authorities appear to show “hot spots” for young drivers to be involved in accidents. Young drivers involved in accidents in urban areas are less likely to be fatal or seriously injured than on rural roads.
- Of drivers aged 17-19:
 - There is an even spread of accidents throughout the year.
 - Three quarters of drivers of this age range are involved in an accident between midday and 23:59.
 - 8 % of these drivers were involved in accidents between midnight and 05:59 and 33 % between 18:00 and 23:59.
 - Of drivers aged 20-24 there was again an even spread of accidents through the year with 7 out of 10 drivers involved in accidents between midday and 23:59 and 6 % between midnight and 5:59 and 27 % between 18:00 and 23:59.
- As an overview, young people aged between 16-24 made up half the casualties that took place between midnight and 6am.

OLDER DRIVERS AND ROAD ACCIDENTS (AGED 70 OR OVER)

- Older drivers are involved in a minority of accidents but they are slightly more likely to be involved in a fatal or serious accident.
- In 2011 the statistics for Older drivers were:
 - 1 in 10 accidents involved a driver of 70 or older.
 - 1 in 10 road accident casualties occurs in accidents where at least on driver is aged 70 or older.
 - Around 1 in 20 drivers involved in accidents are 70 or older.
 - 617 drivers aged 70 or over were involved in 595 road accidents. Of these:
 - 14 were involved in fatal accidents
 - 112 in serious accidents
 - 491 in slight accidents
 - Older people make up around 13 % of the Welsh population.
 - Driving licence holders of older people make up 11 per cent of people holding driving licences in Wales.
 - There has been a fluctuation in reported accidents involving older drivers over the years, however more recently, older drivers, as a proportion of all drivers involved in accidents, has risen from 4 % of drivers in 2003 to 6 % in 2011.

CASUALTY DETAIL

Analyses of cause of accidents highlight the following factors:

- 46 % of older drivers in accidents were deemed to have failed to look properly.
- 25 % failed to judge the other persons path.
- 17 % were performing a poor turn or manoeuvre.
- 15 % deemed to have lost control.
- Older drivers are less likely to be involved in types of accidents that involved inexperience or reckless behaviour. Older drivers involved in accidents were mostly driving cars.
- More men are involved in an accident than older women. As an example, in 2001, 7 out of 10 drivers aged 70 or older and involved in accidents were men. More 70-74 year olds are involved in accidents than in any other age groups amongst older drivers. Overall, drivers aged 70 to 79 involved in accidents is declining whilst there is a trend of an increase in accidents involving drivers aged 80 and over. Fatalities or serious injury are more likely to occur in local authorities with rural Geographic's.

MOTORCYCLE USER CASUALTIES

- The chance of a motorcycle rider being killed or seriously injured, per kilometre travelled, is 77 times greater than for a car driver.
- Motorcyclists represent 0.2 % of traffic in Wales whilst motorcycle riders comprised 40 % of fatal and serious casualties of all motor vehicle drivers.
- 90 % of motorcyclists are male and casualties aged 30 and over have exceeded those aged 30 and under. One of the factors to be considered in this is that motorcyclists aged 30 and over ride machines of over 500cc engine capacity and these machines account for 61 % of the casualties within this group.

CASUALTY DETAIL

Motorcyclist casualties are more likely to occur

- In the Spring and Summer than in the winter
- On a Sunday
- In daylight
- In fine weather
- At a junction (Most commonly T junctions accounting for 47 per cent of locations)

Risks of motorcyclist casualties appear to be highest in local authorities with rural Geographic's. The popularity of motorcycling is on the rise. There was a 44 % rise in licensed motorcyclists in 2013 when compared to those licensed in 2001. These figures far exceed the rise in cars licensed in the same period which was a rise of just 20 %

WORK AND COMMUTING RELATED ROAD COLLISIONS

- The journey purpose of drivers involved in road traffic accidents has been recorded since 2005.
- 16 % of drivers involved in traffic accidents were recorded as having journeys as part of work, with 8-9 % as commuting.
- The risk of accident when making a journey as part of work is higher than other journeys when looked at in terms of risk per trip.
- The risk of accident, when commuting, is relatively lower than car journeys for other purposes.
- Research suggests that car drivers with a high proportion of journeys as part of work have a greater risk of accidents than other drivers of a similar age, gender annual mileage and percentage of miles done on motorways.

CASUALTY DETAIL

Reasons for higher risks are as follows:

- Individuals drive in situations known to make drivers fatigued and drowsy. (Driving in excess of 50 miles after a full day's work)
- Drive when under time pressure.
- Drive when conducting potentially distracting in car tasks such as eating and drinking.
- The risks for male and female drivers are similar. However, female drivers are much less likely to have an accident than male drivers.
- Relative risk of an accident is much higher for younger drivers (those under 20) compared with drivers between 40 and 59.
- Older drivers (aged 60 and over) are at greater risk of an accident than drivers aged between 40 and 59.
- On average there were 142 personal injury accidents involving work related driving per billion vehicle kilometres travelled during 2005 and 2006.

COLLISIONS INVOLVING JOURNEYS AS PART OF WORK

- The largest proportion of these accidents occurred between 8:00 and 8:59.
- One fifth of these accidents occurred on a Friday.
- Over half of these occurred on A roads.
- More than four fifths of these accidents occur in daylight.
- Almost three quarters of these accidents occurred in fine weather without high winds.
- Over three fifths of these accidents occurred on dry road surfaces.

COLLISIONS INVOLVING COMMUTING

- The largest proportion of these accidents occurred between 17:00 and 17:59.
- There were more of these accidents on a Thursday.
- One half of these occurred on A roads.
- Over three quarters occurred in daylight.
- Almost three quarters occurred in fine weather without high winds.
- Three fifths occurred on dry road surfaces.
- Over four fifths involved cars.
- Motorcycles accounted for 6% of accidents and 14 % of fatal or serious accidents.
- Male drivers were involved in more than three fifths of these accidents.
- Drivers aged between 20 and 29 were more at risk.

OUR CHALLENGES

Road Safety issues are wide ranging and often complex, and the Council has a good record in improving road safety for all transport users. An evidence based approach identifying the most appropriate mixture of education, engineering, evaluation and enforcement will be used to further improve the safety of all road users.

Good working relationships already exist between various agencies involved and in particular between the Council's Road Safety Team, Highway Engineers, South Wales Police and Mid and West Wales Fire and Rescue Service.

Our challenge for the next five years to 2020 will be to deliver on the following:

- **All Casualties – 40% reduction resulting in 240 less casualties**
- **Killed and Seriously Injured (All ages) - 40% reduction resulting in 22 less KSIs**
- **Young People KSI (16 – 24 years) – 40% reduction resulting in 9 less KSIs**
- **Motorcyclist KSI (All ages) – 25% reduction resulting in 3 less KSIs**
- **Pedal Cyclist (All ages) – 25% reduction resulting in 5 less KSIs**

In order to achieve this on a reduced budget we need to ensure that our residents understand more clearly how or why we choose the interventions we take and that casualty reduction is at the heart of all our projects.

Therefore, our priority focus for the next five years will be:

- **Pedestrian and Cyclist Casualties** – thorough evaluation of existing interventions for this category of road user to be carried out
- **Road safety education and training for children, learner and young drivers** – WG evaluation of Young Driver initiative currently being undertaken. Continue to work with our Road Safety partners and WG to influence policy change for a bespoke Graduated Driver Licence for newly qualified welsh drivers. Continue with all primary and secondary education programmes with classroom and on road training available for all schools.
- **Motorcycle Casualties, particularly young scooter riders and adult riders on larger bikes** – target specific groups of riders that feature in the casualty statistics ie: young inexperienced male riders of mopeds and scooters and older male riders of more powerful machines
- **Driver Training** – further promote our Driving at Work Policy internally, whilst taking a proactive approach to injury and crash reduction through the availability of driver education programmes that suit both recreational and professional drivers
- **Careless or dangerous road user behaviour** – many motorists perceive their chance of being caught for serious driving offences is minimal, work with our partners to raise awareness

Other Challenges include:

- **Older Drivers** – severity of injury to older road users tends to be greater due to their fragility, further research is required on the nature of older road user casualties within the County Borough

- **Decreased Budget** – reductions in revenue funding will make it increasingly difficult to develop and deliver new initiatives without thorough research and evaluation to establish what works and returns good value for money.

Each of these areas will require a different approach, whether it is education, engineering, enforcement or a combination of all three. The Department for Transport (DfT) forecasts diminishing returns on casualty reduction from traditional engineering interventions. There for education and enforcement measures must play a greater part in our challenge to meet the targets.

HOW WE MEET OUR CHALLENGES

Primary Education

Young People Target: A 40% reduction in the total number of young people killed and seriously injured on Neath Port Talbot roads based on the average figures for 2004 – 08 – Welsh Government Target

Our Primary Education packages for ages 3-11 years are PHSE linked and delivered in a variety of innovative ways to help raise awareness of Road Safety; by delivering to this younger age group we build a foundation of road safety life skills.

- **Practical Cycle Awareness sessions** - These sessions take place on the school yard to help develop skills ready for on-road Cycling.
- **Practical Road Safety Sessions at the roadside** - These sessions are aimed at providing pupils with a realistic approach to crossing the road in a variety of situations. These can also include carrying out Traffic Surveys at the road side.
- **Classroom Based Sessions** - These sessions seek to raise awareness of all aspects of Road Safety such as safer crossing places, wearing appropriate clothing, in car and cycle safety. Foundation Stage - role play to bring the scenario to life and also stories and props. Key Stage Two is more of a discussion format where pupils are encouraged to discuss safer places and also other topics such as in car safety and cycle safety.
- **Scooter Safety Sessions** - A playground based session aimed at teaching pupil's basic safety of using scooters in line with an increasing modal shift. Scooter safety is also recognised by Sustrans as an essential training need.
- **Kerbcraft** - aims to teach three pedestrian skills to 5-7 year old children over an academic year. Training is progressive with each phase building on the foundations laid down by earlier training sessions.

Kerbcraft is a training scheme for the long term and is developmental in skill training. The Kerbcraft scheme is dependent on volunteers recruited from the individual schools. The three skills taught within the Kerbcraft model are:

1. Recognising Safer Places 3 - 4 weeks
2. Crossing Safely at Parked Cars 3 – 4 weeks
3. Crossing Safely near Junctions 3 – 4 weeks

Secondary Education

The transition stage from Primary to Secondary can be difficult for many pupils and this is not only academically. The move to a new school often means more independent travel and longer journeys, consequently young people from age 12 can be extremely vulnerable on the roads.

Teenagers are injured on roads every year, as pedestrians, as vehicle passengers, as cyclists and as new drivers. It is important that the momentum for road safety education is not lost at the secondary stage as pressure on the curriculum increases. Teenagers need road safety education specific to their age group; therefore a number of methods can be used to deliver road safety messages at this level.

The Road Safety Team offers various road safety activities for secondary schools to take part in during the academic year.

- Theatre in Education
- Crash Scene Incident
- Drive IQ
- All Wales Core Programme Quiz

Cycle Training

Target: A 25% reduction in the number of cyclists killed and seriously injured on Neath Port Talbot roads based on the average figures for 2004–08, meaning 5 fewer young people killed and injured casualties – Neath Port Talbot Target

Cyclecraft - We offer National Standard accredited Cycle Training through the following cycle training schemes.

Cycle Awareness Level 1 - These sessions are conducted in a controlled environment away from roads and traffic. Cyclists are usually trained in groups. This training provides the basic cycle control skills including, starting and pedalling, stopping, manoeuvring, signalling and using the gears.

Cyclecraft Level 2 - On-road training for those who have completed Level 1 and are ready to progress; it gives real cycling experience and makes trainees feel safer and capable of dealing with traffic on short commuting journeys or when cycling to school. Training is mainly in small groups over a number of sessions.

Adult Level 3 - These sessions develop their basic skills and trains riders to make journeys in a variety of traffic conditions competently, confidently and consistently. Cyclists reaching the Level 3 standard will be able to deal with all types of road conditions and more complex situations.

Driver Education

Target: A 40% reduction in the number of young people (aged 16-24 years) killed and seriously injured on Neath Port Talbot roads based on the average figures for 2004 – 08, meaning 9 fewer young people killed and seriously injured casualties – Welsh Government Target

Drive IQ – Provisional Licence Holder - A FLAGSHIP virtual project which aims to increase the iQ of potential learner and novice drivers has been rolled out across Neath Port Talbot.

The first of its kind in Wales, Drive iQ raises awareness of the hazards on the roads and aims to educate novice and potential drivers about the need to behave responsibly before they take the wheel. Neath Port Talbot Council is working in partnership with a2om, a leading UK e-learning organisation, which has developed a suite of online modules enabling students to develop their knowledge as both driver and passenger.

The purpose is to raise levels of self-awareness and build coping strategies to keep them safe when they drive, particularly unaccompanied post driving test. All the modules are based on evidence and scientific research and have been designed around the European Goals for Driver Education to address driver attitudes, beliefs and behaviour even before students sit in the driver's seat.

Drive iQ is a set of 8 modules delivered free to schools and colleges by the a2om cic (a not for profit company). The idea is to engage with students and help them understand that a good driver drives with their mind, as well as their hands and feet. Technical skill is essential but the predominant factor in crashes is behavioural or attitudinal issues. Half the battle is to understand these issues, the other half is to learn to overcome or avoid them. Whilst the modules can be done in isolation, there are guidance notes to enable each module to be turned into an interactive workshop.

This broadens the experience of each student and helps to ensure that they see the range of views and even have a chance to reflect on their own thoughts, resulting in change of attitude. Topics covered include eye scanning, seatbelt usage, hazard perception, distractions and the anatomy of a crash.

Once ready to take the wheel, students can gain further experience through the Drive iQ PRO through our accredited ADIs and gain a BTEC qualification in driving.

Pass Plus Cymru (Young Driver) - Pass Plus Cymru is an initiative aimed at new and young drivers between the ages of 17 and 25 years of age who have recently passed their car driving test or have less than one year road driving experience.

Considering most drivers fresh on driving scene have limited amounts of cash left after the expense of preparing, training and taking the driving test, it is almost inevitable that the 'new car' they are able to afford are often small two door hatchbacks up to ten years of age.

These 'new cars' are sometimes viewed as a status symbol and are the perfect escape that young people want from buses or trains and having to ask for lifts from friends or relatives.

The car will no doubt have a fair amount of wear on suspension and steering components will not have top of the range tyres and in addition is unlikely to be equipped with the extensive safety features of newer models. They are less likely to provide the important 'people protection' such as front and side airbags, Antilock Braking Systems and Electronic Stability Control needed in the event of a near miss, or worse a collision.

New drivers and young people are known to be on the road at night as drivers or as passengers in cars driving on single carriageways that are often unlit national speed limit roads. This combination of factors is most common in a high proportion of fatal Road Traffic Collisions. Taking into account the addition of limited night driving experience and distractions from friends it is a tough fact that the 17 to 25 age social group form only 9% of the driving population yet are involved in 25% of all Road Traffic Collisions that often result in serious injury and death.

Pass Plus Cymru sets out to engage those at high risk and encourage them to think about their responsibilities as drivers on the roads of today.

The first module is an evening seminar or discussion group and lasts around two to three hours and is facilitated by an experienced Approved Driving Instructor (ADI) or Road Safety Officer accompanied by a representative of the Fire and Rescue service. The successful road safety film "COW" created in Wales by collaboration in the Gwent Valleys is shown and its outcomes are discussed to include issues that surround Road Traffic Collisions, use of speed, driver's attitude and behaviour and drink/drug driving.

The Second Module is one day in duration and introduced at a later stage on a date agreed by the driver attending and a Pass Plus Cymru registered Approved Driving Instructor. The day will consist of a minimum of six hours practical driver training using a variety of roads and will include a motorway element. The training is carried out by an Approved Driving Instructor in an appropriate unmarked vehicle provided. The Instructor may be directly nominated by the driver attending or they may be selected either by referral or from the Instructor association. Some drivers attending may wish to use the Instructor that they used to pass their test. The choice is yours.

The Module Two on-road elements include:

- Motorway driving
- Night driving
- Driving in Towns and Cities
- Driving on rural country roads
- Observation and planning
- Hazard awareness

Output: The Neath Port Talbot Road Safety Team work in partnership with the Neath Port Talbot Driving Instructors Association to promote Pass Plus Cymru across South and East Wales. The Module One evening events are held on the second Monday of each month at the Port Talbot Fire and Rescue Station and the course may accommodate up to eighteen

students. It accounts for almost two hundred new or young drivers each year undertaking further training post-test to improve skills.

Outcome: Pass Plus Cymru equips the new driver with greater knowledge and understanding of driving vehicles and improved driving skills, aiming towards a reduction in collisions and potential for injury. It will often reduce insurance premiums and collision statistics.

As it is important that the quality and relevance of training is continually monitored we regularly evaluate our training provision and review the feedback from drivers attending the course. Reviews focus on the content of the course (i.e. did the course cover information that drivers considered useful) and also the delivery (i.e. was the course pitched at the right level and delivered in a way that engaged the drivers). Providers also review the performance of trainers - this could identify whether there is a pattern in driver feedback which demonstrates that some trainers are more effective than others. These evaluation records are kept for inspection.

The cost of the course is £20 as a result of funding from the Welsh Government.

Drive for Life (Older Drivers)

No matter what your experience, drivers always have to be aware of what is going on around them. Day-to-day travelling can present us with various challenges which sometimes may take us by surprise and in some cases cause collisions.

The Neath Port Talbot Road Safety Team has joined with the Driving Standards Agency to provide training to suit the needs of the driver who may be away from the wheel for a period or someone who may feel that the busier roads are getting more difficult to handle.

We have produced the Drive for Life Course. A refresher experience that has been tailored to suit people ranging from drivers who have not been on the road for some years to those who do not drive regularly, and only then short distances. People are often aware that their knowledge and skills may be in need of improvement and this is often identified by the individual themselves or maybe a concerned friend or even a relative.

The Drive for Life course consists of a morning in a relaxed discussion period with a Driving Standards Agency fleet driving instructor who is a former Police advanced Instructor. It looks at the topics you want to learn more about and topics may include:

- Choice of speed
- Seasonal driving tips
- The latest changes in the rules of the road
- Looking ahead to plan your driving at hazards
- Safer and fuel efficient driving
- Motorway driving

After the morning session you are introduced to your on road Approved Driving Instructor. You will be given practical coaching in a car provided to develop your skills on a variety of road types. Some may wish to concentrate on an area of driving or a particular road, for example a motorway, so time is allocated to accommodate your individual needs.

The course is one day and is held on weekdays and aims to deliver the advice needed by each individual who attends. Up to ten drivers are trained per course. There is no minimum or maximum age range and everyone is welcome to come along and benefit from this initiative to improve road safety. The course also raises driver's confidence and driving ability and may even attract a discount from insurers. Those attending have a greater awareness of what is needed from them to drive safely and they in turn will help keep the roads of our County a safer place to use.

Motorcycling Training

Target: A 25% reduction in the number of motorcyclists killed or seriously injured on Neath Port Talbot roads based on the average figures for 2004 – 08, meaning 3 fewer motorcyclists killed and seriously injured casualties – Welsh Government Target

Ridersafe (Provisional Licence Holders) - Ridersafe is a Road Safety initiative for young people in the 16 – 24 year age range in line with the Welsh Government Road Safety Framework. It is a course of theoretical and practical training designed specifically for new moped and low powered 2 wheel riders and is divided into three modules.

Module 1 - Aspiring new riders require a CBT (Compulsory Basic Training) certificate to ride a motorcycle as a provisional licence holder. Ridersafe is offered to learner riders by Driving Vehicle Standards Agency approved training bodies (ATB). It incorporates an introduction to the Highway Code and riding safely on the road, prior to their attending Compulsory Basic Training (CBT). Content includes group discussion where students will be provided with information and discuss attitudes to the prospect of riding powered two wheel machines. They learn how subsequent behaviour can affect themselves and other road users and their families in the event of a collision. A copy of the Highway Code will be provided for each trainee.

Module 2 - Candidates will attend the Driving Standards Agency Compulsory Basic Training course (CBT) and complete five training modules with an Approved Training Body (ATB). Riders who reach the required standard will be issued with a DL196 certificate which validates their provisional moped/motorcycle licence and permit them to ride, subject to age and licence restrictions, a moped or motorcycle up to 125cc with L plates, unaccompanied. This certificate is valid for two years and will require renewal if a full licence is not acquired by virtue of theory and practical test pass in this category.

Module 3 - Designed to involve the rider after a period of consolidation of their riding skills (2wks –1 mth). Riders will participate in a further course of on road training as a follow on to CBT. The training will provide them with valuable further experience and a specific and realistic action plan for their personal development. All aspects of the course will be delivered by accredited and registered Driving Standards Agency motorcycle instructors. The

delivery of the theory element may also utilise Instructors who hold Preparing to Teach in the Lifelong Learning Sector certificates (PTLLS) in addition to the DSA accreditation.

Bikesafe (Assessment) - The National Bikesafe Course is a motorcycle rider skills assessment process that has been tailored to suit motorcyclists of all skills and ages. From relatively new riders or those who have years of experience, Bikesafe has something for you. Perhaps you have identified areas in your skills of machine handling that may be improved or you want to see how others 'do it'.

The awareness of the need for improvements in standards of motorcycle riding is often identified by the individual rider or may be observed by a friend. Some riders may be reluctant to take the step in taking the assessment for a variety of reasons. Just think of this phrase 'You don't know what you don't know' and if you don't, you will always wonder what experience you may have missed out on.

The Bikesafe course is run throughout the United Kingdom and was initially launched over a decade ago by South Yorkshire Police in an effort to combat the rising number of collisions involving the riders of powered two-wheelers. In Neath and Port Talbot County Borough Council Road Safety we work alongside the South Wales Police Motorcycle Team to deliver a product of a high standard that has won much recognition and praise across the region. The day consists of a morning theory session facilitated by a Police Motorcyclist who is also qualified as a Driving Standards Agency Instructor Motorcycle Instructor and addresses the topics of:

- Positioning and cornering
- Use of speed
- Casualty reduction
- Changes to the rules of the road
- Observations and planning for hazards
- Safer and fuel efficient riding
- Attitudes and Behaviour
- Basic First Aid Skills
- Followed by an afternoon of practical rider assessment.

Outcome: The course and feedback input will benefit riders in terms of knowledge and understanding and will help improve skills in awareness, planning all round confidence in handling their machine. All riders who have been on the Bikesafe experience have commented that what they have learned has already made a difference and has assisted them to ride more confidently safely.

Timeline : Bikesafe courses are solely conducted between April and October each year to take into account changing road and traffic conditions due to seasonal changes in weather patterns. You can arrange any date to suit you and we find that many people will bring a friend or even arrive as a group. Pillions are also welcome.

Dragon Rider (Advanced Training) - is a motorcycle rider training course supported by the Driving Vehicle Standards Agency Enhanced Rider Scheme and Thunderroad Motorcycles of South Wales.

Neath Port Talbot's Road Safety Team has worked to develop this course of advanced rider skills which is delivered by experienced and qualified motorcycle Instructors who are accredited by the DVSA Register of Post Test Motorcycle Instructors under the Enhanced Rider Scheme. The course is held on a weekend and is one day in duration. It consists of a morning classroom based session that takes place at a designated Fire and Rescue station within Neath Port Talbot. The afternoon will be road based, using a variety of roads throughout the Welsh Counties to meet the motorcycle training needs of the individual rider, based on the advanced Police rider manual, Roadcraft.

Riders who have completed the Bikesafe course are encouraged to bring copies of their assessment forms for the afternoon session. The training ratio will be one Instructor to a maximum of two riders for the on road element. Delivery will be tailored to meet the individual needs of the rider.

At the conclusion of the day participants will be issued with a certificate of competence that is recognised by a wide variety of insurance companies and may attract a premium discount.

First Bike on Scene (FBoS) - is a one day nationally recognised First Aid course for motorcyclists.

It is accredited by the Quality Casualty Care Alliance (QCCA) and is designed to provide the knowledge and skills to deal with the initial management of a causality involved in a road traffic collision or any incident where injury is sustained. Bikers will be encouraged to provide necessary Basic Life Support (BLS) in the event while waiting for emergency services.

Courses are held at weekends at a designated Fire and Rescue Station in a classroom environment and riders do not require a motorcycle to attend. FBoS is subsidised by Welsh Government and the courses are held during the months from October through to April each year.

A certificate of competence issued at the conclusion of the day of training.

Driving at Work

Driving License Changes - If you passed your car driving test before 1st January 1997 you will have automatically been given the entitlement to drive a car and trailer, light goods vehicles up to 7.5 tons and minibuses up to 16 passenger seats. Those who passed a car test after this date will not have the 'free' entitlements and will be limited to a car licence only.

Anyone under 31yrs of age is affected by this change, particularly those in the teaching profession who may be required to drive minibuses as part of their work or someone who wants to tow a larger type of caravan or a horsebox.

The following reflects training provided for those who passed their car test after January 1997:

- A Passenger Carrying Vehicle (PCV) D1 licence is required for drivers who passed their car driving test after 1st January 1997 and who wish to drive a vehicle with more than 8 passenger seats.
- A Light Goods Vehicle (LGV) C1 licence is required for drivers who passed their car driving test after 1st January 1997 and who wish to drive a vehicle over 3500kg (usually heavier than a four wheeled van).

Driver training to C1 and D1 licence acquisition standard is comprehensive and familiarises trainees with the requirements for the test of practical competency for Goods (LGV) and Passenger Carrying Vehicles (PCV). Practical testing is carried out by the Driving Standards Agency at three locations in South Wales: Newport, Llantrisant and Neath.

The practical training course will cover all aspects required by the Driving Standards Agency (DSA) Syllabus. Items covered will include vehicle safety, check questions, passenger comfort, driving on urban and rural roads, procedures at bus stops and driving on dual carriageways and motorways. An off-road reversing exercise and 'show me, tell me' knowledge checks are also subject to assessment prior to and at test conclusion. Successful candidates are issued with a C1 or D1 pass certificate and must apply for full licence status within two years. They are not subject to the provisions of the new driver's legislation.

Driver CPC the Certificate of Professional Competence - In 2003 the European Union passed the Driver Certificate of Professional Competence (CPC) directive. This affects all new drivers as it introduces a new initial qualification and also impacts on current professional LGV and PCV drivers.

All drivers, new and existing, will have to undertake 35 hours of training every five years to ensure that their Driver CPC is current. This is known as Periodic Training.

The EU directive became effective on 10 September 2008 for the PCV sector and 10 September 2009 for the LGV sector. There is a period of grace of five years for each category, with drivers required to complete before 2013 and 2014 respectively.

Periodic Training is designed to confirm, and expand on, the existing knowledge and skills of each driver to ensure that they continue to be safe, courteous and fuel-efficient drivers. It will also enable drivers to keep up-to-date with ever changing regulations and benefit from training throughout their whole career.

Drivers who undergo training have their CPC record maintained electronically and each period of training is submitted by the training provider and logged in a central database.

Once the 35 hours of training have been attained, a Driver Qualification Card will be automatically generated by DVLA and issued to the driver.

Only courses that have been approved - and are being delivered by a training centre that has been approved by the Joint Approvals Unit for Periodic Training (JAUPT), will count towards the Periodic Training requirement.

The Road Safety Team within Neath Port Talbot County Borough Council has been approved by the Joint Approvals Unit for Periodic Training.

Banksman/Signaller Training Courses - Nearly a quarter of all deaths involving vehicles at work occur while vehicles are reversing.

Banksman/ Signaller training courses are available for delivery by our accredited Road Transport Training Industry Training Board (RTITB) trainer.

- Four hours in duration and may accommodate up to six students
- Identifies responsibility and communication.
- Personal Protective equipment requirements
- Actions in the event of emergencies
- Signalling
- Duties of a driver and banksman
- Those who complete the course are certificated for a period of three years

Engagement

The Road Safety Team uses a variety of avenues to publicise schemes and target specific groups.

Public engagement is one of the more successful ways of reaching target groups. Our team has found that encouraging Motorcyclists to attend training schemes is more successful when met within their own environment, for example at a motorcycle open day. Our mature drivers are often successfully recruited this way where individuals feel reassured when engaged with directly. Engagement days are often attended in the local hospital, Doctors surgeries and supermarkets to reach this audience.

The use of social media such as Facebook and Twitter is rapidly becoming an avenue for publicity of schemes and campaigns and targets young people, parents, whom in turn are drivers and motorcyclists. The local press often publish stories about our campaigns or courses via our social media posts which assists us in reaching a wider audience. Newsletters, emails and our website are also used to reach the public.

Partnership work with South Wales Police and Safer Neath Port Talbot team is also a major aspect of our role. For example, we specifically target safety around our schools with partnership assemblies with the police and the visible parking patrols and launch of a banner. Another successful campaign with the police has been the Click it or Ticket

campaigns to reinforce the importance of seatbelts and car seats useage in and around school locations.

Mid and West Wales Fire and Rescue also work closely with our team and South Wales Police on specific day initiatives such as school, public education and awareness days focussing on mobile phone use, seatbelt and speed. They also support out Driver & Motorcycle training programmes.

DRAFT

WORK PROGRAMME

<p>TARGET GROUP</p> <p>Parents/Carers/Child Minders of Pre-School Children</p>	 A photograph showing two women sitting on a stone bench outdoors. One woman is holding a baby in a stroller. They appear to be in a residential area with a house in the background.
<p>Objectives</p> <ul style="list-style-type: none">• To provide parents/carers/child minders with current and up to the Road Safety information• To reduce the number of casualties to pre-school children	
<p>Action</p> <ul style="list-style-type: none">• Road safety teaching resource made available from the Road Safety Team• Provide in-car safety advice together with information on Child Restraints	
<p>Responsibility</p> <ul style="list-style-type: none">• Road Safety Team	
<p>Timescale</p> <ul style="list-style-type: none">• On-going	
<p>Performance Indicators</p> <ul style="list-style-type: none">• Under 16 KSIs	

TARGET GROUP

Pre-School Children



Objectives

- To provide each pre-school child with road safety education
- To reduce the number of casualties to pre-school children

Action

- Pre-school groups and nurseries will have access to road safety teaching resources together with topic ideas and links to the National Curriculum.
- Road Safety Education

Responsibility

- Road Safety Team

Timescale

- Each academic year

Performance Indicators

- Under 16s KSIs

TARGET GROUP

Key Stage 1 Children – Age 5 to 7 Years



Objectives

- To provide each school child and their families/carers road safety education and information
- Raise awareness of safer journeys to school programme

Action

- PHSE linked Road Safety Education
- Child Pedestrian Training

Responsibility

- Road Safety Team and partners

Timescale

- Each academic year

Performance Indicators

- Under 16s KSIs

TARGET GROUP

Key Stage 2 Children – Age 8 to 11 Years



Objectives

- To promote safer journeys to school
- To provide access to Cycling
- To provide road safety life skills

Action

- PHSE linked Road Safety Education

Responsibility

- Road Safety Team

Timescale

- Each academic year

Performance Indicators

- Under 16s KSIs

TARGET GROUP

Key Stage 3 & 4 Children – Age 12 to 16 Years



Objectives

- To promote safer journeys to school
- To provide access to Cycling and improve cycle helmet wearing
- To provide education on the safe use of Public and School Transport
- To improve seat belt wearing

Action

- PHSE linked Road Safety Education
- Evaluation of existing interventions

Responsibility

- Road Safety Team

Timescale

- Each academic year

Performance Indicators

- Under 16s KSIs

TARGET GROUP**Young Drivers****Objectives**

- To improve safety and to raise awareness of young drivers and driver education
- To promote and deliver young driver education programmes
- To promote speed and casualty reduction programmes

Action

- Introduce pre-driver education in schools
- Evaluation of Young Driver initiatives currently being undertaken
- Continue to work with our Road Safety partners and WG to influence policy change for a bespoke Graduated Driver Licence for newly qualified Welsh drivers
- To continue to liaise with Advance Driving Instructors

Responsibility

- Road Safety
- Advance Driving Instructors
- Other Partners

Timescale

- On-going

Performance Indicators

- National Performance indicator for KSIs i.e. 40% reduction in KSIs

TARGET GROUP

Older Drivers



Objectives

- To improve knowledge, skills and safety awareness in older drivers

Action

- To promote public awareness of medical fitness to drive
- Provide information and practical training for older drivers
- Further research into the nature of older road user casualties in the county borough

Responsibility

- Road Safety
- Advance Driving Instructors
- Other partners

Timescale

- On-going

Performance Indicators

- Review of local and national Statistics

TARGET GROUP

All Drivers



Objectives

- To raise awareness of Road Safety and Driving through education, training, publicity and enforcement

Action

- Further promote our Driving at Work Policy internally.
- Work with partners to raise awareness of careless or dangerous road user behaviour
- Driver education programmes for both recreational and professional drivers

Responsibility

- Road Safety
- Police
- Fire Service

Timescale

- On-going

Performance Indicators

- Review of local and national Statistics

TARGET GROUP

Motorcyclists



Objectives

- Increase awareness of motorcyclists for all road users
- Provide motorcyclist training
- To promote and deliver Rider Safe, Bike Safe, Dragon Rider and FBoS initiatives

Action

- Delivery of Rider education programmes
- Work in Partnership with Motorcycle Retailers
- Ensure Road Safety information is available to motorcyclists
- Target specific groups of riders that feature in casualty statistics

Responsibility

- Road Safety Team
- Police

Timescale

- On-going

Performance Indicators

- National Performance Indicators for KSIs i.e. 25% reduction in KSIs Welsh Government Target

TARGET GROUP

Cyclists



Objectives

- Increase awareness of cyclists for all road users
- Provide cycle training and information to cyclists
- To provide Level 1, 2 and 3 National Standards Cycle Training

Action

- Evaluation of existing interventions to be carried out
- To work with schools and public to raise the profile of benefits and opportunities for cycling
- Promote the use of cycle helmets
- Work in conjunction with National Standards Instructors to carry out Level 1 & 2 Training in Schools
- Provide National Standards Level 1, 2 & 3 Cycle Training for Adults

Responsibility

- Road Safety Team

Timescale

- Each Academic Year

Performance Indicators

- 25% reduction in all pedal cyclist casualties by 2020 – NPT target

TARGET GROUP

Pedestrians



Objectives

- To reduce the number of pedestrian Casualties
- To improve accessibility and reduce conflict between road users
- To provide access to Cycling
- To provide road safety life skills
- Evaluation of existing interventions

Action

- Child Pedestrian Training
- Work with schools to increase awareness
- Road Safety Education carried out in Schools

Responsibility

- Road Safety Team and Partners

Timescale

- On-going

Performance Indicators

- Review of Pedestrian Statistics