

Milton Keynes Road Safety Strategy 2013-2018





This Document was adopted by the Cabinet Member for Planning & Transport on 25th February 2014. It supersedes the previous Road Safety Strategy (Jan 2004).

This document has been prepared by
Milton Keynes Council

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Foreword:

The Transport Vision and Strategy - also known as the Local Transport Plan 3 (LTP3) - sets out the policies and programmes for the Milton Keynes Borough from 2011 up to 2031. As Milton Keynes continues to grow, these plans have been put in place in order to accommodate the additional needs of the city and to maintain Milton Keynes as a favourable location for residents, businesses and visitors.

This Road Safety Strategy is one of a number of sub-strategies of the Transport Vision & Strategy and will support the overall aim of the Transport Vision and Strategy to ensure that the Council continues to care for and protect the people of Milton Keynes and its visitors.

Milton Keynes aspires to become one of the UK's top cities; this includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health and prosperity of the population and is safe to use.

The safety of users of the public highway in Milton Keynes is an absolute priority. We all have a responsibility for road safety – either as road users, road authorities or transport providers – and our approach stresses the need for effective partnerships working.

We have exceeded national road safety targets set by Government, and the number of people killed or seriously injured has fallen to a record low. The overall number of casualties resulting from road traffic collisions in Milton Keynes has fallen significantly over the years. By the end of 2010 there has been a 61 per cent reduction in the number of people killed and seriously injured casualties from the original 1994-98 baseline. However, there is more to be done and there are significant challenges ahead as our population increases and demands on the public highway network rise.

Following on from the 8-week public consultation period, I am pleased to note that the comments received are complimentary with the strategy or placed further importance on the interventions already in the strategy.

This document sets out our strategy to meet these challenges and sets a new target of reducing the number of people killed or seriously injured by a further 33 per cent by the end of 2020. This is a challenging target, and we have a duty of care to make every effort to achieve it. The strategy outlines our vision and reflects our desire to improve the way that our road network functions as Milton Keynes grows over the next 20 years.

Keith McLean (Cllr)
Cabinet Member for Transport

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1. Purpose of this document

The safety of users of the public highway in Milton Keynes is an absolute priority. We have exceeded national road safety targets overall, and the number of people killed or seriously injured (KSI) has fallen to a record low. By 2010, a 61 per cent reduction in the number of KSI casualties from the original 1994-98 baseline had been achieved. However, there is more to be done and there are significant challenges ahead as our population increases and demands on the public highway network rise.

The purpose of this document is to set out our strategy for Road Safety to meet those challenges and sets a new target of reducing the number of people killed or seriously injured by a further 33 per cent by the end of 2020. This is a challenging target, but we have a duty of care to make every effort to achieve it.

This document explains the important policy context, background on progress in recent years in the context of the casualty reduction targets and the challenges facing Milton Keynes over the coming years. This strategy also explains the actions we are proposing and the challenging target we are setting for killed and seriously injured casualty reductions.

To rise to the challenges and meet the proposed casualty reduction target the approach that we plan to adopt is described, with a series of specific actions. Each action has a unique reference number and the full set of actions has been provided. We believe that delivering these actions will continue to improve the safety on our roads in the future.

The strategy outlines our vision, key objectives and interventions we are proposing to stimulate effort and focus resources, working closely with stakeholders and others to improve safety of users on our roads. It reflects our desire to improve the way that our roads function and we aim to provide a transport network which is safe, fast and efficient for movement of people and goods, and be accessible for all as Milton Keynes grows.

We all have a responsibility for road safety – either as road users, road authorities or transport providers – and our approach stresses the need for better and more effective partnerships.

2. Introduction

Over the past 40 years Milton Keynes has grown from a small collection of towns and villages into a young, planned and modern city and borough. It is home to thousands of people and hundreds of businesses. It has a distinctive and efficient grid road system and a shared footpath and cycleway network that provide a choice of routes across the city.

Milton Keynes aspires to become one of the UK's top cities; this includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health and prosperity of the population.

The Transport Vision and Strategy for Milton Keynes, forming the third Local Transport Plan (LTP3) as adopted by the Council in 2011 looks at how transport can be improved to address key transport issues including road safety. Local Transport Plans are important as they help us to identify transport priorities, make transport funding decisions and monitor our progress against targets.

Our Local Transport Plan runs from 2011 to 2031, it sets out the long term transport strategy and goals and contains plans for transport schemes and projects in the short, medium and long term.

The LTP3 also looks at how all forms of rural and urban transport across the borough can be improved for all residents, businesses and visitors, including cycling, buses, trains, parking, and roads.

The Road Safety Strategy is one of the key sub strategies of Milton Keynes Transport Vision and Strategy and sets out the Council's policies for road safety throughout the borough.

This Road Safety Strategy will support the overall vision of the Transport Vision and Strategy to increase prosperity and ensure that the Council continues to care for and protect the people of Milton Keynes and its visitors.

Road traffic collisions can have a devastating effect on the lives of those involved, not only the people who have been injured, but also their families and friends. Serious collisions can deeply affect many people in the wider community and extended road closures can have serious consequences for the road user and the economic prosperity of the borough.

Apart from the personal tragedy, death and serious injury from Road Traffic Collisions (RTC's) have a detrimental impact on the economy. The loss of economic output together

with the costs of emergency services, healthcare and ongoing welfare has been estimated at £16 billion a year to the national economy.

Over the past decade, Milton Keynes working together with our partners, has made good progress in making our roads safer, reducing the number of casualties, and improving the road network for all road users.

We must continue to push for greater safety, and avoid letting the improvements of recent years breed complacency. Particular attention needs to be given to motorcycling, walking and cycling journeys. While these may represent a relatively small proportion of total journeys on the network, they are the most vulnerable road users, for whom the risk of serious injury or death is greatest.

Milton Keynes highway infrastructure layout is different compared to other towns and cities and consist of high speed grid roads, made up of 60 kilometres of dual carriageways, 95 kilometres single carriageways and 890 kilometres of minor roads, as well as 290 kilometres of Redways (segregated walkways and cycle paths). This unique grid road network with segregated walk and cycle ways significantly reduces conflict with pedestrians, cyclists and vehicles on the grid roads.



3. Local Transport Plan

3.1. A Transport Vision and Strategy for Milton Keynes:

Milton Keynes is an innovative, 'can-do' borough. It's unique grid road layout and structure has helped support growth, making Milton Keynes the most successful new town in the United Kingdom.

Milton Keynes is economically successful; home to many international companies and organisations including Santander, British Petroleum, Mercedes Benz, and Red Bull Racing and The Open University; it also attracts major sporting and music events.

Milton Keynes is situated approximately half way between London and Birmingham and nearly 18 million people live within one and a half hours of the borough.

Milton Keynes is expected to grow rapidly over the next twenty years. It is essential that, as the population of the borough grows, so does the transport choice available to residents and visitors alike. Making better use of existing infrastructure, improving highway and Redway connectivity and providing an attractive public transport network are key. This will allow Milton Keynes to continue to prosper and provide an excellent quality of life for all of its residents and a positive experience for visitors.

The Transport Vision and Strategy covers the entire borough including the city, the older towns and rural areas. It also covers key corridors and routes to neighbouring areas and beyond, including major urban areas, international airports, ports and the Channel Tunnel. The Transport Vision and Strategy looks across the period from 2011 to 2031 and is aspirational, continuing Milton Keynes' history and reputation.

The Transport Vision and Strategy constitutes the council's third Local Transport Plan (LTP) for Milton Keynes and was submitted to the Department for Transport by April 2011. The Transport Vision and Strategy sets out the borough's policies and programme for delivering local, sub-regional and national policy objectives.

3.2. The overarching Transport Vision for Milton Keynes:

“By 2031, Milton Keynes will have the most sustainable transport system in the country, increasing its attractiveness as a place to live, work, visit, and do business. There will be a real transport choice to satisfy individual preferences and encourage more sustainable travel behaviour. The transport system will provide safe, fast and efficient movement of people and goods, and will be accessible for all. Everyone will have access to key services and amenities, including employment, health, education, retail and leisure.

Transport networks, including the unique grid road and Redway networks, will be expanded and fully integrated into new developments and regeneration areas to support more sustainable communities. Connectivity to local towns, major cities, and international transport gateways and networks will be first class; and Milton Keynes will embrace new technology, being an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.”

3.3. LTP Objectives:

- Provide real and attractive transport choices to encourage more sustainable travel behaviour as Milton Keynes grows.
- Support the economic growth of the borough through the fast, efficient and reliable movement of people and goods.
- Reduce transport based CO₂ emissions to help tackle climate change.
- Provide access for all to key services and amenities in Milton Keynes, including employment, education, health, retail, and leisure.
- Improve safety, security and health.
- Contribute to quality of life for all Milton Keynes residents, strengthening linkages between communities.
- Establish a development framework that embraces technological change, in which Milton Keynes can continue to grow, pioneer and develop.

3.4. The Transport Vision & Strategy Strands:

The strategy includes key issues relating to each strand of the strategy and how the strategy strands supports the objectives. The delivery of interventions associated with each strategy strand will contribute to multiple transport objectives. We must ensure that each of the strategy strands support and influence the work around road safety in order to observe the benefit in casualty reduction.

3.5. The strategy strands are:

- **Public Transport:** rail, bus, interchange, community transport, taxi and private hire future modes of transport (and public transport safety and security).
- **Cycling and Walking:** infrastructure and promotion (including safety and security). All of this will be outlined in this sub strategy
- **Smarter Choices:** using behavioural change techniques to bring about shifts in the mode of transport individuals use, favouring the use of active travel for all or part of each journey taken.
- **Highways and Traffic Management:** the safe, fast and efficient movement of people and goods, congestion, parking, air quality, and safety of users. Taking into consideration the pedestrian and cyclist in the development of new interventions and projects.
- **Technology:** information provision, web-based technology, future modes of transport, and alternative fuels. Including the use of the new generation of smart-phones to promote and provide incentive to use walking and cycling for active travel and recreation purposes.
- **Infrastructure Management:** Highway, Redway network and other asset management.
- **Development Planning:** integrated transport and land use planning. Ensuring that safety, pedestrians and cyclists are prioritised in each planning project. That any changes to the highway are safe and do not introduce additional risk to users of the highway network.

4. Government Guidance on Road Safety:

The government published its Strategic Framework for Road Safety in 2011. The document sets out the government's package of policies to reduce deaths and injuries on our roads through safer infrastructure, better and more targeted education and tougher enforcement for small minority of motorists who drive dangerously.

This coupled with targeted investment in the network allows the continuous improvement of safety engineering and design – whether through fixing the worst accident sites on local roads or introducing new managed motorways.

These are some of the actions that this guidance recommends;

- Dual carriageways are twice as safe as single carriageway roads, and motorways are six times safer.
- Reconstructing junctions and better signing can all decrease the likelihood of collisions.
- Good maintenance ensures better skidding resistance on roads and reduces the risk of flooding from poor drainage.
- Developing safety practices, which can be shared with other highway authorities, including information on standard setting and best practice approaches to deliver low-cost schemes which improve road safety and driver behaviour.
- Working with the police, who will enforce traffic offences, to help make sure that all drivers behave safely.

Technological improvements also offer great opportunities to gather more comprehensive and sophisticated data on the network. This data can be used to understand better how the network is used and how it is performing, be shared with other operators and partners to support better joint working, and provide better information to motorists.

4.1. The Government's Approach to Road Safety

There have been significant improvements in the ways of managing road safety since the last strategy. There has previously been an emphasis on the three Es – engineering, enforcement and education. This has provided a useful framework for improving safety, but did not generally look at specific groups, issues and risks. More recently there has been interest in both the systems approach to road safety and the public health approach.

The systems approach seeks to identify and rectify the major sources of error or design weakness that contribute to fatal and severe injury crashes, as well as to mitigate the severity and consequences of injury. A number of elements in a system all need to go wrong for a serious collision to occur. The aim is to recognise that people will make mistakes and to build the system around this understanding.

In addressing the problem of road traffic injuries, we must pay most attention to the importance of prevention, through interventions which identify problems, analyse causes and risk; assess options; and develop a successful implementation, which can be evaluated and scaled-up.

The other feature of our approach should be a strong emphasis on prioritisation of the most serious problems and highest risk areas and groups and focus our efforts upon tackling these.

Casualty reduction targets were included in both of the previous road safety strategies as a way to motivate and monitor progress. Targets can be useful where they encourage action across multiple agencies and countries, such as for climate change.

The government does not consider that over-arching national targets are now the most appropriate course for road safety. It is not possible to determine, around a decade or more in advance, what level of intervention would be economically efficient or necessary to meet any given target and if this would be a proportionate response when analysed against other priorities. The government expects the local authorities to continue to address road safety and continue to seek improvements.

Policies should be focused upon making it easy for road users to do the right thing, while taking a tough approach to those who deliberately decide to undertake antisocial and dangerous driving behaviour.

This outcomes based framework is designed to help to monitor the progress towards improving road safety and decreasing the number of fatalities and seriously injured casualties on our roads. The government expects this outcome based framework to be used by individual local authorities so that their progress can be compared against the national picture and other similar local authorities.

At the local level, the government has proposed the following as key indicators to monitor our progress:

- Number of killed or seriously injured casualties
- Rate of killed or seriously injured casualties per million people
- Rate of killed or seriously injured casualties per billion vehicle miles

4.2. Our progress on Road Safety targets:

In 2001 the government announced the national road safety targets to the end of 2010, compared to the average for 1994-98:

- a 40% reduction in the number of people killed or seriously injured in road accidents;
- a 50% reduction in the number of children killed or seriously injured; and
- a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres

Over this period Milton Keynes has seen a significant reduction in the number of people Killed and Seriously Injured (KSI) on its roads. This has been achieved through the continuing dedication of the Road Safety Team working with our partners to implement engineering measures as well as road safety education, training, publicity and, in partnership with Thames Valley Police (TVP) traffic enforcement.

Government Targets to end of 2010	94-98 Base	Target	Actual	% Reduction Achieved
Reduce KSI by 40%	188	113	74	61%
Reduce Child KSI by 50%	25	13	5	80%
Reduce Slight Casualties by 10%	1072	965	902	16%

We have exceeded the targets set by the government in the decade to the end of 2010 on all three key indicators for road safety, with a 61 per cent reduction in KSI casualties compared with the 1994 -1998 baseline, and our aim going forward is to continue to improve safety for residents and visitors to Milton Keynes who use our roads, walkways and cycleways.

4.3. Working with Partners:

The Road Safety Team has been working in partnership with Thames Valley Police (TVP), Buckinghamshire Fire & Rescue Service (BFRS), and other Local Authorities across the Thames Valley area and the South-East Region to combine effort and resource to deliver Road Safety Education, Training and Publicity (ET&P) initiatives aimed at making road users more aware of the need to use the highways safely and to encourage people to consider the highway in a more responsible way and to give greater consideration to vulnerable road users.

We work very closely with the Thames Valley Police (TVP) in collating accident and casualty data. This information is used to populate our 'AccsMap' database (recording of road traffic accidents where injury has been sustained) as supplied by TVP. This is the record of information as verified by officers attending the road traffic collision incidents.



The information recorded is for traffic collision incidents where there has been a physical or personal injury to one or more of the people (casualties) involved in the collision. These are referred to as Personal Injury Collision's (PIC's). For example, if there is a single collision where three of the occupants sustain a physical injury, this will be recorded as one PIC but three casualties. We do not hold information on 'damage-only' incidents.

We will continue to investigate the causes of road traffic collisions through the analysis of Personal Injury Collisions (PIC's) data provided by Thames Valley Police and, where appropriate, introduce either engineering or educational measures to mitigate these causes.

Working with our partners we will improve Road Safety Education for children and young people in schools and colleges across the borough. We will improve the training for pre-drivers and newly qualified drivers.

Aligning the objectives of Primary Care, Sustainable Transport, Carbon Reduction, Cycling and Road Safety, we will implement initiatives that will encourage parents and carers to allow children to cycle, scoot or walk to school as an alternative to using the car.

By actively working in partnership with organisations who share mutual objectives in reducing casualties, improving the levels of health and addressing other inequalities such as deprivation levels and social inclusion, we will be able to ensure this plan is a success.

4.4. Data Analysis:

Detailed information on individual PIC's is provided by TVP and entered into a Graphical Information System database (AccsMap). Periodically, the database is interrogated to extract information on where the PIC's are happening, how frequently and what the contributory factors are. It also allows us to identify trends over a number of years.

The tables below show our progress on reduction of casualties on our roads. Compared to the national average and other towns and cities we benchmark our progress against. Milton Keynes has fared well in safety measures it has taken and has seen an overall reduction in road casualties.

The evidence shows that compared to other "traditional" towns and cities, and the rest of England, Milton Keynes' progress was fair on all three key outcome indicators.

However, in 2011 there have been more road traffic collisions which have resulted in a marked increase in the casualties. This has pushed Milton Keynes behind our "benchmarked" towns and also behind England average in our performance to reduce road traffic accidents. For this reason we must not be complacent and must continue to improve safety for all pedestrian, cyclists and highway users and continue our efforts in making our roads safer.

The tables below show our progress on the key outcome indicators as prescribed in the government guidance 'Strategic Framework for Road Safety'. This was published by Department for Transport in May 2011.

The three outcome indicators are:

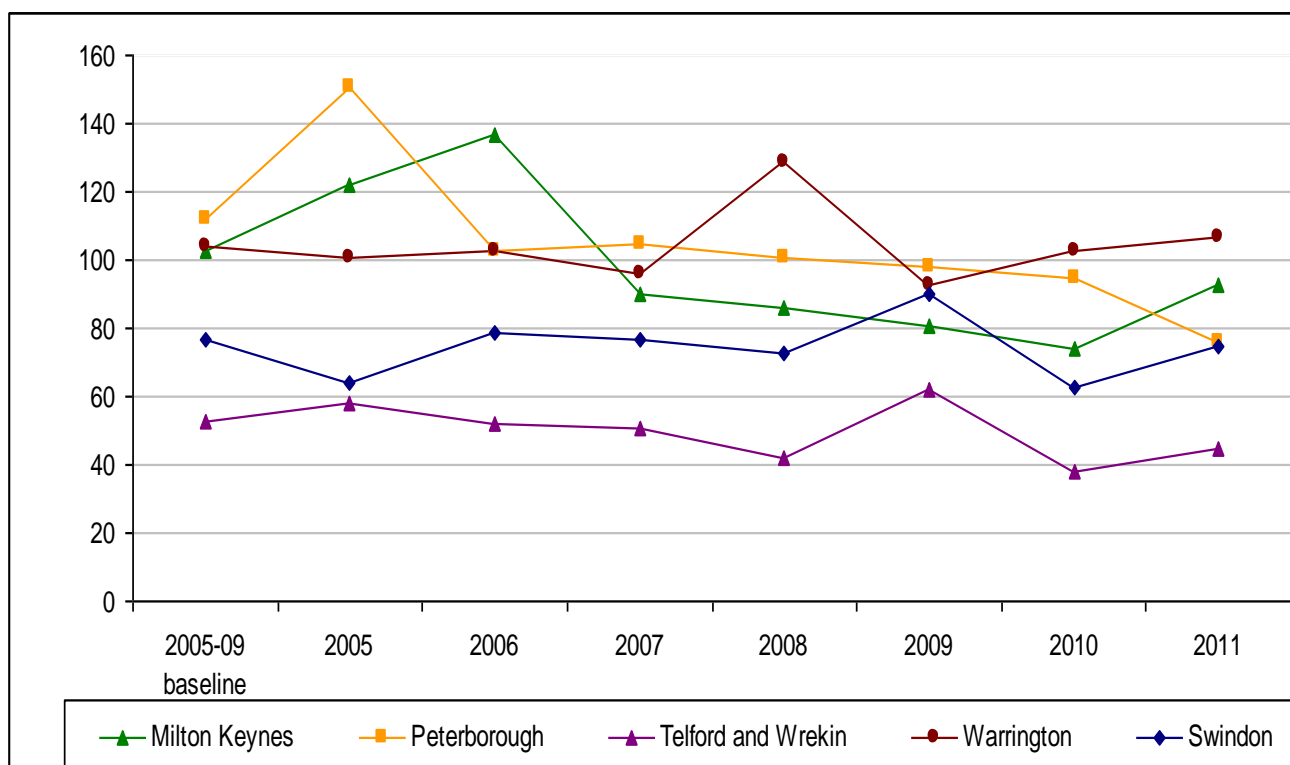
- Number of reported casualties per year compared to the 2005/09 baseline average.
- Casualties per billion vehicles miles driven in the local authority compared to the 2005/09 baseline average.
- Casualty rate per million populations in the local authority compared to the 2005/09 baseline average.

4.5. Key Outcome Indicators - Strategic Framework for Road Safety:

Reported Killed and Seriously Injured (KSI) casualties 2005-2011, and 2005-09 average

Number of casualties

Area	2005-09 baseline	2005	2006	2007	2008	2009	2010	2011	% change between baseline & 2011
Milton Keynes	103	122	137	90	86	81	74	93	-10%
Peterborough	112	151	103	105	101	98	95	76	-32%
Telford and Wrekin	53	58	52	51	42	62	38	45	-15%
Warrington	104	101	103	96	129	93	103	107	2%
Swindon	77	64	79	77	73	90	63	75	-2%
England	25,958	27,945	27,551	26,720	24,369	23,206	21,255	21,717	-16%

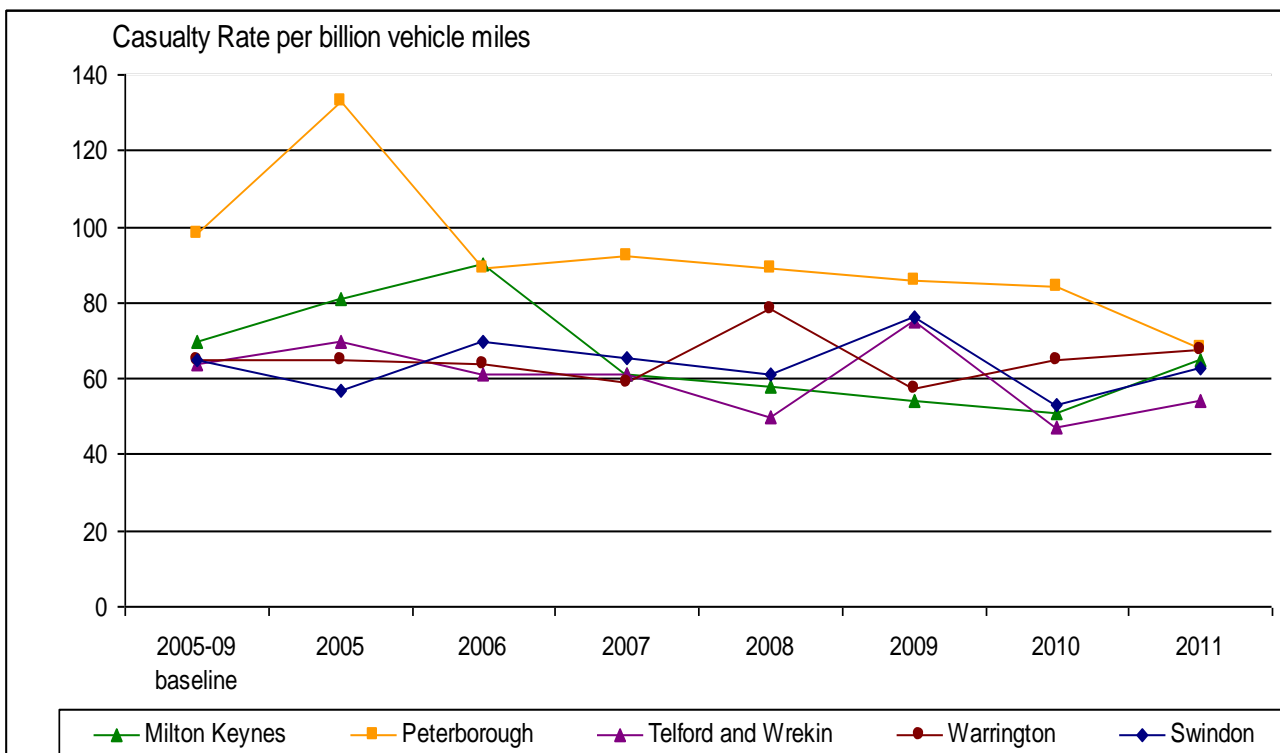


Number of casualties

Casualties per billion vehicles miles driven compared to the 2005/09 baseline average:

Casualty rate per billion vehicle miles

Area	2005-09 baseline	2005	2006	2007	2008	2009	2010	2011	% change between baseline & 2011
Milton Keynes	70	81	90	61	58	54	51	65	-7%
Peterborough	98	133	89	92	89	86	84	68	-31%
Telford and Wrekin	64	70	61	61	50	75	47	54	-15%
Warrington	65	65	64	59	78	57	65	68	-4%
Swindon	65	57	70	65	61	76	53	63	-4%
England	97	104	101	98	91	87	81	83	-15%

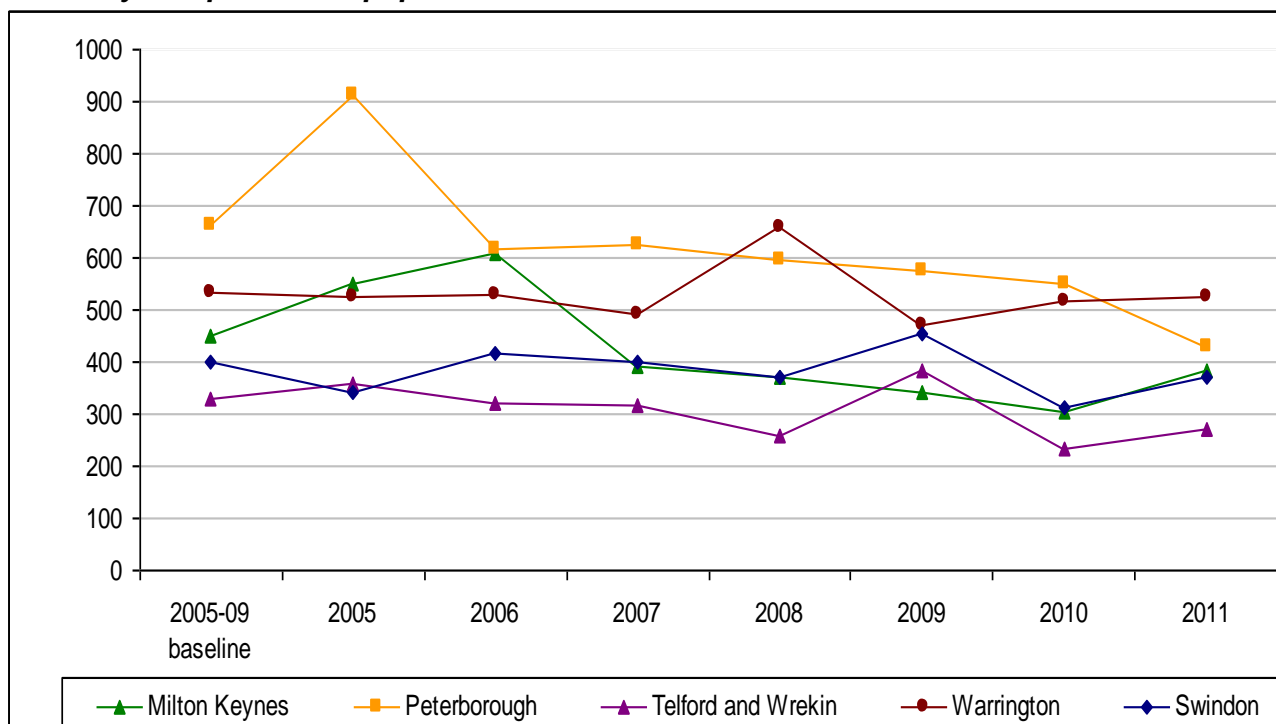


Casualty rate per million populations compared to the 2005/09 baseline average.

Casualty rate per million population

Area	2005-09 baseline	2005	2006	2007	2008	2009	2010	2011	% change between baseline & 2011
Milton Keynes	451	552	609	393	369	342	306	383	-15%
Peterborough	663	913	615	624	595	573	548	427	-35%
Telford and Wrekin	328	360	322	316	260	382	234	272	-17%
Warrington	535	523	531	492	657	470	518	526	-2%
Swindon	398	342	418	400	372	453	312	369	-7%
England	508	554	543	523	474	448	407	412	-19%

Casualty rate per million population:

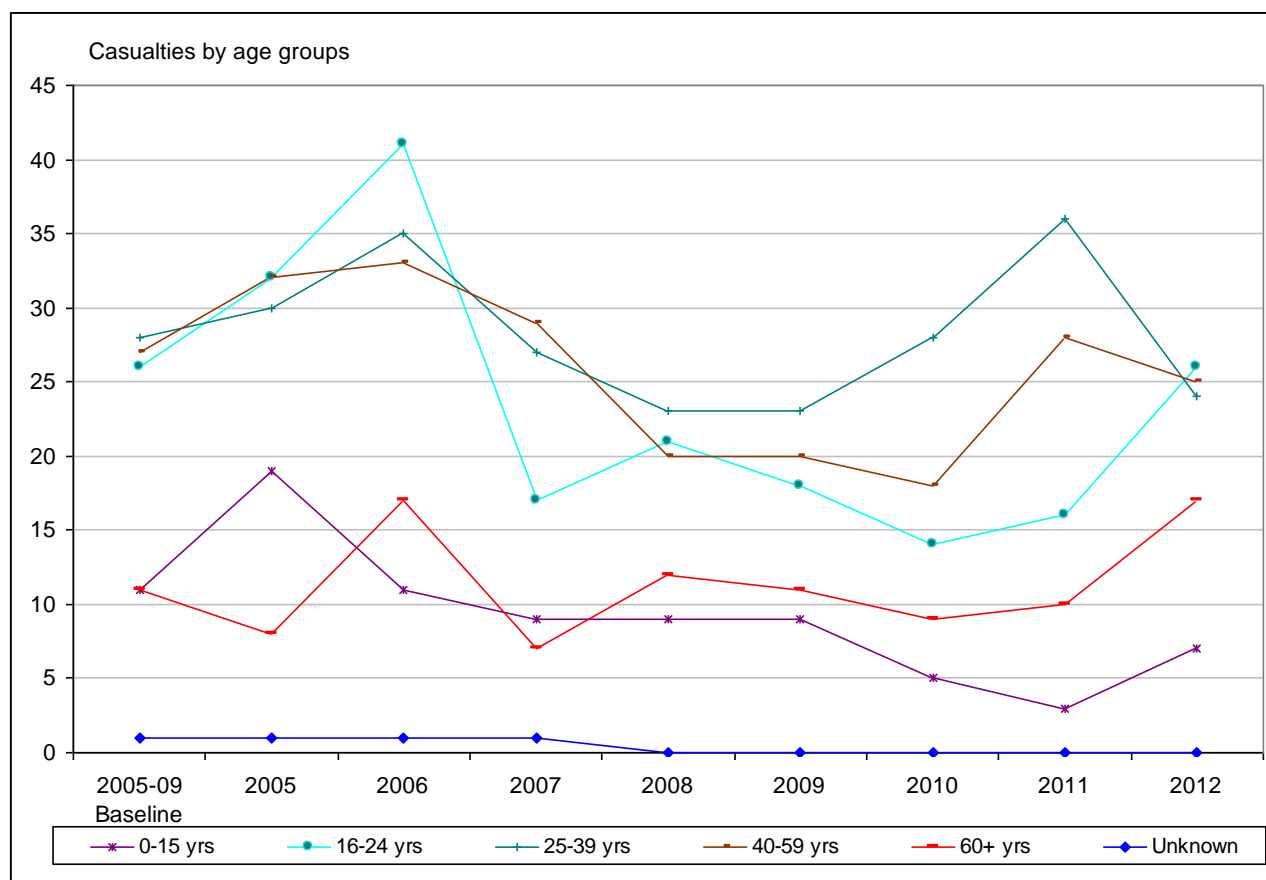


Source: DfT road safety statistics – 2012 comparison data will be available by Sept / Oct 2013

4.6. Casualties by Age Group 2005-12 in Milton Keynes (including M1 & A5)

Casualties by age group:

Age Group	2005-09 Baseline	2005	2006	2007	2008	2009	2010	2011	2012	% change between baseline & 2012
0-15	11	19	11	9	9	9	5	3	7	-36.4%
16-24	26	32	41	17	21	18	14	16	26	0.0%
25-39	28	30	35	27	23	23	28	36	24	-14.3%
40-59	27	32	33	29	20	20	18	28	25	-7.4%
60+	11	8	17	7	12	11	9	10	17	54.5%
Unknown	1	1	1	1	0	0	0	0	0	-100.0%



4.7. Personal Injury Collisions (PIC's) 2005 -12 (including M1 & A5)

The following tables give details of the collisions in Milton Keynes and are analysed by the severity of the collisions in terms of fatal, serious or slight, including percentage change over the 2005-09 baseline.

The data is further analysed to show collisions and casualties on all Milton Keynes roads including those managed by Highways Agency (i.e. M1 & A5) and all other roads managed by Milton Keynes.

Personal Injury Collision's (PIC's) are road traffic incidents where there has been a physical injury to one or more of the parties involved.

Personal Injury Collisions by Severity – including M1 & A5										
	2005-09 Baseline	2005	2006	2007	2008	2009	2010	2011	2012	% change between baseline & 2012
Fatal	13	19	15	16	8	7	7	12	9	-30.8%
Serious	78	83	105	66	70	66	61	75	81	3.8%
Slight	718	768	785	716	683	637	580	585	584	-18.7%
TOTAL	809	870	905	798	761	710	648	672	674	-16.7%

Casualties by Severity - including M1 & A5										
	2005-09 Baseline	2005	2006	2007	2008	2009	2010	2011	2012	% change between baseline & 2012
Fatal	14	25	16	16	8	7	8	12	10	-28.6%
Serious	89	97	122	74	77	74	66	81	89	0.0%
Slight	1096	1205	1173	1096	1039	967	902	868	961	-12.3%
TOTAL	1200	1327	1311	1186	1124	1048	976	961	1060	-11.7%

4.8. Personal Injury Collisions (PIC's) 2005 -12 Milton Keynes Roads Only:

Personal Injury Collisions by Severity - MKC Roads Only (Excluding M1 & A5)										
	2005-09 Baseline	2005	2006	2007	2008	2009	2010	2011	2012	% change between baseline & 2012
Fatal	10	12	11	14	7	6	5	10	7	-46.15%
Serious	70	75	92	59	65	60	59	68	73	-6.41%
Slight	641	677	698	628	616	588	536	539	530	-26.18%
TOTAL	722	764	801	701	688	654	600	617	610	-24.60%

Casualties by Severity - MKC Roads Only (Excluding M1 & A5)										
	2005-09 Baseline	2005	2006	2007	2008	2009	2010	2011	2012	% change between baseline & 2012
Fatal	11	16	11	14	7	6	6	10	7	-36.36%
Serious	79	87	103	67	71	68	64	74	81	2.53%
Slight	957	1042	1012	929	928	872	829	794	850	-11.18%
TOTAL	1047	1145	1126	1010	1006	946	899	878	938	-10.41%

The data for Milton Keynes managed roads shows year on year reductions in both collisions and casualties compared to the 2005-09 baseline, with highest percentage reductions in collisions resulting in fatalities.

This strategy will focus further on reducing number of casualties, while recognising that the borough's population is growing, the economy is changing and people are changing their travel choices. Delivery of safety improvements on Milton Keynes' roads needs to respond to this vibrancy and dynamism.

5. Milton Keynes Road Safety Strategy:

The Milton Keynes Road Safety Strategy begins by explaining the policies and guidance that have helped us develop this document and looks at the road safety activities that have been delivered in recent years and the targets the Council has already achieved; In the following sections we describe our Vision, Objectives and Targets that the Road Safety Strategy aims to achieve by 2020 and the measures, interventions and action plan to achieve these objectives.

5.1. Responsibility for Road Safety:

Under the provisions of Section 39 *Road Traffic Act* 1988, local highways authorities, such as Milton Keynes Council, have a statutory duty to investigate the causes of road traffic collisions, prepare and carry out a programme of measures designed to prevent them in the future and to promote road safety. These measures include the dissemination of information and advice relating to the use of the roads and providing practical training to road users.

The construction, improvement, maintenance and repair of such roads and paths also contribute to the Council's road safety requirement.

In addition, the Council aims to reduce the number of casualties from collisions on the roads and highways by promoting safer use of the highways through education and road safety campaigns, improving the highway environment and reducing anti social behaviour on the roads.

This strategy outlines our vision, objectives and interventions to reduce road collisions and injuries due to accidents on our highway network.

The Strategy is holistic in nature and provides a coordinated approach which includes initiatives to address the issues associated with road users, infrastructure and vehicles. This acknowledges the interdependencies that exist between drivers, roads and vehicle safety design, and will move to more of a 'safe systems' framework.

6. Our Vision for Road Safety:

Our long term vision is:

To make Milton Keynes highways among the safest in the UK, ensuring the safe design of a network that meets the needs of all users and providing a highway network where everyone, regardless of the way they choose to travel, feels safe.

The Road Safety Strategy's vision is intended to inspire road safety stakeholders, key public and private sector stakeholders to work together towards the common objective of making road travel in Milton Keynes safer.

The vision can best be achieved through the implementation of initiatives and measures that deliver our objectives.

6.1. Key Objectives in delivering our vision are:

- **To raise the profile and status of the Road Safety throughout Milton Keynes;**
- **To encourage people to consider the highway in a more responsible way and to give greater consideration to other road users, particularly vulnerable road users;**
- **To identify and engage all those stakeholders who can benefit from reducing casualties that result from road collisions in Milton Keynes, and who can contribute in a co-coordinated way to reducing them, and**
- **To integrate 'Milton Keynes Approach' (project and programme management methodology) to road safety so as to use resources and funding in the most economic way.**

7. Road Safety Policy Context:

7.1. International Policy Context:

At an international level, the European Road Safety Charter 2009 includes an aspiration to reduce fatal collisions by 50 per cent across the whole of the European Union by 2020.

Internationally, road safety has a prominent position (for example the UN Decade of Action for Road Safety 2011-2020) as rising levels of motorised traffic increase the exposure to risk on the roads of developing nations.

7.2. National Policy Context:

In May 2011 the Department for Transport published its *Strategic Framework for Road Safety* 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. There were no national road safety targets announced, however the centrally projected forecast is for a 40% reduction in KSIs by 2020 and 47% by 2025. The framework increases local decision-making but also increases government information available to the public to enable them to hold service providers and authorities to account.

While the central focus will be on supporting road users who have weak driving skills or display lapses of judgement, enforcement will be targeted at those who deliberately undertake dangerous driving behaviours. The Government's approach translates into key themes, which can be summarised as follows:

- making it easier for road users to do the right thing;
- better education and training for children and learner and inexperienced drivers;
- remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points;
- tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously;
- extending this approach to cover all dangerous and careless offences, not just focusing upon speeding;
- taking action based upon cost benefit analysis, including assessing the impact on business;
- more local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities; and
- supporting and building capability by working with the road safety community on better tools to support road safety professionals

The *Strategic Framework for Road Safety* (2011) concluded by saying:

“We expect central and local government to continue to prioritise road safety and continue to seek improvements. Central government should be judged against the actions that we commit to in our Road Safety Action Plan. Equally, we expect local government and service providers to be judged against their actions.”

It is clear that road safety has, and continues to have, a strong priority at a national level and this should be reflected in local priorities.

There are a number of national goals and challenges for health, safety and security, with road safety identified as one of the key priorities. Our strategy will contribute to achieving as many of these as possible, and will deliver outcomes that are acceptable to users across the whole of their travelling experience in the region.

Strategies for Health and Education provision link walking and cycling with healthy living and tackling obesity. In February 2010, the Department of Health (DoH) and the Department for Transport (DfT) published an Active Travel Strategy. Their vision is for “more people walking and cycling more often and more safely”. The strategy states that what is required is a *“coherent programme of targeted and complementary measures addressing a range of barriers and opportunities to deliver a change”*.

The health strategy has a clear implication for road safety especially for these vulnerable user groups. We have ensured that as far as practicable, our approach will have a positive impact on public health and will contribute to carbon reduction especially through modal shift.

We will continue to review all the evidence that underpins this road safety strategy. We will continue to work “smartly” to understand where collisions happen, who is involved (age, gender, socio-economic group), what they are doing and why, which types of vehicle are involved and what the consequences are.

Similarly, a review of Health delivery in the Healthy Lives, Healthy People White Paper launched in December 2010 identified a greater role for local authorities in achieving public health outcomes by improving health, wellbeing and safety.

The Local Transport White Paper, published in January 2011 (Creating Growth, Cutting Carbon: Making Sustainable Growth Happen), highlights how road safety is an integral part of the local authority transport role. It also indicates how sustainable travel choices will contribute to public health and road safety. The strategy is that continued investment in small local transport improvement schemes will support authorities in achieving casualty reduction, increasing accessibility, reducing congestion and other key local goals.

The final piece of the picture is the Road Safety Strategic Framework (May 2011). The long-term vision is that Britain remains a world leader on road safety but that high-risk groups are tackled more quickly. In the future the prospect of in-car technology improvements such as collision avoidance systems will transform the way we drive and allied with better protection systems (both inside and outside of the vehicle), will lead to a very different driving environment.

The Government approach is effectively a shift away from the three E's – engineering, enforcement and education. Instead, there is a move towards the systems approach to problem solving, already used in public health delivery, which involves looking at specific road user groups, issues and risks.

Attention is paid to prevention and interventions are formed based on research and observation. This process involves problem identification, risk analysis, option assessment and implementation development, with evaluation running alongside at all times.

There are no overarching national casualty reduction targets in the framework, partly because there should be no need to highlight further the importance of road safety, but also because it is difficult to determine what level of intervention would be economically efficient to meet any given target.

There is, in place of a target, a Road Safety Outcomes Framework to help local authorities assess and prioritise their actions. There are actions on Educational and Enforcement measures, which vary according to the seriousness of the particular driving offence.

The role of Local Public Service delivery is very much to be determined and made accountable locally. In addition, local co-ordination of services and rationalisation of delivery is identified as a challenge, but it is recognised that achieving this while still targeting specific road users is going to be challenging, particularly in the current economic climate.

In addition, the Local Transport White Paper, published in January 2011, highlighted road safety as an integral part of the local authority role.

7.3. Local Policy Context:

Key local agencies such as Thames Valley Police, Buckinghamshire Fire & Rescue Service, Education, Safer MK and The Health and Wellbeing Board are working together to form a strategic Road Safety partnership. We will ensure that road safety targets, such as the reduction in KSI casualties, remain incorporated in existing local community targets.

Road safety is intrinsically linked to other issues such as crime reduction and increased physical activity. We will ensure, therefore, that the groups working on those agendas, such as Crime and Disorder Reduction Partnerships and School Sports Partnerships are aware of and take road casualty reduction into account.

Casualty reduction will contribute to the wider aim of providing thriving and safer communities. We recognise those other local issues such as population growth, because of planned housing expansion and the level of car ownership, which is already high, may affect road safety delivery. Similarly, the substantial growth in public transport use has potentially generated more pedestrian movements in some locations but equally could influence car use locally.

We will take account of any potential conflict between health and sustainable travel strategies, such as increased walking and cycling that may introduce more vulnerable users into the on-street mix. Working in partnership with our colleagues in Primary Care and other key stakeholders we are committed to increasing levels of physical activity through transport as part of the overall LTP3 strategy.

When delivering road safety engineering interventions, we will, as far as possible, enhance and de-clutter the environment having regard to the need for wider accessibility to local amenities and services, for all in the community.



8. What are the challenges for Milton Keynes?

8.1. The Evidence Base:

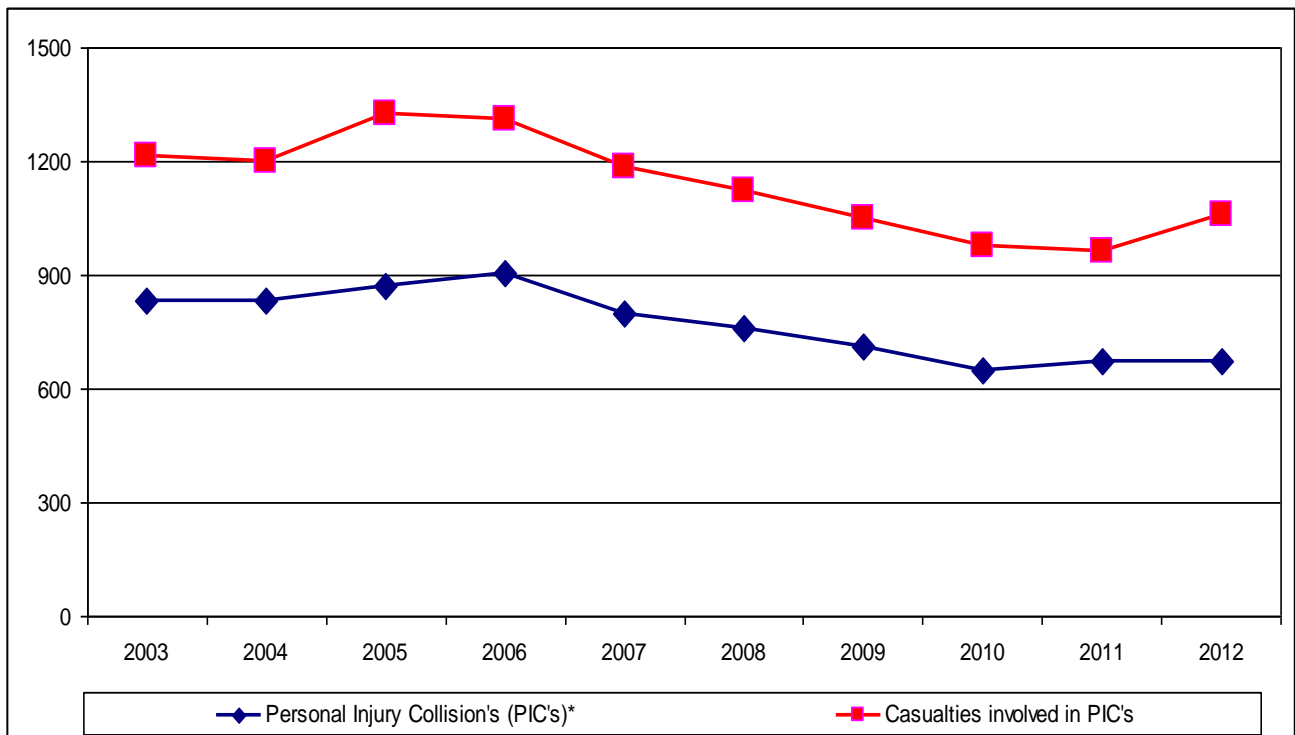
The following section outlines the key information on personal injury collisions around the borough and provides an insight into the following:

- Who is involved in traffic collisions?
- What are the age groups?
- What gender?
- What types of vehicles are involved?
- Where are the collisions happening?
- What time are they occurring?
- Why are they occurring?

8.2. Personal Injury Collisions (PIC's) 2003 -12 (including M1 & A5)

From the graphical information below, it can be seen that, from a peak in 2005, there has been a steady decrease in the the number of Personal Injury Collisions (PIC's) in the Milton Keynes Borough. However, more recently there has been a slight increase in the number of incidents and a more pronounced increase in the number of casualties resulting from these incidents.

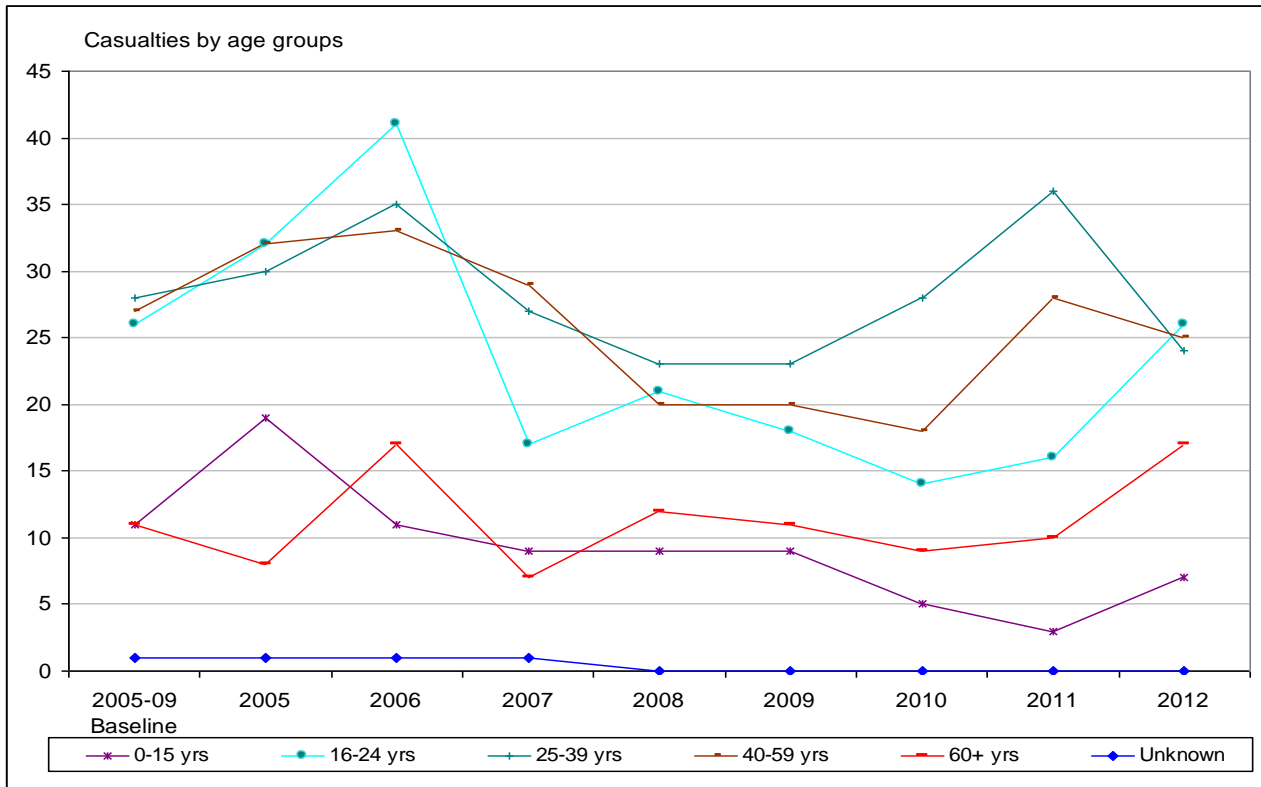
This graph represents personal injury collisions and casualties over a 10 year period.



8.3. Who is involved in the traffic collisions?

The most highly represented age groups over the 10-year period are those in the 25-39, 16-24 and 40-59 respectively. When taken in the context that nationally, young drivers represent approximately 12% of the driving population but represent approximately 26% of road traffic casualties, drivers within the age group 16-24, is over represented.

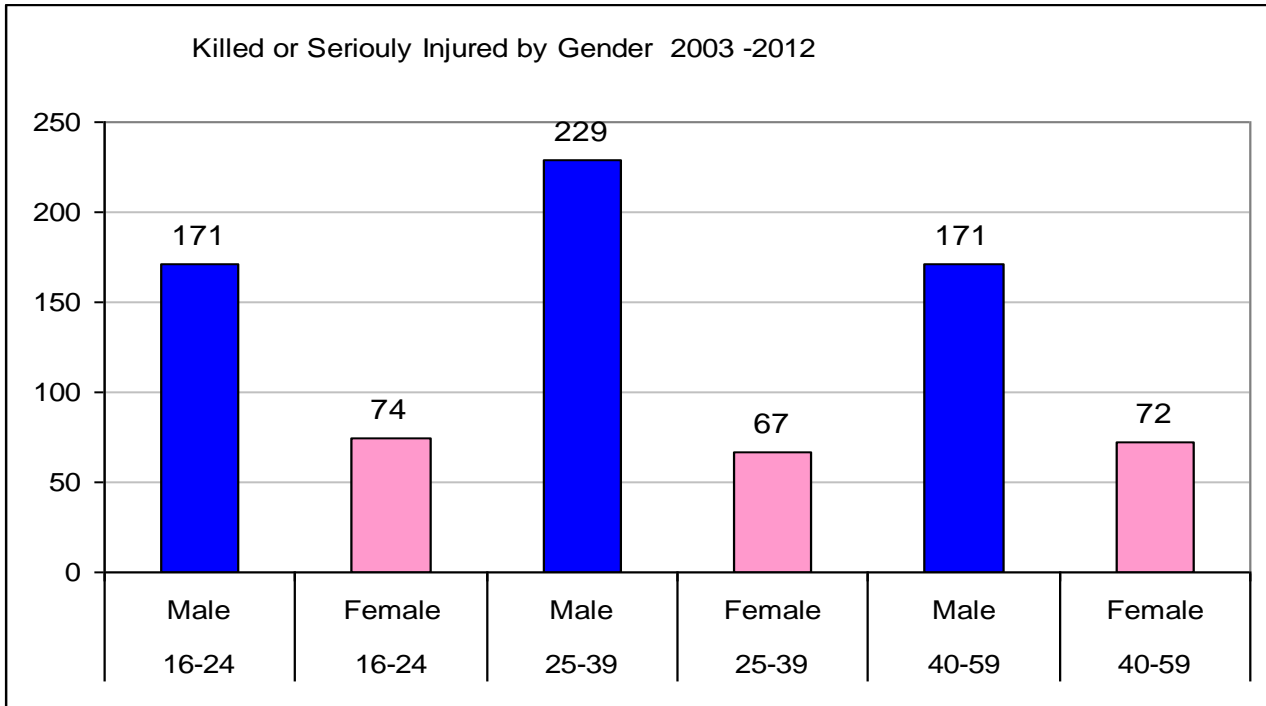
(DfT: Reported road accidents involving young car drivers: Great Britain 2009)



Age Group	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Totals:
0-15	14	11	19	11	9	9	9	5	3	7	97
16-24	26	34	32	41	17	21	18	14	16	26	245
25-39	38	32	30	35	27	23	23	28	36	24	296
40-59	18	21	32	33	29	20	20	18	28	25	244
60+	10	10	8	17	7	12	11	9	10	17	111
Unknown	3	3	1	1	1	0	0	0	0	0	9

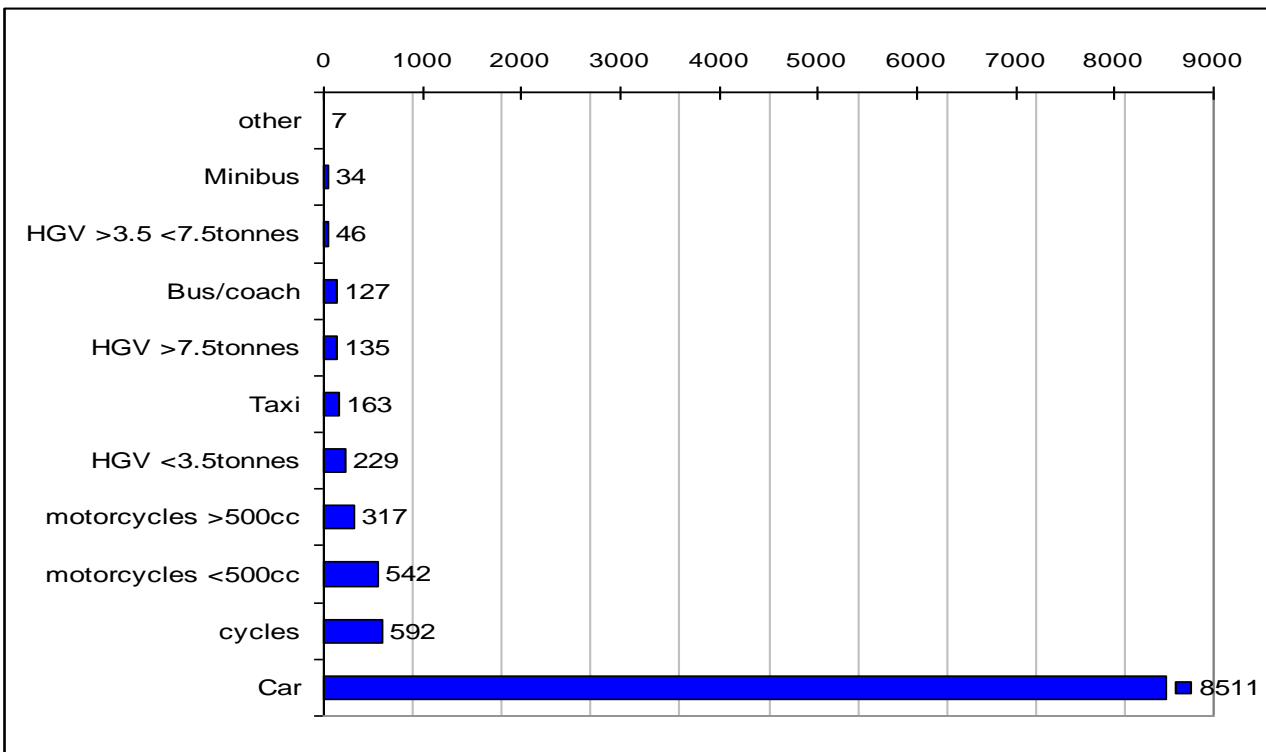
8.4. What gender group?

The graph below clearly demonstrates that male drivers in all age groups are almost three times likely to be involved in collisions involving injuries.



8.5. What types of vehicles are involved in the traffic collisions?

The most highly represented vehicle group is the private car, followed by motorcycle (combined), commercial vehicles (combined) and pedal cycles.



8.6. Where are the traffic collisions occurring?

The table below indicates where collisions are happening and shows that most collisions are occurring at various junctions types i.e. roundabouts, T & Staggered junctions. On sections of highway where there is no junction within 20m (straight section or bend) the number of collision is also relatively high.

Junction Type	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Not within 20m of Junction	283	284	289	290	298	289	258	203	236	237
Roundabout	186	217	216	227	191	210	176	187	170	164
Mini roundabout	13	7	3	7	7	7	7	5	8	15
T & Staggered Junction	241	231	284	278	224	190	187	198	207	208
Slip Road	9	2	6	6	4	6	12	8	6	4
Crossroads	53	40	32	41	36	35	46	27	32	35
Private Drive	24	21	13	20	18	8	8	8	10	11
Other junction	7	18	26	36	20	14	13	11	3	0

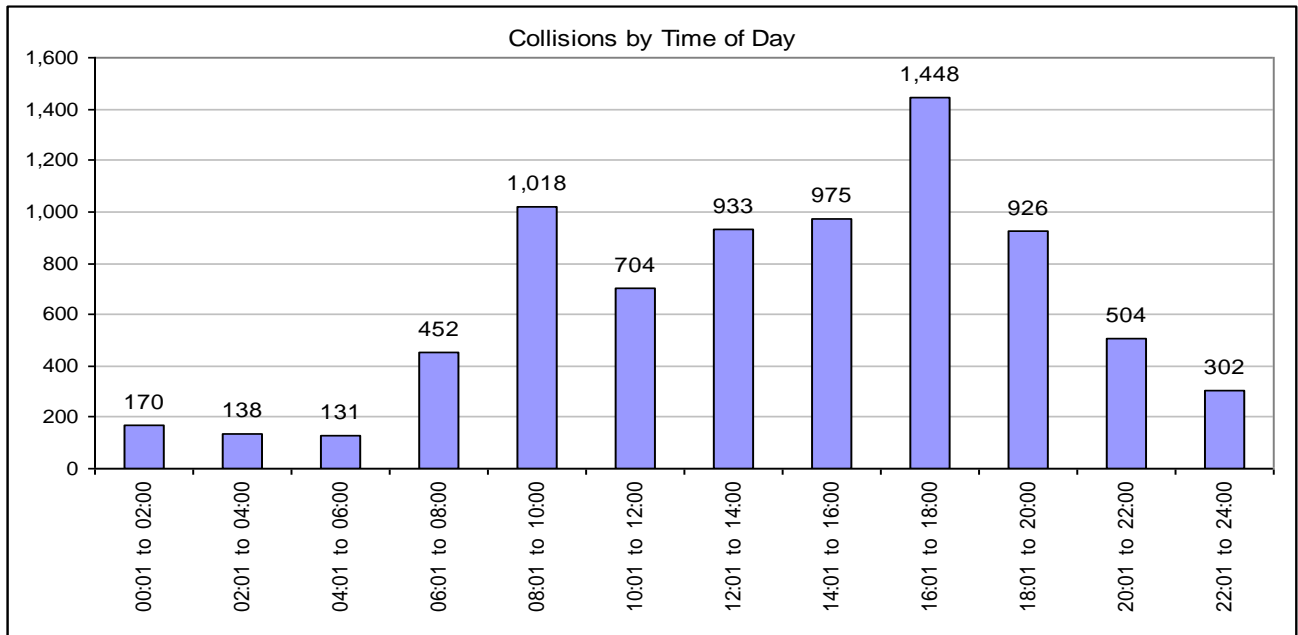
2012 - Reported Road Casualties - comparing grid road casualties to rest of Milton Keynes road network:

User Type	All Roads (Milton Keynes)			Grid Roads			% of all roads	Non Grid Roads			% of all roads
	KSI	Slight	Total	KSI	Slight	Total		KSI	Slight	Total	
Pedestrians	18	42	60	8	8	16	26.7%	10	34	44	73.3%
Pedal Cyclists	7	42	49	2	15	17	34.7%	5	27	32	65.3%
Cars and other vehicles	63	766	829	37	505	542	65.4%	26	261	287	34.6%

On examination of the information in the table above, it can be seen the majority of Pedestrian and Pedal Cyclist casualties are occurring away from the Grid Road network. This is to be expected given the designed segregation of Pedestrian and Pedal Cyclists from motor vehicles, provided by the Redway network. However, there are still significant numbers of incidents occurring on both types of carriageways. The Road Safety Team will continue to analyse where incidents are occurring and will prioritise specific locations on a needs basis.

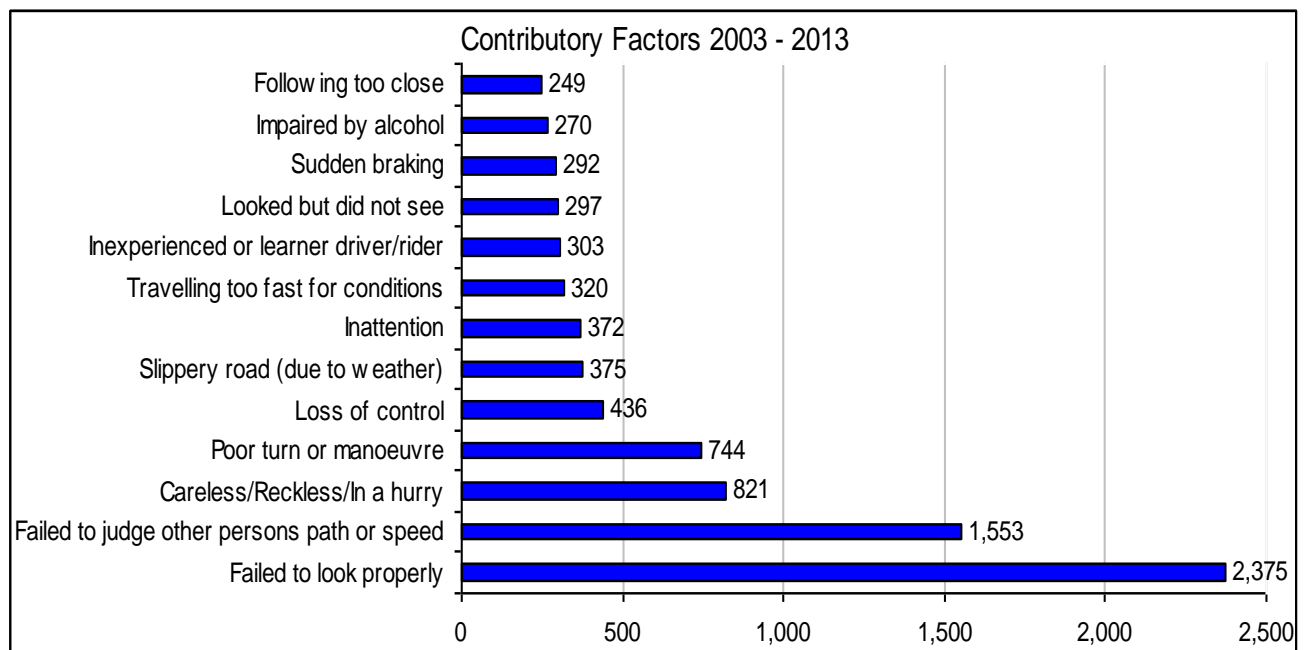
8.7. When are the traffic collisions occurring?

The highest frequency of collisions occur between 08:00–10:00hrs and 16:00–18:00hrs. These times are recognised as the morning and evening ‘peak’ traffic times for commuting traffic.

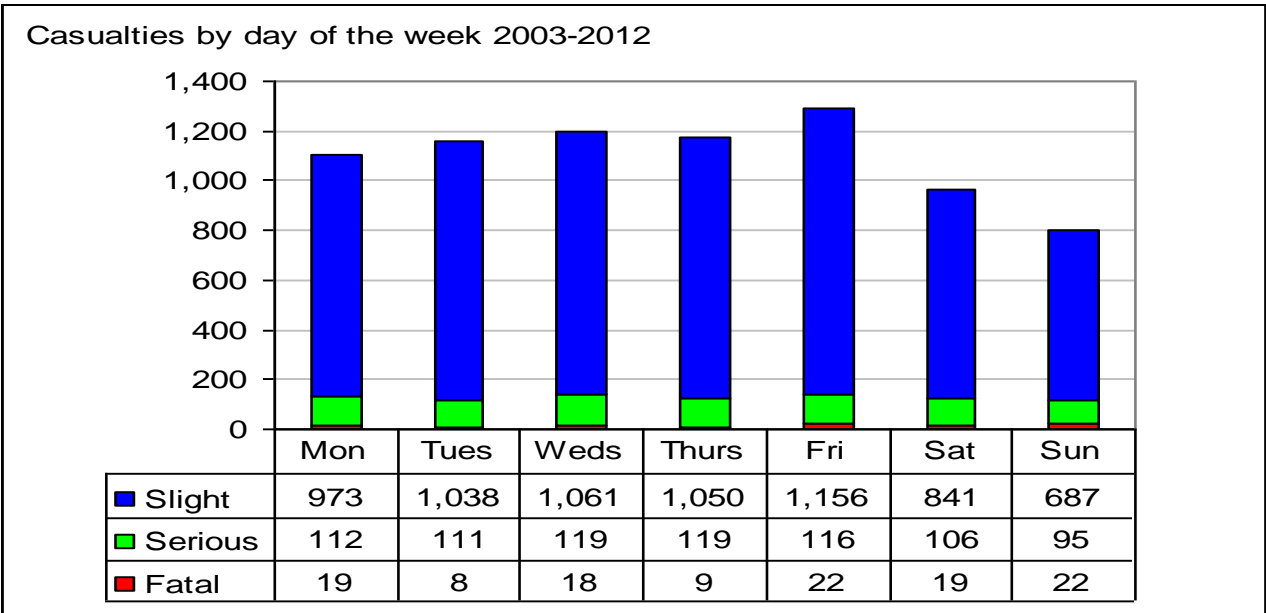


8.8. Why are the traffic collisions occurring?

Thames Valley Police officers attending the scene of a PIC will record what they deem to be the major ‘Contributory Factors’ that have lead to the incident. These factors are recorded on the ‘Stats 19’ Accident Statistics Form, a copy of which is supplied to the Road Safety Team. Analysis of this data shows that the most common factors are ‘Failed to look properly’ and ‘Failure to judge other persons path or speed.’ When ranked against the other Causation Factors, ‘Impaired by alcohol’ features at number 13.

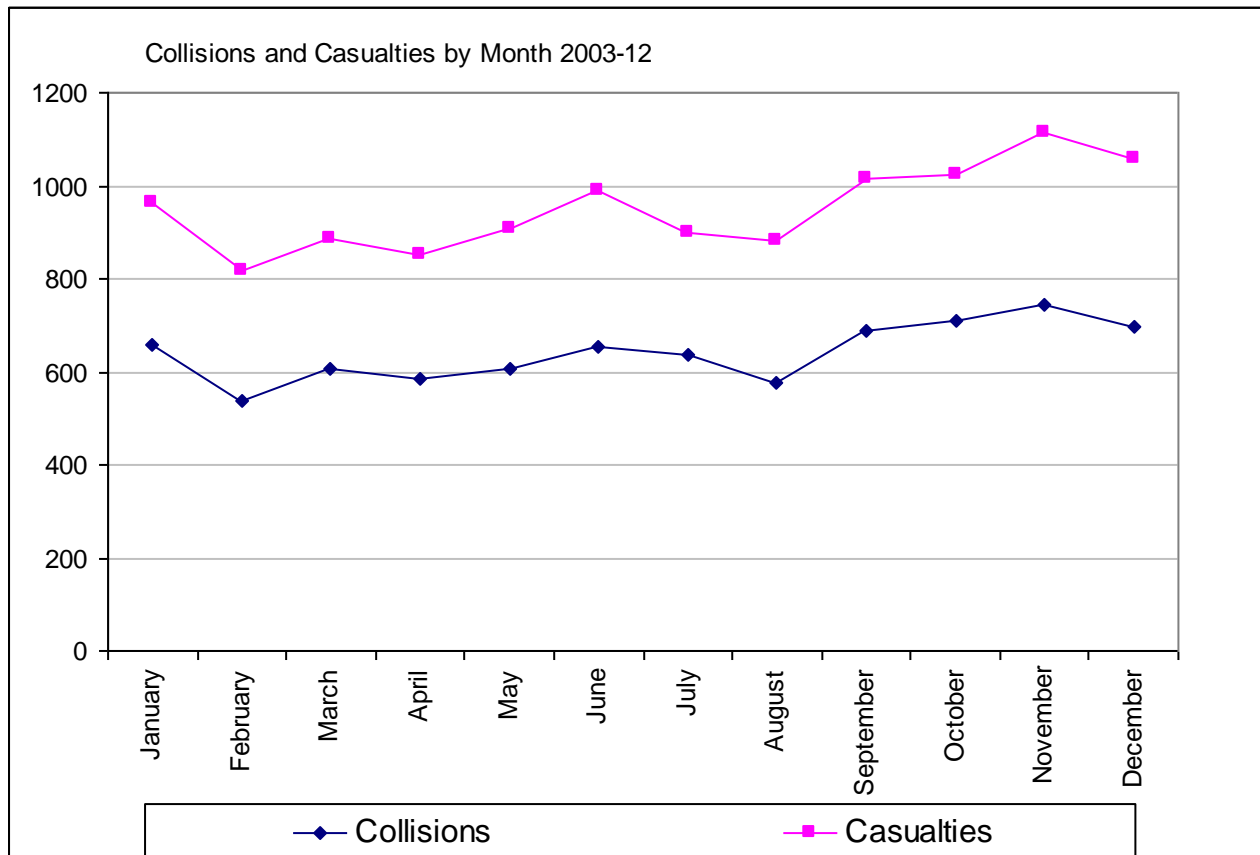


8.9. Casualties by day of the week:



8.10. Casualties by month of the year:

A study of the Causation Factors for each quarter shows that the rise in incidents in the winter months may be due to adverse weather conditions and snow.



8.11. The summary of evidence base for road safety:

From a study of the information gathered over the ten year period 2003-12, and the comprehensive analysis of the tables in the previous section, the most significant elements in terms of road safety are:

- Male car drivers in the age groups 16-24 and 25-39 are most likely to be involved in Road Traffic Collisions (RTC's).
- Most collisions will occur at junction probably due to 'failing to look properly' or 'failing to judge other persons path or speed' or both.

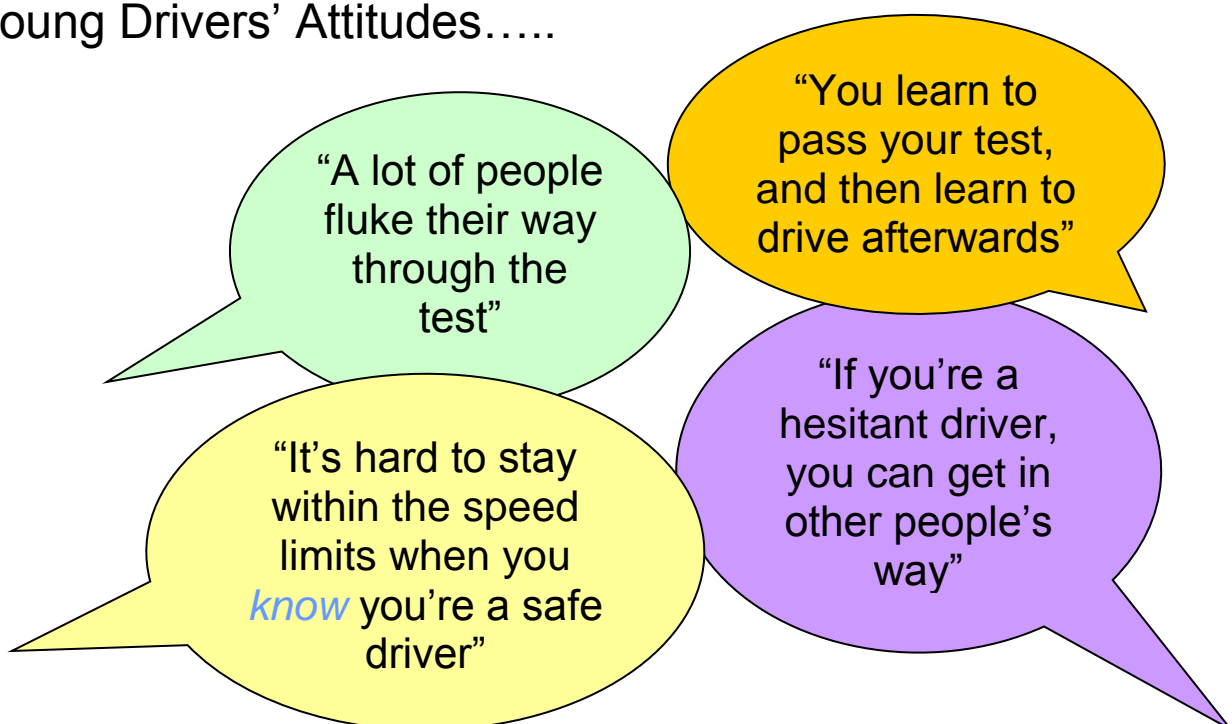
There are 'peaks' in incidents during the periods of 08:00 – 10:00hrs and 16:00 to 18:00hrs. It is during these periods when there is most traffic using the highways to commute to and from their places of work.

Whilst the Road Safety Team will continue to improve the safety of the highway environment through engineering and Road Safety Audit; action needs to be taken to affect driver behaviour and encourage them to use the highway network in a responsible manner.

Interventions need to be made with young drivers and pre-drivers to provide them with better skills and an awareness of the consequences of risk taking.



Young Drivers' Attitudes.....



8.12. Road Safety Audit Policy:

Road Safety Audit (RSA) has an important part to play in achieving the road safety objectives of Road Safety Strategy.

The RSA outlines the practices, which will be adopted and applied by the Council in the performance of Road Safety Audits (RSA's) and Road Safety Assessments (RSAss's).

Road Safety Audit (RSA) is a systematic and objective method for checking the safety aspects of a wide range of highways schemes to ensure that these schemes operate as safely as practicable, minimize the occurrence and severity of road accidents, consider the safety of all road user groups and improve the awareness of safe design practices by design, construction and maintenance staff.

RSA's identify potential road safety hazards within the design of highways schemes and make practical recommendations to mitigate or eliminate hazards.

The RSA process is not a technical check, a check of compliance with design standards or an assessment of the safety benefits of a scheme.

The Road Safety Audit Policy is appended to this document as Annex A.



9. Strategy Vision and Objectives

9.1. Our long term Vision for Road Safety is:

To make Milton Keynes highways among the safest in the UK, ensuring the safe design of a network that meets the needs of all users and providing a highway network where everyone, regardless of the way they choose to travel, feels safe.

There have been impressive improvements over the previous decade and we are committed to ensuring this trend is maintained. Alongside this, our aim is to direct our efforts to the relatively high risk of groups such as for cyclists and children.

In the longer term, with improvements in technology, e.g. collision avoidance – which will continue to transform the way we drive and use roads and the ability of the system to protect all road users when things go wrong together with safer and better driving, we will see a very much reduced casualty rates on our roads.

We will monitor our performance against the indicators in the Road Safety Outcomes Framework and have set ourselves a challenging target of achieving at least 33% reduction in the number of people Killed and Seriously Injured (KSI) in road collisions by 2020.

We must be also mindful that due to past success in casualty reductions, and as these figures reach a regression to the mean, it will be more challenging to significantly reduce the numbers of casualties. (*Regression toward the mean involves outcomes that are at least partly due to chance*).

9.2. Road Safety Objectives:

A reassessment of national policy by the Department for Transport (DfT) determined that there was a need for a change of policy in relation to road safety.

Robust analysis of local casualty data and an understanding of the long term strategic aims nationally has led to a new set of objectives being formulated for Milton Keynes.

Key Objectives:

- To raise the profile and status of the Road Safety throughout Milton Keynes;
- To encourage people to consider the highway in a more responsible way and to give greater consideration to vulnerable road users;
- To identify and engage all those stakeholders who can benefit from reducing casualties that result from road collisions in Milton Keynes, and who can contribute in a co-ordinated way to reducing them, and
- To integrate a 'Milton Keynes approach' (project and programme management methodology) to road safety so as to use resources and funding in the most economic way.



9.3. Overall approach to Road Safety:

We will develop interventions based upon robust data analysis and partnership working. We will deliver these through Education, Training and Publicity (ET&P) campaigns, effective communication, engineering and with the support of enforcement.

To do this, we will:

- Collect new information, utilising data sharing with partner organisations as well as developing and enhancing existing information streams;
- Hold the definitive casualty data for Milton Keynes and be responsible for data validation and submission to the Department for Transport;
- Through Partnership working, develop best practice and cost effective schemes to maximise the use of resources across organisations;
- Lead and coordinate partner activities for Road Safety ET&P interventions.
- Collate and provide information for the Office of The Police and Crime Commissioner;
- In partnership with Thames Valley Police, carry out in-depth investigation into Fatal road user crashes throughout the borough;
- Determine relevant causation factors and areas of behaviour which lead to road crashes;
- Determine specific locations, routes and areas which represent the greatest risk;
- Improve existing intervention programmes whilst developing new and innovative measures to reduce both the number and severity of casualties on the roads of Milton Keynes;
- Focus on target groups identified through data analysis with particular emphasis on vulnerable road user groups;
- Monitor and evaluate performance to gauge effectiveness, ensure value for money, deliver interventions that are fit for purpose and to constantly seek to improve delivery and skills development amongst practitioners;
- Challenge inappropriate driver behaviour and complacent attitudes. We will encourage road users to make positive choices that helps to develop a wider culture of road user responsibility; and
- Ensure that measures are delivered which meet both national and local priorities.

9.4. Addressing the Strategic Framework for Road Safety themes:

We will address the Strategic Framework for Road Safety themes:

- making it easier for road users to do the right thing:
 - By making people aware of the issues and how it can affect others.
 - By ensuring that all changes to the highway layout are subject to a Road Safety Audit.

- better education and training for children and learner and inexperienced drivers:
 - By working with our partners to provide a unified, consistent message.
 - By engaging with young people in schools and in the classroom
 - By developing and delivering both pre-driver and post-test driving training.

- remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points:
 - By working with our partners to support such driver education courses for speeding, mobile phone use, seat belt wearing as well as drink-drug-driving.

- tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously:
 - By working with our partners in Thames Valley Police to support better enforcement.

- extending this approach to cover all dangerous and careless offences, not just focusing upon speeding:
 - By working with our partners in Thames Valley Police to agree how we can support better enforcement.

- more local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities:
 - By working with our partners in Thames Valley Police to support local communities and raise awareness of the decisions made and what the priorities are.

- working with the road safety community on better tools to support road safety professionals:
 - By working with our colleagues across Thames Valley and the South-East to share new initiatives and best practice.

10. Actions and interventions to improve road safety:

10.1. Education, Training and Publicity (ET&P):

Road Safety objective:

To raise the profile and status of the Road Safety throughout Milton Keynes:

This strand of interventions includes activities that provide knowledge and/or test the capacity of a person to demonstrate appropriate behaviour with respect to road safety.

- By working with our partners to provide a unified and consistent message
- By engaging with public to raise profile of Road Safety throughout the Borough
- By engaging with young people in schools and in the classroom
- By developing and delivering both pre-driver and post-test driving training

We will continue to raise road safety awareness / knowledge in our schools and continue to deliver range of initiatives aimed at awareness of road safety including:

- For primary schools - Walk To School Week, Be Seen Be Safe, Junior Road Safety Officer (JRSO) and Walk & Roll initiatives.
- For secondary schools, academies and colleges - Learn & Live and Safe Drive Stay Alive (SDSA) initiatives.
- Together with our TVP & Bucks Fire & Rescue partners, - help with campaigns aimed at Drink-Drug-Driving, Wearing Seat Belts and Mobile Phone use.
- Winter Driving campaign offering advice and information for driving in adverse weather conditions.

Action Plan/Future: *ET&P - Pre-driver education, Post-test education, Morning After DD (Football World Cup & Rugby World Cup) bigger Winter Driving Event.*

10.2. Communication, Awareness and Enforcement:

Road Safety objective:

To encourage people to consider the highway in a more responsible way and to give greater consideration to vulnerable road users;

This strand of interventions includes all activities that contribute to increased knowledge of key road safety issues (e.g. regarding risks associated with drinking and driving and non-use of restraints) by the general public that may lead to safer road user behaviour through effective communications and awareness initiatives.

This strand of interventions also includes activities that facilitate the delivery of enforcement strategies by police services (e.g. knowledge sharing, legislative and policy initiatives, resources).

We will continue to work with our partners in TVP to identify specific locations that are of high risk in terms of the likelihood of road traffic collisions drawing on information from the AccsMap database and undertaking Traffic Speed surveys.

Action Plan/Future: *Continue to work with TVP to target persistent offenders and work with our Road Safety partners to develop and deliver Education, Training and Publicity (ET&P) initiatives that will raise awareness of the consequences of non-compliance with the law .*

10.3. Engineering:

Through analysis of the data provided by TVP, we will continue to deliver a program of engineering schemes to reduce the risk of road traffic collisions. This strand of interventions includes initiatives that strengthen the infrastructure element in road safety (e.g. road and roadside, intersections, signage), summer and winter maintenance practices, and traffic management within work zones.

Action Plan/Future: *Continue to implement measures to mitigate the causes of PIC's identified through analysis of data from TVP.*

10.4. Linkages:

Road safety objective:

To identify and engage all those stakeholders who can benefit from reducing casualties that result from road collisions in Milton Keynes, and who can contribute in a co-ordinated way to reducing them:

This strand of interventions includes the working with partners with a vested interest in road safety to facilitate knowledge sharing and best practice guidelines and improved cooperation and collaboration among key road safety stakeholders.

Action Plan/Future: *Continue to work with Road Safety partners such as Thames Valley Police, Buckinghamshire Fire & Rescue Service, Road Safety GB and neighbouring Local Highways Authorities*

10.5. Information/data/research:

This strand of interventions includes capturing and compiling more complete, uniform and timely data (crash, trauma, exposure) to expedite the identification of emerging crash/victim trends/issues, or for the development of new or revised motor vehicle safety regulations.

It also includes the use of all available mechanisms to monitor road user behaviour (e.g. surveys, questionnaires or electronic devices to monitor restraint use, vehicle speeds); to identify road infrastructure deficiencies or to evaluate the effectiveness of vehicle safety technologies (analyzing crashes involving vehicles equipped with advanced safety features (e.g. Electronic Stability Control (ESC))).

10.6. Technologies:

This strand of interventions includes technologies aimed at helping drivers to avoid collisions (e.g. electronic stability control, intelligent speed adaptation) or making vehicles safer in the event of crash involvement (side curtain airbags); improving driver behaviour (e.g. fitment of ignition or seatbelt interlocks in vehicles); and making roads safer, weather travel advisory systems or automated enforcement technologies). We will communicate the emerging technologies with the public.

10.7. Economic Considerations:

June 2011 – Average value of prevention of road accident casualty		
Accident/casualty type	Cost per Casualty £	Cost per accident £
Fatal	1,686,532	1,877,583
Serious	189,519	216,203
Slight	14,611	23,136
Average for all severities	50,024	71,885
Damage only	-	2,027

(RAS60001: Average value of prevention per reported road accident casualty and per reported road accident: GB 2011 - Department for Transport)

Benefits to Society Arising from Prevention of Road Accidents and Casualties:

The monetary values for the prevention of fatal, serious and slight casualties include such elements of cost as loss of output due to injury, value of the expected loss of earnings plus any non-wage payments paid by the employer as well as costs for emergency services and ongoing costs of hospital treatment and health care.

It must be noted that the values shown above will change as these figures are calculated using Gross Domestic Product (GDP), which itself fluctuates.

10.8. Valuation of the benefits of prevention of accidents

Table above presents the values of prevention of road accidents and casualties by severity based on 2011 prices and values. In basic terms this means that for every Personal Injury Collision (accident) we prevent, the cost saving to society is £71,885.00. All Road Safety Engineering schemes will use a Cost-Benefit appraisal of schemes, based on the predicted accident saving. All schemes will be monitored on an annual basis to establish the effectiveness of the measures implemented.

11. Implementation Plan:

We have developed the following action plan to carry forward the range of interventions for road safety. These are directed at specific users to improve road safety.

11.1. Actions to Protect Specific Road Users:

Our proposals for vulnerable road users aimed at:

- Pedestrians
- Cyclists
- Powered two-wheeler users
- Children
- Other road users

11.2. Actions to Reduce Risk:

This section considers the actions that are proposed to reduce risk associated with specific behaviours and at particular locations as well as risks to road user groups that are not defined by a single type of vehicle. This section of the Plan makes proposals for:

- Safer roads
- Increasing compliance with the law
- Safer behaviour
- Work-related road safety
- Injury inequality

11.3. Actions to Support Delivery:

Road Safety objective:

To integrate a 'Milton Keynes Approach' (project and programme management methodology) to road safety so as to use resources and funding in the most economic way:

With continuing pressures on financial and other resources, it is vital road safety programmes give value for money and that we work even more closely with partners who share the same objective. The road safety community needs to share resources as well as knowledge and continue to look for innovative ways to take advantage of wider economic and technological developments. As part of this, Milton Keynes needs to ensure best practice is highlighted and shared. This section makes proposals for:

- Governance
- Partnership working
- Generating knowledge and communicating good practice
- Delivering innovation

11.4. Key Challenges:

Implement specific programmes of knowledge generation to develop and intensify understanding and where further work is required, including:

- Car occupant safety
- Pedestrian safety
- Child safety
- Cyclist safety
- Powered two-wheeler user safety
- Tackling excessive or inappropriate speed
- Recent increases in slight casualties
- Uninsured / illegal driving / hit and run
- The links between dangerous driving and more serious criminality

11.5. Delivering innovation:

Emerging technologies expected to play an increasingly important role include:

- Advanced emergency braking systems, particularly those linked to vulnerable road user detection systems.
- Lane departure warnings and blind spot warnings.
- Technologies which had been largely car-based, such as advanced lighting and anti-lock braking systems adapted for the motorcycle fleet.
- Improvements to HGV safety realised through changing their frontal shape, the use of active rear steering to improve manoeuvrability and stability, and systems to reduce wet weather spray.
- Extending the required field of vision for HGVs by amending mirror standards.
- Intelligent Transport Systems such as vehicle to vehicle and vehicle to infrastructure communication systems.
- New approaches to modelling and evaluating road risks.
- Improvements to helmet safety.
- New personal protective equipment.
- Winter tyre advances and enhanced fleet penetration.

Besides vehicle manufacturers, many other organisations are playing a role in improving road safety through technology. For example, insurance companies and fleet operators use in-vehicle data recorders and driver performance feedback systems. We need to work more closely with these other sectors and organisations to understand how more widespread use of effective new interventions can be achieved. We will embrace new and emerging technologies and proactively consider how to bring them into wider use where the benefits for road user safety can be demonstrated.

12. Action Plan:

(References are labelled according to their subject group)

12.1. Personal injury Collisions

Ref	Action	Time frame
A1	Ensure that the information on Personal Injury Collisions (PIC's) provided by Thames Valley Police (TVP) continues to be entered onto the Milton Keynes database – AccsMap, in a qualitative manner.	2013 and onwards
A2	Ensure that the PIC's information is validated and submitted to the Department for Transport (DfT).	2013 and ongoing
A3	The information held on the AccsMap Database is interrogated to identify specific locations where PIC's are occurring in 'clusters'.	2013 and ongoing
A4	Investigate the causes of incidents at identified location to establish treatable patterns of behaviour or factors.	2013 and Ongoing
A5	In partnership with delivery partners develop and implement engineering measures to mitigate or remove the risk of collisions occurring.	2013 and Ongoing

12.2. Children:

Ref	Action	Time frame
C1	Ensure pre-school children are road safety 'aware' by continuing a comprehensive programme of engagement with Nurseries, other childcare and health care providers, education teams, Children's and Sure Starts Centres.	2013 onwards
C2	Work with our Road Safety partners to promote cycle training in schools via their Local Implementation Plans.	2013 and ongoing
C3	Work with teachers to expand the reach and impact of campaigns aimed at children's safety.	2013 and ongoing
C4	Maximise the impact of collaborative activity by the public sector across the borough, by ensuring road safety marketing materials are made freely available and on forthcoming road safety campaigns are advertised widely.	Ongoing

12.3. Pedestrians:

Ref	Action	Time frame
P1 (C1)	Ensure pre-school children and primary school children are equipped with the knowledge and skills to be safe pedestrians by continuing a programme of engagement with Nurseries, Children's and Sure Starts Centres and Primary Schools.	2013 onwards
P2	Work with our Road Safety partners to engage with mobility impaired and visually impaired groups (RNIB).	2014 and ongoing
P3 (C3)	Work with teachers to expand the reach and impact of campaigns aimed at children's safety.	2013 and ongoing

12.4. Cyclists:

Ref	Action	Time frame
CY1 (C2)	Work with our Road Safety partners to promote cycle training in schools via their Local Implementation Plans .	ongoing
CY2	Work with our colleagues in Cycling & Walking and Sustainable Transport to ensure that future cycling infrastructure developments are subject to Road Safety Audit in accordance to the MKC Road Safety Audit Policy.	ongoing
CY3	Support colleagues in Cycling & Walking and Sustainable Transport in the delivery of Cycling developments and events.	ongoing

12.5. Powered two-wheeler users

Ref	Action	Time frame
MC1	Work with our Road Safety partners to develop, promote and support motorcycle training within the borough of Milton Keynes.	2013 and ongoing
MC2	Work with our Road Safety partners to develop, promote and support a program of Roads Safety awareness for Young Riders.	ongoing

12.6. Other road users (Young Drivers)

Ref	Action	Time frame
YD1	Work with our Road Safety partners to provide a unified, consistent message in schools and colleges.	2013 and ongoing
YD2	Work with our Road Safety partners to develop and deliver both pre-driver and post-test driving training.	ongoing
YD3	Work with our Road Safety partners to continue to develop and deliver the annual Safe Drive Stay Alive event in Milton Keynes.	ongoing

12.7. Safer roads

Ref	Action	Time frame
SR1	Work with our colleagues across Milton Keynes Council to ensure that all changes and new developments to the public highway network are subject to Road Safety Audit procedures in accordance to the MKC Road Safety Audit Policy & Procedures.	ongoing
SR2	Work with our colleagues across Milton Keynes Council develop and implement a passive safety policy for roadside furniture and objects.	ongoing

12.8. Increasing compliance with the law - Behaviours

Ref	Action	Time frame
L1	Work with our Road Safety partners to develop and deliver Education, Training and Publicity (ET&P) initiatives that will raise awareness of the consequences of non-compliance with the law.	ongoing

12.9. Work-related road safety

Ref	Action	Time frame
WR1	Work with our Road Safety partners to develop and deliver Education, Training and Publicity (ET&P) initiatives that will raise awareness of the issues of Driving for Work.	ongoing
WR2	Work with our Road Safety partners to develop methods of producing 'Driving for Work' Policies for external organisation.	ongoing

12.10. Injury inequality

Ref	Action	Time frame
IN1	Work with our Road Safety partners to ensure that the Education, Training and Publicity (ET&P) initiatives developed and implemented do not disadvantage any sectors or groups within Milton Keynes.	ongoing

12.11. Partnership working

Ref	Action	Time frame
PW1	The Road Safety Team will continue to work with Road Safety partners such as Thames Valley Police, Buckinghamshire Fire & Rescue Service, Road Safety GB and neighbouring Local Highways Authorities to develop and deliver Education, Training and Publicity (ET&P) initiatives.	ongoing
PW2	The Road Safety Team will continue to work with Road Safety partners such as Public Realm, Planning and Development, Education and Primary Care and Parish & Town Councils to ensure that ET&P initiatives, as far as possible, address the priorities and concerns raised by our partners.	ongoing

12.12. Generating knowledge and communicating good practice

Ref	Action	Time frame
K1	The Road Safety Team will monitor schemes and initiatives to evaluate their effectiveness.	ongoing
K2	The evaluation results arising from the monitoring process will be shared with our Road Safety Partners.	ongoing
K3	The Road Safety Team will continue to work closely the Corporate Communications Team to develop Publicity Campaigns and the promotion of Road Safety Initiatives.	ongoing
K4	The Road Safety Team will share the results and experiences of Publicity Campaigns and promotions, with Road Safety Partners.	ongoing

12.13. Delivering innovation

Ref	Action	Time frame
DI1	The Road Safety Team will work with Road Safety partners such as Thames Valley Police, Buckinghamshire Fire & Rescue Service, Road Safety GB, Education, Primary Care and neighbouring Local Highways Authorities to discuss and evaluate emerging and new Road Safety innovations that may support our collective priorities and concerns.	ongoing

12.14. Governance

Ref	Action	Time frame
G1	Establish a new Road Safety Reference Board (RSRB). Through the RSRB, as well as through broader ongoing partnership working, road safety stakeholders will input into to the development and implementation of road safety policies and help oversee continuous improvements in road safety.	2013 for establishment, ongoing for secretariat role
G2	Drive forward best practice and knowledge sharing through, amongst other approaches, an annual road safety conference for stakeholders.	Annually
G3	Account for progress in casualty and collision changes in London annually via a Road Safety Annual Report to include pedestrian, pedal cycle, powered two wheeler and child collision and other casualty data	Annually (May)
G4	Benchmark Milton Keynes road safety performance nationally looking at collisions and trends and reporting on this via the Annual Report.	Annually (May)



13. Performance Management:

13.1. Monitoring our progress:

Whilst it is important to have objectives to aim for, it is fundamentally important to set targets which conform to SMART principles. We have examined casualty data over the past decade and our targets are based on a realistic expectation of success. We have developed targets for 2020, relative to a 2005-09 average baseline. It is important to remember that the very nature of road crashes leads to a variance of statistical information year on year and analysis work requires long term and ongoing monitoring procedures. Apart from the Strategic Framework for Road Safety outcome indicators we will also monitor our performance on the following targets:

13.2. Road Safety Targets for 2020:

- To reduce the number of people Killed and Seriously Injured (KSI) in road collisions by at least 33%;
- To reduce the number of children (15yrs and under) killed or seriously injured in road collisions by least 25%;
- To reduce the number of young people (16-24yrs) killed or seriously injured in road collisions by at least 25%;
- To reduce the number of vulnerable road users killed or seriously injured in road collisions by at least 25%; and
- To reduce the number of older people (over 60yrs) killed or seriously injured in road collisions by at least 10%.

14. Consultation Responses

Detailed responses are covered in Annex B

Following the consultation process, the key priorities that emerged from the comments received were to:

- Improve road safety education of all road users
- Improve road markings at roundabouts and junctions
- Reduce speed limits and excessive speeds
- Improve safety for shared use of Redways and grid roads for cyclists
- Improve pedestrian crossings.

The comments were then categorised into specific areas of concern that the respondents had raised.

- 57% related to Speed & Safety
- 13% related to Crossings, signing & Road markings.
- 14% related to cycling & cyclists, enforcement education, and vulnerable users,
- 16% related to maintenance and other issues

With the above items in mind, we will continue to encourage people to consider the highway in a more responsible way and to give greater consideration to other road users, particularly vulnerable road users. We will continue to address this through education, enforcement, publicity and training measures, in partnership with the Thames Valley Police and other Stakeholders.

We will also continue to deliver a program of engineering schemes to reduce the risk of road traffic collisions. This strand of interventions will include initiatives that strengthen the infrastructure element in road safety (e.g. road and roadside, intersections, signage), summer and winter maintenance practices, and traffic management within work zones.

Through the Road Safety Audit process, we will carry out safety audits throughout Milton Keynes. Road Safety Audit (RSA) is a systematic and objective method for checking the safety aspects of a wide range of highways schemes to:

- ensure that highways schemes operate as safely as practicable
- minimize the occurrence and severity of road accidents
- consider the safety of all road user groups
- improve the awareness of safe design practices by design, construction and maintenance staff

RSAs identify potential road safety hazards in the design of highway schemes and make practical recommendations to mitigate or eliminate those hazards.

This Road Safety Strategy sets out borough wide objectives and implementation plan. We all have a responsibility for road safety – either as road users, road authorities or transport providers – and our approach stresses the need for effective partnerships working. We will work with partners and stakeholders at local levels (i.e. parish councils) to address local road safety concerns.

The unique layout of Milton Keynes Highways does provide a segregated Redways for pedestrian and cyclists, avoiding conflict with vehicular traffic. This is evident by the very low number of collisions on our grid roads involving pedestrians and cyclists. It is through education, training and publicity that we encourage all highway users including drivers to make positive choices that help to deliver a wider culture of road user responsibility.

This will be achieved by:

- working with our partners to provide a unified, consistent message
- engaging with young people in schools and in the classroom
- developing and delivering both pre-driver and post-test driving training
- working with our partners in Thames Valley Police to support better enforcement

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