

Local Public Service Agreement 2 (Road Safety)

A report by the Director of Kent Highway Services to the Highways Advisory Board on
18 September 2007

Introduction

1. Kent County Council launched the LPSA2 project in October 2004. The aim of the LPSA2 project is to achieve the major element of the 2010 national road casualty reduction targets i.e. a 40% reduction in the number of people killed and seriously injured, by 31st December 2007. This challenging target is being addressed by a partnership of key players drawing on the contribution of their particular skills and resources for our collective benefit.
2. This report provides an update on progress to date, an overview of activities undertaken so far and plans for the remainder of the project.

Progress to date

3. During the final year of the LPSA2 we are closely monitoring our progress towards the end of year target. Crash and casualty data to June 2007 indicates that there were 331 killed and seriously injured (KSI) during the first half of the year. Data from previous years indicates that we should expect an average increase of 15% in KSIs in the last six months of the year, If this trend is followed during 2007 we are likely to have an end of year figure of 712 KSIs. To achieve the target of 40% reduction in KSIs we will need to reach 716.

Activities to date

4. Our approach to this project has been to integrate the known benefits of education, enforcement, engineering and evaluation. The main thrust of the Road Safety team's work has been in public education through a programme of countywide publicity campaigns, proactive press and public relations and public engagement projects involving Road Safety Officers in the field.
5. These activities are in addition to planned public education work. A co-ordinated approach between public education and planned programmes of engineering work ensures that added value is gained during localised projects. We also liaise with Kent Police and Kent Fire and Rescue to identify shared priorities and plans wherever possible, and work together in joint initiatives whenever it is appropriate to do so.

Planned activities

6. Our research led approach has enabled us to identify our main areas of concern as dangerous and illegal speed, road user impairment and lack of awareness. This research also helps to identify that we need to continue delivering a strategy of public education, along side existing programmes of work and that we need to particularly engage with drivers and motorcyclists.

Appendix A shows the planned publicity campaigns and public engagement projects to March 2008 all are supported by robust media and public relations engagement. All activities to date are either completed or on-going.

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Challenges beyond the PSA2 project

7. I am confident that we will meet the PSA2 project target but this is not a foregone conclusion. However, achievement of the PSA2 target on December 31 2007 does not remove the requirement for us to meet the national casualty reduction targets for 2010 set out by HM Government in 2000 (Tomorrow's Roads - Safer Roads for Everyone, the Government's road safety strategy and casualty reduction targets for 2010, Dept. of the Environment, Transport and the Regions, 2000). The targets are.

By 2010, and based on the average figures for 1994 to 1998, to at least achieve:

- A 40 % reduction in the number of people killed or seriously injured in road crashes.
- A 50% reduction in the number of children killed or seriously injured.
- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres driven.

8. There is a risk that we will be unable to sustain the casualty reduction success achieved between 2000 and 2007. It is important that the Road Safety team are able to maintain an adequately funded programme of public education beyond the PSA2 project, thereby reinforcing previous work and increasing our potential to meet the 2010 national casualty reduction targets.

9. The Road Safety team are working to further strengthen existing links with key partners such as Kent Police, Kent Fire and Rescue Service, the Highways Agency and Medway Council. We are also exploring the potential for extending the casualty reduction benefits provided by existing successful initiatives such as;

- The Kent and Medway Safety Camera Partnership
- The Kent Driver Diversion Partnership including National Driver Improvement and Speed Awareness courses
- Support for the Pass Plus scheme

Recommendations

10. That Members note the information contained within this report.

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Background documents: None