

Subject:	Brighton & Hove City Council 'Safer Roads' - Road Safety Strategy 2014-2020		
Date of Meeting:	1st July 2014		
Report of:	Executive Director Environment, Development & Housing		
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FOR GENERAL RELEASE

1. SUMMARY AND POLICY CONTEXT:

- 1.1 In 2012, a total of 789 road traffic casualties were recorded on Brighton & Hove roads, including 5 deaths and 147 serious injuries. This represents a cost to society of almost £24million for a single year and places Brighton & Hove in the lowest 15% of English authorities for death and serious injury per capita.
- 1.2 Section 39 of the Road Traffic Act 1988 places a statutory duty on local highway authorities to study road accidents occurring on roads in their areas and to take steps to prevent them from occurring. All local authorities with highway authority functions are required to set out how they meet their Statutory Duty for road safety.
- 1.3 In addition, from 1st April 2013, unitary local authorities in England have taken on new public health duties under the Health & Social Care Act of 2012, which requires that authorities take such steps as they consider appropriate for improving the health of people in their areas. This legislation specifically identifies road death and serious injury as one of the wider determinants of public health in the Public Health Outcomes Framework.
- 1.4 The purpose of this report is to seek approval for the publications and dissemination of a new road safety strategy for Brighton & Hove City Council for the period 2014-2020.

2. RECOMMENDATIONS:

- 2.1 That the Environment, Transport & Sustainability Committee approves the adoption of the 'Safer Roads' Road Safety Strategy.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The Government's 'Strategic Framework for Road Safety' published in May 2011 confirmed that road safety remained a priority for the Government and that it wanted to maintain and build on its global reputation for success. Whilst the framework set out policies that the Government believes will continue to contribute to reducing deaths and injuries on our roads it did not set national casualty reduction targets.
- 3.2 Instead, the framework set national key indicators for: road deaths and serious injuries, especially road deaths involving key road user groups - publishing these so that citizens could compare the performance of their own authority against those of other authorities. Within the public health framework, Brighton & Hove City Council shows a worsening trend in comparison with the national benchmarks for English authorities set by Government.
- 3.3 The relationship between road death and injury and public health has also been acknowledged on a global scale, with the World Health Organisation identifying road casualties as one of the fastest growing health epidemics. In response, the WHO and United Nations have established the period 2011-2020 as a Decade of Action on Road Safety, recommending the development of new strategies based on the 'safe system' approach amongst governments worldwide.
- 3.4 The 'safe system' concept is founded upon four core strands of activity;
- the development of safer roads and roadsides;
 - the development and promotion of safer vehicles;
 - safer road users; and
 - safer road traffic speeds.
- 3.5 The key concept in a 'safe system' based road safety strategy is that roads should be designed, managed and maintained to prevent fatal and serious injuries from occurring, whilst acknowledging that all road users are bound to make mistakes from time to time. The four core strands of the 'safe system' concept have therefore been incorporated in the Brighton & Hove City Council 'Safer Roads' Road Safety Strategy and are enveloped in the dual 'Safer Roads & Safer People' action areas it promotes.
- 3.5 *Safer Roads* comprises safer road design; safety-led road asset management including road surfacing; safer roadsides - emphasised by the de-cluttering of streetscapes; speed management as embodied in the city-wide 20mph speed limit; targeted engineering measures at high risk sites; safer routes to schools measures and the assessment and provision of safe, pedestrian and cycling facilities.
- 3.6 *Safer People* comprises targeted road safety education, training & publicity services; integrated school travel planning initiatives with road user safety training programmes; and safer road use by the Council's own fleets, as well as the fleets licensed by the Council for others to operate, such as taxis; the fleets that other organisations operate on city roads such as bus companies and privately operated businesses.
- 3.7 Both of these action areas identify wider collaboration and engagement as key requisites for the effective deployment of strongly-led road safety management underpinned by a robust and ambitious 'Zero Death & Serious Injury' vision for

the city. This vision aims to deliver a safe, surface transport system that acknowledges the frailties of human behaviour, but eliminates the likelihood of death and serious injury through the provision of road safety services that are continually improved, through a quality management system.

- 3.8 The proposed adoption of the city-wide road safety strategy will provide an essential platform for collaborative and targeted road casualty reduction on Brighton & Hove's roads. The strategy will also support the achievement of corporate Brighton & Hove objectives for tackling inequality; creating a more sustainable city; engaging people who live and work in the city; and modernising the council.
- 3.4 The corporate adoption of the 'Safer Roads' strategy will ensure that all council services are provided routinely and consistently, optimising the road safety benefits that they already provide and have the potential to achieve. These are services of consistently high concern to citizens and with the potential to be highly-rated by them. They represent excellent value for money and, collectively achieve the aim of looking after the best interests of the city and its citizens.
- 3.4 The City Council is facing up to the challenge of adapting in order to meet its biggest challenges; the varied and changing needs of a growing, ageing and diversifying population, as well as the scale of reductions in public spending. There is a need, therefore, for the council to become increasingly self-sufficient and sustainable, identifying its priorities for reducing the high societal cost and emotional impacts that road death and serious injury can have.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

- 4.1 This 'Safer Roads' Road Safety Strategy will apply city-wide and therefore no Ward Councillors have been consulted individually. Consultation has been undertaken with Sussex Police, East Sussex Fire & Rescue Service, the Sussex Safer Roads Partnership and the city council's legal, public health and fleet management services.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

There no adverse financial implications arising from the adoption of this strategy and the costs associated with the delivery of the strategy will be met from within current budgets. The potential for savings in public expenditure is expected to arise from the adoption of a continual improvement management process.

Finance Officer Consulted: Jeff Coates

Date: 23/06/14

Legal Implications:

The road safety strategy upholds and supports the council's statutory duties for collision reduction and prevention and for public health.

Lawyer Consulted: Katie Matthews

Date: 23/06/14

Equalities Implications:

- 5.3 The 'Safer Roads' Road Safety Strategy requires a change to existing strategy and therefore requires an Equalities Impact assessment, which has been completed.
- 5.2 A summary of the impacts is enclosed with the Background Documents

Sustainability Implications:

- 5.4 The Road Safety Strategy will be delivered through a quality management system process that ensures continual improvement of services and procedures, supporting its sustainability throughout the term of the strategy.

Crime & Disorder Implications:

- 5.5 There are strategic implications for the prevention of crime and disorder to be gained through collaborative and partnership working to deliver the Road Safety Strategy across the City. These specifically include those benefits expected to be achieved from speed management and compliance with road traffic laws. Sussex Police have been consulted as part of the public engagement process.

Risk and Opportunity Management Implications:

- 5.6 The 'Safer Roads' Road Safety Strategy ensures that the risks to citizen safety and health imposed by road traffic injury are minimised through the delivery of integrated Council services that identify the causes and opportunities for reduction and prevention.

5.7 Corporate / Citywide Implications:

The proposed adoption of the city-wide strategy will provide a platform for collaborative and targeted road casualty reduction on Brighton & Hove roads. The strategy will also support the achievement of the Council's corporate objectives for tackling inequality; creating a more sustainable city; engaging people who live and work in the city; and modernising the council. The city-wide adoption of the strategy will ensure that all council services are provided routinely and consistently, optimising the road safety benefits that they already and potentially could achieve.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

Not applicable

7. REASONS FOR REPORT RECOMMENDATIONS

To secure formal adoption of a strategy for the delivery of Council services to demonstrate effective execution of statutory duties set out in the Road Traffic Act 1988 and Health & Social Care Act 2012.

SUPPORTING DOCUMENTATION

Appendices:

None

Background Documents

- Equalities Impact Assessment

Documents in Members Room

- Draft Road Safety 2014 - 2020