

ROAD SAFETY UPDATE**Report of the Corporate Director for Place Management & Regeneration****1. INTRODUCTION AND PURPOSE OF REPORT**

- 1.1 In 2016, a report to Scrutiny highlighted concerns about road safety near schools in Stockport, and a campaign was developed to try and improve this. In the recent TfGM Report Road Casualty Statistics for Greater Manchester (2016) it is reported that in general road safety across Greater Manchester is improving over time and Stockport has the second lowest rate of child KSI (killed or seriously injured) casualties in Greater Manchester, with 13 per 100,000 population. Whilst this is a positive picture, the Council's overall strategic transport ambition is to increase the numbers of children walking or cycling to school, both to reduce congestion on roads, improve local air quality, and improve health outcomes. In order for this to be achieved, it is important that walking or cycling to school is, and is perceived to be, a safe option for children and their families.
- 1.2 Following an update report submitted to both Children and Young People's and Environment and Economy Scrutiny committees in March 2017, work has continued to progress the Council's programme of activity to improve road safety outside schools across the borough. The purpose of this report is to provide a further update on progress, and the Committee are recommended to review and comment on the report. The committee are also recommended to comment on the proposals regarding the capital programme of improvements around the identified priority schools, and review and comment on the use of mobile camera car enforcement.

2. EDUCATION AND TRAINING

- 2.1 The Road Safety Team continues to deliver a successful programme of education and training with schools across the borough through Operation Eagle Eye. 12 schools undertook the Eagle Eye programme in the last academic year (Sept 2016 – July 2017), with c. 2,287 pupils participating.
- 2.2 Outside of Eagle Eye, individual sessions were delivered at 10 further schools, with 370 pupils participating. When combined with the Eagle Eye programme, in total 2,657 primary school children received road safety education and training in the 206/17 academic year, and a further 1189 pupils undertook Bikeability training. A full list of schools participating in last year's programme can be found at Appendix 1.
- 2.3 A similar programme of activity for this academic year has commenced, with visits to 12 schools undertaken so far. A full list of the proposed activity for this academic year can be found at Appendix 1.

3. PROMOTION AND CAMPAIGNS

- 3.1 In addition to in-school education and training activities, the Council has also launched a year-long PR campaign to tackle illegal and inconsiderate parking and improve road safety around Stockport's schools. Activities as part of the campaign include:

- A press release to launch the road safety campaign and a further 3 press releases covering the topics of buying bikes for children; staying safe in the winter months; and Walk to School Fortnight.
- Over 25,000 information leaflets have been sent out to all primary schools across Stockport. The leaflets are branded with the Eagle Eye theme and promote road safety and environmental issues. An additional information booklet accompanying this leaflet has also been sent out to parents of all reception children in Stockport. Titled "Starting School" the booklet covers a range of road safety issues, including the importance of wearing seatbelts when travelling by car, and how to cross roads safely.
- The Road Safety Team participated in the national #OurDay twitter campaign, a yearly tweetathon for local government to promote local government services. This year's campaign focused on how services impact young people, and the Road Safety Team shared their day with Banks Lane Infant School.
- During Walk to School Fortnight, as part of International Walk to School Month, primary schools from across Stockport are encouraged to compete for the 'Golden Shoe Award' which is awarded to the school with the highest percentage of children walking to school. For this year's challenge (October 2017), 26 schools signed up for the challenge and 16 schools returned results (representing approximately 4,604 pupils). The winner was Cale Green Primary who recorded 82% of their pupils walking to School over the fortnight.
- In terms of Young Driver Safety, visits to Cheadle and Marple College (including both the Marple and Cheadle campuses) were undertaken in February and October 2017. Two days were spent at each campus, accessing approximately 800 students.
- TfGM has provided funding for the provision of Walk to School resources which have been offered to several primary schools (identified as having the highest road safety risks following analysis by TfGM). The campaign comprises a year round walking challenge to encourage more families walk to school, including reward badges, school workshops and events, and assistance in setting up new Park and Stride schemes. The scheme usually costs schools around £400 but has been provided free of charge to eight schools for the academic year 2017-18.

4. PRIORITY SCHOOLS

- 4.1 As part of the report to Scrutiny in March, twenty priority schools were identified at which initial work would be undertaken to look at safety and sustainable travel issues. Budget was identified to deliver a series of road safety improvements around these schools, with a capital programme of £400k funded from the Transport Capital Grant over 3 years until 2019/20. A list of the priority schools identified can be found at Appendix 2.
- 4.2 To implement this initiative, audits were undertaken around the identified schools, including reviews of signing, footway surfacing, crossings, parking issues, disabled access, lighting, cycle routes, and cycle parking. Each audit identifies a series of suggested interventions to improve road safety around each school, and may include enforcement initiatives to complement physical works. Measures which may be recommended will vary from school to school but may include:
- New controlled crossings
 - Upgrades to School Crossing Patrol points
 - Improvements to street lighting
 - Creation of new access points
 - Widening of footways
 - Upgrades to parking facilities
 - Implementation of a 'walking bus'

- Revised speed limits and waiting restricts
- Amended signage (including variable message signs)
- Improved road markings.

4.3 Following the completion of the audits, a prioritisation matrix has been devised to compare identified sites against each other and rank them to ensure the locations that would benefit the most would be targeted for treatment first. The four main categories for the prioritisation matrix are:

- Economic and Social – Information relating to local economic and social indicators was collated, including the number of SEN pupils and overall numbers of pupils on the school roll.
- Safety - Information relating to collisions involving pedestrians of school age was obtained from the Collision Investigation Unit (CIU).
- Environmental - Information was gathered relating to local air quality, the existence of staff parking facilities, and up to date travel plans.
- Benefit to surrounding community – A coordination exercise was undertaken to highlight any proposed schemes in the context of wider highways schemes to identify any potential for shared delivery and funding.

4.3 The priority matrix is a live document and will be used to direct the capital funding to those sites identified via the audits. A potential further £100k has been identified in the Council’s reserves to supplement the existing capital programme further to enable more works to be delivered.

5. ENFORCEMENT

5.1 As part of wider enforcement activities, the Council regularly undertakes enforcement operations outside schools in order to manage safe and considerate parking and stopping during school drop-off and pick-up periods. Stopping on ‘School Keep Clear’ markings in contravention of the traffic regulation order leads to congestion and jeopardises safe crossing conditions outside schools.

5.2 Following the allocation of additional funding to enable the deployment of additional enforcement officers, 227 penalty tickets were issued by the Council during 2017 to vehicles parked on ‘School Keep Clear’ markings. As show in the table below, this is an increase in previous years.

Year	Tickets Issued
2014	42
2015	29
2016	116
2017	227

5.3 Whilst additional enforcement resource has been deployed, the Council continues to receive a large number of complaints about inconsiderate parking outside schools. The Traffic Management Act 2004 specifically allows for camera enforcement, which can be a more effective way of utilising enforcement resources over a wider area to enforce both traffic orders outside schools but also wider issues including bus stop/stand clearways and bus lanes. A business case has been developed for the Council to amend its current policy approach and lease a camera car to enable mobile camera enforcement to be undertaken. This would enable enforcement outside schools to be

undertaken more effectively over a wider area, whilst enabling further enforcement of bus stop clearways and bus lanes to occur outside of key school hours.

6. OTHER ACTIVITIES

6.1 In addition to the work around the twenty priority schools, a number of borough-wide initiatives are also continuing. These include:

- Pencil bollards – opportunities to install pencil bollards are being reviewed as part of individual highways schemes near schools and will be consulted on as part of each individual scheme.
- Speed Indicator Devices (SIDS) – SID signs display and record the speed of each vehicle that passes and are designed to discourage drivers from speeding and protect other road users. They are mounted on temporary posts or lamp columns for a short period of time, and can be used to identify particular routes for further speed reduction measures such as speed enforcement. Following a report to area committees earlier in the year, six SIDS have been purchased and are now operational across the borough. The SIDS are placed at locations requested by Councillors or members of the public for locations where there is perceived to be a speeding issue. Research has shown that the effect of SIDs on vehicle speeds reduces as the ‘novelty’ effect wears off (Poulter and McKenna, 2005). For this reason the temporary SIDs remain in place for no longer than a two week period and are then deployed to another site. To maintain their effectiveness they are not redeployed at the same location until a minimum time of three months have elapsed.
- School Route Audits – School route audits have been undertaken in partnership with St Mary’s CE in Reddish and Rose Hill Primary in Marple. They involve working with children, parents and school staff to identify problems on school walking routes which could prevent or discourage walking to school. Once the route audit is complete, a report is prepared outlining any barriers that have been identified and recommendations for improvements.
- School Streets – The Council has registered with TfGM to be part of a pilot project - School Streets - which is a scheme that aims to reduce the amount of traffic on streets outside or around primary school entrances at the beginning and end of the school day. The scheme has been trialled in Edinburgh and included the restriction of motor vehicles on surrounding streets via an Experimental Traffic Regulation Order (ETRO). Drivers were made aware of the restrictions at each location through the installation of large signs at all entry points which were illuminated during the “school run” periods. These road access restrictions improved safety and reduced emissions and congestion around schools.
- School Crossing Patrols – Over 50 school crossing patrols are current in operation across Stockport, providing assistance to children walking to school. There are currently 10 vacancies and a further recruitment round is being undertaken to fill these posts.

7. CONCLUSIONS AND RECOMMENDATIONS

7.1 As set out in the report, the Council continues to progress a number of activities to improve road safety outside schools across Stockport via a programme of education and training; PR and communications; and enforcement. This is in addition to the programme of interventions around the initial twenty priority schools.

7.2 The Committee are recommended to:

- Note and comment on the report
- Review and comment on the proposal to utilise £100k from the Council's reserves to supplement the existing capital programme to deliver improvements around the identified priority schools.
- Review and comment on the potential to amend the Council's policy approach to supplement existing enforcement activities with the use of mobile camera enforcement.
- Endorse that the report be shared with all area committees for comment

BACKGROUND PAPERS

There are none

Anyone wishing to inspect the above background papers or requiring further information should contact Sue Stevenson on telephone number Tel: 0161-474-4351 or alternatively email sue.stevenson@stockport.gov.uk

Appendix 1 – Education and Training Activities

Academic Year 2016/17	
Eagle Eye Training	
Ludworth	September 2016
Cheadle Catholic	September 2016
Broadstone Hall	October 2016
Banks Lane	October 2016
Queensgate	January 2017
St Simons	January 2017
St Georges	February 2017
Cale Green	March 2017
Bridge Hall	April 2017
Cheadle Heath	May 2017
St Johns	May 2017
St Thomas', Heaton Chapel	June 2017
Step Outside	
Lum Head	December 2016
Brookside	January 2017
Greenbank	January 2017
Lark Hill	January 2017
Meadowbank	May 2017
Bolshaw	May 2017
St Pauls	May 2017
St Bernadette's	July 2017
Cheadle Mosque	July 2017
Head Smart	
St Bernadette's	July 2017
Crashed Vehicle Project	
Dial Park	June 2017
St Bernadette's	July 2017
Child Speedwatch	
Adswood	January 2017

Academic Year 2017/18	
Bikeability	
Cheadle Heath	9th-13th October 2017
Cheadle	16th-20th October 2017
Bradshaw Hall	29 th January – 2 nd February 2018
Queensgate Primary	26 th February – 2 nd March 2018
Warren Wood	5 th – 9 th March 2018
St John's	26 th – 29 th March 2018
Bredbury Green	16 th – 20 th April 2018
Norris Bank	23 rd – 27 th April 2018

Bolshaw	11th – 15th June 2018
Oak Tree	18th-22nd June 2018
Tithe Barn	25th – 29th June 2018
Thorn Grove	2nd-6th July 2018
St Philips	9th – 13th July 2018
Child Speedwatch	
St Philips	8th December 2017
Eagle Eye	
Mellor	11th-15th September 2017
Ludworth	18th-22nd September
Fairway	25th-29th September
Banks Lane	30th October-10th November
Vale View	13th-17th November 8th-12th January 2018
Etchells Primary	15 th – 19 th January 2018
Tithe Barn	22nd-26th January 2018
Hursthead Junior	12 th – 16 th February 2018
St Winifred's	16th-20th July 2018
Headsmart	
Our Lady's	4th December 2017
Step Outside	
Torkington	27th November 2017
Mellor	29th November 2017
Arden	5th December 2017

Appendix 2 – Priority Schools List

(In alphabetical order)

1. Alexandra Park Primary, Edgeley
2. All Saints CE Primary, Marple
3. Arden Primary, Bredbury
4. Banks Lane Infant and Junior Schools, Stockport
5. Brabyns Prep School, Marple
6. Bradshaw Hall Primary, Cheadle Hulme
7. Broadstone Hall Primary, Heaton Chapel
8. Lark Hill Primary, Stockport
9. Ludworth Primary, Marple Bridge
10. Meadowbank Primary, Cheadle
11. Moorfield Primary, Hazel Grove
12. Norris Bank Primary, Heaton Norris
13. Oak Tree Primary, Cheadle
14. Romiley Primary, Romiley
15. Rose Hill Primary, Marple
16. St Mary's CE Primary, Reddish
17. St Winifred's RC Primary, Stockport
18. Tithe Barn, Heaton Mersey
19. Warren Wood Primary, Offerton
20. Westmorland Primary, Brinnington