

## EAST AYRSHIRE COUNCIL

### DEVELOPMENT SERVICES COMMITTEE – 8 MARCH 2006

#### ROAD CASUALTY REDUCTION TARGETS

##### Report by the Executive Director of Development and Property Services

### 1. PURPOSE OF REPORT

- 1.1 To inform the Committee of the significant reduction in road casualties in East Ayrshire during 2005.

### 2. BACKGROUND

- 2.1 In March 2000, the Scottish Executive announced a new national road safety strategy and casualty reduction targets for 2010. These new targets were introduced to focus on achieving a further substantial improvement in road safety over the next ten years, with particular emphasis on child casualties.

- 2.2 The targets, which were set out in the Government's document "*Tomorrow's Roads – safer for everyone*", are based on the annual average casualty levels over the period 1994 to 1998. The casualty reduction targets for 2010, compared with the average for 1994-98, are:

- 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.

### 3. EAST AYRSHIRE CASUALTY REDUCTION FIGURES

- 3.1 East Ayrshire's 2005 casualty levels are shown in the table below: -

|  | 1994 -1998 average | 2005 | EAC % change in 2005 compared with the 1994-1998 average | National target (% reduction for 2010) |
|--|--------------------|------|--|--|
| Number of fatal and seriously injured          | 140                | 54   | -61  | -40                                    |
| Number of children killed or seriously injured | 28                 | 7    | -75  | -50                                    |
| Slight casualty rate (per 100m veh-km)         | 43                 | 27   | -37  | -10                                    |

- 3.2 It can be seen that the percentage reductions in casualty levels for 2005 have already significantly surpassed the 2010 national targets set out in paragraph 2.2 above.

**3.3** Strathclyde Police has now published data for all local authorities in the force area comparing data for 2005 with 2004. In East Ayrshire there was a 12.4% reduction in road accidents in 2005 compared with 2004. This was the largest accident reduction in the Strathclyde police force area, in percentage terms. The 16.4% reduction in road accident casualties was the second largest in the force area. Fatalities and serious injuries came down by 42% during 2005, compared with a reduction of 15% across the force area as a whole.

#### **4. ROAD SAFETY PROGRAMMES**

**4.1** The Department's annual programmes for Education, Training and Publicity and accident remedial measures are targeted at the most vulnerable road users and accident sites where the greatest number of injury accidents occur each year. The accident remedial measures are ranked and prioritised on the basis of the First Year Rate of Return.

**4.2** Since the Council's formation in 1996 a number of programmes have been established which have contributed to the significant reductions in road accidents and casualties. These are:

- A programme of traffic calming and accident remedial measures to improve safety and enhance the pedestrian environment in communities on busy through routes;
- Measures to encourage cycling and walking for the journey to school; based on school travel surveys, the work of the school travel co-ordinator and School Travel Plans;
- Extensive advisory 20mph speed limits in residential areas;
- Route Action Plans to address the high incidence of fatal and serious accidents on rural, single carriageway, 'A' class roads;
- Mandatory 20 mph speed limits at 53 schools in the Council area;
- 20 mph speed limits and traffic calming in the most deprived neighbourhoods;
- Improved crossing facilities for the disabled and mobility impaired;
- Road safety training for the most vulnerable road users, with a Kerbcraft programme in areas of deprivation.

**4.3** The Department liaises closely with Strathclyde Police in the design of the full-time and part-time mandatory 20mph zones adjacent to schools. The Council is currently preparing an advisory leaflet which will be distributed in schools and in the areas where the 20mph zones have been introduced later this year.

**4.4** The Department, working with Strathclyde Police, will commence surveys of traffic speeds in the new 20mph zones later in the spring. The findings of the surveys will form the basis of a future report to Committee and the survey results will also be passed to Strathclyde Police to take enforcement action as necessary.

**4.5** The Council is also working closely with the Police to tackle the problem of

fatal and serious accidents on rural single carriageway roads as reported in the paper "Accidents on Rural Roads" at the Committee meeting of 12 March 2003. Rural Route Action Plans (RAPs) have been introduced on the A713 and on the A70 between the South Ayrshire boundary and Cumnock and were also recently commenced between Cumnock and Welltrees Bridge. The Department is preparing a new safety leaflet which will be distributed in the communities along the A70 raising driver awareness of the need to reduce speeds at bends, junctions and in built-up areas along the route. Strathclyde Police undertake enforcement in support of these RAP measures.

- 4.6 In addition to the programmes set out in 4.2 above, a number of road safety improvements have been implemented with funding from recent Public Transport Fund awards. In Kilmarnock town centre, pedestrian safety and access measures, including widened footways and new pedestrian crossings, have resulted in a pro-rata casualty reduction of 18% since the measures were completed in 2004.
- 4.7 An ongoing programme of Quality Bus Corridors (QBCs) has been introduced along the principal bus routes throughout the Council area. Integral to the QBC works have been measures to improve pedestrian crossing opportunities across roads on busy through routes. In due course it is anticipated that the additional pedestrian crossings and road safety measures installed will further reduce casualty levels across the council area.

## **5. LEGAL IMPLICATIONS**

- 5.1 None

## **6. FINANCIAL IMPLICATIONS**

- 6.1 None

## **7. RECOMMENDATIONS**

- 7.1 The Committee is requested to note the significant reduction in accident and casualty levels in East Ayrshire.

**James Lavery**  
**Executive Director of Development and Property Services**

KC/YK  
27 February 2006

## **LIST OF BACKGROUND PAPERS**

Development Services Committee – 12 March 2003: Accidents on Rural Roads

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