

# Appendix B

## Birmingham Road Safety Strategy

### Consultation Report

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## Consultation methodology

Public consultation on the strategy was opened on Friday 24<sup>th</sup> July 2015. It ran for a total of 15 weeks with the deadline having been extended from Friday 23<sup>rd</sup> October until Friday 6<sup>th</sup> November.

Online responses were encouraged through the Birmingham City Council 'Be Heard' consultation hub. However hard copies of the consultation material and questionnaire were also made available for members of the public without internet access.

The consultation was publicised in the following ways:

**Hard Copies of consultation material:** Copies of the full strategy, an 8 page simplified summary, promotional posters, A5 leaflets, and a paper-based questionnaire were available in every library in the city. Responses were returnable at the library or via a freepost address. Hardcopies of the materials were also delivered to every Councillor and all members of the Birmingham Road Safety Partnership.

**Press:** A press release, including video message from Cllr McKay , was issued on Birmingham Newsroom 20 July. Further coverage included:

- Birmingham Mail Article, 21 July
- Birmingham Forward article (July 2015 edition), signposted to BCC website, BeHeard and Local Libraries, including a consultation phone number.

**Leaflet distribution:** 15,000 A5 leaflets with basic details about the strategy and how to respond to the consultation distributed to:

Libraries (x 38 locations), Leisure facilities (x 38), Job Centres and Birmingham Career Service (x18), 6th Form Colleges (x 11), Police Stations, the Fire Service and Safeside (x 8 key locations, for further distribution), Places of worship (x 91 - particularly in wards identified in the strategy as having highest casualty rates), Community centres (x 65), Motorcycle dealers and the Motorcycle advisory group (x 10)

### Emails:

- An article and link in the August Birmingham Bulletin Email Newsletter (78,000 subscribers)
- A number of emails and reminders to the whole Birmingham Connected Stakeholder database (836 contacts) including all key stakeholders and delivery partners.
- Emails and reminders to all Councillors.
- Emails and reminders to all Schools (x 449), this included text for inclusion in school newsletters to parents/ guardians. Details were also included in the Road Safety Schools newsletter sent to all Birmingham Schools & Higher Education establishments using our email database, via schools noticeboard and E-briefing at the end of Sept 2015.

**Web:** A Full BCC webpage was created ([www.birmingham.gov.uk/roadsafetystrategy](http://www.birmingham.gov.uk/roadsafetystrategy)) with links to all supporting documents and the BeHeard consultation.

**Social Media Posts:** Regular posts were made during the consultation period on Facebook – Birmingham City Council (5245 page likes), Birmingham Cycle Revolution (1065 page likes), and Twitter – Birmingham City Council (45.8K followers), Birmingham Connected (516 followers), Birmingham Cycle Revolution (298 followers)

## Summary of responses

Responses were received from 51 organisations, 189 individuals and 3 Councillors. The Economy, Skills and Sustainability Overview and Scrutiny Committee discussed the draft Road Safety Strategy during their meeting on 23 October 2015 and requested that their comments be considered a response to the consultation.

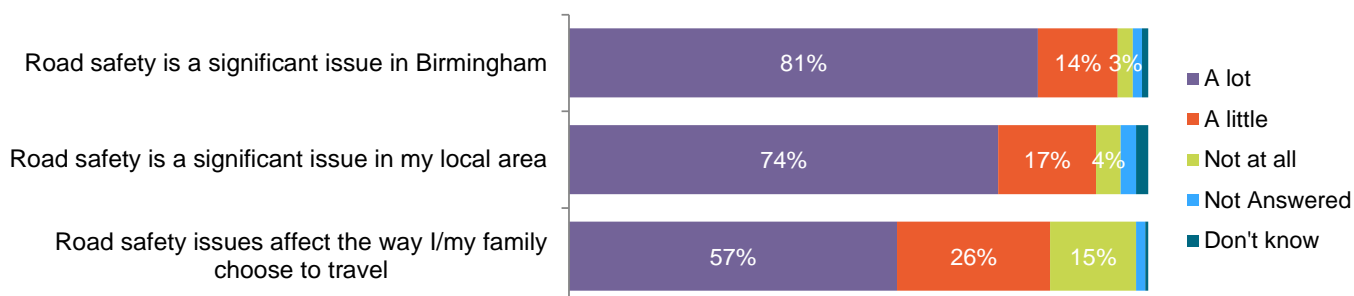
20 is Plenty	Amey	Centro (sustainability)	Vision Zero UK
Barford Primary School	BCC TSSG	Cycling Organisations	WMITA
Effigy Blinds T/A Black Country Blinds	GreenUrban Technologies Ltd	Elmhurst School for Dance	Kingsbury School and Sports College
Birmingham Highways Maintenance & Management Service	Birmingham and Solihull Mental Health Foundation Trust	Birmingham Children's Hospital NHS Foundation Trust	BCC Economy Skills and Sustainability Overview and Scrutiny
Chad Vale Primary School	St Brigid's Catholic Primary School	West Midlands Fire and Rescue Service	Acocks Green Primary School
CVSLabs	Nishkam Primary School	Road Safety Analysis	BSMHFT
PACTS	Highways England	Woodthorpe J.I. School	Edgbaston Constituency
Birmingham City Council Public Health	Cotteridge Junior & Infant School	Freight Transport Association	Birmingham City Council Equality and Compliance
Champion for Physical Activity City of Birmingham	Wheeler Lane Primary School	www.pedestriansafety.org.uk	BCC Selly Oak District Engineer
Guide Dogs for the Blind	Al-Hijrah School	Calthorpe Estates	D murphy it consulting Ltd
Living Streets	Pushbikes	Childminder	Sustrans
English Martyrs' Catholic Primary School	Heathlands Primary Academy	Motorcycle Action Group	RAC Motoring Services
TMS	WM Police	Yenton Primary School	

Table 1: Organisations responding to consultation

The questionnaire, delivered via Be Heard or on paper, asked a number of quantitative questions:

### How much do you think that:

Individuals and Councillors (189 respondents)



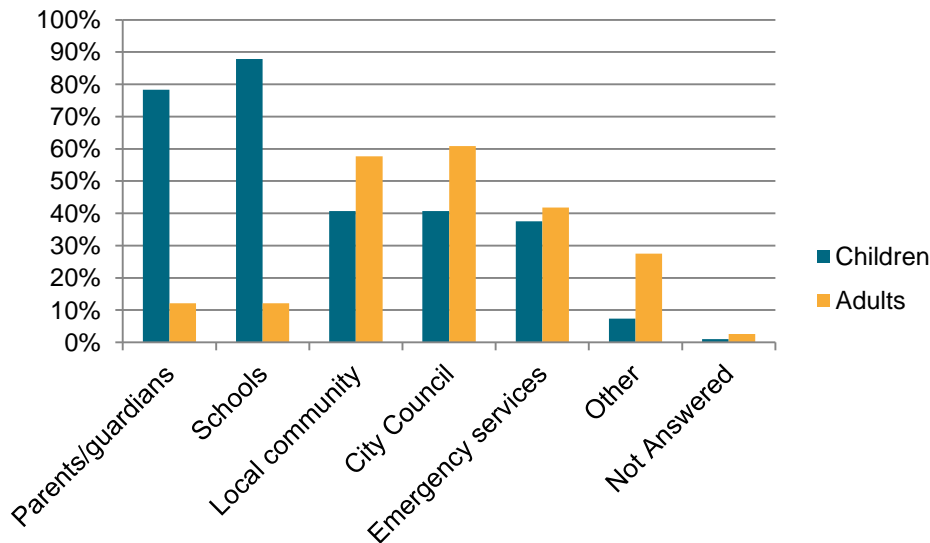
Organisations (35 respondents)



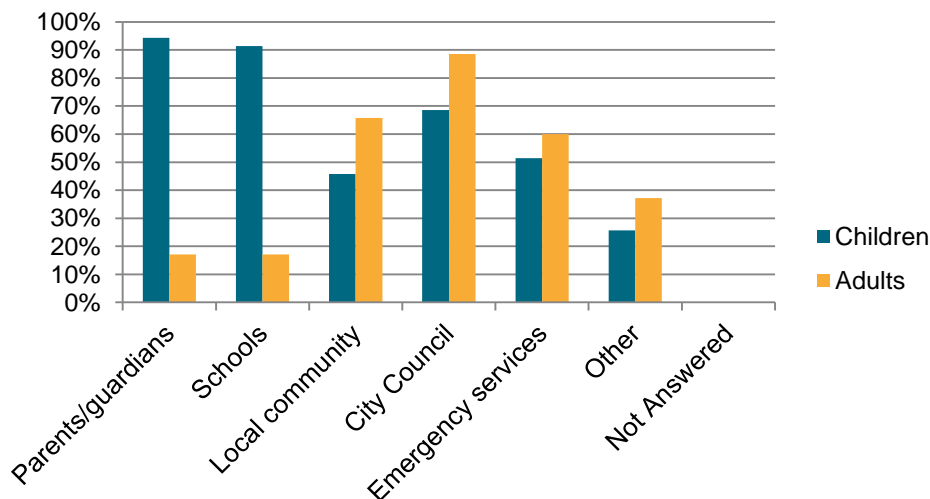
Road safety is clearly seen as a significant issue both in Birmingham (83% of all respondents agree with this statement 'a lot') and in more local areas (74%). Road safety has slightly less of an effect on how individuals choose to travel, but the effect is still significant, with 83% of people stating that their travel or that of their family is affected by road safety issues in some way.

## Who do you think should have responsibility for teaching road safety skills to children and adults?

Individuals and Councillors (189 respondents)



Organisations (35 respondents)

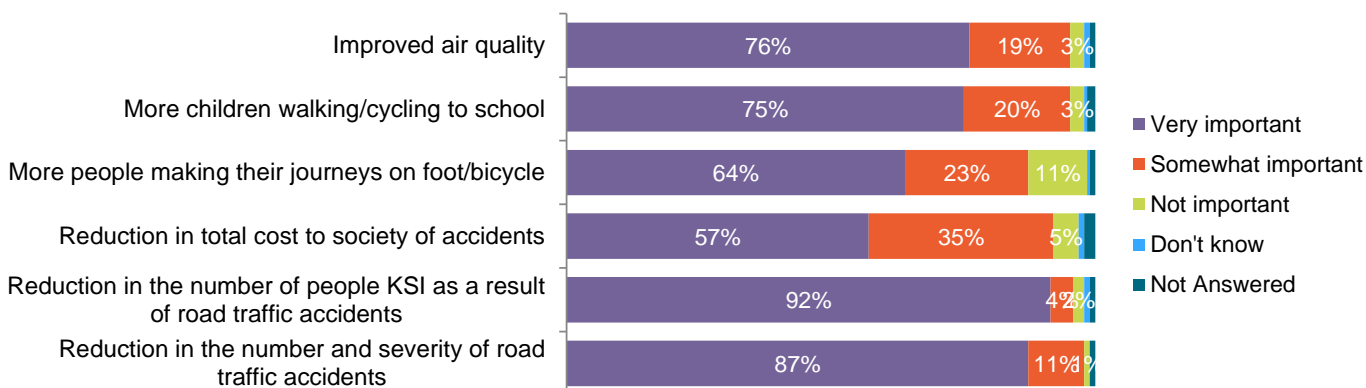


Respondents were asked to tick as many responses as they thought appropriate for this question

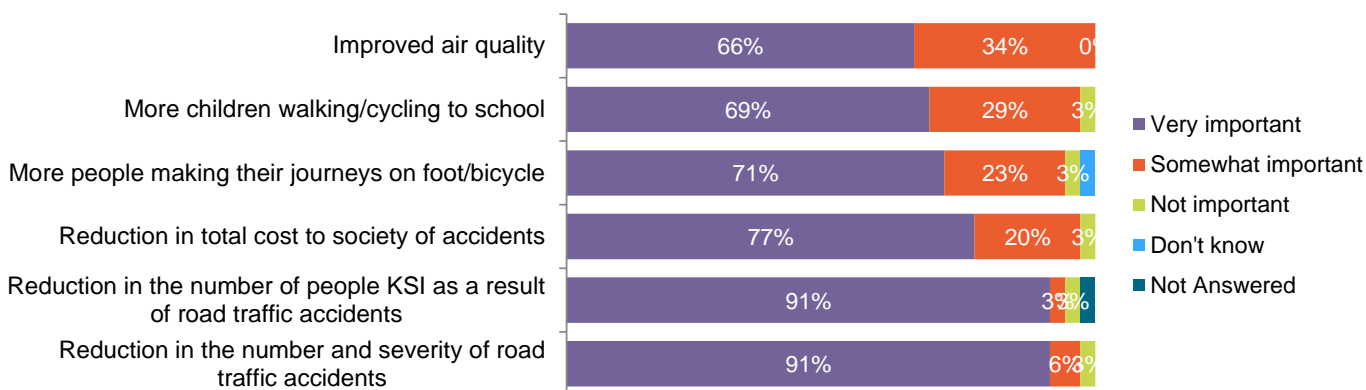
The responsibility for educating both children and adults about road safety is shared amongst various partners, but parents/guardians and schools were seen as most important for children. For adults, the City Council, the local community and the emergency services were the most chosen responses.

## How important do you consider each of the key strategic outcomes to be?

Individuals and Councillors (189)



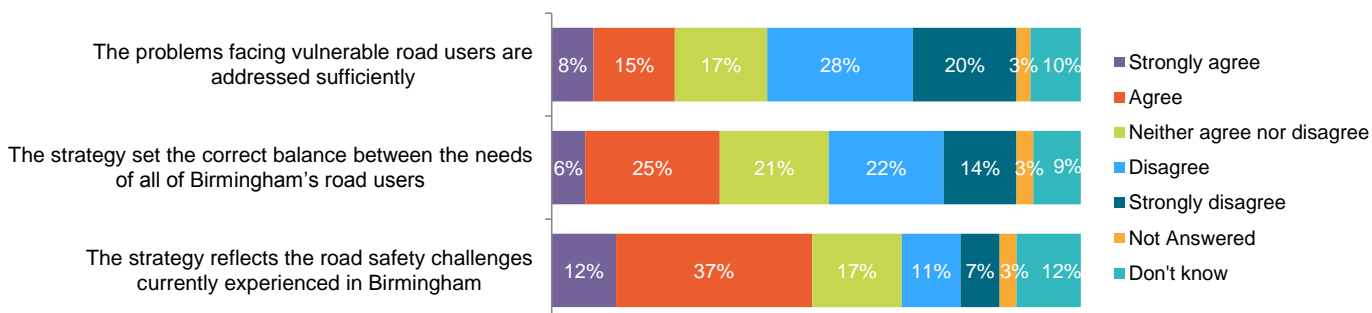
Organisations (35)



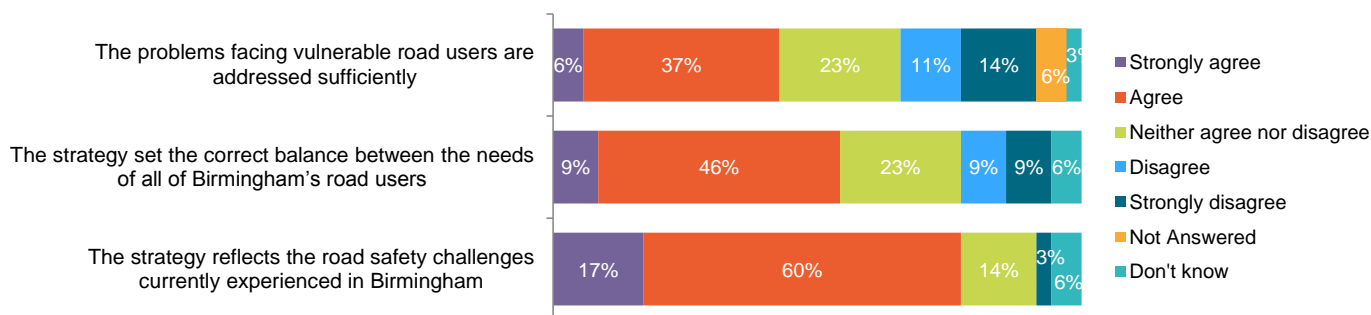
All the proposed strategic outcomes of the road safety strategy were considered important, with reducing the number and severity of road traffic accidents and reducing the number of people killed or seriously injured as a result of road traffic accidents eliciting the highest 'very important' responses. Very few respondents felt that the strategic outcomes were 'not important', fewer than 3% for the majority of outcomes. Slightly more people (11%) felt that more people making their journeys on foot/bicycle was not important, and 5% felt the same about a reduction in total cost to society of accidents.

## To what extent do you agree or disagree that:

Individuals and Councillors (189)



## Organisations (35)



Views as to whether the road safety strategy addressed vulnerable road users sufficiently were very varied. Organisations gave a more positive response than individuals and councillors, with only 25% disagreeing, as opposed to 48%.

Responses were slightly more positive on whether the strategy set the correct balance between the needs of Birmingham's road users. 78% of organisations agreed that it did or were neutral. However the response from individuals and councillors was again less positive with 52% agreeing or remaining neutral.

Very few organisations (3%) disagreed that the strategy reflects the road safety challenges currently experienced in Birmingham. 18% of individuals disagreed, but on the whole, there was agreement that the Road Safety Strategy reflects Birmingham's road safety challenges correctly.

## Summary of recommended amendments

This report details a wide variety of recommended amendments and further work as a result of the public consultation. Many amendments relate to clarification of details, removing small errors, or altering text. Others are more strategic recommendations and are summarised below.

<b>SAFER ROADS</b>
Development of resources (website and app) for reporting local road safety and speed concerns.
Review 'Safer Routes' programme to possibly include other facilities, e.g. hospitals, leisure centres
Review best practice around School Parking Bans e.g. Solihull pilot.
Better reflect later phases of Birmingham Cycle Revolution and city wide cycling (including increase in cycling – 5% by 2023, 10% by 2033).
Refer to <u>Cycling Design Guidance</u> document for infrastructure standards.
Reference the emerging Roadspace Allocation Policy to ensure appropriate Level of Service for cycling routes.
Investigate the possibility of using a measure of KSI's which is adjusted for exposure (road risk) and reconsider forecasts accordingly.
Develop a new policy on Vehicle Activated Speed Signs and their deployment. VASS in future should only be mobile units which can be relocated based on data.
Ensure enforcement on School gate parking includes evidence based prioritisation and is coordinated with policy through the Birmingham Road Safety Partnership.
Provide school parking management resources for schools.
<b>SAFER PEOPLE</b>
Focus delivery through the Birmingham Road Safety Partnership to ensure that all available resources in the city are used effectively and efficiently. This will include combining communications, road safety materials/resources, and direct delivery wherever possible. A delivery plan, and clarity/specifics on delivery and resources implications will be provided through a BRSP work plan.
Align targets more closely with the Young Active Travel initiative and Modeshift STARS to integrate positive road safety and sustainable travel messages for schools and young people.
Build in an emphasis on sourcing of external funding/resource and greater partnership working, particularly through Corporate Social Responsibilities.
20 mph delivery and the associated 'hearts and minds' programme will be a key priority.
Avoid any implication that vulnerable road users are to 'blame' for incidents or problems and remove the term 'accident' in favour of 'collision'.
Strengthen community engagement through the BRSP.
Ensure greater consideration of all specific needs groups throughout the strategy. In particular explore the provision of mobility training for visually impaired people through the BRSP.
Reduce the number of actions to simplify the strategy
Combine cycle training actions to reflect the forthcoming new Bikeability delivery model and incorporate BCR and Big Birmingham Bikes delivery.
Consider how we engage with people who have been involved with/affected by road collisions.
Strengthen driver education work, particularly in relation to cyclists and pedestrians. Add an additional target relating to commercial/professional drivers, including Taxi and HGV drivers.
Work more closely with the Motorcycle Action Group to develop a motorcycle safety programme.
<b>SAFER VEHICLES</b>
Produce a toolkit to support Community Speed Watch delivery, with particular emphasis on supporting 20mph roll-out, aimed at increasing take-up, increasing consistency of practice, and helping CSW groups to be more effective.
<b>GENERAL</b>
Acknowledge importance of addressing Road Safety in relation to air quality and wider public health issues e.g. respiratory, obesity.

Improve information for and liaison with the general public and specific user groups through enhanced BRSP communication channels – to include online resources and social media.
Include reference to Metro road safety awareness.
Explore options for provision of road safety data at a local level, and bringing a transport update and discussion to each District Committee, once per year.
Consideration of future funding models, particularly whether enforcement revenue can be retained and utilised locally.
Support policy within the forthcoming rights of way improvement plan to consider lighting provision and maintenance which is not within the scope of the PFI.

## Comments from Economy, Skills and Sustainability Overview and Scrutiny Committee

The Economy, Skills and Sustainability Overview and Scrutiny Committee discussed the draft Road Safety Strategy during their meeting on 23 October 2015.

The table below details the key points raised by individual members of the committee.

Several of the further work emerging from this discussion is covered within the responses to individual actions. In addition, the following are proposed:

- Explore options for provision of road safety data at a local level, and bringing a transport update and discussion to each District Committee, once per year.
- Consideration of future funding models, particularly whether enforcement revenue can be retained and utilised locally.
- Support policy within the forthcoming rights of way improvement plan to consider lighting provision and maintenance which is not within the scope of the PFI.

**Please note that any references to targets in this consultation report refer to target numbers from the draft strategy, not the final version.**

Comment	Response
It would be useful to have a way to report "near misses".	We will explore options to enable this to take place in a meaningful and impartial way (see SR1). Work is now underway to develop a speed and road safety reporting website and app which will hopefully help to address this.
Request for road safety data dashboard.	We will explore options to take this forward (see SP7).
Could data analysis be brought down to ward and district level and local members contribute to evidence gathering, testing proposals etc.?	
School crossing patrols are important, what are the specific plans for these.	This has moved on since the Scrutiny meeting. A briefing note is at appendix B (also see SP17).
20mph limits are less effective than 20mph zones which include physical traffic calming.	We will be monitoring the effect of the 20mph limits which are being implemented (see SR6).
There is a problem of money for maintenance of VASS. It is no good implementing capital measures if there is not revenue funding for the maintenance.	The life of a VASS is 5 to 10 years, so it is too expensive to accrue their maintenance costs. When a sign does go off, its efficacy and location should be reviewed to decide whether to repair, replace or remove. Another option is portable VASS which can be moved and managed by District Engineers and cover a larger number of sites per sign.
Partnership (e.g. with the Police) is very important.	The Birmingham Road Safety Partnership facilitates partnership working.
District involvement requires officer support and expertise. Could officers present evidence and proposals and lead discussion on road safety at each District Committee one per year.	We will explore options to take this forward, possibly with a broader transport agenda rather than limited to road safety only.

Comment	Response
<p>Street lighting on cycling and walking routes needs to be of good quality. Some lighting on Public Rights of Way is not being upgraded as part of the PFI contract.</p>	<p>The Highway Maintenance and Management Service PFI (HMMSPFI) Contract covers those areas of the City designated as Highway Maintainable at Public Expense (HMPE). This includes maintenance and management of approximately 96,000 street lighting units. However, there is a significant number of lighting assets for which Birmingham City Council has historically been responsible which fall outside of HMPE and are therefore not included within the HMMSPFI Contract. Typically, lighting within Parks is excluded from the PFI Contract unless it is located on HMPE land or on an existing lit PROW.</p> <p>Street Lighting which isn't positioned so as to be lighting HMPE land is excluded from the scope of the PFI Contract. Existing lighting on Public Rights of Way will be upgraded as part of the PFI Contract but where Public Rights of Way are not currently lit there is no scope to provide lighting to these areas.</p> <p>There will be further consideration made for lighting provision within the forthcoming Rights of Way Improvement Plan. However, budget constraints limit possibilities.</p> <p>The Highway Maintenance and Management Service PFI (HMMSPFI) facilitated the upgrade of approximately 41,000 street lighting units between June 2010 and June 2015; a stage of the Contract known as the Core Investment Period (CIP). Between June 2015 and June 2035 the remaining 55,000 street lighting units will be replaced at a rate of between 2,000 to 3,000 units per Contract Year (CY). New lighting is installed to comply with the requirements of the Highway Maintenance and Management Service PFI (HMMSPFI) Output Specification and lighting levels are required to be in accordance with current British and European Standards for lighting.</p>
<p>Opportunities to use LSTF and BCR funding to improve road safety have been missed.</p>	<p>LSTF and BCR have been used to improve safety for cyclists and pedestrians through new and improved routes, 20mph limits and user training.</p>
<p>Freight should be transferred from road to rail.</p>	<p>The Council working with Transport for the West Midlands and through Midlands Connect is seeking to maximise the opportunities move increasing amounts of freight on to rail.</p>
<p>What assurances do we have that West Midlands Police will enforce 20mph limits?</p>	<p>We are working with the Police on enforcement of 20mph limits. Police resources are stretched, so targeted enforcement in areas where there is known to be a problem with compliance will be key (see SR6).</p>
<p>Are there any known factors causing Hall Green to be particularly poor for casualty rates?</p>	<p>We have not looked into this specifically. Factors involved include exposure (road length and how busy the roads are), journey patterns, mode share, demographics.</p>
<p>Would like to see alternative local parking (e.g. pub car parks) provided for parents close to schools so they don't stop cars immediately outside.</p>	<p>We are working with schools to reduce the number of children who are driven to school, and to improve driver behaviour around schools (see SR10 and SP16).</p>

Comment	Response
Can we use the planning process to ensure that construction vehicles used on site must adhere to certain safety standards (e.g. class 5 proximity mirrors, class 6 projecting mirrors and sidebars).	TfL are working with colleagues in Procurement and Fleet and Waste to like into how CLOCS and FORS are used with the procurement process. TfL are auditing our Fleet and Waste vehicles to get them up to FORS standard and accredited.
Is BCC CLOCS and FORS accredited and implementing the principles in its own fleet? And why are we still 'investigating' these things, rather than actually doing them?	
The Combined Authority could be used to influence economic drivers around HGV movements.	There are a number of factors to consider around HGV movements and the complication of the involvement of private sector companies. There are opportunities though documents like the Birmingham Development Plan.
It is wrong that we must wait for someone to be killed or seriously injured before we access road improvement funds to address road safety. Funding sources need to be better joined up (e.g. the apparent separation of Highways and Transportation).	There is no legislation that says someone must die before there is intervention. We do a lot of educational work aimed at preventing accidents. The capital safety programme has limited resource so a methodology is required to prioritise interventions, and for this we do use number and type of accidents.
What is causing the delay in implementing the digital camera trial?	The plan is for the digital cameras in the pilot to be switched on in April 2016. The pilot requires an agreement between BCC, the Police, and Solihull MBC and has involved a complicated procurement process.
Can we lobby Government to allow BCC or the BRSP to retain some of the income from speed camera fines?	There does need to be discussion on a future funding model for safety cameras. This may be something which can be taken forward through the Combined Authority.
(SR10) What is the baseline for illegal parking around schools (especially primaries)?	The data we currently have is around accidents and KSIs, and about how children travel to school. We do not currently have data about the number of vehicles parking illegally around schools.
It is important that automated enforcement measures (i.e. cameras) are seen to be for safety and not revenue generating devices or a means to discourage car use.	Views vary on this matter.
More cameras and monetary fines are desirable.	
Reduction in funding for the Police has hit traffic departments especially hard.	This is a challenge. Technology can help to some extent, as well as ensuring enforcement is well targeted.

## Action Specific Responses

### Action SR1

Action	Outcomes/ measures of success	Target area	Programme
Continue to use an evidence-based prioritisation process to determine how Local Safety Scheme funding is used. FYRR should be greater than 100%.	Delivery of Local Safety Schemes.	Birmingham wide.	Annual

#### Summary of comments

Many of the comments received referred to the GlassBox methodology and, in particular the use of FYRR to determine value for money. GlassBox is a tool to identify locations where schemes would deliver best value for money and to evaluate the potential effectiveness of a proposed scheme. Each scheme is drawn up individually, based on the characteristics and problems at the identified location. First Year Rate of return is a method of demonstrating value for money; it is possible to carry out a full cost benefit analysis, but with road safety schemes, this task can be too onerous compared to the size of the schemes. We have set this at a fairly low level, 100%, i.e. 1:1 and it is mostly to ensure that schemes treat the accident problem that has been identified. Other areas of the country, e.g. TfL set the FYRR at 200%. Not all authorities detail this approach but we would anticipate that all authorities require their schemes to demonstrate value for money.

There is some appetite from members of the public, organisations and Economy, Skills and Sustainability Overview and Scrutiny Committee for a system to record “near misses”. It is impossible to fairly record all near misses and it is likely that voluntary reporting of near misses will end up with a focus in areas that have the most time to respond, rather than those with the most need. There is also an issue that treating areas that 'seem unsafe' can have the perverse effect of increasing the number of accidents. However, we are investigating automatic incident detection on areas of the network where we have safety issues and we are also going to trial some kind of online crowd sourcing for road safety issues.

#### Further work required:

- Meet with TMS. Consider commissioning a technical note on recommendations to improve GlassBox.
- Consider “near miss” recording.

#### Recommended amendments to this action:

- No change.

#### Other recommendations to amend Strategy:

- Possible additional action about investigative/feasibility work into “near miss” reporting.
- Possible amendments to the GlassBox process/diagram following further discussion with TMS.
- Add a paragraph to the Safer Roads chapter explaining that there can be road safety benefits to a situation feeling less safe to users, encouraging more cautious behaviour. Perception of safety is important and there are places where we do want people to feel safe and places where we do not.

### Action SR2

Action	Outcomes/ measures of success	Target area	Programme
Continue to work with schools to identify and deliver Safer Routes to School schemes.	Improved perception of safety.	Birmingham wide.	Annual

### Summary of comments

Many comments expressed concern about parents parking near to schools. The road safety hazards to children are mainly caused by 'school run' itself and could be greatly reduced by educating children and parents and encouraging them to walk or cycle to school.

There was also some suggestion that the Safer Routes programme should be extended beyond schools, for example to hospitals and leisure centres.

### Further work required:

- Consider whether the Safer Routes programme could be extended to other facilities – e.g. hospitals, leisure centres.
- Review school parking bans being explored by Solihull, considering whether this would be appropriate for Birmingham schools.

### Recommended amendments to this action:

- Possibly extend to include other facilities, depending on outcome of further work above.

### Other recommendations to amend Strategy:

- Mention Travel Planning SPD, probably around SP16 and SP18.

## Action SR3

Action	Outcomes/ measures of success	Target area	Programme
Plan, design and deliver Birmingham Cycle Revolution (BCR) to enhance cycle safety. Implement associated cycle training to encourage safer cycling and promote safe use of cycle infrastructure.	95km improvements to existing routes. 115km new cycle routes. Reduced severity of accidents and severity of casualties involving cyclists.	Area within 20 minute cycling time of city centre and a number of routes on selected main corridors.	2015-2019

### Summary of comments

Many comments about cycling and cyclists were received. A large number made reference to the type of infrastructure they would prefer, and the maintenance of roads and infrastructure. Alongside the keen appetite for more and better quality infrastructure was a concern for pedestrians and the perceived safety risks when cyclists are on the footway.

The need for education of drivers about how to behave around cyclists was raised and is addressed at SP9.

It is noted that this action should relate to infrastructure only and not cycle training, which is addressed under Safer People, and that the target area should be city wide, with the outcomes amended to reflect later phases of BCR.

### Further work required:

- Consider whether a commitment can be made to accommodate cyclists in all new highway projects, to a standard set out in the Cycling Design Guidance document.
- Investigate the possibility of using a measure of KSIs which is adjusted for exposure (road risk).

### Recommended amendments to this action:

- Remove reference to cycle training; this action should be about infrastructure only.
- Update outcomes and target area to reflect later phases of BCR and city wide cycling (including increase in cycling – 5% by 2023, 10% by 2033).
- Refer to Cycling Design Guidance document for infrastructure standards.
- If appropriate following further work, commit to accommodation of cyclists in all new highway projects, to a standard set out in the Cycling Design Guidance document.
- Increase in cycling – 5% by 2023, 10% by 2033.

### Other recommendations to amend Strategy:

- Reference the Cycling Design Guidance document.
- Reconsider forecasts in the delivery framework in terms of relative risk and exposure.

## Action SR4

Action	Outcomes/ measures of success	Target area	Programme
Continue to develop, design and deliver type-approved pedestrian crossings.	Reduced number and severity of accidents involving pedestrians.	Birmingham wide.	Annual

### Summary of comments

Respondents were in favour of formalised pedestrian crossings. The majority of comments were about signalised crossings, with a number of people raising concerns over their timing not being sufficiently in favour of pedestrians. Requests for countdown timers on crossings were made.

Some issues were raised over driver compliance and the physical layout of crossings.

One commenter noted that if a HGV pulls up to the stop line of a pedestrian crossing, any pedestrians will be in their blind spot.

### Further work required:

- Review how the Council interprets guidance on signal timings in Local Transport Note 2/95 and whether this could be changed to improve pedestrian safety and priority.
- Consider additional pedestrian phases on signals on the Key Route Network and review appropriate pedestrian crossing facilities in proximity to bus stops.
- Review existing trials and evidence on the use of countdown crossings.
- Review the Council's Policy for the Installation Crossings to ensure that potential pedestrian flow is considered, possibly by stating that pedestrian counts should be wider than just the crossing area in question.
- Review recommendation that the Council lobby DfT for changes in the highway code (Page 61 Rule 178) so that lorries are required to stop sufficiently far behind the first white line that drivers can see the whole area where pedestrians may be waiting, allowing for the blind spot in front of the vehicle.

### Recommended amendments to this action:

- No change – the further work above should mainly form part of the Cycling & Walking Strategy.

### Other recommendations to amend Strategy:

- Make reference to Local Transport Note 2/95 in the section on pedestrian crossings.

## Action SR5

Action	Outcomes/ measures of success	Target area	Programme
Continue to use measures to reduce traffic speeds, such as Vehicle Activated Speed Signs (VASS) and local 20mph limits.	Reduced number and severity of accidents with speed as a contributory factor.	Birmingham wide.	Annual

### Summary of comments

Opinion on VASS is varied, with some support but also several comments questioning the effectiveness of such signs. There is also internal concern regarding funding for maintenance, as discussed at Economy, Skills and Sustainability Overview and Scrutiny Committee. A full transcript of the scrutiny meeting can be found at Appendix C.

### Further work required:

- Commission study into the suitability of VASS and whether they represent value for money.
- Note that VASS are often installed by Districts using devolved funding. If this is going to continue city wide policy should consider setting a limit per District, in line with evidence that having too many makes them less effective.

### Recommended amendments to this action:

- Possibly remove the specific examples from the action text.
- Possibly add some text about evaluating the effectiveness of speed reduction measures.

### Other recommendations to amend Strategy:

- Review text on VASS.

## Action SR6

Action	Outcomes/ measures of success	Target area	Programme
Implementation of 20mph speed limit areas.	Reduced traffic speed within the 20mph speed limit areas. Reduced number of accidents within the 20mph areas. Reduced number of KSI casualties within the 20mph speed limit areas.	Central Birmingham Area, Central East Birmingham Area, Central South Birmingham Area and other key locations (e.g. outside schools).	2015-2019

### Summary of comments

Many of the comments about 20mph limits are addressed by the Council's 'mythbusters' document – see appendix D.

The majority of other comments were requesting a faster roll out of city wide 20mph limits.

### Further work required:

- Assess whether the Council should lobby Government for a change in 20mph repeater signage rules.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SR7

Action	Outcomes/ measures of success	Target area	Programme
Implement Digital Safety Camera trial in partnership with Solihull MBC and the Police.	Reduced number and severity of accidents with speed as a contributory factor.	Locations informed by speeding and accident data.	2015-2017

### Summary of comments

Comments were varied, with many in favour of reintroducing speed cameras in Birmingham and a few suggesting that cameras were ineffective and purely about raising revenue.

A number of comments asked about the type of camera proposed - the new digital cameras are all average speed, SPECS (Speed Check Services) cameras.

One respondent asked whether the Council could introduce cameras which caused a traffic light to turn red when a speeding vehicle was detected.

### Further work required:

- The Council will consider whether a trial of speed activated traffic lights to address speeding could be appropriate.

### Recommended amendments to this action:

- Refer to the cameras as 'speed cameras' rather than 'safety cameras'?

### Other recommendations to amend Strategy:

- Include the pilot camera locations, if these have been made public when the final strategy is published.

## Action SR8

Action	Outcomes/ measures of success	Target area	Programme
Develop Intelligent Transport System (ITS) Strategy, including appropriate ITS technology for the safer management of the road network.	Adopted ITS strategy.	Birmingham wide.	2016

### Summary of comments

The few comments received on this subject suggest some problems understanding the concept of Intelligent Transport Systems. There is also some concern that ITS is ineffective.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- Review text about ITS in main document to see whether clarity can be improved.
- Mention co-operative ITS.

## Action SR9

Action	Outcomes/ measures of success	Target area	Programme
Monitor new products and technologies for safer management of the road network and, where appropriate, support partners in their development and use. Continue active involvement in Opticities and OTN projects.	Council aware of new technologies. Completion of Opticities and OTN.	Birmingham wide.	Ongoing

### Summary of comments

The few comments received on this subject suggest some problems understanding what we mean by Opticities and OTN. There is also some concern that technological “gimmicks” are overdone. BCC does need to be aware of changing technologies so it doesn't get left behind if measures become outdated.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- Review text about Opticities and OTN in main document to see whether clarity can be improved.

## Action SR10

Action	Outcomes/ measures of success	Target area	Programme
Work with schools and Parking Enforcement to reduce the number of vehicles parked illegally outside schools through the deployment of Civil Enforcement Officers and CCTV mobile enforcement vehicle.	Reduced incidence of illegal parking outside schools.	Birmingham wide.	Ongoing

### Summary of comments

All comments demonstrated a high level of concern about inappropriate/dangerous parking outside schools and the potential impact this has on child safety. In general there was support for enforcement and a feeling that it should be more widespread, with some asking for stronger sanctions. There is a clearly a need to ensure that the enforcement resources available are prioritised carefully. Taxi's parking inappropriately was mentioned a number of times. Some schools have also asked for greater powers and support to tackle parking issues themselves, or to report them to best effect.

### Further work required:

- Ensure an evidence based approach to prioritising enforcement outside schools
- Look into tackling inappropriate parking by taxi drivers through the BCC licensing team.
- Work on a resource pack to support schools in tackling parking issues.
- Coordinate with WM Police to ensure that enforcement is targeted and prioritised appropriately (particularly with regard to pavement parking which BCC officers can generally not legally enforce).

### Recommended amendments to this action:

- Include evidence based prioritisation.
- Ensure a coordinated approach with the Policy through BRSP.
- Set a school resource pack as a priority outcome.

### Other recommendations to amend Strategy:

- No change.

## Action SR11

Action	Outcomes/ measures of success	Target area	Programme
Continue to work with partners on new approaches to freight deliveries.	New approaches to deliveries trialled.	Birmingham wide.	Ongoing

### Summary of comments

A number of suggestions we made about ways in which freight deliveries can be improved. Partners Highways England and the Freight Transport Association expressed their desire to work with BCC on this action.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SP1

Action	Outcomes/ measures of success	Target area	Programme
Deliver pedestrian training to 4,000 school students each year.	Improved student knowledge of good pedestrian behaviour, safer road crossing and understanding and recognising hazards.	Birmingham wide.	Annual

### Summary of comments

Most people are in agreement with what the Council is trying to achieve and feel education is an important element particularly for school aged children. There have been questions around the effectiveness of pedestrian training and what evidence there is to say this type of initiative works. Birmingham uses the “Kerbcraft” model developed by the Department of Transport (DfT) which has been evaluated to show that pedestrian training does improve road safety education for school aged children.

The Council have been questioned as to why only 4,000 students per year are trained when the annual Birmingham school intake is much higher (approx. 15,000), and about how schools are prioritised to receive training. We have to be realistic with the number of pupils that the council can train hands on. We identify schools in areas where there are high levels of child KSIs. Schools across the city are offered online resources, role play equipment and lesson plans. There are also resources available from Think! At present, BCC does not use minor accidents or “near miss” incidents to prioritise training because there is insufficient data available. However, personal experiences are invaluable in conveying road safety messages and we would like to work with more people who have been involved in/affected by road collisions of any kind.

### Further work required:

- Consider how we engage with people who have been involved with/affected by road collisions.
- Determine the level of direct intervention in schools that we as a team are able to maintain and consider how we can make better use of our limited resource. For example, can we train teachers and others to deliver road safety education, can we provide digital toolkits?
- Review the role of Birmingham Road Safety Partnership in this action.
- Set out more clearly the methods used to target educational interventions.

### Recommended amendments to this action:

- Integrate all delivery with the Birmingham Road Safety Partnership to extend scope, increasing the minimum number of students reached in future years.
- Include focus on a coordinated resource toolkit to enable consistent delivery through partners.

### Other recommendations to amend Strategy:

- Clearer exposition of what safer people initiatives are delivered directly by Council employees, what is facilitated at “arm’s length”, and how resources are focussed.
- Aim for a positive approach to road safety promotion, and integrate the benefits of active travel wherever appropriate.

## Action SP2

Action	Outcomes/ measures of success	Target area	Programme
Deliver Independent Travel Training (ITT) to SEN pupils aged 14+. Work with Children and Family Services to deliver ITT qualification to SEN pupils attending mainstream schools.	Increased number of pupils attaining the ITT qualification. Increased number of those SEN children travelling to school, using walking, cycling and public transport.	Birmingham wide.	Annual

### Summary of comments

Independent Travel Training (ITT) is something the public would like us to continue delivering. There seems to be some misunderstanding in comments regarding to this initiative – ITT is primarily aimed at SEN pupils 14+ and not at all children of this age.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Define SEN in the action text – write Special Educational Needs (SEN) at first instance.

### Other recommendations to amend Strategy:

- No change.

## Action SP3

Action	Outcomes/ measures of success	Target area	Programme
Deliver Bikeability training to at least 4,000 students per year, aged between 9 and 13 years old.	Target numbers of children trained. Improved confidence and cycling ability of students. Reduced number and severity of accidents involving child cyclists.	Birmingham wide.	Annual

### Summary of comments

Bikeability has had mixed reviews with the feeling that Level 1 and 2 are worthwhile whilst Level 3 is not necessary. Some people feel this activity is far too dangerous as the conditions of the road are too hostile to cycle. Questions were raised about the numbers we train each year and that Bikeability should be included in the curriculum.

The procurement and delivery model for Bikeability in Birmingham is to change significantly with the introduction of a new framework by April 2017. Whilst minimum thresholds will be set, it is expected that the selected provider will greatly extend provision in the city as no limit will be set to the DfT funding which can be applied for. The framework covers all aspects of Bikeability, including Bikeability Plus, therefore actions 3 and 4 will be combined.

### Further work required:

- Set out more clearly the methods used to target educational interventions.
- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Increase number of children to be trained from 4,000 to 5,000.
- Combine with other cycle training actions (SP4, SP5) to reflect new delivery model.

### Other recommendations to amend Strategy:

- No change.

## Action SP4

Action	Outcomes/ measures of success	Target area	Programme
Deliver Bikeability Plus training for students, parents and teachers.	Target number of people trained. Improved awareness of safer cycling practice and proficiency. Reduced number and severity of accidents involving cyclists.	Birmingham wide.	Annual

### Summary of comments

As with SP3, Bikeability has had mixed reviews with the feeling that Level 1 and 2 are worthwhile whilst Level 3 is not necessary. Some people feel this activity is far too dangerous as the conditions of the road are too hostile to cycle. However, most people welcome increased availability of adult cycle training.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Combine with other cycle training actions (SP4, SP5) to reflect new delivery model. Incorporate Big Birmingham Bikes training into this new action.

### Other recommendations to amend Strategy:

- No change.

## Action SP5

Action	Outcomes/ measures of success	Target area	Programme
Continue to deliver Women on Wheels cycle training for BME communities.	Increased number of women receiving training. Improved confidence and cycling ability of participants. Improved awareness of safer cycling practice and proficiency.	Erdington, Hodge Hill, Hall Green, Ladywood	2015-2017

### Summary of comments

Most comments were supportive of the scheme and requested its continuation or expansion.

### Further work required:

- Review funding available for cycle training with a view to allocating budget to continuation of Women on Wheels beyond 2017.

### Recommended amendments to this action:

- Combine with other cycle training actions (SP3, SP4) to reflect new delivery model. Incorporate Big Birmingham Bikes training into this new action.

### Other recommendations to amend Strategy:

- No change.

## Action SP6

Action	Outcomes/ measures of success	Target area	Programme
Implement educational programmes to support engineering measures introduced through Local Safety Schemes and Safer Routes to Schools.	Increased awareness of safe use of new infrastructure.	Communities affected by schemes.	Annual

### Summary of comments

This action was generally welcomed, although there was a question as to whether “good” infrastructure required education for effective use. There is a need to be clear about how this action will be implemented and how communities can be involved in the decisions about local schemes at the inception and design stage.

Since the development of the strategy, 20 mph areas have been introduced across large areas of the city. A focus on the educational programme to support these is also now required.

### Further work required:

- Detail how interaction between LSS/SRTS work and road safety education will work in practice.

### Recommended amendments to this action:

- Include a focus on 20mph educational programme.

### Other recommendations to amend Strategy:

- No change.

## Action SP7

Action	Outcomes/ measures of success	Target area	Programme
Work with partners and local communities where there are high levels of KSI accidents, to address specific local road safety issues. Develop and deliver appropriate information/training programmes. Develop the 'MyN' website to disseminate and gather road safety messages to and from local communities: facilitated by the Council but managed day to day by community volunteers.	Increased awareness of travel behaviours and local road safety issues within the target communities. Reduced number and severity of accidents within the target communities.	Birmingham wide, focussing on specific communities	2015 onwards.

### Summary of comments

Some useful suggestions of how this action could be implemented: engaging with places of worship, community groups and forums; linking education with good infrastructure; and making road safety data more easily available. A question of whether MyN is the best platform for road safety work.

### Further work required:

- Consider how Birmingham road safety data should be shared.
- Review whether MyN is the best platform for road safety work (link to "near miss" work proposed at SR1).
- Consider whether MyN is best mentioned in this action or incorporated into SP14.
- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Possible modification to how the action is implemented, in the light of the further work proposed above.

### Other recommendations to amend Strategy:

- Describe how road safety data will be made available.

## Action SP8

Action	Outcomes/ measures of success	Target area	Programme
Deliver hands-on training and road safety workshops in newly arrived community groups.	Improved awareness of road safety hazards and improved behaviours, particularly as motorists and pedestrians.	Newly arrived communities.	Ongoing

### Summary of comments

The majority of comments pointed out that limiting the main focus this work to motorists and pedestrians misses an opportunity to promote cycling. There was also a response commending the use of peer to peer training within communities.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Amend outcomes/measures of success – remove the words “particularly as motorist and pedestrians”.

### Other recommendations to amend Strategy:

- No change.

## Action SP9

Action	Outcomes/ measures of success	Target area	Programme
Work with partners to deliver driver education, focussing specifically on: (i) learners and novices, often engaged in school or further education. (ii) post-education adults who drive as a routine part of life.	Reduced number and severity of accidents involving key target groups.	Birmingham wide.	Annual

### Summary of comments

Respondents want more to be done to educate drivers about how dangerous their driving can be both to pedestrians and cyclists. In particular, drivers often don't understand why cyclists take primary position and why they ride alongside one another. Some specific education of drivers regarding cyclist positioning may be required.

Young drivers and speeding were other points raised and it was suggested that more education should be delivered to this age group.

### Further work required:

- Look into expanding the focus of this action deliver driver education specific to driving around cyclists.
- Consider whether Birmingham taxi and PHV drivers should be required to pass a Driver and Vehicle Standards Agency (DVSA) taxi assessment.
- Review the role of Birmingham Road Safety Partnership (particularly the Police and Fire Service) regarding this action.

### Recommended amendments to this action:

- Look into expanding the focus of this action deliver driver education specific to driving around cyclists.

### Other recommendations to amend Strategy:

- Expand driver education work to include driving around cyclists.

## Action SP10

Action	Outcomes/ measures of success	Target area	Programme
Work with partners to deliver driver seatbelt clinics aimed at communities where non-compliance is shown to be an issue.	Reduced non-compliance with seatbelt laws.	Birmingham wide.	Annual

### Summary of comments

The action is supported but respondents noted that enforcement of the legal requirement to wear a seatbelt is a role of the Police.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Add car seat check clinics.

### Other recommendations to amend Strategy:

- No change.

## Action SP11

Action	Outcomes/ measures of success	Target area	Programme
Work with partners to develop and deliver a targeted programme for motorcyclists.	Reduced number and severity of accidents and involving motorcycles.	Birmingham wide but with evidence based local focus.	Annual

### Summary of comments

Several respondents felt that there was insufficient mention of motorcyclists in the strategy considering their overrepresentation in the KSI statistics.

### Further work required:

- Develop the programme aiming to tackle motorcyclists' safety.
- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Strengthen the action to be focussed on delivery and ongoing improvement of the scheme, with the initial development work having been done.

### Other recommendations to amend Strategy:

- Expand the detail about the programme aiming to tackle motorcyclists' safety.

## Action SP12

Action	Outcomes/ measures of success	Target area	Programme
Work with partners to deliver Exchanging Places HGV and cyclist awareness sessions to groups such as schools, cyclists, employers and freight operators. Explore extending awareness sessions to bus operators.	Reduced number and severity of accidents involving cyclists and HGVs.	Birmingham wide.	2015-2017

### Summary of comments

The majority of respondents highlighted work around HGV safety which is already happening. There was some comment about the behaviour of particular drivers or cyclists.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action, particularly what is already being delivered by members.
- Consider whether education of taxi drivers specifically could be addressed within the Road Safety Strategy (related to SP9).

### Recommended amendments to this action:

- Clarify in the light of work done by BRSP members, as above.
- Amend programme to 'ongoing'.

### Other recommendations to amend Strategy:

- Expand/correct the text about HGV safety in the light of audit of work done by BRSP members, as above.

## Action SP13

Action	Outcomes/ measures of success	Target area	Programme
Support and promote national and regional road safety campaigns. Develop and maintain links with other sectors/organisations to deliver further awareness campaigns and training.	Effective support for the themed campaigns. Improved awareness of road safety issues within target groups.	Birmingham wide.	Ongoing

### Summary of comments

Only one comment was received, calling for greater emphasis on core messaging, especially around pedestrian safety.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- Note potential crossover with SV7, if BCC choose to promote in vehicle technology.

## Action SP14

Action	Outcomes/ measures of success	Target area	Programme
Work with partners to develop and utilise digital media to promote road safety including social media and mobile phone apps.	Increased road safety awareness as a result of digital and social media.	Birmingham wide.	2015 onwards

### Summary of comments

Questions were raised about the efficacy of social media and whether additional social media around road safety is required (on top of what is already done by other organisations/communities).

### Further work required:

- Undertake quick desktop review of existing social media around social media.
- Develop plan to make most use of BCC social media for road safety messages.
- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Consider whether MyN (and any other appropriate websites) should be incorporated into this action.

### Other recommendations to amend Strategy:

- Possible amendments, depending on outcome of desktop review and planning work as above.

## Action SP15

Action	Outcomes/ measures of success	Target area	Programme
Use web based toolkit E-valu-it to evaluate road safety education, training and publicity initiatives.	Use of E-valu-it for road safety education, training, and promotion activities.	Birmingham wide.	2015 onwards

### Summary of comments

Although not all respondents were familiar with E-valu-it, monitoring work was welcomed.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- We have now started using E-valu-it so can add a case study to the final strategy.

## Action SP16

Action	Outcomes/ measures of success	Target area	Programme
Promote sustainable travel, and safer cycling and walking in schools using Modeshift STARS and travel planning.	All Birmingham schools signed up to Modeshift STARS by 2017.	Birmingham wide.	2015 onwards

### Summary of comments

This action is supported but felt to be ambitious. Although the action is ambitious, Modeshift STARS being an online tool will give us a far greater reach to schools to enable them to undertake sustainable travel.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SP17

Action	Outcomes/ measures of success	Target area	Programme
Review and prioritise sites covered by School Crossing Patrols. Consider where alternative arrangements may be appropriate.	Review process completed.	Birmingham wide	2015

Since the draft Road Safety Strategy was written, a review School Crossing Patrols has been the subject of the Council's budget consultation and has attracted media and public attention. As a result, the proposals have been amended.

A briefing note with more details is at Appendix B.

### Summary of comments

Respondents expressed concern at this action and would prefer that School Crossing Patrols are maintained.

A BCC response has not been provided for these comments because proposals have now changed and are more in line with the wishes of commenters.

### Further work required:

- Continue to advertise vacancies at Priority 1 sites that do not have pedestrian lights.
- Explore alternative means of funding the service for 2017/18 onwards, including sponsorship, and to investigate different trust models to take this forward for the longer term.
- Review all the Priority 2 and 3 sites that do not already have a push button crossing to check that they really are in category 2 or 3 and don't need upgrading to Priority 1.
- Hold a school council summit in the summer term to hear from young people about their ideas to improve road safety and active travel to school.
- Give clear guidance to schools and businesses who are looking to sponsor a warden.

### Recommended amendments to this action:

- Change to reflect amended proposals.

### Other recommendations to amend Strategy:

- Change to reflect amended proposals.

## Action SP18

Action	Outcomes/ measures of success	Target area	Programme
Promote sustainable travel and road safety messages in workplaces using workplace travel plans and travel plan co-ordinators.	Increased number of people cycling, walking and using public transport for travel to work.	Birmingham wide.	Ongoing

### Summary of comments

Many people agreed with Travel Plans and would welcome a much cheaper and cleaner public transport system to encourage more people to walk.

There were comments that sustainable travel was demoted to the final section given the city's aspiration for most people to engage in active travel. Sustainable travel is addressed in Birmingham Connected and will be picked up in the new Active Travel Strategy.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SV1

Action	Outcomes/ measures of success	Target area	Programme
Support the Police and the Motor Insurance Bureau to promote awareness, deliver campaigns and take enforcement actions targeting uninsured drivers.	Reduced number of uninsured drivers.	Birmingham wide.	2015-2017

### Summary of comments

All comments were in favour of enforcement of action to target uninsured drivers. Some raised issues which are beyond the control of the Council, such as the cost of insurance.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SV2

Action	Outcomes/ measures of success	Target area	Programme
Develop and agree Speed Management Protocol with the Police and other Local Authorities (to include the use of Community Speedwatch). Work with the Police to investigate lowering the thresholds at which drivers exceeding the speed limit receive warning letters.	Adopted Speed Management Protocol.	Birmingham wide.	2015

### Summary of comments

On the whole, respondents felt that speed limits should be enforced and penalties should be appropriate – including education as well as monetary fines. Some concern was raised that if thresholds were lowered, drivers would concentrate too closely on the speedometer and not pay sufficient attention to the road around them.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- Check dates and revise if this action hasn't been completed in 2015.

### Other recommendations to amend Strategy:

- No change.

## Action SV3

Action	Outcomes/ measures of success	Target area	Programme
Continue Community Speed Watch (CSW) campaign. Work with the Police to produce a city-wide toolkit for volunteer-led awareness of speeding issues.	Short term: increased awareness of CSW and the role and purpose of 20mph limits. Long term: change in public attitude to speeding, reduction in vehicles exceeding legal speed limits.	20mph limit pilot areas with the potential to roll out Birmingham wide.	2015-2016

### Summary of comments

Approximately half these comments were in favour of CSW and half did not support the campaign. Those who did not support it, felt that CSW is, at best, ineffective and, at worst, an activity which is inappropriate to be undertaken by non-professionals.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SV4

Action	Outcomes/ measures of success	Target area	Programme
Support the Police work to improve compliance with road traffic legislation.	Reduced number and severity of accidents.	Birmingham wide.	Annual

### Summary of comments

This action is to support the work of the Police, so many of the comments are not able to be adequately addressed by Birmingham City Council. However the responses give a good indication of the areas about which people are most concerned (particularly speeding and the use of mobile phones while driving), and these could be useful intelligence on which to base road safety/behaviour change campaigns.

One response called for the Road Safety Strategy to take specific actions. These will need to be discussed by the BRSP:

- Ensure that road crime is included in relevant crime statistics;
- Publish, on an annual basis, the prosecution and conviction outcomes for drivers who kill or seriously injure pedestrians;
- Encourage the greater use of Fixed Penalty Notices in order to enforce illegal behaviour;
- Undertake research into the criminal justice system experience of pedestrian KSIs; and
- Support a review of the role of driving bans, fines and vehicle confiscation to tackle dangerous and careless driving.

### Further work required:

- Use comments when considering future road safety/behaviour change campaigns.
- Pass specific comments (on enforcement of mobile phone laws, vehicles stopping at ASLs, illegal parking, speeding and speed awareness courses, road users ignoring red lights, and particular locations where illegal driving activity is felt to be especially prevalent) to West Midlands Police via the Birmingham Road Safety Partnership.
- Discuss specific actions above at a future BRSP meeting and review the role of BRSP in this action.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SV5

Action	Outcomes/ measures of success	Target area	Programme
Investigate becoming a Construction Logistics and Cyclist Safety (CLOCS) champion and embedding a requirement to implement CLOCS into Council contracts, procurement and planning requirements. Investigate becoming Fleet Operator Recognition Scheme (FORS) accredited and embedding FORS standards in the Council fleet and waste management service.	Membership of CLOCS or alternative vehicle safety measures adopted. FORS accreditation achieved and raised standards of service and vehicles.	Birmingham wide.	2015-2017

### Summary of comments

The majority of respondents supported this action and wanted to see it strengthened/accelerated/expanded, although there was some concern that CLOCS and FORS were developed for London and the situation in Birmingham is not the same. The issue of driver training was also raised.

### Further work required:

- Consider whether it is appropriate to strengthen this action in the light of comments received.

### Recommended amendments to this action:

- Possible change following further work above.

### Other recommendations to amend Strategy:

- Possible change following further work above.

## Action SV6

Action	Outcomes/ measures of success	Target area	Programme
Review London's Safer Urban Lorry Scheme and work with partners to support further and complementary research and development in safer vehicle design.	Promotion to the local haulage industry of safer urban lorry schemes and proven technologies for cycle safety on vehicles.	Birmingham wide.	2015-2017

### Summary of comments

All relevant comments were in support of this action.

### Further work required:

- None recommended.

### Recommended amendments to this action:

- No change.

### Other recommendations to amend Strategy:

- No change.

## Action SV7

Action	Outcomes/ measures of success	Target area	Programme
Promote the use of new technology to support road safety, for example cycle safety systems such as cycle sensor/cycle alert system, to local haulage firms through ITS strategy and improved in-vehicle systems.	Promotion of new technologies to relevant audiences.	Birmingham wide.	2015 onwards

### Summary of comments

Comments were generally supportive of this target and the need for increased use of safety technology, particularly on HGVs. Some responses, whilst acknowledging the potential benefits which safety technology can bring, expressed concern that over reliance on technology could encourage a lack of driver awareness and have a negative impact on safety. There is a need to be clear that enhanced technology doesn't absolve road users of their responsibility to act safely and responsibly.

Some comments called for the council to ensure that our own contractors and fleet adhere to the latest in vehicle safety technology. The council is currently investigating how it can influence contractor's road safety through procurement policy.

Concern was also raised that this target didn't address pedestrian safety as well as that of cyclists. We did not intend to imply that no other technologies or road users would be considered in this action. We will consider the promotion of any technologies that seek to improve road safety for any road user.

Other responses stated that infrastructure improvements should be prioritised over technology. Infrastructure enhancements are a significant part of this strategy.

### Further work required:

- Review the role of Birmingham Road Safety Partnership in this action.
- Review the impact of any recent changes in relevant law and legislation (e.g. July 2016 EU law on HGV mirrors).

### Recommended amendments to this action:

- Consider changing the action to reflect that the example given is not limiting and that other technology targeted at various road users could be promoted.

### Other recommendations to amend Strategy:

- No change.

## General Comments

### Safer Roads – Motorcycles

#### Summary of comments

A detailed comment about improving roads for motorcyclists was received from the Motorcycle Action Group.

#### Further work required:

- Continue to work with MAG.

#### Recommendations to amend Strategy:

- Consider updating the Safer Roads text to reflect points raised by MAG.

### Safer Roads – Parking

#### Summary of comments

A number of comments were received which referred to illegal or inconsiderate parking beyond the scope of SR10. BCC and the Police work to enforce parking restrictions and will continue to do so.

Parking on the footway was raised as a specific concern. Footway parking is not currently illegal in Birmingham, so it is a difficult issue to address, but we will continue to work with partners to continue to address inconsiderate parking including on footways.

#### Further work required:

- None recommended.

#### Recommendations to amend Strategy:

- No change.

### Safer Roads – Maintenance

#### Summary of comments

Maintenance comments largely centred around potholes and pothole reporting. Potholes are all managed on a risk based approach with response times varying according to risk from 1hr to make safe for the highest category to six months for a full repair on something of little significance. Telephone hotline and email form for reporting. Regular mechanical and manual sweeping of all adopted roads is undertaken on a scheduled basis.

#### Further work required:

- None recommended.

#### Recommendations to amend Strategy:

- No change.

## Safer Roads – Road Layout/Road Works

### Summary of comments

A number of comments called for an increase in the use of physical traffic calming measures such as speed bumps and slowing/ removal of traffic, particularly in local centres. However this conflicts with the council policy to minimise the use of vertical deflections such as these as they can have adverse effects on emergency services, bus operators and other road users. Some measures which were requested, relating to moving traffic offences, are not enforceable outside of London. The Combined Authority has asked that these powers allowed to other authorities.

Comments call for greater focus on engineering rather than education. A wide variety of engineering suggestions were made, a number of which are limited by available budgets.

### Further work required:

- Ensure that the strategy takes a balanced approach between engineering and educational solutions, avoiding placing blame with the victims of road collisions.

### Recommendations to amend Strategy:

- None recommended

## Safer Roads – Traffic Management

### Summary of comments

A number of comments felt that the strategy needed more focus on traffic management and reducing congestion. However policy for efficient movement of people and goods within the city is set out within Birmingham Connected. A few respondents felt that speed reduction would have a detrimental impact on congestion. Some called for prioritisation of key routes for freight and/or buses.

### Further work required:

- Review key route network and road space allocation.

### Recommendations to amend Strategy:

- No change.

## Safer Roads – Comments on the Strategy

### Summary of comments

Many of the more strategic comments were about the outcomes/measures of success of the proposed actions – whether they are appropriate, and whether they can be measured and accurately attributed to a specific intervention. The statistics used in the strategy were also mentioned, and whether these are well presented and whether they are appropriate to use when determining future interventions. It was also suggested that the actions should be prioritised.

Some commenters also felt that safer roads excluded transport and travel which takes place off-road, namely some cycling and walking.

These comments are noted and will be borne in mind, but no specific changes to the strategy are proposed.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer Roads – Wider Policy

**Summary of comments**

Comments about wider policy, mainly transport policy highlight that the Road Safety Strategy sits in the context of other local and national policies.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer Roads – Other comments

**Summary of comments**

A small number of comments did not fit into any particular theme or category.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer People – Campaigns and Communication Channels

**Summary of comments**

Some respondents suggested specific campaigns or communications channels which could be used. BCC supports and runs a number of campaigns and makes use of a variety of communication channels according to available budgets. Plans for improvements to BRSP communication channels, including a website and social media presence will help to further address this.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer People – Cyclists

### Summary of comments

Some comments about cyclists were more general and not related to a specific action. Conflicting comments ranged between being insistent on more support for cyclists and being negative about the prevalence of cyclists on the road. The majority however acknowledge the importance of ensuring road safety for cyclists.

### Further work required:

- Review all cycle training activities available across the BRSP to ensure the cycling action(s) is comprehensive.

### Recommendations to amend Strategy:

- Amend cycling action(s) and text in the light of above work.

## Safer People – Education

### Summary of comments

More general comments about education and training highlighted the differing views people hold about whether this is effective in reducing accidents. BCC consider it an important and cost effective road safety intervention and will retain the Safer People actions.

### Further work required:

- None recommended.

### Recommendations to amend Strategy:

- No change.

## Safer People – Specific Needs

### Summary of comments

People with specific needs were highlighted in two responses. One suggested that mobility training for the visually impaired should be available; the other was concerned by the speed of mobility scooters and the potential for conflict with pedestrians.

### Further work required:

- Explore the provision of mobility training for visually impaired people through the Birmingham Road Safety Partnership.

### Recommendations to amend Strategy:

- No change.

## Safer People – Users

### Summary of comments

Some respondents commented on the perception of user priority and whether the strategy had an appropriate emphasis on the different road users.

### Further work required:

- None recommended.

### Recommendations to amend Strategy:

- Amend text to avoid implication that vulnerable road users are to 'blame' for incidents or problems. (*P31, Adult Pedestrians*)

## Safer People – Comments on the Strategy

### Summary of comments

Many of the more strategic comments were about whether the actions were sufficient, or were well targeted and how the outcomes will be monitored and reported on.

These comments are noted and will be borne in mind, but no specific changes to the strategy are proposed.

### Further work required:

- None recommended.

### Recommendations to amend Strategy:

- No change.

## Safer People – Wider Policy

### Summary of comments

Comments about wider policy, mainly transport policy, highlight that the Road Safety Strategy sits in the context of other local and national policies.

### Further work required:

- None recommended.

### Recommendations to amend Strategy:

- Include a stronger message around the public health benefits of improving road safety.

## Safer People – Other comments

### Summary of comments

A small number of comments did not fit into any particular theme or category. The majority of responses were generally positive. Sustrans commented that there is a need to broaden the

scope of the Safer People targets and strengthen Community engagement and empowerment of local people.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- Strengthen sections about community engagement.

## Safer Vehicles – Enforcement

**Summary of comments**

Some comments regarding enforcement were beyond the scope of SV4, some being things which the Council could/would enforce, rather than West Midlands Police (bus lanes) and some requiring changes to policy or legislation.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer Vehicles – Freight

**Summary of comments**

Two responses requested that the council insist on safety features for BCC fleet. This is currently under review as part of the Future Council programme. There was also a call to limit HGV access on certain roads and at certain times of day. Work is underway to pilot this approach in Kings Heath.

A response from the FTA detailed the action taken by it's members to improve the safety of vulnerable road users. The council is keen to work together in future to drive forward freight safety.

**Further work required:**

- Complete and review the Quiet Delivery Scheme Pilot.

**Recommendations to amend Strategy:**

- No change.

## Safer Vehicles – Technology

**Summary of comments**

Comments were generally supportive of the use of technology to improve road safety, including tackling speeding, driving behaviour, mobile phone usage and driver insurance. One comment questioned the evidence and value for money basis for pursuing such technologies.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer Vehicles – Comments on the Strategy

**Summary of comments**

A few comments were strategic, commenting on broader issues around safer vehicles.

These comments are noted and will be borne in mind, but no specific changes to the strategy are proposed.

**Further work required:**

- None recommended.

**Recommendations to amend Strategy:**

- No change.

## Safer Vehicles – Other comments

**Summary of comments**

A small number of comments did not fit into any particular theme or category. Some of these questioned the value of the strategy, and a couple asked for more detailed information on delivery and actions. One comment asked about plans regarding car clubs, which are currently undergoing review. Another comment raised concerns about the safety of visually impaired people around electric vehicles, due to the lack of engine noise. Finally, a comment asked if van drivers were also going to be considered within the strategy, as well as HGVs.

**Further work required:**

- More detailed specifics on delivery to be provided within the Birmingham Road Safety Partnership work plan.

**Recommendations to amend Strategy:**

- Strengthen action regarding professional drivers, not just HGVs.

## Issues not Addressed

### Summary of comments

A number of comments raised concerns about poor air quality, which is not addressed within the strategy. Air quality is a key priority for the city within the next few years, and this has been reflected in the Future Council business plan and budget 2016+ and reference to this will be added to the final strategy.

A number of responses also pointed out that the new Metro route could create specific road safety issues and conflicts, particularly with regard to cyclists and tram tracks.

One respondent was concerned about the safety impact of construction traffic and parking whilst a new development is built. This will be raised with planning and development control colleagues.

Concern was raised about pedestrians and HGV safety, it was felt that the strategy only addresses cyclists, and more recognition should be given to safety concerns about pedestrians around HGVs.

One comment highlighted safety issues regarding lack of engine noise in electric vehicles and those with impaired visibility. The council would support calls for sound generators in electric vehicles as a way to mitigate this issue.

A couple of comments requested a mechanism to report dangerous driving, rather than relying on accident data to inform road safety priorities. This will be addressed through work on the Road Safety portal.

A desire was also expressed for more liaison with both the general public/local residents and with specific user groups on road safety issues pertinent to them. The Birmingham Road Safety Partnership will continue to develop new approaches to engaging with communities through a range of channels including more innovative use of social media and technology.

### Further work required:

- Liaise with planning and development control to address the impact of construction traffic for developments.

### Recommendations to amend Strategy:

- Acknowledge importance of addressing Road Safety in relation to air quality and wider public health issues e.g. respiratory, obesity.
- Ensure HGV safety work includes pedestrians as well as cyclists.
- Improve information for and liaison with the general public and specific user groups through enhanced BRSP communication channels – to include online resources and social media.
- Include reference to Metro road safety awareness.

## Any other comments

### Summary of comments

A wide variety of comments were received. Many reiterated the need for a Road Safety Strategy. A number of comments related to consultation methodology and have been addressed through the first chapter of this report. Highways England expressed a desire to be involved in the Birmingham Road Safety Partnership, which we would welcome.

Some comments requested that the strategy not refer to 'accidents', as they felt this implied no element of fault or error. The decisions to use varied language when describing collisions, was made to make the document more readable and approachable. We will reconsider this, based on views of colleagues and partners.

Other comments raised concern that the action plan targets did not always mean 'SMART' criteria, and they called for more specifics on actions/ delivery and milestones. To go into such detail for each target, is not feasible without making this document too lengthy. It is proposed that the BRSP work plan will instead provide more specific details on delivery and timescales for individual activities.

Some felt that there were too many targets and that we should hone in on a few specific road safety priorities/commitments. The example of 'Safer London Streets' report, with 6 key commitments, was cited a few times. A number of comments also referenced the Vision Zero initiative and a desire for this to be our main aim.

An error regarding reference to the Disability Discrimination Act 1995 was pointed out, and this will be rectified and updated with regard to the Equalities Act 2010.

### Further work required:

- Ensure that the BRSP work plan follows SMART criteria, with specific actions and milestones.
- Review the links within the strategy to 'Vision Zero' and the 'Safe System' approach.

### Recommendations to amend Strategy:

- Reduce the number of targets in the Strategy.
- Amend reference to the Disability Discrimination Act.
- Remove reference to 'accidents' in favour of 'collision' or 'crash'.

## Location specific comments

A number of comments were received which raised very location specific issues. As a strategic document we are unable to address location specific concerns within the Road Safety Strategy. However all of these issues have been passed on to the local programme team or relevant district engineers to be logged.

## Do you feel there are any other road users who should be given stronger recognition in this strategy?

### Summary of comments:

It was felt that cyclists, pedestrians, and those with specific needs, in particular disabled people, should be given stronger recognition within the strategy. Professional drivers, such as taxi drivers, were also mentioned a number of times.

These responses demonstrate that in general the key vulnerable road users who the strategy targets, are correctly identified as requiring priority. Other specific needs groups have perhaps not been as clearly identified within this data lead prioritisation approach. However the BRSP will work with partners who represent specific needs groups such as the mobility impaired and the elderly to ensure their needs are considered and a collaborative approach is adopted for future delivery.

### Further work required:

- Ensure representation of disability groups within the Birmingham Road Safety Partnership
- Ensure clear channels of communication between the Cycle Forum and the BRSP

### Recommended amendments to the strategy:

- Add a target which specifically addresses professional drivers
- Amend SP2 to ensure greater consideration of all specific needs groups.

Business/professional drivers	Business drivers	3	13
	Van drivers	3	
	HGV drivers	3	
	Coach/bus drivers	1	
	Taxi drivers	3	
Children	Children	5	6
	Young People	1	
Cyclists	Cyclists	30	32
	Trikes/pedal vehicles	2	
Car drivers	Car drivers	2	4
	Young drivers	2	
Pedestrians	Pedestrians	19	21
	Child pedestrians	2	
Motorcyclists	Motorcyclists	1	1
Public transport users	Bus users	4	6
	Public transport users	2	
Specific needs	Disabled people	16	44
	Older people	8	
	Mobility scooter/ wheelchair users	9	
	People with learning difficulties	2	
	Vulnerable adults	1	
	People with sensory impairments	1	
	People with visual impairments	5	
	People with hearing impairments	2	
Other	Community representatives	1	12
	Non-car users	2	
	Skateboarders/ roller bladers/ pedal scooters	1	
	Women	1	
	Parents	4	
	Pushchairs/prams	3	

## Are there any other groups or stakeholders we should be working more closely with to improve road safety?

### Summary of comments:

Community input was highlighted as being particularly important. Third Sector organisations were also mentioned a number of times, in particular those which promote walking and cycling and who represent older people. A number of people felt we should be working more closely with the Emergency Services, the Police in particular. We already work closely with many of the groups/stakeholders mentioned, however there is potential to improve these connections and our partnership working, especially through the Road Safety Partnership.

### Further work required:

- Improve community liaison/partnerships opportunities, particularly through members of the road safety partnership such as Living Streets and Sustrans
- Explore opportunities to work more closely with the business community, through the Behaviour Change team and liaison with the BIDS.

### Recommended amendments to the strategy:

- Build in an emphasis on sourcing of external funding/resource and working more closely with the private sector, particularly through Corporate Social Responsibilities.

Accident Victims	Accident Victims	1	1
Amey/ Works Contractors	Amey/ works contractors	2	2
Birmingham City Council	BCC highway engineers	3	6
	BCC services (drivers)	1	
	Crossing patrol wardens	1	
	Street cleansers	1	
Best Practice	Other local authorities/cities	2	2
Business	Public and private businesses	7	10
	Chamber of Commerce	1	
	Commercial drivers and Businesses with drivers	2	
Centro	Centro	1	1
Community Venues/groups	Schools	8	34
	Community/residents groups/volunteers	15	
	Cycling and running clubs	1	
	Faith groups	3	
	Libraries	1	
	Youth groups/clubs and uniform groups	6	
Cycling and walking organisations/charities	Ramblers Association	1	20
	Pedestrians Association	1	
	Sustrans	8	
	Living Streets	3	
	CTC	1	
	Cycling and walking campaign groups	3	
	Push Bikes	3	
Cycle suppliers	Cycle shops/suppliers	2	5
	Cycling Social Enterprises	3	
Cyclists	Cyclists	3	3
Drivers	Young drivers	3	7
	Drivers	4	
Emergency Services	BikeSafe - West Midlands Police	1	13
	Emergency services	2	

	Police	9	
	IFED (Insurance Fraud Enforcement Department)	1	
Groups with specific needs	Disability groups	3	13
	newly arrived students	1	
	Groups representing older people	2	
	Parents	5	
	Children	2	
Health	Public Health	1	7
	Care Sector	1	
	NHS	4	
	Psychologists	1	
Highways England	Highways England	2	2
Insurers	Insurance companies	1	1
Motoring organisations	Motorcycling organisations (e.g. MAG)	1	5
	Motoring organisations (e.g. RAC, AA)	4	
Pedestrians	Pedestrians	1	1
Political	GBSLEP	1	1
Public	General Public	3	3
Third Sector	Third Sector	3	7
	Road Safety Charities (e.g. BRAKE, RoSPA)	3	
	Age UK	1	
Transport groups	Taxi services	1	5
	FTA	1	
	Public transport Operators	2	
	Transport operators	1	
Transport user groups	Passenger Transport Groups	3	4
	Campaign for Better Transport	1	
Vehicle manufacturers/retailers	Car manufacturers/ retailers	3	3