



ST HELENS
BOROUGH COUNCIL

ROAD SAFETY STRATEGY

2023-27

WORKING TOWARDS VISION ZERO 2040



FOREWORD

As cabinet Member for Environment and transport I am pleased to publish our 2023 Road Safety strategy.

Considerable work has gone into the development of this document. The commitments it contains emphasise the importance and cross cutting nature of road safety. I am personally committed to making our roads as safe and accessible as they possibly can be. A safe and well-connected borough helps to support the achievement of our growth, development and decarbonisation ambitions. I look forward to working with our residents, businesses and partners to deliver the strategy in the coming years.

At the heart of the strategy is an evidence and data led approach. The council and its partner organisations hold and gather a wealth of information relating to the safety of our road network. Our challenge is to make sure we use this information to ensure our limited resources are targeted and used where they can make the biggest impact. The strategy demonstrates how this will work in practice and ensures that our approach is objective, consistent and based on evidence.

This strategy also highlights the specific actions we plan to take in order to manage road safety where prevailing risks are highest. We include specific focus on schools, collision hotspots and how we intend to work with colleagues from across the Liverpool City region in support of the Vision Zero 2040 target.

The production of this document is timely. In St Helens we are investing and transforming our highway network so that it better supports active travel. In particular increasing the provision of walking and cycling infrastructure. This presents opportunities but also additional risks. The strategy recognises these risks and the steps we plan to take to safely manage the evolving network.

Finally, we want to work with our communities as part of a localities approach to ensure that road safety is owned and improved within local communities. We are eager to engage with Parish Council's, community groups and volunteers who all wish to play their part in making our roads as safe as possible. Education and training forms a key part of this and is something we are investing in as part of our overall commitment and approach.



Councillor Andy Bowden
Cabinet Member for Environment and Transport

INTRODUCTION

OVER THE PAST 5 YEARS THERE HAVE BEEN 22 FATALITIES ON THE ST HELENS HIGHWAYS NETWORK AND A FURTHER 1,097 COLLISIONS.

There is a substantial impact to society each time a casualty occurs as a result of a road traffic collision. This includes pain, grief and suffering; the direct economic costs of lost output, and the medical costs associated with road collision injuries. This is why road safety has, and will continue, to be a non-compromised essential priority in St Helens.

As a Borough St Helens is changing and growing. There is anticipated to be a considerable increase in the number of houses, multiple regeneration projects across the Borough are now on site, and there is a national push towards active and sustainable travel. This inevitably leads to a change in the design, operation and management of the Highway network. The council must evolve alongside these changes. Approaches to road safety must match and address the new risks and opportunities presented by a growing and developing borough. Residents, businesses, communities, visitors and elected members rightly expect this.

There are also wider considerations that must be reflected in shaping the Councils approach to road safety. Specifically, air quality and in delivering on the Council's net zero ambitions.

The links between improved air quality and carbon reduction are very clear; an increase in the use of non-fossil fuels, and a resultant increase in walking and cycling, could result in safer roads for ALL road users, and a reduction in the number of KSIs.

Road safety is also inextricably linked to tackling inequalities. The links between deprivation and higher KSIs are well documented, particularly in relation to pedestrians and cyclists. To reduce the effect of deprivation on road injury without reducing the amount of walking and cycling, the key is to make walking and cycling safer. The council's localities model provides the ideal framework to deliver this, with bespoke interventions targeted to individual communities.

St Helens is proud that it is already leading the way in trialling new and pioneering approaches to road safety. This commitment is unwavering. The Borough is currently delivering the first Liverpool City Region CYCLOPS scheme, designed to put the safety of pedestrians and cyclists ahead of road users. This scheme will be connected up with 8-10 new cycling routes across the Borough. There is however much more that can be done and this strategy will provide the framework and some initial commitments and actions of "What we will do" to improve road safety within your Borough.

“

THERE IS ANTICIPATED TO BE A CONSIDERABLE INCREASE IN THE NUMBER OF HOUSES, MULTIPLE REGENERATION PROJECTS ACROSS THE BOROUGH ARE NOW ON SITE, AND THERE IS A NATIONAL PUSH TOWARDS ACTIVE AND SUSTAINABLE TRAVEL.”

VISION 2040

In line with the 2022 Liverpool City Region Road Safety Strategy, the primary aims of the St Helens Borough Council Road Safety Strategy is to reduce the number of those killed and seriously injured on the roads within the borough, working towards an overall Vision Zero that aims to ensure that by 2040 there are no avoidable collisions which result in fatalities or life-changing injuries on the council's roads.

This will be achieved by:

- ENSURING A SAFE SYSTEM APPROACH TO ROAD SAFETY IS THE NORM
- WALKING AND CYCLING THROUGHOUT THE BOROUGH IS A SAFE AND EASY CHOICE
- ENSURING ST HELENS IS AT THE FOREFRONT OF ROAD SAFETY TECHNIQUES
- TARGETED INTERVENTIONS, MAKING BEST USE OF OUR LIMITED RESOURCES
- USING DATA AND EVIDENCE TO INFORM POLICY AND INVESTMENT DECISIONS
- WORKING WITH OUR RESIDENTS AND PARTNERS SO THAT EVERYONE PLAYS THEIR PART
- LINKING OUR SERVICES TOGETHER - INCLUDING TRAFFIC, PARKING, HIGHWAY MAINTENANCE AND STREETLIGHTING TEAMS



KEY PRINCIPLES SUPPORTING THE DELIVERY OF THE STRATEGY

Road safety is a responsibility that the Council takes seriously. Every collision and fatality impacts on residents, businesses and the wider community. Our specific interventions may be different or bespoke, but they will always be guided by the following key principles:

EVIDENCE LED

Our decisions with regard to road safety interventions will be led by evidence such as, traffic speed, traffic volume, collision history data, stakeholder knowledge and expert opinion from our Road Safety Engineers.

SURVEY BASED

Our evidence will be gathered by conducting automatic traffic counts, interrogation of the personal injury collision database, collision investigation and site surveys carried out by our Road Safety Engineers.

PRIORITISED AND RISK BASED INVESTMENT

All potential road safety interventions will be prioritised to ensure our limited resources are targeted at the most suitable and required locations.

NATIONAL, REGIONAL AND LOCAL POLICY CONTEXT

National Legislation

St Helens Borough Council (the council), as the local highway authority, has a statutory duty under Section 39 of the 1988 Road Traffic Act to take steps both to reduce and prevent collisions, which is as follows;

39 (2) Each local authority must prepare and carry out a programme of measures designed to promote road safety and may make contributions towards the cost of measures for promoting road safety taken by other authorities or bodies.

39 (3) Each local authority;

(a) must carry out studies arising out of the use of vehicles on roads or part of roads, other than trunk roads, in their area,

(b) must, in the light of those studies, take such measures as appear to the authority to be appropriate to prevent such accidents, including the dissemination of information and advice relating to the use of roads, the giving of practical training to road users or any class or description of road users, the construction, improvement, maintenance, or repair of roads for which they are the highway authority and other measures taken in the exercise of their powers for controlling, protecting or assisting the movement of traffic on roads, and

(c) in constructing new roads, must take such measures as appear to the authority to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Regional Context

St Helens is one of six councils that form the Liverpool City Region Combined Authority. Safe roads are critical to delivering the City Region's vision for a modern, integrated transport system connecting people to employment, education, and leisure that will support a growing economy. To support this the Liverpool City Region has formulated a new Road Safety Strategy. Our local strategy compliments this and sets out the St Helens specific measures and activities that we commit to undertake.

The LCR Road Safety Strategy states:

“ THIS NEW STRATEGY PROPOSES A STEP CHANGE IN APPROACH, WITH A CLEAR RECOGNITION THAT DEATHS AND SERIOUS INJURIES ON THE ROAD ARE NEITHER ACCEPTABLE NOR INEVITABLE - THEY ARE PREVENTABLE. IT INCLUDES A BOLD ASPIRATION TO REDUCE THE NUMBER AND SEVERITY OF ROAD TRAFFIC COLLISIONS, WORKING TO AN OVERALL VISION ZERO TARGET - THAT BY 2040 NO ONE WILL BE KILLED OR SERIOUSLY INJURED ON OUR ROADS - AND IT IS CLEAR THAT THE AMBITIONS SET OUT IN THE DOCUMENT WILL NOT BE MET WITHOUT AN EVIDENCED-BASED APPROACH. ”



The LCR Road Safety Strategy states:

A reduction in the number and severity of road traffic collisions working to a target of no avoidable collisions by 2040.



Creating the conditions for more people to make safer journeys on foot or by bicycle, and enabling more children to walk or cycle to school.



Contributing to improved air quality and reducing climate changing CO₂ emissions.



Central to achieving these objectives and Vision Zero is the adoption of a Safe System Approach and the five pillars of road safety. The Safe System Approach is nationally recognised and has been adopted by many local authorities throughout the UK as part of their Vision Zero strategies:



In delivering the LCR Road Safety Strategy, a step change is required in LCRCA's approach to safer roads with a clear recognition that deaths and serious injuries on the road are preventable and that they are neither acceptable nor inevitable.



LOCAL CONTEXT

Strategy Objectives

The council's Highways Asset Management strategy, approved by cabinet in June 2022 contains multiple objectives that are intended to reduce the number of people killed and seriously injured on St Helens' roads. One of the key objectives was to complete a review of the council's road safety function and bring forward recommendations to improve road safety. This dedicated road safety strategy fulfils this commitment.

In addition to the above, road safety forms an integral part of the council's Borough strategy - "Our Borough Strategy 2021 - 2030".

Our Road Safety Strategy aligns with the priorities of the Borough Strategy as follows:

PRIORITY	RELEVANT OUTCOME	ROAD SAFETY STRATEGY ALIGNMENT
1	Ensure children and young people have a positive start in life	We will work to improve road safety local to schools and throughout the borough
2	Promote good health, independence and care across our communities	We will promote walking and cycling (Active Travel) in the Borough and ensure it is a safe and easy choice for all
3	Create safe and strong communities and neighbourhoods for all	We will work to reduce the KSI rates from road collisions in the Borough
4	Support a strong, thriving, inclusive and well connected local economy	We provide safe alternative forms of transport throughout the borough, to reduce car dependence for shorter journeys
5	Create green and vibrant places that reflect our heritage and culture	We will ensure our road safety techniques are sympathetic to the surrounding area
6	Be a responsible council	We will work with the LCRCA to target Vision Zero by ensuring St Helens is at the forefront of road safety techniques and we will continually review our performance related to road safety

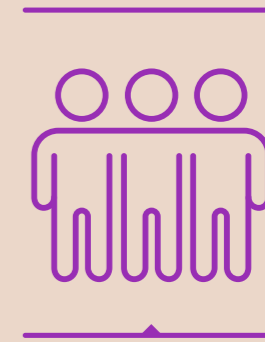
The council is also set to publish its Local Cycling and Walking Infrastructure Plan (LCWIP) with the vision to "Deliver an easy, safe and convenient cycling and walking network between and within all of St Helens' key communities and settlements to ensure everyone will be able to walk and cycle safely and directly for all their local journeys". Road Safety plays a pivotal role in delivering a successful walking and cycling network and this strategy's vision is to ensure walking and cycling throughout the borough is a safe and easy choice, which directly aligns with the LCWIP vision.



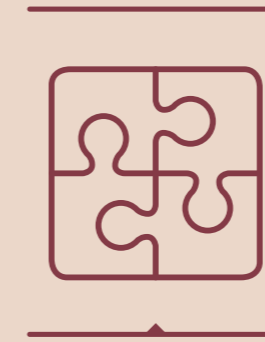
ENSURE CHILDREN AND YOUNG PEOPLE HAVE A POSITIVE START IN LIFE



PROMOTE GOOD HEALTH, INDEPENDENCE AND CARE ACROSS OUR COMMUNITIES



CREATE SAFE AND STRONG COMMUNITIES AND NEIGHBOURHOODS FOR ALL



SUPPORT A STRONG, THRIVING, INCLUSIVE AND WELL-CONNECTED LOCAL ECONOMY



CREATE GREEN AND VIBRANT PLACES THAT REFLECT OUR HERITAGE AND CULTURE



BE A RESPONSIBLE COUNCIL

ST HELENS COLLISION TREND DATA 2017-2021

PERSONAL INJURY COLLISIONS

A personal Injury Collision (PIC) is a collision on the public highway involving at least one vehicle, that results in at least one person being injured and requiring medical attention.

PIC's are recorded by the Police. The information is later provided to the relevant local highway authority. The information gathered does not include collisions that did not result in an injury.

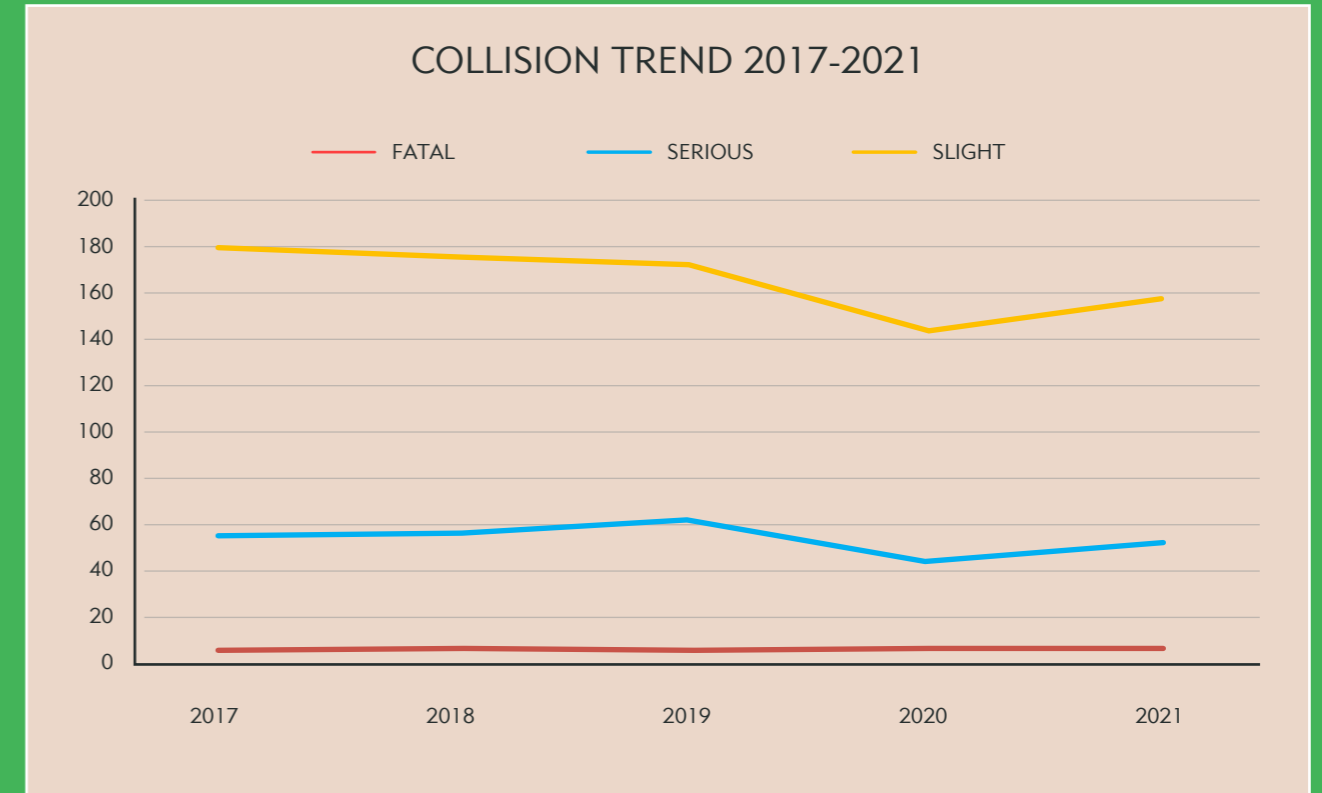
PIC's are placed into one of three official categories based on severity:

- Fatal injury - This is an injury which causes death less than 30 days after the collision. This does not include death from natural causes or suicide.
- Serious injury - examples of 'serious' injury are fracture, internal injury, severe cuts, crushing, burns (excluding friction burns), concussion, severe general shock requiring hospital treatment, detention in hospital as an in-patient, either immediately or later, injuries to casualties who die 30 or more days after the collision from injuries, sustained in that collision.
- Slight injury - This is any injury which is neither "fatal" nor "serious" - for example, a sprain, bruise or cut which is not judged to be severe, or slight shock requiring roadside attention.

Collision data figures for the year 2020 may be skewed as a result of the Covid pandemic lockdown restrictions which were in place during certain times of the year. Travel was limited and traffic volume during the main lockdown period was reduced. This will most likely have resulted in different collision patterns during that year.

Table 1 below shows the number of PIC's that have occurred within the Borough using the last 5 years of available data (2017 - 2021).

	2017	2018	2019	2020	2021
FATAL	4	5	4	5	5
SERIOUS	55	57	62	44	53
SLIGHT	179	175	171	144	157
TOTAL	238	237	237	193	215

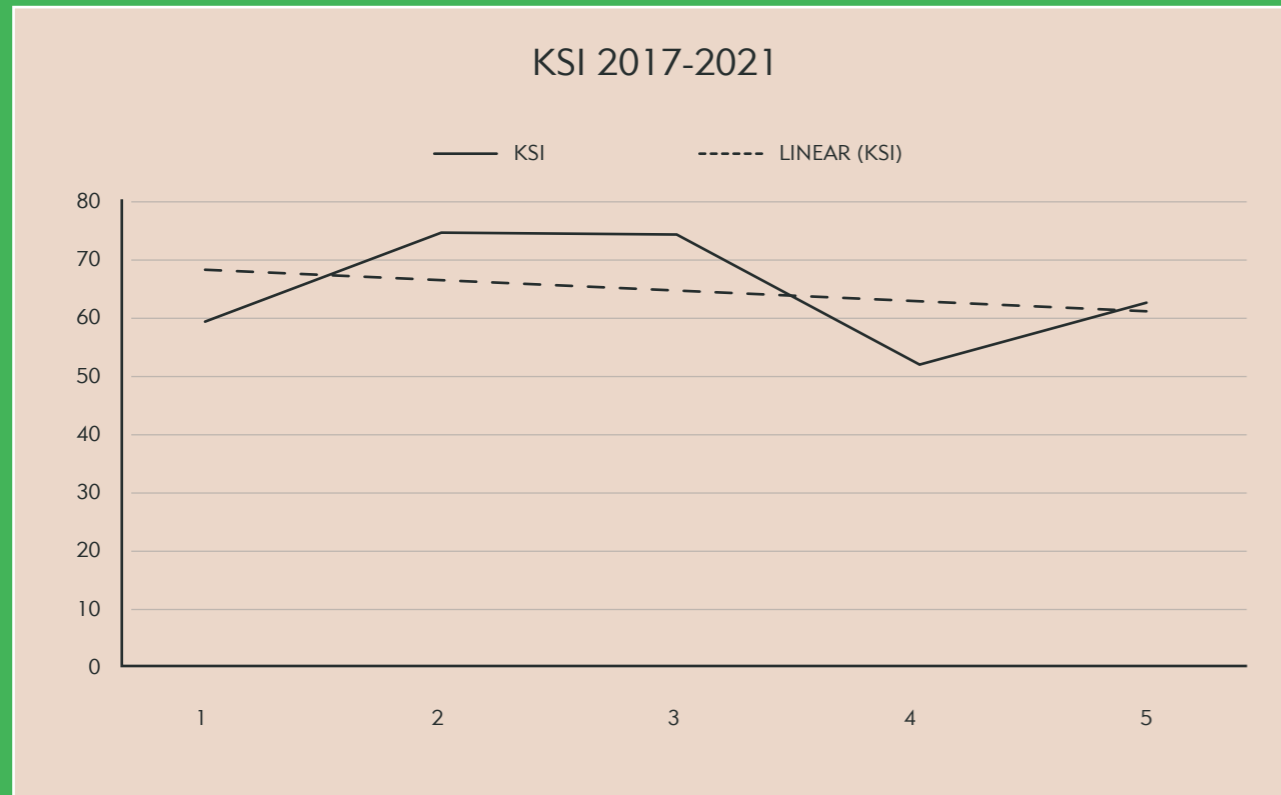


OVER THE FIVE-YEAR PERIOD THERE HAS BEEN AN OVERALL TREND OF COLLISION REDUCTION OF AROUND 10%.

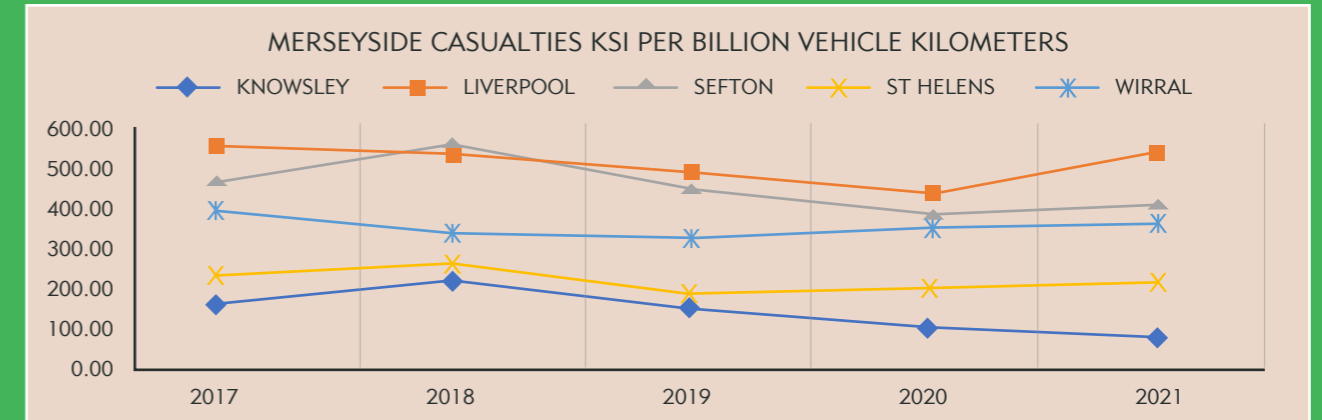
FATAL COLLISIONS HAVE GENERALLY REMAINED AT AROUND FOUR OR FIVE PER YEAR, WHILST SERIOUS COLLISIONS HAVE REDUCED SLIGHTLY OVER THE FIVE-YEAR PERIOD.

KILLED OR SERIOUSLY INJURED (KSI)

The graph below shows the number of people killed or seriously injured on the Borough's roads during the five-year period 2017-2021. The linear trend line shows generally the number is falling, however, at a slow rate. If this rate of reduction continued in this manner it would take many years past the 2040 target to reach Vision Zero. In order to reduce the number of KSIs on our roads and achieve the Vision Zero target we need a step change in road safety and to adopt the Safe System Approach set out in this strategy. This represents a significant challenge, given that we are likely to see more vehicles on the road over the coming years and more vulnerable users as we deliver the council's Decarbonisation ambitions.



KILLED OR SERIOUSLY INJURED (KSI) COMPARED TO OTHER AUTHORITIES WITHIN MERSEYSIDE



	2017	2018	2019	2020	2021	2017 - 2021
KNOWSLEY	45	42	33	33	27	180
LIVERPOOL	204	178	171	119	190	862
SEFTON	101	90	85	57	68	401
ST. HELENS	58	62	59	48	55	282
WIRRAL	118	96	78	90	473	
MERSEYSIDE	526	468	426	347	431	2,198

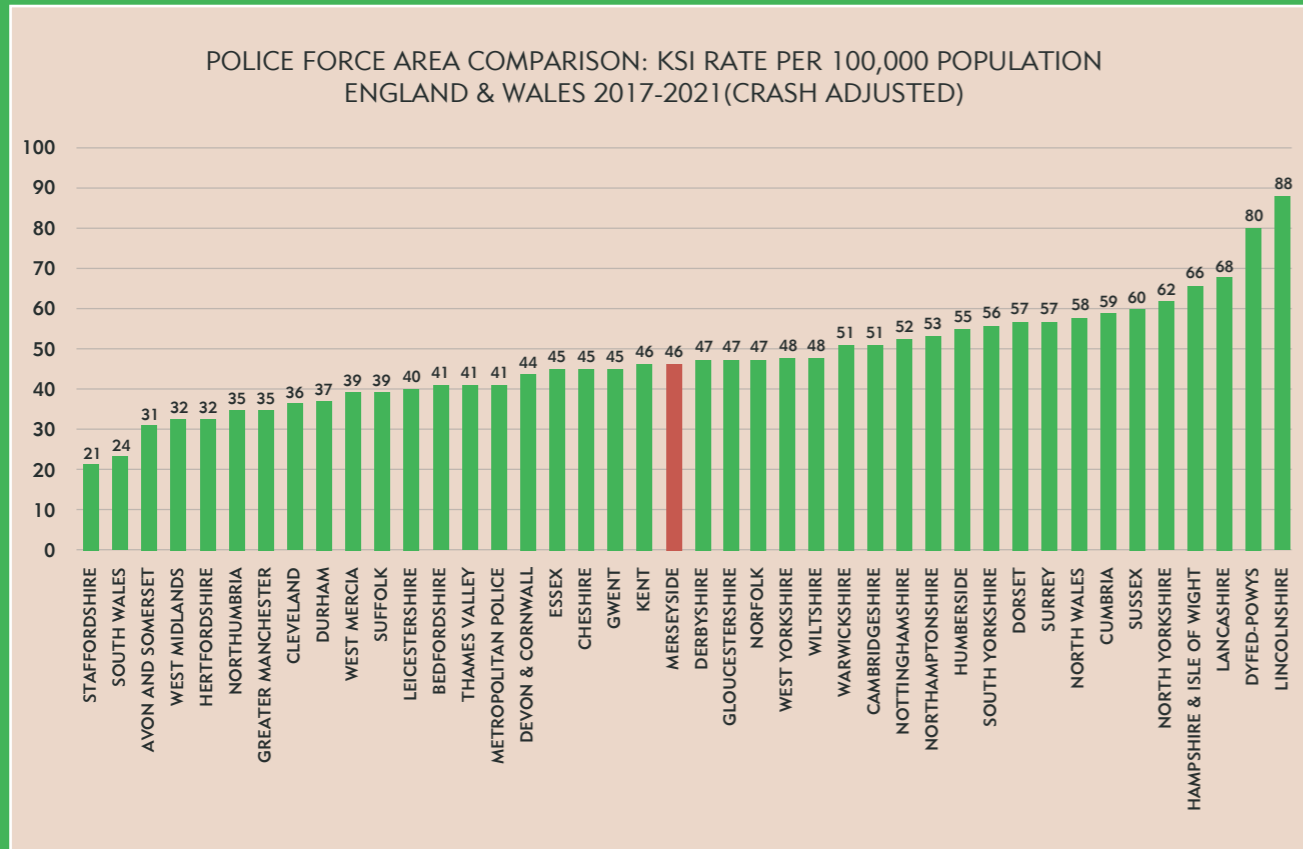
What the data shows

- When compared with the other authorities within Merseyside, St Helens has the second lowest number of KSI collisions and also the second lowest number of KSI collisions per billion vehicle kilometres between 2017 and 2021.
- Circa 10% of KSI's in LCR occur on St Helens highway network.

What we will do

- Implement the 5 pillar, Safe System Approach to reduce the number of collisions on our network & work towards Vision Zero.
- Post-crash response - Work with Merseyside Police to implement a post fatal collision protocol to clearly define the Council's role following a fatal collision.
- Examine and drill down into collision data to identify any interventions required.

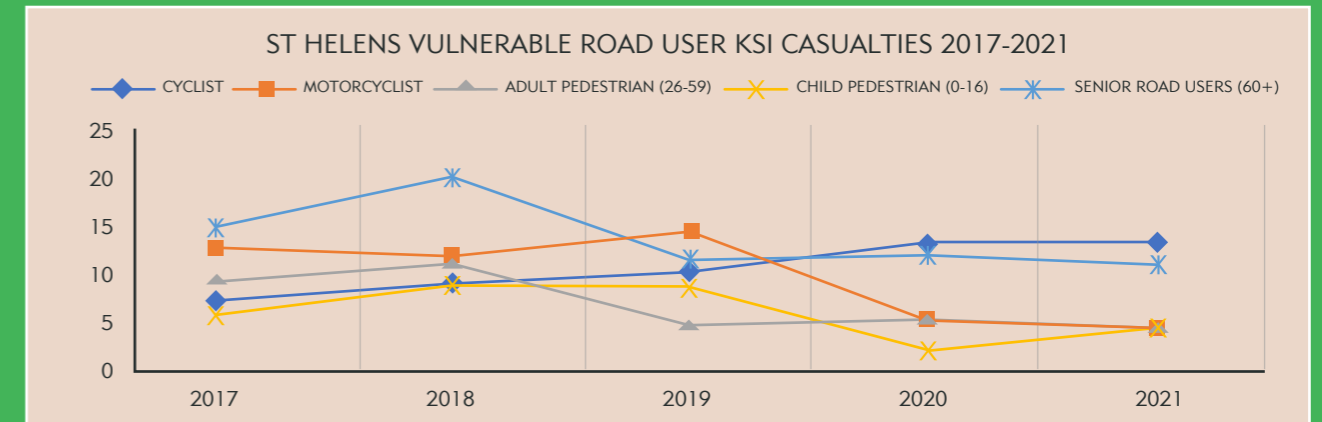
MERSEYSIDE KILLED OR SERIOUSLY INJURED (KSI) COMPARED TO OTHER POLICE FORCE AREAS IN ENGLAND AND WALES



What the data shows

- There are 43 Police Force Areas within England and Wales, but for the comparison, City of London police has been combined with the Met, which leaves 42 forces. Merseyside are the 21st best performing force, with an average yearly rate of 46 KSIs per 100,000 population over the five year period.
- There are 6 metropolitan boroughs within England & Wales, these were created to cover the six largest urban areas outside of London. There are six 6 police forces whose jurisdiction covers these metro areas, and of which, Merseyside have the 4th best rate.

VULNERABLE ROAD USER COLLISIONS



ST. HELENS: VULNERABLE ROAD USER GROUP KSI CASUALTIES 2017 - 2021 AS A % OF TOTAL

	2017	2018	2019	2020	2021	2017 - 2021 AVG
CYCLIST	12%	12%	17%	26%	23%	18%
MOTORCYCLIST	20%	15%	20%	9%	10%	15%
ADULT PEDESTRIAN (26-59)	14%	14%	6%	9%	10%	10%
CHILD PEDESTRIAN (0-16)	10%	12%	14%	6%	10%	10%
SENIOR ROAD USERS (60+)	24%	27%	18%	25%	20%	23%

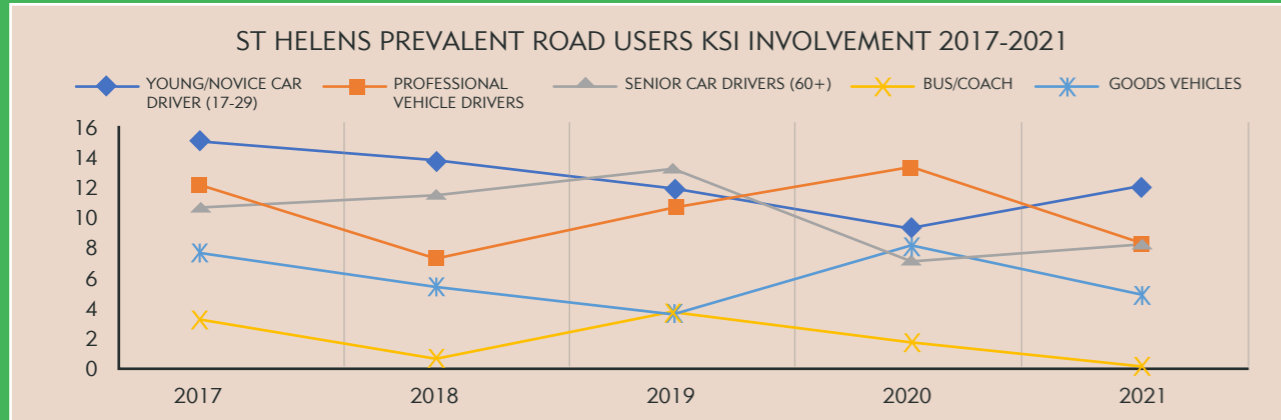
What the data shows

- The number of cyclist KSI casualties has risen over the period 2017-2021. This appears to be in-line with the increase in cycling over the years, especially post-Covid.
- Whist Senior Road Users have been the largest KSI casualties over the five-year period, it should be noted that this includes those in other vulnerable groups.
- Pedestrians and cyclists on average account for 38% of all KSI casualties in St Helens over the five-year period.

What we will do

- Safe Roads - Ensure walking and cycling is the safe easy choice for travel within the borough by ensuring our road network is safe for these vulnerable road users.
- Safe Roads - Carry out additional collision cluster site analysis for pedestrian/cyclist collisions to determine locations for potential improvements for these vulnerable road users.
- Safe Behaviours - Ensure our road safety education programmes are targeting the relevant vulnerable road users that are involved in the most collisions.

PREVALENT ROAD USER COLLISIONS



	2017	2018	2019	2020	2021	2017 - 2021
YOUNG/NOVICE CAR DRIVER (17-29)	15	14	12	9	12	62
PROFESSIONAL VEHICLE DRIVERS	12	7	11	14	9	53
SENIOR CAR DRIVERS (60+)	11	12	14	8	9	54
BUS/COACH	3	1	3	2	0	9
GOODS VEHICLES	7	5	3	9	4	28
ST. HELENS' KSI RTCS	58	62	59	48	55	282

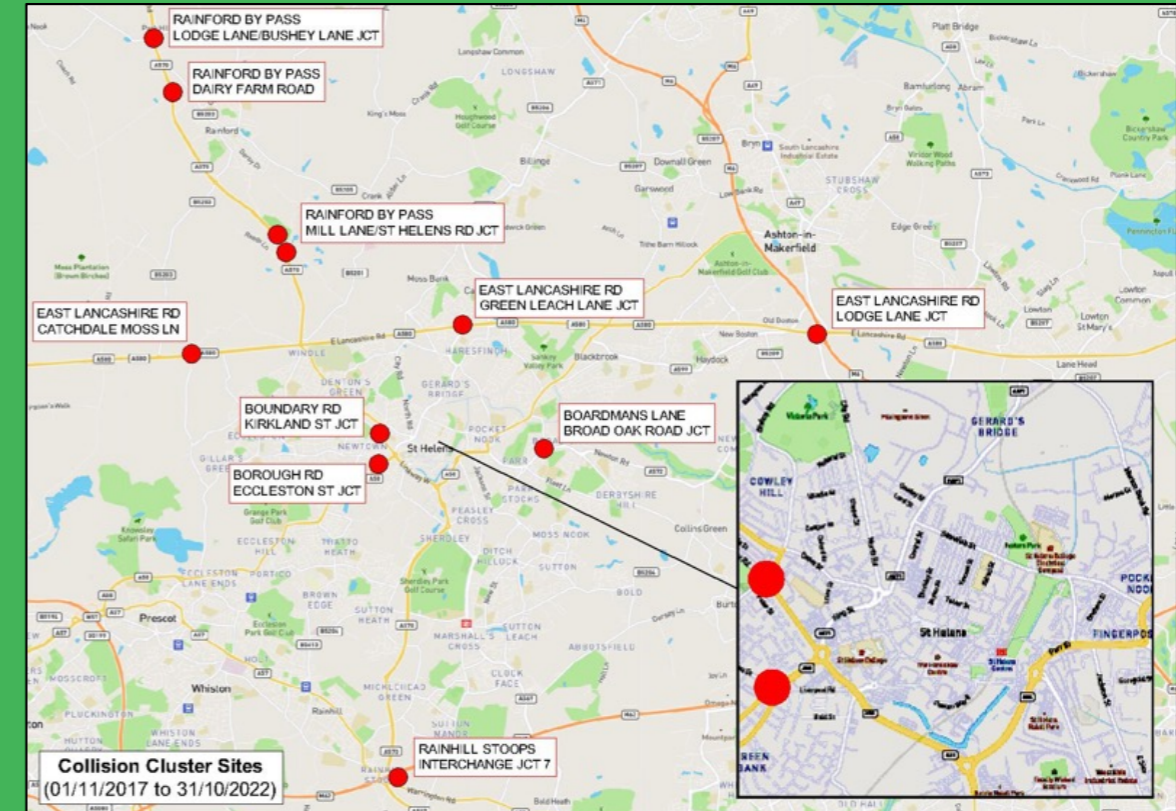
What the data shows

- Generally, over the five-year period the most prevalent road user group to be involved in KSI collisions in St Helens is Young/Novice Car Drivers aged 17-29.
- The next most prevalent road user groups to be involved in KSI collisions is Professional Vehicle Drivers and Senior Car Drivers aged 60+.
- There was a spike in Professional Vehicle Drivers involved in KSI collisions in 2020, this would be in-line with the increased in home deliveries during the COVID-19 lockdown.

What we propose to do

- Safe Behaviours - Ensure our road safety education programmes are targeting the prevalent road users that are involved in the most collisions.
- Safe Vehicles - Professional vehicle drivers includes council vehicles such as waste recycling vehicles, highway maintenance vehicles, therefore, we will ensure all council vehicles are fitted with the latest safety systems.

COLLISION CLUSTER SITES



What the data shows

- Our accident cluster sites;
- at least three collisions within a 50m radius in rural locations, or;
- at least six collisions within a 50m radius in urban locations.

What we propose to do

- Safe Roads - Review the layout of these junctions to understand why collisions happened.
- Safe Roads - develop an evidence led, prioritised plan for road safety interventions to ensure our limited resources are targeted at the most suitable and required locations.
- Safe Roads - Develop an approach to 'forgiving roads' for St Helens by building in the concepts of passive safety into our engineering approaches.

WHAT WE HAVE DONE/WHAT WE WILL DO

A570 RAINFORD BYPASS/LODGE LANE/BUSHEY LANE JUNCTION

Scheme planned 2023 for improvements to traffic signage, road markings and high-friction surfacing on all approaches to the roundabout.

A570 RAINFORD BYPASS/DAIRY FARM ROAD JUNCTION

Investigation needed. Review local policy context for opportunities/synergies e.g. Local Plan.

A570 RAINFORD BYPASS/MILL LANE/ST HELENS ROAD JUNCTION

Speed limit has been reduced to 50mph throughout the junction. Location will continue to be monitored.

A580 EAST LANCASHIRE ROAD/CATCHDALE MOSS LANE JUNCTION

Investigation needed. Opportunity through Local Cycling & Walking Infrastructure Plan (LCWIP).

A580 EAST LANCASHIRE ROAD/GREEN LEACH LANE JUNCTION

Investigation needed. Opportunity through Local Cycling & Walking Infrastructure Plan (LCWIP).

A580 EAST LANCASHIRE ROAD/LODGE LANE/M6 JUNCTION (HAYDOCK ISLAND)

Investigation needed. Work with partners. Review Local/Regional policy context for opportunities/synergies.

BOUNDARY ROAD/KIRKLAND STREET JUNCTION

Traffic signal junction improvement scheme to be completed March 2023.

BOROUGH ROAD/ECCLESTON STREET JUNCTION

Investigation needed. Opportunity through Green Bus routes.

BOARDMANS LANE/BROAD OAK ROAD JUNCTION

DfT funded ++ junction improvement to be completed March 2023.

A570 LINKWAY/M62 RAINHILL STOOPS INTERCHANGE

Investigation needed. Work with partners. Review Local/Regional policy context for opportunities/synergies.



VEHICLE SPEED DATA ANALYSIS

LOCATION	SPEED LIMIT	DIRECTION SPEED	85%ILE SPEED	MEAN SPEED	% EXCEEDING	MEAN SPEED EXCEEDING
BLACKBROOK ROAD - WEST OF THE SHIP INN	30	EB	31.8	27.6	28%	33.2
BLACKBROOK ROAD - WEST OF THE SHIP INN	30	WB	31.3	26.6	24%	33.2
MILL LANE - OUTSIDE SHERDLEY PRIMARY	30	EB	27.5	24.4	4%	32.2
MILL LANE - OUTSIDE SHERDLEY PRIMARY	30	WB	34.0	28.0	39%	34.2
MILL LANE - EAST OF CRANE AVENUE	30	EB	33.1	28.6	39%	33.2
MILL LANE - EAST OF CRANE AVENUE	30	WB	32.4	27.7	31%	33.3
REGINALD ROAD - WEST OF MELIDEN GARDENS	30	EB	37.4	32.7	73%	34.8
REGINALD ROAD - WEST OF MELIDEN GARDENS	30	WB	37.4	33.0	77%	34.9
TRAVERS ENTRY - NEAR TRAVERS FARM	40	EB	39.8	35.4	14%	43.3
TRAVERS ENTRY - NEAR TRAVERS FARM	40	WB	40.0	35.8	15%	43.3
GARSWOOD ROAD - NORTH OF SMOCK LANE	30	NB	34.2	30.0	52%	33.4
GARSWOOD ROAD - NORTH OF SMOCK LANE	30	SB	29.5	25.4	14%	32.4
GARSWOOD ROAD - MONTREY CRESCENT	30	NB	30.2	25.7	16%	32.7
GARSWOOD ROAD - MONTREY CRESCENT	30	SB	30.0	25.2	16%	32.6
TITHEBARN ROAD - EAST OF GARSWOOD ROAD	30	EB	34.4	30.9	60%	33.4
TITHEBARN ROAD - EAST OF GARSWOOD ROAD	30	WB	34.2	29.8	47%	33.6
UPHOLLAND ROAD - NORTHWEST OF WIGAN ROAD	30	NB	35.3	31.1	62%	33.8
UPHOLLAND ROAD - NORTHWEST OF WIGAN ROAD	30	SB	34.2	29.7	46%	33.7
WIGAN ROAD - NORTHEAST OF UPHOLLAND ROAD	30	NB	33.3	29.2	45%	33.0
WIGAN ROAD - NORTHEAST OF UPHOLLAND ROAD	30	SB	33.1	29.0	42%	33.0
SMOCK LANE - SOUTH OF THORNHILL ROAD	30	NB	30.4	26.2	18%	32.4
SMOCK LANE - SOUTH OF THORNHILL ROAD	30	SB	27.7	23.4	6%	32.4
LIVERPOOL ROAD - SOUTH OF GARSWOOD ROAD	40	NB	38.3	34.1	8%	43.0
LIVERPOOL ROAD - SOUTH OF GARSWOOD ROAD	40	SB	37.1	33.3	5%	42.8
ROB LANE - O/S NO. 28	30	NB	32.2	26.7	26%	34.0
ROB LANE - O/S NO. 28	30	SB	33.8	27.8	35%	34.6
PARK ROAD SOUTH - NORTH OF WINDSOR AVENUE	30	NB	33.3	29.3	43%	33.2

LOCATION	SPEED LIMIT	DIRECTION SPEED	85%ILE SPEED	MEAN SPEED	% EXCEEDING	MEAN SPEED EXCEEDING
LOWFIELD LANE - SOUTH OF ANSDALE WOOD DRIVE	30	NB	34.0	28.9	42%	33.8
LOWFIELD LANE - SOUTH OF ANSDALE WOOD DRIVE	30	SB	33.8	28.6	40%	33.7
RUSKIN DRIVE - NORTH OF ARNOLD AVENUE	30	NB	25.9	21.3	4%	32.8
RUSKIN DRIVE - NORTH OF ARNOLD AVENUE	30	SB	26.8	21.8	6%	32.5
GARTONS LANE - EAST OF SORREL WAY	30	EB	27.1	23.4	4%	31.9
GARTONS LANE - EAST OF SORREL WAY	30	WB	25.5	22.1	2%	31.9
RED CAT LANE - NORTH OF CRANK VILLAGE	60	NB	43.2	37.0	0.70%	66.6
RED CAT LANE - NORTH OF CRANK VILLAGE	60	SB	44.7	38.3	0.80%	66.0
CRANK ROAD - CRANK VILLAGE	30	NB	34.2	28.9	43%	33.8
CRANK ROAD - CRANK VILLAGE	30	SB	34.7	30.0	53%	33.7
CRANK ROAD - NORTH OF SANDY LANE	60	NB	38.5	33.4	0.10%	64.0
CRANK ROAD - NORTH OF SANDY LANE	60	SB	38.0	32.8	0.10%	63.9
ST HELENS ROAD - EAST OF VALENCIA GROVE	40	EB	37.1	33.6	5%	43.1
ST HELENS ROAD - EAST OF VALENCIA GROVE	40	WB	36.2	32.2	4%	43.1
PRESCOT ROAD - NORTH OF SEASCALE AVENUE	40	NB	37.1	33.3	5%	42.9
PRESCOT ROAD - NORTH OF SEASCALE AVENUE	40	SB	36.2	32.5	4%	43.3
KENYONS LANE SOUTH - NORTH OF WINSFORD CLOSE	30	NB	30.2	25.4	17%	33.0
KENYONS LANE SOUTH - NORTH OF WINSFORD CLOSE	30	SB	29.1	24.3	11%	32.8
ASHURST DRIVE - NORTH OF BLACKBROOK ROAD	30	NB	28.6	25.0	10%	32.6
ASHURST DRIVE - NORTH OF BLACKBROOK ROAD	30	SB	27.3	23.6	5%	32.7
MARKET STREET - EAST OF CROWN STREET	30	EB	26.4	22.3	4%	32.7
MARKET STREET - EAST OF CROWN STREET	30	WB	28.0	23.9	7%	32.5
MILLBROOK LANE - SOUTH OF KILN LANE	30	NB	30.9	26.9	21%	33.1
MILLBROOK LANE - SOUTH OF KILN LANE	30	SB	31.1	27.2	23%	33.0
A570 LINKWAY - SOUTH OF CHAPEL LANE	60	NB	62.1	55.4	23%	N/A
A570 LINKWAY - SOUTH OF CHAPEL LANE	60	SB	60.9	53.5	18%	N/A

- 85%ILE SPEEDS AT OR BELOW THE POSTED SPEED LIMIT
- 85%ILE SPEEDS ABOVE THE POSTED SPEED LIMIT BUT BELOW THE THRESHOLD FOR PROSECUTION
- 85%ILE SPEEDS ABOVE THE POSTED SPEED LIMIT AND ABOVE THE THRESHOLD FOR PROSECUTION
- PERCENTAGE OF VEHICLE EXCEEDING THE SPEED LIMIT ABOVE THE NATIONAL AVERAGE

UK Average 2021 45% of vehicles exceed 30mph speed limit

N.B. 85th percentile speed - an industry standard measurement, defined as “the speed at or below which 85 percent of all vehicles are observed to travel under free-flowing conditions past a monitored point”.

What the data shows

- 56% of locations have an 85th percentile speed above the posted speed limit, however, only 6% of these have an 85th percentile speed above the threshold for prosecution.
- Only 7 of the 54 (13%) locations have a higher than the UK average of 45% of vehicles exceeding the posted 30mph speed limit.

What we will do

- **Safe Speeds** - Work in collaboration with Merseyside Police and the MRSP to determine whether speed enforcement can be carried out at the locations where a high percentage of drivers are travelling above the posted speed limit.
- **Safe Roads** - Carry out further investigations of the sites where a high percentage of drivers are travelling above the posted speed limit to determine if the existing highway layout is conducive to higher speeds.
- **Safe Behaviours** - Work in partnership with relevant organisations to ensure national road safety campaigns relating to excessive speed are promoted throughout the borough.



“
56% of locations have an 85th percentile speed above the posted speed limit, however, only 6% of these have an 85th percentile speed above the threshold for prosecution.
”



EXISTING APPROACH TO MANAGING ROAD SAFETY IN ST HELENS

Road safety is already a key component of the council's Highways & Infrastructure service. The table below displays the different functions and the distinct roles they each play in supporting road safety.

TEAM	ACTIVITY
ROAD SAFETY EDUCATION TEAM	<ul style="list-style-type: none"> • DELIVERY OF FREE ROAD SAFETY EDUCATION TO ALL SCHOOLS AND COLLEGES • ROAD SAFETY ADVICE AND LITERATURE PROVIDED TO ALL SCHOOLS • DELIVERY OF CYCLING TRAINING TO OVER 1,000 YOUNG PEOPLE PER YEAR • WORK WITH NURSERIES TO DEVELOP ROAD SAFETY CURRICULUM • WORK WITH MERSEYSIDE POLICE TO DEVELOP AND RUN SPEED ENFORCEMENT CAMPAIGNS
TRAFFIC MANAGEMENT & STREETWORKS TEAM	<ul style="list-style-type: none"> • RESPONSIBILITY FOR THE MAKING OF NEW TRAFFIC REGULATION ORDERS FOR PARKING RESTRICTIONS, SPEED LIMITS AND MOVING TRAFFIC OFFENCES • MANAGEMENT OF 4,000 TRAFFIC SIGNS AND BOLLARDS ON THE HIGHWAY NETWORK • MAINTENANCE OF ROAD MARKINGS ACROSS THE BOROUGH • CLOSE WORKING WITH OTHER AGENCIES TO UNDERTAKE COLLISION ANALYSIS • ISSUING & MANAGEMENT OF STREETWORKS PERMITS TO ENSURE ANY WORKS ON THE HIGHWAY ARE COMPLETED SAFELY
PARKING SERVICES	<ul style="list-style-type: none"> • RESPONSIBILITY FOR THE ENFORCEMENT OF ON CARRIAGEWAY PARKING RESTRICTIONS INCLUDING VEHICLES PARKED ON DOUBLE/SINGLE YELLOW LINES, UNAUTHORISED VEHICLES USING A TAXI/LOADING/DISABLED BAY
STREETLIGHTING	<ul style="list-style-type: none"> • MAINTENANCE AND RENEWAL OF OVER 23,000 STREET LIGHTS AND OVER 4,000 ILLUMINATED TRAFFIC SIGNS AND BOLLARDS
MAINTENANCE AND DELIVERY TEAM	<ul style="list-style-type: none"> • REACTIVE AND PLANNED WORKS ACROSS THE HIGHWAY NETWORK • POT HOLE FILLING • JUNCTION IMPROVEMENT PROJECTS



NEW APPROACH TO ROAD SAFETY IN ST HELENS

St Helens Safe System Approach

The LCR Road safety strategy adopts a safe system approach in managing road safety. This comprises of 5 key pillars. For consistency and to model best practice St Helens will also adopt these pillars. Our supporting action plan (found at appendix 1) will be structured around these pillars, which are listed below:

- Safe Speeds
- Safe Roads
- Safe Behaviour
- Safe Vehicles
- Post-Crash Response

The Safe Systems approach focuses on reducing danger at source and views human life and health as paramount to all else and should be the first and foremost consideration when designing a road network. The following section of the strategy sets out how we will adopt the safe systems approach locally:

SAFE SPEEDS

Appropriate speed is at the heart of the Safe System approach.

Our objective is to create a network where fewer mistakes occur, and to ensure that mistakes will not lead to a death. Improving compliance to speed limits, appropriate speeds for a location and in some instances reducing speed limits will be central to achieving this objective.

WHAT WE ARE DOING

We recently completed a review of speed limits across our high speed network and have introduced new 40mph, 50mph and 60mph speed limits across the high speed network.

ENGINEERING

We will continue to improve compliance with speed limits by changing the appearance of our streets to encourage lower speeds and reinforce speed limits, particularly where there is a history of collisions. We will help motorists to understand the appropriate speeds for the environment and continue to use signs, lines, vehicle activated signs, variable messaging signs to slow traffic approaching potential collision hotspots.

WHAT WE ARE DOING

In 2022/23 we have invested £12,000 in new vehicle activated signs that will be installed periodically at known collision/speeding “hot spots” throughout the borough



ENFORCEMENT

Excessive speed often results in the most serious injuries, but habitual speeders tend to only respond to the 'fear of getting caught'.

Deployment of safety camera vans, fixed speed, average speed and red-light cameras are a key aspect of our enforcement approach.



CASE STUDY

In 2022, the MRSP camera van visited A570 Rainford Bypass on 11 occasions. The overall number of number of speeding offences recorded was 128, an average of 12 offenses per visit.

The decision on where to deploy cameras is based on Department for Transport (DfT) Circular 01/2007, which states, "whilst the primary objective for camera deployment is to reduce KSIs at known collision locations, cameras can also be beneficial where there is community concern."

We will continue to prioritise collision hotspots but also seek to be proactive to support our residents in tackling inappropriate speed with cameras, and mobile van cameras that can be quickly deployed. ”

WHAT WE WILL DO

Continue to collaborate with the Merseyside Road Safety Partnership to ensure camera are deployed regularly in the most appropriate sites throughout the borough



AVERAGE SPEED

As regards Average Speed camera deployment, DfT Circular 01/2007 states:

“ AVERAGE SPEED CAMERA ENFORCEMENT HAS THE EFFECT OF CALMING THE SPEED OVER A LONGER DISTANCE AND CAN BE USED AT SITES WHERE A SIGNIFICANT NUMBER OF COLLISIONS ARE SCATTERED ALONG A LENGTH OF ROAD.”

WHAT WE WILL DO

explore the opportunity for a route-based approach for average speed cameras, such as on our high speed dual carriageways (A570 and A580). A wide range of data will be analysed including number of injuries, reported near misses and the 85% percentile and average speed for that road.

SAFER ROADS WATCH

Enforcement of speed limits also includes Safer Roads Watch, where members of the public work with MRSP to measure traffic speeds. While this does not lead to penalties, motorists found to be travelling above the posted speed limit are sent a letter from Merseyside Police informing them that they have been observed travelling above the speed limit. Currently we have one active Safer Roads Watch scheme in the borough.

The data gathered from Safer Roads Watch can also be used to monitor traffic speed and support the case for further speed reduction measures, if required. We will actively encourage and support our residents to participate in Safer Roads Watch schemes as a first step when traffic speed is reported as an issue.

WHAT WE WILL DO

Our road safety team will engage with local members, parish councils and community groups to support them in implementing effective Safer Roads Watch programmes. Training, guidance and investment in equipment will be integral to this.

ROADS POLICING

We will continue to work closely with Merseyside Police through the Merseyside Road Safety Partnership to share data on where to focus mobile camera vans and collaborate on promoting enforcement campaigns to amplify their effectiveness.

Parish Councils, local community groups and schools are just some of the groups that will be approached to seek community participation in amplifying speed compliance and enforcement messages in their local areas.

IMPLEMENTING 20MPH LIMITS

A pedestrian is five times more likely to die if hit at 30mph rather than 20mph. St Helens has a number of areas where 20mph zones and limits are in place. There are currently over 600 roads (or sections of road) that benefit from a 20mph speed limit in the borough.

Research has shown that 20mph limits are generally well received, are most effective where traffic signs are accompanied by road markings, and more so where there are traffic calming features such as road narrowing or speed humps. It adds that consideration should also be given to encouraging local authorities to work with the police, health, environment, urban planning, education, and the local community to deliver 20mph limits as part of an integrated approach to addressing transport, community, environment and health objectives, subject to available funding.

20mph speed limits reduce speeds in urban areas. In conjunction with local communities, these areas will be sympathetic to existing street layouts whilst encouraging compliance through innovative engineering and design in conjunction with traditional enforcement. Through analysis and community interaction, we will look to identify areas which would benefit from further intervention, although Intelligent Speed Assistance is now fitted on all new cars, which will help automate compliance.

WHAT WE WILL DO

Using an evidence based approach we will continue to monitor actual vehicle speeds on our rural roads and we will investigate the most cost effective method of obtaining speed data from Automatic Traffic Counts, through either purchasing our own equipment or working in partnership with dedicated traffic data collection companies.

SAFE ROADS

Working towards Vision Zero by 2040, we will need to explore ways of more effectively designing in safety across our road network. The ideal road system is one where the human tolerance for Kinetic Energy (the force released in a crash) is not exceeded.

The human body has a limited physical ability to tolerate collision forces - any impact greater than 30km/h increases the risk of dying significantly.

We recognize that people sometimes make mistakes.

OUR AIM IS TO DESIGN A FORGIVING NETWORK WHERE MAKING A MISTAKE IS NOT FATAL:

Designing Streets for Walking and Cycling

The fear of road danger is a major barrier to people choosing to walk or cycle. People sometimes feel unsafe walking in their local area due to vehicle speed and that traffic is too fast for cycling on the carriageway. To resolve the real and perceived danger we will require a programme of Active Travel Schemes combined with education and enforcement.

Following the vision of our Draft Local Cycling and Walking Infrastructure Plan we will also establish a Safer Walking and Cycling programme to identify where the demand for more walking and cycling is greatest and what interventions are required to support this safely. We will strive to follow the Cycle Infrastructure Design Guidance LTN 1/20 for cycling schemes following its five core principles: "Accessibility for All - Coherent, Direct, Safe, Comfortable and Attractive."

As part of this vision The St Helens Southern Gateway project has secured multimillion pound funding to deliver the Liverpool City Region's first 'Cycle Optimised Protected Signals' (CYCLOPS) junction at the "Bull and Dog Roundabout", along with a network of routes around an upgraded Lea Green rail station to further encourage safe active travel in the borough.

The project involves the removal of the existing roundabout layout and the introduction of a new CYCLOPS junction that will assist and encourage the circulatory movement of cyclists and pedestrians. The CYCLOPS junction is intended to separate pedestrians and cyclists from motor traffic at junctions, reducing the possibility of collisions or conflict.

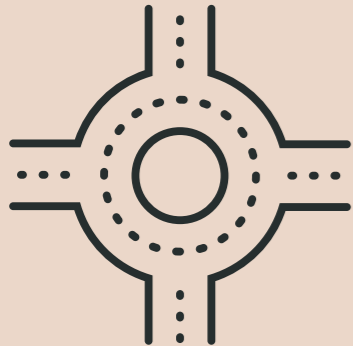


JUNCTION IMPROVEMENT PROGRAMME

Nationally a large proportion of collisions happen at junctions and in St Helens around 44% of all collisions occur at a junction. Over the past 5 years (2017-2021) there have been 490 junction collisions throughout the borough this is despite significant investment at a number of locations. For example... Pewfall traffic signal upgrade, Linkway/Elton Head Road replacement of roundabout with traffic signals, Sherdley Roundabout provision of new controlled crossings for pedestrians.

WHAT WE WILL DO

Review the layout of any junctions with the most crashes to address why collisions happened and analyse relative safety of different designs in different contexts as part of a Junction Improvement Programme.



LOCAL SAFETY SCHEMES

There are many locations where perceived danger or concern is high, but safety problems cannot be established through recorded injury collision statistics. These locations are investigated as resources permit, however, most effort is concentrated at sites where evidence of injury collisions exists and these can be reduced.

The council produces annually a list of sites within the Borough having the highest number of injury collisions during the previous 3-year period.

All sites appearing on this high risk list are subject to initial investigations to determine locations having easily identifiable problems which may be treated by low-cost measures. For example, sites having a high proportion of collisions occurring on wet road surfaces might benefit from resurfacing, surface dressing or specific high-friction surface treatment. Similarly, high risk sites having a disproportionate number of collisions during the hours of darkness may benefit from an improvement in street lighting.

To supplement the High Risk Sites list, a monitoring system for individual junctions and major routes (comprising A and B classified roads and local distributor routes) has been set up to help to identify locations having poor collision records where remedial action might be required. The figures are updated on a quarterly basis and highlight changes in the rate of collisions, casualties and KSI casualties occurring at each particular junction and on each stretch of road. Such a monitoring tool is invaluable in identifying trends, and provides an early warning of locations with emerging problems, where intervention may be necessary.

Mass action treatment is a further way of reducing collisions, by applying one type of measure to a number of similar sites. In recent times, the council has improved a number of pedestrian crossings each year by the application of antiskid surfacing on the approaches and the provision of tactile paving, thereby improving safety for pedestrians.

WHAT WE WILL DO

Continue to implement our Local Safety Schemes plan with a view to targeting our limited resources at locations that will achieve the biggest collision reductions.

SAFER RURAL ROADS AND VILLAGES

Around 30% of KSI collisions occur on the borough's rural roads and most of these collisions are not at a junction, suggesting inappropriate speed may be a factor. We will continue to work with Merseyside Road Safety Partnership to amplify speed enforcement activities and the fear of getting caught. We will also support local communities to encourage compliance with appropriate speeds on rural roads.

WHAT WE WILL DO

Investigate measures to reduce the chance of vehicles crossing the centre line by the innovative use of road markings and other measures to warn road users.

Develop an approach to 'forgiving roads' for St Helens by building in the concepts of passive safety into our engineering approaches.

SAFER CHILDREN AND YOUNG PEOPLE

The safety of children is paramount to this strategy. We want children to travel as safely and actively as possible. There are multiple aspects to road safety relating to children. Most of which centre on the journeys to and from school. We have a number of existing programmes such as safe routes to schools, school streets and school crossing patrols.



CASE STUDY

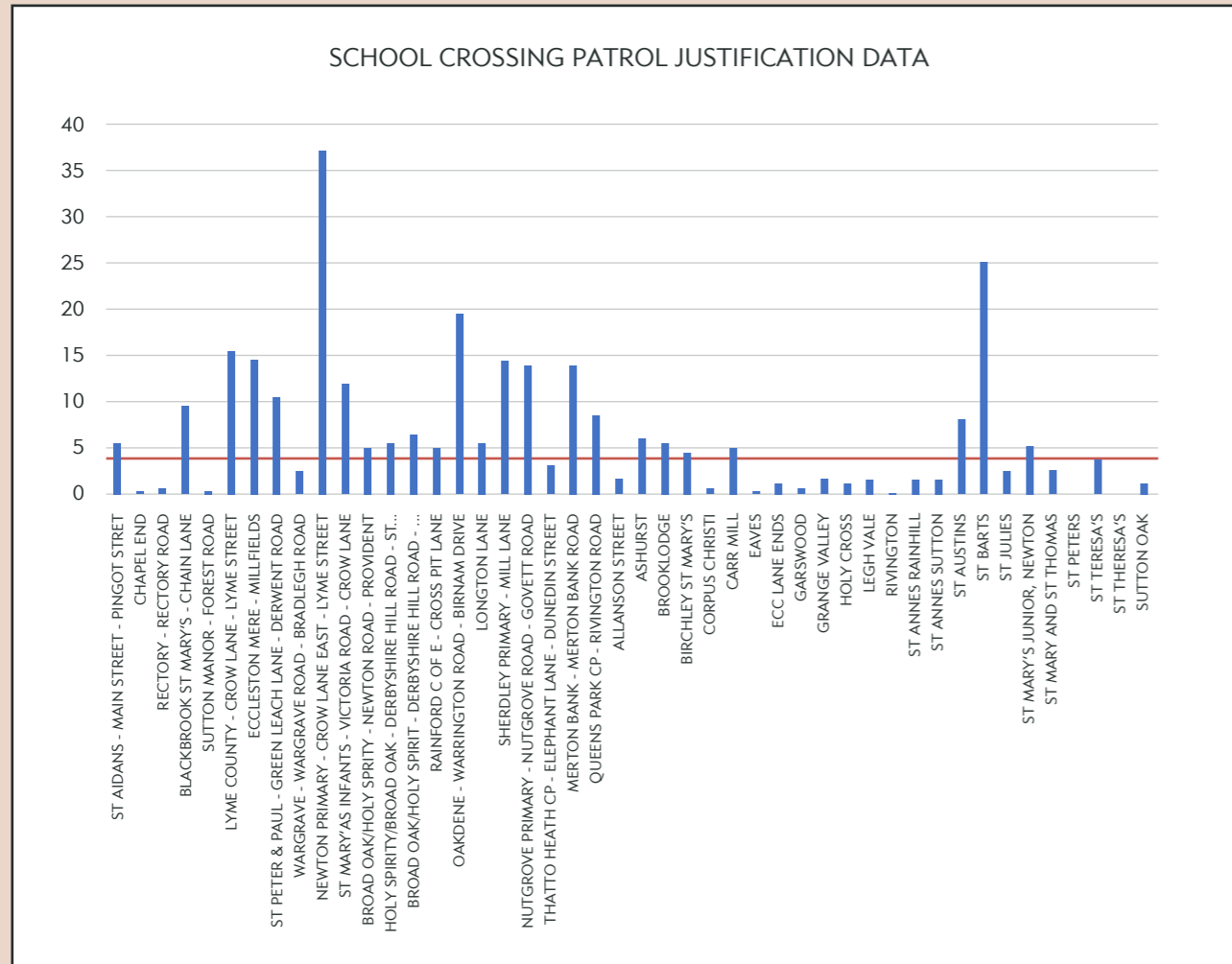
There are four School Streets in the borough, where the street outside a school is closed to traffic during pick-up and drop-off times. One success is The District School in Newton-le-Willows which is located on a cul-de-sac with a “dog-leg” road layout on the approach to the school.

The road closure is operated by school staff during pick-up and drop-off times and ensures that no vehicles enter the roads at these times allowing those children walking, cycling and scooting to school to safely cross the road outside the school.

Feedback received has generally been positive and the school has stated that there has been a significant improvement in road safety and the overall environment outside the school. ”



SCHOOL CROSSING PATROL REVIEW



A recent review of school crossing patrols throughout the borough was recently carried out:

- Proposed to use a national benchmark formula calculation, pv2, to determine if a patrol is justified, using an objective, evidence-based approach.
- Over the past 12 months assessments have been completed at all current SCP locations, and at schools currently without SCP. Locations where there is currently a physical crossing method, such as a puffin crossing, have been discounted.
- Assessments record number of children, adults, vehicles at crossing locations both AM and PM over two days.
- In total 25 patrols are warranted based on pv2 justification criteria.
- At the current 22 operational patrols, 17 meet the criteria and 5 do not.
- At schools currently without patrols, 8 meet the criteria and 16 do not.

WHAT WE WILL DO

All children in St Helens will continue to be offered road safety education and training programmes. We want to go further and commit to the following:

- Forge stronger partnerships with schools/colleges to work together to make the journey to school safer for walking and cycling.
- Engage with schools, children and their families to identify barriers to walking, cycling or scooting to school with a view to improving safe access.
- Continue our School Streets programme where the street outside a school is closed to traffic during pick up and drop off times.
- School Crossing Patrols - are an important part of the Safe System Approach, we will continue to provide these at the most vulnerable locations and will investigate opportunities to improve road safety outside schools that don't benefit from a SCP.

SAFE BEHAVIOUR

Vision Zero Promotion

Communicating effectively to advance road safety is not new, but Vision Zero brings greater urgency and critical thinking to this need. The language of Vision Zero itself - with the goal of there being no avoidable collisions which result in fatalities or life-changing injuries - communicates a more ambitious approach and rests on the basic understanding that collisions are preventable. A key function of communication is education, sharing information that will not only raise awareness about Vision Zero but spur individuals and institutions to change their behaviour. It is essential to create a strong brand for Vision Zero, to provide consistency in all messaging.

Vision Zero is a step change in road safety and will require a change in culture. We will harness the knowledge we have from previous behaviour change campaigns such as #StHelenstogether and the use of seat belts and drink driving to develop an effective strategy.

WHAT WE WILL DO

Engagement locally with communities, with businesses, fleet managers, charities, road user groups, educational and health establishments will be a vital component of developing this strategy.

Develop a vision zero brand to help promote and more effectively secure buy in from residents, businesses, community groups and other key agencies.

ROAD SAFETY EDUCATION

At the heart of instilling safe behaviour is a targeted and comprehensive programme of training, education, advice and publicity. Over recent years the Council has become very effective at engaging with communities; particularly young children and education programmes within schools.

In delivering the strategy this good work will continue. More work will however be done to empower communities and local community groups to educate, train and promote road safety themselves. Parish Councils have expressed an interest in taking greater ownership of road safety awareness and education. This fits nicely with the Council's localities model of working.

WHAT WE WILL DO

Our road safety professionals will deliver road safety education, training, and promotion and a Road Safety Action Plan will be produced to promote what will be delivered in the borough.

SAFE VEHICLES

Licensing

The council's licensing team are responsible for licensing private hire taxis and hackney cabs on the borough's roads. They ensure all licensed vehicles within the borough meet current safety standards and ensure all vehicles have a 6 monthly inspection.

Fleet Management

The council's fleet management team are responsible for the purchase and maintenance of all council owned vehicles. They also carry out MOT tests on council vehicles and can also carry these out on vehicles owned by members of the public.

WHAT WE WILL DO

Work with our colleagues in Licencing and Fleet Management to ensure the vehicles we are responsible for have all necessary safety equipment and meet or exceed current safety standards.

POST-CRASH RESPONSE

Post Collision Response

When a fatality or a serious injury occurs, we will continue to work closely with the Merseyside Road Safety Partnership to review causes and to take any necessary interventions. We will work to audit all collision sites and contributory factors by assessing behaviour, enforcement, and road layout to prevent further casualties and to implement appropriate mitigation measures where required. We will develop a clear protocol with our emergency service colleagues to ensure our role following a fatal collision is clearly defined.

In recent times we have identified that some of the communications, messaging and sequencing of information to the public could be clearer and more joined up between different agencies post collision. The council has recently created a new road safety lead role within the Highways and Infrastructure service. This post will be responsible for improving the post collision response, bringing about greater consistency.

WHAT WE WILL DO

Agree a new communications protocol with the Police to ensure that timely, consistent information is provided to all those affected by a collision

SUPPORT FOR THOSE AFFECTED

Licensing

It is essential that road deaths are not seen as a statistic but as a personal tragedy. Appropriate partners should work with bereaved families to help them through the process and do everything possible to ensure their deaths will help inform a safer future. We will engage with Merseyside Police family liaison officers and organisations such as Brake, RoadPeace and Aftermath on the best approaches to take for supporting those affected by a road death.

Roadside Memorials

There is currently no national legislation that specifically deals with roadside memorials and currently the council do not have a policy in place for the placement of roadside memorials following a fatal collision. The council recognises and respects the wish of the bereaved to mark road deaths by the placing of roadside memorials but has a duty to keep the public highway safe. The council therefore has to balance the wishes of the bereaved with that of public safety. The distraction of motorists, obstruction of visibility and the safety of those placing memorials are key issues in the consideration of roadside memorials

WHAT WE WILL DO

Prepare a Roadside Memorials Policy to ensure roadside memorials are addressed in a consistent and safe manner throughout the Borough.

WORKING COLLABORATIVELY

The Merseyside Road Safety Partnership (MRSP)

The MRSP is a collaboration between Merseyside Police, the Merseyside local authorities (Wirral, Knowsley, Sefton, Liverpool, and St. Helens), Merseyside Fire and Rescue Service and the Liverpool City Region Combined Authority. This core partnership is supported by National Highways, North West Ambulance Service and the Police and Crime Commissioner's Office.

The MRSP recognises that the detailed design of the road, the vehicle and driving behaviour, and the behaviour of other road users (e.g. people walking, cycling, running or riding a horse) must be tackled as a "total system" so that a mistake in the road traffic environment does not carry the penalty of death or serious injury. Intelligence gathered from collision data identifies areas of KSI density, and by using this information, enforcement can be directed using a combination of mobile and static enforcement across the Safer Roads Unit, Roads Policing Unit and Merseyside Police Special Constabulary.

WHAT WE WILL DO

We will ensure that any data gathered by the MRSP is used to identify speeding "hot-spots" and we will work with the MRSP to provide appropriate locations for speed enforcement.

St Helens Joint Action Group

Joint Action Groups (JAGs) were initially established in Merseyside in 2006 and in June 2008, St Helens set up its own individual JAG, so that the group's attention could be focused on identified problems within the Borough.

During 2022 St Helens JAG meetings were reinitiated by the Council. They will play a vital role in road safety in the Borough as we work towards Vision Zero 2040. The meetings are currently attended by Council road safety and engineering staff, representatives from Merseyside Police, Merseyside Fire & Rescue Service and officers from the Merseyside Road Safety Partnership.

The JAG uses intelligence-led research to determine local road safety strategies for Police enforcement, local authority engineering works, and education, training and publicity campaigns, with specific targets to be agreed in order to ensure that each stakeholder actively achieves them. These targets will change on a regular basis as a result of the continual reference to the latest research provided to the MRSP.

While the individual stakeholders each have their own particular remits and targets relating to their specific organisations, all are committed to joining together to improve road safety within St Helens Borough and to work towards Vision Zero 2040.

The benefits which can be achieved through exchanging ideas, sharing expertise and pooling resources were apparent from the previous JAG meetings, and current St Helens JAG members will continue to build on the previous success by working together in the coming years.

Wherever possible in future, joint initiatives and campaigns will be run in order to maximise the benefits and achieve the greatest possible impact.

WHAT WE WILL DO

Wherever possible in future, joint initiatives and campaigns will be run in order to maximise the benefits and achieve the greatest possible impact

Working with Merseyside Police - Speed and Law Enforcement

In order to measure the council's performance in improving road safety it is important that its areas of responsibility are understood, managed and reported on. The table below highlights which elements of road safety are led by the council. For completeness and transparency the responsibilities of Merseyside Police are also listed.

ROAD SAFETY ACTION	ST HELENS BOROUGH COUNCIL RESPONSIBILITY	MERSEYSIDE POLICE RESPONSIBILITY
SETTING AND REVIEWING SPEED LIMITS	√	
ENFORCEMENT OF PARKING RESTRICTIONS	√	
ADEQUATE LIGHTING OF THE HIGHWAY NETWORK	√	
MAINTAINING HIGHWAY ASSETS	√	
PROVIDING A SAFE HIGHWAY NETWORK	√	
TRAFFIC REGULATION ORDERS	√	
ENFORCING SPEED LIMITS ON THE BOROUGH ROADS		√
ENFORCEMENT OF MOVING TRAFFIC OFFENCES		√
ENFORCEMENT OF DRINK/DRUG DRIVE OFFENCES		√
ANPR TO IDENTIFY UNINSURED/UNTAXED VEHICLES		√
COLLISION ANALYSIS	√	
FATAL/SERIOUS COLLISION INVESTIGATION*	√	√

Fatal and serious injury road collisions investigation is carried out by the Police in accordance with the College of Policing Authorised Profession Practise, however, the council will assist if requested during the investigation.

The responsibility for enforcing speed limits and highway law on the Borough's roads lies with Merseyside Police. The MRSP utilises fixed speed cameras at locations that meet the relevant criteria and mobile speed enforcement is carried out at locations which fall short of the main selection criteria. St.Helens. benefits from a number of locations for mobile speed enforcement, and other locations are continually monitored and reassessed for approval.

In addition to the speed camera enforcement carried out by the MRSP, Merseyside Roads Policing Unit carryout speed enforcement using onboard speed assessment technology.

On Merseyside, the use of specialised Police vehicles carrying Automatic Number Plate Recognition (ANPR), which can interrogate a number of databases, mainly from the DVLA, Motor Insurers' Bureau, other Police forces and bodies, continues to be very successful in identifying vehicles and drivers that shouldn't be on the road.

The Police are able to carry out not only speed but other enforcement actions, for example, where the driver is impaired through drink or drugs, the vehicle stopped is found to be untaxed, uninsured, stolen or has a disqualified driver.

Merseyside Police are also responsible for the enforcement of obstruction of the highway, such as, vehicles parked across dropped kerbs, parked vehicles obstructing the footway and vehicles parked obstructing the carriageway making it impassable by larger vehicles. Merseyside Police are also responsible for enforcing moving traffic offences such as unauthorised vehicles driving in a bus lane, over-weight/over-height vehicles contravening a Traffic Regulation Order or vehicles driving against the flow of traffic on a one-way street

Our Parking Services team are responsible for the enforcement of on carriageway parking restrictions throughout the borough such as vehicles parking on double/single yellow lines, unauthorised vehicles using a taxi/loading/disabled bay or vehicles parking for longer than the restriction allows.

Such a co-ordinated approach of working with our partners will provide significant improvements in terms of road safety, as well as creating a new and healthier respect for the use of the local highway network, particularly by those who wilfully disregard the law.

In April 2022 the National Police Chiefs Council launched their National Roads Policing Strategy 2022 - 2025 NPCC National Roads Policing Strategy for 2022-2025. It is hoped that all stakeholders who have a role within roads safety or roads policing can align to the strategy, that will make our roads safer for everyone and can help reduce death and serious injury on our roads.

'Policing Our Roads Together' is built around four key pillars of activity:

- Preventing harm and saving lives
- Tackling crime
- Driving technology and innovation
- Changing minds

FUNDING

2022 marked the first year of a 5-year funding settlement from the Liverpool City Region Combined Authority. This is in the form of a City Region Sustainable Transport Settlement (CRSTS), which seeks to 'level up' major city conurbations' road networks and combines previous capital funding streams into an overall CRSTS settlement. CRSTS consolidates funding from previous allocations of the Highways Maintenance Block, Potholes Fund and in particular the Integrated Transport Block which would traditionally have been used for the delivery of Road Safety and Safer Routes to School programmes.

The CRSTS funding has simplified the funding landscape and this funding provides much of the financial resources needed to support the delivery of this strategy. The 5-year settlement provides long-term funding certainty allowing investment in road safety on our highway network.

Delivering our vision for road safety will not succeed without the allocation and prioritisation, where necessary, of resources to the activities outlined in the Action Plan. The Action Plan has been developed in line with current budget allocations set out in our annual Capital and Revenue Programme rather than requiring new or additional resources. Additional funding bids will however be targeted as appropriate with funding to be sought from organisations such as the Combined Authority, the MRSP and the Department for Transport.

THE COST TO SOCIETY OF ROAD ACCIDENTS AND COLLISIONS

ACCIDENT/CASUALTY TYPE	COST PER CASUALTY	COST PER COLLISION
FATAL	£2,029,237	£2,260,633
SERIOUS	£228,029	£261,498
SLIGHT	£17,579	£26,840
AVERAGE FOR ALL SEVERITIES	£76,267	£105,156
DAMAGE ONLY		£2,425

Source: Accident and casualty costs, produced by Department for Transport (2019).

ROAD SAFETY STRATEGY ACTION PLAN



Safe System Pillar: Safe Speeds

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
A reduction of speeds on our highway network to reduce road danger for all users.	Produce a Speed Limit Policy	Traffic	Merseyside Police/MRSP	Policy in place for selection of appropriate speed limits throughout the borough	Staff/Funding	Year One
	Gather evidence/data regarding actual vehicle speeds on the Borough's roads	Traffic	Merseyside Police/MRSP	Determine if the speed limits are appropriate and to inform policy and investment decisions	Staff/Survey Company/ Funding	Ongoing
	Invest in vehicle activated signs for deployment at known collision/speeding "hot-spots"	Traffic	None	To reduce vehicle speeds	Staff/Vehicle Activated signs/Street Lighting to erect/relocate the signs/ Funding	Year One
	Collaborate with the MRSP to ensure speed enforcement is carried out at the most appropriate sites by utilising gathered speed data.	Traffic	Merseyside Police/MRSP	Ensure speed enforcement is carried out at the most appropriate sites and to reduce vehicle speeds	Staff	Ongoing
	Investigate the use of average speed cameras on the higher speed routes in the Borough	Traffic	MRSP	To investigate the viability and value for money from average speed camera	Staff/Funding	Year Three
	Work with appropriate stake holders to encourage the Safer Roads Watch programme throughout the borough	Road Safety Education	MRSP/Safer Roads Watch	To increase the number of Safer Road Watch schemes throughout the borough	Staff	Year One
	Investigate the most cost effective method of obtaining speed data from Automatic Traffic Counts, through either purchasing our own equipment or working in partnership with dedicated traffic data collection companies	Traffic	None	To ensure the council is using the limit budget in the most cost effective way	Staff/Funding	Year One
	Implement lower speed limits where there is an identified demand for active travel	Traffic/Highways	None	To ensure walking and cycling throughout the borough is the safe easy choice	Staff/Funding	Ongoing

Safe System Pillar: Safe Roads

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
To reduce danger in areas where the likelihood of injury has been identified as higher than in other locations	Work in conjunction with our Draft Local Cycling and Walking Infrastructure Plan to ensure walking and cycling is a safe easy choice	Highways	None	To increase safe active travel throughout the borough	Staff/Funding	Ongoing
	Carryout borough wide collision investigation	Traffic	MRSP	Ensure our road safety interventions are evidence based and make best use of our limited resources	Staff	Ongoing
	Continue to recommend schemes to be included on our Local Safety Schemes Programme	Traffic	None	To improve road safety throughout the borough	Staff/Funding	Ongoing
	Produce a Pedestrian Crossing Policy	Traffic	None	Ensure appropriate crossings are installed at locations that require them the most	Staff	Year One
	Continue to promote active travel throughout the borough by implementing specific active travel schemes	Highways	None	To ensure walking and cycling throughout the borough is the safe easy choice	Staff/Funding	Ongoing
	Investigate measures to reduce collisions on our rural roads including reducing the chance of vehicles crossing the centre line, passive safety and vulnerable road users	Traffic	None	Reduce collisions and their severity on the rural roads throughout the borough	Staff/Funding	Year Two
	Collaborate with the schools/colleges throughout the borough to encourage the use of School Streets and Safer Routes to School programmes	Road Safety Education	Schools/Colleges	Improve road safety near to and when travelling to education establishments	Staff/Funding	Ongoing

Safe System Pillar: Safe Roads

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
	Forge stronger partnerships with schools/ colleges to work together to make the journey to school safer for walking and cycling	Road Safety Education	Schools/Colleges	Increase the number of pupils walking and cycling to school/ college by making it safer to do so	Staff/Funding	Year Two
	Engage with schools, children and their families to identify barriers to walking, cycling or scooting to school with a view to improving safe access	Road Safety Education	School/Colleges pupils	Improving safe access	Staff/Funding	Ongoing
	Establish processes with highways teams to ensure low cost road safety interventions are included within our maintenance programmes, such as road marking improvements following resurfacing	Traffic/Highways	None	Improve road safety throughout the borough	Staff/Funding	Ongoing
	Adopt a Carriageway Skid Resistance Policy	Highways	None	To ensure resurfacing schemes are carried out where the potential benefits are the greatest	Staff/Funding	Year Two

Safe System Pillar: Safe Behaviours

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
To tackle high risk behaviours, irrespective of mode, that can be attributable to road danger	Promote "Vision Zero" to all stakeholders throughout the borough	Traffic/Road Safety Education	LCRCA/MRSP	To improve road safety throughout the borough by explaining the principles of Vision Zero and encourage safe behaviours from all road users	Staff	Year One
To challenge both conscious and unconscious behaviours in all road users irrespective of mode	Carry out targeted road user type collision data analysis	Traffic	MRSP	Ensure our road safety education programmes are targeting the prevalent road users that are involved in the most collisions	Staff	Ongoing
	Promote active travel through walking and cycling activities throughout the borough in line with St Helens Active Lives Strategy	Road Safety Education	None	Increase the number of active travel users throughout the borough	Staff	Ongoing
	Liaise with partners to promote active travel through the Living Streets WOW programme	Road Safety Education	Living Streets	Encourage more pupils to walk to school	Staff	Year One
	Liaise with partners to promote Bikeability training programme throughout St Helens	Road Safety Education	Bikeability	Encourage more people to cycle, to improve their confidence and road safety awareness when cycling	Staff/Funding	Year Two
	Develop and deliver road safety education to nurseries, primary and high schools, and colleges	Road Safety Education	Education establishments	Increase pupils road safety awareness	Staff/Funding	Year One
	Develop, support, and deliver the Junior Road Safety Officer's Scheme within primary school settings	Road Safety Education	Primary schools	Encourage pupils to take an active involvement in road safety from an early age	Staff/Funding	Year One

Safe System Pillar: Safe Behaviours

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
	Deliver Crucial Crew to Year 5 and Year 6 pupils to promote road safety behaviour change	Road Safety Education	Primary Schools	Ensure children are aware of road safety when they start travelling more independently	Staff/Funding	Year One
	Develop and implement School Streets Programme throughout the borough	Traffic/Road Safety Education	Schools	Improve road safety outside schools at drop-off and pick-up times	Staff/Funding	Ongoing
	Deliver minibus driver training to corporate and school staff	Road Safety Education	Corporate bodies and schools	Ensure those that drive mini-buses and their passengers are as safe as possible on the borough's roads	Staff/Funding	Year One
	Deliver child car seat training to corporate staff	Road Safety Education	Corporate bodies	Ensure the correct use of car seats and reduction in severity of collisions should they occur	Staff/Funding	Year One
	Deliver the Cycling Together balance bike scheme to nursery and primary school staff	Road Safety Education	Nursery/ primary schools	Encourage children to take up cycling at an early age	Staff/Funding	Year Two
	Produce social media posts for corporate media team to promote road safety behaviour change	Road Safety Education	None	Ensure road safety messages are received by as many people as possible	Staff	Year One
	Develop and deliver road safety events throughout the borough	Road Safety Education	None	Encourage people throughout the borough to make road safety behaviour changes	Staff/Funding	Ongoing
	Collaborate with MERSOG to produce road safety initiatives and promotion	Road Safety Education	MERSOG	Ensure road safety is at the forefront of all road users minds	Staff	Year One

Safe System Pillar: Safe Vehicles

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
Seeks to reduce road danger by focusing on vehicles and their safety requirements	Ensure the councils fleet of vehicles have all necessary safety equipment	Fleet Management	None	Reduce the likelihood/ severity of collisions that may involve a council vehicle	Funding	Ongoing
	Ensure any taxis registered in the Borough meet or exceed all relevant safety requirements	Licensing	Taxi Firms/ drivers	Ensure those driving and travelling in taxis throughout the borough as safe as possible	Staff	Ongoing

Safe System Pillar: Post Crash Response

Key Performance Indicators

Action	Supporting Activity	Lead Officer	Partners	Outcomes	Dependencies/Resources required	Timescales
To use the circumstances and causation of each incident individually to identify possible patterns	Develop a protocol to clearly define the Council's role following a fatal collision on the highway network.	Traffic	Merseyside Police	To ensure that timely, consistent information is provided to all those affected by a collision	Staff	Year One
	Liaise with appropriate organisations in the aftermath of fatal road traffic collisions	Traffic/Road Safety Education	Merseyside Police family liaison officers/ Organisations such as Brake, RoadPeace and Aftermath	Ensure the council is fully supporting those affected by a fatal road traffic collision	Staff	Ongoing
	Produce a Roadside Memorials Policy	Traffic/Road Safety Education	None	Ensure roadside memorials are addressed in a consistent and safe manner throughout the Borough	Staff	Year One



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