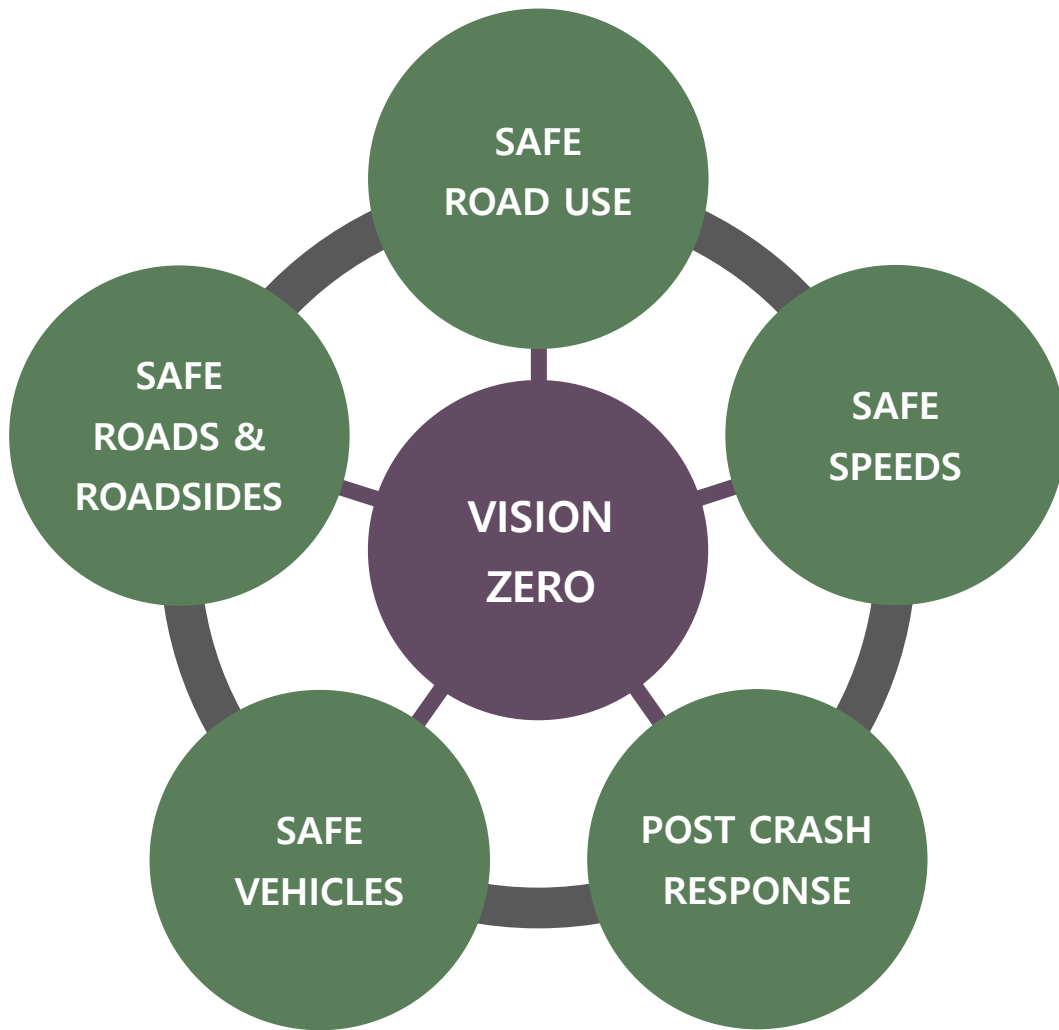


## STRATEGIC ROAD SAFETY PLAN

2024-2030



# STRATEGIC ROAD SAFETY PLAN 2024-2030

## FOREWORD



**Councillor Danny Millard**  
**Cabinet Member Environment & Highways**

Road safety affects us all in Sandwell. Whether you are a pedestrian, cyclist, rider or driver, being safe on our roads is vitally important for each and every one of us.

This Road Safety Plan will help us to reduce the number of collisions and the number of those injured or killed on our road network in Sandwell, numbers that I am determined will come down.

We have an excellent record for reducing road casualties in Sandwell. Over the past 20 years we have halved the number of casualties on our roads and reduced the number of children injured by two thirds. The continued safety of all road users, especially our children, is rightly one of our priorities.

We are pleased that the latest figures saw Sandwell making the best rate of reduction in child casualty rates across the whole of the West Midlands.

However, there is still more that we can and must do. Within this new document we set out our plans and how we intend to improve the most dangerous roads top ensure the safety of both residents and visitors to our borough.

There are more than 850km of roads on the Sandwell road network. Working with Councillors and residents, I will ensure the team will develop short, medium and long term plans while staying committed to the fiscal responsibility that every council and highways department has to.

The Sandwell Strategic Road Safety Plan 2024-2030 outlines how and why decision are made to allow for understanding of the decision making processes at each level. We believe that this transparency in the process is essential in the further development of our services. All areas are carefully risk assessed by trained professionals who are able to offer their expertise to resolve the concerns on the highways.

To help focus our priorities, this new Plan will stretch our casualty reduction targets to match those in the revised West Midlands Road Safety Strategy and the United Nation's Decade for Action.

I am excited that for the first time Sandwell will be committing to the concept of Vision Zero, where we believe that no death or serious injury is acceptable our roads. It is unlikely that Vision Zero will be achieved by the end of this current Plan but the right building blocks will be put in place to ensure that in the future people will be able to use our roads without the risk of death and serious injury.

We will continue with a proactive programme of road improvements whilst understanding road safety is a responsibility shared by everyone. Therefore it is important that Sandwell continues to develop new and exciting initiatives alongside our emergency service colleagues, councillors, local communities and neighbouring councils.

We will push to expand our use of innovative digital learning programme and are already developing a ground breaking new way in which to bring road safety to young children through interactive play.

Thanks to all the officers, councillors and residents who have been involved in the creation of this document. I am passionate about reducing casualties and saving lives on our roads and my vision is that we continue to work together with the community to deliver improvements to make the road network in Sandwell safer for everyone.

# STRATEGIC ROAD SAFETY PLAN 2024-2030

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## BACKGROUND



## 1. INTRODUCTION

Mobility is integral to nearly every aspect of daily lives. People step from their homes into a road network that takes them to work, school, shopping, and recreation or to family, health and social needs. Therefore ensuring the safety of roads and enabling sustainable mobility plays an important role in providing for basic human needs as well as helping mitigate the impact of climate change.

Globally, road traffic crashes cause nearly 1.3 million preventable deaths, making it the leading killer of children and young people worldwide. Recognizing the importance of the problem the World Health Organisation (WHO) and United Nations (UN) have declared a Second Decade of Action for Road Safety 2021–2030. The new Global Plan calls on all stakeholders to implement a **Safe System** to prevent serious and fatal road collisions.

A Safe System approach is built on the principle of **Vision Zero** whereby no one should be killed or seriously injured whilst using the road network. It also recognises that human bodies are fragile and minds are prone to making mistakes.

Consequently a Safe System considers road safety to be a responsibility shared by all those that use the road, those that design, manage, construct and maintain the network, those that enforce highway laws and those who provide post crash care.

A Safe System approach considers the following 5 pillars of road safety which must work as one to minimise risk;

**Safe Road Use**   **Safe Roads and Roadside**  
**Safe Speeds**   **Safe Vehicles**   **Post-Crash Response**

Put simply, in a Safe System all elements of the road system must work together as one to minimise the chance of a crash, or, if a crash does take place, to prevent death or serious injury from occurring.

The West Midlands Regional Refreshed Road Safety Strategy 2023-2030 integrated Vision Zero as the region's long term mission, supported by the Safe Systems approach. The strategy also stretched the previous Killed and Seriously Injured (KSI) casualty reduction target from 40% to 50% by 2030, to align with the UN General Assembly latest target.

Sandwell has traditionally had an excellent record of reducing road casualties in the borough. Over the past 20 years, total road casualties have halved, including those resulting in fatalities or serious injuries. More encouragingly child casualties have reduced by two thirds.

However progress has begun to plateau and even rise between 2012 and 2016. Hence the previous Sandwell Strategic Road Safety Plan 2017-2022 introduced the concept of the Safe Systems approach and consequently between 2017 and 2019 Sandwell recorded some of the best casualty reduction rates in the West Midlands.

The impact of the COVID-19 pandemic in 2020 has resulted in recorded casualty figures during the intervening time being unrepresentative of 'normal' traffic conditions and it is only now in 2023 that the road network and casualty records are normalising once more. The unprecedented COVID lock down periods and travel restrictions resulted in decreases in traffic flows, increased vehicle speeds, adoption of risky driving behaviours and changes in travel modes.

Therefore this new Sandwell Strategic Road Safety Plan 2024-2030 will continue to utilise and build on the previously successful Sandwell Safe System approach to support and complement the refreshed West Midlands Regional Road Safety Strategy at a local level.

This Plan publishes the findings of an in-depth road traffic casualty analysis for Sandwell to identify the Authority's road safety priorities and inform the development of the Council's new Strategic Road Safety Action Plan.

This strategy will stretch its casualty reduction targets in line with the regional and UN aspiration, as well as embracing Vision Zero. It is, however, unrealistic to expect Vision Zero to be achieved within the timeframe of this strategy although it is vital that the right building blocks are put in place to ensure that in time people will be able to use Sandwell's road network without the risk of death and serious injury.

This 2024-30 Strategic Road Safety Plan also helps discharge Sandwell's Statutory Duty under **Section 39 of the Road Traffic Act 1988**.

## 2. SAFE SYSTEM APPROACH

### Vision Zero

Vision Zero is based on the belief that no death or serious injury is acceptable on the roads and follows the principles of the Safe System, where the five pillars of the road environment work together to minimise risk.

The Vision Zero concept for road safety was created in Sweden and is widely credited for significant reductions in fatal and severe collisions on Sweden's roads.

Vision Zero is an evidence based and design led approach for making decisions that can drastically reduce deaths and injuries on the road network.

It is unrealistic to expect Vision Zero to be achieved within the timeframe of this strategy but it is vital that the right building blocks are put in place for the future to ensure that in time people will be able to use Sandwell's road network without the risk of death and serious injury.

### Safe System

A Safe System approach is built on the principle of **Vision Zero** whereby no one should be killed or seriously injured whilst using the road network and

that people's life or health should not be compromised by the need to travel.

The Safe System approach recognises that road transport is a complex system and that humans, vehicles and the road infrastructure must interact in a way that ensures a high level of safety for all concerned and that safety should not be compromised for the sake of other factors such as cost or the desire for faster transport times

The Safe System approach to road safety puts human beings at its centre but recognises that humans are fallible and will be prone to poor judgement and making mistakes. It also acknowledges that humans are fragile and hence are vulnerable to being killed or seriously injured if they are involved in a crash or collision.

A Safe System considers road safety to be a responsibility shared by all those that use the road network, those that design, manage, construct and maintain the network, those that enforce highway laws and those who provide emergency and post crash care.

All these elements need to work together in partnership to ensure that if, and when, crashes do occur then no-one is killed or seriously injured.



Safe System Approach

# STRATEGIC ROAD SAFETY PLAN 2024-2030

## Safe Road Use

Everyone who uses the road has a responsibility to use the road safely and comply with rules and laws of the road. Emphasis is placed on the principle of shared but proportionate responsibility.

Although the Safe System acknowledges that people make mistakes, the impact of those mistakes can be minimised through positive and informed road use behaviours. Therefore safe road users need to be competent and pay full attention to the road ahead and the task in hand. They need to be able to adapt to the conditions ahead (such as weather, other users and physical environments etc.) whilst travelling at the appropriate speed for those conditions.

They should not drive whilst under the influence of alcohol or drugs including medicines or when feeling fatigued and not be distracted by in-vehicle technology. Importantly safe road users should ensure they give sufficient room to all other road users, no matter what their mode of travel.

Safe road users should be conscious of the hierarchy of road users. It is extremely important that those road users who can do the greatest harm take the greatest responsibility to reduce the danger or threat they could pose to others. They need to respect other road users at all times and assume responsibility for others' safety as well as their own.

Road safety education is an important part of influencing road user behaviour to ensure they are aware of the risks and their roles and responsibilities in keeping themselves and others safe on the road.

Safe road use can also be achieved by working together with partners to reduce car-based traffic. People can be encouraged and inspired to use active and sustainable modes of travel, such as walking and cycling, or to use public transport in preference to their own vehicles.

For road users that require greater encouragement to act in a responsible manner, enforcement is an extremely important tool to help deter dangerous road user behaviour that is likely to result in fatal and serious collisions.

## Safe Road and Roadsides

In a Safe System, roads and roadsides need to be designed and suitably maintained to help reduce the risk of collisions occurring, or if they do occur to mitigate the severity of any injury.

The focus for safe roads and roadsides is to take a proactive approach to identifying risk and recognise that proposals need to accept people will make mistakes, but be designed in such a way as when they do, no deaths or serious injuries occur as a consequence.

A major risk on the highway network is that different types of road users, some more vulnerable to injury than others, have to regularly share the same road space.

As far as possible, the Safe System approach should seek to segregate different road users if space allows, developing and enhancing safer routes for vulnerable users. Safe System roads should be 'self explanatory' to a driver to make them aware of what is expected from them and to behave accordingly.

It is therefore important to build safe road systems that can mitigate people's mistakes and manage their vulnerability whilst punishing those that put others at risk through dangerous behaviour.

Programmes of road safety initiatives, infrastructure improvements and ongoing maintenance will continue to be prioritised through data led interventions to help satisfy the statutory duties placed on local highway authorities.

However a greater emphasis will be placed on a proactive approach to road safety at perceived risky locations by utilising road safety tools such as the International Road Assessment Programme (iRAP) to identify and manage the levels of risk and help bid for additional capital funding.

## Safe Speeds

Excessive or inappropriate speeds for conditions is the main determining factor to the severity of a casualty in a collision.

Therefore the management of appropriate speed limits and vehicle speeds in a Safe System is extremely important and should be based on ensuring collisions are avoided or reducing the speed at which impacts occur. This ensures the human body's limit for physical trauma is not reached, or exceeded, and as a result no serious or fatal injuries occur.

However simply dropping speed limits with no other mitigating interventions in place to encourage drivers to slow down should be avoided. Effective speed management is one of the biggest challenges facing the successful introduction of a Safe Systems approach to road safety. Hence Safe Road Speeds must work collectively with other Safe System elements to create an holistically safe and forgiving road environment.

The effective, frequent and targeted police enforcement of inappropriate speeds is an important aspect of achieving a Safe Speed environment. Community groups also have an important role to play in achieving localised safe speeds by working in partnership with neighbourhood policing to undertake Community Speedwatch initiatives as well as behaving responsibly when driving around their local communities.

The education of drivers through campaigns and diversionary enforcement is extremely important in promoting behavioural change, particularly to the driver and passenger age groups most at risk of being in a collision.

## Safe Vehicles

Modern vehicles are designed and regulated to minimise the occurrence and improve the survivability of not only drivers and passengers, but also to pedestrians, cyclists and motorcyclists.

Most vehicles on the road today have passive safety features such as crumple zones, 3 point seatbelts, airbags and front end geometry and material designs to reduce pedestrian trauma in a Collision.

More recently new vehicles are now likely to be fitted with 'active' safety systems, such as autonomous

emergency braking, lane assist and collision alert which can prevent collisions occurring in the first place.

Technology within vehicles, such as driver fatigue warnings and seatbelt reminders also help alert drivers about safe road use.

Increasingly the next generation of vehicles will rely on autonomy and smart infrastructure, removing the human element of fallibility. Therefore as safety becomes hardwired into vehicle technology and road design, there is potential to further reduce road casualties and deaths.

Although a crucial element in a Safe System and very important in the overall reduction of road casualties, the design of safe vehicles is not within the zone of influence of Sandwell Council.

However the Council does have a part to play in ensuring taxis, private hire vehicles and their own fleet are maintained correctly and regularly tested to ensure roadworthiness is regulated to the highest standards through the use of MOT's and regular servicing programmes.

## Post Crash Response

Effective post collision emergency care and rapid response is an important element of any Safe System and is at the heart of post-crash response. It can make the difference between survival and death or can prevent injuries from becoming life changing.

It is also vital to facilitate meaningful and timely investigations into the causes of the most severe collisions and identify potential solutions for the future.

It is also essential that any information collected is accurately recorded and stored as this will be shared with partner organisations to identify specific safety issues that will help shape future interventions and programmes of road safety initiatives.

Inaccurate data collection could result in interventions being inappropriate and unnecessary, adversely affecting the ability to undertake justifiable initiatives elsewhere on the network.



## 3. POLICIES, STRATEGIES & TARGETS

### Statutory Duty

Every Highway Authority in England and Wales has a Statutory Duty under **Section 39 of the Road Traffic Act 1988** to promote road safety.

The Act states that each local authority;

- **Must** carry out studies into accidents arising out of the use of vehicles on roads or parts of roads, within their area.
- **Must**, in the light of those studies, take such measures as appear to be appropriate to prevent such accidents.
- In constructing new roads, **must** take such measures as appear to be appropriate to reduce the possibilities of such accidents when the roads come into use.

Hence local authorities have a key part to play in reducing road casualties through;

- The implementation of data led road safety engineering and maintenance measures.
- Developing evidence led, education, training and publicity programmes.
- The technical analysis and approval of developer led highway projects.
- Working in partnership with other agencies and the local community.

### Global Strategy

In 2021 the United Nations published its new **Global Plan - Decade of Action for Road Safety 2021-2030**. The Global Plan has been developed by the World Health Organization and the United Nations Regional Commissions, as a guiding document to support the implementation of the Decade of Action 2021–2030 and its objectives.

The Plan calls on world governments and partners to implement an integrated Safe System approach to achieve a target of;

**Reducing road traffic death and injuries by at least 50% by 2030.**

The Global plan recognises that all stakeholders have a responsibility in bringing about the proposed reduction in road deaths and injuries and states “it is aimed at senior policy makers and should serve as a blueprint for the development of national and local plans targets”

### National Strategy

In December 2015 the Department for Transport (DfT) published its latest road safety statement **Working Together to Build a Safer Road System**, setting out the Government’s national vision for road safety in Britain.

The statement recognises that safer roads and safer road users save lives whilst reducing the pressure on the NHS and emergency services but also acknowledges the challenges faced in introducing safety improvements within the current economic climate.

One of the key priorities of the statement is the adoption of the **Safe Systems** approach. At the heart of the approach is the belief that human life and health should be paramount and the first consideration when designing the road network.

It is therefore important to build safe road systems that can mitigate people’s mistakes and manage their vulnerability whilst punishing those that put others at risk through dangerous behaviour.

The document encourages more involvement from the excellent array of delivery partners and other bodies who collectively work towards road safety.

The strategy states that the Government will continue to actively invest in a safer road infrastructure and local innovation. It also acknowledges the key supporting role that emergency services and enforcement have in preventing and minimising road deaths and injury.

The DfT is due to launch its updated Strategic Framework for Road Safety in 2024 and will likely publish the issues affecting road safety in the UK and provide guidance on how further reduction in KSI casualties can be achieved.

Once published this will be reviewed against Sandwell’s latest Strategic Road Safety Plan to ensure they align or if changes are required to the local policy in time.

# STRATEGIC ROAD SAFETY PLAN 2024-2030

## West Midlands Regional Strategy

In 2019 Transport for West Midlands (TfWM) launched the West Midlands Regional Road Safety Strategy 2019-2028. This was aimed at applying a regional approach to road safety by working alongside local and regional partners to coordinate regionwide evidence based road safety interventions.

This original regional approach set a performance target of a 40% reduction in KSI road casualties by 2028 based on a baseline average of 2015-2017.

In 2021 an interim review began on the strategy which concluded that whilst current performance against the 40% reduction target was positive, more could be done. It was becoming clear that following changes to travel patterns and modal choice due to COVID-19 pandemic and the cost of living crisis and the resultant rapidly changing road safety landscape, an enhanced regional approach was required to reduce the danger to those most at risk of death or serious injury on the region's road network.

Therefore in September 2023 TfWM Midlands published the **West Midlands Refreshed Regional Road Safety Strategy 2023-2030**.

The purpose of the new strategy is to:

- Integrate Vision Zero as the region's long term road safety mission.
- Enhance implementation of a collaborative Safe System approach across the region.
- Recognise that reducing fatal and serious injuries is a collective responsibility between all stakeholders, including those who use the road.
- Align with the UN's casualty reduction target of a **50% reduction in KSIs by 2030**.
- Use the refreshed strategy to secure additional funding over and above current local road safety budgets, to enable delivery of an evidence based Regional Road Safety Action Plan.
- Ensure the level and quality of data used to inform strategic road safety decisions is accurate, accessible and fit for purpose.

The Refreshed Strategy needs to sit within the context of overall regional transport policies and alignment to the new West Midlands Local Transport Plan is vital.

## Local Strategy

This new Sandwell Strategic Road Safety Plan 2024-2030 will align with the Global and Regional road safety strategies and integrate **Vision Zero** at the core of its policy. The Safe System approach adopted in Sandwell's previous 2017-2022 strategy will be enhanced and built upon in this new Strategic Plan.

The plan will embrace the new regional KSI casualty reduction target but will also introduce its own additional localised casualty reduction targets for slight casualties and those involving children.

Based on a **base year of average of 2015-2017** to compliment the WM Regional target, the new local Sandwell casualty reduction targets are;

- **Reduce the number of Killed and Serious Injured (KSI) casualties by at least 50% by 2030.**
- **Reduce the number of All road traffic casualties by at least 20% by 2030,**
- **Reduce the number of all Child casualties by at least 20% by 2030.**

Sandwell has a clear vision for what the borough should look and feel like by 2030, where it will be a thriving, optimistic and resilient community. It is where people will call home and be proud to belong, where they choose to bring up families and feel safe and cared for, enjoy good health, rewarding work, feeling valued in their communities and confident in the future.

**Sandwell Vision 2030** is based on 10 ambitions and Road Safety has a significant role in realising 4 of those;

**Ambition 2** - Become a place where people are healthier and safer for longer.

**Ambition 6** - Develop excellent transport links to the region and beyond.

**Ambition 7** - Create significant number of new homes and employment sites.

**Ambition 8** - Develop a better environment in which people will choose to bring up their families.

3.1 Sandwell Casualty Reduction Targets

	2015	2016	2017	Baseline Average 2015-17	2018	2019	2020*	2021*	2022	2023	2024	2025	2026	2027	2028	2029	2030 Target
<b>Total Casualties</b>	880	829	911		825	768	657	806	785								
<b>Local Target 20% reduction by 2030</b>				<b>873</b>	860	846	833	819	806	792	779	766	752	739	725	712	698
<b>All KSI Casualties</b>	116	128	120		102	102	97	106	117								
<b>Regional Target 50% reduction by 2030</b>				<b>121</b>	116	112	107	102	98	93	88	84	79	74	70	65	61
<b>Child Casualties (0-15)</b>	106	93	127		98	84	77	98	98								
<b>Local Target 20% reduction by 2030</b>				<b>109</b>	107	106	104	102	101	99	97	96	94	92	91	89	87

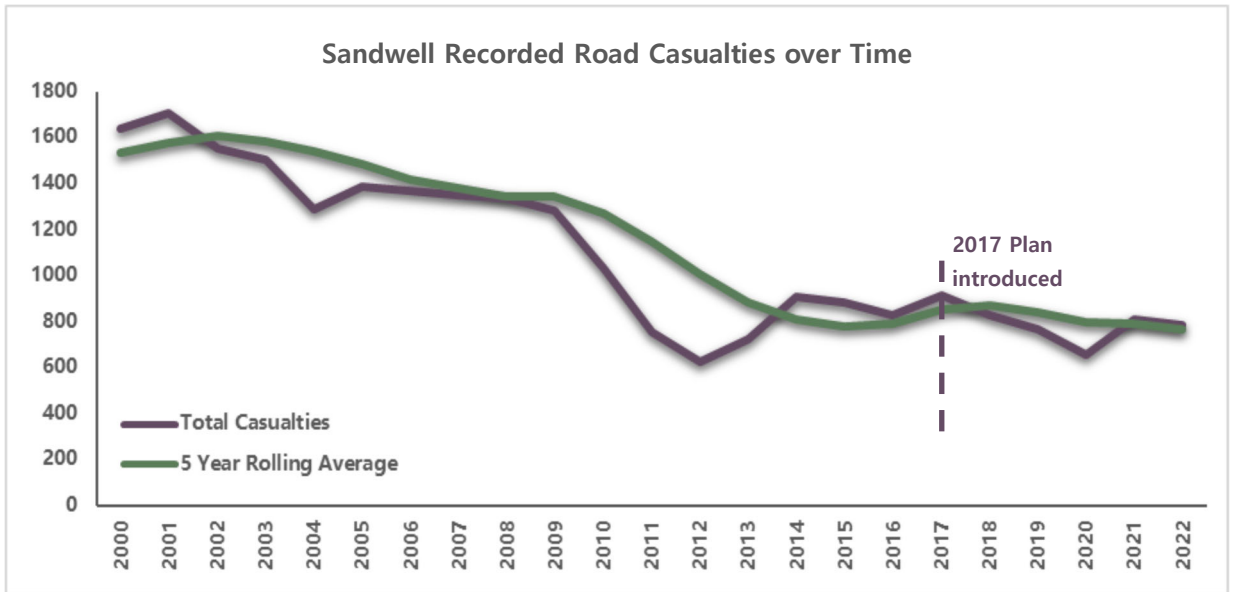
Yearly Targets Figures A linear regression to the 2023 target has been assumed from the 2015 - 2017 baseline, for monitoring purposes only.

\* Years 2020 and 2021 highlighted grey are considered unrepresentative due the affect of the COVID-19 pandemic.

# ANALYSIS



4. SANDWELL ROAD CASUALTY SUMMARY



Road Casualty Reductions in Sandwell

Sandwell has traditionally had an excellent record of reducing road casualties in the borough. Over the past 20 years, total road casualties have halved, including those resulting in fatalities or serious injuries. More encouragingly child casualties have reduced by two thirds in the same period.

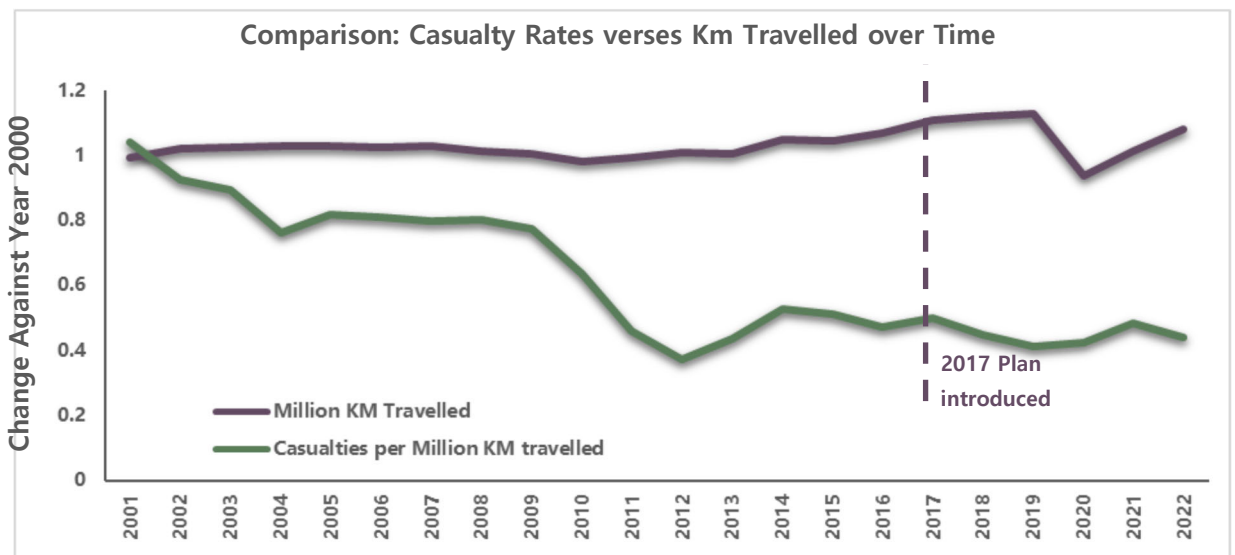
However, casualty rates rose between 2012 and 2014 in part due to changes in the legislation around small claims for minor injuries and the popularity of the 'no-win no-fee' culture, before plateauing out. In 2016 the DfT changed the way serious casualties were classified which again resulted in a rise to 2017.

In 2017 Sandwell introduced its 2017-2023 Strategic Road Safety Plan which introduced a significant shift

towards the new Safe System approach.

Between 2017 and 2019 casualty numbers began to significantly reduce once more. Unfortunately the impact of COVID-19 pandemic in 2020 resulted in any casualty figures recorded during the intervening time being considered unrepresentative and only in 2023 are casualty records normalising once more.

Sandwell is an area which is land locked by 4 other heavily populated urban councils. Consequently it has a greater volume of commuter traffic passing through it than its Black Country neighbours. When considering casualty rates per million Km travelled over time, although traffic volumes generally increase year on year (except in 2020), casualty rates per million km travelled have fallen significantly by nearly 58% since 2000.



4.1 Sandwell Road Casualty Figures

		SANDWELL ROAD CASUALTIES OVER TIME																						
		HISTORIC															PREVIOUS STRATEGIC ROAD SAFETY PLAN 2017-2023							
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020*	2021*	2022
Total Recorded Road Casualties		1639	1702	1550	1501	1290	1384	1366	1350	1336	1280	1027	752	622	720	910	880	829	911	825	768	657	806	785
Total Rolling 5 Year Average		1531	1577	1606	1583	1536	1485	1418	1378	1345	1343	1272	1149	1003	880	806	777	792	850	871	843	798	793	768
Killed and Seriously Injured		207	195	179	146	120	103	133	125	104	112	106	116	111	97	122	116	128	120	102	102	97	106	117
KSI Rolling 5 Year Average		218	208	206	188	169	149	136	125	117	115	116	113	110	108	110	112	115	117	118	114	110	105	105
Total Child Casualties (0-15)		293	250	234	201	178	185	168	155	166	111	110	84	73	74	95	106	93	127	98	84	77	98	98
Child Rolling 5 Year Average		280	269	268	251	231	210	193	177	170	157	142	125	109	90	87	86	88	99	104	102	96	97	91
Pedestrian Casualties		310	271	252	248	203	206	194	198	210	181	156	134	134	124	148	147	139	146	152	143	111	134	154
Pedal Cyclist Casualties		79	79	78	65	62	55	72	75	87	49	37	46	51	46	45	57	37	57	37	44	46	55	52
Car Occupant Casualties		1045	1149	999	999	868	925	846	889	890	847	714	474	357	445	555	576	602	640	577	504	440	547	488
Powered Two Wheeled Casualties		81	86	80	103	76	92	98	85	80	85	57	52	47	68	68	58	59	58	50	38	45	45	47
Total Motorway Casualties**															57	80	51	67	61	68	23	30	33	57

\* Years 2020 and 2021 highlighted grey are considered unrepresentative due the affect of the COVID-19 pandemic.

\*\* Motorway casualties are recorded in Sandwell road casualty figures although the council has no control on road safety interventions on that network.

# STRATEGIC ROAD SAFETY PLAN 2024-2030

## 5. NATIONAL AND REGIONAL TRENDS

Comparison of casualty reduction trends at regional and national levels is a useful monitoring tool.

Comparisons have been completed over the periods baseline (average of 2015 to 2017) to 2019 and 2017 to 2019 (first period of Sandwell's previous Road Safety Plan pre-COVID) to determine ongoing trends.

In addition the period 2020 to 2022 has been included in an attempt to estimate the impact of COVID-19 and to demonstrate the unrepresentative and unusual nature of the figures during this time.

Sandwell is unique within the West Midlands, being entirely bordered by other Metropolitan or City authorities. Sandwell is almost entirely urban in nature and is used extensively for commuter journeys, many which pass straight through the borough or gain access to it's motorway network. Hence detailed comparisons can be made by analysing casualties per million miles travelled.

Motorway casualties have been considered, as the length of motorway in each West Midlands area differs greatly. Casualties on this network can make up a significant part of a council's casualty totals.

Whilst Motorway figures are recorded as part of the total road casualty numbers for each council area, any casualties recorded on this network are the responsibility of National Highways and cannot be influenced by the relevant local Highway Authority.

	% Motorway Casualties 2017-2022	
	All	KSI
West Midlands	3.1%	2.1%
Birmingham	2.1%	1.1%
Coventry	0.6%	0.8%
Solihull	11.7%	9.6%
Black Country	3.8%	2.6%
Dudley	1.0%	0.6%
Sandwell	5.7%	4.7%
Walsall	7.4%	4.6%
Wolverhampton	0.0%	0.0%

### National and Regional Comparison

Sandwell performs well in casualty reduction when compared to Great Britain and West Midlands regional trends.

	Casualty Reduction % 2019 to Baseline			Casualty Reduction % 2017 to 2019		
	Total	KSI	Child	Total	KSI	Child
Great Britain	-14.7	-5.4	-14.8	-10.4	-2.0	-13.7
West Midlands	-8.4	-6.5	-5.7	-4.6	-3.8	-5.3
Sandwell	-12.1	-16.8	-22.7	-16.1	-15.0	-33.9

Between 2019 and the baseline Sandwell had a very good record of reducing KSI casualties, performing almost 3 times better than nationally and regionally. This was even more pronounced between 2017 to 2019. Importantly Sandwell had an excellent record in the reduction of child casualties in the same periods.

The significant casualty reductions recorded between 2017 and 2019 substantiated the decision to introduce the Safe System approach to road safety in Sandwell's previous Strategic Road Safety Policy.

### Local Comparisons

Table 5.1 shows that at a local level, between the 2015-2017 baseline and 2019 Sandwell had the best reduction rate for child casualties and was the second best performing West Midlands council for the rate of reduction of KSI and Total casualties.

Between 2017 and 2019 the reduction rates for Total and Child casualties was extremely encouraging and Sandwell ranked first across the region in reducing casualties in these particular groups during that time.

Table 5.2 indicates that Sandwell had the best rate of reduction for casualties per Km travelled in the region. Significantly Sandwell also had the most 100 million vehicle Km travelled through its borough within the Black Country region during that period.

# STRATEGIC ROAD SAFETY PLAN 2024-2030

## 5.1 National and Regional Comparisons

	Casualty Reduction 2019 to Baseline*			Casualty Reduction 2017 to 2019			Casualty Reduction 2020 to 2022**		
	Total	KSI	Child	Total	KSI	Child	Total	KSI	Child
Great Britain	-14.7%	-5.4%	-14.8%	-10.4%	-2.0%	-13.7%	+17.7%	+24.2%	+29.2%
West Midlands	-8.4%	-6.5%	-5.7%	-4.6%	-3.8%	-5.3%	+24.8%	+24.0%	+22.0%
Birmingham	-8.0%	+0.4%	-9.0%	-3.1%	+5.3%	-0.5%	+30.9%	+29.2%	+33.9%
Coventry	-13.2%	-14.9%	-8.1%	-9.4%	-12.1%	-5.4%	-1.3%	+3.7%	-20.8%
Solihull	-8.1%	-21.3%	+9.7%	-1.9%	-26.3%	-5.8%	+35.2%	+69.0%	+3.8%
Black Country	-7.5%	-10.1%	-2.7%	-5.6%	-8.3%	-10.5%	+23.0%	+17.8%	+24.9%
Dudley	-8.8%	-15.5%	-3.7%	+1.3%	-1.2%	-15.9%	+41.5%	+18.8%	+15.5%
Sandwell	-12.1%	-16.8%	-22.7%	-16.1%	-15.0%	-33.9%	+19.5%	+20.6%	+27.3%
Walsall	-3.8%	-10.0%	+5.1%	-2.3%	-19.2%	+1.1%	+15.2%	+2.7%	+31.5%
Wolverhampton	-4.2%	+6.6%	+17.7%	-0.3%	+8.9%	+21.3%	+21.2%	+30.2%	+44.4%

\* Baseline average 2015-2017 figures

\*\*Figures highlighted in grey are considered unrepresentative due the affect of the COVID-19 pandemic.

## 5.2 Road Casualties per Million Km Travelled

	Million Km Travelled						Casualties per Million Km Travelled		Reduction in Casualties per Million Km Travelled	
	Baseline	2019	2019 to Baseline	2020	2022	% Drop in 2020	Baseline	2019	2019 to Baseline	2017 to 2019
Great Britain	526158	544918	+3.6%	427914	521093	-21.5%	0.34	0.28	-17.7%	-12.0%
West Midlands	16717	17169	+2.7%	13677	16346	-20.3%	0.48	0.43	-10.9%	-5.8%
Birmingham	5876	6024	+2.5%	4825	5768	-19.9%	0.66	0.59	-10.3%	-4.9%
Coventry	1935	1974	+2.0%	1531	1863	-22.4%	0.45	0.38	-15.0%	-9.6%
Solihull	2448	2488	+1.6%	1857	2296	-25.4%	0.16	0.15	-9.6%	-2.5%
Black Country	6488	6684	+3.0%	5465	6419	-18.2%	0.44	0.40	-10.2%	-6.6%
Dudley	1720	1715	-0.3%	1370	1644	-20.1%	0.34	0.32	-8.5%	+2.0%
Sandwell	2076	2176	+4.8%	1811	2084	-16.8%	0.42	0.35	-16.2%	-17.5%
Walsall	1524	1591	+4.4%	1308	1578	-17.8%	0.47	0.43	-7.9%	-3.7%
Wolverhampton	1168	1202	+2.9%	976	1113	-18.8%	0.60	0.55	-6.9%	-2.4%

Between the 2015-2017 baseline and 2019, Sandwell saw the greatest rate of increase in million Km travelled across the region but recorded the best rate of reduction in casualties per million Km travelled.

During 2020 Sandwell also recorded the least reduction in traffic volumes during the pandemic and consequently did not see as much of a reduction in road casualties as most other authorities in the region during that period.



## 6. SANDWELL ROAD CASUALTY ANALYSIS

### User Group Analysis

Road safety is a major health issue that effects every road user in Sandwell. Whilst travelling on the Borough's road network, everyone is exposed to the risk of injury.

Implementing targeted road safety initiatives and schemes at specifically identified problems will reduce the number of people injured on the roads in Sandwell, reduce the severity of any injury and reduce road user exposure to future risk.

Certain groups of road user are inherently more at risk than others when using the road network. This can be considered in three ways.

#### Vulnerability

Pedestrians, the young, the old and cyclists are simply more vulnerable to receiving an injury in any collision.

#### Susceptibility

Some users are more susceptible to injury for every kilometre they travel, such as motorcyclists and inexperienced young drivers.

#### Exposure

Due to the numbers involved, Car occupants are more likely to be involved in incidents simply through greater exposure to collision risk.

The focus of any future road safety delivery plan must not only be targeted at user groups with the highest number of casualties, but should also include those groups that are the most vulnerable, those most susceptible to injury or those most at risk through exposure.

Detailed user group analysis is particularly important, as easily identifiable, localised cluster based casualty reduction opportunities are becoming harder to identify.

The Safe System considers road safety to be a responsibility shared by all those that use the road network. Therefore to add benefit to the more

traditional engineering interventions, it is felt that road safety education, law enforcement and collaborative partnership working will have extremely important roles to play in Sandwell's latest road safety strategy,

Equally as important will be the role the public and community must take as road safety is a shared responsibility between those who use the road and those that design, manage, build and enforce the laws.

Everyone who uses the road has a shared but proportionate responsibility for their behaviour. It is extremely important that those road users who can do the greatest harm take the greatest responsibility to reduce the danger or threat they could pose to others.

All these elements need to work together to ensure that if, and when, crashes do occur then no-one is killed or seriously injured.

The following road casualty user groups have been examined in detail over the period 2017-2022, the period of Sandwell's previous plan.

This will help identify the key priority groups which will inform, and help develop, strategies and policies for the 2024-2030 Strategic Road Safety Plan.

### USER GROUP ANALYSIS 2017-2022

Total Recorded Road Casualties

Killed and Seriously Injured Casualties (KSI)

Child Casualties (0-15 years)

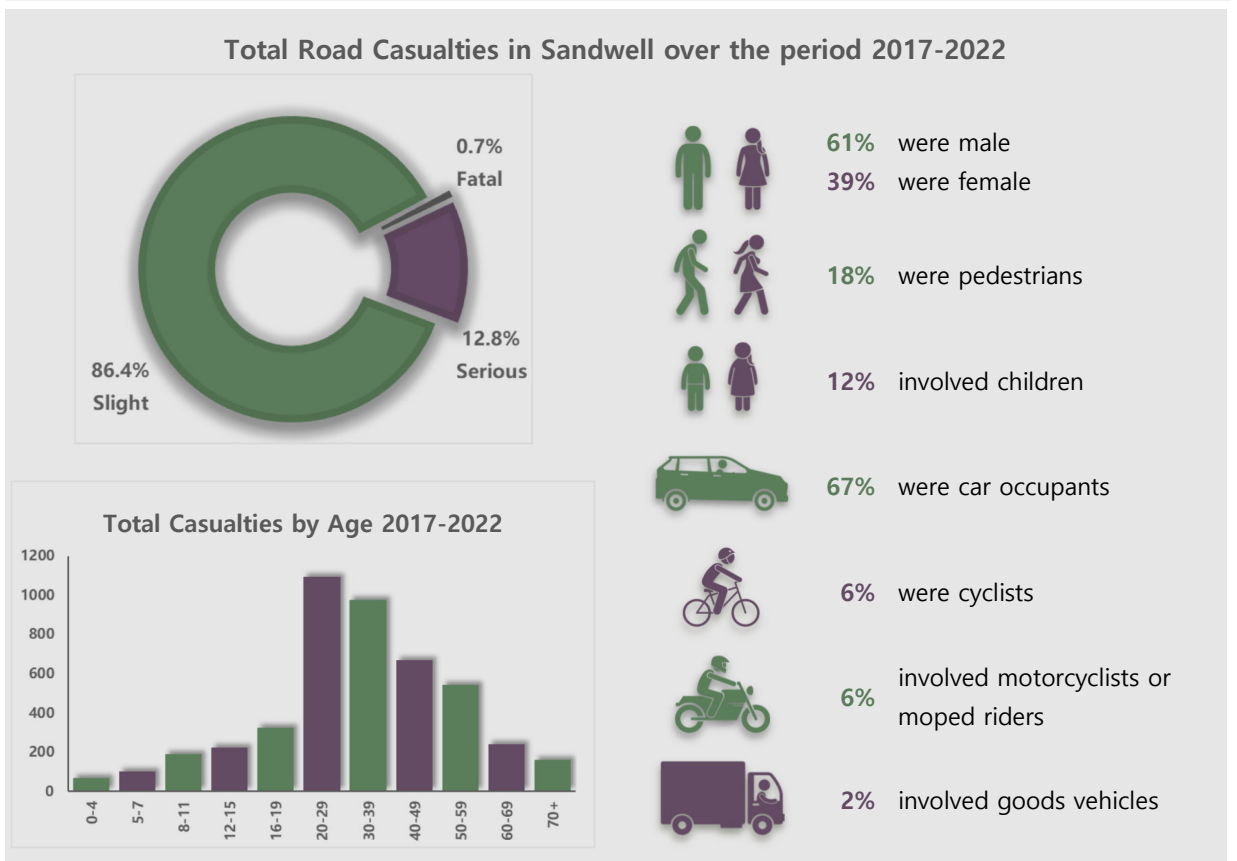
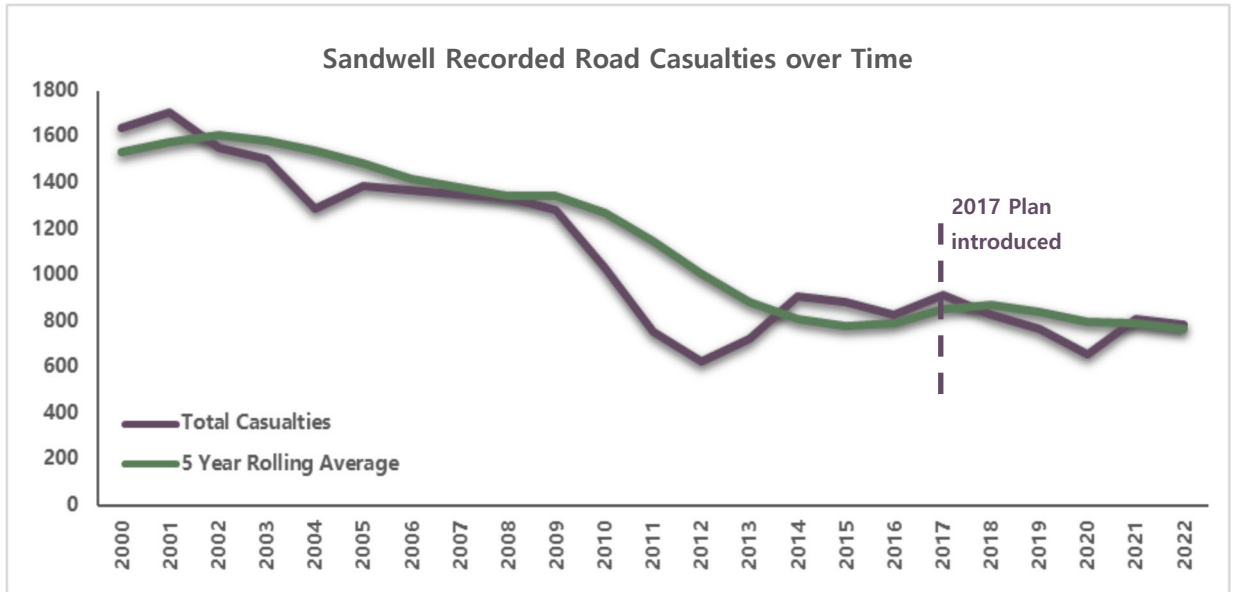
Pedestrians Casualties

Pedal Cyclists Casualties

Car Occupant Casualties

Powered Two Wheeled Casualties (PTW)

6.1 Total Recorded Road Casualties



Total casualties in Sandwell have fallen by 52% between 2000 and 2022.

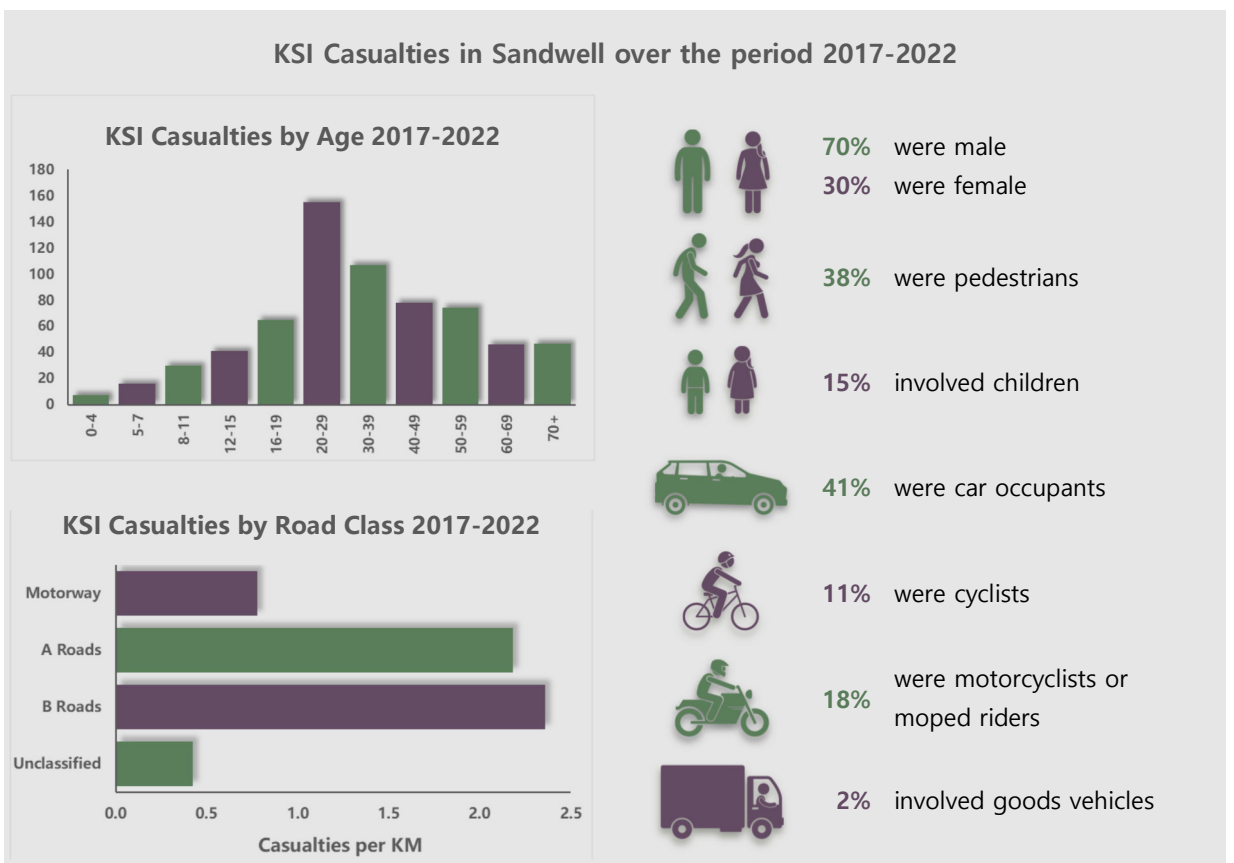
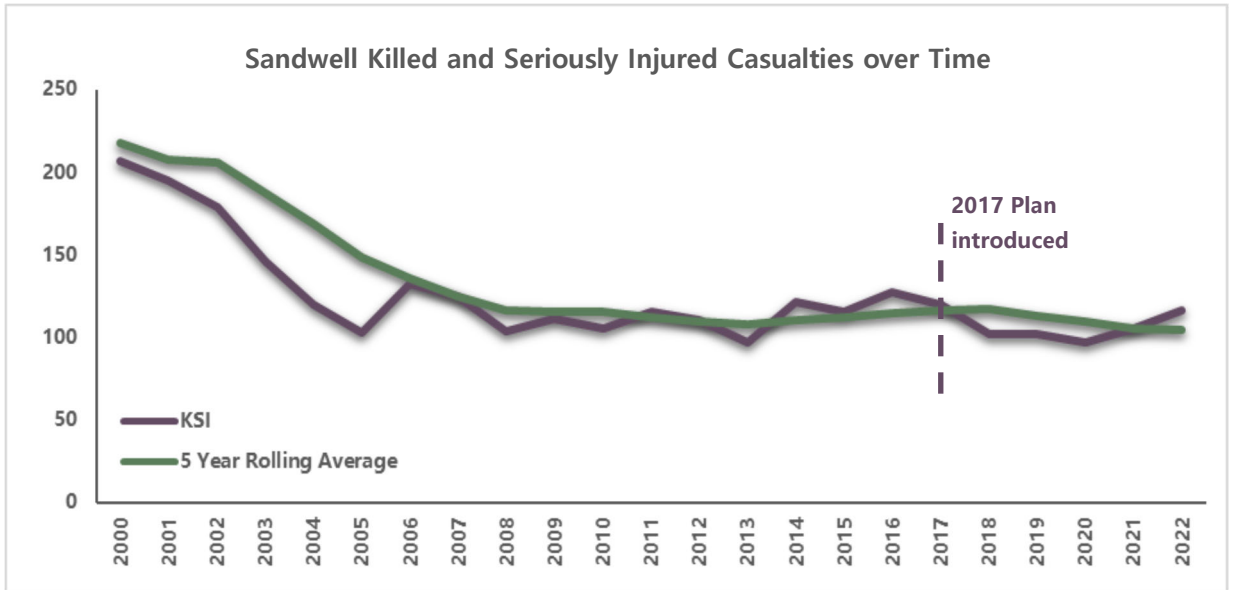
Casualty numbers rose between 2012 to 2014 before plateauing. A new Road Safety Plan was introduced in 2017 and between 2017-2019 casualties began to significantly reduce once more, but the impact of COVID-19 in 2020 resulted in ambiguous figures and only in 2022 are they starting to normalise again.

1 in every 8 casualties in Sandwell during 2017-2022 was killed or seriously injured, whilst 2 in every 3 casualties were male and 2 in every 3 casualties were car occupants.

A quarter of all casualties were in the 20-29 year old age group whilst 1 in 8 casualties were children.

November was the month with most casualties, whilst Friday was the most risky day to travel.

6.2 Killed and Seriously Injured Casualties (KSI)



Total KSI casualties in Sandwell have fallen by 44% between 2000 and 2022.

KSI casualties plateaued between 2008 to 2017 until the new 2017 Road Safety Plan helped significantly reduce KSIs before the post COVID-19 recovery period affected this progress.

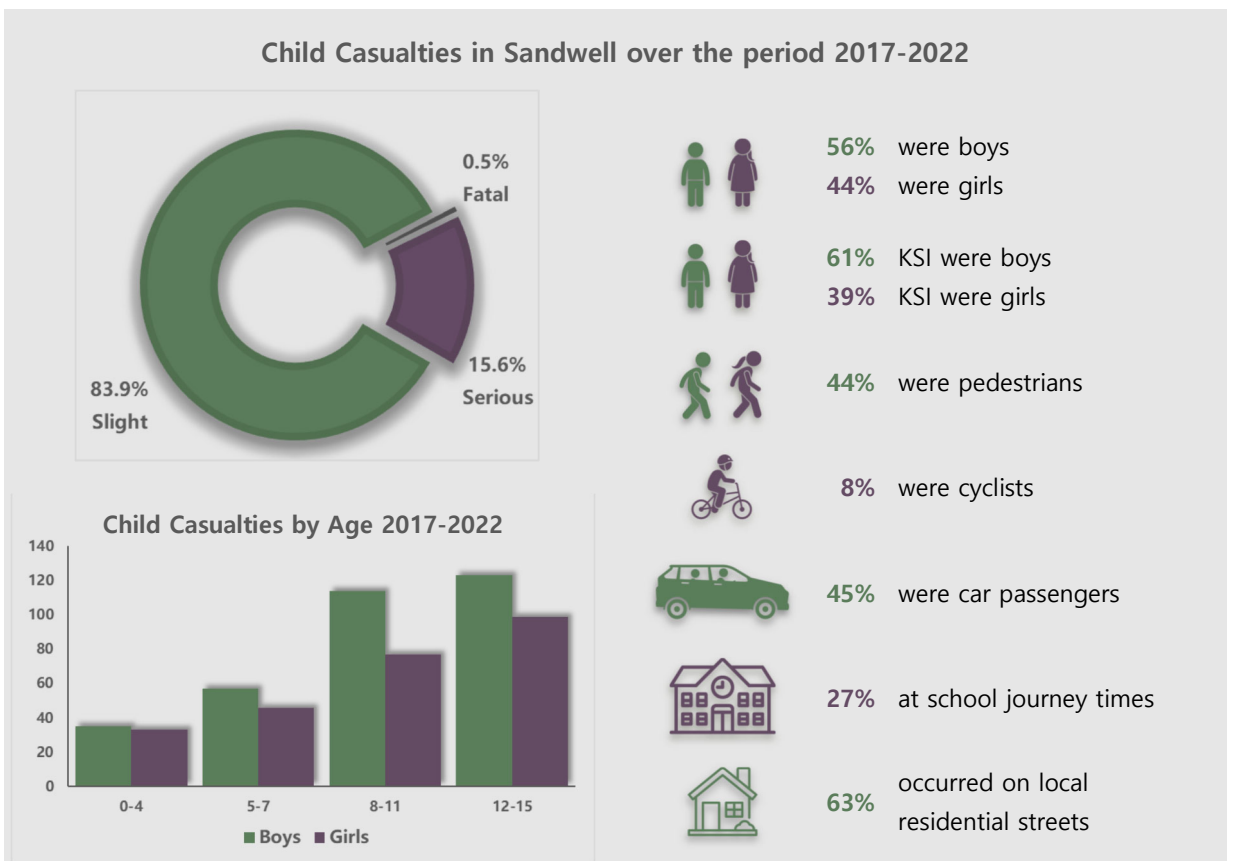
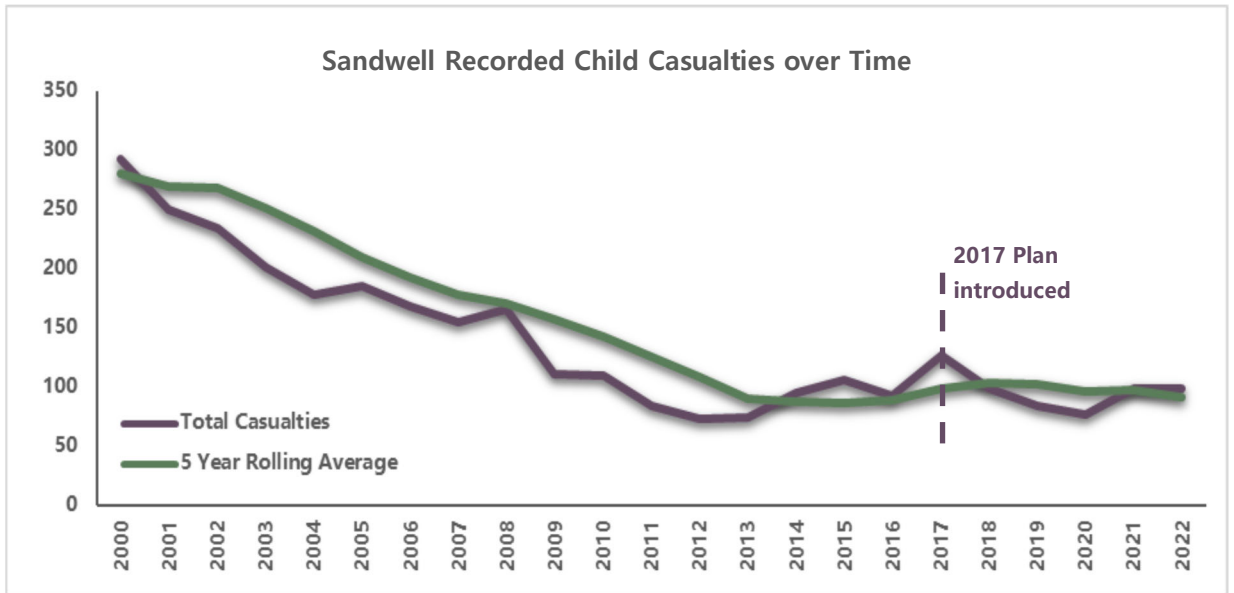
Men are more vulnerable to being seriously hurt, accounting for 7 in every 10 KSI injuries.

The most vulnerable groups per Km travelled were pedestrians, recording a third of all KSIs and PTW riders accounting for a fifth of all serious casualties.

20-29 year olds were the age group most significantly at risk of serious injuries.

A and B roads were shown as having a higher risk of serious injury, recording 6 times more KSI casualties per Km than on residential streets.

6.3 Child Casualties (0-15 Years)



Total child casualties in Sandwell have fallen by 67% between 2000 and 2022.

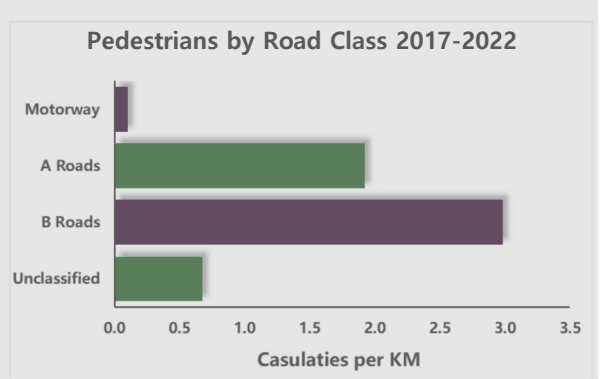
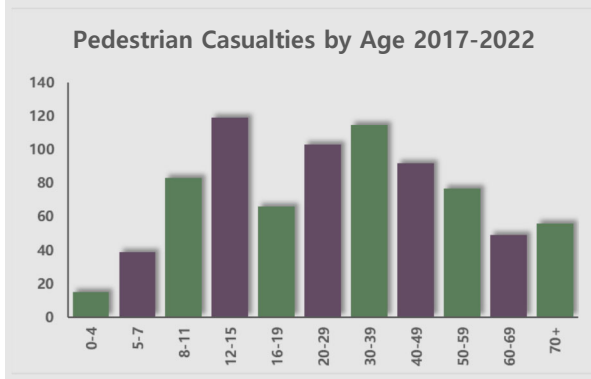
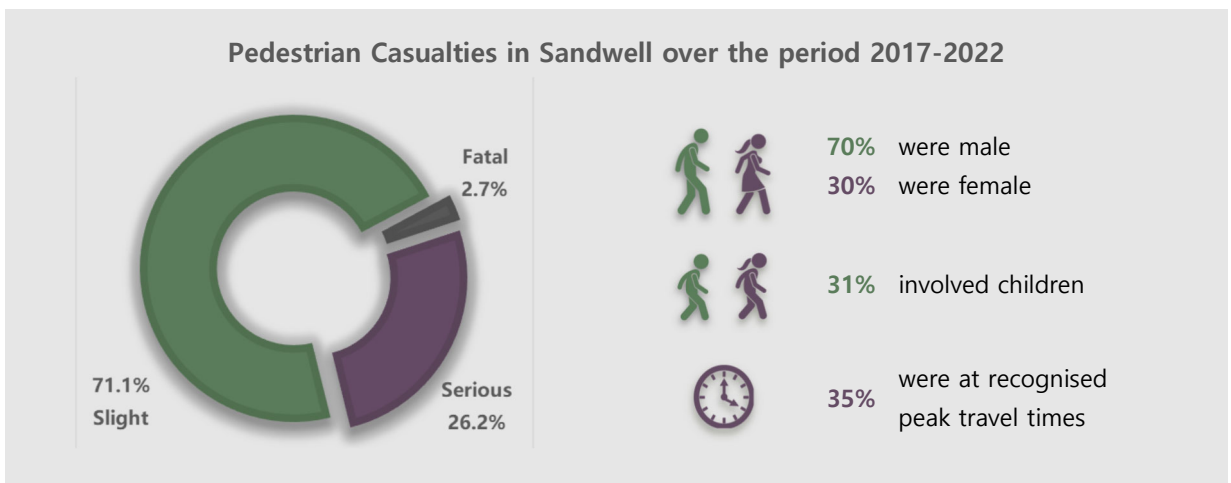
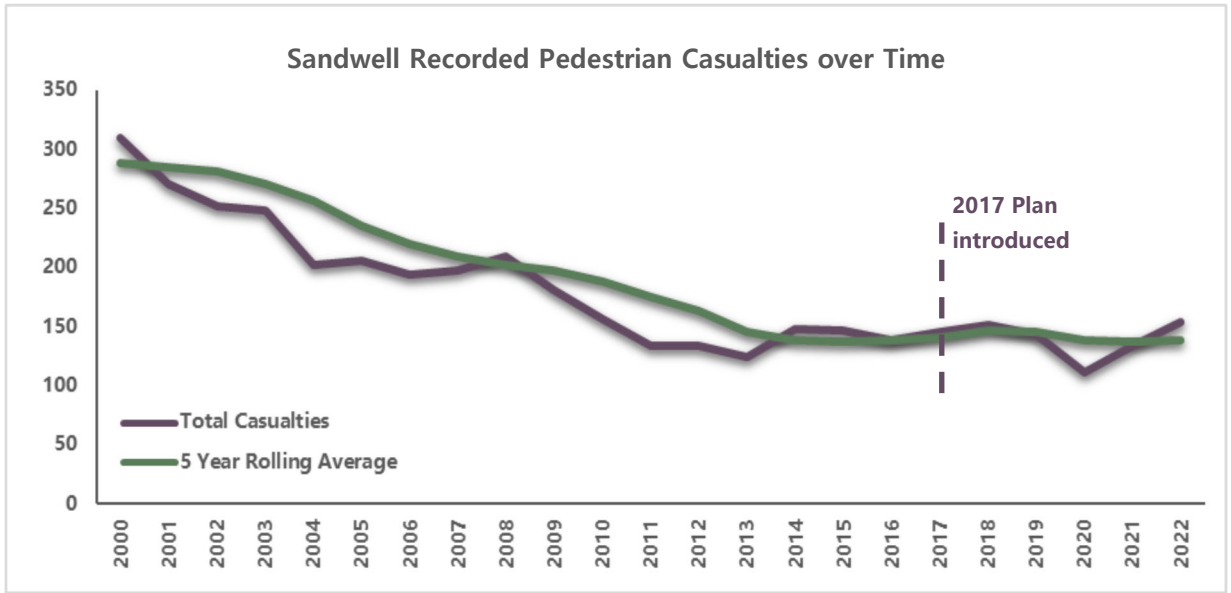
Child casualties rose between 2013 and 2017 until the new 2017 Road Safety Plan helped significantly reduce child injury rates before the post COVID-19 recovery period affected this progress.

Boys are more at risk of being injured on the road and twice as likely as girls to be seriously hurt.

Nearly half of all child casualties were pedestrians, and a quarter of all injuries occurred on school journeys, although very few casualties were actually recorded on the roads directly outside of schools.

Secondary school age children were the most at risk of being injured as pedestrians whilst primary school children were more at risk as being injured as car passengers.

6.4 Pedestrian Casualties



Total pedestrian casualties in Sandwell have fallen by 50% between 2000 and 2022.

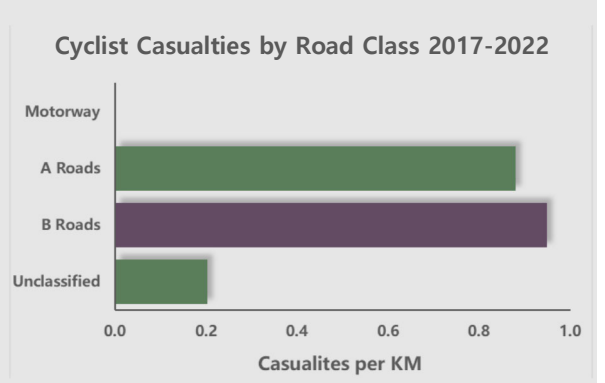
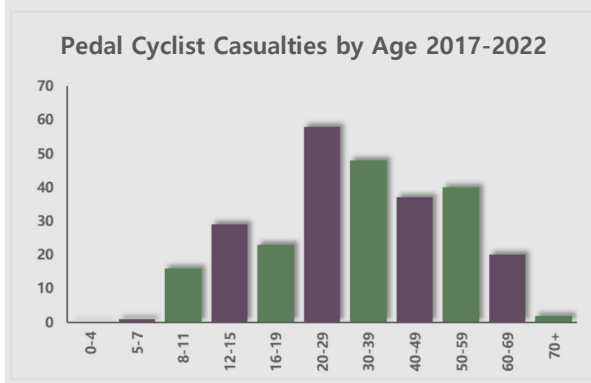
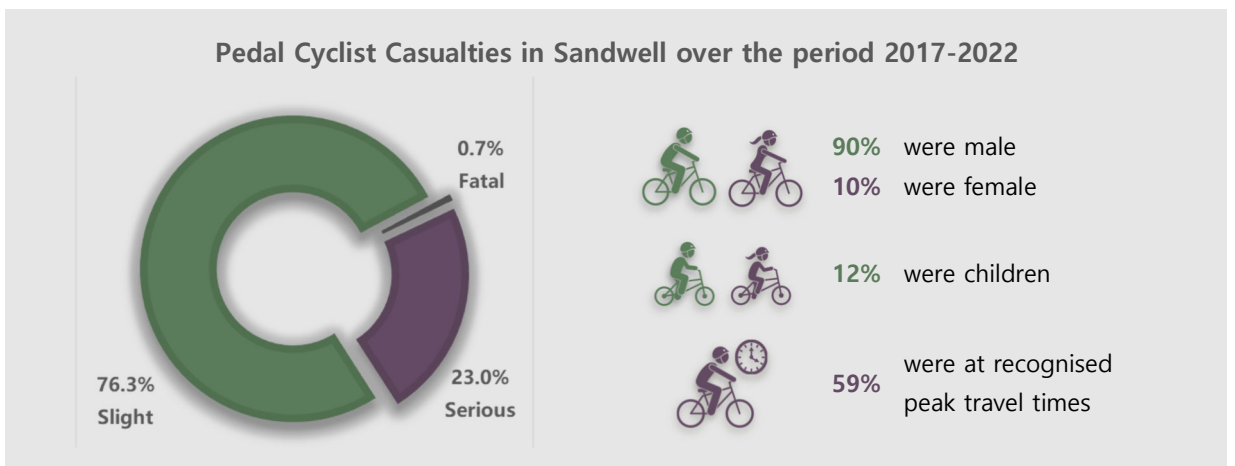
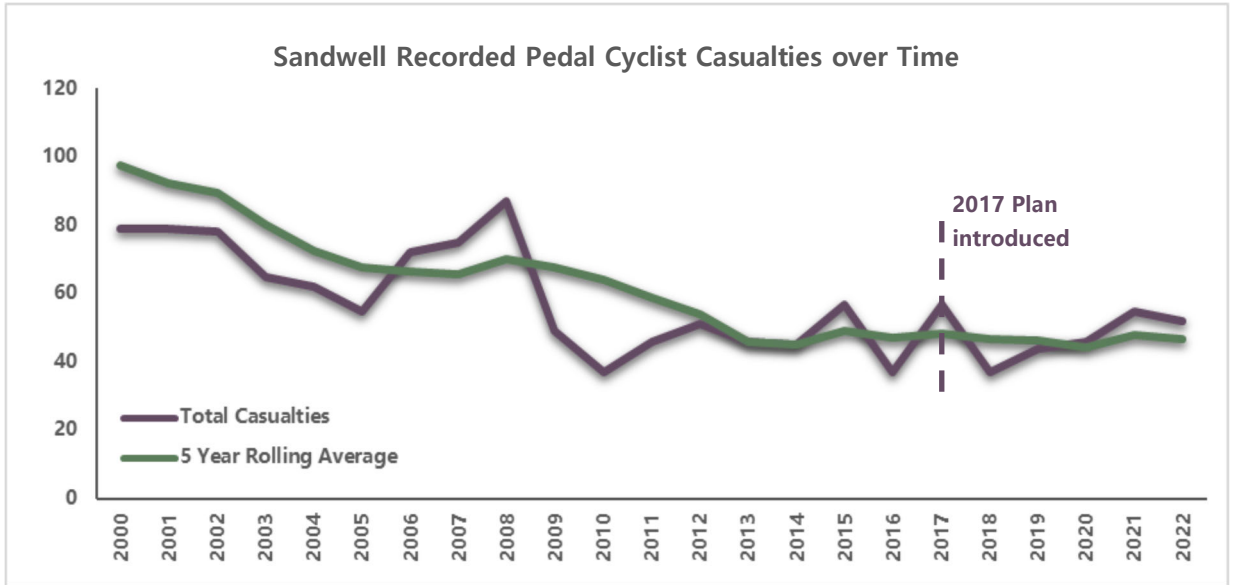
Pedestrian casualties initially fell significantly until 2012 but casualty reduction rates have plateaued ever since and only showed any significant fall during the 2020 lockdown period. This is certainly a user group that requires particular attention within the new 2024-2030 Local Road Safety Action Plan.

Between 2017 and 2022, 1 in every 4 pedestrian casualties were killed or seriously injured, stressing the vulnerability of this group.

Men were significantly more at risk, being involved in 7 of every 10 pedestrian incidents.

The age group most at risk of being injured as a pedestrian were 12-15 year olds, and the majority of pedestrian casualties occurred away from A roads.

6.5 Pedal Cyclist Casualties



Total cyclist casualties in Sandwell have fallen by 34% between 2000 and 2022.

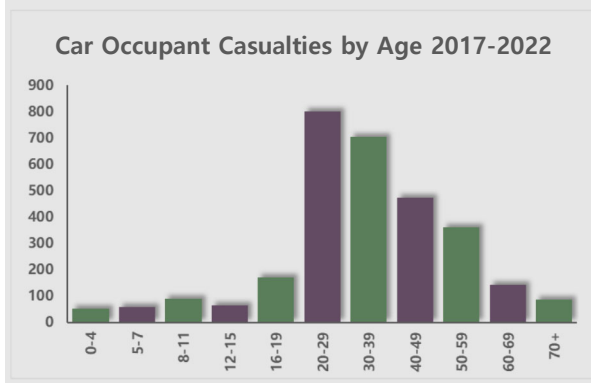
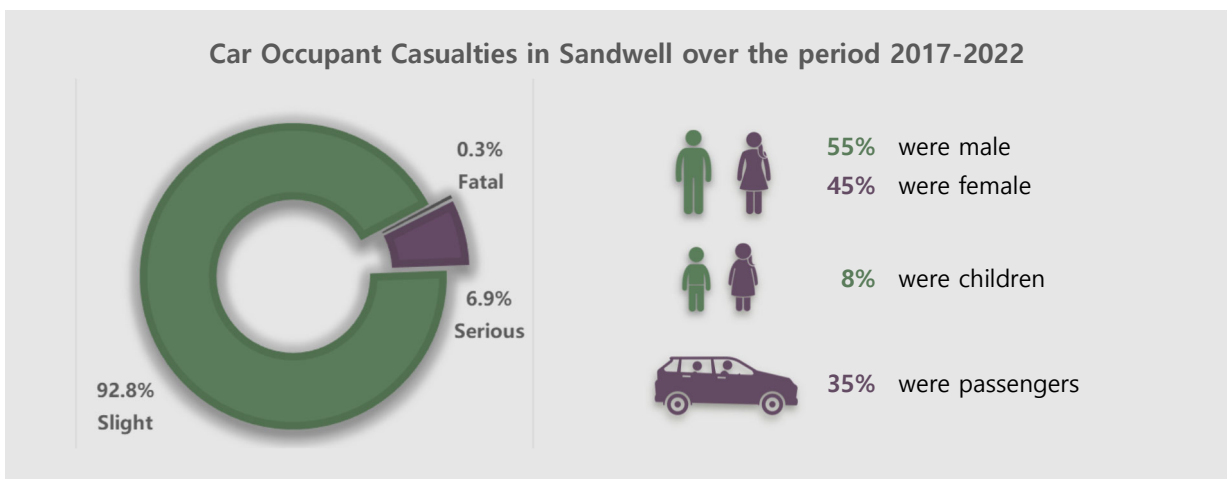
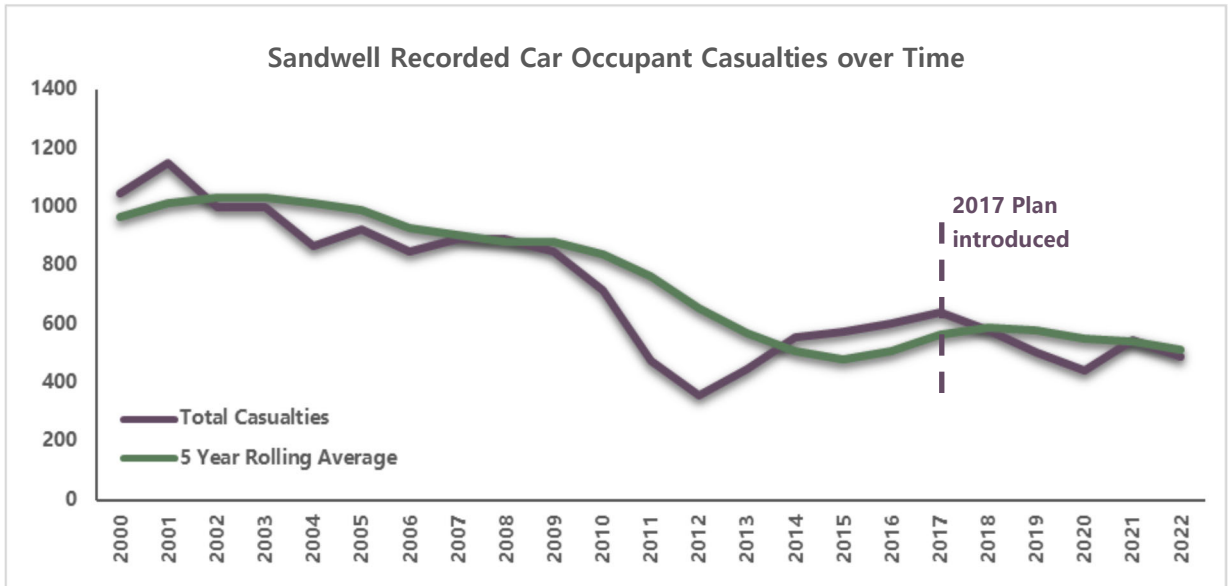
Cyclists casualty rates have been erratic over time although the general trend has been downwards. This was the only user group to record a rise in casualty rates during 2020, which has continued into 2022. This is likely due to the large uptake in cycling during lockdown coupled with a large investment in

cycle infrastructure encouraging greater use and new user inexperience.

Men account for 9 in every 10 cyclist injuries and the age group most at risk are 20-29 year olds.

1 in 4 cyclist casualties were killed or seriously injured, highlighting the vulnerability of this mode. The vast majority of cyclist injuries per Km occurred equally on A and B roads with less on local streets.

6.6 Car Occupant Casualties



Total car occupant casualties in Sandwell have fallen by 54% between 2000 and 2022.

Car occupant casualties rose between 2012 and 2017 until the new 2017 Road Safety Plan helped significantly reduce casualty rates before the post COVID-19 recovery period affected progress.

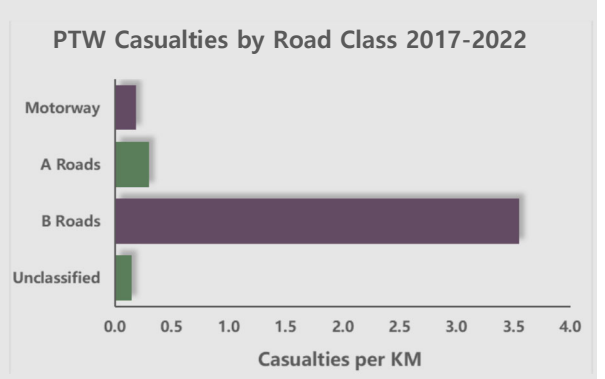
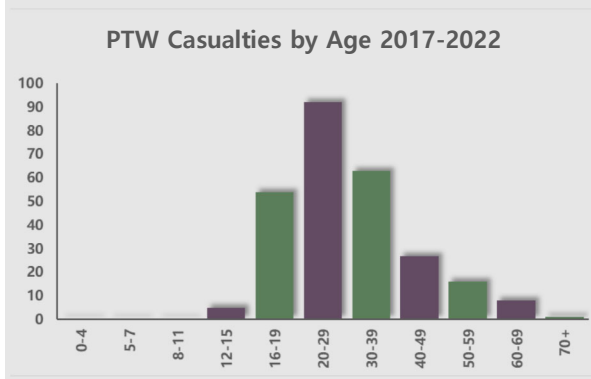
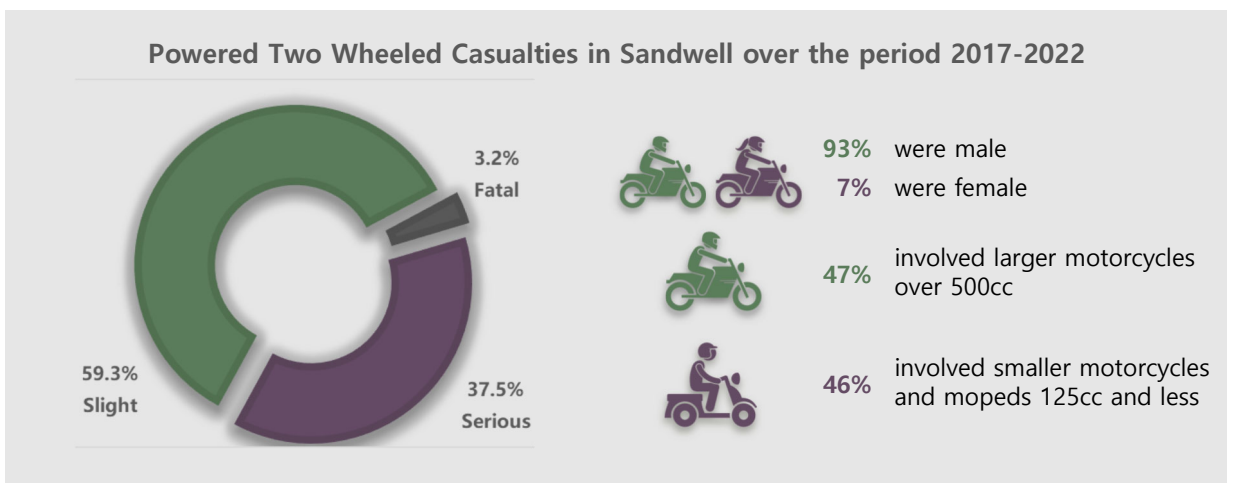
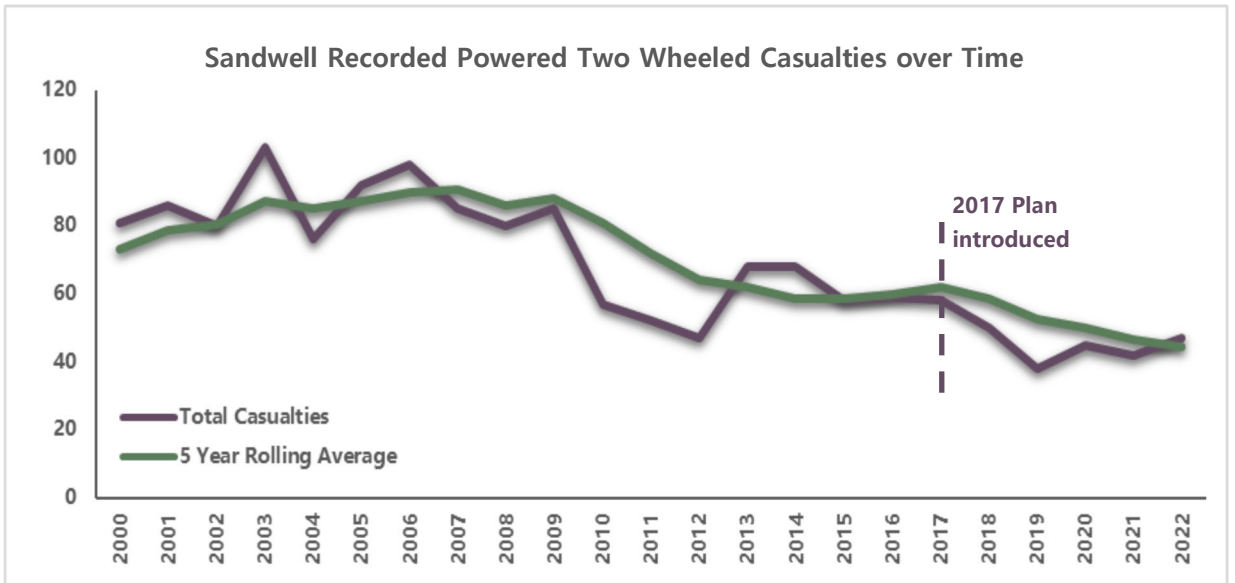
2 in every three casualties in Sandwell involves a car occupant. However due to ever increasing car safety

design, only 1 in every 14 car occupant casualty is classed as serious or fatal in nature

7% of all car occupant injuries occurred on the motorway network outside the sphere of influence of Sandwell Council.

17-29 year old driver and passengers were the group most significantly at risk, accounting for over 30% of all car occupant casualties.

6.7 Powered Two Wheeled (PTW) Casualties



Total powered two wheelers casualties in Sandwell have fallen by 58% between 2000 and 2022.

Powered Two Wheeler casualty reduction stalled between 2012 and 2017. The new 2017 Road Safety Plan helped reduce rates once more before the post COVID-19 recovery period affected this progress.

Men are the main group at risk from riding a PTW whilst women are more at risk as passengers.

2 in every 5 motorcyclist injuries were classified as killed or serious in nature, highlighting the vulnerability of this group for every Km travelled.

The majority of larger motorcycle casualties (over 500cc) are recorded on A road and motorways whilst conversely the majority of smaller bikes and moped injuries occur on B roads and residential streets.

16-29 year olds were involved in half of all casualties.



## 7. ANALYSIS SUMMARY & KEY PRIORITIES

Sandwell Council has an excellent track record in reducing road casualties, achieving a fall in total casualties from 1639 to 785 (52% reduction) between 2000 and 2022.

Killed and seriously injured (KSI) reductions were equally welcoming, with a reduction from 207 to 117 (44%) in the same period.

Most noteworthy is the recorded 67% reduction in child casualties since 2000, with totals now just a third of those recorded 22 years ago (278 to 97).

However analysis has shown that the trend for road casualty reduction in Sandwell had slowed across all user groups by 2013 and plateaued until 2017.

In 2017 Sandwell introduced its 2017-2023 Strategic Road Safety Plan which introduced a significant shift change towards the new Safe System approach to road casualty reduction. Between 2017 and 2019 casualty numbers began to significantly reduce once more. However, the impact of the COVID-19 in 2020 resulted in any casualty figures recorded post pandemic being considered unrepresentative and only in 2022 are figures normalising once more.

When comparing the percentage reduction in total casualties from 2019 (pre-pandemic) against the 2015-2017 average West Midlands baseline, Sandwell had an very good record of reducing killed and seriously injured casualties, performing over three times better than nationally (-16.8% to -5.4%). Importantly Sandwell had an excellent record in the reduction of child casualty rates in the same period, achieving -22.7% compared to -14.8% nationally.

The significant casualty reductions recorded between 2017 and 2019 substantiated the decision to introduce the Safe System approach to road safety in Sandwell's previous Strategic Road Safety Policy.

Between the 2015-2017 baseline and 2019 Sandwell had the best reduction rate for child casualties and the second best reduction for all casualties across the West Midlands region. In the same period Sandwell also recorded the best rate of reduction for casualties per Km travelled in the region. Significantly Sandwell also had the greatest increase in traffic and the most 100 million vehicle kilometres travelled through its

borough within the Black Country region during that period, which greatly increases the risk of collisions, many involving non-Sandwell residents.

### Vulnerability

Analysis demonstrated the vulnerability of certain user groups, as half of all KSI casualties were either pedestrians (38%) or cyclists (11%).

Children are particularly vulnerable road users making up a third of all pedestrian injuries, with secondary school age children being the most at risk age group. Of those 27% occurred on school journeys, but not necessarily outside of schools.

### Susceptibility

16 to 29 year olds are the most at risk age groups in Sandwell, accounting for a third of all road casualties. This highlights their in-experience as road users, making them more susceptible to mistakes and poor judgement, a key element to be considered when designing roads as part of a Safe System approach.

Motorcyclists account for only 1% of all traffic but account for 18% of all KSI casualties in Sandwell. This is a strong indicator of this group's higher susceptibility to injury for every Km travelled.

### Exposure

2 in every 3 road casualties in Sandwell were car occupants. Particularly at risk are the 17-30 year old group. This confirms that through continued high exposure to risk (as a result of the high number of Km travelled), car occupants are still the most likely group to become road casualties.

### KEY PRIORITY GROUPS 2024-2030

**Killed and Seriously Injured Casualties**

**Child Casualties**

**Pedestrian Casualties**

**Cyclist Casualties**

**Motorcyclist Casualties**

**17-30 Year Old Driver Casualties**

## LOCAL ACTION PLAN



## 8. SANDWELL LOCAL ACTION PLAN 2024-2030

It is important that to help achieve the casualty reduction targets proposed by 2030 and to focus those reductions towards the identified key priority groups, then a robust but challenging 2024-2030 Local Action Plan will have a Safe Systems approach and Vision Zero at its core.

The Safe System approach recognises that road transport is a complex system and that humans, vehicles and the road infrastructure must interact in a way that ensures a high level of safety for all concerned whenever possible.

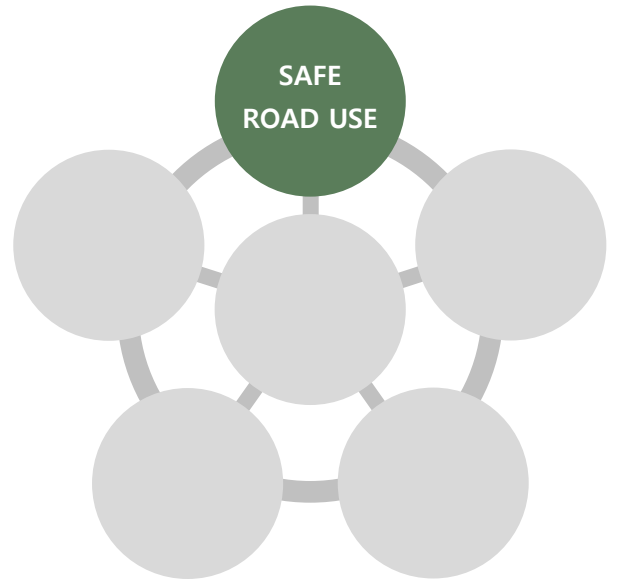
The Safe System considers road safety to be a responsibility shared by all those that use the road network, those that design, manage, construct and maintain the network, those that enforce highway laws and those who provide emergency and post crash care.

Proposed road safety projects and initiatives in Sandwell for the next 7 years will be based on the elements within the Safe System approach. All these elements need to work together in partnership to ensure that if, and when, crashes do continue to occur, then no-one is killed or seriously injured.

As Sandwell shares its borders and road users with the three other Black Country authorities and Birmingham City council, collaborative and joint working on cross boundary issues is essential to help drive down casualties in the region.

The Plan will require a full partnership approach from all stakeholders and will help support the future Regional Road Safety Action Plan and assist in tackling road casualties across the Black Country.

Ongoing monitoring, evaluation and modification will be key to ensuring the success of the Safe System Approach and in helping to achieve the long term casualty reduction and Vision Zero goals.



# STRATEGIC ROAD SAFETY PLAN 2024-2030

## 8.1 Safe Road Use

Everyone who uses the road has a responsibility to use it safely and comply with rules and laws of the land. Emphasis is placed on the principle of shared but proportionate responsibility and It is extremely important that road users who can do the greatest harm take the greatest responsibility.

Road safety education, training and publicity (ETP) is key to equipping road users with the necessary skills and in influencing road user behaviour. This will have a long term impact in changing people’s attitudes towards road safety and in making them aware of the risks to keep themselves and others safe.

A key part to a Safe System approach is the effective and continued enforcement of traffic laws and orders, for road users that require greater encouragement to act in a responsible manner.

Safe road use can also be achieved by working together with partners to reduce car-based traffic. People can be encouraged and inspired to use active and sustainable modes of travel, such as walking and cycling, or to use public transport in preference to their own vehicles.

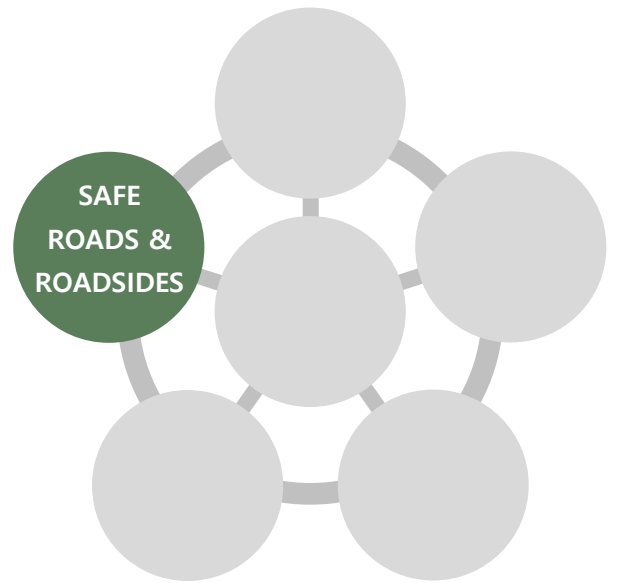
Initiative	Safe Road Use
<b>In-House Road Safety Education, Training and Publicity</b>	Sandwell will pro-actively deliver an on demand programme of bespoke road safety based assemblies in Infant, Junior & Primary schools.
	Sandwell will continue to work with Primary schools to deliver nursery and reception classroom road safety sessions. This will be achieved using role play equipment and classroom workshops to cover subjects such as safe pedestrian skills, seatbelt awareness, school gate parking, speeding and the correct use of child car seats.
	Sandwell have developed a modern approach to road safety education through its new <b>Digital Road Safety (DRS)</b> branding. Research has shown that children learn better through play and in a modern world, digital based media is well received and particularly effective.
	Launched in 2017, the first phase of DRS aimed at Key Stage 1 pedestrian skills is internet web based game play. Although well received, and still utilised extensively, its use is limited to teacher led, in class sessions due to limitations with access and password requirements.
	Therefore Sandwell are currently involved in an ambitious project to develop an Apple and Android App based version of the Pedestrian Training package. The vision is that it will be available to every child across the borough and will able to be used for learning at home, with family, through smart phone and tablet access.
	The development of the App will allow easier expansion of the brand to provide a series of bespoke road safety learn through play resources targeting all ages, to assist in delivering a full programme of road safety education to the whole community.
	Sandwell will continue to develop new road safety resources and deliver campaigns to colleges, libraries and relevant community groups as analysis of casualty records indicate.
	Working alongside community leaders from minority groups and emerging communities, we aim to develop a series of new road safety resources aimed specifically at cultural barriers to road safety and tackling any ingrained cultural attitudes of recently arrived newcomers.
Road safety education officers will work pro-actively alongside highway engineers to disseminate information into the community when there are infrastructure changes and road safety improvements within the local area.	

## STRATEGIC ROAD SAFETY PLAN 2024-2030

Initiative	Safe Road Use
<b>Partnership Working</b>	Sandwell will take the lead role in restabilising the Sandwell Road Safety Partnership to deliver joint road safety initiatives with local Police, Fire and Public Health partners in the borough. These initiatives will be promoted under the Safe and Well in Sandwell road safety partnership branding.
	Sandwell will work with West Midlands Fire Service to deliver curriculum based road safety education programmes in Secondary schools
	Sandwell will expand its current Speed Indication Device (SID) initiative. Sandwell currently owns 2 SID devices which are maintained, installed and rotated to community concern sites by West Midlands Fire Service local crews. The wish is to expand the initiative to 6 SID devices, one for each of Sandwell's Towns.
	Sandwell will continue to be an active member of the Black Country Road Safety Partnership, and will work with the 3 other Black Country councils to co-ordinate delivery of joint road safety initiatives in the local region.
	Sandwell will continue to participate in 'Drive to Arrive', 'For the One I Love' and 'Older Driver' educational initiatives.
	Sandwell will support any Multi Agency Road Safety Operations, led by the police in the borough through providing roadside road safety education.
	Sandwell will remain an active member of the West Midlands Regional Road Safety partnership and will help to inform and develop the new Regional Road Safety Delivery Plan.
	Sandwell will support the Police and Crime Commissioner in helping to achieve commitments to road safety made as part of his Police and Crime Plan 2021- 2025.
<b>Behavioural Change</b>	Sandwell will work to the mutual benefit of all parties and road users by developing region wide promotional campaigns jointly with our neighbouring authorities and other partner organisations.
	Sandwell operates a vast array of electronic speed activated, interactive message and warning signs across the borough. These low cost but extremely effective road safety measures will continue to be used at community concern sites to help affect driver behaviour and focus their minds back onto road safety and road conditions ahead.
	Sandwell will continue to manage the School Crossing Patrol service at key identified risky locations across the borough to provide safe crossing facilities for children to encourage walking and reducing car dependency.
	Sandwell introduced its first School Street in 2023 to monitor the benefit of removing all traffic away from the school entrance and making the environment safer for children. Sandwell will investigate expanding its school street initiative if the trial proves successful.
	Sandwell will manage the provision of Bikeability training for primary and secondary children to provide children with the skills and confidence required to ride their bikes on local roads.

## STRATEGIC ROAD SAFETY PLAN 2024-2030

Initiative	Safe Road Use
<b>Enforcement</b>	Sandwell will continue to undertake its parking enforcement duty and deploy civil enforcement officers on a regular basis to ensure that Traffic Regulation Orders are adhered to and inconsiderate parking is dealt with accordingly to ensure the local environment is kept safe for all road users.
	Operated and administrated by Sandwell Council, 2 Mobile Camera Cars will continue to be used to enforce parking on school zig-zags and red route contraventions. This invaluable enforcement aid will improve the safety of children around schools and help keep major routes free flowing.
	Sandwell will continue to enforce bus lane and bus gate contraventions via camera to ensure the free movement of buses and reduce the potential of conflict and injury to pedestrians.
	Expansion of the current level of bus lane and bus gate provision will be considered as part of any future route corridor and sustainable travel improvements to the network, should they be deemed viable and without resulting in increased risk to other road user groups.
	Following the change in legislation to permit civil enforcement of moving traffic contraventions (MTCs) outside of London, in October 2023 Sandwell applied to the Secretary of State for Transport for a designation order for the enforcement of MTCs across the whole of its current civil enforcement area.
Encouraging drivers to follow the rules at key evidence identified risky sites, will have a positive impact. It will help make roads safer for all road users (including improving safety around schools), reduce congestion, improve journey times for public transport and encourage more active travel such as cycling and walking.	
<b>Community</b>	Sandwell highways officers will attend community and councillor led meetings and events when appropriate, to discuss community road safety issues and actively encourage residents to take ownership and assist in improving the road safety environment in their communities.





# STRATEGIC ROAD SAFETY PLAN 2024-2030

## 8.2 Safe Roads and Roadsides

In a Safe System, roads and roadsides need to be designed and suitably maintained to help reduce the risk of collisions occurring, or if they do occur to mitigate the severity of any injury.

A major risk on the highway network is that different types of road users, some more vulnerable to injury than others, have to regularly share the same road space.

Programmes of road safety initiatives, infrastructure improvements and ongoing maintenance will continue to be prioritised through data led interventions to help satisfy the statutory duties placed on local highway authorities. Targeted engineering interventions have been a key contributor in driving down casualty numbers and will continue to form an integral part of this local strategy.

However a greater emphasis will be placed on a proactive approach to road safety at perceived risky locations and the identification of additional funding sources to assist with this approach.

Initiative	Safe Roads and Roadsides
<b>Casualty Reduction Schemes</b>	<p>A regular programme of road casualty reduction schemes will be proactively identified through robust road casualty injury analysis. Analysis will be specifically targeted at the identified Sandwell priority user groups. At the start of each new financial year, the identified road safety delivery programme will be reported to the relevant portfolio holder for approval.</p> <p>Capital budgets for road safety schemes are allocated from the West Midlands City Region Sustainable Transport Settlement and are subject to regular monitoring, review and reporting back to Transport for West Midlands. Therefore any scheme must help towards achieving the priorities and strategies published in the West Midlands Local Transport Plan and the targets in the Regional Refreshed Road Safety Strategy.</p> <p>Following a full review of all existing 20mph zones and limits in the borough, a programme of rationalisation and formalisation will be completed. In addition, road casualty analysis will identify areas where a number of new 20mph zones and limits will be introduced in the highest priority residential areas.</p> <p>All community, elected member and MP road safety enquiries and concerns are evaluated to determine if any cost effective road safety improvements can be introduced. A minor works budget will be made available to help tackle community concerns sites. Match funding through Local Area Budgets can be used to release road safety funding and allow for improved road safety interventions or undertake projects that would not normally have the evidence base to be considered.</p> <p>A greater emphasis will be placed on a proactive approach to road safety at perceived risky locations by utilising road safety tools such as the International Road Assessment Programme (iRAP) to identify and manage the levels of risk and help bid for additional capital funding.</p> <p>This will build on Sandwell's success in achieving additional capital grant funding in 2023 through Round 3 of the Department for Transport's Safer Roads Fund. This fund is fundamentally different to traditional budgets, by providing a budget specifically for the future prevention of casualties rather than tackling identified existing road safety issues.</p>

## STRATEGIC ROAD SAFETY PLAN 2024-2030

Initiative	Safe Roads and Roadsides
<b>Active and Sustainable Travel</b>	<p>Sandwell has been successful in a securing significant capital budgets through Active Travel Fund, Towns Fund Connected and Cross City Bus Challenge Fund allocated to improve, introduce and encourage the use of buses, walking and cycling across the borough.</p> <p>This major pipeline of work for the next 5 years will generate large scale on and off highway schemes, primarily on the key route and strategic highway network, the routes that carry the greatest volume of traffic. Competent design and in house evaluation will ensure the schemes will provide a safer and where possible, segregated environment for the most vulnerable of users on the highway network.</p>
	<p>Partnership working is key as many of the major route improvement schemes cross several council boundaries. Stakeholders must work collaboratively to ensure a consistent approach is applied across the West Midlands to active and sustainable travel design.</p>
	<p>Highway maintenance has an important role in preventing road traffic accidents on the network and Sandwell will continue to make a significant capital commitment every year to improve the road infrastructure.</p>
<b>Asset Management</b>	<p>We will continue our programme of street lighting upgrade to LED white lighting. Detailed dark accident studies will assist in the prioritisation of the ongoing replacement programme.</p>
	<p>Proactive major resurfacing programmes will be implemented, based on regular surface condition surveys and detailed wet condition and loss of control accident studies.</p>
	<p>Planned systematic highway inspections will help proactively target areas before problems may arise in the future, reducing the potential of injury whilst rapid reactive attendance policies for road and street furniture repairs are in place which greatly assist in the reduction of risk of road casualties.</p>
	<p>The ethos of de-cluttering is embedded in any work being undertaken on the public highway to ensure future maintenance liabilities are reduced. The continued removal and rationalisation of street furniture will also help reduce the potential for collision damage and associated injuries.</p>
	<p>The reactive winter gritting service will continue to reduce the risk of loss of control incidents throughout the winter months.</p>
	<p>The safety, use and amenity of the highway network is an important aspect to be considered on all new major planning applications. Highway Services are a statutory consultee for planning applications and if deemed necessary, developers will be required through condition, to implement suitable mitigation measures to improve the road safety environment for all users.</p>
<b>Planning and Development Consultation</b>	<p>All new residential developments will be designed in accordance with Sandwell's Guide for The Design of New Streets. The guide has new resident safety at its core, ensuring any new road designs are technically approved and built to a safe and adoptable standard</p>



# STRATEGIC ROAD SAFETY PLAN 2024-2030

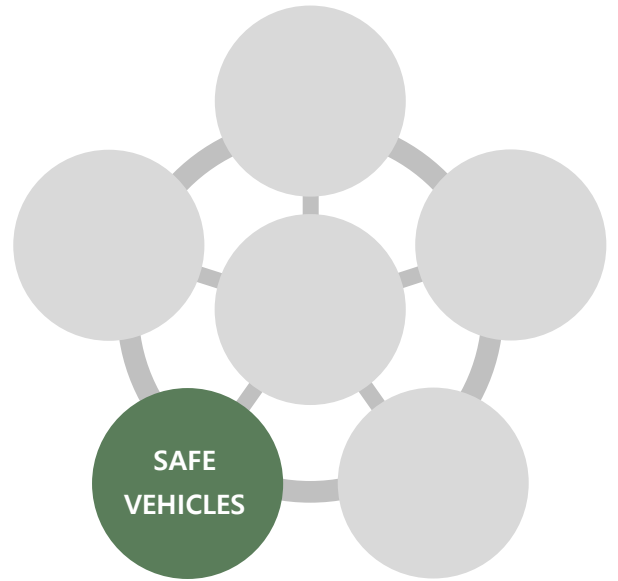
## 8.3 Safe Speeds

The management of appropriate speed limits and vehicle speeds in a Safe System is extremely important and should be based on ensuring collisions are avoided or reducing the speed at which impacts occur.

Effective speed management is one of the biggest challenges facing the successful introduction of a Safe Systems approach to road safety. Hence Safe Speeds must work collectively with other Safe System elements to create a holistically safe and forgiving road environment.

As well as the Police and Local Authority, community groups also have an important role to play in achieving a Safe Speed environment in their local areas

Initiative	Safe Speeds
<b>Enforcement</b>	<p>West Midlands Police (WMP) Traffic Unit have a focus to stop crime on the region's roads and make them safer for all road users. WMP are the only authority with the power to prosecute drivers for contravening speed limits.</p> <p>Sandwell will undertake vehicle speed counts and community concern locations and if problems are identified, liaise with WMP to suggest speed enforcement takes place.</p> <p>Average Speed Enforcement is an important tool in reducing severe casualties caused by inappropriate speed. Sandwell introduced its first Average Speed Enforcement sites in January 2021. Sandwell is part of the Black Country Average Speed Enforcement (ASE) board and has signed up to the Black Country ASE agreement. The size and coverage of the current ASE stock is restricted by the Police's ability to process penalty notices and prosecutions.</p> <p>WMP and the Police Crime Commissioner are supporting the development of a new West Midlands wide ASE agreement which could see greater enforcement levels and the potential for expansion of the ASE network in Sandwell and the wider region. Sandwell is part of the steering group currently discussing the detail of a potential regional agreement.</p> <p>WMP will continue to utilise mobile camera enforcement across the region at key accident hot spots. Sandwell will work with the Police to identify new sites for mobile enforcement and ensure those sites are viable.</p> <p>WMP currently offer the National Speed Awareness diversionary course for low-level and first time speeding offences as an alternative to penalty fines and this will continue to be supported.</p> <p>Sandwell will support the training and empowerment of neighbourhood police teams to undertake traffic speed enforcement on the local road network to help support the Traffic Police teams, whose current focus is on the key route and strategic road network, This will greatly assist is targeting locations that give communities the greatest concern.</p>
<b>Review</b>	<p>Sandwell will commit to undertaking a speed limit review across the borough to determine if speed limit reductions are appropriate to make the environment safe for all road users.</p>
<b>Community Involvement</b>	<p>Sandwell will continue to work in partnership with the Neighbourhood Policing Teams and to expand the Community Speed Watch programme, a scheme that enables volunteers to take ownership and undertake speed awareness campaigns within their own community.</p> <p>Sandwell will work with the Regional Road Safety partnership to develop a standardised Community Speed Watch process and application across the force.</p>



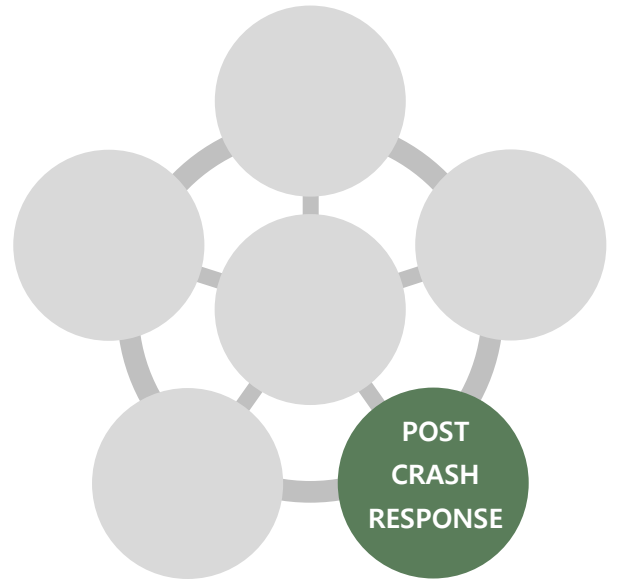
## 8.4 Safe Vehicles

Modern vehicles are designed and regulated to minimise the occurrence of injuries and improve the survivability of not only drivers and passengers, but also to pedestrians, cyclists and motorcyclists.

Increasingly the next generation of vehicles will rely on autonomy and smart infrastructure, removing the human element of fallibility. Therefore as safety becomes hardwired into vehicle technology and road design, there is potential to further reduce road casualties and deaths.

Although a crucial element in a Safe System and very important in the overall reduction of road casualties, the design of safe vehicles is not within the zone of influence of Sandwell Council.

Initiative	Safe Vehicles
<b>Regulation and Control</b>	<p>The Council has an obligation to ensure that Private Hire and Hackney Carriage driver licences are only issued to applicants that are considered to be 'fit and proper' and must follow a strict criteria. This includes a driving assessment, suitability test (including knowledge of the highway code), equality &amp; disability training, safeguarding training and medical.</p> <p><i>A condition of any licence is that 'the licence holder must take all reasonable steps to ensure the safety of passengers entering, conveyed in, or alighting from the vehicle'</i></p> <p>All Hackney Carriage and Private Hire vehicles must pass the Council's Vehicle Test before a licence can be issued. Tests are carried out by the council in accordance with the Supplementary Vehicle Testing Criteria and includes an MOT and taxi test. Further 6 monthly interim checks are carried out by the council to ensure ongoing roadworthiness and safety.</p>
<b>Fleet Management</b>	<p>The council will ensure all vehicles within its own fleet are maintained, regularly tested and kept roadworthy.</p> <p>All drivers are trained and required to pass the relevant test requisite to the vehicle being driven and complete ongoing risk assessments and driver licence checks.</p>
<b>MARSO</b>	<p>Multi Agency Road Safety Operations (MARSO), led by West Midlands Police but involving all partners, are operations regularly undertaken in the borough. MARSO's are spot checks whereby vehicles are pulled into a safe off road space and checked for roadworthiness (MOT, general condition, tyres etc.), legality (insurance, MOT, ownership etc.), and driver compliance (seat belt wearing, driving under influence, overcrowding etc.).</p> <p>All agencies are represented including Sandwell Council road safety education officers to undertake enforcement or provide on the spot behavioural change education.</p>



### 8.5 Post Crash Response

Effective post collision emergency care and rapid response is an important element of any Safe System and is at the heart of post-crash response.

It is also vital to facilitate meaningful and timely investigations into the causes and it is essential that any information collected is accurately recorded and stored as this will be shared with partner organisations to identify specific safety issues that will help shape future road safety initiatives.

Initiative	Post Crash Response
<b>Fatal Collison Protocol</b>	<p>Local authorities are notified directly and expediently by West Midlands Police of any fatal or life changing incidents on their highway network. The notification includes a Police description of the incident and the casualties involved. It also makes an assessment of the site, whether a road defect was a potential cause and if a site visit is required with a council representative.</p> <p>This gives councils the opportunity to identify any necessary infrastructure improvements and to understand the full reasons behind the causation of any fatal incident.</p> <p>Sandwell will continue to work with West Midlands Police within the scope of the protocol to ensure any identified issues are dealt with expediently.</p>
<b>Partnership Working</b>	<p>Sandwell will liaise with Public Health and NHS colleagues regarding the possibility of obtaining accident and emergency admission data in relation to road traffic accidents. This will allow detailed investigation to identify demographic, location and chronological patterns within those accidents, particular those not recorded by Police Stats 19 data.</p>