

LIVERPOOL CITY REGION ROAD SAFETY STRATEGY

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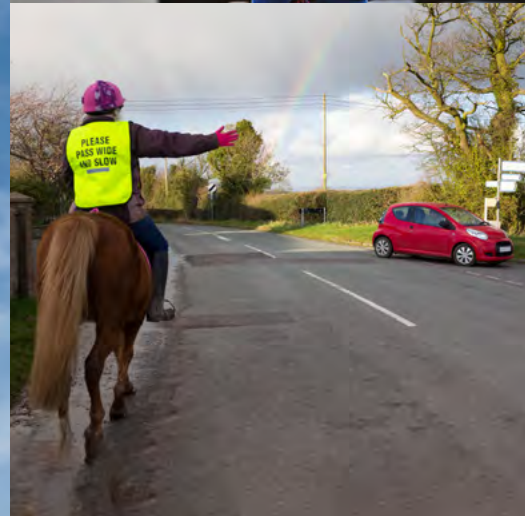




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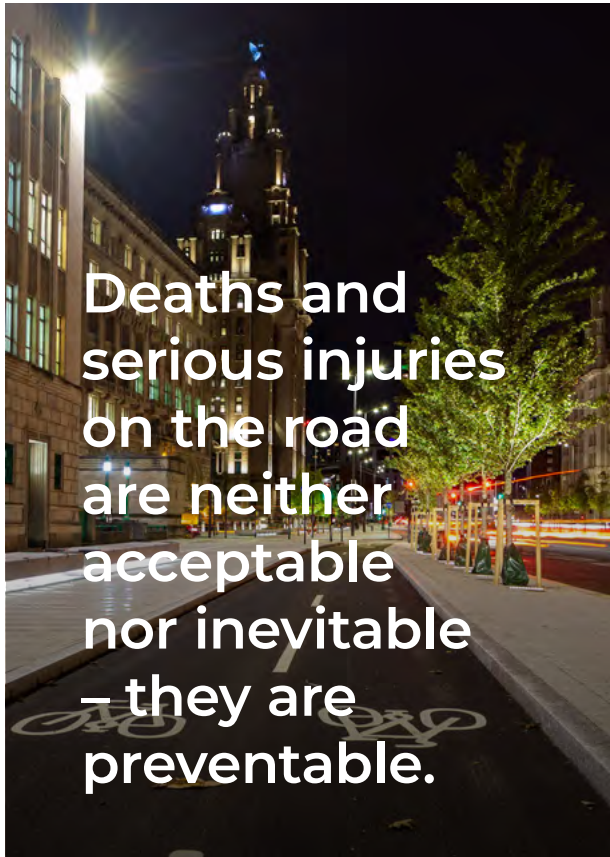
FOREWORD

People have the right to travel safely throughout our region, without the fear of being killed or seriously injured.

The sad truth is that our region continues to see far too many people killed or suffer serious, life-changing injury on our roads.

These road collisions devastate lives, families, and communities.

As a result, too many people still feel that cycling on our roads or travelling on foot poses an unacceptable risk to their safety.



Deaths and serious injuries on the road are neither acceptable nor inevitable – they are preventable.

We want residents across the Liverpool City Region to feel safer on our roads and be more confident to take up active modes of travel. We also have an ambitious vision to deliver a London-style transport system locally – with brand new trains, a re-regulated bus system, and 600km of new walking and cycling infrastructure – which will enable people to ditch the car for a healthier and more environmentally-friendly form of travel in the years ahead. To take this work forward, we are publishing a new Liverpool City Region Road Safety Strategy.

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, here in the Liverpool City Region.

Vision Zero represents a significant change in the way road safety is managed in our city region – and it is clear that the ambitions set out in the document will not be met without an evidenced-based approach.

To get there, we will need to see continual reductions in the number and severity of collisions; the creation of safer conditions for more people to make journeys on foot or by bicycle; and improved air quality and falling climate changing CO₂ emissions.

This strategy will not sit in isolation. It will be complemented by other ongoing pieces of work around enforcement and education, improvements to the transport network and our net zero aspiration.

We are fully committed to making every road safer for all who wish to travel, whether that's by public transport, by car, bicycle or foot.

Steve Rotheram . Emily Spurrell



Steve Rotheram
Metro Mayor of the Liverpool City Region



Emily Spurrell
Police and Crime Commissioner
for Merseyside



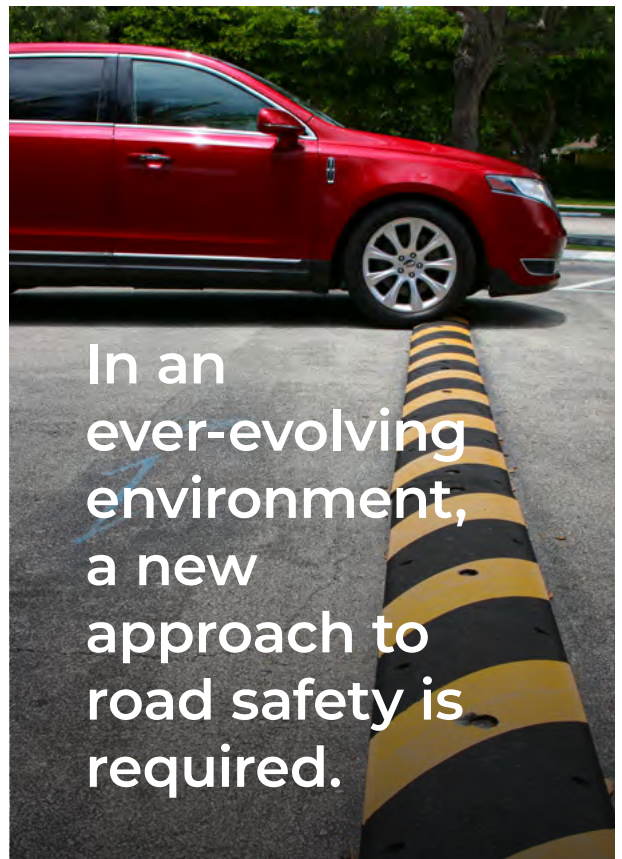
VISION AND AIMS

Despite a reduction in the number of people killed or seriously injured, the scale of the challenge ahead for the Liverpool City Region is significant. In an ever-evolving environment, a new approach to road safety is required.

Safe roads are critical to delivering the City Region vision for a modern, integrated transport system connecting people to employment, education and leisure that will support and grow the economy.

It is important that our roads are as safe as possible, that users are appropriately informed on how to use them and that danger is reduced from those modes that pose the greatest danger (principally cars, vans, HGVs and motorcycles¹).

Our belief is that zero is the only acceptable number of deaths and serious injuries in the road traffic environment, placing the onus on all those responsible for the total road traffic system.



In an ever-evolving environment, a new approach to road safety is required.

Our strategic outcomes for road safety

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.



These outcomes will be achieved through evidence-based activity under the Vision Zero Safe Systems model.

The Merseyside Road Safety Partnership's activity has traditionally been a mix of engineering, enforcement and compliance activities and educational interventions, whilst also seeking to

address perceptions of road safety, which can be a barrier to the uptake of sustainable and active forms of transport. New developments in technology and innovation will pay a key part in delivering the outcomes in line with the principles of Vision Zero.



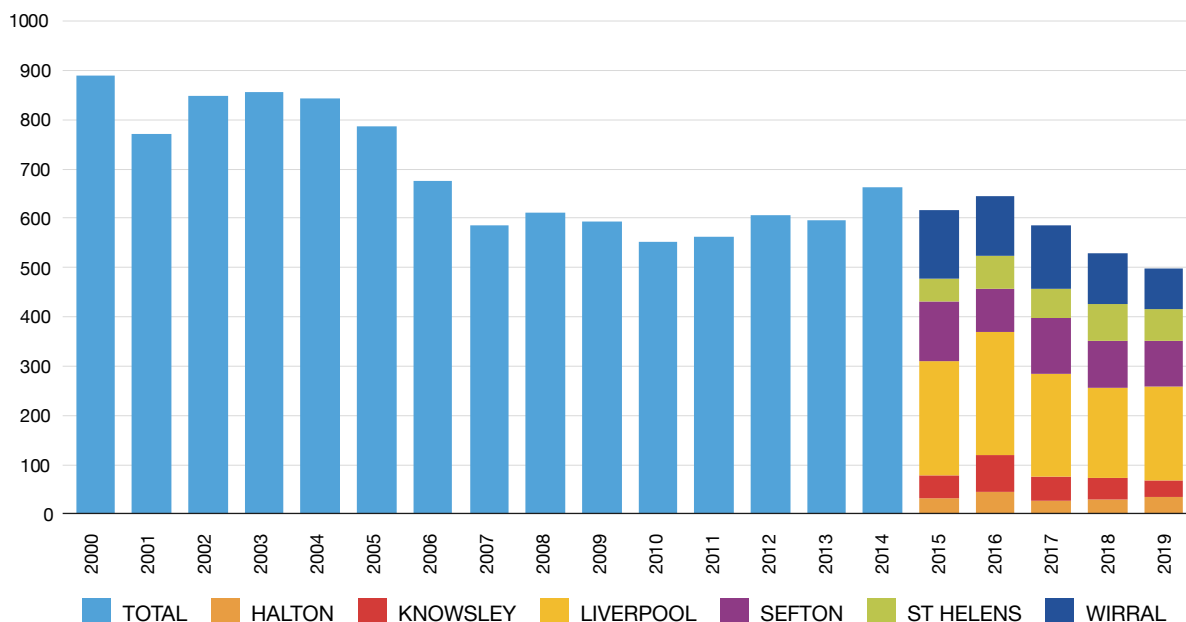
BACKGROUND

To combat the rising number of people killed or seriously injured (KSIs) on the roads, the Merseyside Road Safety Partnership was established in its

current form in 2007 with consideration for all road users. Annual KSIs since 2000 are shown in figure 1.

Fig 1

Annual KSIs in the Liverpool City Region 2000 - 2019



In 2017, the Liverpool City Region (LCR) developed a Road Safety Strategy to best serve the road users of the region. This strategy worked towards a target of fewer than 400 people killed or seriously injured on the region's roads by 2020.

The strategy sought to identify work done by the LCR constituent partners and highlight bespoke initiatives funded by the

Merseyside Road Safety Partnership (MRSP). Its overarching vision was *'No one killed or seriously injured on the roads of Merseyside'*

The effects of death or serious injury on the roads are devastating for our communities and the families and loved ones of those affected. This can be impactful on an emotional and financial level with long lasting consequences.

Statutory Duty

Liverpool City Region local authorities have a statutory duty under section 39 of the 1988 Road Traffic Act to *"take steps both to reduce and prevent accidents"*. Other relevant legislation for Highway Authorities are Road Traffic Regulation Act 1984 (s 122), and the Traffic Management Act 2004 (s16).

The Infrastructure Act 2015 requires *"Highways England to manage the strategic road network in England to ensure the safety of people who use the network"*.

The Fire and Rescue Service Act 2004 requires fire and rescue authorities *"to rescue people from road traffic accidents and protect people from serious harm from road accidents"*, and the Health & Social Care Act 2012 requires local authorities in England to assess the current *"and future health and social care needs of the local community (including road safety)"*.

The Merseyside Road Safety Partnership work collectively to achieve these statutory duties.

This is achieved through:

- Data analysis
- Engineering schemes
- Development of education initiatives, training & outreach programmes
- Collision investigation

In the context of seeking to enable far higher levels of walking, cycling and use of public transport, there is also a need to reduce road danger and to improve the levels of safety and perceptions of safety amongst all road users.

This Strategy has been developed in the context of these duties and in accordance with both Department for Transport's *Gear Change, a Bold Vision for Cycling and Walking*² which provides a focus on the role cycling and walking can play in our transport system, and with the Road Safety Statement³. The latter promotes a vision for building a culture for a lifetime of road safety, focusing on both collision prevention and post collision response, and is divided into three areas – safer people, safer vehicles and safer roads.

Under the umbrella of the Liverpool City Region, the MRSP aspires to support the delivery of that vision in building a culture of road safety and delivering roads that are safe for all users.

It is acknowledged that the government is developing a new integrated road safety strategic framework, drawing on the Safe Systems approach, and will consider how to improve road safety, and the perception of road safety, for vulnerable road users. Accordingly, we will continue to review the Strategy in line with this being published.

MERSEYSIDE ROAD SAFETY PARTNERSHIP
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THE MERSEYSIDE ROAD SAFETY PARTNERSHIP

The MRSP is a collaboration of 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.

Whilst Halton Borough Council is a constituent Local Authority of the Liverpool City Region, it is currently aligned with the Cheshire Road Safety Partnership, given its historic links with the county. As such, close working between the two road safety partnerships, in the context of the wider strategic framework, will ensure the interests of the whole LCR are met in delivering the aspirations of this Strategy. Statistical analysis throughout this strategy applies to the whole of the City Region and includes Halton (unless indicated otherwise).



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.

Our approach is an ethical and civilised response to the unacceptability of road death and 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. Civil enforcement is supplied, where appropriate, by the Local Authorities.

There is a substantial financial cost to society each time a casualty occurs as a result of road traffic collision. This includes all aspects of the valuation of casualties, including the human costs, which reflect pain, grief and suffering; the direct economic costs of lost output, and the medical costs associated with road injuries.

The average cost of a fatal road casualty is over £2m, as shown in figure 2, with a serious casualty costing over £0.25m. In addition to the human suffering, these figures demonstrate how economically vital it is to reduce our road traffic casualties. Although KSI casualties within the City Region have seen significant reductions, over the course of 2019 it incurred costs in excess of £158m.

Fig 2

The cost to society of road casualties and collisions

Collision/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).

We also recognise the health-related costs and dangers associated with low levels of active travel, and that there will be fewer collisions involving pedestrians or cyclists in places that those groups avoid. Additional data is therefore needed, particularly on levels of active travel and on perceptions of road danger, to deliver on the commitments set out in this Strategy. It is anticipated that developments in mapping technology, and tracking movements, will be invaluable in this regard.

There are also wider considerations that must be reflected in shaping our road safety agenda, particularly with respect to air quality and in delivering the aspirations of the LCR to be net-zero carbon by 2040. 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.

The links between deprivation and higher KSIs are also well documented⁴, 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, through measures to reduce traffic speed and volume, and by improving the environment for walking and cycling and through targeted education for drivers. There are clear synergies between our zero-KSI aspirations, and the active travel agenda.



The average cost of a fatal road casualty is over £2m.



FUNDING AND DELIVERY

The Merseyside Police Safer Roads Unit provides the back-office function in support of mobile and static camera enforcement across Merseyside.

Drivers captured by these cameras will, depending on eligibility, be selected to attend a diversionary course, pay a fine or attend court. Drivers who qualify or opt for a course instead of a fine pay a set sum to the course provider. This fee is then divided between the provider in order to cover the costs of course delivery, the administration of the back office function (the capturing and processing of the offences) and the remaining surplus has been invested in improving road safety across Merseyside by providing funding to support small initiatives to improve road safety, from both community led and analytical resourcing perspectives.

It is important that the Partnership maximises all available funds, and that they are aligned to make our roads as safe as possible. The Liverpool City Region Devolution Deal means that freedoms and responsibilities for how funds are spent have passed to the control of the Liverpool City Region Combined Authority. This now includes a five-year, City Region Sustainable Transport Settlement for Liverpool City Region Combined Authority from a £4.2bn total fund.

Devolution allows the City Region freedom to allocate funds to locally identified priorities. Proposed schemes that have a clear strategic fit, deliver the

best outcomes for the City Region, and generally offer high value for money, are more likely to be allocated funding.

Additional factors such as traffic management implications, and the contribution the scheme will make to supporting improved access by walking and cycling, will also need to be highlighted. Other alternative sources of funding include Section 106 contributions from developers and DfT initiatives, or third-party funding from organisations such as Sustrans and the public health and wellbeing sector.

Whilst acknowledging that road safety will continue to be delivered within local budgets and to meet each partners' own corporate objectives and targets, a coordinated approach to partnership working is essential.

With such a range of potential revenue funding sources, a coherent strategy is required to achieve the most equitable and efficient use of resources. Some income streams (e.g. from the diversionary courses) are not quantifiable in advance, and some activity may be better suited to a particular funding opportunity (most central government funding initiatives have quite specific criteria) and, therefore, a prioritised "pipeline" of partnership activity is being developed. This will join-up initiatives to create a programme of activity across the region and, therefore, gain economies of scale in terms of design and implementation.



VISION ZERO

All road users have the right to navigate our transport networks safely, with deaths and serious injuries on the road preventable and neither acceptable nor inevitable.

To meet the statutory requirements and to deliver our vision, our road safety policies must work as a cohesive whole; working in partnership and collaborating are therefore central to this strategy.

Our activities and actions have historically followed the traditional road safety 3 'E's of enforcement, education, engineering, supplemented by ongoing monitoring and evaluation, to ensure our work remains evidence-led. In this step-change strategy, the Safe Systems approach at the heart of Vision Zero will be adopted and this will be further supplemented by reducing danger at source with measures to address those elements that pose the greatest danger to road users.

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. The Safe Systems approach, supported by Vision Zero, views human life and health as paramount to all else and should be the first and foremost consideration when designing a road network.

PRINCIPLES UNDERPINNING SAFE SYSTEMS

- People make mistakes which can lead to collisions; however, no one should die or be seriously injured on the road as a result of these mistakes.
- The human body has a limited physical ability to tolerate collision forces – any impact greater than 30km/h increases the risk of dying significantly.
- Road safety is a shared responsibility amongst everyone, including those that design, build, operate and use the road system.
- All parts of the road system must be strengthened in combination to multiply the protective effects and if one part fails, the others will still protect people.

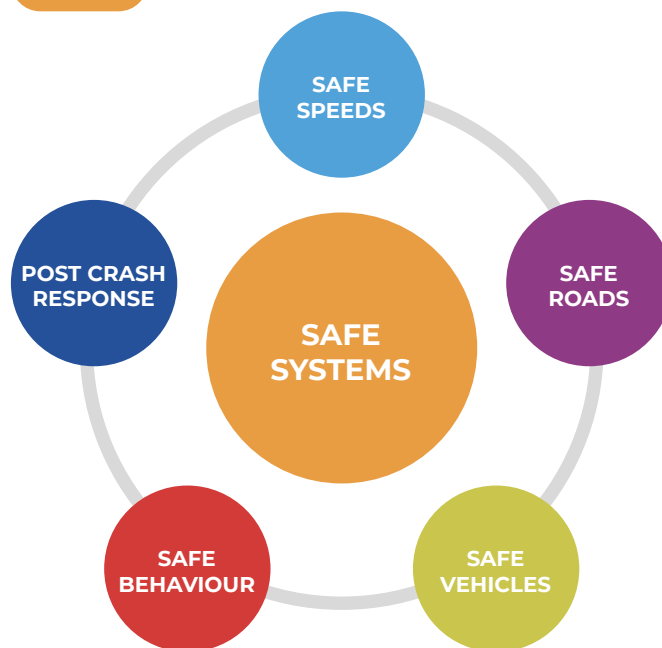
Traditionally we have focused on reducing KSIs through defined thematic groups. These categories of road user are identified by analysis as being more vulnerable, whilst the Safe Systems approach focuses on reducing danger at source (e.g. through Low Traffic Neighbourhoods which removed through traffic or reducing volumes of motor traffic). The core tenets, or pillars, of Safe Systems are shown in figure 3.

By ensuring the streets and roads of the City Region are attractive for all road users, we can encourage a shift in transportation modes and empower communities to navigate their area safely and confidently whilst reducing danger and therefore casualty rates. This approach offers co-benefits that fit with other important LCR policy objectives, such as a fundamental reform of our transport system so that it provides a genuine alternative to the car. Improving the environment for walking, cycling and public transport and thus reducing the reliance on private motorised journeys could reduce road casualties whilst simultaneously improving air quality, reducing CO₂ emissions and improving public health as people become more active in their day-to-day activities.

With increased levels of cycling and walking because of the Covid-19 pandemic, the government's active travel funding has allowed the LCR to install a range of pop-up infrastructure to facilitate safer walking and cycling. With funding from the Freshfield Foundation, the LCR is trialling "Liveable Neighbourhoods", a project supported by Sustrans, creating high-quality public spaces that prioritise people over cars to encourage people to take more journeys on foot, bike or other active transport modes, reducing their carbon footprint and making them fitter and healthier. A Vision Zero strategy embraces this joint working between stakeholders in producing a transparent and accountable approach to road safety which has increased innovation and is fundamentally different to that which went before it.

Safe Systems Model

Fig 3



The Safe Systems approach acknowledges that human error should not be seen as a primary cause of collisions. It looks to formulate a response with targeted interventions to work towards Vision Zero. The Safe Systems approach is central to the LCR and represents a shift away from the more traditional pathway of education, engineering, and enforcement, and represents a broad strategic approach to road safety.

With the declaration of a Climate Emergency by the City Region in 2019, and a net-zero carbon target of 2040, it is evident that additional support and promotion needs to be given to active modes of transport walking, cycling and public transport. In addition, we recognise that road safety cuts across a wide range of policy areas, which need to be viewed in terms of reducing exposure to road danger; for example, designing streets for people rather than traffic, and giving them the opportunity and the freedom to enjoy public urban spaces as they see fit. Our default aspiration should be to create well-connected, high quality infrastructure even when this is challenging to deliver. And rather than planning spaces for cars, pedestrians, cyclists and buses in isolation, we should plan our roads holistically, balancing the needs of all potential users.

VISION ZERO

Safe Speeds

The speed at which vehicles travel on our roads have a direct impact on the risk and safety of those who share the network. If a pedestrian is hit by a vehicle at 20mph, they are about five times less likely to be killed than if it were travelling at 30mph⁵.

A reduction in speed is fundamental to reducing road danger and encourages the implementation of lower speeds appropriate to the geography of the road, supported by intelligent engineering and design.

Whilst analysis identifies and frames the safer speeds work, it offers communities the opportunity to take ownership of their own area through information exchange and initiatives such as Safer Roads Watch, which promotes a safe environment in which communities can live, work, exercise and commute.





Safer Roads Watch was established to forge working partnerships between Merseyside Police, Local Authorities, and communities to address road safety concerns in their areas. This is a collaborative scheme which will increase the opportunity for reactivity to community led intelligence and a sense of ownership to local issues.

Research⁶ 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.

Community led intelligence provides the opportunity to shape enforcement in areas to prevent what could become a potential KSI hotspot. Community underpins the work of the Partnership with a forward facing,

targeted approach taken to addressing concerns within neighbourhoods and areas identified by those who live and travel there.

This allows for greater interaction with road users and promotes the work of the Partnership in a localised, specific manner enabling a more cohesive approach to active travel Enforcement of these areas is led by Merseyside Police through a combined approach including Local Policing, Roads Policing Unit and the Safer Roads Unit using both static and mobile technology to provide enforcement activity. This can be implemented throughout the existing enforcement site structure and include the capacity to be reactive to emerging concerns.

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.



VISION ZERO

Safe Roads

This pillar seeks to reduce danger in areas where the likelihood of injury has been identified as higher than other locations. In-depth analysis of KSI data has identified that some road user groups are involved in a disproportionate number of road collisions and are more likely to be killed or seriously injured as a result.

It is also the case that in built-up areas, those locations where people and vehicles interact most frequently (high streets and shopping parades, town centres and the city centre) are the places where casualties are most likely to occur and the need to reduce danger especially for people who are walking and cycling is most important. To combat this danger, the development of new infrastructure and changes to existing infrastructure must ensure that road danger is reduced.

Our analysis enables us to not only create accurate and informative resources for our road users, but it also aids in targeting the population groups who will benefit from these resources the most.

The analytical mapping software used, allow us to combine Stats19 (road safety data collated by DfT) and socio-demographic data, to identify which road users have the highest casualty rate within a specific area, and subsequently identify where these vulnerable road users reside.

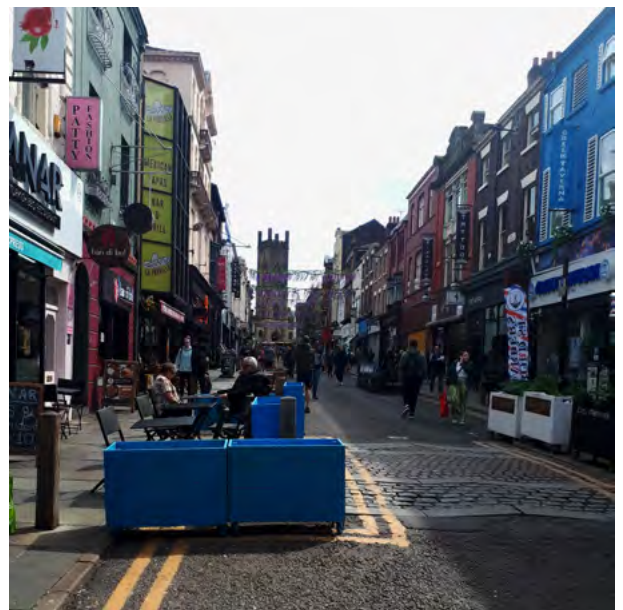
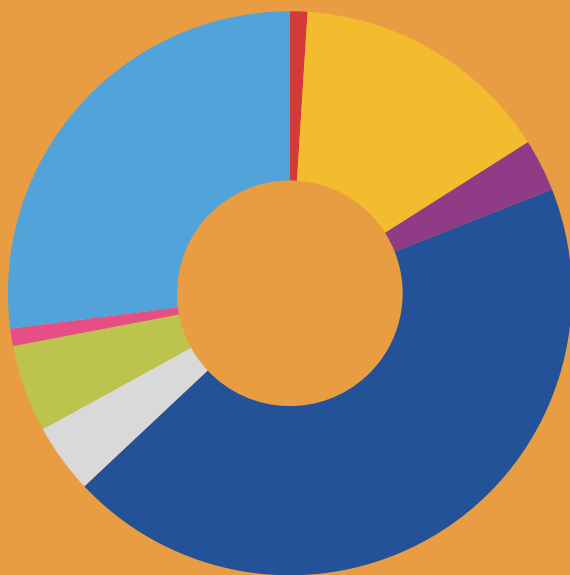


Fig 4

Collision Locations



- 27% T or staggered junction
- 1% Using private drive or entrance
- 15% Crossroads
- 3% Multiple junction
- 44% Not at or within 20m of a junction
- 4% Other junction
- 5% Roundabout
- 1% Slip road

A continuous provision of police operations to an area of concern may not be possible and the road infrastructure may not accommodate a static or mobile camera site. Alternatively, we look to engineering projects based on data analysis to address these issues.

Using the pillar of Safe Roads, this engineering work will be done with a clear commitment to road safety and in line with recognised best practice, and within the available budget. The depth of the analysis can identify areas such as junctions, roundabouts or crossroads which may be particularly problematic as detailed above in figure 4 and which could benefit from such measures.

Community engagement is also a significant contributor to the success of the Safe Roads pillar, and there is ongoing dialogue between our communities, the local authorities, and the Safer Roads Unit to ensure interventions are targeted at areas of concern.

As part of a move towards active travel, encouragement will be given to initiatives across the region including low traffic

neighbourhoods and school streets. Creation of these zones, where through motor vehicle traffic has been removed or reduced – so only residents and a few deliveries and services have access – enable road users to experience a variety of transport methods, such as walking and cycling, in a safer, cleaner environment.





Continued

VISION ZERO

Safe Roads

Low traffic neighbourhoods not only reduce danger at source, research has shown that they are linked with dramatically reduced levels of road casualties on the roads within the neighbourhood and no increases in casualties on boundary and adjacent roads.⁷

This pillar reflects the priorities set out in the LCR Local Journeys Strategy⁸, which provides the framework for the development of services and infrastructure that support sustainable shorter trips, highlighting how places must be designed for the safe movement of people, not traffic.

As traffic levels have grown, this has led us to reserve more and more space for cars, but this makes spaces more difficult to navigate, and we need to give people the opportunity and freedom to enjoy urban public spaces, with new infrastructure built to standards that maximise integration, comfort and safety.

HIGHWAY CODE HIERARCHY OF PRIORITY

- 1 PEDESTRIANS
- 2 CYCLISTS
- 3 HORSE RIDERS
- 4 MOTORCYCLISTS
- 5 CARS/TAXIS
- 6 VANS/MINIBUSES
- 7 LARGE PASSENGER VEHICLES/
HEAVY GOOD VEHICLES



Road Safety was recognised as part of the government's review of the highway code, has introduced a 'Hierarchy of Road Users', the aim of which is to ensure road users who can do the greatest harm have the greatest responsibility to reduce the danger they may pose to others. It places pedestrians first, followed by cyclists, horse riders, motorcyclists, cars and taxis, vans and minibuses and large passenger vehicles or heavy goods vehicles. The objective of the hierarchy is not to give priority to pedestrians, cyclists and horse riders in every situation, but rather to ensure a more mutually respectful and considerate culture of safe and effective road use that benefits all users.

The government have also recently consulted on ways to control the problems associated with pavement parking, drawing on a review whereby a third of people with visual impairments and almost half of wheelchair users were reluctant to go out because of antisocial pavement parking.

The review also highlighted the problems faced by anyone with a baby buggy, or reliant on a mobility aid, such as a stick, walking frame, mobility scooter or wheelchair, who may be impeded or find the pavement impassable. The government's aim is to make pavements accessible for everyone, as inconsiderate pavement parking leads to dangers for all road users. The Liverpool City Region has supported the option which would allow local authorities with civil parking enforcement powers to enforce against 'unnecessary obstruction of the pavement'.

Before the end of 2022, local authorities should be able to enforce moving traffic offences, such as banned turns, box junctions and driving in formal cycle lanes. They will be expected to use these powers to improve connectivity, boost active travel, and increase air quality by reducing congestion, which in turn will make our roads safer and less congested for all road users.

VISION ZERO

Safe Vehicles

The Safer Vehicles pillar seeks to reduce road danger by focusing on vehicles which present the greatest risk on our roads⁹.

In recent decades, vehicle safety improvements have tended to reduce danger principally for those inside the vehicle. New technologies offer the opportunities to improve safety for those outside the vehicle too.

Research by UCL Centre for Transport Studies¹⁰ shows that across Great Britain around 1 in 3 road deaths, 1 in 5 seriously injured and 1 in 4 casualties of all severities involve someone driving for work. The study estimates that 39% of killed pedestrians were hit by a working driver.

The risk that working drivers face is also highlighted by the increase in the volume of Light Goods Vehicles in recent years. Whilst vans and lorries are the life blood of cities supplying, food and other goods for business, and without them our way of life wouldn't be possible, volumes of



Light Commercial Vehicle traffic (vehicle kms) increased by more than three-quarter (76%) between 2001 and 2019 across the LCR¹¹, with popularity for vans rising with the influx of new small businesses entering the market and the increased demand for online shopping deliveries.

⁹pacts.org.uk/wp-content/uploads/PACTS-What-kills-most-on-the-roads-Report-12.0.pdf

¹⁰ucl.ac.uk/civil-environmental-geomatic-engineering/news/2020/dec/injury-risk-significantly-higher-when-driving-work

There are ongoing schemes and initiatives across the LCR which seek to reinforce good practice within the prevalent users of our roads. There are established programmes of education for taxi driver input, and through Wirral Council's Mind Your Business scheme which works alongside businesses and their employees to manage road safety at work. This award-winning scheme features practical, theoretical and legal input and has been recognised at the National Transport Awards.



The Safe Vehicles pillar also focuses on technological innovation in respect of modern forms of urban, sustainable travel. The pandemic has brought a significant shift in the accessibility of goods and services with a much greater emphasis on home delivery. This has seen an increase in vehicles on the road within the business driving sector, who are looking towards automation and telematics to increase safety and identify vehicle activities. Telematics are also being introduced Merseyside Police as an emerging new technology.

Vehicle technology is also changing with the advent of the General Safety Regulations, which are likely to have significant impact on the safety features appearing on new vehicles in the next few years.¹² Most notable for the safety of those outside a vehicle are the introduction of Advanced Emergency Braking Systems and Intelligent Speed Assistance (ISA). There are opportunities from ISA to hugely increase compliance levels with speed limits in built-up areas which makes

setting the appropriate speed limit even more important to be able to gain the advantages this technology can offer.

The evaluation of the e-scooter trial within Liverpool will be invaluable in assessing the long-term viability of this specific type of vehicle in contribution to greener, cleaner and cheaper forms of movement through the LCR networks.



Within the LCR, there is a shared responsibility for vehicles used on the network. There will be ongoing educational programmes and communication campaigns to inform owners of the importance of vehicle maintenance, followed up with roadside checks and enforcement with partners Merseyside Police and DVSA.

Analysis can identify both vehicles of influence in KSIs and other problematic behaviours, for example, a prevalence of drink and or drug driving in certain sectors and shape enforcement and educational opportunities around this.

¹¹www.gov.uk/government/organisations/department-for-transport/series/road-traffic-statistics

¹²trl.co.uk/projects/eu-general-safety-regulation



VISION ZERO

Safe Behaviour

This pillar looks to tackle high risk behaviours, irrespective of mode, that can be attributable to road danger, starting with those that contribute to most collisions.

Dangerous behaviour can include of a variety of differing “high-harm” offences including mobile phone usage, drink and drug driving, speeding, careless driving and driving an uninsured vehicle.

The MRSP produce an annual calendar of campaigns and events designed to educate road users via social media or roadshows and reinforced with appropriate enforcement. The results of this enforcement are shared with the wider public to create an understanding of the nature and breadth of the behaviours tackled and the repercussions of taking part in such.

Safe Behaviour covers several groups of road user, for example, distraction via a mobile phone could include cyclists, motorcyclists, drivers and pedestrians.



The aspiration for us is to tackle these behaviours, particularly those which contribute to significant collision numbers.

Safe Behaviour challenges both conscious and unconscious actions which serve as significant contributory factors in KSIs, and which suppress potential use of active forms of travel such as intimidating driving.

It also recognises the impact of distracted pedestrians and other road users not paying attention to their surroundings.



We aim to influence road user behaviour through education, training, communications, engineering and enforcement.

There are existing programmes of work across the LCR local authorities which challenge and inform road user behaviour to create a safer road space for all users. Schemes include school based education programmes, Driving Safer for Longer (aimed at senior road users), Engage (young drivers) and Mind Your Business (driving for work).

Through challenging knowledge gaps and targeted initiatives, with projects developed and delivered across the Partnership, all residents in the LCR can benefit from the shared resources and initiatives.

We believe that well-designed networks for active travel promote a shared respect, ownership and place of safety on our networks. This creates a mutual understanding and appreciation of our roads and creates new social norms.



Enforcement is key in areas where risky behaviour is identified whether it be through targeted activity (scheduled drink/drug driving operations) or reactive intelligence led activities (areas identified as high speeds/ anti-social behaviour). The presence of enforcement activity acts as visible reassurance for residents and high-profile deterrence.

VISION ZERO

Post Crash Response

Looking into the circumstances and causation of each incident individually enables us to identify patterns.

Whether this is drivers becoming unsighted when approaching a specific junction or pedestrians being injured whilst crossing from behind stationary vehicles, we can use the evidence available to implement innovative measures, ultimately reducing casualties incurred. Road signage, road paint, road furniture and even the maintenance of surrounding foliage in the area are all examples of techniques that have been used to make our roads a safer place.

These are the types of causation factors which can be garnered from a thorough post collision investigation and used to prevent future repetition. Besides the criminal investigations into a collision, there are learning outcomes which can be developed in order to prevent reoccurrence of incidents and to allow for a multi-agency approach in respect of resolution and future interventions.

Education, enforcement or engineering opportunities could be extracted and identified from a thorough and robust investigation.

Reflective evaluation and audit into investigations can ascertain if there are



areas of best practice or where learning outcomes have been identified. This increased scrutiny of post collision response can include case reviews to evaluate performance in investigations alongside their subsequent criminal justice outcomes.

These foundations will ensure a robust and time sensitive response to best serve victims. Through working with organisations such as RoadPeace and Aftermath, the link between criminal investigation and victim support becomes seamless with justice, transparency and compassion at the forefront of working practice.



CONCLUSION

Photo By Sam Saunders

In general, road safety risk for LCR residents is slightly lower than national trends and considerable progress has been made to improve road safety through engineering measures as well as education, training and publicity initiatives to reduce the number and severity of crashes.

However, across the City Region in 2019, 25 people were killed on the roads and a further 474 were seriously injured. The analysis of road safety data provides a good understanding of the patterns and trends of road safety, collisions and casualties. That analysis is utilised to identify 'at risk' groups and locations and drives the activity within the partnership action plan. It also assists in directing enforcement activity and engineering improvements.

In delivering this Strategy, there will be a step change in our 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.

We will 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 the roads in the Liverpool City Region. We will adopt a safe systems approach where the local authorities

and agencies within the Partnership identifies and establishes planned initiatives in line with the five pillars of Vision Zero along with the objectives set out in the Local Journeys Strategy to promote the use of sustainable travel choices for these shorter trips.

We recognise that some of the data to measure our progress are an area for development and in line with this will produce annual statistical reviews to map the transparent progress of the LCR in the pursuit of its Vision Zero objective.

We will also produce an annual report of activity under the five pillars and collate plans from each LA with regard to their activity for safer speeds, safer roads, safer vehicle and safe behaviours.

The police will also produce a plan of their activity and prosecutions in addition to partnership funded activities across Merseyside.

