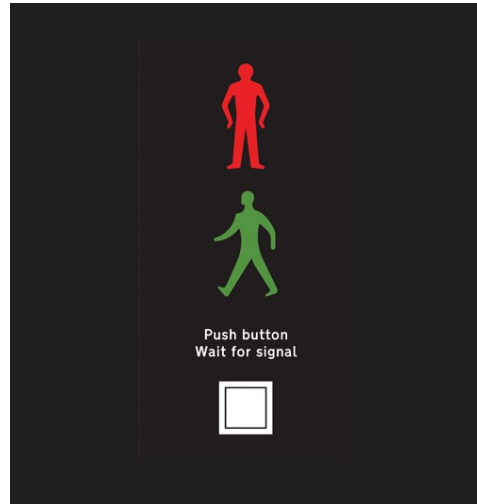


Overview and Scrutiny Task and Finish Group Report Road Safety

January 2024



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1. Introduction and background

- 1.1 On 10th July 2023, Overview and Scrutiny members attended a workshop to discuss how they could make a difference to the communities of Rossendale through task and finish group work.
- 1.2 Road safety was identified as one of the topics for consideration following feedback from residents to ward members. It was clear that some residents felt unsafe crossing the road in their neighbourhood for a variety of reasons, but mainly as a result of speeding traffic and poor lines of visibility. Additional safety concerns were also identified in the vicinity of schools.
- 1.3 In relation to speeding, it was noted that whilst campaigns were available, such as Operation Snap, to enable residents to report and submit evidence of traffic offenses, and deterrents were available such as Speed Indicator Devices (SPIDs), road safety was still a local concern for residents.
- 1.4 A task group was established to review road safety, and at the initial scoping meeting on 11th September 2023 members reviewed the initial background information and identified further information required for the review, as well as witnesses to invite to future meetings (see the resource references at section 10 for background information). The scope of the review was agreed at this meeting, however it was noted that this would remain a living document and be adapted as the review progressed.
- 1.5 Members agreed that the main purpose of the review was to help residents feel safer when walking and cycling in their local communities by raising awareness of current safety issues and identifying best practice and how this could be implemented in Rossendale.

2. Terms of reference

The terms of reference of the group were also agreed at the meeting on 11th September 2023 as follows:

1. For members of the group to gain a better understanding of current road safety issues.
2. To understand the opportunities and barriers to creating safer streets.
3. To make clear recommendations how Rosendale Borough Council (RBC) and its partners could better create safer and healthier streets.

3. Membership

Members of the Task and Finish Group

Councillor Samara Barnes (Chair)

Councillor Annie McMahon

Councillor Danielle Ashworth

Councillor Laura-Beth Thompson

Councillor Janet Whitehead

James Heaton – Co-opted Member for Overview and Scrutiny

Officer support was provided by David Smurthwaite, Executive Scrutiny Lead, and Carolyn Sharples Committee and Member Services Team.

Task Group meeting attendees

Rossendale Borough Council (RBC):

Councillor Samara Barnes (Chair)

Councillor Annie McMahon

Councillor Danielle Ashworth

Councillor Laura-Beth Thompson

Councillor Janet Whitehead

James Heaton – Co-opted Member for Overview and Scrutiny

David Smurthwaite, Director of Economic Development

Carolyn Sharples, Committee & Member Services Manager

Additional attendees at Task Group meetings with witnesses

Simon Harrison - Living Streets

Paul Bruffell - Sustrans

Andrew Pratt MBE - Lancashire Road Safety Partnership (LRSP)

Eddie Mills, Countywide Manager - Traffic & Road Safety Engineering

Martin Porter, Specialist Advisor (Intelligent and Sustainable Mobility)

Matthew Hargreaves, Traffic & Road Safety Team

4. Meetings

Meetings took place as follows:

Initial scoping meeting – 11th September 2023

Witness meeting with Living Streets and Sustrans – 30th November 2023

Witness meeting with LRSP – 20th December 2023

Witness meeting with LCC Highways Engineer – 11th January 2024

Final task group meeting – 11th January 2024

4.1 Initial scoping meeting

At the initial meeting members reviewed the current information available including the information available through the Living in Lancashire Survey, Lancashire Insight, Crashmap, Road Safety Foundation, Healthy Streets and Lancashire Road Safety

Partnership. Members identified the witnesses they wished to speak to for further information and noted their preliminary questions to each potential witness following the meeting. It was also agreed to contact Rossendale schools to find out more about their specific issues and these were also shared following the meeting for the group to review.

4.2 Witness meeting 30th November 2023 with Living Streets and Sustrans representatives

In advance of the meeting the task group considered advance information provided by Active Travel and Sustrans (included in the resource references at section 10).

Simon Harrison, Living Streets, updated the group on their work looking at making roads safer at peak times and championing better crossings as well as the pupil led walk to school WOW initiative. They were currently promoting WOW across Lancashire and there were a number of places to offer schools. The task group was encouraged to inform Living Streets of any schools suitable for consideration in Rossendale. Most of their work was with schools, but they also worked with businesses to promote Park and Stride. They could also undertake community street audits and produce a local authority report detailing recommendations and potential costs for consideration. From these discussions it was noted that the way to influence improvements was to work with local communities and use the voice of the local residents in any reports and recommendations made to the appropriate authority. Road design changes could also make a big impact and small changes could contribute to slowing down traffic, for example, with the introduction of narrowed exits onto main roads.

Paul Bruffell, Sustrans, informed that they did a lot of concept work around masterplans. For low traffic neighbourhoods and school streets it was essential to work with the highways authority through the masterplans. There was a need to know how to manage and move traffic to be able to release residential streets for active travel: to make walking and cycling better in terms of road crossings and closing some roads in order to slow traffic down. Lancashire County Council (LCC) and Sustrans were working together to develop a masterplan for the whole of Lancashire to look at interventions on the whole of the network to ensure that traffic could be accommodated. Low traffic neighbourhoods was about the volume of traffic, quieter roads would make it easier to cross the roads. The key to getting prevalent active travel was to look at the balance of cost, journey time and convenience. These changes would need buy in from businesses, communities and local Councils, particularly where changes around town centres were concerned.

Both organisations noted that for any suggested changes to be successful, they would need to reflect the voice of the community, and align with and support the objectives of the Lancashire masterplan.

4.3 Witness meeting with LRSP – 20th December 2023

Andrew Pratt, Chair of the LRSP updated the group on the work of the partnership, which had begun as part of the Department for Transport's National Safety Camera Programme. Whilst there were plenty of speed cameras and speed enforcement activities throughout Lancashire, speed cameras were not changing people's driving habits. In Lancashire there were still high numbers of people caught speeding and Rossendale had the highest number of speeding fines. Average speed cameras such as the ones on Grane Road, were a much better deterrent, but it was more important to change people's behaviour where road safety was concerned. There were lots of road safety activities being delivered by the LRSP partners and these included:

- RoadSense campaign (seatbelt safety awareness as well as safe cycling programmes in schools)
- Road safety education resources for schools
- Community Roadwatch
- Post collision response training for community groups to enable people to be a lifesaver (if first on the scene after a collision)
- Drug and drink driving campaign
- Speed enforcement activity including mobile speed vans

The Chair of the LRSP noted that the way forward was to change people's mind sets and behaviour, particularly car drivers. To change behaviour, good communication was vital for getting the right messages out. In addition, it was also important to get children involved in road safety initiatives, particularly in relation to issues around schools. Reporting other road safety issues, such as with poor lighting and road conditions, was also key for improving road safety.

4.4 Witness meeting with LCC Highways Engineers – 11th January 2024

Eddie Mills, Countywide Manager - Traffic & Road Safety Engineering, Matthew Hargreaves, Traffic & Road Safety Team, and Martin Porter, Specialist Advisor (Intelligent and Sustainable Mobility), discussed how current funding was prioritised and allocated; types of measures and interventions that would be considered; the best way to report issues, and other sources of funding that could also lead to road safety improvements.

They noted that there were lots of different methods that could be used to improve road safety such as speed cameras, road humps, chicanes, crossings, street lighting etc., but some of these measures could be very expensive. Some measures could change the nature of a road to make it feel a different environment, but any specific changes would be dependent on the location and context. Road safety traffic engineers would look at collision sites or where there had been reported incidents to identify the cause and look at possible appropriate measures to put in place, as priority

was given to these sites. Whilst there were lots of requests for road improvements, the current funding was only assessed against the reported collision and incident criteria, so it was important for these to be reported and logged.

They informed members about other different types of funding that could be tapped into to make road safety improvements. There were other sources of funding with added benefits for road safety, such as funding focussed on sustainable transport, active travel, bus schemes or public realm improvements. There was a need to feed into any development plans for such projects at an early stage to ensure road safety improvements could be incorporated. LCC were also working jointly with local authorities and consulting on Highways and Transport Masterplans, so it was important to be involved in these too. In areas where there had been lots of enquiries and complaints, these would be fed into the masterplan. They discussed the ways in which different types of issues could be reported, for example, incidents, speeding and road defects, and informed that any general day to day concerns regarding the highway should be reported directly to the Highways Team via the customer service centre or the Love Clean Streets App. For improvements to be effective, it was important for incidents and issues to be logged in the correct way, so the data being used was as accurate as possible.

4.5 Task group meeting – 11th January 2024

At the meeting group members discussed the background information and evidence collated throughout the review, including from the meetings with witnesses. From these discussions the following key points were raised:

- The feedback from schools had emphasised that there were lots of school road safety issues in Rossendale.
- Information available to schools about the different schemes and options was time consuming to digest and not available in one easy to read document.
- There was a need for communicating with schools and signposting to a menu of scheme options available. There was work involved for the schools, but there could be other added benefits, such as a reduction in air pollution.
- In relation to general road safety, public complaints added weight to getting issues resolved.
- There was a need to inform councillors and residents how to report issues and where to report them. Visual information which could be shared on social media would work best.
- Information was also needed on how to report dangerous driving and it would be good to collate other useful links and get them communicated.
- There needed to be a community initiative where we could work together to report issues in the correct way in order to achieve maximum impact.
- It was important for councillors to feed community road safety concerns into masterplans and local development plans in order to address any current issues

and tap into other sources of available funding where there could be added road safety benefits.

- There was also a need to emphasise the importance of consultations and for councillors to play an active role in encouraging residents to feed back any development ideas, particularly relating to how improvements could alleviate existing road safety issues.

From these discussions the task and finish group members clarified their findings and agreed the recommendations detailed at section 6.

5. Findings

5.1 District Council's had limited powers when it comes to road safety, however from the information considered and witnesses spoken to throughout the review, the task group identified areas in which the Council could assist in facilitating and making improvements.

5.2 Feedback initially collated by the task group indicated that schools in particular were experiencing lots of road safety issues at drop-off and pick-up times. Schools which had provided feedback had highlighted issues such as:

- Pavement parking which blocked children and parents from passing safely on the footpath, and parents with prams often has to walk out into oncoming traffic to pass inconsiderately parked cars.
- Parking on school crossing zig zags, which prevented crossing patrols from having a good line of visibility of the cars approaching the crossing.
- Complaints being made to the schools where parents had parked across driveways or blocked access to side roads.

Whilst various initiatives were available to schools, not all schools participated as some schemes were time and resource intensive, and finding the most appropriate scheme was not always easy for school staff as there was no guide to highlight the differences and how they could work in different locations. The task group felt that this was an area for development and a collated guide could save time for those assessing the different schemes and make it easier to identify the most appropriate scheme, or combinations of schemes, for the individual schools. It would also assist with identifying which schemes had little or no cost, such as funded schemes and pilots that were available to them. There were also other added benefits from these schemes, as they contributed towards climate change and reducing air pollution.

5.3 The task group identified that many Rossendale councillors were unaware how best to report various types of road safety concerns and whether it was best to report issues to the LRSP or directly to one of the other partners. This was also the case for residents. Complaints and enquiries for LCC matters in particular, were often received

by the Council, with residents being passed between organisations. It was felt that better information and communication would help residents get a better service, and it would also assist with getting road safety matters addressed more effectively as the data collected by each organisation would be more accurate. The task group recognised the importance of ensuring issues and incidents were reported as current funding was prioritised for reported incidents. The group recommend for communications to be developed using a suite of short videos, showing people how and where to report issues and also how to download any reporting Apps such as Love Clean Streets. These short video clips could be shared on social media and promoted by councillors with their ward residents for maximum effect and coverage across Rossendale. In addition to the above, during the task and finish process, the group members agreed that a Road Safety workshop offered by the Chair of the LRSP would be beneficial to councillors and a workshop session was planned for 21st February 2024.

- 5.4 From the conversations with the various witnesses it became evident that feeding issues and concerns into any consultations taking place on the emerging Highways and Transport Masterplans would be essential for ensuring current issues could be considered when planning any further changes. It was also important for councillors to promote any public consultations in relation to any masterplans and encourage residents to have their voices heard in advance of any planned developments.
- 5.5 Contributing to the development phase of any other local plans would also be beneficial. The task group acknowledged that other externally funded projects could be useful for their potential to create additional road safety improvements as part of the project. The task group noted that public realm improvement schemes in particular, could achieve road safety benefits. More joined up working should be encouraged when the Council was applying for funding to ensure new schemes and project development plans could incorporate any relevant road safety improvements. It was essential for councillors to feed into the planning phase of any public realm improvements, and to identify any relevant areas of concern from their ward residents in order to incorporate road safety improvements into the scheme.

6. Conclusion

The recommendations of the report work towards improving road safety in Rossendale by:

- Make it easier for schools to review the different school schemes available to them.
- Improving the information available to both councillors and residents on how to report concerns.
- Make it easier for residents to report concerns in the correct way.
- Assist partner organisations in improving the quality of their data collected in relation to road safety concerns and incidents.
- Encouraging wider participation in relevant consultations on Highways and Transport Masterplans or externally funded projects.

- Encouraging councillors to highlight ward residents' safety concerns at the development stage of any relevant Council projects.

7. Recommendations

Cabinet is asked to endorse the following recommendations made by the Road Safety Task and Finish Group and for any agreed actions to be progressed with the relevant teams and groups:

No.	Recommendation	Who by:	When:
1.	Collating useful information and creating a document to signpost to a menu of options for schools.	Councillors and Scrutiny Support Officer	September 2024
2.	For the Council to produce information videos and communications to share on social media to show councillors and residents how to best report road safety issues, including on the Love Clean Streets App and how to download the App.	Media Team	December 2024
3.	For councillors to feed road safety issues into the masterplans/project plans being developed and encourage members and residents to actively participate in the consultations to get their voices heard, by sharing and promoting details on any consultations.	Rossendale Councillors	December 2025

8. Note from the Chair

The Chair would like to thank all the people who have taken their time to assist the Road Safety Task and Finish Group in their work. This includes those who have participated in the task group meetings and also those who have provided their input, feedback, and additional evidence and responses to the various questions and queries throughout the process.

I am hopeful that the work coming out of the recommendations will be of assistance in improving information for councillors, residents and school head teachers. It will also help improve data quality which will assist with future road safety improvements.

9. Glossary of terms used

LCC	- Lancashire County Council
LRSP	- Lancashire Road Safety Partnership
RBC	- Rossendale Borough Council
SPIDs	- Speed Indicator Devices

10. Resource references

1. Active Travel [cycling and walking investment strategy](#) [Gear Change plan of 2020](#)
2. Action Vision Zero [About us – Action Vision Zero](#)
3. Crash map <https://www.crashmap.co.uk/>
4. Healthy Streets <https://www.healthystreets.com/> <https://content.tfl.gov.uk/healthy-streets-for-london.pdf>
5. Lancashire Insight - Community safety <https://www.lancashire.gov.uk/lancashire-insight/community-safety/road-collisions/>
6. LCC Community Toolkit <https://www.lancashire.gov.uk/media/909424/community-toolkit.pdf>
7. LCC Environment, Economic Growth and Transport Scrutiny Committee [Council - Agenda item - Lancashire Road Safety Partnership](#)
8. Living in Lancashire Survey [Living in Lancashire wave 48 report - community safety](#)
9. Living Streets [WOW - the walk to school challenge \(livingstreets.org.uk\)](#)
10. Operation Snap [PUBLIC DASHCAM SUBMISSION | Lancashire Investigate | Community Portal \(digital-policing.co.uk\)](#)
11. Road Safety Foundation Maps <http://rsfmaps.agilysis.co.uk/>
12. Sustrans [Liveable cities and towns for everyone - Sustrans.org.uk](#) [Sustrans School Streets - Sustrans.org.uk](#)