

Carmarthenshire Road Safety Strategy

1.0 Introduction and Background

- 1.1 Carmarthenshire's second road safety strategy (2016 -2020) builds on the progress and understanding provided by the first strategy (2006 to 2010).
- 1.2 The strategy aims to help save lives and prevent serious injury by reducing the number and severity of road collisions on the county road network.
- 1.3 The road safety casualty reduction targets for 2020, by comparison to the average for 2004-2008, are: -
 - 40% fewer people killed and seriously injured on Welsh roads
 - 25% fewer motorcyclists killed and seriously injured on Welsh roads
 - 40% fewer young people (aged 16-24) killed and seriously injured on Welsh roads.
- 1.4 The strategy will focus on the above targets to reduce death and serious injury on Carmarthenshire's county roads. The strategy will require a collaborative approach across a range of public safety agencies in Carmarthenshire. The County Council and its partners are committed to improving road safety for all users. The Road Safety Action Group (RSAG) brings together the partner agencies in Carmarthenshire and continues to deliver road safety engineering measures, education initiatives and enforcement action to reduce the risk to road users.
- 1.5 The partner agencies on the RSAG will promote and encourage good driver behaviour through educating road users and the re-engineering of the road scape and will penalise errant driving behaviour.
- 1.6 The road safety strategy aims to address key challenges over its life, namely: -
 - Continue to reduce the number of road deaths and serious injuries,
 - Rural road safety,
 - Working to protect young persons and motorcyclists (road user groups at highest risk of sustaining injury),
 - Reduce inappropriate and illegal road user behaviour including speeding, drink and drug driving, and careless and dangerous driving
 - Protect pedestrians and cyclists,
 - Improve our knowledge and understanding of casualty data to solve road safety problems,
 - To implement the road safety strategy within existing resources
- 1.7 We will continue to invest in road safety through funding of road safety education, evaluation and engineering and continued support for enforcement action by the Police.

- 1.8 We will continue to engage in collaboration and partnership working to deliver road safety education initiatives and identify sites for enforcement and engineering intervention.

2.0 Achievements against the previous road safety targets

- 2.1 A downward trend in death and serious injury was maintained over the life of the previous road safety strategy.
- 2.2 There was an average road safety improvement in Carmarthenshire of 51% less Killed and Serious Injuries a year (during the 10 year period from 2000 to 2009).
- 2.3 The killed and serious injury figures for Carmarthenshire indicated that a considerable improvement in road safety had been achieved, in spite of the fact that traffic volumes had grown.

3.0 Context

- 3.1 Greater numbers of people are walking, cycling and motorcycling in Carmarthenshire, and the trends in those modes of travels are likely to increase. This could lead to an increased number of vulnerable road users using the county roads across Carmarthenshire. Vulnerable roads users usually fare less well in collisions. In addition, restraints on public expenditure, reform of public transport, changes in population demographics, and the implementation of the Wales Active Travel measure will pose challenges for road safety practitioners and decision makers in Carmarthenshire.
- 3.2 Road safety in Carmarthenshire will therefore need to take account of future needs arising from the changes through factors such as demographic changes and shifts in travel choices.
- 3.3 Road safety information: we will develop our understanding of road safety problems and trends in Carmarthenshire, with the aim of ensuring that the partners who contribute to address road safety problems have access to the best information possible.
- 3.4 We aim to enhance the skills of those who analyse the data in order to improve the quality of analysis to help target road safety interventions more effectively and develop our understanding of road safety problems and trends. The road safety partners will adopt a data sharing approach.
- 3.5 Establishing a sound evidence base is a crucial element in identifying key road safety issues and problems and deciding how to tackle them. The key areas in need of attention include rurality, purpose and destination of journey and demographic profiles.

- 3.6 Road safety partners will meet regularly to jointly consider characteristics and causes of fatal and serious collisions and explore ways to mitigate risks identified. Understanding the causation factors, casualty types and numbers, will enable the redeployment of educational, engineering and enforcement resources to address changes in casualty trends.
- 3.7 Working with the resources available we will continue with road safety initiatives that have worked, identify good practice and work with our partners to better understand the road safety issues in Carmarthenshire and pilot new road safety ideas.

4.0 Safer Roads

- 4.1 Improving the existing road network through the provision of new road safety engineering measures reduces collisions, deaths and serious injuries on the county road network.
- 4.2 There are many long established engineering measures that have improved road safety on the Carmarthenshire county road network and these will continue to be used in the future. We will continue to implement reduced speed limits, new traffic calming, active signage, pavements, controlled crossings, and safety barriers at identified sites with a speeding / accident history.
- 4.3 Road maintenance plays a significant contribution to road safety in Carmarthenshire. The road maintenance operation ranges from regular safety inspections to identify hazards, to resurfacing, and improving skid resistance. Repainting road markings, sign cleaning, grass cutting and gully emptying all contribute to reducing hazards on the highway. It is therefore important that these activities are carried out to best practice standards and frequencies.
- 4.4 We will continue to develop and deliver the Carmarthenshire rural route treatment strategy. This approach to road safety involves improvement through the treatment of an entire route rather than individual sites. This includes the following interventions: - signing of junctions and bends, vehicle activated signs, edge and surface treatments to remove hazards, and reduced speed limits. Good road signs and markings along the whole route will assist drivers in avoiding making a mistake that could lead to a collision, in effect helping the driver to drive as safely as possible.
- 4.5 The rural route action programmes has proven to be a highly effective road safety intervention on the Carmarthenshire county road system.
- 4.6 We will continue to invest in new walking and cycling infrastructure as viable and safer travel modes and to improve health as funding is provided by the Wales Government. The Wales Active Travel Bill requires highway authorities to continuously improve facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Bill also

require new road schemes to consider the needs of pedestrians and cyclists at design stage.

- 4.7 Cyclists, especially the younger and older cyclists, are vulnerable alongside moving traffic. We will continue to expand the network of safe cycling routes that segregate cyclists from moving traffic, as resources become available.
- 4.8 We will conduct road safety audits for all new road schemes with the participation of the Police.
- 4.9 We will continue to work with the Roads Policing Unit in identifying speed and accident prone sections of the county highway network.
- 4.10 Parking - our Civil Enforcement Officers will enforce the regulated sections of highway to help improve road safety.

5.0 Safer Road Users

- 5.1 The road user has a responsibility for their driving / riding / cycling / walking competencies, attitudes and behaviour. These are improved through appropriate enhanced road safety education and training.
- 5.2 Children and young people who receive road safety education make safer road users in later life. We are working to train other high risk road user groups, particularly motorcyclists and older drivers, to ensure that they are appropriately prepared to be safer road users.
- 5.3 The road safety partners on the RSAG deliver a comprehensive programme of road safety education in the pre-, primary and comprehensive school and college years for children and young people. The programme extends to structured rider training for new and advanced riders and driver training for older drivers.
- 5.4 **Young people:** We will develop and implement an updated programme of training initiatives to influence young people's attitudes and behaviours.
- 5.5 We will continue to provide cycle proficiency and roadside safety programmes for primary schools.
- 5.6 We will continue to target young, inexperienced, drivers to increase their awareness and understanding about their vulnerability and dangers they face when driving dangerously though education, training and enforcement. We will provide enhanced education for young people through the further education colleges. We will organise pre-driver road safety events for those aiming to take their driving test.
- 5.7 **Older drivers:** The safety of older people has an increasing importance as there are particularly safety concerns about older drivers. We will work with the wider

voluntary and community sector to better understand the causes of collisions involving older people and develop the existing training strategies to tackle these.

- 5.8 **Motorcyclists:** We will work with partners to improve training and awareness techniques for motorcycle riders. We will continue to find innovative ways to target motorcyclists with appropriate messages about safe riding to increase their awareness and understanding about their vulnerability and dangers they face.
- 5.9 **Horse Riders:** We will work with partners and stakeholders in the horse-riding sector to help improve safety on the highway.

6.0 Road Safety Promotion

- 6.1 Road safety promotions focusing on the main behaviours and risks that lead to deaths and serious injuries will be delivered via social media and press articles. We will continue to ensure that road users receive appropriate road safety messages.
- 6.2 **Drink and drug driving:** Dyfed Powys Police have a long established procedure to deal with drink driving and will continue to target this offence through intelligence led enforcement strategies.
- 6.3 **Seatbelts and Child Restraint Wearing:** Increasing seatbelt wearing reduces fatalities and the severity of injuries. An unrestrained child in a passenger car vehicle is at danger of death or serious injury in the event of a collision. Front and rear seat belt wearing on the school run journey is therefore particularly important. We will continue our educational activity to focus on parents of primary school children, to stress the vital importance of securing children in an appropriate restraint on every car journey. We will educate parents and guardians on the correct selection and installation of child restraint seats. We will continue to assist the Fire and Rescue Service and Police with specialist enforcement operations to target non-wearing of seat belts.
- 6.4 **Careless driving:** Driver remedial education and training programmes will continue to be delivered by the Police to discourage re-offending for errant driving and to improve the drivers understanding about the risks associated with careless driving.
- 6.5 **Driving for work:** People who drive for work are at risk of being killed or seriously injured in 'at work' road collisions. We will continue to implement the Council's Driving at Work policies.

7.0 Speed Management Strategy

- 7.1 Excessive speed remains an area of concern. Speed, whether it is at a dangerous level or at a level inappropriate with the prevailing road characteristics or driving conditions, causes road collisions and is a factor in death and injury on the county road network.

- 7.2 A review of speed limits on all rural A and B class roads has been undertaken. Reducing the speed limit on primary rural roads contributes to the reduction in the number of casualties. The review of these speed limits has followed the Welsh Government guidance on setting local speed limits.
- 7.3 We will continue to implement the speed limit schemes identified through the review of speed limits on the upper tier (A and B class) rural county roads and liaise with the trunk road authority to ensure a coordinated approach is taken to change limits where the upper tier county roads join with the trunk road network.
- 7.4 Enforcement of current speed limits is crucial. Enforcement resources are targeted to reduce the likelihood of injury where it is found that speeds exceed the posted speed limit.
- 7.5 Motorcyclists are more likely to be killed or seriously injured on a rural road due to riding at high- speed. The Police will continue to conduct special operations targeting speeding by motorcyclists.
- 7.6 Enforceable 20mph speed limits will continue to be introduced in urban areas with priority given to school sites and other pedestrian generator sites where there is a significant presence of vulnerable road users. Enforceable 20mph speed limits will be delivered with traffic calming engineering measures (round bumps, tables, and cushions) to make the limit self-enforcing.
- 7.7 We will continue to evaluate the effectiveness of speed enforcement campaigns to increase compliance with speed limits on urban roads.
- 7.8 We will continue to assist the all-Wales GoSafe safety camera scheme through the maintenance and upkeep of safety camera sites on the county road network.
- 7.9 We will assist Dyfed Powys Police to promote their speed watch initiative to enable community support for the enforcement of speeding.

8.0 Conclusion

The commitment of the road safety partners is essential to the success of the road safety strategy. The national casualty reduction targets to achieve significant reductions in the number of deaths and serious injuries on our roads by 2020 are challenging. The strategy comprises a range of measures which focus on road users and road improvements with the general principle of promoting and encouraging safe driver / rider behaviour and penalising errant road user behaviour.

9.0 Recommendation

The Scrutiny Committee is asked comment on and endorse the action measures outlined in the strategy which will make an overall positive contribution to road safety.