



Northamptonshire
Strategic Road Safety Plan
2021 - 2023

**Working together to reduce the number of people killed
or seriously injured on Northamptonshire's roads**

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Foreword

Road fatalities and casualties devastate families and communities. Each collision and injury is traumatic for everyone involved.

Through partnership working, we are committed to improving road safety in Northamptonshire. It is important to recognise that we each have a shared responsibility as front-line professionals, designers and builders, law enforcement agencies and users of the road to prevent crashes and to minimise the chances of fatal or serious injuries where crashes do occur.

This Strategy sets out the priorities and key actions of the NSRA for the next two years to improve road safety in the County and explains how the work of the NSRA will help road users stay safe and reduce the number of people killed or seriously injured on the County's roads.

We are confident that the work of the NSRA will bring major benefits in terms of reducing the pain and suffering inflicted on our society by avoidable deaths and serious injuries on our roads.

Northamptonshire **NSRA** Safer Roads Alliance





Introduction

The Northamptonshire Safer Roads Alliance (NSRA) brings together the Northamptonshire Police, Northamptonshire Fire and Rescue Service (NFRS), Northamptonshire Office of Police, Fire and Crime Commissioner (OPFCC) and Northamptonshire Highways representing West Northamptonshire Council & North Northamptonshire Council with the shared aim:

“To provide safer roads, public footpaths and cycleways within the county, whereby the safety and security of all roads users is enhanced.”

The Alliance focuses on building a partnership approach to develop a strategy to deliver across the five ‘E’s of :

Engagement, Education, Engineering, Enforcement and Evaluation.

This strategy sets out the commitment of the NSRA to do everything possible to improve road safety in Northamptonshire and has been developed in line with National Police Chief Council’s Strategy “Policing our Roads Together 2018 – 2021” (<https://bit.ly/2Q5BUG5>).

The strategy adopts the five pillars approach:

PILLAR 1

PILLAR 2

PILLAR 3

PILLAR 4

PILLAR 5



In designing the strategy around these strands, we have identified our priorities and key actions. The strategy is supported by a clear action plan to deliver the key actions which will be continuously and regularly progressed and monitored by the NSRA. All partners will own and take responsibility for the effectiveness of the action plan outcomes and take steps to measure the difference made in improving road safety in Northamptonshire.

The NSRA acknowledges that its role is strategic rather than operational and partner agencies will develop and embed their own localised operational policies, using this strategy as a framework.

Vision



To provide safer roads, public footpaths and cycleways within the county, to enhance the safety and security of all road users



To reduce the number of road deaths and serious injuries on Northamptonshire’s roads

Governance, structure and accountability

The NSRA has a responsibility to work collaboratively across the partnership agencies to improve road safety in Northamptonshire. The Alliance will meet bi-monthly in order to develop and set strategy and review progress against the Strategic Action Plan.

On behalf of the public, the Office for the Police, Fire and Crime Commissioner will oversee the work of the NSRA and will be provided with bi-annual reports on the progress of the Alliance measured against this strategy and action plan.

National context

In December 2015, the government committed the Department for Transport to adopting a safe systems approach to road safety. Safe systems is an approach to road safety management, based on the principle that our life and health should not be compromised by our need to travel. No level of death or serious injury is acceptable in our road transport network.

It places the welfare of the human being at its centre, taking human fallibility and vulnerability into account, and accepting that even the most conscientious person will make a mistake at some point. The goal of safe systems is to ensure that these mistakes do not lead to a crash; or, if a crash does occur, that it is sufficiently controlled to not cause a death or a life-changing injury.

Responsibility for the system is shared by everyone. Policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies and the media are accountable for the system's safety; while every road user, whether they drive, cycle or walk, is responsible for complying with the system's rules.

A safe systems approach also aligns road safety management with broader ethical, social, economic and environmental goals. By creating partnerships where government or transport agencies work closely with other groups, safe systems tackles other problems associated with road traffic, such as congestion, noise, air pollution and lack of physical exercise.

Safe systems is considered to be international best practice in road safety by the World Health Organisation and the Organisation of Economic Cooperation and Development. Both organisations recommend that all countries, regardless of their level of road safety performance, follow a safe systems approach.

The Government's 2019 Road safety Statement 'A Lifetime of Road Safety' reinforces and supports the Safe System Approach and prioritises Young Road Users, Rural Road Users, Motorcyclists and Older Vulnerable Road Users. All are disproportionately represented in national road casualty figures. All interventions should be based on evidence, research, collaboration and consultation.

Safe systems has been incorporated in the NPCC National Roads Strategy, forms part of Northamptonshire Transportation Plan and is aligned to this strategy.



Local Context

West Northamptonshire Council & North Northamptonshire Council – road safety responsibilities

By virtue of section 39 Road Traffic Act 1988 The Councils, have a duty to carry out studies into collisions occurring on the county road network and to take action both in terms of Education, Training & Publicity (ETP), engineering and other measures to prevent collisions.

This duty is based upon the notion that local highways authorities are responsible for the construction, improvement, maintenance and repair of the road network and must take steps to prevent collisions.

Highway services are delivered by Northamptonshire Highways a partnership between West Northamptonshire Council, North Northamptonshire Council and KierWSP.

Northamptonshire Police

Roads Policing across Northamptonshire is undertaken by the Central Operations department. Supported by local area teams.

The Strategic Roads Policing Plan for Northamptonshire Police reflects the following:

Objectives: The adoption of a safe system approach as its ultimate goal is to prevent any road user being subject to a fatal or serious injury event.

- In partnership with the Safer Roads Team to deliver Fatal 4 focused joint operational activity
- Working with statutory and voluntary partnerships to deliver education and engagement interventions linked to the Fatal 4.
- Provide high profile visible enforcement across the County, focusing on collision affected routes and those of community concern.

We will work together to adopt flexibly the pooling of resources to deliver the most efficient and effective outcomes through intelligence led approaches.

- In delivery of the National Roads Policing calendar
- Provide operational support to National Road Safety campaigns through local policing and partnership involvement
- Supporting Road Safety priorities and objectives

Northamptonshire Fire and Rescue Service

Northamptonshire Fire and Rescue are committed to working in partnership to improve road safety. This fits with the Police and Crime Commissioners Fire and Rescue Plan which aims to Prevent fires and other emergencies to keep people safe and with the Service strategic objectives of Keeping People Safe and Well and Making Best Use of Resources.

This work is underpinned by the Fire and Rescue National Framework for England which requires NFRS to:

- Provide an effective response to road traffic collision incidents and to protect people from harm.
- Assess fire and rescue related risks and develop plans to mitigate them with effective collaboration and partnership working.

We will deliver our commitment to improving road safety by:

Working as a single agency to:

- Maintain our Standards of Response (SOR) to incidents through managing our appliance availability, equipment and training
- Train our staff and volunteers to deliver road safety education based on a behaviour change approach
- Integrate road safety education into our fire station plans and our youth and schools engagement programmes
- Link to the National Fire Chief Council's Road Safety Working Group to ensure we are up to date with best practise the development of sector resources
- Promote national and local road safety campaigns via our own channels and website

Working with NSRA partners to:

- Analyse local and national data to identify target groups and Red Routes
- Develop approved educational resources and branding for use by all partners
- Deliver joint education and engagement initiatives, maximising resources
- Develop joint communications and campaign strategies
- Consult with target groups to improve interventions
- Evaluate interventions and activities

Progress to date

Twenty years of progress in Northamptonshire

There have been significant improvements in road safety in Northamptonshire over the past 20 years with the numbers of people killed and seriously injured (KSI) at the lowest levels since records were first introduced in 1960. This has been achieved against a backdrop of increased vehicle usage, and the ownership of registered vehicles rising nationally by almost 10 million. However, we are ever mindful that one death or serious injury on our roads is one too many and we must not forget that behind each statistic is a grieving family or someone coming to terms with a life-changing episode.

The greatest progress in casualty reduction has been achieved over the longer term by comparing 2020 with the baseline years of 1994-98 when the last round of Government set targets for reducing road casualties were introduced. This provides a relevant benchmark for progress since that period and the average number of people killed or seriously injured during the baseline years was 773 per year compared to 278 in 2020, a reduction of 64%.

During the same period all categories of vulnerable road user KSI groups have fallen significantly and, in particular, young drivers by 67%, children by 80%, car passengers by 78% and pedestrians by 64%.

More recently in 2020 the 278 KSI casualties recorded represented a 20% decrease when compared with 2019 (347). Overall, 2020 represents the lowest ever year on record for all types of casualty (1096). Furthermore, the number of young driver KSI casualties at 30 is the lowest on record.

Significant casualty reductions were achieved during the early years of our partnership strategy from 1999 with vehicle technology and legislation providing considerable influence together with our own effective interventions directed towards collision cluster sites, speeding motorists, and anti-social driving habits. Worrying elements of these still prevail but it was always anticipated that a plateauing effect in casualty numbers would occur as they reached unprecedented low levels and we experience ever diminishing returns on road safety investment. However, there are strong indicators and growing concerns amongst stakeholders that the downward casualty trend of recent years across the UK is starting to move into reverse. Therein lays the challenge in how to make a significant and sustained impression upon greatly reduced, but relatively static, casualty numbers.

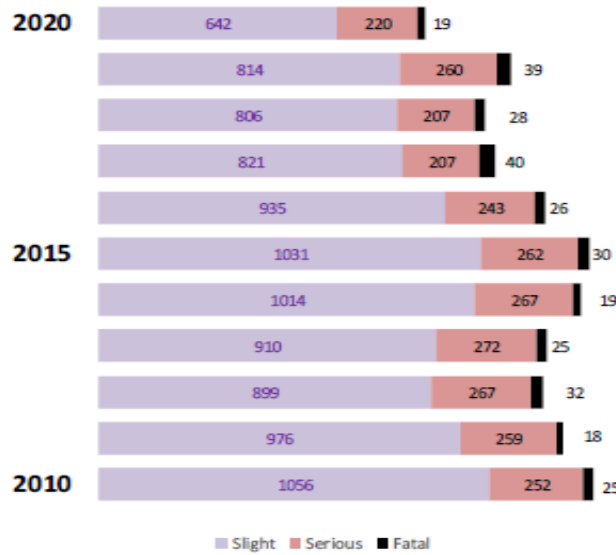
Reported / Recorded Road Casualties in Northamptonshire to end 2020

Casualties 2020

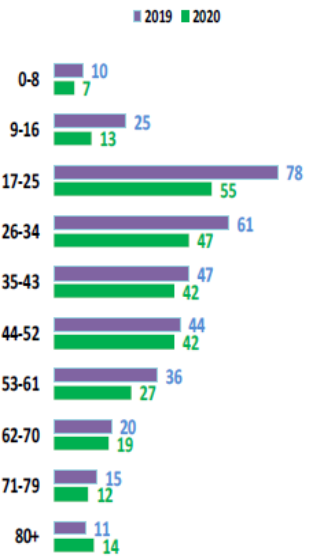
% Change Compared to 2019

21	↓	-50.0%
Fatalities		
257	↓	-15.7%
Serious Injuries		
818	↓	-29.0%
Slight Injuries		
4746	↓	-21.3%
Million veh miles (2020)		
(est. as per DfT national reduction)		Since '19

Injury Collisions



KSI Casualties by Age Group



Casualties by Borough and District

(2020 Compared with 2019)

Corby

24 KSI	↓	-11.1%
84 All	↓	-14.3%

Daventry

46 KSI	↓	-16.4%
156 All	↓	-11.4%

East Northants

31 KSI	↓	-3.1%
118 All	↓	-19.2%

Kettering

34 KSI	↓	-5.6%
132 All	↓	-21.4%

Northampton

67 KSI	↓	-17.3%
328 All	↓	-27.4%

South Northants

34 KSI	↓	-57.5%
138 All	↓	-51.7%

Wellingborough

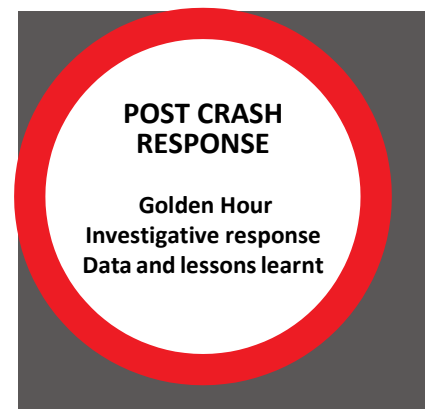
42 KSI	↑	16.7%
140 All	↓	-19.5%



Key Strategies

We will adopt and work to the following key strategies:

- Smarter data analysis of road traffic collisions and those involved is an essential part of our Strategy to reduce road traffic casualties
- Working in partnership and playing to the strengths of the different agencies involved by co-ordinating the use of complementary skills
- Behaviour change will be a key element to our success and increasingly programmes will be based on psychological behavioural change
- Communication and social marketing are very powerful tools and we aim to make better use of these
- Highway maintenance and road design schemes will be reviewed for opportunities to improve road safety without any significant additional cost
- Speed management, particularly on urban roads where there are high numbers of vulnerable road users will be an on-going part of our work
- Reduce anti-social, inconsiderate and unlawful road use
- Raise awareness of key road safety issues with targeted campaigns
- Educate, empower and support communities to effectively combat road related issues
- Work in partnership regionally and nationally to share learning and to ensure practice is in line with current research, including taking opportunities to share good practice
- Engage and work with other stakeholders and 3rd sector organisations to improve road safety in Northamptonshire
- Regularly monitor and evaluate road safety campaigns and initiatives to determine their effectiveness



Approach

In line with the safe systems approach and the NPCC National Strategy, the approach of the NSRA will be based on the five pillars which will inform the key actions contained within the NSRA Action Plan.

Safe roads

We will be clearer in identifying high harm routes and will use ANPR to detect and disrupt criminals who use the road. We will continue to embrace the use of technology.

Safe speeds

We will adopt the principles of intelligence enforcement and engage with the public to improve awareness and shared expectation of the dangers of excessive speed. We will enforce safe speeds especially those high harms routes and hot spot locations.

Safe vehicles

We will work with partners and road users to ensure that vehicles used on the County roads are safe and road worthy and used in a manner that does not adversely affect or add risk to other road users.

Post-crash response

We will ensure that collisions are responded to, reported on and investigated effectively with a view to delivering this strategy. Our Family Liaison Officers will continue to support families and work alongside victims of road crashes.'



Monitoring and evaluations

The implementation of this strategy will be overseen by the NSRA. The strategy will be reviewed annually by the NSRA, or more frequently if required, to measure the impact on road safety in Northamptonshire.

