

# Speed Management Strategy

## Introduction

Every year between 500 – 1000 people are killed or injured in Warwickshire as a direct result of being in a crash where speed was the major contributory factor.

Speeding is a familiar problem throughout Warwickshire, as it is nationally, and there is no doubt that driving a vehicle at an inappropriate speed increases the likelihood of having a crash, and that the higher the speed the more severe the crash will be.

The County Council has for many years had in place a number of effective policies that are aimed directly or indirectly at speeding issues. However, about two years ago the County Council, in accordance with the Warwickshire Local Transport Plan, decided to carry out a detailed review of these policies.

## The Speed Management Strategy

The Speed Management Strategy is aimed at combating excessive and inappropriate speed. The benefits of managing speed to better suit the local environment include:

- A reduction in the number of road casualties
- A reduction in demands on the emergency services
- Improvements to the quality of life in local communities
- Encouragement of more environmentally friendly methods of travel
- Improvements in the environment for walking, cycling, and horse riding

The Strategy consists of a number of Objectives and Policies, covering three the three E's of road safety,- Education, Engineering and Enforcement.

Education plays a major role in the Strategy by increasing the awareness to road users to the problems caused by inappropriate speed. The Road Safety Unit operates schemes such as Speed Awareness Workshops, and working with local businesses. It also undertakes various local campaigns and initiatives and works positively with young drivers, who are most at risk.

The Safety Engineering Team of the Unit, which has casualty reduction as a priority, works to ensure that our highways are developed so that their layout encourages responsible driving, and thereby helps to reduce the number of crashes in which speed is a factor. The Team uses accident data provided by Warwickshire Police, in order to identify, and tackle, problems associated with inappropriate speed.

The Strategy puts in place Policies for the setting of local speed limits. These include the carrying out of a Speed Limit Review, which will follow Department for Transport guidelines.

Following on from the ongoing Village Speed limit Review the County Council intend to undertake an Urban Speed Limit Review. In certain environmentally sensitive areas the introduction of 20mph speed limit zones may be considered.

The key to setting speed limits is that all speed limits, whether current or revised, need to be realistic and comprehensible to road users.

Finally, Enforcement will continue to be an important tool in reducing excessive speed. Warwickshire Police have supported the development of the Strategy, and are committed to using data-led intelligence to target specific speeding issues, and also addressing community concerns on speeding.

Speed Cameras will continue to play a vital role in saving lives on Warwickshire's roads.

The Portfolio Holder for Transport Councillor Martin Heatley supports this strategy. "The new Speed Management Strategy will help to address some of the most common complaints from the people of Warwickshire. Speeding traffic causes problems for so many, and should no longer be tolerated as being socially acceptable.

We and our families deserve to live in safe environments. Reducing the effects of traffic speeds and road casualties on our roads are some of the hardest tasks we have to deal with. This Strategy can only help with the continual reduction in road casualties that our Road Safety Unit and others are achieving in Warwickshire."

# Speed Management Strategy

## A Speed Management Strategy for Warwickshire

### 1. Introduction

The Warwickshire Final Local Transport Plan 2006 states in Policy RS 19 'The County Council will combat excessive speed with an integrated programme of education, engineering and enforcement.' This document sets out a Speed Management Strategy in accordance with this policy.

The strategy is a coordinated approach to the issue of speed which states objectives and develops proposals to address the management of speed in ways that result in roads that are safer for all, and takes into account the needs of local communities.

### 2. Speed Management

- 2.1 Successful management of speed will be achieved only by the County Council, Warwickshire Police, Borough and District Councils, Parish Councils and other community organisations working together.

The benefits of managing speed to better suit the local environment are:-

- (i) A reduction in the number of casualties on the road.
- (ii) A reduction in demands on the emergency services.
- (iii) Improvements to the quality of life in local communities.
- (iv) Encouragement of more environmentally friendly methods of travel.
- (v) Improvements in the environment for walking, cycling and horse riding.

To do this, we need to utilise a combination of the three 'E' s.

Education – to influence for the better the ways in which people drive, walk and cycle

Engineering – to design and improve roads in a way that encourages safer and more responsible driving.

Enforcement – to work with the Police to carry out targeted enforcement where there are significant road casualties or where unacceptable speeding is a problem

- 2.2 The overall objective is to attempt to alter the culture of the many drivers who consider that they alone can judge what speed is appropriate, into one in which a more responsible attitude prevails.

### **3. Why is Speed a Problem?**

- 3.1 Speeding and accidents are closely related. When a hazardous situation arises the greater the speed, the greater the risk that an accident will occur. And the greater the speed of those involved in an accident the more serious the consequences will be.
- 3.2 The Government's Road Safety Strategy, published in 2000, reported research that showed that speed was a major contributory factor in around one third of all traffic accidents. Even allowing for the recent benefits of safety cameras, it is likely that excess speed still plays a part in the injuries of between 500 and 1000 people in Warwickshire each year.
- 3.3 Drivers travelling too fast do not just put themselves at greater risk They also endanger more vulnerable road users and adversely affect the environment of the communities through which they pass.
- 3.4 The great challenge is to change the culture of drivers. Many drivers view their speed as a matter for their personal decision based on their own values. We need to change this so that they give due consideration to the impact it has on the communities through which they pass.

### **4. The Role of the Driver**

- 4.1 Influencing the attitude of drivers is therefore a key element of any strategy. Research at the University of Manchester categorised those drivers who are most likely to be involved in speed related accidents into three groups:-
  - (i) Error makers: those who do not look.
  - (ii) Lapsers: those who do not think.
  - (iii) Violators: those who do not care.
- 4.2 It is these three groups of drivers who most need to alter their approaches to driving by taking a more responsible attitude to other road users. This requires a culture change, so that the community finds driving too fast as socially unacceptable as drink driving.
- 4.3 However, it is not just these drivers who are the problem. We all drive too fast at times. There is a collective feeling that it is acceptable because everyone else does it and the chances of being detected and prosecuted, except at camera sites, is very small. Once again, it is necessary to change the culture, as this attitude can be passed on to our children when they start driving.
- 4.4 The majority of drivers do not speed significantly through their own communities, since they have an affinity with the people who live and work there. Many however, do so through other communities.

## **5. The Strategy Objectives and Their Implementation**

- 5.1 The Strategy is formed of a set of objectives, each aimed at a particular problem associated with speed that is encountered in Warwickshire. This is followed with a statement setting down the Council's policy with respect to the objective.
- 5.2 The Strategy acknowledges and builds on many of the existing initiatives with regard to vehicle speeds and safety in the county. It then aims to add to and improve on these existing initiatives.
- 5.3 The Strategy is set out in a way that new developments, guidance and technologies can be accommodated and taken account of in the future.
- 5.4 In order that each policy can be followed, the Strategy identifies a number of actions that would need to be approved and funded for implementation in future years.
- 5.5 The timescale for delivering the strategy will depend on the funding available.

## **6. The Objectives and Policies**

The objectives and Policies that are set out below are based on the Policies in the Warwickshire Final Local Transport Plan 2006. The relevant policy in the Local Transport Plan is quoted wherever it is relevant.

### **Objective SMS 1 - Education**

To increase the awareness of drivers to the problems caused by inappropriate speed, and foster a more responsible attitude to driving at an appropriate speed for the road conditions.

### **Policy SMS 1**

The County Council, with the support of Warwickshire Police, will continue to support national speed campaigns by local initiatives, with local campaigns and events aimed at raising the profile of the use of appropriate speed.

### **Objective SMS 2 - Education**

To work with young drivers to improve their understanding of speed issues. (LTP Policy RS13 'The County Council aim to foster correct attitudes to becoming a driver and the responsibilities of drivers, and other road users.')

### **Policy SMS 2**

The County Council will continue work with its partners to promote programmes to make young drivers, and those approaching driving age, more aware of the problems caused by inappropriate speed, and to foster a more responsible driving attitude.

### **Objective SMS 3 - Education**

To assist communities with perceived speeding problems to take ownership of local issues.

### **Policy SMS 3**

The County Council will work with Warwickshire Police, other local councils, and other bodies to give support to local communities that wish to promote safer driving and reduced speeds in their areas by, for example, using portable vehicle actuated signs through the SpeedAware initiative.

### **Objective SMS 4 - Education**

To encourage drivers detected speeding to undergo training as an alternative to prosecution.

### **Policy SMS 4**

The County Council will continue to work with the police to provide Speed Awareness workshops for drivers detected speeding as an alternative to prosecution.

### **Objective SMS 5 - Education**

To encourage local businesses and employers to implement an Occupational Road Risk Policy, which will include speed issues.

### **Policy SMS 5**

The County Council will offer training:-

- To help local employers to fulfil their health and safety obligations by managing occupational road risk.
- To help occupational drivers to adopt safer driving practices.

### **Objective SMS 6 Engineering**

To ensure that new and improved roads within the County are constructed so that their layout encourages responsible driving and more appropriate speeds.

### **Policy SMS 6**

The County Council will continue to require that new and improved roads are designed and built to appropriate standards. (LTP Policy RS 17) In addition, they will require that the layout of these roads will encourage safer driving generally, and will generally discourage inappropriate speeds in environmentally sensitive areas.

### **Objective SMS 7 - Engineering**

To gather data on road accidents to assist in the reduction in the number of speed related road casualties. (LTP Policy RS 2)

### **Policy SMS 7**

The County Council will continue to work with Warwickshire Police to provide and analyse all available road accident data for those working towards reducing road casualties within the county, and where appropriate, to identify problems associated with inappropriate speed.

### **Objective SMS 8 - Engineering**

To reduce casualties at those sites where significant numbers of accidents have occurred where speed was a factor.

### **Policy SMS 8**

As part of its commitment to reaching the Government's stretching targets for Casualty Reduction ( LTP Policy RS 1), the County Council will continue to fund a Casualty Reduction programme aimed at reducing casualties at those sites with the worst records. (LTP Policy RS 16) At the sites where significant numbers of the accidents were speed related, particular attention will be paid to using methods to reduce speeds to more appropriate levels.

### **Objective SMS 9 – Engineering**

To have in place a policy for the setting of local speed limits

### **Policy SMS 9**

The County Council will use the guidance in DfT Circular 01/2006 to assess and set local speed limits.

### **Objective SMS 10 - Engineering**

To have in place appropriate speed limits on all county roads.

### **Policy SMS 10**

The County Council will adopt the recommendations set out in DfT document Circular 01/2006, 'Setting Local Speed Limits' which states 'Traffic authorities are asked to review the speed limits on all of their A and B roads, and implement any necessary changes, by 2011 in accordance with this guidance', and 'Consistent with their duty in respect of road safety, traffic authorities will wish to focus on the use of speed management measures, including more appropriate speed limits, or a combination of these measures, on those roads (not just on A and B roads) with the most pressing problems of collisions and injuries, or where there is a widespread disregard for current speed limits'.

### **Objective SMS 11 - Engineering**

To reduce the environmental impact of speeding traffic in villages through the Village Speed Limit Review. (LTP Objective in Part 1.3.)

#### **Policy SMS 11**

The County Council will continue with its programme through the Village Speed Limit Review of schemes aimed to ensuring that all villages within the County have a 30 mph speed limit where this can be achieved in accordance with the County Council's speed limit policy. Engineering measures will be employed where necessary to help reduce speeds to levels appropriate for a lower speed limit.

### **Objective SMS 12 – Engineering**

To reduce the environmental impact of traffic in towns through an Urban Speed Limit Review. ( LTP Objective in Part 1.3.)

#### **Policy SMS 12**

The County Council will develop an initiative for reviewing speed limits on the main road network of urban areas not covered by the A and B roads review under Policy SMS 10 above. This will have a particular emphasis on achieving workable 30 mph limits on roads that currently have 40 mph limits. It is intended, however, that this should commence after the Village Speed Limit Review is substantially complete.

### **Objective SMS 13 - Engineering**

To take advantage of opportunities which arise to further reduce speeds in certain environmentally sensitive areas by considering the introduction of 20mph speed limits or 20 mph zones where appropriate.

#### **Policy SMS 13**

The Country Council will consider the use of 20 mph speed limits or 20 mph zones where appropriate in accordance with the speed limit policy. Engineering measures will be employed where necessary to help reduce speeds to levels appropriate for a lower speed limit.

### **Objective SMS 14 – Engineering**

To ensure that drivers are at all times aware of the speed limit of the road on which they are travelling

#### **Policy SMS 14**

The County Council will regularly review and, where necessary update, the type, number and locations of all speed limit signs.

## **Objective SMS 15 - Enforcement**

To provide improved levels of speed enforcement.

### **Policy SMS 15**

The County Council will continue to press Warwickshire Police to carry out an increased level of speed enforcement, particularly where there are justifiable community concerns over speeding. ( LTP Policy RS 23).

Warwickshire Police have stated that: Warwickshire Police will endeavour to raise the level of speed enforcement it carries out, subject to budgetary constraints and resource limitations. It will address community concerns and use data-led intelligence to target specific speeding and other road-related issues.

## **Objective SMS 16 – Enforcement**

To reduce speeds at sites where high levels of casualties have occurred, but where the installation of more conventional methods of casualty reduction treatment are not possible, or has been tried and significant levels of casualties continue to occur.

### **Policy SMS 16**

The County Council will continue to use safety cameras as part of our integrated strategy to reduce casualties. We will use them as a last resort where the evidence shows they are the most cost effective way of reducing casualties at a particular site or route. (LTP Policy RS 20).

We will adopt the recommendations of DfT Circular 1/2007 'Use of speed and red light cameras for traffic enforcement: Guidance on deployment, visibility and signing', subject to the points system for establishing new camera sites in the guidance being used to determine the relative priorities between sites rather than an absolute standard.