

Committee(s)	Dated:
Planning and Transportation Committee – For decision Streets and Walkways Committee - For Information Police Committee – For information Health and Wellbeing Committee - For Information	March 21 st May 3 rd May 18 th June 16 th
Subject: Road Danger Reduction Programme 2017/18	Public
Report of: Director of the Department of Built Environment City of London Police Commissioner	For Decision/ For Information
Report author: Rory McMullan, Road Danger Reduction and Behaviour Change Manager	

Road Danger Reduction Work Programme

Summary

This report advises Members that the various engineering, educational and enforcement measures taken over recent years have achieved a reduction in the risk of being injured on the City's streets. This is particularly true for cyclists. However, the City's casualty targets are not based on reducing risk but rather on absolute numbers. This report advises Members that these absolute targets, set in compliance with the Mayor's Transport Strategy, will not be met by the target year 2020. This is unlike most London Boroughs, which have seen a sizable reduction in absolute casualty numbers over the last 5 - 6 years **(see Appendix 1)**.

There may be a number of reasons for this and this report advises that officers will be conducting a number of fact finding visits over the next few months including a number of visits to TfL and the highest performing Boroughs to see what lessons might be learnt.

In addition to the above, officers are proposing a wide range of measures aimed at reducing casualties further, these include:-

- Physical Engineering Measures
- Closer working with City businesses to target messages to City workers
- A broad range of Education Training and Promotion (ETP) including schools but particularly focused towards City workers
- Targeted enforcement by the City of London Police (CoLP)

It is expected that all of the above measures will contribute to reducing casualties on City Streets; but analysis of casualties over the last year makes it clear that one of the biggest issue to address is 'inattention'. It is proposed that 17/18 will see a particular focus on addressing inattention by all road users. To assist in this the Road Danger Reduction Partnership (RDRP) has developed a detailed communication strategy. The report explains that this strategy will have a dual focus; firstly on communicating road danger and safety messages to all road users (City workers in particular), and secondly in promoting awareness of the programme of work the City Corporation is doing in its efforts to reduce casualties in the Square Mile.

Promoting awareness of the work the City Corporation is doing to reduce casualties on City streets is particularly important in addressing one of the corporate Red Risks, which is: “The City’s Reputation and credibility is adversely impacted with businesses and the public considering that the Corporation is not taking sufficient action to protect vulnerable road users; adverse coverage on national and local media.”

Recommendation(s)

Members are requested to agree the following:

- The 2017/18 Road Danger Reduction Work Programme
- Agree the introduction of City Mark as part of the Considerate Contractors Scheme (CCS)
- Including Road Danger Reduction requirements(at Appendix 5) within Corporate contracts (subject to the agreement of the Finance Committee)
- Approve the Communications Strategy

Main Report

Background

1. The City Corporation has agreed clear targets for reducing casualties on its streets. These are set out in the City of London Local Implementation Plan (LIP) 2011 and the targets are designed to be consistent with the Mayor of London’s Transport Policy.

The current targets require the City Corporation:

- to reduce the total number of persons injured in road traffic collisions to 30% below the 2004–2008 annual average by 2020, i.e., to a three-year rolling average of 258.0 casualties per annum by 2020.
 - to reduce the number of persons killed or seriously injured in road traffic collisions to 50% below the 2004–2008 annual average by 2020, i.e., to a three-year rolling average of 24.7 casualties per annum by 2020.
2. To put these figures into context the latest three year rolling average figures from 2013-2015 is a total of 374 casualties per annum and 53 KSI (Killed or Seriously Injured) per annum.
 3. The casualty totals remain high, but when evaluated against the number of vulnerable road users suggests that relative risk of casualty on City streets has declined.
 - From 2013 – 2015 there has been an estimated 14% increase in employment in the Square Mile.
 - In 2012 there was one injury for every 948 employees, in 2014 one injury for every 1060, and in 2016 one for every 1190 employees.
 - The fall in risk is most notable in cycling. From 2014 – 2016 there has been an estimated 19% increase in cycling numbers (now almost 25% of vehicular trips in the City and over 50% of traffic at peak times). The

number of cyclist KSI has meanwhile declined from 23 in 2014 to 11 in 2015 and an estimated 13 in 2016.

4. Whilst relative risk has decreased, it is still too high, and due to the predicted increase in commuters when Crossrail opens, there is no room for complacency, and reducing road danger remains a high priority.
5. Major projects such as Bank Junction and Aldgate will significantly improve road safety; for example officers believe a 50-60% casualty saving is achievable at Bank junction (on average between 11 and 13 casualties a year saved). Works such as the two-way cycling routes and Quietways aim to shift cyclists onto less busy routes, which should assist in a further reduction in cyclist casualties.
6. The impacts of the various measures carried out in recent years arguably led to the decrease of -22% in KSI casualties seen in the City in 2015, compared to a reduction of 3% in Greater London as a whole. However, provisional figures for 2016 show a rise of 14%, which demonstrates that a year on year trend of reduced casualties is not yet established.
7. Determining the factors responsible for delivering reduced casualty numbers requires research, but the introduction of 20mph speed limit, major works such as Holborn Circus, targeted police enforcement, extensive educational work on the dangers of blind spots for large good vehicles through FORS (Fleet Operators Recognition Scheme) and the development of Cycle Super Highways will have all contributed to improved cyclists' safety.

Current City casualty analysis

8. In considering casualties it is important to be aware of the current profile of casualties in the City by mode.

(See Appendix 2 All CoL Road Casualty Data 2014/15)

Summary:

The data can be broadly summarised as follows:

KSI injuries occur across all vulnerable user modes.

By relative risk;

- Motor-cyclists are the most likely to be injured, followed by pedal cyclists and pedestrians the least likely.

By total number;

- Pedestrians have the highest incidence of fatal or serious injuries; followed by pedal cycles and Powered 2 Wheelers (P2W).

Measured by vehicle involved;

- All vehicle types are involved in collisions with vulnerable road users; Goods Vehicles are disproportionately responsible for serious or fatal injuries, while cars and taxis also have a high incidence of causing injury to vulnerable road users.

Other items to note:

- There were 20 recorded injuries to Public Service Vehicle occupants (bus passengers) in 2015, of which 3 were serious. Evidence has shown that this is due to passengers falling over due to sharp acceleration or deceleration. This is an improvement from the 2012 – 2014 rolling average of 23.3 injuries, which may be partially attributable to the introduction of the 20 mph limit.

Note: This data in Appendix 2, which has been used to prepare the above summary, does not show causational factors. Pedestrian inattention is the most common cited causational factor in City casualties as recorded by CoLP investigating officers.

9. When measured by time of day, peak times and lunch time are the most common time of day for collisions that cause injury. This is when the highest numbers of vulnerable users are on the streets, and therefore is not a measure of proportional risk, but does guide us when to focus efforts.
10. It is proposed that for the development of the RDR and Active Travel Strategy 2018-23, a full study of the recent Police 'Stats 19' Causational Factors for collisions between different modes is undertaken. This will assist in identifying any new collision trends and in turn help inform the behaviour change needed and the engineering interventions required to reduce collisions in the Square Mile.

Update on the delivery of the 2016/17 Work Programme

11. In 2016/17 a full programme of Education Training and Promotion (ETP) measures has been delivered by the DBE Road Danger Reduction Team (RDRT) and the City of London Police (CoLP). A list of some of the successes delivered are listed below:
 - The development and launch of the Active City Network
 - The development of the City Mark Pilot scheme to improve compliance to the Construction Logistics and Community Safety scheme for goods vehicles.
 - Monthly Exchanging Places events as part of Operation Atrium training cyclists in relation to the dangers of blind spots
 - 30 road shows at businesses and on street promoting safer behaviours to City Workers
 - City wide Road Safety campaign delivered in partnership with the CoLP – covered in London media
 - 2 x professional seminars hosted by City businesses

- Pedestrian training, cycle training and Youth Travel Ambassador development for the five schools in the City.
- Adult Cycle Training delivered to 162 City workers and residents
- Road Safety participation at major events including: Ride London, Lord Mayors Show and St. Patricks Day parade
- Campaigns – ‘Light Angels’, ‘taxi and bikes looking out for each other’, and launch of the ‘Direct Vision Lorry’ and ‘Active City Network’ were covered in local London media outlets. (London Standard, City Matters, BBC London and London Live).

Current TfL guidance

12. In 2017, according to their Business Plan, TfL are adopting a ‘Vision Zero’ approach to road safety. The long-term vision is to see London’s roads free from death and ‘preventable’ serious injury. TfL’s Vision Zero means reducing the dominance of vehicles on our streets to minimise the risks they pose to vulnerable road users.
13. This is part of their Healthy Streets approach, whereby a ‘whole-street’ approach is needed to make streets more inviting for walking and cycling. Less traffic is proposed to make streets safer and more attractive for walking, cycling and using public transport.
14. Over the next 5 years TfL will implement new safety standards for buses, enhance conditions for vulnerable road users by tackling their highest risk junctions, and oversee the introduction of more 20mph limits.

The City’s 2017/18 Road Danger Reduction Programme

15. It is proposed that the 2017/18 work programme undertake the following work-streams:
 - Engineering measures to target the most dangerous junctions
 - Business engagement – working with City employers to influence behaviour of City workers.
 - Working with the freight sector to improve driving and vehicle design
 - Behavioural change to target the factors that lead to collisions
 - Continued targeted enforcement by the City of London Police
 - Research to develop the City’s 2018 – 2023 Road Danger Reduction and Active Travel Strategy

A short summary of what these activities will include is as follows:

Engineering measures

16. Background:

Engineering measures can deliver real reductions in casualties; however the City Corporation has now tackled or is tackling the worst junctions for safety; such as Holborn Circus, Aldgate and Bank. The next worst junction is Newgate Street where improvements are likely to deliver no more than a

saving of 3 casualties a year. However, such engineering measures should be continued as we move towards a Vision Zero City.

17. Proposal:

A list of engineering measures that support RDR has been compiled for the 2017/18 Work Programme. This can be seen in Appendix 3 Engineering Work Programme 2017/18

18. Business Engagement – Active City Network (ACN)

Background:

To support effective engagement with City workers, in 2016 we established an Active City Network of employers that support our objectives in making the City a safer and more pleasant place to commute.

Employers are the destination point for the estimated 400,000 plus City workers. Working in partnership with employers will therefore be one of the most effective ways to get road safety messages across. Businesses have a clear interest in reducing casualties involving their staff. Businesses increasingly recognise this, and we now have over 70 businesses engaged in the Active City Network, with over 120 delegates attending our last seminar.

Proposal:

It is proposed that efforts are made to expand the reach of the Active City Network, and work in partnership with employers to develop behavioural campaigns to encourage safer behaviours while travelling on City streets. We propose hosting a major ACN event at Guildhall in June where the newly appointed Walking and Cycling Czar, Dr. Will Norman will keynote.

Through the ACN we propose to develop best practice guides for employers, showing what the best employers can achieve reducing numbers of deliveries and better trained drivers, and cyclists.

We propose to organise networking seminars and offer incentives for employers to train their staff on safer more considerate cycling, driving and engage with staff on pedestrian inattention. We will also approach businesses to support the network by hosting best practice seminars.

It is also envisaged that through this network we will be able to introduce elements of safer deliveries through 'Van Smart' which is a newly developed part of Fleet Operators Recognition Scheme (FORS), to improve driver training, monitor vehicle safety features.

19. Working with the Freight Sector to improve Work Related Road Safety

Background:

Goods vehicles have been disproportionately represented in the KSI and all casualty statistics for a number of years. As the largest vehicles on the streets, they input the most danger onto the network and therefore sit near the top of our Work Plan.

The City Corporation is one of the leading organisations in managing safer freight deliveries. We are registered as Gold status in the Fleet Operators Recognition Scheme (FORS) and are a Construction Logistics and Community Safety (CLOCS) Champion. The City Corporation have been working with TfL and leading manufacturers on development of safer direct vision goods vehicles, the use of which will be promoted through the City Mark scheme.

The City of London Police also support the compliance of goods vehicles and drivers to road safety legislation through the activities of the commercial vehicles unit which stopped over 1200 goods vehicles in 2016.

Proposal

We are proposing two new initiatives that aim to improve the safety of freight movements within the Square Mile and which, if approved, will run throughout 2017/18

20. City Mark rollout – extension to Considerate Contractors Scheme (CCS)

21. Adding Road Danger Reduction requirements within Corporate contracts

20. City Mark rollout

In 2016/17 the City Mark pilot scheme developed focus groups of leading fleet operators, contractors and developers to progress a scheme which will reward the contractors, sub-contractors, drivers and banks men for focusing on the safety of the goods vehicles making deliveries to and from the sites. This has been integrated into the City Corporation's Considerate Contractors Scheme (CCS).

- As part of the pilot we have identified a list of criteria to rank sites in terms of compliance to CLOCS and FORS. Interviews with twelve development sites in the Square Mile have been carried out to determine levels of compliance with CLOCS. This data will be used to reward the best Contractors, Fleet operators and Construction Logistics to be awarded at the 2017 CCS Awards scheme.
- One of the key outputs is the development of a Work Related Road Safety sign to be fixed to site hoardings alongside the Site Safety signs which will advertise to the public the commitment of contractors / developers to road safety. This will be a visual representation of what the contractors are

delivering in terms of road safety. (See Appendix 4)

- It is proposed that the City Mark pilot scheme be adopted by the Corporation and rolled out to all development sites in the Square Mile in 2017/18

21. Adding RDR clauses to City Corporation Procurement:

In order to support the City Corporation's Road Danger Reduction Plan, it is proposed that road safety requirements be included in relevant contracts for the delivery of goods, services or works during the next financial year. This will help ensure safer drivers and vehicles supplying the City, and is in line with the City's Responsible Procurement Strategy. It is also an agreed mitigation measure to address the Corporate Risk (currently red) referred to in paragraph 25 below.

22. The City Corporation will use procurement and contractual mechanisms to ensure that all relevant contractors take active steps to address the safety of construction vehicles used in the execution of their contracts. This would include hiring/ leasing/ buying/ retrofitting vehicles with relevant safety features or working towards compliance with initiatives such as the FORS, the CLOCS Standard and/or TfL's Work Related Road Risk (WRRR) requirements.

23. By making FORS a requirement for deliveries made by suppliers to the City Corporation, we will demonstrate continued leadership in the management of safer goods vehicles in London. The City Corporation will be following a number of our key stakeholders, such as TfL, neighbouring Boroughs and Crossrail in implementing this change. The City Corporation is recognised as a leader in the field of work related road safety, it is a CLOCS Champion, and has FORS Gold Accreditation. This measure will further support our status in this field.

24. The Road Danger Reduction team will support contractors in terms of advice and providing or referring them to relevant training. We propose to provide internal staff training on how to undertake spot checks to make sure requirements are being implemented. The Road Danger Reduction team can also provide colleagues throughout the City Corporation with advice on working with contractors to support them achieving FORS recognition.

25. The detail of the proposed requirements to be added to the terms and conditions of relevant contracts and also to be referred to in the 'Invitation to Tender' guidance are outlined in Appendix 5. Whilst it is considered unlikely that this requirement will have any financial implications this matter will, if approved, be referred to the Finance Committee for their consideration prior to implementation.

26. Behavioural interventions – RDR Communications Strategy

Background:

The restructuring of the City Transportation section in 2016 boosted the Behaviour Change capabilities of the Road Safety team. The aims of this work stream are to increase the awareness of all road users to road danger and in

particular to the dangerous behaviours that lead to collisions which cause injury. An example of a behaviour that can be targeted in this is 'Inattention' which the City of London Police estimate is a factor in more than 50% of collisions which cause injury.

Proposal:

It is proposed that a series of high profile events, campaigns and communications be organised in 2017/18 following the approach outlined in the RDR Communications Strategy. (See Appendix 6) The Strategy was developed through the Road Danger Reduction Partnership (RDRP) Board with input from the City Corporation and City Police Communication teams.

27. The purpose is to agree an overall approach for communications that supports and enhances the activity of the RDRP; specifically communications activity undertaken by the RDRT and The City of London Police. This is to directly address the Red Risk for the Corporation as regards road safety.

The Red Risk effect is identified as: "The City's Reputation and credibility is adversely impacted with businesses and the public considering that the Corporation is not taking sufficient action to protect vulnerable road users; adverse coverage on national and local media."

28. The Communications Strategy provides a structure to support officers in working towards a key aim of making our roads safer for all users and the strategy covers the following approaches:-
- a. *Building on the success* of the current plan and taking inspiration and learning from notable road safety campaigns from across the UK and elsewhere
 - b. *Focusing on the twin aims* of increased awareness leading to behaviour change by road user groups and increased awareness and profile for the work the partnership is undertaking, so key stakeholders are engaged and supportive of road danger reduction initiatives
 - c. *Creating consensus and buy-in* from the interest groups for all road users by promoting and agreeing a set of key principles to underpin all our communications
 - d. *Creating a brand model* that allows all communications campaigns from the RDRP to sit under a single public-facing brand platform, with an overarching, positive message. We recommend that this platform is 'Safer in the City', which is already in use by the team
 - e. *Developing and implementing* a series of campaigns built on creative hooks (interesting angle which draws attention) with the twin aims of raised awareness and behaviour change amongst road users, and increased awareness and profile with stakeholder and broader public audiences
29. The Communications Principles that feed into this are:
- Equal but different - In our communications, we treat all road users as having equal rights but different experiences and levels of

responsibility. The larger your vehicle, the greater your responsibility to travel with care and look out for other road users

- Safer and better - Our ambition is to reduce harm and create a more pleasant street environment for all users. It is not about zero harm on its own and our communications needs to reflect this twin ambition
- We are all in this together - When we encourage road users to change their behaviour, we encourage the change in all road users, not singling out one group
- Using the power of We – We can't effectively engage all our road users directly, so we will prioritise encouraging and supporting stakeholders to communicate our messages to their audiences, starting from the members of the RDRP and the Active City Network working out through other key influencers and leaders in the City and the surrounding London area. We will use their authority and authenticity to increase the reach and impact of our message
- Evidence based – All of the communication we produce, for both behaviour change and awareness raising campaigns, is based on a solid, robust evidence base. This base will include our own stats and insights supplemented by those from analogous places, contexts and campaigns
- Focus on what works – We learn from successful behaviour change and awareness raising campaigns
- Raise awareness not fear – The City of London is a very safe place to travel through and around, whatever type of road user you are. Based on numbers of vulnerable road users, by relative risk, the City is safer than most outer Boroughs for walking and cycling. The balance of our communications will encourage road users to change their behaviour without increasing their fears around safety

30. The DBE Road Danger Reduction Team Action Plan - ETP Events and Roadshows

Background:

The City Corporation provides Education Training and Promotion (ETP) safety training for school children, for City workers and residents. In 2017/18 the budget for the Department of the Built Environment (DBE) Road Danger Reduction Team (RDRT) ETP programme to be funded from the TfL Local Implementation Plan (LIP) budget has been increased from £70K to £120K.

Proposal:

It is proposed that the work programme for the Department of the Built Environment's Road Danger Reduction Team (DBE RDRT) be focussed on the engagement with City workers through road-shows and events. We propose the team continues to support major events such as Nocturne, launch of new safer infrastructure such as the Quietways and Bank, and work with business networks to promote awareness of road danger reduction within the City worker community through the Active City Network.

It is proposed that the team support delivery of a communications strategy and of the Work Related Road Risk activities including supporting changes to include RDR in procurement and the roll-out of City Mark

It is also proposed that the team deliver a communications campaign focussed on inattention.

A prioritised list showing items where TfL LIP funding will be allocated for ETP activities to be delivered by the Road Danger Reduction Team in 2017/18 is included at Appendix 7. It should be noted that any underspend on those items shown as funded will be directed toward delivery of the Priority 2 items listed as will any other funding from TfL or the private sector that becomes available.

Targeted Enforcement

31. Background:

The CoLP support the delivery of the Road Danger Reduction Plan through regular enforcement campaigns, which are supported by Education, Training and Promotion delivered by the City Corporation.

In 2016 the CoLP Commercial Vehicles Unit stopped and checked 1229 Goods vehicles in 2016. Of these 815 were found to be non-compliant with a total of 1828 recorded offences. This supports the educational and promotional work the City Corporation is delivering through City Mark.

A full programme of targeted enforcement activities in 2016/17 can be seen in Appendix 8

32. Proposal

It is proposed in the 2017/18 work programme that the CoLP continue to work in partnership with the RDRP to deliver effective enforcement of road offences, 20 mph limit enforcement, HGV, driver distraction and cyclist misbehaviour.

A coordinated programme of ETP and enforcement activities is proposed to maximize the effectiveness of enforcement campaigns.

A full programme of joint activities delivered in partnership between the CoLP and DBE RDRT can be seen in Appendix 9

Research - Road Danger Reduction and Active Travel Strategy 2018 – 2023

33. Background:

While a comprehensive programme of RDR activities over recent have had an impact on relative risk, total casualties are too high.

Since the 2013 RDR Plan there have been major changes. The street network has changed after the introduction of the Cycle Super Highways, two-way cycle network and the Quietways. Driver behaviour has modified with the introduction of the 20mph limit. Changes have also been seen in the make-up of the traffic with a surge in numbers of pedestrians and cyclists. Finally, a new administration in City Hall has adopted Healthy Streets and Vision Zero approaches.

34. Proposal:

It is proposed that due to the many changes since 2013 an updated RDR and Active Travel Strategy be developed to cover 2018-2023.

The aim will be to fully research the latest best practice, understand the real and perceived dangers in the Square Mile, to develop a comprehensive approach which will see significant impacts on safety in the City. It is anticipated that an initial draft for Member consultation will be prepared in July 2017.

35. Research and Surveys: As part of the development of the Strategy and to assist development of a targeted behaviour change programme, surveys and research will be commissioned to understand the situation both in terms of attitudes towards travel and perception of danger.

36. Reviewing and learning from the successes of others

This would include visits to central London Boroughs and TfL and establishing international links with cities such as New York to learn from best practice in terms of delivering a Vision Zero policy as outlined in the RDR Plan and recently adopted by TfL.

Conclusions

37. The City has challenging casualty reduction targets, which when considered against the fast rising number of vulnerable users will require a collaborative and ambitious approach to achieve.
38. The opportunity for engineering solutions on City streets to achieve major impact on casualties is becoming more limited as we improve the design of key hot-spots. Casualties are spread across the City streets and 41% (latest 2015 figures) are on TfL controlled routes (TRLN) where the City Corporation have limited powers to deliver engineering solutions.
39. In addition to the importance of casualty reduction the City also has a Red Risk which is, "damage to the Reputation to the Corporation as not being seen to be doing enough on Road Danger". This report therefore recommends adoption of a new Communications Strategy which it is hoped will deliver a high profile programme to raise awareness of Road Danger Reduction activities with the City's community and change behaviour and

attitudes towards risk. It is proposed that delivery of this strategy begin in 2017/18

40. To counter the threat posed by Goods Vehicles we propose continued working with the developers in the City to increase the compliance of their supply chains of safer Freight through City Mark, and changing our own procurement to include FORS requirements.
41. We propose that to influence the behaviour of their employees on the commute and encourage adoption of safer freight policies on deliveries; working with employers in the City will be effective. The Active City Network has been established, and it is proposed that a focus should be on growing the reach and activities of this body.
42. Due to the complexity of the issues faced, it is proposed that a programme of research is undertaken from neighbouring authorities, and wider afield, to input into the development of a Road Danger Reduction and Active Travel Strategy 2019 – 2024. Active Travel (walking and cycling) represents the majority of trips made in the City and both cycling and walking rates are seeing significant growth, therefore it is proposed that protecting these vulnerable users should be our focus.
43. Change in policy from key partners such as GLA and TfL, (Vision Zero to Road Safety, and Healthy Streets for Active Travel), new infrastructural developments such as the Quietways and Cycle Super Highways, are changing the landscape. It is proposed that the development of new Road Danger and Active Travel Strategy is required to make a long term impact on Road Danger. It is proposed that this strategy be reported on later in the year with a view to adopting it for 2018 – 2023
44. The full programme of measures to be delivered by the partners of the Road Danger Reduction Partnership is set out in the Appendices 3 (Engineering), 6 (DBE ETP Programme) & 8 (Joint ETP Programme with the CoLP)

Appendix 1 Central London Authorities performance by KSI 2020 targets over baseline

Borough name	Borough baseline period	Borough baseline KSIs	Borough long term (LIP) Target Year	Borough forecast KSI casualties in 2020 and % change*	2015 KSIs	% change in 2015 over borough baseline
City of London	2004-08	49	2020	25 (-50%)	43	-13%
Westminster #	2006-08	284	2018-20	171 (-40%)	135	-52%
Camden #	2007-09	123	2018-20	92 (-25%)	76	-38%
Islington	2006-08	89	2020	55 (-38%)	89	0%
Hackney	2007-09	131	2030	80 (-39%)	82	-37%
Tower Hamlets #	2007-09	134	2018-20	85 (-37%)	68	-49%
Greenwich #	2004-08	120	2020	89 (-26%)	54	-55%
Lewisham #	2007-09	116	2018-20	97 (-17%)	53	-54%
Southwark #	2004-08	140	2018-20	93 (-34%)	89	-36%
Lambeth #	2004-08	175	2020	118 (-32%)	99	-43%

Appendix 2: All Road Casualty data for the City of London 2014 - 2015

CLASSIFICATION	January to December 2015				January to December 2014			
	FATAL	SER.	SLIGHT	TOTAL	FATAL	SER.	SLIGHT	TOTAL
PEDESTRIANS		23	93	116	1	18	98	117
PEDAL CYCLES	1	10	128	139	3	20	115	138
POWERED 2 WHEEL		6	45	51		8	71	79
CAR OR TAXI		1	50	51		2	27	29
P.S.V.		3	17	20		2	21	23
GOODS			9	9		1	3	4
OTHER				0			1	1
Total Casualties	1	43	342	386	4	51	336	391

Appendix 3: Proposed 2017/18 RDR Engineering schemes and activities

Scheme location & description	Expected output	Anticipated delivery date
City-wide. Analysis of collisions at hotspots across the City's highway network. This also includes consideration of potential engineering measures to improve road safety.	Collision trends (if any) and potential engineering measures identified. Provide feedback to inform other road safety activities	Mar-18
Newgate Street/Warwick Lane junction.	Implementation of a signalised junction. Expected to save an average of 2.6 collisions per year.	Summer 2017

Puddle Dock/Queen Victoria Street. Detailed options, design and enabling works to reduce collisions	Detailed options evaluated, measures designed and approved for implementation. Commence enabling works	Mar-18
City-wide. Design & implement measures to reduce collisions. Potential sites include: Holborn Viaduct/Snow Hill Cheapside, London Wall, Cannon Street & West Smithfield	Locations and RDR engineering measures evaluated. Designs approved and implemented where possible. More complex measures for further development in 2018/19	Mar-18
Cycle Quietways Phase 2	Routes identified & outline options approved	Mar-18
Other cycling improvement measures	Improvement measures identified & delivered	Mar-18
Facilitation of TfL's North - South Cycle Superhighway Phase 2	TfL delivers their N-S Phase 2 Cycle Superhighway. Measures which benefit the City is incorporated	Mar-18

Appendix 4: City Mark example Road Safety sign for building site hoardings

CityMark
Hoarding Panel
With QR Code
Blue and yellow icons.
Green title with
red footer bar.
This design is
proportionate to
1220 x 1500mm
landscape format.



Appendix 5 - Road Danger Reduction within Corporate contracts

Contracts in scope:		Vehicles in Scope	Contract duration	Requirement	Deadline
Contracts involving the delivery of goods and services £250k and above	Works contracts valued at £400k and above	3.5 tonnes and above	6 months and longer	Contractors are required to register with the Fleet Operator Recognition Scheme (FORS) and to have achieved Bronze accreditation or scheme, which in the reasonable opinion of the corporation, is an acceptable equivalent to FORS. The requirement must be cascaded to any relevant sub-contractors.	Within 3 months of the start of the contract.
			3 years and longer	Contractors are required to progress to Silver accreditation under the FORS or a scheme, which in the reasonable opinion of the City Corporation, is an acceptable equivalent to FORS. The requirement must be cascaded to any relevant sub-contractors.	Within 18 months of the start of the contract.

Appendix 6

Road Danger Reduction Communications Strategy – See separate document

Appendix 7 – DBE Road Danger Reduction Team – Action plan 2017/18

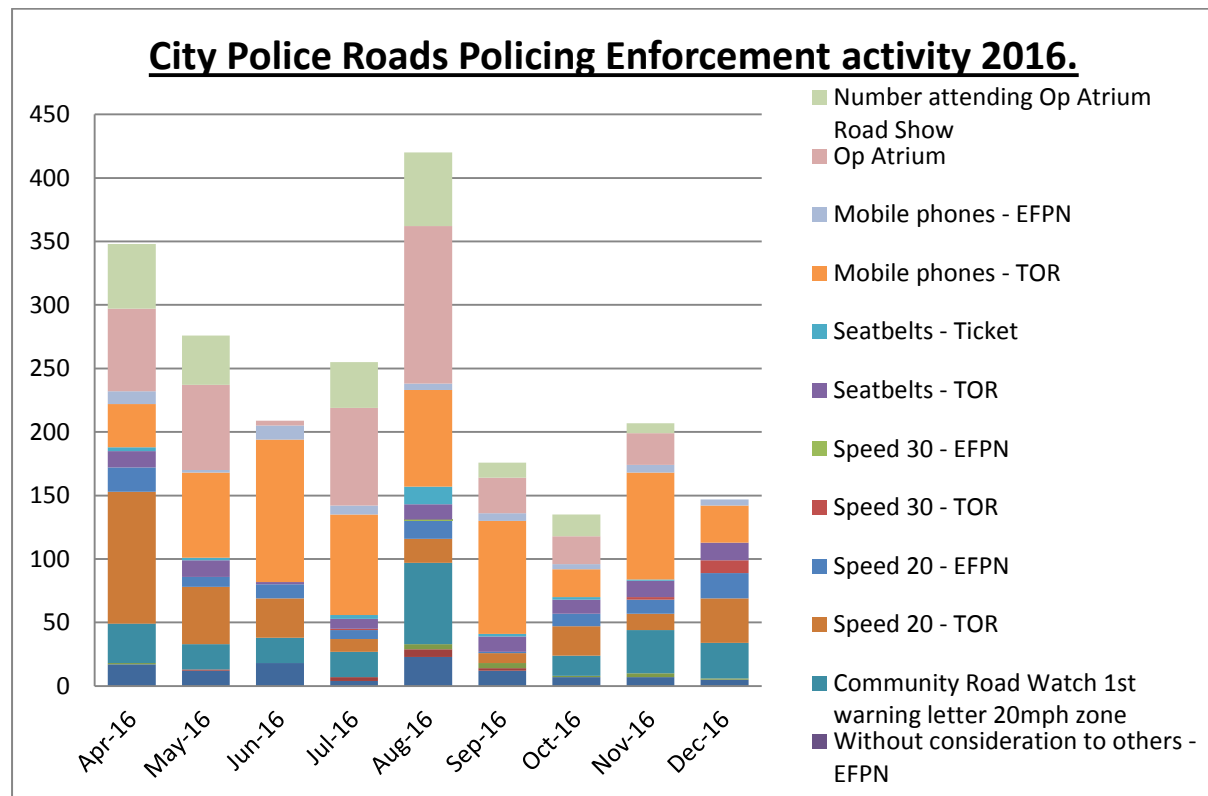
TOP PRIORITY ITEMS – which can be funded from current LIP Allocation			
Priority	Activity	Partnerships	Cost
1	Road Danger Reduction and Active Travel Strategy – Consultation with members, key stakeholders, experts and practitioners	Planning and Transportation Committee Streets and Walkways Committee Road Danger Reduction Partnership Active City Network	£5K
1	Research to input into Strategy and to inform Work Programme delivery – Attitudinal Surveys, Stake-holder meetings, desk-top study, consultation with academics and senior practitioners.	TfL, City Police, RDRP	£10K
1	Business Engagement - Active City Network – expand engagement with City employers to provide channel for communications about road danger. Organise seminars and networking events for businesses, Produce Best Practice Guide for businesses Promote the Active City Network, expand membership Develop package of support for businesses – induction for new staff, cycle training, management of freight deliveries	RDRP City Employers City Police	£25K
1	Community Engagement – promote road danger reduction through activities at major events. (Nocturne, Ride London, Lord Mayors Show, Open House, St. Patricks Day)	Multi-partnership	£5K
1	City Mark – Work with developers, fleet operators, contractors to increase compliance with Construction Logistics Community Safety and Fleet Operators Recognition Scheme to improve safety of supply chain	Developers, TfL, Highways team, CCS	£45K
1	Support City procurement in implementing Fleet Operators Recognition Scheme (FORS) for deliveries on all new contracts – develop engagement, e-learning and workshops for departments and suppliers affected	City Procurement – essential to allow influencing of other employers	£5K
1	Communications Plan delivery – City Wide Campaign – Targeting all road users to ‘Make Eye Contact’	Launch a targeted campaign with on street events, press releases, engagement	£25K
1	Driver Assessments for all City of London Corporation drivers develop e-learning and assessments for all City drivers	All Departments – led by Transportation and Cleansing	£0 (cost neutral)
Total Cost High Priority items			£120K

Appendix 7 – DBE Road Danger Reduction Team – Action plan 2017/18

Second & Third Priority Items – dependent on funding being secured from Sponsorship or TfL grants

1 (but high level of difficulty)	Multi-channel marketing campaign on Road Danger Reduction. Launch at a major event as part of the European Mobility Week in September. Envisaging part of the City without traffic, combined with cultural events. Propose at Bank or Eastern Cluster. Coordinate with Open House, City Cultural teams, Guildhall School of Music, Lord Mayors Appeal, Active City Network.	All City departments, GLA, TfL, European Cities, Open City, Mainstream media, Barbican, Guildhall School of Music	£100K
1 (funding being sought)	Cycling campaign – Launch and Promotion of Quietways – encourage cyclists to use the Quietways as a safer route to work – launch event at Guildhall coordination with Nocturne, City Cultural hub	All departments	£35K
2	Motorcyclists – Safer riding campaign in spring – promote safer motorcycling training – engage with delivery riders	City Police	£5K
2	Pedestrian Campaign – As part of Make Eye Contact develop a campaign to target pedestrians through distribution of branded umbrellas outside of main train stations	Active City Network – Living Streets (Pedestrian Association)	£5K
2	Operation Atrium – Changing Places – support with roadshow giveaway items	City Police	£5K
3	Continue the campaign on improving taxi driver behaviour (avoid U-turns, giving cyclists room, look for cyclists before opening doors) – extension to Uber and Addison Lee	LTDA	£5K
3	Promotion of 20mph Awareness	Active City Network	£5K
Items with no financial cost – staff time only			
1	Bank Junction - Support the promotion of the changes during the Experimental Traffic Order	Major projects	£0K
2	Schools – Work with schools to deliver pedestrian training, awareness of sustainable modes of travel, Youth Travel Ambassadors.	Schools	£0K
2	Better Air Quality promotion - Support the air quality initiatives around the LEN	Air quality team	£0K
1	Data and seasonal led activities –monitor data and seasonal trends to develop appropriate interventions	RDRP	£0K
1	Deliver Road Safety Audits to review the safety of new projects from design phase through to completion	Major Projects Network performance	£0K
2	Highway Monitoring – constant review of existing roads for safety	Highways	£0K
BUDGET shortfall	To be made up through applications of grants and sponsorship		£160K

Appendix 8 CoLP Roads Policing Enforcement Activity 2016/17



Commercial Vehicles Enforcement Activity 2016/17

		Cvu Ops Per Month	Vehicles Stopped	Number with Offences	Number of Offences
January		16	111	62	92
February		10	87	63	110
March		12	117	89	167
April		11	83	58	136
May		11	116	74	189
June		16	136	79	209
July		13	121	89	222
August		8	70	49	117
September		14	91	63	122
October		12	91	60	105
November		15	105	69	165
December		14	101	60	194
Total		152	1229	815	1828

Appendix 9 Department of Built Environment Road Danger Reduction Team in partnership with the City of London Police Work Programme 2017/18

Notes:

1. DBE - RDRT is City Corporation, Department of Built Environment Road Danger Reduction Team
2. CoL Police is the City of London Police – various divisions and teams
3. Lead may be joint between the Road Safety Team and Police and mutually supportive
4. Some activities are delivered by Police under 'business as usual', then a campaign when intelligence indicates requirement. For example cycle lights enforcement in October and November each year
5. TISPOL is the European Traffic Police Network

Generic Activities

Activity Location	Period	Lead	Stakeholder / Location
Operation Atrium	Once every other month. Typically educate/promote for 2 weeks beforehand	CoL Police	DBE - RDRT
Exchanging Places	Typically monthly	CoL Police	London Fire brigade, DBE - RST
Highways Monitoring	Throughout each month	DBE - RDRT	Actions by CoL, DBE and Police
National TISPOL Campaigns Detail below -	Through the year. Eg: seatbelt, speeding, Carriage of Dangerous Goods, HGV Ops, Coach & tourist ops, summer & winter drink drive campaigns.	CoL Police and some by DBE - RST	
Safety Audits	TBA – varies (most months)	DBE - RDRT	
Business Exhibitions	TBA – typically each month	DBE - RDRT	

Medium Term Activities

Activity Location	Period	Lead	Stakeholder / Location
Active City Network meetings and activities	TBA – typically monthly June and September for seminars	DBE – RDRT	User Groups, CoL, CoL Police
Safer City Partnership meeting	As scheduled	DBE – RDRT and CoL Police	
Capital City Cycle Safe Campaign	Every other month – complements Operation Atrium inc cycle and vehicle driver behaviour	CoL Police	DBE – RDRT
Bikability Cycle Training for children and adults	All year subject to demand	DBE – RDRT	
Tourist Cycle and Pedestrian Campaign. Includes Op Coachman and Op Tourist	Ongoing HGV checking complemented by Mar, Jul for Coachman and Tourist resp.	CoL Police	DBE – RDRT
Bike Safe – bike registering	TBA	COL Police	
Bus and Trucks – TISPOL	Jul, Oct		
Speed Campaign – TISPOL	Apr and Aug	CoL Police	
Seatbelts – TISPOL	March and Sept	CoL Police	
Drink/Drug drive TISPOL	June And September	CoL Police	
Carrying Dangerous Goods	Feb, Apr, Dec	CoL Police	
'Happy Feet' Pedestrian Training	Jan & Feb	DBE – RDRT	
Make Eye contact Campaign	September - December	DBE – RDRT	CoL Police

Major Events supported by the Road Danger Reduction partnership

National Bike Week	June	DBE – RDRT	CoL Police
Nocturne cycling event	June	DBE – RDRT	CoL Police
Quietways Launch	June	DBE – RDRT	CoL Police
Ride London	July	DBE – RDRT	CoL Police
Open House	September	DBE – RDRT	CoL Police
European Mobility Week	September	DBE – RDRT	CoL Police
Lord Mayor's Show	November	DBE – RDRT	CoL Police
BRAKE (Road Safety week)	November	DBE – RDRT	CoL Police
St. Patricks Day Parade	March	DBE – RDRT	