

## **MANCHESTER CITY COUNCIL**

### **REPORT FOR INFORMATION**

**COMMITTEE:** Communities and Neighbourhoods Overview and Scrutiny

**DATE:** 11<sup>th</sup> December 2007

**SUBJECT:** Road Safety: Safer Routes to School Programme

**REPORT OF:** Head of Engineering Services

### **PURPOSE OF THE REPORT**

To inform the committee of the integrated range of measures targeted at schools, which aim to reduce casualties and congestion and improve accessibility to schools by non car modes. To provide an interim evaluation of the effectiveness of the measures.

### **RECOMMENDATIONS**

It is recommended that the Committee:

- notes the content of this report;
- indicates its support for continuing the implementation of these programmes in future years.

### **FINANCIAL IMPLICATIONS FOR THE REVENUE AND CAPITAL BUDGET**

The delivery of Safer Routes to School schemes, 20mph measures around schools, School Travel Plans and road safety measures have been budgeted for within the City Council's Local Transport Plan (LTP) - Highways Capital Budget and also from Neighbourhood Renewal Funds. In addition, the development of school travel plans has also been receiving funds from the Department of Education.

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### **BACKGROUND DOCUMENTS**

Greater Manchester Local Transport Plan (GMLTP)  
Child Road Safety – Achieving the 2010 Target (Department for Transport)  
Manchester School Travel Strategy, January 2007

## **WARDS AFFECTED**

All.

## **IMPLICATIONS FOR**

Employment	Environment	Anti-Poverty	Equality	Human Rights
Yes	Yes	No	Yes	No

### **Implications for Employment:**

To promote safer and sustainable modes of transport to schools, not only benefits children but also school's employees.

### **Implications for Equality:**

To provide a sustainable and safer environment for children and other road users contributes to the corporate objectives of making the environment accessible to all.

### **Implications for Environment:**

Safer Routes to School schemes and 20mph speed limits include a range of measures that aim to sustain a healthy, safe and attractive local environment which contributes to the City's and its people's economic and social well-being.

As more parents and children shift their mode of travel away from the private car to walking, benefits arise in terms of a reduction in levels of congestion and improvements in air quality.

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## **1. INTRODUCTION**

Research has shown that no singular characteristic in travel trends is responsible for the decline in walking rates over the last decade; consequently there is no single intervention that can reverse this trend. The school run is just one of many factors that have contributed to the decline in walking, but one that has had a significant impact on the actual levels of congestion and the numbers of child casualties.

Over the last 20 years the number of children travelling to school by car has doubled, despite many children living close enough to school to walk. One in five cars on the road in urban areas, at the morning peak are taking children to school, leading to localised congestion, increased air pollution and a reduction in health and fitness as well as increasing the number of child casualties from road traffic collisions.

The second Greater Manchester Local Transport Plan (LTP2) places a greater emphasis on mode shift, congestion reduction and air quality as well as casualty reduction. The targets are to reduce the number of children killed or seriously injured (KSI – 55% reduction on 1994-1998 baseline by 2010) and to increase the non-car mode share on the school journey for both primary and secondary schools.

There are a range of integrated measures targeted at schools (Safer Routes to School, 20 mph zones, school travel plans and road safety educational measures) aimed at delivering the objectives set out in the Local Transport Plan.

The aim of this report is to provide an overview of the Safer Routes to School (SRtS), 20mph measures around schools, School Travel Plans (STP) and road safety educational measures delivered to schools and to give an interim assessment of their effectiveness.

Section 2 gives an understanding of the School Travel Working Group remit, which has been instrumental in the definition of strategies for the implementation and delivery of measures around schools and in ensuring a coordinated approach to schools.

Section 3, 4, 5 and 6 in this report provide specific information for each of the four programmes independently. For each of the programmes the report provides an understanding of the scope, range of intervention, implementation programme, monitoring results and plans for the future.

Section 7 provides some conclusion remarks.

## **2. SCHOOL TRAVEL WORKING GROUP (STWG)**

In 2003-04 the School Travel Working Group was established to ensure a coordinated approach to delivering road safety and other transport services to schools. The Deputy Executive Member for Planning and Environment chairs this group.

The STWG meets every 3 months and representatives from the Council and outside bodies that can have an impact on schools attend. These include the Executive Member for Children's Services, the Head of Engineering Services, Transport Policy and Travel Change Team, Road Safety Team, Manchester Engineering Design Consultancy (MEDC) - Safer Routes to School Team, Greater Manchester Police, Operational Services (maintenance), Education (Healthy Schools and Eco Schools) and Greater Manchester Passenger Transport Executive .

Every year a group of schools is selected based on the number of child casualties, and there is a coordinated approach to these schools from all the above departments. Each financial year, schools selected via the STWG will develop a school travel plan and Safer Routes to School schemes will be designed and implemented the following year. Road safety educational measures will be offered (cycling and pedestrian skills sessions), together with other packages delivered by Education such as Healthy Schools and Eco Schools. This approach enables work with schools to progress in a holistic way.

The STWG also works in close partnership with Manchester Parking. If there are parking enforcement issues relating to safe journeys to schools parking attendants are deployed to particular schools at peak times. Parking attendants also work with the Road Safety team on campaigns to address parental behaviour at schools with major parking problems.

Working in partnership with schools is essential to achieve the desired targets of mode shift and child casualty reduction.

### **3. SCHOOL TRAVEL PLANS**

The Travel Change Team within the City Council's Transport Policy Unit was set up in 2003. The Team works closely with schools, businesses and other external organisations and provides direct support for the promotion of sustainable travel.

Over the last five years significant progress has been made by promoting sustainable travel through encouraging the uptake of School Travel Plans (STPs). There are currently 109 TTSI (Travel to School Initiative) approved STPs and Manchester's approach to school travel planning has been cited as an example of regional best practice. A further 40 schools will be engaged during 2007/2008, with a view to agreeing STPs for all 202 schools in Manchester by 2010.

The table on the following page details a small selection of schools where up to date data is available. As it can be seen some schools are performing better than others. There are several factors that could explain this:

- more pro-active approach by certain schools to travel planning. Some schools are better than others in promoting the virtues of sustainable travel. Schools such as Temple have a very motivated and pro-active "champion" and their results are testament to her actions and encouragement.
- Poor weather over a prolonged period can effect results, especially leading up to the Annual School Census;
- The catchment area varies from school to school and the ones that are more spread will have less potential for mode shift than a school showing a catchment area concentrated around its location.

<b>School with implemented STP</b>	<b>Baseline car use (SOV)* %</b>	<b>Latest car use (SOV)* %</b>
Button Lane Primary	24.5	21
St Catherine's RC Primary	55.5	50
Pikefold Primary	51	35
Birchfields Primary	50	49
Ladybarn Primary	35	17
Beaver Road Primary	37.5	34
Chorlton C of E Primary	50	14
Temple Primary	35	14
Green End Primary	26.4	29
Bishop Billsborrow Primary	23	24
Broad Oak Primary	42	42
<b>Average</b>	<b>39.1</b>	<b>29.9</b>

*Latest figures are taken from 2007 School Census.*

\*SOV – single occupancy vehicle

Targets:

Mode of Travel to School - targets for Manchester as set out in the GMLTP2:

- The percentage of car use to LEA primary schools to be maintained at 33.9% by March 2010;
- The percentage of car use to LEA secondary schools to be reduced from 16.4% in 2006/07 to 12.6% in 2010.

Number of School Travel Plans - as set out by the TTSI:

- 100% of Manchester schools to have approved school travel plans in place by 2010.

Manchester is committed to meeting this target, and has set out the following schedule for completing STPs for all 202 schools in Manchester:

Year	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10
Number (per year)	7 (actual)	13 (actual)	26 (actual)	63 (actual)	40	30	23
Total	7	20	46	109	149	179	202
Percentage	3.4%	9.7%	22.4%	53.2%	72.7%	88.6%	100%

#### 4. SAFER ROUTES TO SCHOOL (SRtS)

##### 4.1. Scope

The SRtS initiative aims to achieve a reduction in child casualties in addition to encouraging the use of sustainable modes of transport on the school journey. Schools that have a SRtS scheme are required to develop and implement a School Travel Plan.

##### 4.2. Range of Intervention

The Safer Routes to School schemes are road safety traffic engineering schemes, which include the delivery of traffic calming and new and improved pedestrian crossing facilities, among other measures.

Some innovative measures that have been implemented through these initiatives include:

- Mandatory 20mph signs that include children’s drawings, which aim to encourage a ‘slow down’ environment;
- Advisory 20mph signage to raise awareness of the presence of schools;
- Poles in the form of big pencils where School Crossing Patrols operate, to raise awareness to children and parents of the ‘preferred’ crossing point and to warn drivers of the presence of children crossing;
- Personalised signs placed on the school fence stating “The children of (school name) say- Show you care, park elsewhere. Thank you”;
- Vehicle activated signs (LED high visibility signs) that flash the standard school sign when speed exceeds a pre-set speed limit of 25mph.

##### 4.3. Implementation Programme

This programme started within the LTP1 period and the objective is to have 95 schools benefiting from a Safer Routes to School scheme by the end of 20010/11. Thus, by the end of the LTP2 period approximately half of the schools within Manchester (95 out of 202) will benefit from a SRtS.

By the end of 2007/08 61 schools will have a Safer Routes to School scheme. Achievement of the target is dependant on continued success in attracting funding.

The schools have been prioritised based on the ratio of child casualties (in a 5 year period) per km of road network, within a 200m radius centred on the school. The schools with the highest ratio have been prioritised first.

Also, in the last 2 years, the programme has catered for the needs emerging from the Building Schools for the Future Programme (BSF). New or refurbished schools, sometimes with increased numbers of pupils, do require highway improvements that are not budgeted for within the BSF funds as these are ring fenced to be spent on improvements within the school grounds.

#### **4.4. Monitoring results**

The latest monitoring results indicate that the number of casualties around schools where a SRtS scheme has been implemented has been reduced substantially:

- **Child casualties: reduced by nearly two-thirds (58%)**
  - **All casualties: reduced by one third (33%)**

In addition, **a reduction of about 7% in car usage on the school journey** has been achieved.

These results are very encouraging and are showing a positive trend in achieving a reduction in child casualties and mode shift. However, these monitoring results must be treated with caution as only a limited period of post implementation information is available for comparison with the before data.

Monitoring results will be reassessed on a yearly basis and it is anticipated that within the next two years, a significant number of schemes will have been implemented for 36 months, allowing fully valid monitoring results to be extracted and analysed.

#### **4.5. Future implementation**

The highest priority schools have now been addressed and the schools next on the ranking list show a lower ratio of child casualties. Also, because the length of network around each school can vary considerable from school to school, and due to the lower numbers of child casualties, the ratios are becoming less meaningful as a means of selecting the schools.

Therefore, the criteria to select schools to be tackled with a SRtS scheme from 2007-08 onwards, has been changed. The schools are now selected based on the number of child casualties and not on the ratio of child casualties per kilometre.

For these schools a further casualty analysis is made: all child casualties are analysed within an envelope defined by 200m radius centred on all the existing entrances to the school. Then the schools are prioritised based on the number of child KSI and when these are nil, they are prioritised based on the number of child slight casualties.

On a yearly basis, the ranking of schools is revised based on the most up to date casualty statistics, which are provided by the Greater Manchester Police.

## **5. 20mph MEASURES AROUND SCHOOLS**

### **5.1. Scope**

The City Council aims, as part of its speed management strategy, to implement 20mph speed limit restrictions in residential areas across the city. As child casualty reduction is one of the main targets for the City Council, the 20mph programme has been targeting at schools, both through the implementation of Safer Routes to School and specific 20mph measures around schools. The programme started in 2004-05 and has been mainly funded through Neighbourhood Renewal Funds (NRF).

The more widespread use of 20 mph speed limit zones in the vicinity of schools around Manchester is intended to address the serious problem of child pedestrian collisions occurring in and around residential areas and specifically on key routes to and from schools. Research has shown that the risk of a child being involved in a collision has reduced by about two-thirds where 20 mph zones have been installed.

The implementation of 20mph zones around schools is supported up by the results of a study by the Transport Research Laboratory (TRL), which reviewed results from 250 pilot 20mph zones nationwide. The main findings indicated that average speeds were reduced by 9 mph, annual collision frequency fell by 60%, the overall reduction in child collisions was 67%, and there was an overall reduction in collisions involving cyclists of 29%. Traffic flow in the zones was reduced by 27%, but flows on the surrounding boundary roads increased by 12%. Importantly, there was generally little collision migration to surrounding roads.

The latest (2006) transport statistics provided by Greater Manchester Transport Unit show evidence that the number of killed and seriously injured (KSI) and slight casualties are significant lower within 20mph speed limits when compared to 30mph speed limits.

### **5.2. Range of intervention**

The measures implemented as part of this programme have been mandatory 20mph or advisory 20mph zones, the former being implemented around schools with actual safety problems and the latter where there are perceived safety/speed issues which are not backed up by statistics.

The mandatory 20mph zones are designed to be self-enforcing and therefore must include the implementation of traffic calming features and have a legal traffic order. The advisory 20mph zones do not necessarily include traffic calming features nor do they include a legal order.

### 5.3. Implementation Programme

All schools within Manchester City have been ranked in terms of Grades 1, 2, 3 or 4, on the basis of the number and severity of collisions, which occurred within a 200m radius of the school. The grade applied to each school determined the level of treatment required to address the collision rate and risk.

All schools graded 1, 2 and 3 have had 20mph speed limit restrictions installed. The schools outstanding are all classed grade 4, which have much lower levels of child casualties than the other schools.

In 2007-08 the aim is to deliver mandatory 20mph measures around a further 10 schools that are already within traffic-calmed areas.

By the end of 2007-08, a total of 118 schools in Manchester (out of a total of 202 schools) will be within 20 mph speed limit restrictions. The total number includes a small minority of schools (6) that are not suitable to be within a 20mph zone because they are located on major distributor roads.

### 5.4. Monitoring Results

Meaningful conclusions regarding the success of annual programmes can not be made until at least 3 years (the accepted period for collision statistics) following scheme completion. As the 20mph programme started in 2004-05, with the first schemes only implemented in 2005, the post-implementation period has not yet met the 3-year criteria.

However, the monitoring results so far indicate a very positive trend in child casualty reduction:

	Advisory 20mph	Mandatory 20mph
- reduction in all collisions	45%	67%
- reduction in all casualties	48%	58%
- reduction in child collisions	28%	57%
- reduction in child casualties	39%	65%

As expected, the reductions in collisions/casualties are greatest for the areas that have had mandatory 20mph schemes implemented. They also had the most significant casualty problem.

### 5.5. Future implementation

Over the last 3 years all schools with safety issues (graded 1, 2 and 3) have had 20mph measures implemented.

It is intended to continue to deliver 20mph measures as part of the Safer Routes to School Programme (in coordination with the Building Schools for the Future programme), which aims not only to achieve a reduction in child casualties but also to encourage the use of sustainable modes of transport on the school journey – such as walking, cycling and use of public transport. There will continue to be a

rolling programme throughout the LTP 2 period. As part of this programme some of the advisory 20mph zones previously implemented may be upgraded to mandatory 20mph zones, with the required traffic calming measures being implemented to make the zones self-enforcing.

Beyond the LTP2 period it is proposed that all 202 schools will be treated with 20mph measures, either mandatory or advisory.

## **6. ROAD SAFETY – EDUCATION, TRAINING & PUBLICITY (ETP)**

### **6.1. Introduction**

The road environment plays a large and important part in all our lives, both as children and adults. Young people are more likely to die or be injured as a result of a road traffic collision than from any other cause (It is estimated that 1 in 15 children could be injured before their sixth birthday). Over the last three years there have been on average 345 children annually injured on the roads of Manchester. Of these on average 155 are pedestrians, 121 were injured whilst traveling in cars and 48 were cyclists.

The Provision of road safety education, training and publicity, and a school crossing patrol service by the City Council aims to reduce the number and severity of child casualties on Manchester's roads by raising the awareness of the problem and providing them with knowledge and skills to influence their behaviour and attitudes as individual road users, thus making a safer environment for everyone.

The programme of road safety activities provided are both revenue and project funded and form an important part of the City Councils Safer Routes to School Strategy. Several of the schemes of work within the programme provide a generic framework of delivery to all schools across the City, where others target specific Wards where there are high numbers of child casualties for pedestrians and cyclists. It is recognised that road safety is not an isolated activity but part of the promotional and enabling package necessary to encourage an increase in children's safer behaviour in the road environment. The team work closely with the Safer Schools Task Force, the Healthy Schools team and the Joint Health Unit (through the 'Teaching Injury Prevention Skills programme). The programmes of road safety activities not only raise awareness but also improve children's health and fitness and help to reduce the amount of traffic flow around the schools.

### **6.2. Education**

The education programme is primarily school-based and involves having regular contact with all schools throughout the city. It provides both event and resource led initiatives, and operates a support service for teachers/parents and pupils alike. Road safety awareness needs to be developed from an early age, with a structured programme of road safety education being taught throughout each child's life both in school and at home.

The programme includes the following initiatives:

- **Sit Safe Sammi**

This project supports the use of in-car safety equipment and is delivered to pre-school children and their parents. It is a partnership scheme between Children's services and the Road Safety team and is delivered by the children centre practitioners.

In 06-07, the project was delivered in all 26 Children' Centres.

- **Road Safety Quiz**

The Road Safety Quiz based on the Highway Code for Young Road Users gives children the opportunity to gain important road safety knowledge. It is an annual event and is viewed as an essential and informative learning exercise for all schools that take part. It is often used to complement the schools literacy hour covering the key objectives of reading, listening and speaking.

In 06-07, 105 schools took part in the quiz.

- **Junior Road Safety Officers**

This project involves the appointment of Junior Road Safety Officers in schools from children in year five and six to help promote road safety issues within their school and local community. This project had mixed success and many schools were unable to support the children in carrying out their road safety role.

After much discussion this scheme has now been replaced with the provision of school-based workshops targeted at those schools in wards where there are high child casualties.

### **Road Safety Workshops**

These workshops have been devised with key stage two children in mind and consist of a number of short scenarios covering many different road safety topics to year groups 3/4 and years 5/6. In order to sustain the delivery of the workshops they have become part of the team's mainstream work.

In 06-07, 23 workshops have been delivered to date with excellent feed back from the schools.

- **Crucial Crew**

This is a scheme where many organisations can deliver their own safety messages to children at one venue. Crucial Crews are held in both the north and south of Manchester, which gives the road safety team the opportunity to present an in-car safety scenario to year five and six pupils.

In 06-07, over 4000 pupils received the presentation.

- **Transition (Moving on to Secondary School)**

This project provided road safety information to parents and carers of children who are in their last year of primary school. It gives advice on planning safer journeys, encouraged children to make safer decisions and develop their independence to travel safely without an adult to secondary school.

In 06-07, 20 senior schools took part in this project.

- **School Crossing Patrol Presentations**

Patrollers have been trained to deliver presentations in both nursery and reception classes on the role of the school crossing patrol.

In 06-07, 79 presentations have been delivered to schools across the city.

- **Theatre in Education productions**

Funding has been provided through Neighbourhood Renewal Funds to give the opportunity to bring to Manchester's schools several theatre productions. They covered many road safety messages and enabled the pupils to learn in a fun and interactive way, whilst gaining important road safety knowledge. The productions have been aimed at the hard to reach secondary schools.

In 06-07, 30 key stage three/four theatre presentations were delivered in schools

The full benefits of all the educational approaches are considered long term ones, and may never be measurable, as their specific effects may not be able to be assessed in isolation. The road safety educational programme is monitored and evaluated on a regular basis and is updated accordingly.

### **6.3. Training**

The training programme is targeted at specific types of road user and age groups. They are designed to develop the practical skills required in order to use the road network safely. Road user training needs to start at an early age so that life long skills can be established. Training is delivered for both pedestrians and cyclists, usually within schools although these programmes are also available to other organisations and may be adapted as required.

The programme includes the following initiatives:

- **Child Pedestrian Training (Step Outside)**

Several years ago Manchester took part in a successful three year national pedestrian training scheme entitled 'Kerbkraft'. This proved to be popular with schools and was aimed at reducing child pedestrian casualties. Unfortunately, once the scheme had finished it was difficult to sustain the training in schools in the original format. Therefore, Manchester looked to produce its own pedestrian training initiative based on the 'Kerbkraft' model.

Step Outside is Manchester's own pedestrian training scheme for year 2 children. It aims to reduce child casualties by developing their awareness of

the road environment in which they live through education linked to practical pedestrian training. It also gives children a foundation of good road safety skills and knowledge from which they can build upon for the rest of their lives.

To support this training the team launched in Sept 2005 the interactive educational package 'Step Outside with Togo and Nogo' which has been enthusiastically received in schools. The package has been used as a training tool in conjunction with the Step Outside scheme, and provides the children with essential knowledge prior to the training taking place. All schools who take part in Step Outside training received a copy of the package. From its evaluation, those children who used it prior to the delivering of on-road training showed a significant difference in their pedestrian knowledge and ability to cope with the road environment.

The demand from schools for pedestrian training is extremely high. Therefore funding has been sourced to provide an outside contractor to deliver part of their pedestrian training programme.

In 06-07, 107 schools received training and 4579 children were trained.

- **'Bikeability' Cycle Training**

New National Cycling Standards have recently been introduced and now form part of Manchester's provision for cycle training. These new standards, known as 'Bikeability', aim to make available on-road training, and to provide children with a foundation of good road skills and knowledge from which to build on for the rest of their lives.

These cycling courses introduce children to basic on-road training, giving them experience of riding in traffic in a controlled environment. They emphasise the need for safe practice at all times when using the road, and teaches basic life skills and knowledge relevant to the needs of the young cyclist.

NRF and Cycle England funding has enabled the team to appoint both leisure Services and an outside provider to deliver 'Bikeability' level one and two cycle training in schools across the city to primary children in years five and six and secondary children in year seven.

In 06-07, 85 schools received cycle training and 1531 children were trained.

This type of education is generally accepted to be effective, although it is very difficult, if not impossible, to demonstrate rigorously that the training has reduced casualties.

An evaluation of the 'Kerbcraft' national pilot confirms and reinforced that there was a positive behavioural impact through practical roadside training for children as young as 5 years old (Whelan and Towner, 2006). For example, children trained following the Kerbcraft approach showed consistent and significant improvements in finding safe places to cross. Trained children showed safer road

crossing behaviour from between parked cars, and are significantly better at avoiding obstructions at junctions, i.e., they move away to a safer place.

#### **6.4. Publicity**

Publicity campaigns generally use the media, leaflets and advertising to inform and advice all types of road users. Campaigns help to inform members of the public about the scale of the problem, why these collisions are happening, and suggest positive solutions to avoiding them happening in the future.

Publicity in school's aims to change both child and parents/carers road user behaviour and attitudes to road safety. Many of the team's publicity campaigns are organised to support national, regional and local campaigns. Recent initiatives include the following:

- **New starter parent packs**

Over 5000 packs were collated with the help of 29 school crossing patrols. These contain essential road safety information and were distributed to all primary schools for the parents of all new starters.

- **Dissemination of Road Safety Publicity**

Many National publicity campaigns were supported through the distribution of materials using the teams schools databases which includes a series of publicity using the 'Hedgehog' characters, Seatbelt wearing and Teenage Road Safety.

- **Road Safety web site**

The Road Safety web page on the City Council's site continues to provide road safety information and advice on wide and varied topics including current campaigns and events. The site also has a resource and publicity page where the public can order materials over the Internet. In addition the team have added further links to other road safety sites.

- **Road Safety Handbook**

An annual Road Safety Handbook is produced and distributed to establishments across the city, including other council departments

- **How long are you here for?**

The 'How long are you here for' campaign is Manchester's own publicity vehicle which has been running for several years. Its aim is to increase individual road users awareness of the dangers associated with roads, and to provide collision reduction and road safety advice. Over the last twelve months a series of publicity themed events have taken place at schools focusing on a wide range of road safety issues:

- Seat belt wearing (to encourage the wearing of seatbelts at all times whilst travelling in a vehicle)
- Be Bright, Be Safe, Be Seen (to coincide with the clocks going back)
- Stop Means Stop (School Crossing Patrols and the problem of drive throughs)
- Parking Outside school. (To attempt to reduce congestion outside schools)

Publicity campaigns are expensive to provide, but can be extremely effective, even though they may take many years to bring about a lasting change in attitude (such as the well-known change in public attitude towards drinking and driving).

### **6.5. The School Crossing Patrol Service**

The provision of a School Crossing Patrol service provides safer crossing facilities to reduce the conflict between traffic and pedestrians at school times. The service is used by thousands of children and adults each day travelling to and from schools at over 175 sites throughout the City.

The service recruits patrols to fill each of the approved sites in the City. Each site is reviewed on a regular basis to ensure they meet with current criteria as numbers at crossing points can rise or fall over a period of time.

Should a request be received to establish a new crossing point a survey is conducted to calculate pedestrian and vehicular movement at the site. These results are then checked against the adopted criteria threshold levels to determine if a site should be established.

### **6.6 Monitoring**

The full benefits of providing road safety education, training and publicity and a school crossing patrol service are often seen as long term, and may never be measurable as it may not be possible to assess their specific effects.

However, where possible the schemes of work are monitored so that future programmes can be even more effective and reflect current needs and trends.

For education and training schemes the uptake is monitored usually by the number of schools and the number of children who have taken part. It is suggested that the more schools and people who receive the education and training the greater the reduction in casualties is likely to be. (Although this does not give any idea as to the saving in casualty numbers achieved)

Also the quality of the service is monitored, and wherever possible clients are asked (including children) for feedback on the education and training provided. This is because clients generally have a good idea as to the quality of the education or training received. (Once again this does not give any idea as to the number of casualties saved)

Furthermore it is very difficult to monitor the effectiveness of any Road Safety Publicity campaigns. Although the team is looking at recording the amount of editorial and radio/TV airtime made available to the various campaigns. This will then be converted into the equivalent advertising costs, and will hopefully give the team some idea of the return on the money spent.

## 7. CONCLUSION

The Safer Routes to School monitoring results presented in this report, both in terms of child casualties' reduction and mode shift, are very encouraging:

- child casualties reduced by nearly two-thirds (58%)
- all casualties reduced by one third (33%)
- car share on the school journey reduced by 7%

These achievements are the product of a combined effort from different Council departments and other external organisations. It is virtually impossible at this stage to dissect which measures have had the highest impact on these results: the development and implementation of School Travel Plans, the implementation of Safer Routes to School schemes and 20mph measures around schools, the delivery of road safety ETP measures or the work of the school crossing patrols.

In the near future (2008/09), a statistical analysis will be undertaken by Greater Manchester Transport Unit (GMTU) to evaluate the performance of each of the above measures in the reduction of child casualties and mode shift. The results of this analysis will be fundamental to establish investment priorities in future years and target the available funding to the most successful measures.

By continuing the implementation of these programmes, the City Council will be contributing to meet the targets set up in the Local Transport Plan and to achieve a better quality of life for children living in Manchester. It is recommended that the programme continue to target schools where it can be demonstrated that casualties saving can be achieved.

Manchester's Safer Routes to School initiative was a joint winner of the first ICE (Institution of Civil Engineers) North West Community Award for 2007.