

IMPACT ASSESSMENT: SPEED MANAGEMENT STRATEGY – FORM IA2

The strategy, itself	
Is it up-to-date? State when last reviewed	The Speed Management Strategy 2005-2008 is an intrinsic part of the Road Safety Strategy 2005-2011 (RSS), which was adopted by the Council as policy on 12 July 2005. Consultation for the Speed Management Strategy (SMS) was completed in June 2005; the committee process will be completed by February 2006 when the document will be published.
How was the strategy drawn up? Who was consulted?	The Department for Transport's "A Road Safety Good Practice Guide" and "New Directions in Speed Management – A Review of Policy" were the basis for the Strategy. Consultation took place with Ward Forums, Area Committees, Stakeholders, an analysis of correspondence (see paragraph 3 of the strategy document and appendix 2 (list of stakeholders including the departments Equalities Coordinator) and using the relevant results from the citizen panel carried out for the Road Safety Strategy in 2003.
How was it communicated?	Correspondence with relevant officers, Organisations and stakeholders. Presentations at the Area Committee meetings with residents completing questionnaires, (resulting analysis available from the road Safety Team). Once the Strategy is published all analysis will be published on the department's intranet & internet sites. The Strategy will also be made available to the public at local libraries in hard copy and made available in large print upon request. By appointment, an officer will make arrangements to discuss the document with members of the public who for example are visually impaired or do not understand the document and through an interpreter with any member of the public in a number of languages. Any alternative that may be necessary to communicate the strategy to the public will be considered.
Future reviews	The Strategy will be reviewed annually through the Casualty

	report and the Road Safety Report and the results will be published on the internet & intranet sites, and in hard copy in the libraries. A revised Speed Management Strategy will be produced by 2008, which will influence the revision of the Road Safety Strategy.
How have managers and staff been made aware of the new strategy?	Staff involved in road safety were involved in the preparation of the Strategy. Their attention will be brought to where the document can be found on the intranet.
What is the current situation in managing and monitoring the speed of traffic	
What monitoring is currently carried out? (eg Frequency of complaints of speeding, frequency of complaints by particular groups)	<p>Residents frequently complain about the speed of vehicles in the road/area especially young male drivers through letters, area committees, e-mail and telephone calls. All complaints via letter and area committee are logged.</p> <p>The Police and Bedfordshire and Luton Casualty Reduction Partnership record the number of PCN tickets by age, sex and ethnicity (observation only).</p> <p>The measurement of the speed of vehicles is currently carried out when complaints are received either by automatic traffic count tubes or by use of the Speed Indicator Device.</p> <p>Speed may be included as a causation factor in road accidents recorded by the Police but this is not consistent as this is mainly from the accounts of witnesses except for fatal collisions where the Police carry out detailed investigations including (where appropriate) test to determine the speed of the vehicle.</p> <p>The Bedfordshire and Luton Casualty Reduction Partnership carry out an annual opinion survey on attitude towards safety cameras and awareness and attitude to speed.</p> <p>Further monitoring would be beneficial (see Action Plan)</p>

Are there any on-going issues?	<p>From the Department for Transport's Transport Statistics Bulletin "Vehicle Speeds in Great Britain 2004" it is estimated that 27% of drivers exceed 40mph speed limits of these 10% are driver at more than 45mph and 53% of drivers exceed 30mph speed limits. Young male drivers are generally regarded as being over represented in speeding offences.</p> <p>From National Government sources, statistics indicate that ethnic minorities living in deprived areas have more road crashes than their more affluent or white counterparts. The table on page 12 of the Road Safety Strategy shows this to be true in Luton.</p>
What other strategies or policies does the speed management strategy impact on or is impacted by?	<p>Paragraph 8 of the RSS gives a list of other strategies that are being produced that will have an impact on this strategy with a timetable for completion/revision. An impact assessment will be carried out on these strategies as and when they are produced. Other strategies that have an impact are the Local Transport Plan 2000-2006 and its successor, Local walking Strategy, Parking Strategy, Bus Strategy, and Cycling Strategy.</p>
What problems or issues have been encountered in delivering the strategy?	<p>Getting the speed awareness message across can be difficult due to a lack of respect for the law and little regard for their or others safety in young males and other drivers. This then has an effect on meeting the targets and objectives set out in the Speed Management Strategy (see Action Plan).</p>
What action has been/is being taken?	<p>There are a number of initiatives that are directly related to the management of the speed of traffic. We take part in the Eastern Regions LARSO's campaign "For my Girlfriend" which is a speeding campaign aimed at young male drivers between the age of 17 and 25. We also carry out other speeding campaigns such as Make the Commitment, Operation Pride and SID education (details available from the Road Safety Team)</p> <p>A Responsible Driver campaign is currently being put together which will include speed awareness education and encompass</p>

	<p>the above. (see Action Plan).</p> <p>Speed awareness education is distributed to the public through a variety of methods including leaflets, visually at publicity events, and through the media (newspapers, magazines, radio and TV (adverts produced by the Region or Nationally). Other forms will be investigated including using radio advertising on the Asian network (see Action Plan)</p> <p>The priority list for area studies has been ranking with accidents and the multi deprivation index being two of the ranking criteria. This programme aims to reduce the speed limit in residential streets to 20mph and therefore reduce the number of accidents and severity of accidents in the area. (see Action Plan)</p>
Training	
What training has/will managers/staff received?	Managers and staff are experienced in the technical and legislative aspects of their particular field. All staff are trained in Equality Awareness to ensure staff are aware of the key groups for running campaigns and consultation event. All necessary training is given to new staff both in equalities and technical/legislative aspects of road safety. Additional training is given as and when identified.
Was training designed to specifically meet the needs of staff/managers/the public?	Yes – training requirements are identified annually in the staff development process and therefore should specifically meet the needs of the individual group managers and staff. This allows training to be updated as and when necessary.
Has the training been monitored/evaluated?	Training is monitored and evaluated following the event by the line manager, team meetings and through the Appraisal system.
Consultation for Speed Management Strategy	
What consultation took place for the Speed Management Plan and how were the views of all stakeholders taken account of?	Paragraph 3 (page 3) of the Speed Management Plan details the consultation that took place. All stakeholders and residents have been consulted on the Speed Management Strategy and this has

	been revised to take their views into account.
What lessons can be learnt?	From the analysis of the monitoring questionnaire from the Area Committee consultation there was a bias to white British older male respondents. Future consultation need to have a wider return base (eg more ethnic minorities, young people, females) (See Action Plan)
What are the implications of future revisions of the Strategy?	The consultation needs to go to a wider audience rather than just the Area Committee. The introduction of internet-based consultation in 2005/06 will assist in this however, other forms will also be investigated (See Action Plan).
Does anyone need to be consulted further? If so, who?	There will be ongoing satisfaction surveys with road users given out at Festivals, events etc and available on the internet. A further citizen panel questionnaire will also be considered prior to revision of the Speed Management Strategy in 2007. (See action plan)
Action plan status	Which group or groups of people?
END	Race, Sex, Age (groups known to be specifically effected by Speed Management Strategy)

Action plan status key:

EIP Essential and in place
END Essential and needs developing
DIP Desirable and in place
DND Desirable and needs developing
NR Not required

Service Manager responsible:

Agreed (Head of Service) :

Date: