

Title of Action Plan being assessed	Killed or seriously Injured on Essex Roads
LAA indicator	NI 47
Name of person completing this assessment	Rosemary Welch
Contact Telephone Number	01245 437146 or xtn 51146
Date	4 March '10
Which Partners are involved?	Essex County Council Essex Police Essex Fire and Rescue Highways Agency

1. What are the aims and objectives of this Action Plan?

To reduce the number of people killed or seriously injured on Essex Roads - through a coordinated strategy based on high profile enforcement, supported by publicity and media involvement backed up with high levels of engagement with communities and groups at risk.

The plan has been determined through the interrogation of accident data. The groups that we are particularly targeting are young drivers and their passengers, motorcyclists, and all drivers and riders that drink and drive, exceed the speed limits, use mobile phones and drivers or passengers who do not wear their seat-belts.

We are also keeping a regular up-date emerging accident problems.

2. What are the steps used to deliver the Action Plan?

A programme of enforcement activity is carried out in the locations and on routes with the greatest number of KSI casualties. Essex Police engage with drivers and riders not complying with the laws of the road, this may involve the prosecution of offenders and but also includes road side education. This is supported by media publicity to inform Essex residents and road users of the main KSI issues and through all partners the engagement with specific at risk groups and communities to educate about the risks and to provide information to improve their safety. One of the main tools to assist with this is the Community Wheels Exhibition Vehicle from which partners can work cooperatively to engage with various communities. It also provides the emergency services in particular with the mechanism to respond to communities that have experienced recent accident tragedy.

The actions are planned and monitored through a regular 'battle-plan' meeting of main partners, all of whom are engaged in delivering the plan. These meetings are informed by regular data up-dates and this allows partners to be responsive to emerging issues whilst still maintaining the overall plan of activities.

3a. Think carefully about each of the equality groups below in turn. Could the Action Plan have a negative or positive effect on people in the group? Tick any group that could be positively affected, and put a cross against any group that could be negatively affected. Some groups can have both a tick and a cross.

Race and Culture ✓

Age ✓

Sexual Orientation

Rural Isolation ✓

Disability ✓

Gender ✓

Religion and Belief

Economic Deprivation ✓

3b. Describe any positive or negative issues that you think are relevant under each equality strand. If you identify an issue that substantially affects a particular group, and might stop them benefiting, state what changes you will make to the Action Plan.

Race & Culture

Issues: The Community Wheels Approach can help us to tailor resources to meet particular community needs.

The material produced may not engage all communities despite following the County Council protocol of offering to make all resources available in other languages.

There have been some issues relating to foreign drivers not complying with UK traffic law. A specific activity to check legality of all heavy Good vehicles takes place regularly.

A campaign aimed at foreign drivers to provide them with Fresnel Lenses to alleviate the blind spot caused by the right hand position.

Changes to Action Plan: We are asking the Highways agency to provide more resources specifically targeted at foreign drivers in other languages.

Age

Issues: Casualty data is interrogated by age to help us to target those ages most at risk. Appropriate resources are developed to engage relevant age groups with the pertinent issues.

Despite one of our main target groups being young drivers we take the opportunity to engage all age groups in the public facing activities in recognition of their role in influencing others.

Changes to Action Plan: There is a growing concern about the involvement of older drivers and pedestrians in recent casualty data. Eyesight has been identified as an issue for older drivers and eyesight testing has been included on Community Wheels.

Child casualties have increased last year so greater focus on child safety will be included in the next plan.

Disability

Issues: From our data there are few specific issues relating to disability and road accident involvement with the exception of eye-sight. As previous eyesight testing is available as part of our general contact with the public.

Access to the Community Wheels vehicle is facilitated to wheel chair users through the use of a rear-tail lift.

Changes to Action Plan:

Religion and Belief

Issues: There are no direct issues for religion and belief, but there are different responses to advice and guidance to avoid accidents depending on the beliefs relating to fate.

Changes to Action Plan:

Gender

Issues: The casualty data shows that there is a disproportionate accident involvement of males compared to females within virtually all age groups.

All activities take this into account.

Changes to Action Plan:

Sexual Orientation

Issues: There are no relevant issues relating to sexual orientation..

Changes to Action Plan:

Rural Isolation

Issues:

There is a higher accident involvement on the rural network than in urban areas, however there is nothing to show that people from isolated rural communities have a greater involvement.

Interventions have taken place on the rural network and engagement with rural communities has taken place with particular reference to speeding cars and motorcycles.

Changes to Action Plan: Greater focus on community reassurance is being built into some of the activities.

Economic Deprivation

Issues

There is a recognised link between road accident casualties and areas of deprivation this leads to certain partnership activities to be focussed on these areas. Community Wheels specifically targets areas of deprivation and works with disaffected young people.

Certain enforcement activities will focus on these areas too, in order to encourage safer behaviours, however this could be perceived as negative attention.

Changes to Action Plan:

4. What equality statistics or other evidence from public engagement do you need to help you test your initial conclusions in Section 1?

What statistics or reports already exist – nationally or locally?

What else do you need to know – what are the gaps?

How will you collect this evidence? If you feel that particular organisations or community/voluntary groups will be able to help you please list these too.

STATISTICS

What evidence do you want?	Where is it available?	How will you use the evidence?

PUBLIC ENGAGEMENT PLAN

What do you want to know?	What questions will you ask?	Who are you going to ask?	Name of planned source (if known)	What will you do with the answer?

Please submit this form to jan.plummer@essex.gov.uk