

Stuart Hallett

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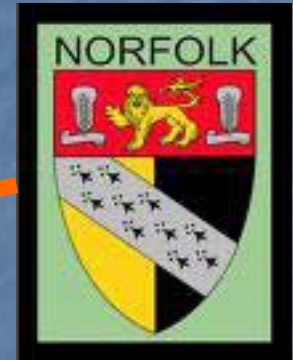


2006-2007
Road Safety



Norfolk County Council
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Where is Norfolk?



Norfolk...the facts.



Population 840,000

Road length 9600 km

Major City... Norwich

Major towns... King's Lynn, Great Yarmouth, Thetford & Dereham

Large rural authority. Agriculture, Tourism, Finance.

Local Government Finance

Where does the money come from?

Central Government £11 million Highway Improvements

Central Government £20 million Highway Maintenance

County Council capital fund £ 7 million for Maintenance

Other Sources...

Developer funding (106 & 278)

Central Government grants for specific projects

Demonstration projects

Reward funding

Total £8-30 million per annum additional

How much is spent on Casualty Reduction in Norfolk?

Engineering £ 2.2 Million (capital)

Education, Training and Publicity £ 1.2 Million (revenue)

Enforcement (Safety Cameras) £ 1.4 Million (revenue)

Some funding is reinvested. Driver training courses as an alternative to prosecution

Engineering

Local Safety Schemes based on casualty data

Route Studies

Safety Audit

Linked to maintenance works



Engineering

Can also be soft....!



Education

Child focused linked to school curriculum

- Pedestrian Training 6,000 pupils per annum
- Cyclist Training 5,000 pupils per annum
- Theatre in Education
- Subject based
- Preparing to drive or ride scooters *key focus*

Road Safety Officers and their assistants deliver this work along side teachers, classroom assistants & parents.

Publicity

£ 200,000 Partnership budget

Focus on the key road user groups

Linked and supports education and enforcement

National publicity also occurs.



Enforcement

Road Policing occurs through the partnership

Safety Camera Partnership purchased from the Police and Courts.

In Norfolk,

18 Fixed sites and five cameras

6 mobile vans monitoring routes



Casualty Reduction Challenges

In Norfolk,

Crash severity

Rural A roads (77% of all KSI) Demonstration Authority

Young Drivers.... 20% of all K.S.I's

Older drivers.....15% of all K.S.I's

Motorcyclists.....31% of all K.S.I's

Results of interventions closely monitored against local and national targets.

Partnership

Countywide partnership exists

- Police & Safety Camera Partnership
- NHS
- Highways Agency
- City Council
- Fire & Rescue Service
- Communications expertise
- Sub groups drive forward the business plan

Government driven approach

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The logo for Norfolk County Council, featuring a small crest on the left. To the right of the crest, the words "Norfolk County Council" are written in a green, sans-serif font. Below this, the phrase "@ your service" is written in a smaller, black, sans-serif font.

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