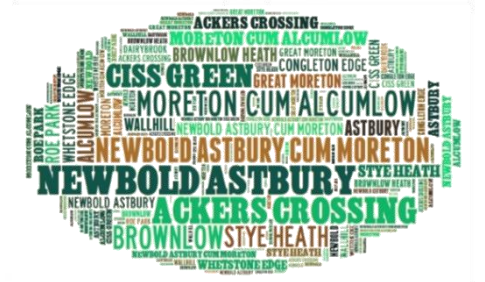


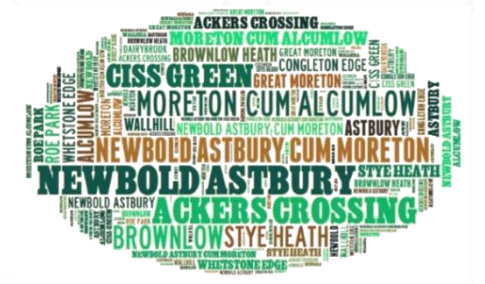
# Newbold Astbury cum Moreton Parish Council

## Annual Parishes Meeting 2018



# Agenda:

**Welcome – Mr John Carter (Chairman)**  
**Approve minutes of 2017 meeting**  
**Chairman's report**  
**Financial report**  
**Guest speaker – Mr John Carruthers**  
**Q&A**  
**Village Hall presentation**  
**Close**



Presented by  
John Carruthers  
BSc MSc CEng MICE MCIHT

# Road Safety and Traffic Conditions on the Highway Network in Newbold Astbury cum Moreton

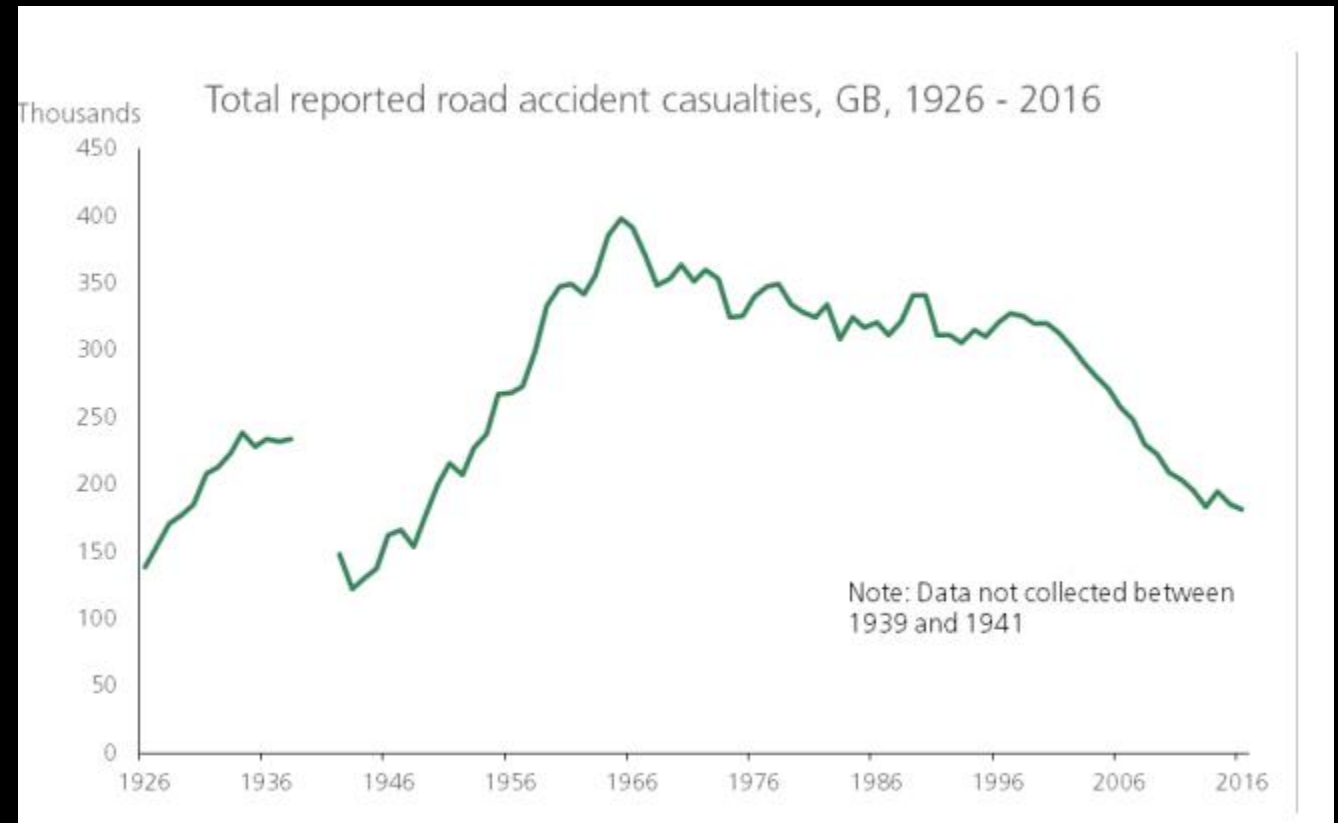
- John Carruthers
- Highway & Transport Consultant with 33 years of professional experience in the public and private sectors
- Experience includes major traffic studies and road safety investigations throughout the UK

Road traffic accidents have a severe impact on people's lives and are, understandably, one of the highest concerns for people whether they live in an urban or rural area.



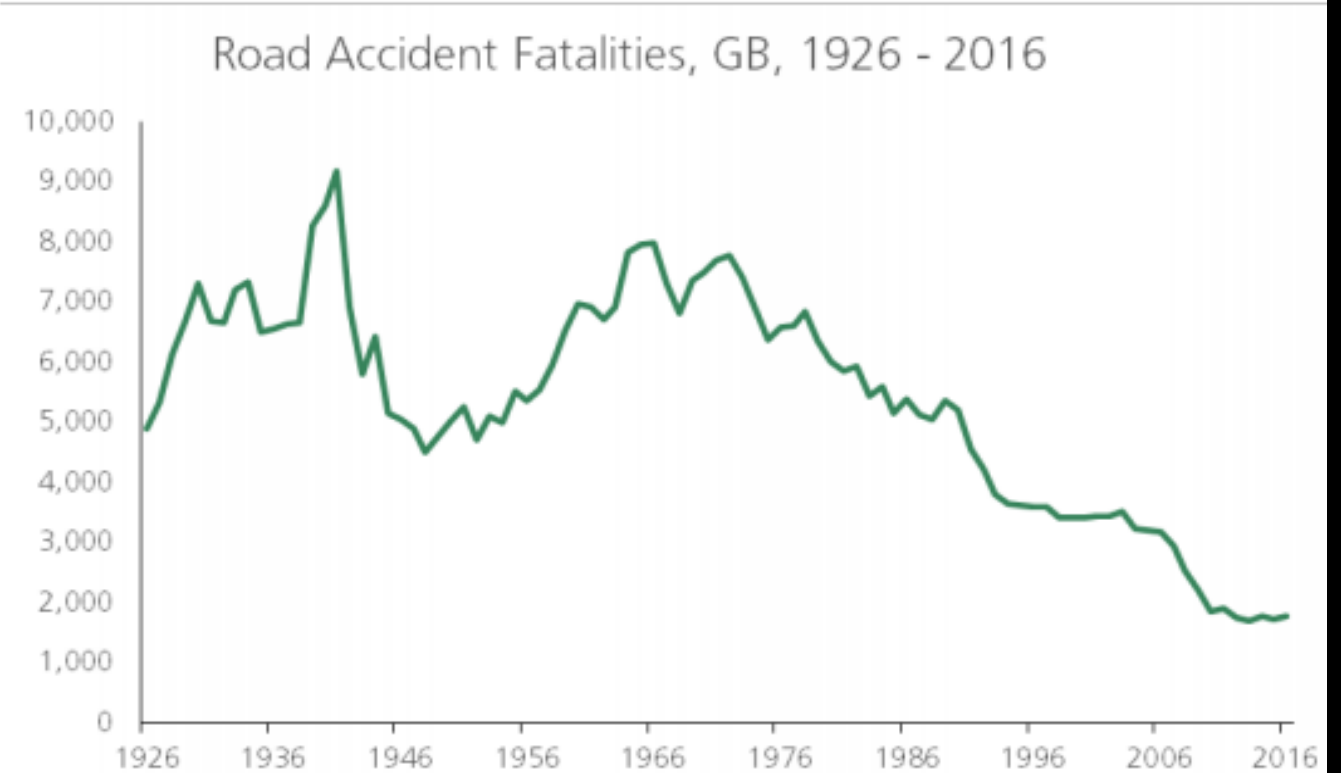
Firstly, some  
background -

There has been a reduction in  
road accident casualties in  
Great Britain since 1966 and  
particularly since 2000



Road accident fatalities have also reduced since 1966 but still account for almost 2,000 deaths per year (38 people each week)

Commons Library Briefing, 8 November 2017



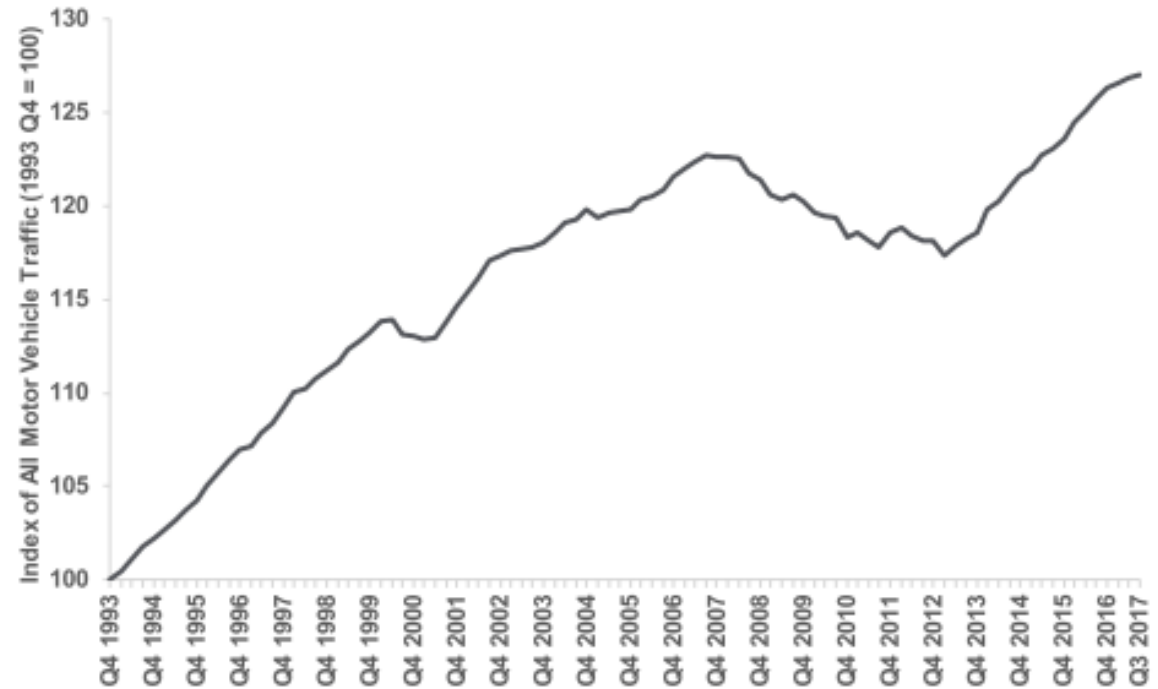
## 2. Reported road casualties by road type, severity, and speed limit

1,792 people were killed on Britain's roads in 2016. Roughly 55% were killed on non built-up roads (roads with speed limits of 40mph or more). 5% of fatalities occurred on motorways. These proportions have not changed significantly in recent years.

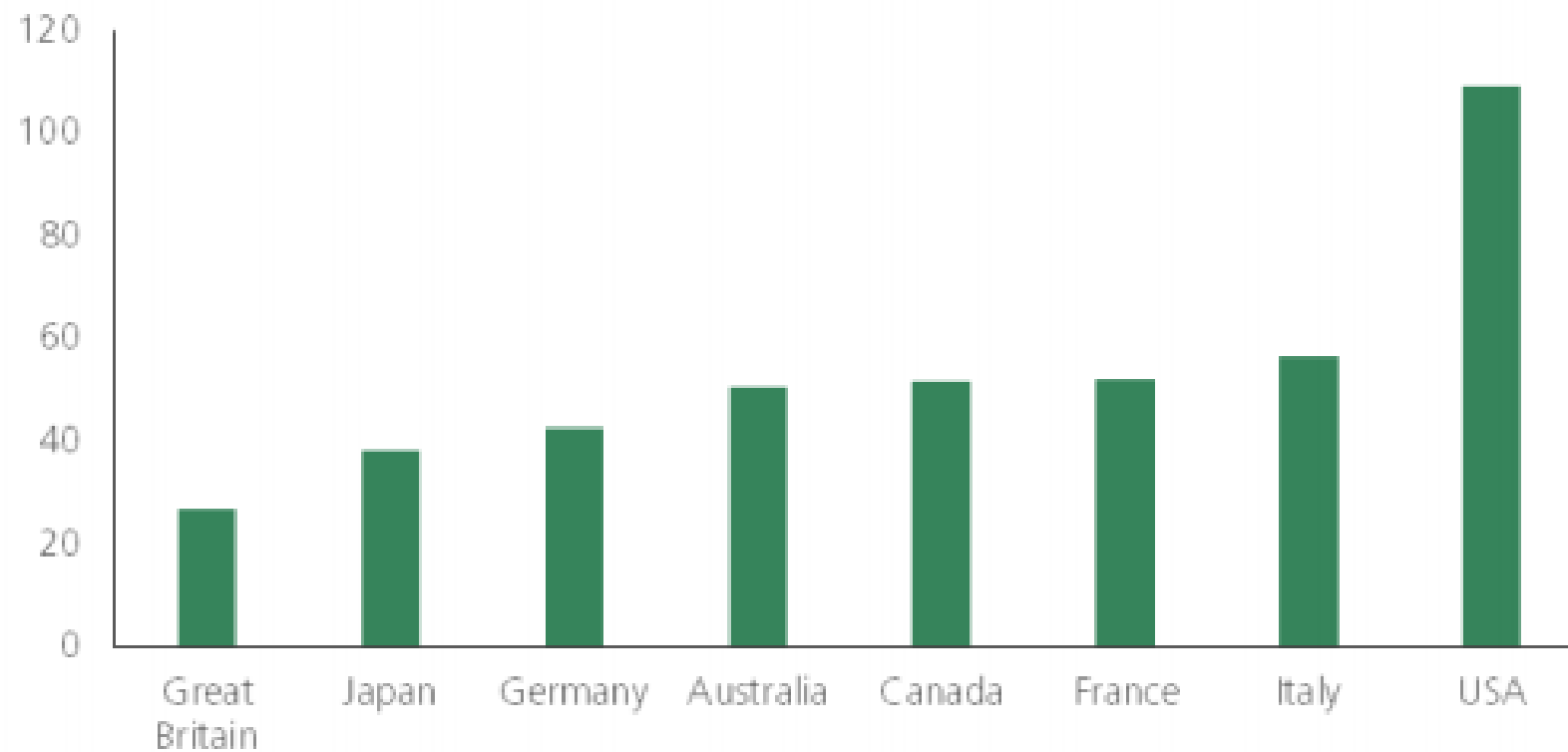


The reduction in road traffic casualties and fatalities has been despite a significant increase in road traffic over the last 20 years

**Chart 1: Rolling Annual Index of Road Traffic in Great Britain, from 1993**



Road deaths per million population, selected countries, 2015





















2007 -2011



Location:

Years

5 of 19 years selected

Severity

Fatal



Serious



Slight



Casualty Types:

All Casualty Types



Vehicles Involved:

All Vehicle Types



Search

Incident Severity



Slight Serious Fatal

6 results found



1999 - 2003



Location: astbury

Years

5 of 19 years selected

Severity

- Fatal ☒
- Serious ☒
- Slight ☒

Casualty Types:

All Casualty Types

Vehicles Involved:

All Vehicle Types

Search

Incident Severity



Slight Serious Fatal

25 results found

## Serious & Fatal Accidents 2012-2016



Location: astbury

Years

5 of 19 years selected

Severity

Fatal



Serious



Slight



Casualty Types:

All Casualty Types

Vehicles Involved:

All Vehicle Types

Search

Incident Severity



Slight Serious Fatal

3 results found

## Serious & Fatal Accidents 2007 - 2011



## Serious & Fatal Accidents 1999 - 2003



Location: astbury

Years

5 of 19 years selected

Severity

Fatal



Serious



Slight



Casualty Types:

All Casualty Types



Vehicles Involved:

All Vehicle Types



Search

Incident Severity



Slight Serious Fatal

No results found

# Summary of Road Safety Study

- The total number of recorded injury accidents on the road network in the Astbury area has increased from 6 to 12 between 2007-11 and 2012-16. There were 25 recorded injury accidents in the area in the 5 year period 1999 – 2003.
- The number of serious and fatal accidents in the study area has increased from 2 to 3 in the period 2012-2016 compared with 2007-2011. There were no serious or fatal accidents in the study area in the 5 year period 1999-2003.

# 35739 - VTC Consultancy Ltd – Congleton ATC – Location Map



	2004 Survey	2018 Survey	Change (2004 – 2018)
Average Weekday Traffic (24 hrs.)	7449 vehicles	7938 vehicles	+ 489 vehicles (+ 6.6%)
Weekday A.M. Peak (0800 – 0900 hrs.)	988	857	- 131 vehicles (-13%)
Weekday P.M. Peak (1700 – 1800 hrs.)	792	781	- 11 vehicles (-3%)
HGVs	150 (2.2%)	155 (2.2%)	+5 (0%)

	2004 Survey	2018 Survey	Change (2004 – 2018)
Saturday (24 hrs.)	6099	5567	- 532 vehicles (- 8%)
Sunday (24 hrs.)	5028	4798	-230 vehicles (-6%)
Total 7-day Traffic	48,373	50,055	+ 1682 vehicles (+3.5%)



# Risks on the Minor Rural Road Network

- Higher traffic speeds than in built-up areas
- Lack of footways and street lighting for pedestrians
- Other vulnerable road users such as cyclists, motorcyclists, joggers, dog walkers and equestrians etc..

# Actions to Reduce Risk

Publicity campaigns to increase road users awareness of risks and speed information signs

Individuals to consider their safety whether as pedestrians, cyclists, joggers, dog walkers etc. – select safe routes and time of travel, if possible. Bright clothing and lights during periods of poor light / darkness.

Drivers and motorcyclists / scooter riders to consider their speed at all times for the prevailing road conditions and weather.

Highway Code has excellent advice – all road users should remind themselves of the advice to reduce their risk of being involved in an accident

The most effective way to improve Road Safety is with the 3 'E' s :

- Education
- Engineering
- Enforcement

Rules for pedestrians, including general guidance, crossing the road, crossings, and situations needing extra care.

[Open all](#) [Close all](#)

## General guidance (rules 1 to 6)

### Rule 1

**Pavements** (including any path along the side of a road) should be used if provided. Where possible, avoid being next to the kerb with your back to the traffic. If you have to step into the road, look both ways first. Always show due care and consideration for others.

### Rule 2

**If there is no pavement**, keep to the right-hand side of the road so that you can see oncoming traffic. You should take extra care and

- be prepared to walk in single file, especially on narrow roads or in poor light
- keep close to the side of the road.

It may be safer to cross the road well before a sharp right-hand bend so that oncoming traffic has a better chance of seeing you. Cross back after the bend.

**Help other road users to see you.** Wear or carry something light-coloured, bright or fluorescent in poor daylight conditions. When it is dark, use reflective materials (eg armbands, sashes, waistcoats, jackets, footwear), which can be seen by drivers using headlights up to three times as far away as non-reflective materials.



Rule 3: Help yourself to be seen



Rule 59: Help yourself to be seen

## Rule 60

**At night** your cycle **MUST** have white front and red rear lights lit. It **MUST** also be fitted with a red rear reflector (and amber pedal reflectors, if manufactured after 1/10/85). White front reflectors and spoke reflectors will also help you to be seen. Flashing lights are permitted but it is recommended that cyclists who are riding in areas without street lighting use a steady front lamp.



## Law [RVLR regs 13, 18 & 24](#)

### Rule 61

**Cycle Routes and Other Facilities.** Use cycle routes, advanced stop lines, cycle boxes and toucan crossings unless at the time it is unsafe to do so. Use of these facilities is not compulsory and will depend on your experience and skills, but they can make your journey safer.

### Rule 62

**Cycle Tracks.** These are normally located away from the road, but may occasionally be found alongside footpaths or pavements. Cyclists and pedestrians may be segregated or they may share the same space (unsegregated). When using segregated tracks you **MUST** keep to the side intended for cyclists as the pedestrian side remains a pavement or footpath. Take care when passing pedestrians, especially children, older or disabled people, and allow them plenty of room. Always be prepared to slow down and stop if necessary. Take care near road junctions as you may have difficulty seeing other road users, who might not notice you.

## Law [HA 1835 sect 72](#)

### Rule 63

**Cycle Lanes.** These are marked by a white line (which may be broken) along



Department  
for Transport

Guidance

# THINK! country roads

Published 21 October 2014

## Contents

1. Introduction
2. Campaign activity
3. Core messages
4. Useful links

## 1. Introduction

60% of fatal road accidents occur on country roads. In 2013, 1,070 people were killed on country roads, nearly 11 times higher than on motorways.

THINK! research shows that drivers underestimate the risks of country roads - they are seen as the 'fun' part of driving and many drivers become complacent on roads they are familiar with. The most common contributory factor for these casualties is loss of control resulting from poor observation and planning, too high an entry speed into the bend and driving too fast for the conditions.



- Twitter

### 3. Core messages

The core messages are:

- 60% of road fatalities occur on country roads
- country roads are full of hidden hazards
- if you could see the danger through the bend, you'd slow down
- THINK! Brake before the bend, not on it

The new THINK! campaign urges drivers using country roads to:

- read the road ahead and anticipate potential hazards
- drive at a speed that allows you to stop in the distance you can see to be clear
- stay in control and give yourself time to react by braking before a bend, not on it
- give cyclists and horse riders plenty of space when overtaking

### 4. Useful links

[↑ Contents](#)











Give way to  
oncoming  
vehicles











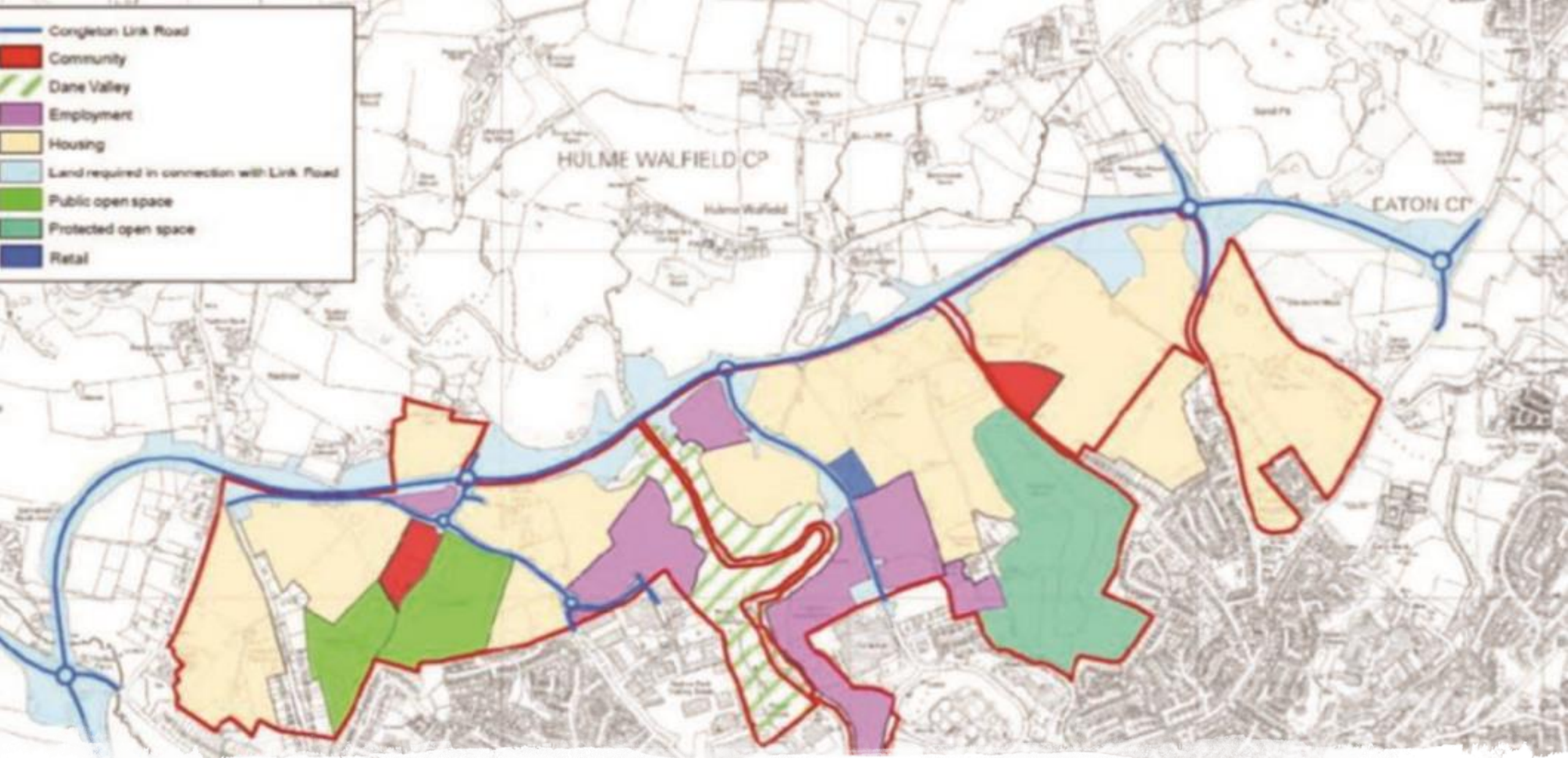












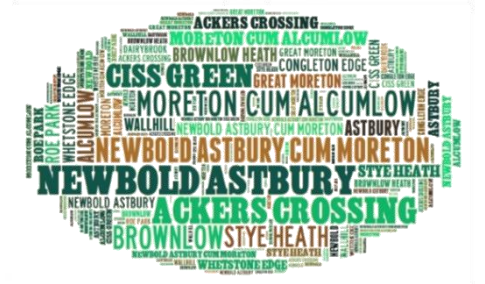
# Summary

- The UK has one of the lowest road traffic casualty rates in the world and this rate has reduced significantly over the last 20 years despite a significant increase in traffic flows.
- The road network in Astbury has shown a 100% increase in the number of recorded injury accidents in the 5 year period 2012-2016 compared with 2007-2011.
- All road users (pedestrians, cyclists, riders, drivers and equestrians), should be aware of the particular risks they face on country roads and should take action to minimise the risk based on road safety advice in the Highway Code.
- The new developments in the area and the associated new road infrastructure will result in changes to the traffic flows and safety on the local highway network and these changes should be monitored to allow early intervention if any problems arise.

Thank you.

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**Thank you for joining us this evening**

**WE MEET HERE IN THE VILLAGE HALL ON THE 2<sup>ND</sup>  
WEDNESDAY OF EVERY MONTH**

**Contact Julie Mason (clerk)  
jmasonparishclerk@gmail.com  
01260 641 854**

