

# LIVERPOOL CITY REGION ROAD SAFETY STRATEGY

ANNUAL REPORT 2023



Sefton Council



WIRRAL



EMILY SPURRELL  
MERSEYSIDE POLICE  
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Knowsley  
Council

national  
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LIVERPOOL  
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# FOREWORD

**Whether you're using public transport, cycling, walking, or driving, everyone has a right to feel secure while travelling in our area.**

**Too often, we know this isn't the case.**

Avoidable road collisions that result in serious injury or, worse, lead to families losing a loved one, have a lifelong impact on all those affected – but it doesn't have to be this way.



In our Vision Zero strategy, we've set a bold target to reduce the number and severity of road traffic collisions. It's our ambition that, by 2040, no one will be killed or seriously injured on our roads.

While a big part of that relies on people's road safety awareness, there are lots of practical steps we're taking to encourage long-term behaviour change in how people choose to travel.

At present nearly two thirds of all journeys in the region are less than 5km. But half of them are taken by car. It's clear that the only way we can influence a seismic shift that encourages more people to leave their cars at home is by providing them with a genuine alternative.

Since I was elected Mayor, I've been working to build an integrated London-style public transport system that's faster, cheaper, cleaner and better connected – and we've already taken huge steps towards that goal.

We've invested massively in our public transport network, from the historic decision to take back control of our buses to our brand-new publicly owned £500m trains and zero emission hydrogen buses. We're also spending £70m on active travel infrastructure to make it safer and easier than ever for people to walk and cycle in our area and introduced the region's first school streets pilots to ensure safety at the school gate.

By giving people a reason to ditch the car, we can drastically reduce traffic and congestion on our roads and improve the quality of air we all breathe – which is a huge win for our region's target to reach net zero carbon by 2040.

Working with partners across the region, Vision Zero is our roadmap to make our region the safest, cleanest and greenest place to travel in the UK.

**Steve Rotheram,**  
Mayor of the Liverpool City Region:

*Steve Rotheram*



**Steve Rotheram**  
Mayor of the Liverpool City Region







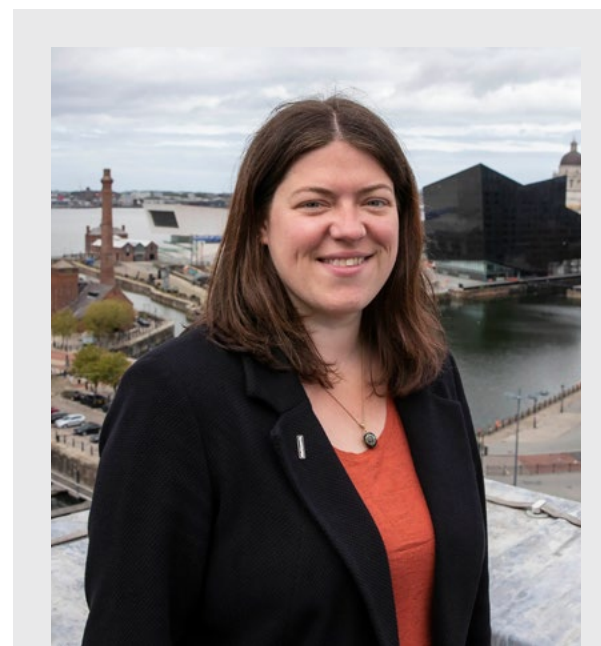
## Each and every death or serious injury on our roads is one too many.

**These road collisions devastate lives, families and communities.**

Yet, deaths and injuries on our roads are preventable and this is why we launched our Vision Zero Strategy bringing all partners together to reduce avoidable deaths and serious injuries on our roads to zero by 2040.

This report highlights just some of the progress that has been made over the last 12 months in achieving that aim.

I have seen first-hand the power of engagement and education and have supported several initiatives including a public demonstration of the devastating effects drink and drug driving, and a 'kids court' for drivers obstructing bus stops across Merseyside.



**Emily Spurrell,**  
Police and Crime Commissioner  
for Merseyside

Only through continual awareness raising, education and engagement with the public can we change behaviours for our communities now, and for generations to come.

I was proud to help launch the Schools Streets scheme in Sefton earlier this year to reduce congestion, create safer travel and minimise air pollution by significantly reducing motor traffic during school drop-off and pick-up times.

The scheme evidences the power of co-production, consultation and engagement and a scheme I hope to see expanded across the region.

The introduction of 20mph limits in Wirral and Sefton, adding to those already in place in Liverpool, is a welcomed commitment and a step in the right direction, and I am working closely with the Chief Constable to ensure that Merseyside Police is a key partner in its enforcement and adherence.

We recognise that the Vision Zero ambition was bold when we launched the strategy a year ago, and we remain bold in our aspiration to reduce and eventually eliminate avoidable death by road traffic collision by 2040 across the Liverpool City Region.

I would like to thank the Merseyside Road Safety Partnership who represent a committed collective to driving this strategy forward, as it is only through working in partnership that we can create a region that is cleaner, greener, and safer for all.

**Emily Spurrell,**  
Police and Crime Commissioner  
for Merseyside

*Emily Spurrell*





# WHAT DOES THE DATA TELL US?

**When the Liverpool City Region (LCR) Road Safety Strategy launched in October of 2022, it contained killed or seriously injured (KSI) casualty data from 2000 – 2019.**

Recently, the Department for Transport (DfT) have released their annual road casualties report and datasets for 2022, which provides a further three years of information to focus upon and scrutinise.

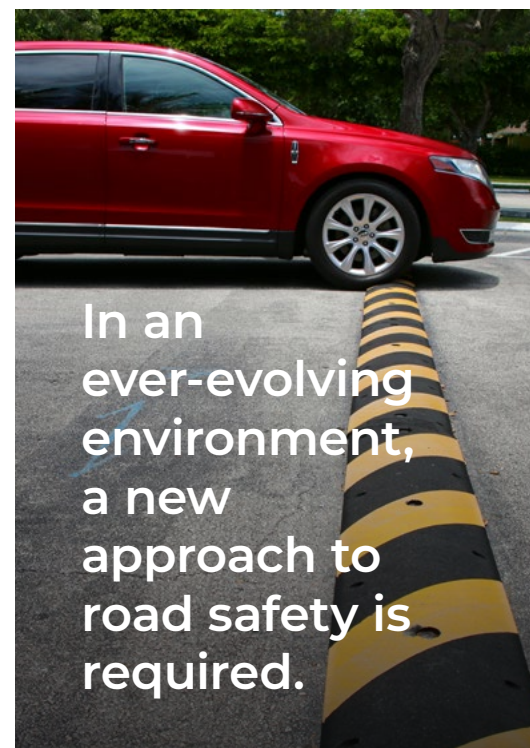
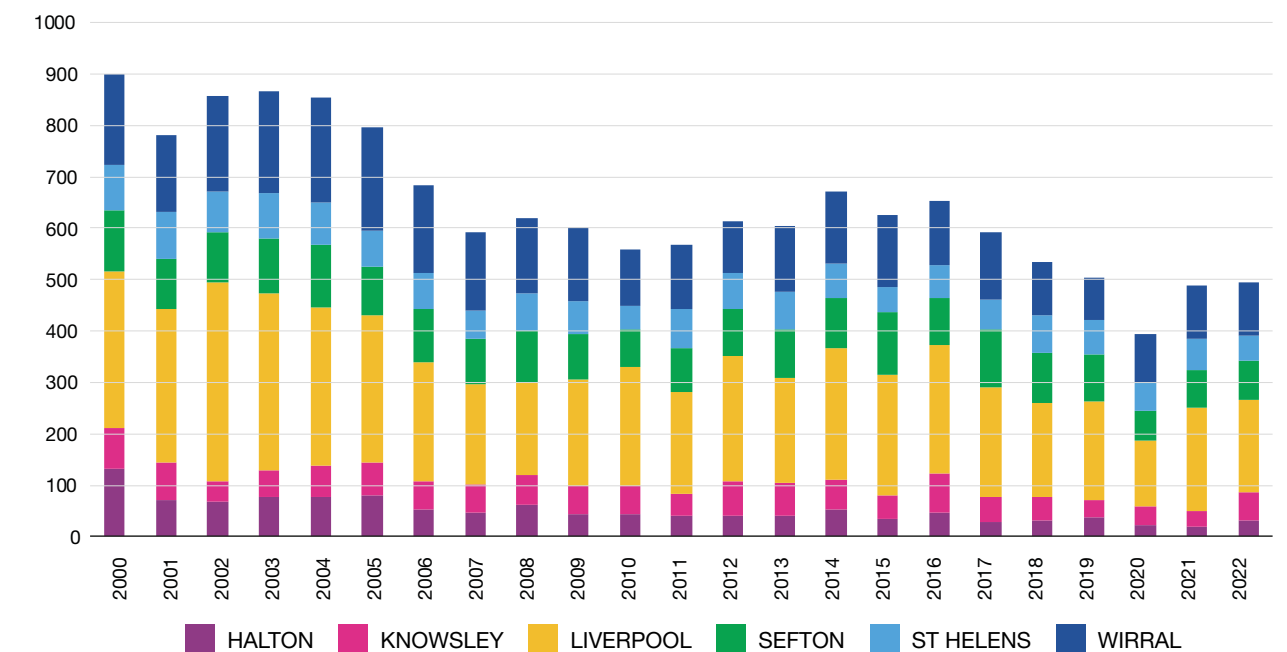


Fig 1

## Annual KSIs in the Liverpool City Region 2000 - 2022



The additional three years of data demonstrate a continuation of the declining KSI casualty trend across the region. Another point of significance is derived from focusing solely upon 2020, the data from this year reveals that the LCR incurred the lowest amount of annual KSIs for more than twenty years, which resulted in meeting the previous strategy's target of achieving below 400 KSIs by 2020.

There is a huge caveat which needs to be applied in the form of the Covid-19 pandemic. The pandemic, not only across the LCR but nationally as well, resulted in significantly less road users, which in turn had a substantial impact upon the amount of road traffic collisions (RTC) and the number of casualties arising from those collisions.

Recognising 2020 as a statistical anomaly allows more emphasis to be placed on the years that followed, and it can be seen from the data that KSI levels across the LCR have started to plateau, another trend which mirrors the national picture. Whilst it is difficult to attribute definitive

reasoning to KSI fluctuation, a main contributor for this plateau, recognised by industry experts, is the lack of significant road safety innovation, akin to the introduction of road safety cameras in the early nineties. If the LCR are to achieve the aim of zero avoidable killed or seriously injured casualties by 2040, innovation will play a key role in pushing through the long-standing plateaus and ensuring statistically significant KSI reductions.

To some extent, both the innovative and traditional measures depicted within this report have been evidence led. Each initiative has factored in the LCR's in-depth data provision, utilising the multitude of perspectives and tools available to highlight various factors of prevalence within road traffic collisions. This approach ensures a continuous awareness of road safety concerns within the LCR, whether they be historical or emerging, allowing for the identification and implementation of appropriate interventions which look to increase safety for road users across the region.



# SAFE SPEEDS

**Speeding is one of the Fatal Four; the Fatal Four are factors involved in RTCs which are much more likely to increase its severity.**

**During 2022, over 45% of all fatal collisions across Merseyside involved at least one of the Fatal Four.**

However, the Safe Speeds pillar is not only focused on ensuring drivers adhere to the limit of the road, but it is also a pledge to educate drivers on adapting their speed according to the conditions at the time. Since the launch of the strategy last year, there has been significant work carried out throughout the LCR, with the primary goals of establishing and encouraging safer speeds across the region, both in the short and long term.

Within Wirral, there has been a commitment to significantly increase the number of 20mph limits across the local authority over a four-year period. The roll out of these 20mph limits will take place primarily surrounding schools, residential areas, and retail areas.

The 20mph speed limits will focus on creating safe and healthy environments, which work well for all people, and help them live active healthy lives, in areas of good air quality and improved road safety. There is an opportunity for schools, businesses, and members of the community to become champions for the scheme.

A champion will be able to promote the new limits, work with stakeholders to raise awareness, engage in voluntary initiatives, as well as gain access to several resources, such as wheelie bin stickers, pace car stickers, and posters, which will further help raise awareness and adherence to the new 20mph limits.



Sefton have also introduced multiple 20mph limits, as well as disseminating stickers across several of their wards, enabling their communities to get involved and help raise awareness of the new limits.

The importance of these restrictions, especially surrounding areas of high footfall, cannot be overstated. A pedestrian is around five times more likely to be killed when hit by a vehicle travelling at around 30mph than they are from a vehicle travelling around 20mph.

**'A pedestrian is around five times more likely to be killed when hit by a vehicle travelling at around 30mph than they are from a vehicle travelling around 20mph.'**

Working in partnership with the community is paramount to incorporating Safe Speeds across the Liverpool City Region. There have been hundreds of speeding related intelligence submissions from the public so far in 2023, a combination of concerns raised via the local authorities, Merseyside Police, and the Merseyside Road Safety Partnership.

This intelligence provides an alternative to the standardised DfT Stats19 dataset, offering an entirely new perspective on speeding issues within the LCR, as well as a better understanding of how to resolve them. The local authorities have utilised this information to guide deployments of Speed Indicator Devices (SIDs) throughout their respective areas.

The SIDs are deployed at locations of public concern and detect vehicle speed, notifying drivers to slow down if they are speeding.

They do this whilst simultaneously collating data, allowing for retrospective analysis of a road or junction, from which it can be ascertained whether there is a requirement for any infrastructural changes or enforcement activity.





**For members of the public who want more direct involvement, Merseyside Police work with local authorities to deliver the Safer Roads Watch (SRW) scheme.**

The scheme allows volunteers within the community to be assigned their own speed detection device and conduct educational speed operations within their area. SRW was highlighted during the Project EDWARD week of action in May 2023, involving the Project EDWARD vehicle visiting Wirral, where Merseyside Police collaborated with the local authority and local volunteers to conduct an operation.

SRW numbers from 2023, year to date, further showcase the success and effectiveness of the scheme: There have been over seventy operations, resulting in excess of one thousand volunteer speed detections, all of which have produced an educational letter issued to the registered keeper of the vehicle. Of the vehicles detected, only around 2% have been re-detected, which suggests that educating drivers within the community is having a positive impact upon their speed.

Merseyside Police are acutely aware of the devastating impact a speeding driver can have on themselves and other road users.

As a result, detecting and enforcing these drivers is of the upmost importance throughout the force. Since the beginning of 2020, up until the halfway point of 2023, police officers have distributed 8,778 speeding tickets, mobile cameras have detected 52,353 speeding drivers, and static camera sites have identified 157,187 vehicles breaching the set speed limit. The combination of this work amounts to a total of 218,339 individual pieces of speeding enforcement across Merseyside throughout this period.

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Educating these drivers is also a priority, and up to now around 50% of all drivers detected speeding from 2020 onwards have attended and completed a speed awareness course. The significant proportion of educational disposals given to speeding drivers across the LCR will hopefully serve as a catalyst to prevent reoffending.

Partnership working between Merseyside Police's Safer Roads Unit (SRU) and local authority experts has resulted in two further camera sites implemented in 2023 so far, with unremitting assessment and evaluation of further locations taking place. Collaborative working is not restricted to new sites, when SRU Enforcement Officers identify issues with existing camera sites, whether it be signage, foliage or road markings, these issues are communicated to and addressed promptly by local authority road safety teams. Working in partnership throughout the LCR is ensuring that more work than ever is being conducted to avoid losing any speeding detections.

The infrastructure of the LCR doesn't facilitate placement of cameras at all identified areas of risk, and this is where the expertise of Merseyside's Roads Policing Unit (RPU) plays an important role. RPU's Bike Team, utilising dynamic deployment and innovative handheld speed detection devices, can access KSI dense locations which are not feasible for cameras, facilitating vital enforcement which could otherwise have been missed. Over the past twelve months, RPU have increased training initiatives, upskilling operational officers within other policing strands throughout the force, enabling them to have an impact on speeding enforcement.

The unit are also continuously looking to identify innovation and stand as best practice, often through the use of emerging technology. One example of the technology being utilised is a speed compliance tool; this tool allows officers to assess speed compliance on any road using telematic information from vehicles. The information garnered from the tool allows comparison to existing KSI data, applying another layer of intelligence and perspective to speeding interventions throughout the LCR.



Speed compliance tool







# SAFE ROADS

Considerable emphasis is placed on creating better environments for road users throughout the LCR, attempting to reduce the risk of injury, as well as encourage the public to lead more healthy and active lifestyles.

Through the process of aligning working practices to the pillars defined within the LCR Road Safety Strategy, existing interventions have been re-evaluated to identify if they are still applicable or require modernisation.

Innovative solutions have also been explored and adopted, allowing for contemporary road safety issues within the region to be appropriately addressed.

One such innovation arrives in the form of a first for the LCR, and that is St. Helens' implementation of a Cycle Optimised Protected Signals (CYCLOPS) Junction. The junction spans Marshalls Cross Road, Chester Lane, Mill Lane, and Clock Face Road, and looks to prioritise the safety of pedestrians and cyclists by completely segregating them from motorists.



The outer ring of the junction is designed to facilitate cyclists, acting similar to a roundabout with signal-controlled crossings. This will allow those who cycle to cross over the junction or make right turns unrestricted by cars or foot traffic, creating a safe route to travel.



The inner ring of the junction is dedicated to pedestrians, with those walking and cycling getting the same green light signal in all directions at the same time, but on a separate ring of paths in the middle of the junction. There are also uncontrolled pedestrian crossings on each side of the junction to provide a safe place to cross the cycle lane for pedestrians.

Once pedestrians and cyclists have passed, motorised traffic will get the green light signal to continue driving and use the junction as normal. In a key location, the CYCLOPS is close to several primary and secondary schools and sits next to Lea Green Railway Station, which is undergoing a major refurbishment. There are also several cycle routes within the locale, encouraging residents and visitors to consider more active forms of transport when making shorter journeys, helping to achieve lower emissions as well as increased road safety.

**Sefton also have progressive preliminary designs for multiple pedestrian and cycle improvements at the A59 Northway.**

An example of the progressive engineering is at the Kenyons Lane junction, which will include a CYCLOPS crossing facility, similar to the pioneering system that St. Helens have in place. In addition, there will also be a Speed on Green camera at this location.

As the first traffic-signal controlled junction which drivers will encounter when entering Merseyside from Lancashire, the pedestrian and cyclist friendly junction, combined with the Speed on Green camera, will deliver a modern multi-layered solution which will promote the region's Vision Zero philosophy.

In addition, Sefton are continuously improving their active travel infrastructure. At Coronation Road within Crosby there will be a conversion of existing double mini roundabouts into traffic signals, providing full pedestrian crossing facilities to simplify access from Crosby bus terminus.

There is also ongoing work to improve existing cycle tracks, as well as develop new ones, with some notable work taking place at the A565 Formby Bypass.





Knowsley continue the positive trend of promoting safe roads and active travel within their local authority, with multiple engineering works taking place throughout the borough. One of the most noteworthy pieces of work has taken place at Headbolt Lane, close to the recently opened railway station. There are cycleway facilities, as well as a fully operational signalised crossing, offering a safer environment for commuters and those travelling within the area.

Other completed and ongoing work include signalised pedestrian crossings at Old Hutte Lane/Higher Road in Halewood, signalling of crossroads at George Hale Avenue/Knowsley Lane/Primrose Drive, new pedestrian facilities at both Copplehouse Lane/Valley Road and Whitefield Lane/Cronton Road, as well as improved cycling infrastructure at Waterpark Drive in Stockbridge Village.

Creating safer and healthier infrastructures around schools is a high priority throughout the LCR, with multiple authorities attempting to facilitate this through the means of School Streets. A School Street is a stretch of road outside a school that is temporarily limited

or closed to traffic during school drop off and pick-up times. This measure reduces the direct number of interactions a pupil could have with a motor vehicle around their school. Not only does it look to improve road safety, but it also encourages walking or cycling to school, as well as cutting down on vehicle emissions within the vicinity. There are ambitious proposals within Liverpool City Council's plan to introduce forty School Streets over the next four years.

At present, Liverpool currently has four set up and are in the process of creating a further fourteen, which will then leave development for just over thirty School Streets to get underway. Wirral also have six School Streets, with three being permanent, and three still in the experimental traffic regulation order stage.

There are a number of other School Streets locations spread across the LCR too, with two recent launches occurring in Sefton. On 1st July, to mark the launch of the new schemes, LCR Mayor Steve Rotheram and Merseyside PCC, Emily Spurrell, joined pupils from Birkdale High and Greenbank High Schools.

In addition to School Streets, there have been multiple effective School Neighbourhood projects undertaken throughout the LCR over the past few years, and now Sefton are progressing on their scheme for Stanley High School.

The process will involve road safety experts within Sefton Council, working in conjunction with pupils, parents, and residents, to improve road safety in the vicinity of the school. This is a highly interactive, educational, and engaging process, allowing the pupils and their parents to have their opinions heard, and also have a direct impact on the outcomes of the scheme. The result will see various traffic calming measures, as well as improvements to walking and cycling facilities, with a potential launch at the end of the financial year.

The Liverpool City Region Combined Authority have an integral part to play with a wide range of schemes and initiatives, as well as securing various sources of funding to allow partners to improve the safety of the roads. Revenue funding (Capability and Ambition Fund) has been secured and provided to local authorities so they can develop their own local cycling and walking infrastructure plans. The fund has also been utilised to install around a hundred sensors across the region, helping to identify potential issues at a junction, improvement requirements, and even provide information on suitable locations for new cycling and walking infrastructure.

£14.4m was secured through Active Travel funding, which has been utilised to create segregated cycle lanes across the LCR, improve pedestrian facilities, and also conduct general safety improvements at junctions and crossings.

£450k of funding was spent to improve infrastructure around Mersey Tunnels, with the barriers being upgraded to safer versions.

**£14.4m was secured through Active Travel funding.**





# SAFE VEHICLES

The Safe Vehicles pillar draws the LCR's attention to vehicle regulation and the emergence of technology which is specifically designed to prevent crashes, such as collision avoidance systems, stability control, and automatic braking.

**There is considerable focus on working with businesses across the region to ensure that their fleets are properly supervised, with all of the correct and required measures being taken. Moderation of vehicle fleets also includes authorities and agencies ensuring their own are fit for purpose, especially the emergency services.**

There is a lot of work emanating from Wirral in regard to Safe Vehicles, with their award-winning Mind your Business (MYB) scheme serving as prime example, the only one of its kind within the Northwest.

Over the past few years within the LCR, professional drivers have intermittently been involved in 25% of road traffic collisions, and MYB looks to specifically tackle this issue, through engagement with businesses, and even supporting enforcement when required.

The MYB project has actively engaged with over eighty businesses and organisations within Wirral including Royal Mail, NHS, ASDA, Biffa, and Unilever.

Through MYB's consultation with business fleet managers, and fleet drivers, awareness is raised around the factors which are heavily involved in professional driver RTCs. Keeping aligned to the LCR's modernistic approach, MYB also promotes active travel wherever possible.

In March of this year, MYB held a mock trial at Wallasey Town Hall, focusing on a scenario which involved a collision between a professional driver and a cyclist. The trial turned the spotlight on a range of aggravating factors that make the situation far worse for the employer - and the penalties more severe.



The factors included the causation of the collision, poor company procedures which contributed to it, and how failings by senior management to update company policies and procedures were used against them.

After the trial, there were expert talks aimed at reminding employers, who have staff driving for them as part of their work, of their responsibilities to their staff and members of the public. It also sought to update companies about some recent relevant changes in the Highway Code and new Sentencing Guidelines for courts, both of which were introduced last year.

Knowsley also continuously work towards achieving the Safe Vehicles pillar, both in terms of their own fleet, and that of the businesses within the area. The Knowsley fleet is fitted with Ctrack telematics systems, enabling the location of vehicles at any point, as well as being used to optimise routes for vehicles to avoid busy areas at certain times. Ctrack also monitors events such as excess speed, and harsh braking or acceleration, which help to identify any drivers that need further training.

The HGV fleet is fitted with a 5-camera system from Vision Techniques, this gives the driver a 360-degree view of the vehicle

on a screen in the cab, which assists in increasing the visibility of other road users.

These cameras also assist in reversing manoeuvres, alongside an audible reverse warning, and reversing assistants when safe to do so. Newer vehicles are fitted with a radar system that automatically brings vehicles to a stop when anything enters their reversing path.

In October 2022, Tyre Safety Month was promoted in conjunction with local garages, providing road users with free tyre checks and advice. This was supported with communications on social media and Knowsley News, as well as the provision of leaflets and tyre check keyrings. Tyre safety was also promoted at the annual Knowsley Flower Show.

Knowsley's licensing team conduct vehicle checks on hackney and private hire taxis at least twice a year, this is in addition to any collaborations with Merseyside Police. Knowsley also conduct licensing work with ice cream van traders within the borough, and since 2000 onwards, all vans are annually checked, with a requirement to be fitted with reversing cameras, sensors, and additional mirrors.





A form of vehicular technology which has seen an exponential surge in usage over the past few years is Dash Cams. This year alone, Single Online Home, Merseyside Police's public reporting system, has seen over a thousand RTC submissions that have been investigated by Matrix RTC Investigations team.

Of these submissions, there have been nearly eight hundred reports of road related incidents (Dash Camera), with a 66% positive outcome rate, including disposals such as advice letters, educational courses, and prosecutions.

The force has authorised thirty training courses that will see all Roads Policing officers trained to examine and undertake Taxi Licensing enforcement operations. Merseyside Police have also specially trained and authorised twelve officers in the examination and prohibition of vehicles classed as unsafe to be driven.

Four officers have been trained in specialist prohibition powers, enabling them to secure vehicles using an immobilisation cable.

This cable can later be released for a fee once the issue is rectified, and any money collected is reinvested into operations and equipment to promote Safe Vehicles. Since July 2023, twenty vehicles have been immobilised.

There is also emphasis placed on securing the safety of their own vehicles, with RPU rolling out a new fleet of Volvo V90s and V90 Cross Countries. These vehicles have the latest in collision avoidance technology and New Car Assessment Programme (NCAP) safety ratings.

Officers from the Commercial Vehicle Unit conduct regular operations in partnership with the Driver and Vehicle Standards Agency, aimed at identifying defects and safety concerns on vehicles. Between September 2022 and September 2023, over £80k in fines have been issued due to poor vehicle safety and breaches of driver hours.



Merseyside Police's Vehicle Crime Unit have supported Safe Vehicles through the examination of illegally owned electric scooters and pedal cycles.

There have been 2,239 vehicle examinations completed, which has resulted in the identification of 527 stolen vehicles. In addition, over 260 stolen vehicles have been detected through the examination of parts at illegal vehicle chop shops. The team recently received a national award, in recognition of the effective work they conduct.

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The support provided by National Highways is invaluable to ensuring safe vehicles and fleets across strategic routes. Liaison frequently takes place with Merseyside Police surrounding abnormal loads on the Strategic Road Network. In addition, load security training courses have been provided for Merseyside Police, Mersey Tunnels Police, and Port of Liverpool Police.

There has been the consistent deployment of unmarked super cabs, through Operation Tramline, which have helped to detect the Fatal Four offences in commercial vehicles, vans, and cars. After effective partnership work carried out in 2022, Operate Pennine is due to commence again shortly.

Operation Pennine focuses on one of the most important routes across England, the stretch of the M62 between Liverpool and Hull. Along this stretch of Motorway, thirty different agencies will work in tandem to uphold vehicular and driving standards.





# SAFE BEHAVIOUR

Over the past twelve months, there has been extensive engagement with road users across the LCR, endeavouring to raise awareness of dangerous behaviours and promote techniques to ensure improved safety.

Focus has been placed on ensuring that educational initiatives are captivating, interactive, and reach as many different types of road users as possible.

Knowsley's extensive road safety education portfolio covers ages from pre-school to adulthood, with a multitude of topics and modes of transportation covered. To increase the safety of pre-school children, health visitors on behalf of Knowsley provided car seat advice and literature to parents of over two thousand three-year-olds within the borough. A road safety story book was also provided to every child within each of Knowsley's nurseries and schools, giving them a relatable and engaging tool to increase their awareness of road safety.

Each primary school within Knowsley is offered a full educational programme, with some education covering all school years, and some being year specific.



Pupils in year two received three interactive classroom sessions over a period of three weeks, focusing on safe crossing behaviour, personal responsibility, as well as distractions. Almost five hundred year six pupils attended the multi-agency Crucial Crew event, where a bus was used to demonstrate the issues of masking when crossing near a large stationary vehicle.

## 500 year six pupils attended the multi-agency Crucial Crew event.

This event tied into Knowsley's Pedestrian Safety around Buses Campaign, which launched in September 2023. The aim of the campaign was twofold; to raise awareness of pedestrian risk when crossing in front of a stationary bus, and to ask drivers to take extra care when passing or overtaking a stationary bus.

The campaign included bus rear adverts aimed at drivers, internal adverts on buses aimed at pedestrians, as well as adverts at bus shelters.

Wirral have conducted a Junior Travel Ambassador scheme, with the scheme enabling pupils to deliver peer-to-peer behaviour change initiatives and campaigns. These include active travel promotion, speeding awareness, parking surveys, as well as writing to and visiting residents.

The scheme gives pupils ownership of their environment and an opportunity to make real improvements to their school community. Another educational initiative surrounding schools is the parking around schools toolkit, which is sent to all schools, alongside a physical banner for the school gates.

The toolkit serves to remind motorists of the dangers which can arise from parking closely to a school, warning drivers that they could be putting children, including their own, at risk. Across the borough, there has been a total of five thousand children who have received road safety and active travel sessions, with ten schools achieving Modeshift accreditation. This award recognises schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel.

Also delivered within Wirral is the Engage scheme, aimed at equipping young and learner drivers with the skills and knowledge to be safer on the roads. Approved Driving Instructors (ADIs) within the Engage driver training programme undertake enhanced training and attend regular training sessions and seminars.

Wirral have created a suite of resources for driving instructors to utilise in their lessons, which can be accessed via the member portal of a website. Educational input is then delivered by the ADI to the learner, topics include vulnerable road users, speeding, peer pressure, driving under the influence, and fatigue.





## Wirral Council's road safety team administrate Merseyside's BikeSafe programme.

**The team provide the venue and clerical running of the programme, including processing finances and monitoring budgets to ensure the programme continues to be delivered effectively.**

This collaborative approach is also delivered by Merseyside Police, Institute of Advanced Motorists (IAM), and the Royal Society for the Prevention of Accidents (ROSPA).

There have been approximately one hundred riders receiving further education on motorcycle safety within the last twelve months.

Emergency services also promote the Safe Behaviour Pillar, through engagement with the public, as well as attempts to influence road user behaviour via the use of technology. Merseyside Police's RPU led the force's participation in the National Police Chiefs' Council road safety campaigns.

Throughout the year, Merseyside Police have undertaken two national drink and drug driving campaigns, outperforming regional forces in both the number of tests completed and number of arrests. In the first three quarters of 2023, there has been 953 drink driving arrests and 1,932 drug driving arrests, amounting to 2,885 drivers arrested for drink & drug driving offences.

Merseyside Police have also significantly increased their pavement parking enforcement. In 2022, there was a total of 2,530 tickets issued for obstructive parking offences, which was a 13% increase on 2021.

At the halfway point in 2023, the force has already enforced 1,487 such offences. When comparing this year's current figure with the same stage in 2022, it is a substantial 150% increase.

Investments in social media usage has improved the number of platforms on which the RPU can distribute educational messages, with them currently utilising Instagram, Facebook, TikTok and X, with the latter platform having in excess of thirty thousand followers. Another tool being used is arial photography, which is currently being deployed to prevalent KSI locations throughout the region to better capture and understand driver behaviour.

Merseyside Fire and Rescue Service (MFRS) have been heavily involved in the provision of safe behaviour engagement and promotion, with multiple events over the previous twelve months.

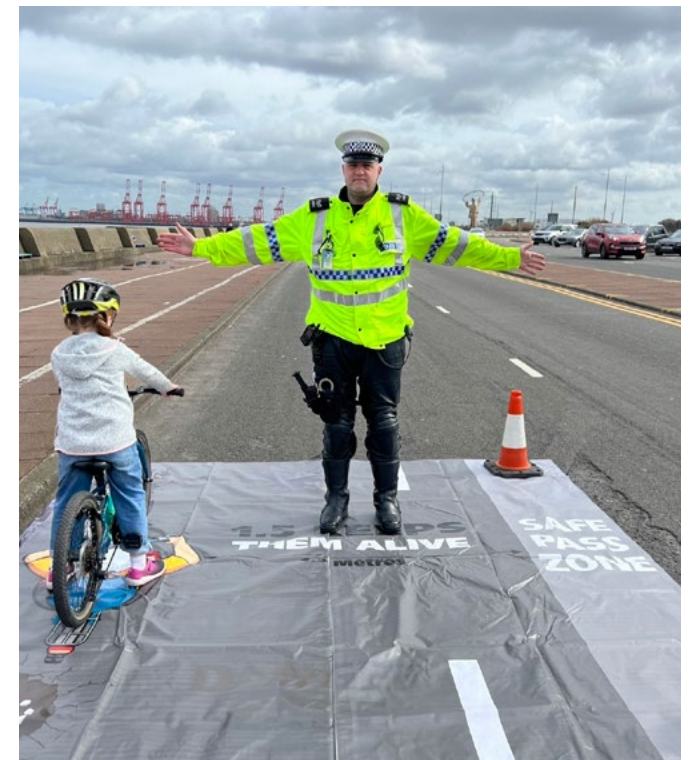
In the latter months of 2022, MFRS interacted with year five and six pupils during the LFC Primary Stars Event at Anfield, providing safety advice and support to pupils who would be making their own way to school.

In December, they worked alongside the Merseyside Road Safety Officers Group, to engage with the public at a Drink Drive and Morning After event, held at Liverpool One.

Throughout 2023, there has been a lot of education provided through innovation, with MFRS's virtual reality (VR) headsets proving to be an impactful and interactive experience, with almost fifty engagements with secondary school pupils occurring since the launch of the strategy. As well as targeting secondary schools, the VR headsets have also been utilised elsewhere, including the Fowler Academy.

The Fire Service attended the academy and engaged with young men who had been highlighted as having access to high performance cars through their lifestyle. They were shown a video through the VR headsets which accurately depicted a collision, prompting engagement and further discussion throughout the room.

The Combined Authority have secured grant funding of £651k, for Learn to Ride and Balance Bike. This will offer over fifteen thousand training places to children throughout the region, facilitating the improvement of their cycling skills.



In addition, £45k has been secured for the development of adult cycle skills and bike maintenance, with education being delivered by local community cycling groups and trainers.

Mersey Tunnels Police, who report to the Combined Authority, have also conducted important work in relation to the pillar, with multiple interventions over the past year.

In May, there were high visibility foot-patrols on Tunnel Toll Plazas, supporting the operational target for seatbelt use, focusing the campaign upon education and engagement with tunnel users through seatbelt checkpoints.

In July, there was an emphasis on using over-height vehicle detection equipment at the Liverpool entrance portal, to warn and inform tunnel users of restrictions.

In September, a week's focus was also dedicated to construction and use offences which was inclusive of MOTs and tyre safety.



# POST CRASH RESPONSE

## Effective post-crash response is multifaceted, with each facet being of equal importance.

**When a crash does occur within the LCR, prompt and effective reaction is required, dispatching the right services to the right location, assisting those involved, as well as safeguarding the area to prevent further harm and ensure an uncontaminated scene to conduct thorough investigation.**

Aside from the operational aspects of post-crash response, it is of the upmost importance to support and maintain relationships with the victims of road crashes.

In April 2023, it was with deep sadness that road safety partners throughout the LCR learnt of the passing of Pauline Fielding MBE. Pauline, who was a great ally of road safety within the region, not only worked in conjunction with the LCR, but also held them to account when she believed more could be done.

Pauline campaigned tirelessly to promote road safety, since the death of her cherished son, Andrew, who was killed in a collision whilst travelling to a football match with friends in 1994. Demonstrating unwavering courage and persistence, Pauline succeeded in having the speed limit on the road where her son died reduced from 60mph to 40mph.

Over the years, Pauline's work with RoadPeace has served as an inspiration to all, and despite suffering devastation in her own life, Pauline was a constant pillar of support to families who had experienced similar tragedies.



Pauline's work culminated in receiving an MBE in 2020, and fittingly, in March 2023, during her last RoadPeace meeting at Merseyside Police's new HQ, was presented with a commendation acknowledging her commitment and dedication to making the roads of Merseyside safer for more than two decades.

To honour Pauline's legacy, as well as supporting all victims of road crashes, Merseyside Police have committed to hosting future RoadPeace meetings at their Rose Hill HQ, continuing the respectful relationship that has lasted for many years.

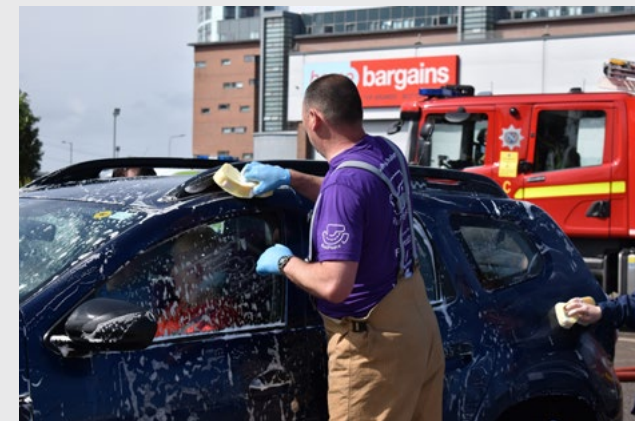
In May of 2023, members of Merseyside Police, Merseyside Fire and Rescue Service, the PCC's Office, and local authorities, took part in the RoadPeace challenge.

The challenge took place over multiple days, with the aim of attaining a combined total of 1760km travelled. This number was chosen as there had been 1,760 deaths on UK roads in the twelve months leading up to the challenge.

There were multiple contributions across the LCR, involving MFRS car washes, school fun runs, as well as treadmills and exercise bikes stationed outside Merseyside Police HQ, with Chief Constable Serna Kennedy and Chief Fire Officer Phil Garrigan taking part on the latter.

The challenge was a huge success, raising awareness of Roadpeace, as well as gaining sponsorship to add to the already significant £120,000 that the challenge had raised nationally over the past three years.

Over **£120,000** raised nationally over the past three years.



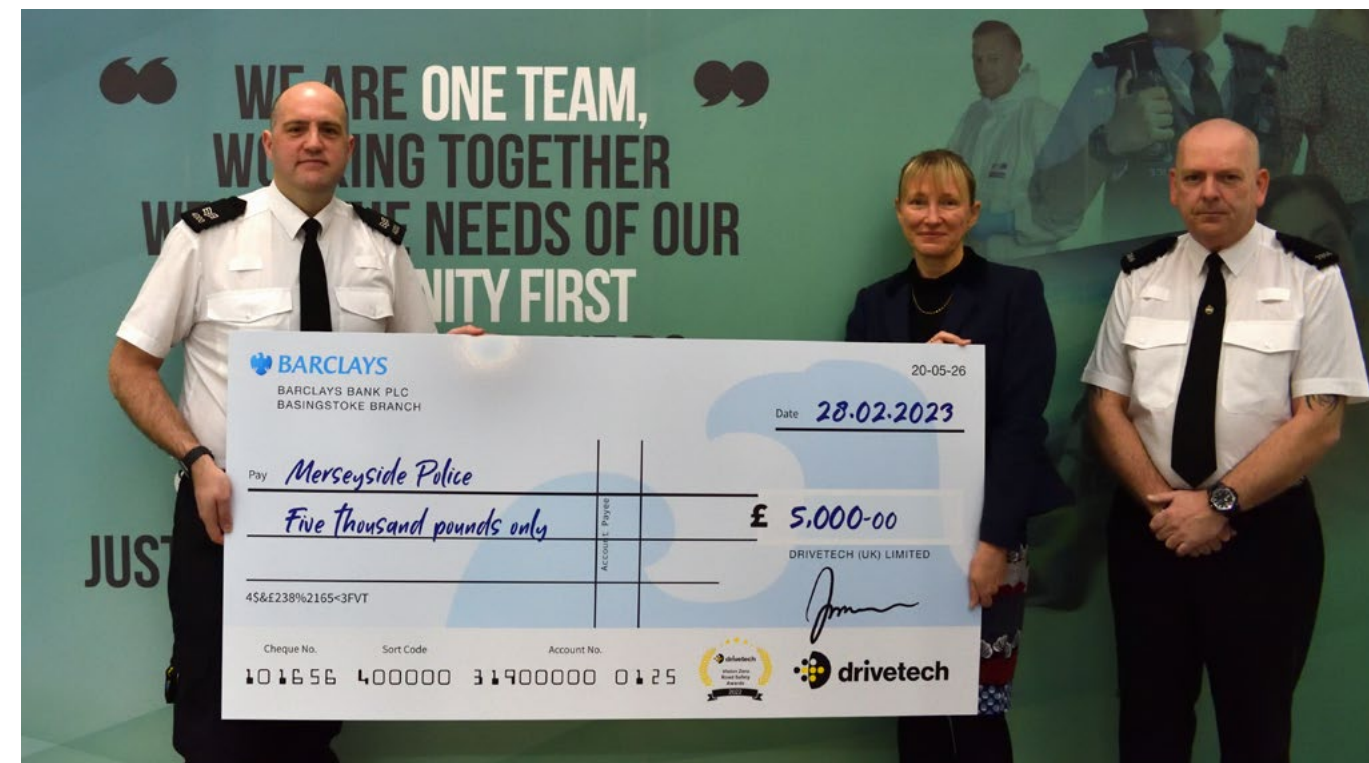
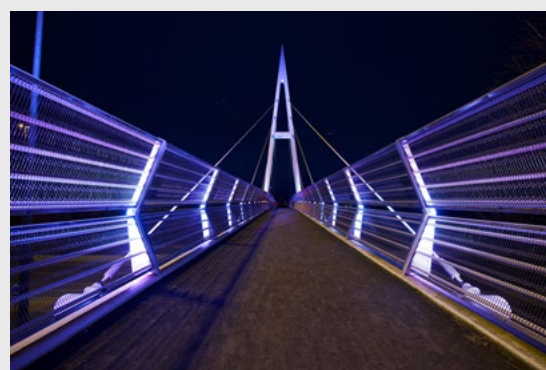




The month of August is National Road Victims Month, and August 31st is usually when RoadPeace hold their annual service of remembrance. However, this year, as a mark of respect to Pauline, the annual Northwest service was cancelled.

Although the remembrance service was not going ahead, the LCR wanted to show commemoration, solidarity, and support for road crash victims.

To do this, Merseyside Police, alongside multiple authorities within the LCR, decided to light up buildings throughout the region. Once approval and support were given from RoadPeace, it was decided upon that the colour of the lighting would be purple, the colour of their branding. Merseyside Police lit up their Rose Hill HQ, in Knowsley the Greystone footbridge was illuminated in Purple, and in Liverpool both the Town Hall and St. George's Hall shone purple too.



## In 2022, Merseyside Police were winners of the Driveteck: Police Vision Zero Awards, with their Fitness to Drive scheme (FTD).

**Working in partnership with the Bridgwater Community Healthcare Foundation Trust service Drive Ability Northwest, the initiative helps to support senior and vulnerable drivers who have been involved in a collision or committed a careless driving offence.**

After an RTC occurs, which involves a senior or vulnerable driver, Merseyside Police will refer the driver to Drive Ability as an alternative to prosecution. Drive Ability Northwest will identify those who are safe to continue driving, those who need further skills training, and those who are no longer safe so need to retire from driving.

Since the launch of the strategy, Merseyside Police have referred around seventy motorists through the FTD scheme. Approximately a quarter of these motorists have been deemed unsafe to drive, with their licenses subsequently revoked.

On the back of FTD's success within Merseyside, Cheshire, Lancashire, and Greater Manchester Police are launching their own, working in partnership with Merseyside Police to adopt their best practice and ensure their own schemes are implemented in an expedient manner.

With the scheme being increasingly available throughout the Northwest, it will also help to prevent the likelihood of motorists from neighbouring regions being involved in collisions within the LCR. Whilst not strictly road safety, there is one other significant and positive consequence of FTD.

Through the senior driver assessments that have taken place, links have started to form with the identification of early onset dementia. Merseyside Police and Drive Ability will now work in partnership with Liverpool John Moores University to conduct further research into this area.



As Merseyside Police's named support service for bereaved families and those seriously injured on the road, Aftermath Support, a registered charity dedicated to helping road collision victims, has actively collaborated with LCR stakeholders to align its mission and services with the critical principles outlined within the Strategy.

Stemming from this collaborative approach are the 280 individuals and families throughout the LCR who have been supported by the Charity over the past year. Aftermath Support has seen a remarkable 75% surge in overall referrals, with a substantial 92% originating from Family Liaison Officers and Merseyside Police's Roads Policing Unit.

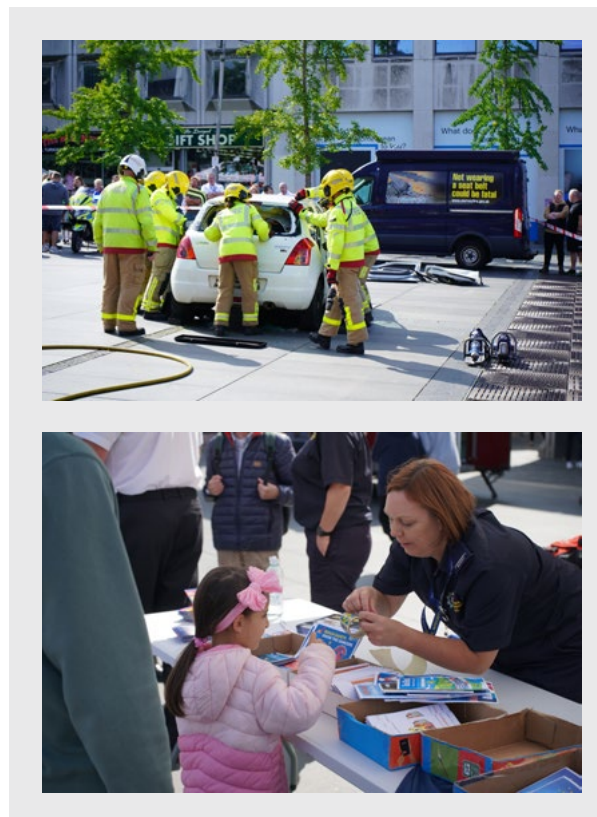
## 75% surge in overall referrals to Aftermath Support

This surge reflects the collective efforts to raise awareness of available post-collision support services, with a closer collaborative working relationship with RoadPeace, and alignment to the strategy's aim of providing immediate assistance to victims.

Of those who received support in the Liverpool City Region, a significant percentage reported personal achievements across emotional, practical, and knowledge-based domains.

These achievements contribute to the overarching goal of improving the well-being and resilience of those affected by road traffic collisions.

Both Aftermath Support and RoadPeace are also members of The Road Collision Victims' Support Group (RCVSG), chaired by DfT, for the development of a strategy for the improvement of support services for victims of road collisions, helping to amplify the voices of those affected in the LCR and wider Northwest region.



Another example of effective partnership working towards the pillar was demonstrated via MFRS's post-crash demonstration, held 25th August at Williamson Square, Liverpool.

With the location secured by Liverpool Council, MFRS were able to demonstrate to the public the destruction a collision can cause, whilst also showcasing how they efficiently navigate the complexities of a vehicle cut out. Whilst this event served to show the public the potentially life-saving work that takes place, it also gave them an opportunity to engage with road safety experts from across the LCR.

The event was attended by multiple partners, and throughout the day they interacted with people of all ages, answering questions, involving them in demonstrations of how drink/drugs can cause impairment, as well as distributing relevant merchandise, such as breathalysers and tyre tread gauges.

Merseyside's PCC, Emily Spurrell, was also in attendance, showing support and commitment to the ongoing work that happens across the LCR in relation to post-crash response.

# CONCLUSION

**Within the conclusion of the LCR Road Safety Strategy, it is mentioned that the deliverance of Vision Zero will require a step-change in the provision of road safety throughout the LCR.**

Despite being in the initial stages of adapting to the new principles, this report has sought to demonstrate how the LCR has begun to take these important steps and realign their working practices to a Safe Systems approach.

### There are some common themes within the annual report:

- The utilisation of multi-perspective intelligence to better understand road safety issues within the LCR.
- The innovative implementation and adaptation of numerous engagement, engineering, and enforcement solutions, which aim to tackle historical and emerging road safety problems throughout the region.
- A modern, multi-layered, active travel approach, which looks to secure road safety, but also provide infrastructures to encourage healthier lifestyles.
- Maintaining and creating effective, respectful, transparent relationships with the public, which serve to promote and achieve the Vision Zero philosophy.
- Working in partnership across the LCR, utilising diverse and rich skillsets, whilst ensuring all activity is relatable to the pillars outlined within the strategy.

Whilst the annual report highlights the above points, it is impossible to capture each and every piece of work that takes place as the LCR strives to meet Vision Zero.

Every day, emergency services, local authorities, and road safety experts within agencies, work tirelessly to ensure safer roads for everyone across the LCR.

With each iteration of the report, the LCR will endeavour to demonstrate a collective adaptation to the Safe Systems approach, enhanced partnership working, as well as delivery of contemporary innovations to improve road safety and promote active travel.

There is a determination that communities within the LCR will be able to experience tangible improvements to road safety, and where applicable authorities and agencies will work in conjunction with their communities to produce these solutions, whilst remaining amenable to challenge.

Vision Zero is an ambitious and challenging goal, but it is also one that the LCR are fully committed to achieving.

The Safe Systems approach, whilst still in its infancy, is creating a more cohesive approach to road safety throughout the region, with every initiative or infrastructural change justified in its attempts to reduce those killed or seriously injured on the roads.





Sefton Council



WIRRAL



EMILY SPURRELL  
MERSEYSIDE POLICE  
& CRIME COMMISSIONER



Knowsley Council

national highways



Liverpool City Council



LIVERPOOL CITY REGION  
COMBINED AUTHORITY

METRO MAYOR  
LIVERPOOL CITY REGION