

REGENERATION, CULTURE AND ENVIRONMENT OVERVIEW & SCRUTINY COMMITTEE

17 AUGUST 2017

ATTENDANCE OF THE PORTFOLIO HOLDER FOR FRONT LINE SERVICES

Report from: Portfolio Holder for Front Line Service, Councillor
Filmer

Summary

This report sets out progress made within the areas covered by the Portfolio Holder for Front Line Services which fall within the remit of this Committee.

1 BACKGROUND

1.1 The areas within the terms of reference of this Overview and Scrutiny Committee covered by the Portfolio Holder for Front Line Services are:

- Highways
- Parking
- Public Transport
- Street Cleaning and Waste Collection/Recycling/Waste Disposal
- Street Lighting
- Traffic Management
- Transport Strategy
- Travel Safety

1.2 Achievements for 2016/17 are detailed by services area below.

2 HIGHWAYS

2.1 Highway Infrastructure Contract

2.1.1 The Highways Infrastructure Contract (HIC) was awarded to Volker Highways (current Term Contractor) in November 2016 and Mobilisation has commenced and is on track for a start date of August 2017. The Highway Infrastructure Contract will replace the existing separate Term Maintenance Contracts for Highway Maintenance and Street Lighting with one prime contractor that also includes provision for Highway Construction Projects, Structures and Professional Services. The Highway Infrastructure

Contract uses the NEC3 Form of Contract and except for fixed Preliminary Costs is essentially a call-off contract with Medway Council determining the level of contracted spends principally through the annual budget setting process.

2.2 Highway Adoptions

2.2.1 The Highway Adoptions Team continues to work with developers to ensure their works to construct new highway infrastructure is within Medway's standard requirements, including commuted sum payments and in accordance with Section 38 & Section 278 of The Highway Act 1980.

2.2.2 A total of 14 Section 38 Agreements (6 of which relate to St Mary's Island) and 4 Section 278 Agreements have been progressed by the Highway Adoption Team since the last reporting cycle. Key Highway Adoptions progressed since the last reporting cycle includes:

- 1) St Mary's Island Sectors 10, 11 & 13. (Countryside).
- 2) Peninsula Way, Hoo. (Abbey Homes – both Section 278 & Section 38)
- 3) Rochester Riverside. (Countryside).
- 4) Former Mid Kent College Horsted site (Countryside).
- 5) Mierscourt Road, Rainham. (Redrow Homes).

2.2.3 The Highway Adoption Policy has been reviewed and is currently out to stakeholder consultation pending formal adoption this financial year.

2.3 Highway Capital Projects

2.3.1 The Highway Capital Projects Team deliver both design and build and design only highway projects that are principally funded through the Local Transport Plan (LTP 3), Local Growth Fund (LGF) and Section 106 Funding. Key Highway capital projects delivered since the last reporting cycle are;

- 1) LGF Cycling Programme
- 2) Strood Subway
- 3) Riverside Country Park – Infrastructure Works
- 4) Bus Corridor – Improvement Works
- 5) Technical lead for Strood Flood Defences and Strood Town Centre

2.4 Highways Reactive Maintenance

2.4.1 The Highway Reactive Maintenance Team is responsible for Highway Inspections, Street lighting, Asset Management and Public Rights of Way. Key achievements since the last reporting cycle are:

2.5 Highway Inspections & Public Rights of Way

2.5.1 The Highway Inspections Team continues to complete 100% of targeted safety inspections on time, giving an effective regime of inspection, assessment and the recording of defects/condition. This ensures the safety of all network users and along with responding to customer

enquiries, discharges our Statutory Duty, under Section 41 of the Highways Act, whilst forming a Section 58 defence against third party claims.

2.5.2 In the last 12 months the team have also:-

- 1) Repaired 494 defects, on the network, themselves, using Viafix (a permanent flexible bitumen material), saving the cost of calling out the term contractor for a repair.
- 2) Raised 3782 task orders for repairs across the network. This is in response to the proactive rolling programme of safety inspections and in response to enquiries from members of the public.
- 3) Received and responded to 3677 request for service, from customers.

2.5.3 The Public Rights of Way team continue to work with our Volunteer Group (Medway Towns Footpath Group), on maintaining the right of way network. Medway Towns Footpath Group, undertake work that equates to 12 hours per week in the winter months and 14 hours per week in the summer months. Their weekly contribution is only stopped in time of inclement weather. They have also worked closely with Natural England on the “English Coastal Path” project, which is aiming to create a new National Trail, around all of England’s coast line, by 2020.

2.6 Highway Asset Management & Funding

2.6.1 In December 2014, the Secretary of State for Transport announced that £6 billion will be made available between 2015/16 and 2020/21 for local highways capital funding. Of this, £578 million has been set aside as an incentive fund. Each local authority has to submit a self assessment questionnaire, relating to the management of the highway network and its assets each year, in order to establish the share of the incentive fund, which they will be eligible for. Based on the self assessment, each Council will place themselves in either band 1, 2 or 3, with the aim of local authorities showing improvement, moving up the bands and ultimately aiming to reach band 3. To encourage improvement, the incentive fund monetary awards are based on a sliding scale, so by 2017/18 only those authorities in band 3 will receive 100% of their share, with band 2 sliding down and band 1 sliding to 0% by 2020/21.

2.6.2 Medway’s submissions for 2015/16 and 2016/17 were band 2 and 100% of the eligible funding was received. Over the coming year, we are working on improvement, to attain band 3, for the next submission, in February 2018. Based on Medway Council’s submission of a band 2, at the end of 2016/17, we have been awarded an additional £196,000, which will be spent on smaller carriageway resurfacing schemes, in order to bring about the most effective improvements required by the network.

2.6.3 In addition, Highways have secured funding of £201,000 from the Department of Transport “Pothole Fund”. The requirement of the funding is that it must be used as an addition to current funding and not in place of, to undertake repairs to the carriageway network in order to improve the network. Medway has drawn up a list of smaller resurfacing schemes,

which will provide the best improvement to the network, which will be funded by this allocation and completed in the financial year 2017/18.

2.7 Planned Maintenance

2.7.1 The Highway Planned Maintenance Team is responsible for the resurfacing schemes associated with carriageway and footway maintenance, the maintenance of the highway surface water drainage system, the winter gritting service, the inspection and maintenance of highway owned structures and the Medway Tunnel. Key achievements since the last reporting cycle are:

2.8 Resurfacing & White Lining Programme

2.8.1 Delivered to programme and within budget were the 16 major carriageway schemes (totalling 4,220 linear metres), 34 intermediate carriageway schemes, which included 19 schemes funded from the Department for Transport Pothole Action Fund & Local Maintenance Incentive. Also delivered to programme and within budget were 8 major pavement schemes (totalling 3,940 linear metres) and 14 intermediate pavement schemes.

2.8.2 A white lining programme has been completed across Medway and 122 new disabled parking bays were installed across the Highway Network.

2.9 Winter Gritting Programme

2.9.1 The Winter Service is coordinated and delivered through the Term Maintenance Contract. The 2016/17 winter was generally mild, there were however a large number of nights where the road temperature threatened to dip below zero resulting in a higher number of salting runs being completed in comparison to the previous winter. There were 81 salting runs in total using 1,920 tonnes of salt. The Snow Wardens pilot scheme was extended to all Council wards for the second year running.

2.10 Drainage

2.10.1 Of the 33,867 gullies scheduled to be cleaned, 24,949 were actually cleaned due to issues such as parked vehicles preventing access, all A & B road gullies were cleaned twice during this period.

2.11 Medway Tunnel

2.11.1 Medway Tunnel quarterly overnight closures for maintenance have been delivered to programme. Working alongside the Traffic Operations Room we have installed new LED speed repeaters within the tunnel bores alongside new LED lane control signs. With the installation of Average Speed Cameras and new speed repeaters we have visually noticed a drop in speeding vehicles. The Medway Tunnel Emergency Plan was updated after its annual review.

2.11.2 An Exercise, using the scenario of a contractor's van fire, was planned and implemented during one of the closures. The response to the "emergency" from everyone on the night was as the training and guidance notes dictated. The post exercise feedback has enabled us to make some minor improvements to the plan.

2.12 Highway Structures

2.12.1 Delivered an ongoing structural inspections programme of Medway Council owned highway structures and structures that affect the Highway. Over the last year the key works that have been carried out are:

- 1) Green Street Footbridge – Following meetings with Network Rail and a detailed report submission, an Asset Protection Agreement (APA) is being finalised that will allow us to work over the railway and programme the installation of the new footbridge in 2017/18.
- 2) New Road Viaduct Waterproofing – the defective area of waterproofing that was causing the road surface to fail has been replaced and the associated carriageway and footway resurfaced.
- 3) Medway Tunnel Structural Principal Inspection – The principal inspection for the Medway Tunnel was completed by Amey who utilised the planned tunnel closures for their inspection.
- 4) Pentagon Access Bridge Expansion Joints – The access bridge to the Pentagon was resurfaced and the failed expansion joints were replaced.
- 5) Strood Subway – The Strood subway having been assessed for usage and being defective in many areas was closed and to save on future maintenance costs was completely infilled.

3 PARKING

3.1 Approximately 195 disabled parking bays and 'keep clear' requests have been successfully processed in 2016/17. Over 80 permanent traffic regulation orders have been made and amended.

3.2 Parking Design processed, on average, 20 Confirm enquiries, 60 telephone enquiries, 50 email enquiries, and 10 letter enquiries every week.

3.3 In 2016/2017, officers consulted on new controlled parking zone proposals in Strood and in Rochester East and instigated parking reviews in four other locations: St Mary's Island, Brompton, Rainham and Watling. Other areas including Rochester Zone R, Chatham Zone C, Gillingham Zone G, and Gillingham South ward have all been confirmed for parking reviews in the 2017/2018.

3.4 Performance & Accreditation

3.4.1 The new Parking Enforcement Operating Model operates 7 days a week from 7.00am to 01.00am, which equates to a net increase of 39 hours per week and this new model went live on 1 November.

3.4.2 British Parking Association Safer Parking scheme run by Park Mark is a national standard for UK Car Parks that have low crime and measures in place to ensure the safety of people and vehicles. A Park Mark is awarded to each car park that achieves the standard. This year the number of car parks awarded accreditation was 45 out of 55 Car Parks representing an increase of 1 from the last reporting cycle.

3.4.3 EPC (European Parking Collections) who provides a service to enable collection for Parking Charge Notices issued to foreign vehicles is now operational and since the last reporting cycle the service has collected £3,620 in Penalty Charge Notices issued.

3.5 Service Improvements

3.5.1 On 1 April 2017 cashless parking “RingGo” was implemented throughout all on & off street Pay & Display. The trend at the end of its first quarter identifies a definite channel shift to “cashless parking” as a customer preference model since the last reporting cycle. The implementation of cashless parking throughout the authority has fallen in line with the Digital Transformation Programme, Parking Services are also working alongside the Digital Transformation team to implement a virtual permit scheme which is due to go live in October 2017. This will make it easier for residents to apply and be more efficient as there will be no cost to producing or posting permits.

3.5.2 Parking Services have fully migrated to a new (android) handheld system for the issuing of Parking Charge Notices. This has streamlined the process of issuing a PCN and provides longevity as the old handhelds were at the end of their life cycle. We are now working with Mouchels to have the Trail system up and running as this was not compliant with the old handhelds. The Trail system identifies where each Civil Enforcement Officer is at any point in the day which is an ideal health & safety tool for our officers.

3.5.3 There has been a Pay & Display tariff increase implemented on 3 April 2017 following a five year tariff freeze. This has now brought all tariffs into line.

3.5.4 The new Multi Storey Car Park in Rochester opened on the 29 April 2017. Performance of the car-park has been closely monitored on a monthly basis and there is a steady increase in use. There have been some challenges dealing with both car clubs and youths on bicycles. Work is ongoing with the Community Safety Partnership (CSP) to work up sustainable solutions.

3.5.5 Pay & Display charging model was implemented at The Strand on the 7 July 2017. This has been very well utilised and offers the option of paying by cash and via a mobile phone.

3.5.6 Cabinet have approved a review of Car-Parks within Chatham to support the Council’s Regeneration Ambitions and meet Housing Growth Targets. Whiffens Avenue, Queen Street and Luton Road Shoppers Car Parks have all been identified for re-development. It is being proposed that the

additional floors that are currently closed within Market Hall car park be re-opened to replace any parking provisions that are lost via the disposal of these sites.

4 PUBLIC TRANSPORT

- 4.1 The commercial bus network has been relatively stable during 2016/17, although some changes to service provision at the ASDA store in Gillingham required investigation. Integrated Transport brokered the provision of a new service to the store commencing summer 2017. The MY school buses continue to operate successfully, with positive feedback from passengers in respect of the service provided by the operator, ASD.
- 4.2 A range of improvements to bus stop facilities were implemented during the year including a new shelter on Corporation Street Rochester (opposite the new station) and other minor improvement works at stops across Medway.
- 4.3 The introduction of the 'Kent & Medway Connected' Smartcard allows passengers to travel on the independent bus network in Medway using an "oyster style" card. Officers continue to oversee the promotion of bus services through printed literature, maps, online information, and Real Time Information.
- 4.4 The Bus Station Information Centre operation was moved to Medway Norse in May 2017. As part of Arriva's move to on-line ticketing, the bus station no longer sells tickets on behalf of Arriva. Arriva have worked with Integrated Transport to get the Medway Youth Pass on-line so that students can take advantage of reduced fares and discounts on season tickets.

5 STREET CLEANING AND WASTE COLLECTION/RECYCLING/WASTE DISPOSAL

5.1 Waste Services

5.1.1 Waste Collection and Disposal

The audited recycling rate for 2016/17 will not be released by Defra until December but is expected to be published as 42.8%, a marginal increase of 0.2% on the previous year.

- 5.1.2 Overall the level of waste is increasing as the most recent period of recession eases and Medway's population increases as shown in the table below.

<i>Kerbside-collected tonnes</i>	2015/16	2016/17	% Change
Kerbside black sack waste	56,866	57,151	<i>Up 0.5%</i>
Kerbside recycling: paper, cans, glass & plastic and organic waste	40699	41516	<i>Up 2%</i>
HWRC recycled (including rubble)	18,993	20,111	<i>Up 6%</i>
HWRC residual	8,004	8,585	<i>Up 7%</i>

- 5.1.3 The public satisfaction level for refuse and recycling facilities is now measured by Citizen Panel returns as opposed to the former Tracker surveys. Results for 2016/17 show over 90% of residents to be satisfied with refuse collection, exceeding the 85% target; and over 85% for recycling facilities exceeding the 84% target.
- 5.1.4 With a strong partnership approach, the disposal contractor, Veolia, continues to seek new and innovative ways to recover energy from waste rather than sending it to landfill. During 2016/17, Veolia exceeded their contracted landfill diversion target saving the authority an additional £17k.

5.2 Communication and public engagement

- 5.2.1 By providing a convenient and comprehensive weekly kerbside collection of all materials, Medway has dismantled many of the barriers residents had previously highlighted that prevented them recycling, and also saves Medway money on disposal costs. The Waste Development Team continues to promote a programme that encourages residents to reduce, reuse and recycle.
- 5.2.2 In 2016/17, a combination of communication techniques was used to raise recycling awareness including:
- 8 articles/adverts in Medway Matters spanning over 6.5 pages;
 - adverts run on the Medway.gov.uk carousel;
 - Christmas campaign using digital and printed communications (including back page advert in Medway Matters);
 - 7 caddy liner promotions;
 - 380 Twitter followers (1,100 tweets; 365,000 impressions; 400 mentions and 12,000 profile views);
 - 12 digital recycling newsletters distributed to Councillors and other stakeholders;
 - 6,400 instructional leaflets delivered to flats with a 23% increase in recycling;
 - Double sided recycling leaflet inserted into 112,540 council tax bills; and
 - 18 Roadshows, PACT meetings and recycling talks attended;
 - Johanna Dickson, Waste Development Manager appearing on The One Show (BBC) talking about recycling plastics;
 - The short recycling video produced in 2014/15 continues to play on the Big Screen.

5.3 Food waste collections

- 5.3.1 UK homes throw away over 10 million tonnes of food waste annually. In Medway this will equate to approximately 33,000 tonnes of food waste which can be composted. Around £40 is saved for every tonne of food waste collected by the kerbside organics service as opposed to the refuse service. Food waste collection continues to be an area heavily promoted by Waste Services.

5.3.2 Caddy liners continue to be sold at affordable prices at the libraries; £1.50 per roll of 26 liners. In 2016-17 the Council sold 16,500 rolls and it is estimated that this helped divert 636 tonne of food from black sacks into brown bins, saving up to £26k in disposal costs.

5.4 Bulky waste collections

5.4.1 A charge of £20 per 3 x bulky items was introduced on 1 April 2016. As a result of this the number of standard bulky collections has reduced from 20,614 in 2015/16 to 11,291 in 2016/17, a 45% drop. This represents a saving to the council of over £100k.

5.4.2 Whilst the number of bulky collections has decreased we have seen certain waste streams increase at HWRC's which might have previously been booked as a bulky collection. Visitor numbers have also increased significantly from 460,682 in 2015/16 to 505,575 during 2016/17. This would suggest that residents may be using the HWRC's as an alternative disposal point rather than paying for a bulky collection.

HWRC tonnes	2015/16	2016/17	% Change
Fridges/Freezers	188	255	Up 36%
Large appliances, including TV's	392	407	Up 4%
Metals	1,491	1,633	Up 10%
Wood	5,741	6,219	Up 8%

5.4.3 The table below compares Medway's fly tipping categories for those items which could have received a bulky waste collection by type for 2015/16 to 2016/17.

Category	2015/16	2016/17	% Change
White Goods	329	292	-11%
Other electrical	223	166	-25.6%
Other household	1951	1861	-4.6%

5.4.4 This data shows that despite the introduction of a charge, flytipping of bulky waste items has decreased.

5.5 Household Waste and Recycling Centres (HWRCs)

5.5.1 Customer satisfaction amongst those that visit the sites remains extremely high. Bi-annual independent customer surveys recorded 95% overall satisfaction for 2016/17.

5.5.2 Landfill diversion and recycling performance has continued to improve under the current contract held by FCC. Since 2010, they have reduced the amount sent to landfill by 32% and increased recycling to over 60% averaged over the three sites.

5.5.3 Residents depositing no-longer-loved furniture and electrical items are also signposted to reuse containers where they either get resold to those financially hard-pressed or at a local auction house. This reduced landfill by 63 tonnes last year.

5.6 Contract monitoring

- 5.6.1 Waste Services' monitoring officers have carried out 4,302 street cleansing inspections, 5,098 refuse, recycling and organic collection inspections and 1,353 litter and canine bin inspections in 2016/17 to ensure that the contractor has met our standards and provided a good level of service.
- 5.6.2 During June, Medway Council hosted the Battle of Medway and Medway in Flames Event. Waste Services and the waste contractor, Veolia, worked together to provide a high level cleansing service before, during and after this two week long series of events.

5.7 Operational services (graffiti removal and sign shop)

- 5.7.1 The in-house graffiti team continue to remove graffiti across the borough in a timely manner.
- 5.7.2 The Council's in-house sign shop continues to support the needs of other internal departments, including Events, Highways and Integrated Transport, providing a cost efficient and timely service.

6 STREET LIGHTING

6.1 Street Lighting

- 6.1.1 From June 2016 to May 2017, the number of street lights in illumination, across the whole network, averaged at 99.36% at any one time and we dealt with 1703 requests for service, in relation to street lighting. We have continued a programme of annual column replacements funded through the Capital Grant (Local Transport Plan) that is awarded to the Authority by the Department of Transport.
- 6.1.2 An LED Options report has been commissioned outlining a programme to convert the existing Street Lighting Network to LED. The main benefits of converting Street Lighting to LED are to reduce energy consumption and maintenance frequencies. There is the added benefit that we are able to improve the highways asset by including within the programme the replacement of old or damaged columns. As part of the LED Programme opportunities for new SMART technology will be explored to support the Council's Corporate Digital Transformation Programme.

7 TRAFFIC MANAGEMENT

- 7.1 In 2016/17 officers have processed:
- 94 Scaffolding Applications
 - 570 Skip Applications
 - 9,165 roadworks applications, undertaking 6,820 streetworks Inspections.
 - This resulted in 80 Defects Notice being issued, and 115 Fixed Penalty Charges being issued.

- 92 offences were brought against Utility Companies for over running roadworks
 - 95 temporary Traffic Orders were produced to support works and events on the highway
 - 33 Permanent Traffic orders were produced
 - 47 emergency Traffic orders and 47 Emergency Traffic Orders were produced
- 7.2 Officers successfully managed a major utilities roadworks programme in 2016/17, minimising the impact on journey times across Medway, and continued with the programme of coring to ensure that roadworks are carried out to the required standard and the highway is satisfactorily reinstated.
- 7.3 The Streetworks Permit Scheme for Medway went live in January 2017, after a set-up period of only nine months. The scheme will improve the organisation and management of roadworks in Medway, minimising the impact on journey times across the area. Financial modelling indicates that the costs associated with the scheme can be met through permit charges.
- 7.4 A pilot 'Tables & Chairs' licencing scheme was introduced in Chatham High Street with the aim of improving the management of furniture and other items on the public highway. The impact of the scheme will be monitored and reviewed in 2017/18.
- 7.5 Traffic Management support was provided for major events including the Battle of Medway, Dickensian Christmas, Dickens Festival, Sweeps festival, Medway Mile, plus numerous requests for advice regarding minor events and events queries from the public.
- 7.6 In excess of 171 incidents have been successfully managed by officers utilising all of the tools available in the Traffic Operations Room to ensure the incidents had minimal impact on traffic flows and journey times. Officers continue to oversee the operation of the traffic control gating system on the westbound approach to the Medway Tunnel, which were introduced to reduce congestion on the Medway City Estate.
- 7.7 Officers have liaised with KCC and Highways England on wider strategic issues across the region, including support for Operation Stack and consultation on proposed lorry parking initiatives. Dedicated support was provided to the construction of developments, including the successful management of numerous abnormal load movements through Medway, some of which included closing the A228 at Stoke/Grain.

8 TRANSPORT STRATEGY

- 8.1 During 2016/17, Medway Council became a partner in 'Transport for the South East' (TfSE) – a new body created to improve the transport network and grow the economy of the South East. Other members of the board include the Berkshire Local Transport Body, Brighton & Hove City Council, East Sussex County Council, Hampshire County Council, Isle of Wight Council, Kent County Council, Portsmouth City Council, Southampton City Council, Surrey County Council and West Sussex County Council. As a

group, it will devise an integrated transport strategy that will focus the attention of ministers on the area's needs, directly influencing when and where money is invested in the South East's transport network. The aim of TfSE is to support and grow the economy by choosing the right strategic transport priorities for investment. This will also mean improvements for everyone who relies on the transport system, including more reliable journeys free of congestion and the possible introduction of integrated smart ticketing across the area. The intention is that, with Government approval, TfSE will become a fully functioning statutory body in 2019.

8.2 Work on a new traffic model for Medway continued in 2016/17, and is currently with Highways England for validation. The model will enable the Council to assess the impact of developments on the highway network and journey times and facilitate long-term planning of Medway's infrastructure needs.

8.3 Work is on-going to deliver a series of strategic improvements to pedestrian/cycle facilities and journey times as part of the Local Growth Fund schemes in Strood Town Centre and on the A289 between the Medway Tunnel and Four Elms roundabout. These schemes are being implemented up to and including 2021. The Local Growth Fund also contributed towards the cost of a new and improved station building at Strood railway station. The smarter, brighter, more modern facility is scheduled to open in early 2018 and will complement the new Rochester terminal, which relocated to Corporation Street at the end of 2015.

9 TRAVEL SAFETY

9.1 A total of 91 Killed or Seriously Injured (KSI) casualties were recorded in Medway during calendar year 2016, an increase of 16 compared to 2015. Of these, three fatal casualties were recorded, two more than the previous year. 91 KSI's is outside of the target to reduce KSI's by 33% by 2020.

9.2 A number of successful road safety interventions were completed in 2016/17:

- Capstone Road, Capstone – Speed limit reduction following a Speed Limit Review. Speed limit reduced in accordance with current guidance.
- Watling Street, Strood – Vehicle Activated Signing introduced to support speed limit at this location.
- St Mary Hoo – Vehicle Activated Signing (VAS) introduced to support speed limit at this location.
- Islingham Farm Road, Wainscott – Speed limit reduction supporting rural vulnerable road user's route.
- Mansion Row, Brompton – Traffic calming raised junction feature introduced as part of a Section 106 commitment.
- City Way, Rochester – Pedestrian refuge island improvement completed as part of a Section 106 commitment.

- 9.3 Core safety camera sites were maintained and the upgrade of wet film cameras commenced, in partnership with Kent County Council. A pilot site on Frindsbury Hill was successfully upgraded and is operational. A phased upgrade of current fixed camera stock is planned.
- 9.4 Road Safety education has been delivered to a total of 7,577 primary school children in Medway between September 2016 and March 2017, a 43.9% increase compared to the previous year.
- 9.5 'Seatbelt Sled' was delivered to 20 schools in Medway [1,000+ pupils in upper Key Stage 2] between April and July 2017. This is an 'in car' initiative that aims to increase knowledge and awareness of in-car safety through discussion and practical demonstration. At the end of each session, pupils were asked to complete a questionnaire. Based upon a sample survey of 300 pupils in 2016, 97% said they would always wear a seatbelt on car journeys in the future [compared to 40% prior to the intervention] and 93% were aware of the laws concerning seatbelts and child restraints.
- 9.6 Scooter Skills have been delivered to 138 children in Key Stage 1 since October 2016.
- 9.7 School Crossing Patrol service – 35 School Crossing Patrols employed across 42 recognised sites now operating throughout Medway.
- 9.8 The Council's Safer Journeys Team worked closely with schools in Medway in delivering Bikeability training. There are three associated levels, each designed to improve practical cycling skills. Levels 1, 2 and 3 take trainees from the basics of balance and control, all the way to planning and making an independent journey on busier roads. In 2016/17, 1,126 children in Medway received Bikeability Level 1 and 2 courses. Bikeability is now being delivered within Special Educational Needs [SEN] establishments in Medway. An additional 174 Bikeability Balance places were delivered to Medway pupils in Key Stage 1, which forms one of the DfT Bikeability Plus modules delivered in Medway.
- 9.9 A total of 13 Medway schools received 'A Licence to Kill?' [L2K] road safety theatre in education during November 2016. The project was successfully shortlisted for a Medway 'Make A Difference' recognition award under the 'Innovation & Bright Idea' category, after winning the directorate award. This year marks the 10th anniversary of 'A Licence to Kill?' road safety theatre in education production, which returns across Kent and Medway with new speakers and will continue to take an 'in-house' delivery in Medway. To date, 14 out of a possible 16 secondary schools in Medway have confirmed bookings for 2017, including Mid Kent College.
- 9.10 Walking Bus – at the end of March 2017, the number of children participating on the Walking Bus initiative in Medway was 557. An additional 114 classes in Medway signed up to the Super 'WOW' [Walk on Wednesday] initiative this academic year, with approximately 3,500 children from Medway taking part.

- 9.11 Active travel initiatives have significantly reduced the number of school journeys by car in Medway with 66,286 car journey savings in Medway between September 2016 and June 2017 according to figures generated via the KM Charity Team school data portal.
- 9.12 THINK BIKE - Road safety campaign launched in Medway to raise awareness of 2 wheeled vehicles (P2W and Pedal). Campaign includes 23 highly visible roadside boards being placed at key sites across Medway where collisions between cars and motorcycles/bicycles have occurred.
- 9.13 Child Safety Week – SJT supported an event at The Strand to coincide with the national focus week and under 5s interactive road safety education delivery. These sessions are to be made available to all pre-schools and nurseries in Medway.
- 9.14 Working in partnership – Medway Mile, Schools Parking Initiative, Fresher’s Fayres, Be Bright Be Seen, Medway Healthy Weight Summit with Public Health, all successfully contributed to by Road Safety officers during the year. A full page road safety advert is being distributed via Medway Maritime Hospital from January 2017 funded by Public Health collaboration and specific to Medway offers road safety advice for new parents.
- 9.15 The ‘Transport for Medway’ Facebook page now includes regular updates from the Traffic Operations Room and information relevant to our Integrated Transport service, with 139 unique user likes to date. The Twitter platform has achieved a wider audience since, with a total of 1,260 followers compared to 922 followers the previous year.
- 9.16 Road Safety Campaigns/Communication – with our safety partners to deliver a joint calendar (based on the National Police Chief Council). The approach aims to streamline essential messages and enforcement to our key road users, at the most appropriate time. To date this year the calendar has included powered 2 wheelers, cyclists, mobile phones, speed, global road safety week, alcohol & drugs.

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Appendices

None

Background documents

None