

What is Rightracks?

Rightracks is a road safety initiative specifically targeting rural roads.

Although more co-ordinated and intelligence led strategies have reduced road casualty figures for Great Britain overall, the number of people killed or seriously injured on rural roads has been dropping at a much slower rate in comparison with urban areas. As a result Northamptonshire County Council, a Government Beacon Authority for road safety excellence, have been invited to undertake this Department for Transport funded project.

What will the initiative do?

In order to achieve a deep-rooted and long-lasting impact the project is based around the Three 'E's of - Education, Engineering and Enforcement. To help us analyse how best to use the Three 'E's effectively we have collected data based around three key road safety factors - where accidents happen, who accidents happen to and why accidents happen. If the Rightracks initiative can persuade drivers and riders to slow down and pay more attention then we will have taken a major step forward in making our roads safer.

Where is it?

The southwest area of Northamptonshire has been chosen as our rural micro zone. The area was chosen after careful



evaluation of personal injury and collision data collected between 2005/2007. In addition, the zone fits the requirements of a rural location and a wide variety of users.

How can you get involved?

Throughout the project we will be visiting the local area with Rightracks Roadshows, designed to highlight the progress being made and to ensure that we can discuss your views on the work carried out in the zone.

Through your involvement we can improve and publicise Rightracks to ensure it evolves into a successful and community led project.

Where do we go from here?

By the beginning of 2009 the engineering work will have begun and the Rightracks signs will be visible throughout the zone. To keep you updated, newsletters will be sent out and a full project strategy guide will be available online at www.rightracks.co.uk

Rightracks Launch



Rightracks was launched in September at Sulgrave Manor. It was attended by Parish Councillors, District Councillors and County Councillors and took the form of a drop-in session.

Staff from the Casualty Reduction Team together with the Police and MGWSP (Northamptonshire County Council engineering provider) were available to discuss local issues and potential solutions.

A map of the zone was on display with the Main Routes identified. These routes will be subjected to our route management strategy and it is anticipated that this process will also identify other potential routes and locations.



The Rightracks Launch at Sulgrave Manor.

Forums & Roadshows

A Community Forum has been established and a series of meetings arranged. Membership of the Forum consists of a number of District and Parish Councillors from within the Rightracks Zone. Forum members will take part in a consultation process and be able to influence the decision making process. Details of your representatives will be included in the next Newsletter.

A programme of Roadshows is provisionally booked.

- November - Croughton
- January - Sulgrave Manor
- December - Byfield
- February - Greens Norton
- March - Middleton Cheney

For further information on any topics covered in this publication please contact:

Casualty Reduction
T: 01604 654454
E: nshort@northamptonshire.gov.uk

What's On

Work is already underway to implement road safety initiatives aimed at the target groups in the Rightracks zone. So far this has been focused at the young driver age group.



Last year over 3500 pupils attended shows at theatres in Northampton and Wellingborough.



2Fast2Soon

This is a hard hitting initiative aimed at 16 & 17 year olds, many of whom have, or will soon be in the process of starting to drive. A short, specially made film creates a typical collision involving young inexperienced drivers and the most common contributory factors. Having witnessed the collision and been provided with additional information they will have a much better understanding of the issues concerning young drivers collisions. The aim of this free presentation is to influence their attitudes and driving behaviour on the road network in their first few years of driving.

For more information visit
www.2fast2soon.com





CarKraft

Young Driver Improvement Scheme

Launched in 2002 this award winning young driver Improvement scheme, aimed at 17 - 24 year olds, is designed to encourage participants to take their Advanced Driving Test and therefore be less likely to be involved in a collision. The scheme includes a driving assessment with a police advanced driver and advanced driver tuition with RoSPA or the IAM before taking their Advanced Test.

The scheme includes amongst others a driving assessment with a police advanced driver.

In addition we run the CarKraft Experience scheme which is held at Silverstone Circuit and consists of a session on ABS and on the skidpan. We cover speed, drink drive and other collision causation factors in theory Workshops. The CarKraft Experience events are free of charge but restricted to young drivers who live within Northamptonshire. Each event is hugely oversubscribed as we have to limit each event to a maximum of 40 young people.

Visit: www.carkraft.org

Are you an older driver?

We are currently investigating the possibility of running similar driving skills and information events to CarKraft for drivers aged 55 years and over. If you live within the Rightracks Zone and would like to express an interest in taking part then please email your name and contact details to roadsafety@northamptonshire.gov.uk or contact Casualty Reduction on 01604 654454.



www.reducingroadcasualties.com