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Miss Kirsty Gomersal  
Area Coroner for County of Cumbria  
Fairfield, Station Street  
Cockermouth  
Cumbria, CA13 9PT

Email: [hmc coronor@cumbria.gov.uk](mailto:hmc coronor@cumbria.gov.uk)

Dear Ms Gomersal

An item was raised at the Casualty Reduction and Safer Highways (CRASH) partnership group meeting on May 14th 2019 following the Regulation 28 Report submitted to Cumbria County Council resulting from the fatal collision on New Road, Whitehaven on 1 May 2018. The CRASH group actioned that all available collision and traffic data be collated and that Cumbria Constabulary's Collision Reduction Officer and Cumbria County Council's Traffic Management Officer for the area meet to discuss all records and conduct a site visit to consider options.

The collision data gathered covered a period between 2009 and 2019 highlighting 17 collisions – 14 of which were slight, 2 serious and 1 fatal. The causation factors that were listed for the serious and fatal collisions were:

- One serious - tyres illegal, defective or under inflated, exceeding speed limit, impaired by alcohol.
- One serious - exceeding speed limit, following too close, poor turn or manoeuvre, failed to look properly, swerved, loss of control.
- One fatal - slippery road, tyres illegal, defective or under inflated, exceeding speed limit, loss of control.

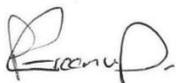
In addition to the above, following the Collision Investigation being carried out for the fatal collision, it is apparent in this case that there were additional causation factors, most notably the driver being under the influence of alcohol and possibly drugs.

At the site visit, it was noted that the road is constructed to a high standard, acting as a key route into the town. Discussion took place considering the available engineering measures along the stretch of highway, concluding that there are very few traffic calming options that would effectively reduce driver speeds without having an adverse impact on traffic flow in and around Whitehaven. Given the overall compliance with the posted speed limit, and collision causation factors attributed to driver error, it is not recommended to pursue any direct traffic calming measures at this time.

It is worth noting however, that Cumbria County Council have a proposed scheme planned for implementation this financial year to replace the concrete lighting columns which currently sit at the edge of the footway (closest to the carriageway) with new modern installations to the rear.

Additionally, Cumbria County Council is about to start work improving the junction of Bransty Row and North Shore Road, Whitehaven as part of a major development project in the town. As part of these works, it is planned to significantly enhance the gateway on New Road and this should positively impact driver behaviour in this area.

Yours sincerely



Assistant Director Highways & Transport