



# UK Road Safety Programme

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Director General

# UK Government & Safe System 21.12.2015

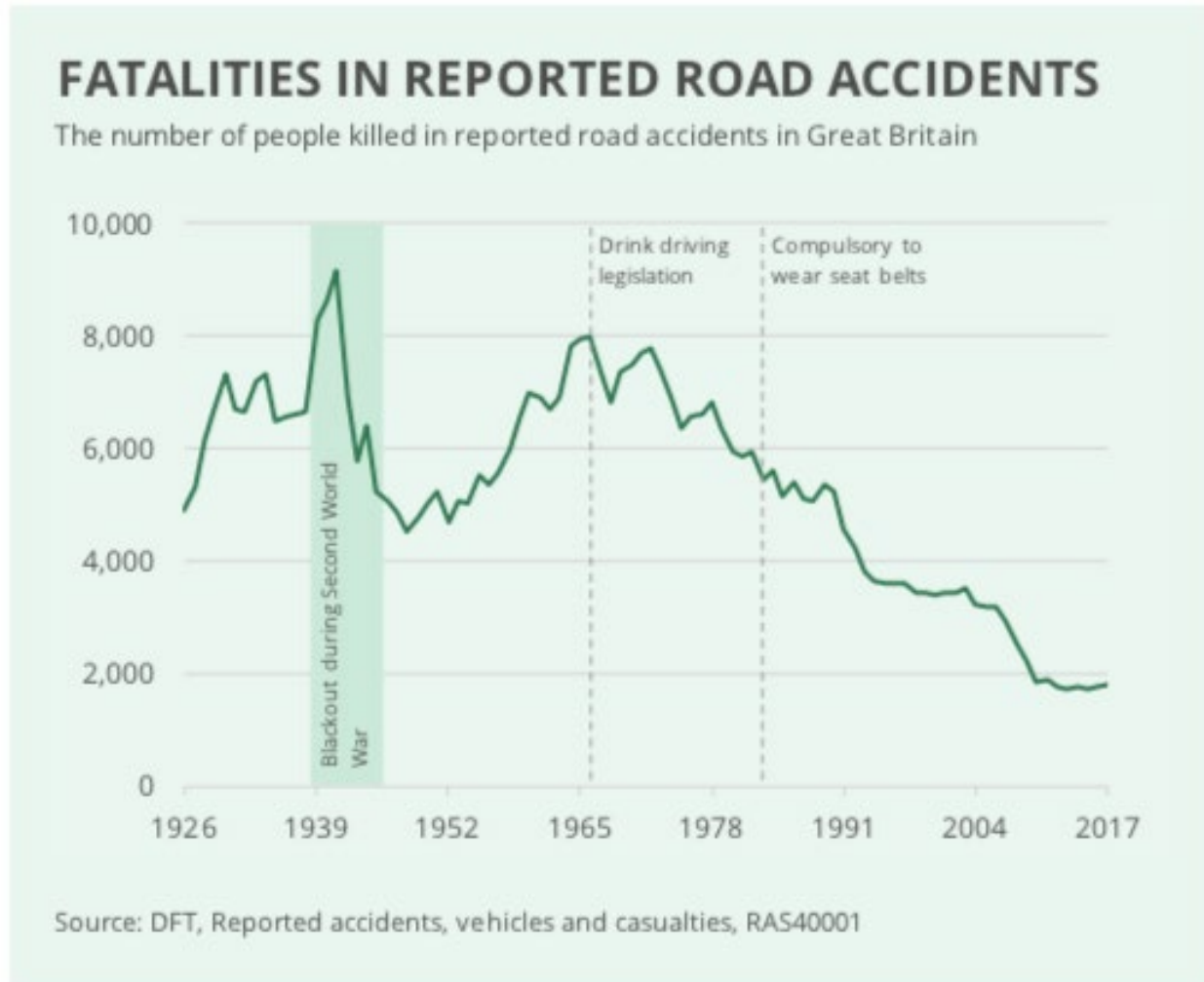


Road deaths  
costing £16.3  
bn per year

Children: 1  
killed and 37  
seriously  
injured every  
week

69% of them  
pedestrians

# UK road death has declined

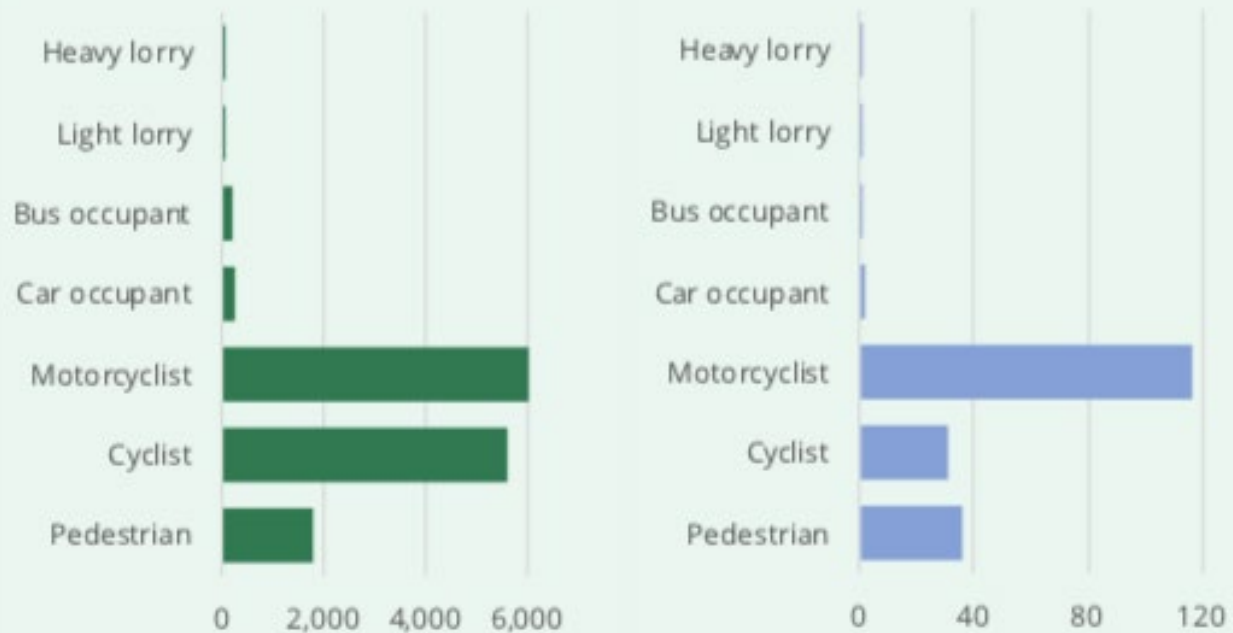


# 2-Wheelers and Pedestrians

## CASUALTIES AND FATALITIES, 2017

Casualties per billion passenger miles

Fatalities per billion passenger miles



Source: DFT, Reported road casualties in Great Britain 2017, p. 8

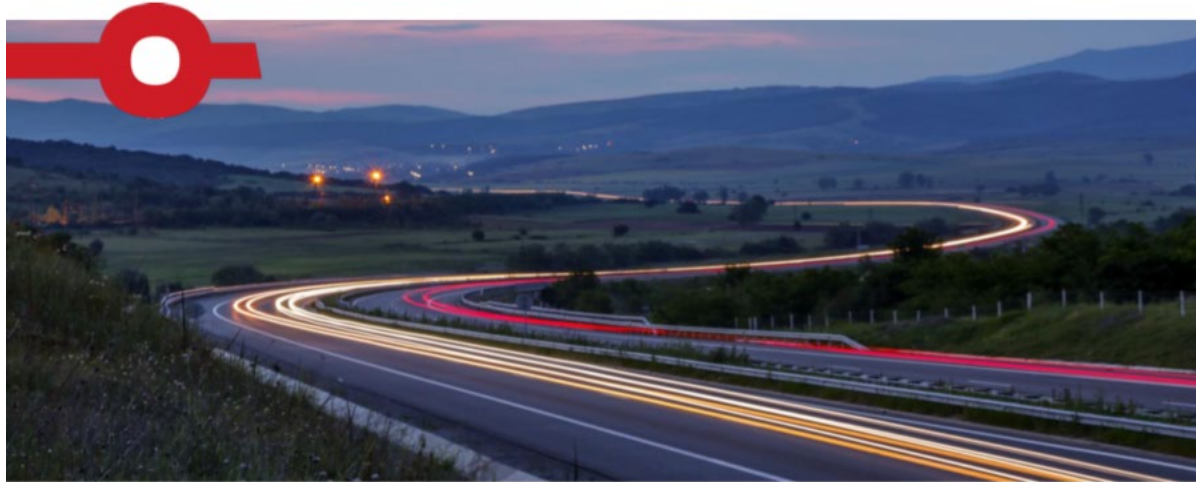
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# Important to review strategy

## ROAD SAFETY MANAGEMENT CAPACITY REVIEW



This is an independent report and not a statement of government policy

**SYSTRA**



# National campaigns

For more than 75 years



**Mates matter**



**Age 13 to 16 resources**



**Brake before the bend**

# Most road safety is Local



## Road Casualty Reduction Strategy for Kent 2014-2020

(Updated September 2017)

### 1. Summary

Keeping our roads as safe as they can be and tackling death and injury is a key priority for the County Council, both in respect of our Statutory Duty, to promote road safety and act to reduce the likelihood of road casualties from occurring (Section 39, Road Traffic Act 1988), as well as from a moral and financial imperative.

The County Councils' role in contributing to the UN Decade of Action for Road Safety, both drawing on and offering best practice, is acknowledged. International good practice highlights the value of low cost mass action measures, categorising roads according to risk and developing links with the insurance sector, both in terms of data and generating investment in road safety measures.

# Public data and action plan

Table 1 Collisions and casualties in Kent by district and severity, 2016 only

2016	Collisions - all ages					Casualties - all ages				
	Fat	Ser	Slt	Tot	KSI	Fat	Ser	Slt	Tot	KSI
Ashford	3	61	254	318	64	3	71	375	449	74
Canterbury	5	59	273	337	64	5	67	390	462	72
Dartford	7	57	361	425	64	7	62	551	620	69
Dover	4	58	255	317	62	4	70	367	441	74
Gravesham	2	52	291	345	54	2	52	404	458	54
Maidstone	2	105	391	498	1					
Sevenoaks	2	58	305	365	6					
Shepway	4	72	248	324	7					
Swale	3	58	302	363	6					
Thanet	5	75	357	437	8					
Tonbridge and Malling	6	67	360	433	7					
Tunbridge Wells	1	31	233	265	3					
<b>Total</b>	<b>44</b>	<b>753</b>	<b>3630</b>	<b>4427</b>	<b>7</b>					

Table 1 Delivery Action Plan 2016/17 (Outputs)

Date	Activity	Primary Target Group	Status
Data and Research			
March	Phase 1 review of non casualty data to determine risk and identify interventions	Internal	Motor Insurers Bureau (MIB) not able to provide damage-only location data. KCC using EuroRap (Road Assessment Programme) outcomes to focus on two 'high risk routes' (A252 and A290) and investigating the wider application across more routes in 2017/18
Aug	Publishing of Kent Annual Trend Report	On line	Complete on time
Dec	Publishing of Casualty Profiles for Community Safety Partnerships (CSP)	To CSP members	Deleted action, although localised data provided on request
Sept	Complete the annual cluster site analysis	Internal	Complete in Oct
Apr-Mar	Identification of residential areas for potential 20mph zones, subject to	Internal	Ongoing - Completed programme for delivery in 16/17



# Delivery via **PARTNERSHIP**

Kent & Medway **Casualty Reduction** (CaRe) Group

**Partnership** between:

- Local government – data
- Police – camera and other enforcement
- Ambulance services
- Fire & rescue
- Education authority
- Highways Agency
- **Community**

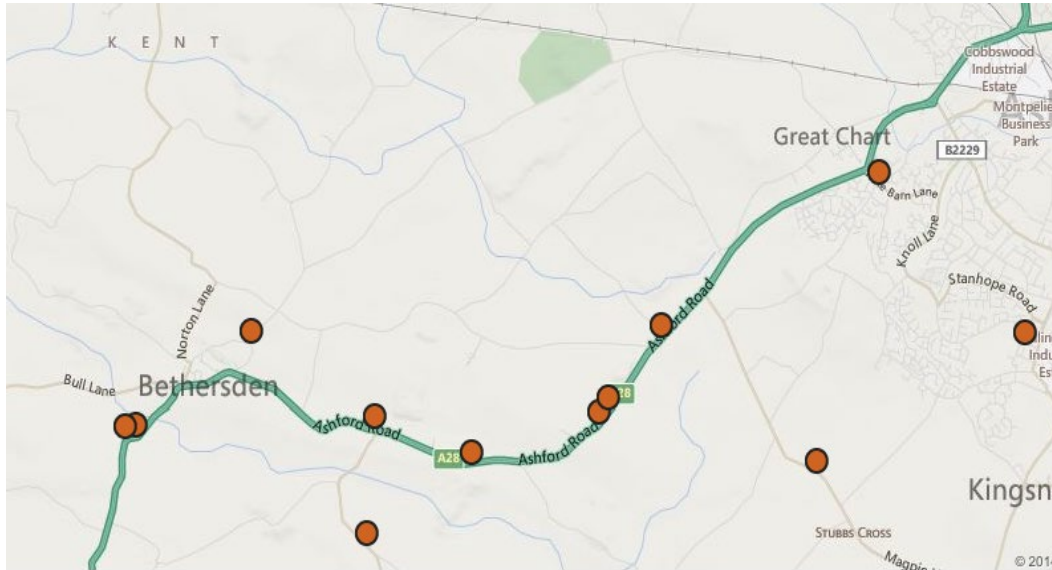


# Aims:

- To **reduce casualties**
- To **educate** road users
- To **influence** and encourage safe road user behaviour
- To ensure **roads are safe**
- To **empower local people** to take responsibility



# Data Driven



- Highlighting black spots
- Setting priorities
- Underpins enforcement and cameras
- Helps identify causes
- Specific campaigns

**DATA MUST BE SHARED TO BE EFFECTIVE**

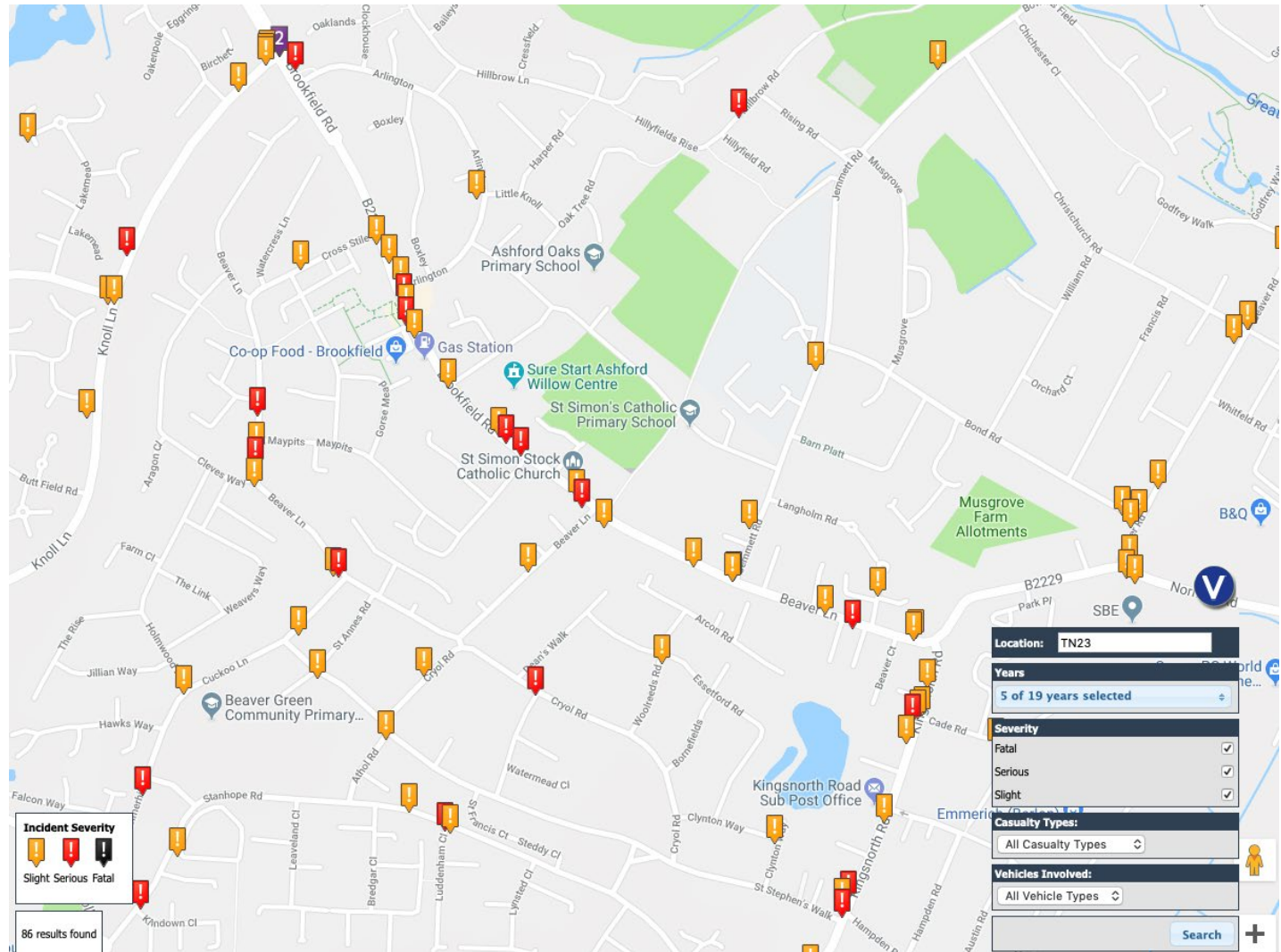
# Effective communication

- Everyone has the same message
- Involving the media in enforcement and other priorities
- Targeting special groups





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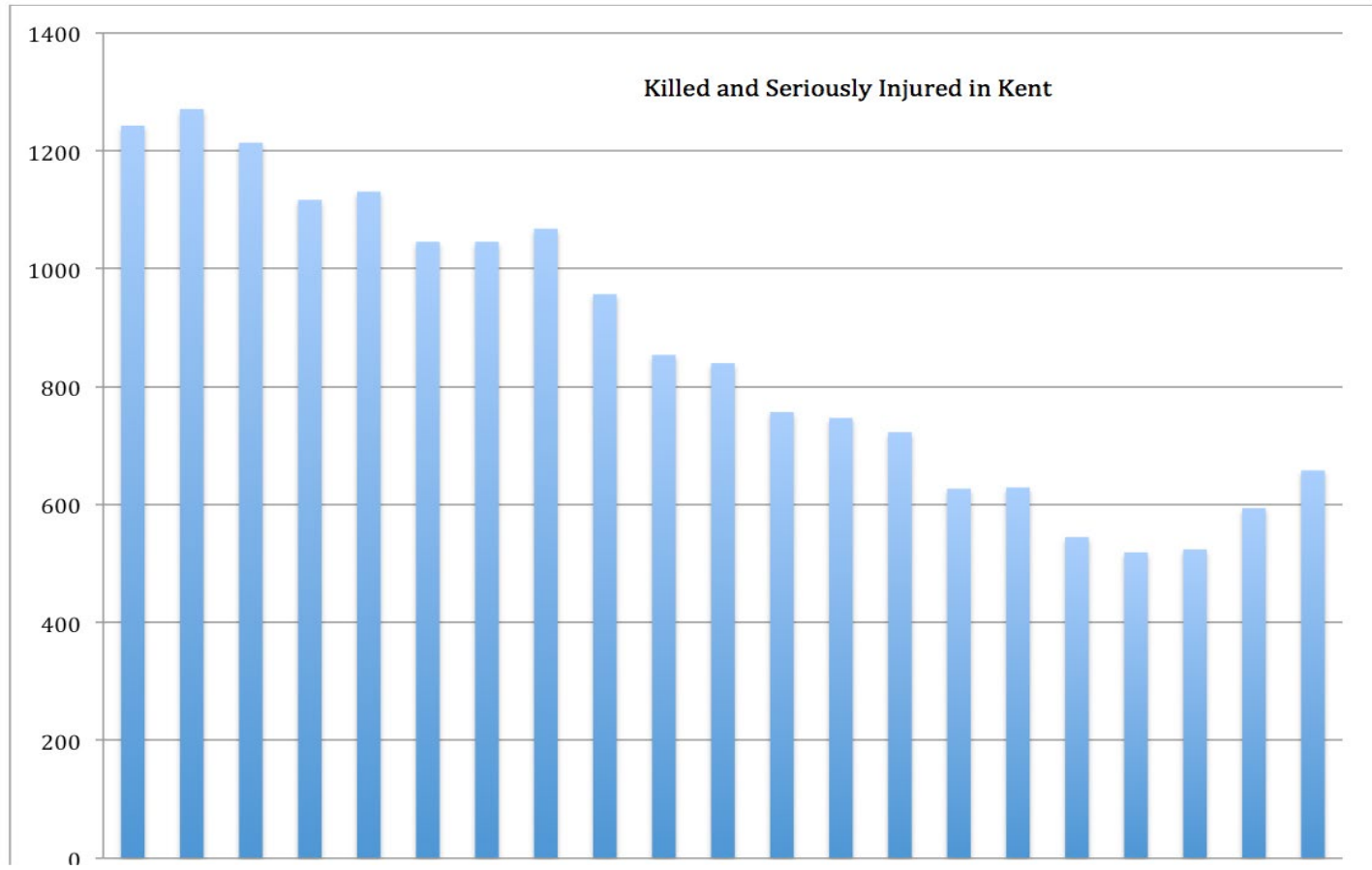


# Community partners

## Community Speed Watch



# Casualty reduction



# Partnership in Emergency Services



Since 2012

- Police Officers
- Ambulance Service
- Fire Service

Working  
together to  
save lives

# Shared Vision



Joint planning and strategy

All services have same goals

# Shared Training



Joint training means there are  
agreed protocols and methods



# Helps Communication



Open lines of  
communication and  
opportunities to exchange  
information

# Learning from each incident

Joint discussion after  
each incident

Avoids repeating  
mistakes

Improves procedures

OFFICIAL Multi Agency De-Brief Template		JESIP
DEBRIEF TEAM NAMES:	LOCATION:	DATE OF EVENT:
	EVENT TYPE: (Exercise, Live Incident, Other)	
JESIP Principle - Co-location		
OBJECTIVES	LEARNING/RECOMMENDATIONS - Record observations below	
Were commanders easily identifiable? (Tabards)		
What command structures were in place?		
Did commanders meet face to face?		
Was a Forward Command Post (FCP) established?		
Did commanders have timely on-scene briefings?		
Date	Status	Document Name
04/01/2018	Published	JESIP Interoperability De-brief template v1.0
		Version
		1.0
		Page 1 of 1

**Multi Agency De-brief Template**

# Performance Monitoring



To ensure lessons and reports are  
acted upon

# Road Safety Funding



Government fund (£1.2 billion) to local councils for local roads and road safety



Independent grant giving trust



Eastern Alliance for Safe  
and Sustainable Transport

# Questions & Thank you

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