UK Road Safety Programme

Emma MacLennan
Director General
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

**FATALITIES IN REPORTED ROAD ACCIDENTS**
The number of people killed in reported road accidents in Great Britain

- 1926-1939: Blackout during Second World War
- 1965: Drink driving legislation
- 1978: Compulsory to wear seat belts

Source: DFT, Reported accidents, vehicles and casualties, RAS40001
2-Wheelers and Pedestrians

**CASUALTIES AND FATALITIES, 2017**

- **Casualties per billion passenger miles**
  - Heavy lorry
  - Light lorry
  - Bus occupant
  - Car occupant
  - Motorcyclist
  - Cyclist
  - Pedestrian

- **Fatalities per billion passenger miles**
  - Heavy lorry
  - Light lorry
  - Bus occupant
  - Car occupant
  - Motorcyclist
  - Cyclist
  - Pedestrian

Source: DFT, Reported road casualties in Great Britain 2017, p. 8
Important to review strategy

ROAD SAFETY MANAGEMENT CAPACITY REVIEW

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

For more than 75 years

Mates matter

Brake before the bend

Age 13 to 16 resources
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

<table>
<thead>
<tr>
<th>District</th>
<th>2016</th>
<th>Collisions - all ages</th>
<th>Casualties - all ages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>Fat</td>
<td>Ser</td>
</tr>
<tr>
<td>Ashford</td>
<td></td>
<td>3</td>
<td>61</td>
</tr>
<tr>
<td>Canterbury</td>
<td></td>
<td>5</td>
<td>59</td>
</tr>
<tr>
<td>Dartford</td>
<td></td>
<td>7</td>
<td>57</td>
</tr>
<tr>
<td>Dover</td>
<td></td>
<td>4</td>
<td>58</td>
</tr>
<tr>
<td>Gravesend</td>
<td></td>
<td>2</td>
<td>52</td>
</tr>
<tr>
<td>Maidstone</td>
<td></td>
<td>2</td>
<td>105</td>
</tr>
<tr>
<td>Sevenoaks</td>
<td></td>
<td>2</td>
<td>58</td>
</tr>
<tr>
<td>Shepway</td>
<td></td>
<td>4</td>
<td>72</td>
</tr>
<tr>
<td>Swale</td>
<td></td>
<td>3</td>
<td>58</td>
</tr>
<tr>
<td>Thanet</td>
<td></td>
<td>5</td>
<td>75</td>
</tr>
<tr>
<td>Tonbridge and Malling</td>
<td></td>
<td>6</td>
<td>67</td>
</tr>
<tr>
<td>Tunbridge Wells</td>
<td></td>
<td>1</td>
<td>31</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>44</td>
<td>753</td>
</tr>
</tbody>
</table>

Table 1 Delivery Action Plan 2016/17 (Outputs)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Primary Target Group</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March</strong></td>
<td>Phase 1 review of non casualty data to determine risk and identify interventions</td>
<td>Internal</td>
<td>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 A280) and investigating the wider application across more routes in 2017/18</td>
</tr>
<tr>
<td>Aug</td>
<td>Publishing of Kent Annual Trend Report</td>
<td>On line</td>
<td>Complete on time Deleted action, although localised data provided on request</td>
</tr>
<tr>
<td>Dec</td>
<td>Publishing of Casualty Profiles for Community Safety Partnerships (CSP)</td>
<td>To CSP members</td>
<td>Complete in Oct Ongoing - Completed programme for delivery in 2018</td>
</tr>
<tr>
<td>Sept</td>
<td>Complete the annual cluster site analysis</td>
<td>Internal</td>
<td></td>
</tr>
<tr>
<td>Apr-Mar</td>
<td>Identification of residential areas for potential 20mph zones, subject to</td>
<td>Internal</td>
<td></td>
</tr>
</tbody>
</table>
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
crashmap.co.uk
Community partners

Community Speed Watch
Casualty reduction

Killed and Seriously Injured in Kent
Partnership in Emergency Services

• Police Officers
• Ambulance Service
• Fire Service

Working together to save lives

Since 2012
Shared Vision

Joint planning and strategy

All services have same goals
Shared Training

Joint training means there are agreed protocols and methods.
Open lines of communication and opportunities to exchange information
Learning from each incident

Joint discussion after each incident

Avoids repeating mistakes

Improves procedures
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