

Target Setting in Great Britain

A case study

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May12-14 2009



OVERVIEW OF PRESENTATION

- Preparatory analysis for Strategy development
- Target setting analysis and modelling
- Strategy development and choice of targets
- The Review process and looking forward
- What is needed for the next Strategy development?



WHAT WAS THE VISION FOR 2000?

Evidence based policy development

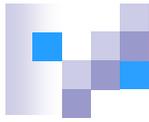
Strong research base

- understanding road user behaviour
- trials and evaluation

Targets: challenging but achievable

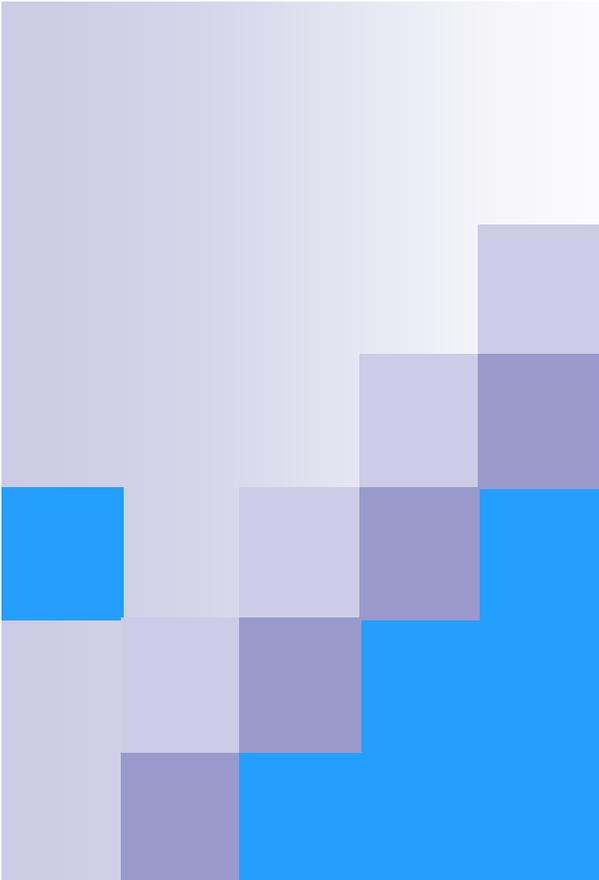
based on analysis and forecasting

Strategy for delivery with monitoring of progress



Road Safety Strategy and Targets in GB

- First target in 1987: one-third reduction in all casualties by 2000.
- 1997-2000: detailed analysis to inform new target and delivery strategy for 2010.
- 2000: targets for 2010 and Road Safety Strategy “Tomorrow’s Roads” published.
- 2004 and 2007: Reviews of progress published.
- 2007-2010: work programme to inform post-2010 policy.



Preparatory Analysis prior to 2000



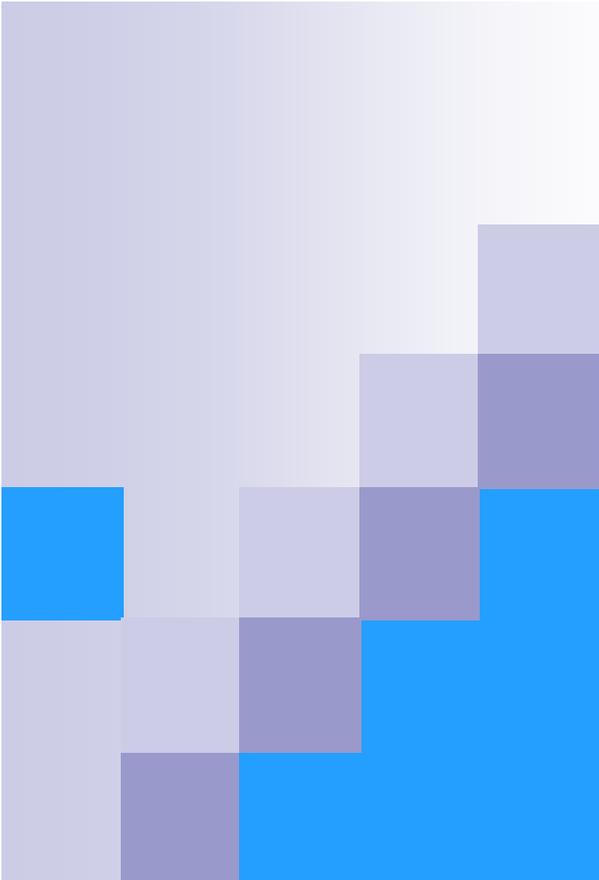
Preparatory analysis for Strategy development

- Detailed papers published in 1997 setting out key problems and road safety measures: “Road safety strategy: current problems and future options” and “Road safety: towards safer roads”.
- TRL commissioned to produce review papers on vehicle safety, safety engineering and road user behaviour (published in 2000).

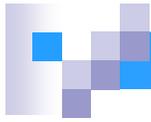


Consultation process

- 1996 Consultation document on need for a target and options for its format: **“Targeting the future”**.
- Announcement on decision on form of target in October 1997.
- **Safety Targets and Accident Reduction (Star) Group** set up to work on strategy development including central and local government, police, and road user groups.
- 8 **“Star”** sub-groups:
 - **Specific road user groups e.g. Pedestrians and cyclists**
 - **Statistics sub-group charged with forecasting and recommendations for target**

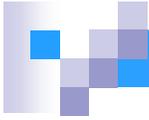


Target Setting



The approach to target setting for 2000

- Detailed analysis of past trends in casualties and casualty rates.
 - Identifiable effects (DESS): drink-drive, safety engineering, vehicle secondary safety.
 - Core road safety programme.
- Analysis of effects of past policies.
- Forecasting of future trends in casualty rates.
- Development of traffic growth scenarios.
- Assessment of effects of new policies.



BACKGROUND

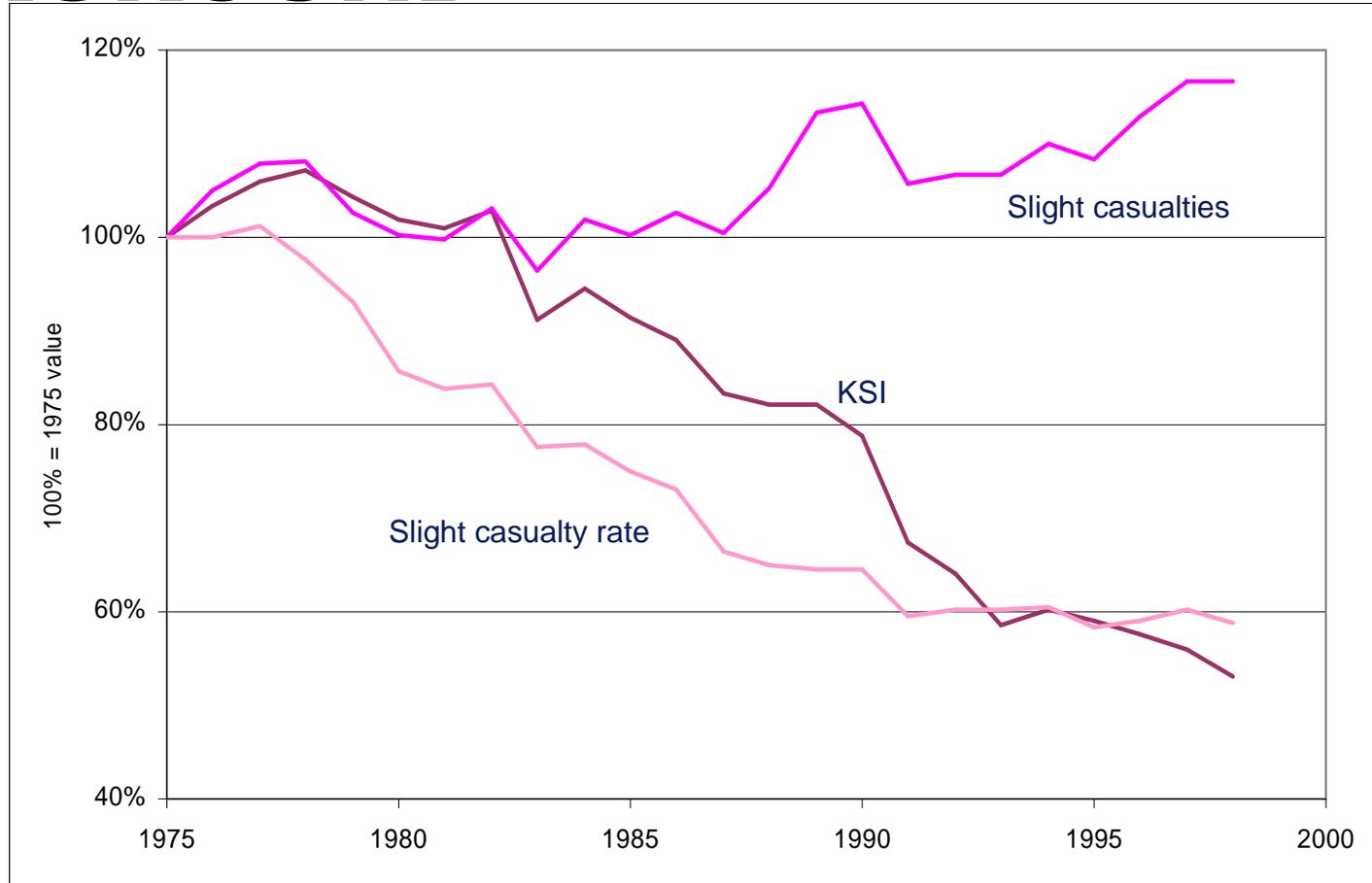
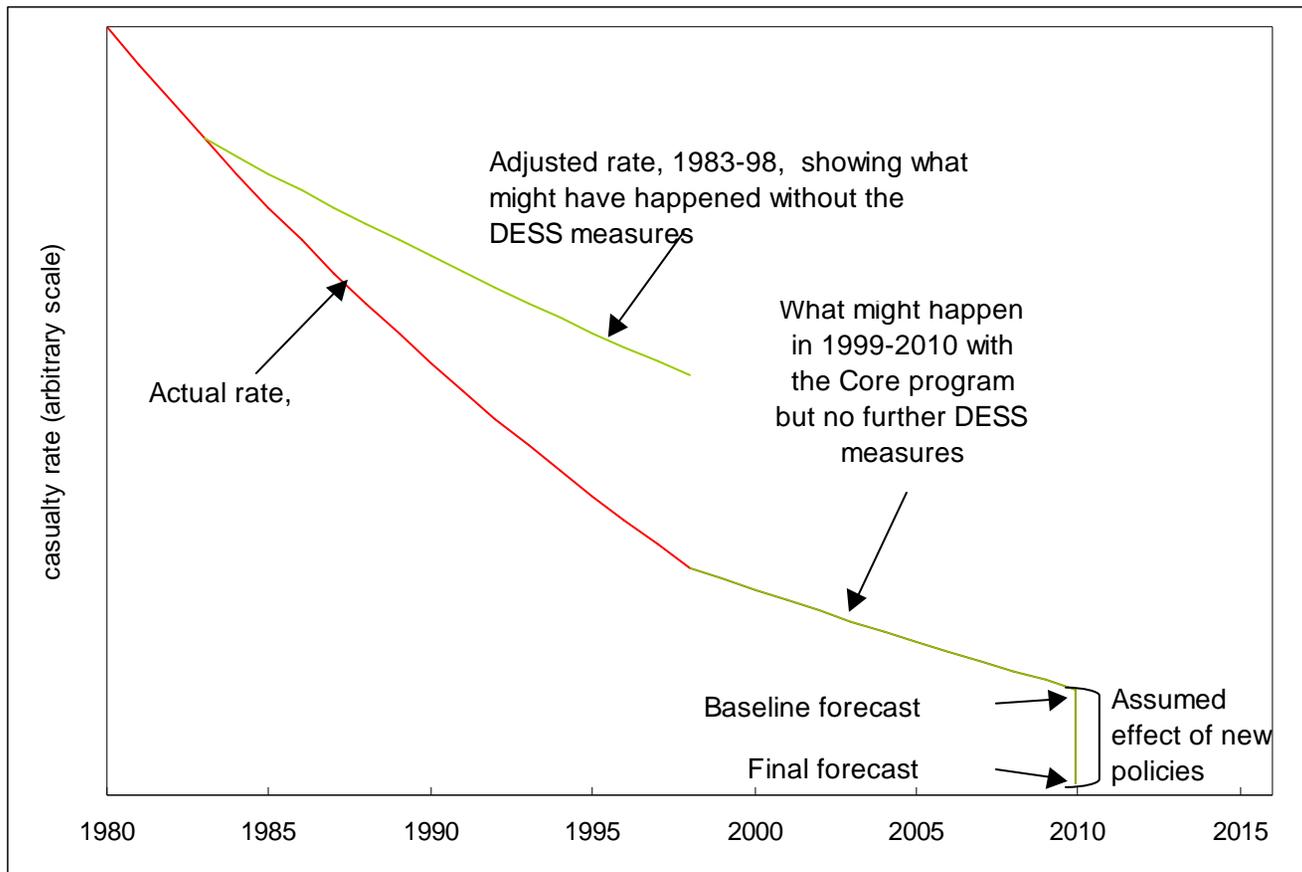
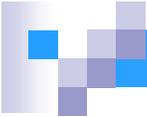


ILLUSTRATION OF FORECASTING METHOD

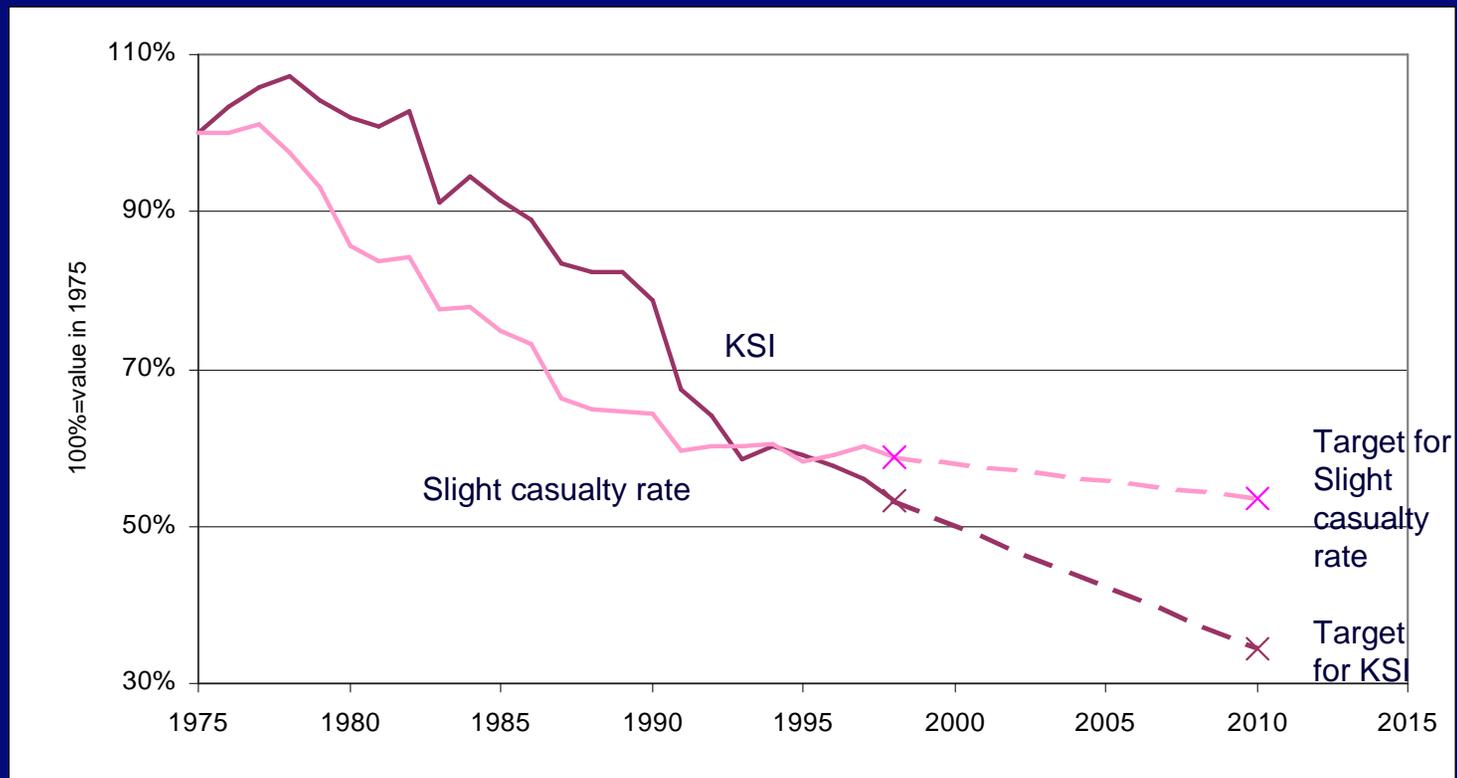


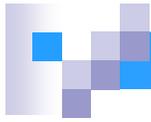


ASSUMED EFFECTS (%) OF NEW POLICIES

		KSI	Slight
■ New road safety engineering programme		7.7	6.9
■ Improved secondary safety in cars	8.6		
■ Other vehicle safety improvements	4.6	3.6	
■ Motorcycle and Pedal Cycle helmets	1.4		
■ Safety on rural single carriageways	3.4	1.2	
■ Reducing accident involvement of novice drivers	1.9	2.6	
■ Additional measures for			
■ pedestrian and cyclist protection	1.2	0.8	
■ speed reduction		5.0	5.0
■ child protection		1.7	1.1
■ improved driver behaviour		1.0	1.0
■ Reducing casualties in drink/drive accidents		1.2	0.8
■ Reducing accidents during high-mileage work driving		1.9	2.3
■ Combined effect		35	23

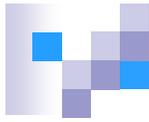
ILLUSTRATION OF THE NEW TARGETS





The political process in choice of target

- Informed by quantified analysis and range of recommendations.
- Target chosen at lower end of forecast range to be “challenging but achievable”.
- Regular Review process to monitor progress.

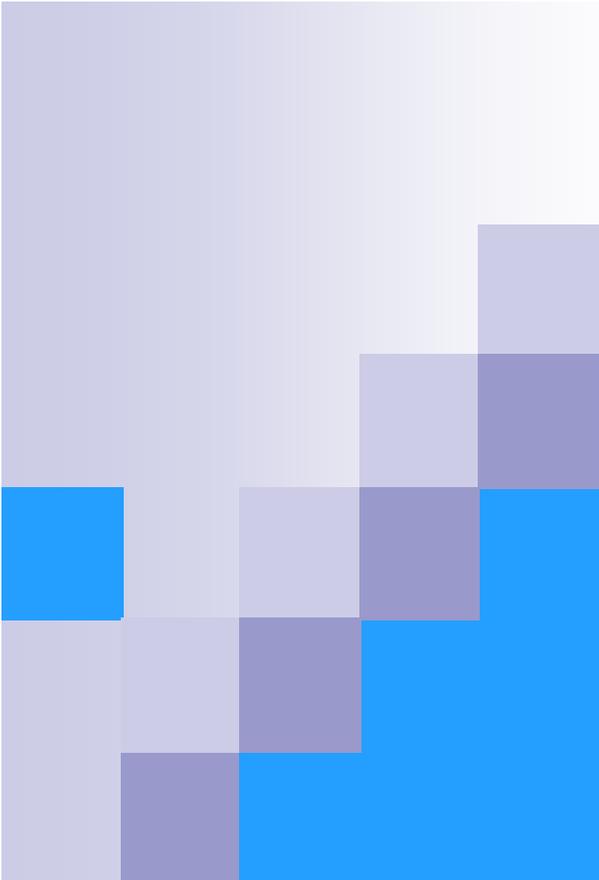


THE CASUALTY REDUCTION TARGETS

By 2010:

- 40% reduction in all KSIs
- 50% reduction in child KSIs
- 10% reduction in the rate of slight injuries

*Compared to the average for 1994-1998 and
“tackling the significantly higher incidence in
disadvantaged communities”*

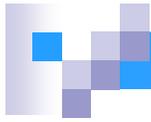


Strategy



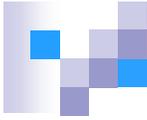
POLICY APPROACH

- Holistic
- Combination of measures: engineering, education, enforcement
- Balance between regulation and persuasion
- Realism about public and political acceptability
- Appraisal and evaluation/cost-effectiveness
- **How far were these objectives achieved?**



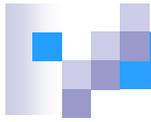
The Strategy – 10 topics

- Safer for Children
- Safer Drivers-training and testing
- Safer Drivers-drink, drugs, and drowsiness
- Safer Roads
- Safer Speeds
- Safer Vehicles
- Safer Motorcycling
- Safer for walkers and riders – bikes and horses
- Better Enforcement
- Promoting Road Safety



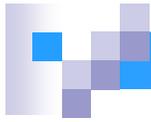
Monitoring of progress

- Quarterly monitoring report with key data and policy issues.
- Main data set updated annually showing detailed progress.
- Three-yearly Reviews of Targets and Strategy.
- Road Safety Advisory Panel to involve stakeholder interests.



The second three year Strategy Review: key issues

- Despite good progress on KSI target, slow progress on reducing deaths.
- Divergence in trends for deaths and serious injuries.
- Increase in crashes involving bad driver behaviour e.g. single vehicle crashes.
- Upturn in drink-drive deaths from 460 in 1998 to 560 in 2005.
- High risk groups: motorcyclists, young drivers, driving for work.



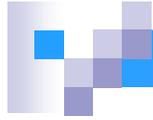
The second three year Strategy Review: future policies 1

- Continue with proven policies: improvements in road infrastructure, technology within cars and speed management.
- Increase enforcement activity to address bad driver behaviour e.g. drink-drive.
- Enhance publicity campaigns.
- Review and improve consistency of local speed limit setting and promote more 20 mph limits.



The second three year Strategy Review: future policies 2

- Improve the driver training and testing system.
 - **New competency and knowledge framework;**
 - **Modern training syllabus;**
 - **Systematic assessment criteria to demonstrate the required level of competence.**
- Implement the Government's Motorcycling Strategy in partnership with industry and user groups.
- Create a culture change in employers on driving for work issues through education, outreach programme and publicity.

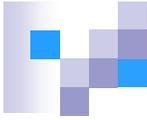


The second three year Strategy Review: Child Safety

- Separate Child Road Safety Strategy published.
- 2010 target achieved but aim now to exceed target.
- Still lag behind best EU countries on child pedestrian safety: Finland 0.1 deaths per 100k population, Sweden and Netherlands 0.2, GB 0.7.
- Boys and 11-15 year olds key targets.



Looking ahead to the post-2010 Strategy



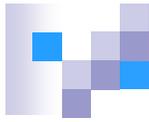
Successes

- Targets and Strategy raised profile of road safety
- Significant improvement in child safety: KSI target already achieved
- Culture change in attitudes of most people to drinking and driving
- High seat belt wearing rates (with some exceptions)
- Engineering solutions in urban areas
- Improved driving test with theory and hazard perception tests
- Policy soundly based on research and statistical evidence



Key problems

- Anti-social behaviour
- Deaths of car occupants no longer declining
- Resurgence of motorcycling with large increase in casualties
- Resurgence of drinking and driving particularly amongst young men
- Driver resistance to automatic speed enforcement
- Decline in visible police enforcement
- Young drivers high risk
- Complacency and decline in political priority: rare rail accidents give more concern than road accidents that kill 9-10 people every day; reluctance to “restrict the freedom of the motorist”.



Key questions from trends since 2000

- Which is the more reliable indicator of progress fatal or KSI?
- What can GB learn from countries like Sweden, Netherlands, Germany and France where fatalities have fallen by between 23% and 35% between 2001 and 2005 compared with 7% in the UK.
- What are the key problem areas?



Fatal vs serious

- Fatal data are reliable, but serious data are subject to possible variations in reporting practice.
- Comparison with hospital data points to possibility that serious injuries are not falling as rapidly as Stats 19 data suggest, but the severity ratio has been increasing since 1994.
- If the forecast reduction of only around 20% in fatalities by 2010 is achieved how much will this detract from the likely apparent achievement of the KSI target?



Lessons from the analytical approach for the 2000 targets

- Greater disaggregation and a focus on fatalities.
- Watch for early signs of changing trends.
- Top-down as well as bottom-up approach: what would be needed to achieve particular levels of casualty reduction?
- Where are the large numbers that could be reduced significantly?
- Less reliance on past trends, aim should be to achieve downward shift in trends.



What have other countries done?

- Sweden: Vision Zero
- Netherlands: Sustainable Safety
- ETSC has analysed comparative performance in EU countries for the PIN project:
 - **Point to three key factors:**
 - Political commitment
 - Enforcing and explaining the law
 - Upgrading the infrastructure



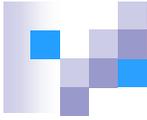
What are the key priorities?

- Young (male) drivers: 41% of dead drivers aged 16-29
- A(NBU) roads: about one-third of all deaths
- Drink-drive: 18% of deaths
- Driver behaviour: increases in single vehicle accidents, vehicles leaving the carriageway, overturning - all speed related? Speed contributed to one-third of fatal crashes.
- Seat belt wearing: 34% of fatalities in Nottingham study not belted, especially in rear seats where only 11% of males at night were belted.
- Multiplicative risk factors: youth/inexperience, alcohol, speed, lack of seat belts.
- Head and chest injury treatment: nearly 50% of fatals have head/neck injury.



Developing the post-2010 strategy - what approach is needed?

- More consultation and discussion, not just with interest groups.
- A clear philosophy that death and serious injury on the roads is unacceptable.
- Make roads “fit for purpose” i.e. greater emphasis on protection from severe crash consequences.
- More and better targeted enforcement as key priority.
- Consider RS within the wider transport policy agenda.



Political commitment

- Clear statement that road safety is a political priority.
- Cross-Departmental responsibility and collaboration for delivery of strategy and targets.
- Create a new road safety policy and delivery mechanism that is well resourced and high profile. More co-ordination and co-operation.
- More pro-active “selling” of road safety as a basic human right not a restriction on freedom.
- Emphasise positive opportunities and outcomes.



Conclusions

- How can road safety policy be revitalised?
- A new philosophy is needed.
- Public support crucial: wider consultation and information
- Greater emphasis on road environment and injury prevention.
- Better enforcement that targets highest risk.
- Combination of measures - education/publicity, engineering, enforcement still needed but within a systems approach.