



# Department for Transport

## Road Safety Statement

The government has a Manifesto commitment to reduce the number of cyclists and other road users killed or injured on our roads every year. The British Road Safety Statement, published on 21 December 2015, sets out the government's vision, values and priorities for improving the safety of Britain's roads. It can be viewed online on GOV.UK

- The Statement sets out a package of measures to build on Britain's strong road safety record, including the following short-medium term priorities:
  - Consulting on increasing penalties for driving whilst using a hand-held mobile phone from three penalty points to four for most vehicles, and from three penalty points to six for larger vehicles, such as Heavy Goods Vehicles (HGVs). This is alongside plans to increase fixed penalty notices from £100 to £150. The consultation started on January 26 and will close on 15 March.
  - Consulting on ways to incentivise and reward the uptake of more pre-test practice, as announced in our Motoring Services Strategy consultation on 13th November, and a broader range of real-world driving experiences, including deregulating to allow Approved Driving Instructors with dual-controlled cars to offer lessons on motorways to learner drivers;
  - £50 million over the next four years to support Bikeability cycle training in schools;
  - A £750,000 grant for police forces in England and Wales to build drug-driving enforcement capability;
  - Consulting on changes to ensure sideguards are not removed from HGVs but remain permanently fitted to improve cycle safety;

- Consulting on proposals to support safety for motorcyclists, including better training and improved safety equipment; and
- A £2m research programme to identify the best driver education and training interventions for learner and novice drivers. This study will consider new technological interventions (such as telematics) in addition to traditional learning methods.

Read it here:-

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/487949/british\\_road\\_safety\\_statement\\_web.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/487949/british_road_safety_statement_web.pdf)

## Consultation - use of hand held mobile phones whilst driving

The consultation on changes to the fixed penalty notice and penalty points for the use of a hand-held mobile phone whilst driving was published on 26 January and will be open until Tuesday 15<sup>th</sup> March 2016. The Department would be grateful if you would be able to disseminate this message via your networks.

The consultation can be found [here](#). Responses are welcomed via the online form. Email and postal responses are also available.

## Drug Driving

Since the introduction of the new offence of driving with a specified drug in the body above a specified limit on 2 March 2015 we estimate there has been at least a six-fold increase in the amount of convictions. The drink and drug drive Christmas campaigns also saw 1,055 drug driving arrests in December so once the evidential blood analysis confirms whether the driver is over the specified limit we expect many more to be convicted over the coming months.

To build upon this fantastic start, Andrew Jones MP has provided £1million to further increase enforcement during the THINK! campaign that commences on 29 February and will run through March thus coinciding with the 1<sup>st</sup> anniversary of the commencement of the new offence. Many forces will be running local campaigns to reinforce the effectiveness, so it is hoped that drug drivers won't be able to miss the message that drug driving will no longer be tolerated on our roads.

The funding available is now just over £1million (up from the £750k announced in the Road Safety Statement) and will:

- Purchase around 21,000 drug screening tests
- Train over 1,200 officers in drug recognition and impairment testing skills to enhance long-term capability
- Purchase around 1,500 blood analysis
- Provide around £115,000 to be spent on local publicity/educational campaigns to supplement the *THINK!* campaign

## THINK! Drug Drive campaign

The THINK! 2016 Drug Drive campaign will mark the first anniversary of the drug driving legislation change. The campaign, which is due to go live from 29 February, will target those most likely to drug drive (young males aged 17-34) through cinema, radio, digital and outdoor advertising.

The new creative content for the 2016 campaign will feature the police roadside swab to highlight that if you drug drive you're now more likely to be caught and convicted. Advertising assets being developed include:

- Posters (including an updated version of the [prescription poster](#) produced last year that raises awareness of the effects of prescription drugs on driving)
- Leaflet (an updated version of the [A6 postcard](#) produced last year which highlights the legal consequences of drug driving)
- An updated version of the [Paranoia film](#), which will highlight that there's even more reason to be paranoid because of the roadside swab

The final artwork will be shared with stakeholders during the w/c 15 February, and will be available to order in English and Welsh.

The THINK! team is looking for potential case studies to help them demonstrate the impact of the drug drive legislation one year on, so if you have any stories to share please contact: [Laura.Kane@dft.gsi.gov.uk](mailto:Laura.Kane@dft.gsi.gov.uk)

## An improved version of The Highway Code website was launched on 1 October 2015.

The major improvement is that there is now a direct hyperlink to the relevant legislation beneath each rule where there is a legal requirement. Legal references have also been added to Annex 2 "Motorcycle Licence requirements". The improved Code is online at [www.gov.uk/guidance/the-highway-code](http://www.gov.uk/guidance/the-highway-code). If users have bookmarked the Code, they will automatically be redirected to the new version.

## Collision Reporting and Sharing (CRASH)

The national roll out of CRASH started in October 2015. As at the end of January, 14 forces have adopted it. It has seemed to help with getting data in more quickly from police forces and some forces in particular have used it to drive up the quality of the data they produce. It also helps DfT statistics to understand how much data have not yet been returned for each month (i.e. records that police forces have put into CRASH but not yet finalised and released to us) which should improve the accuracy of the quarterly statistics.

An additional six forces will start using CRASH over the next couple of months.

A further benefit CRASH brings is in a set of new variables: e.g. types of injuries suffered by casualties, a more detailed breakdown of 'serious' injuries (into three separate severity levels), and information about whether the driver held an appropriate licence for the vehicle. We hope to publish this information from 2016 onwards.

The final figures for 2015 are due to be published on 30<sup>th</sup> June 2016.

## Reported Road Casualties

[Reported Road Casualties Great Britain: provisional quarterly statistics for the year ending September 2015](#)

In reported road traffic accidents for the year ending September 2015:

- road deaths increased by 3% compared with the year ending September 2014, to 1,780
- there were 23,700 killed or seriously injured (KSI) casualties, a 3% decrease compared with the previous year
- there were 188,830 reported road casualties of all severities, 3% lower than the year ending September 2014
- motor traffic levels rose by 2.2% compared with the 12 month period ending September 2014. The overall casualty rate per vehicle mile decreased by 5% for the same period

Between July and September 2015:

- there were 450 road deaths, a 2% decrease from the same quarter in 2014
- KSI casualties decreased by 3% with slightly injured casualties and overall total casualties both falling by 1% compared with the same quarter in 2014

This release notably revised estimates for the first two quarters of 2015, resulting in higher estimates of all types of casualties. In particular, the provisional releases for Q1 and Q2 both indicated that fatalities had decreased. We now believe that fatalities have actually increased.

The main reason for these revisions is the number of accident records that we received later than we would have expected. This led to some under-estimation in the original figures which has been corrected here. Similarly, we noted that some of these delays could threaten the end of year publication date. Since publication, though, we have had updates from forces about the action they are taking to catch up on the backlog.

As noted, the number of fatalities in the year ending Sept 2015 was up in comparison with the previous year. However, given the very wet weather in the final quarter of 2015 (and the unusually high number of fatalities in Q4 2014), it is possible that 2015 could have fewer fatalities than 2014.

### **Additions to the statistics**

We have introduced two new features in the reported road casualty statistics recently:

1. We now assess whether changes in the overall casualty numbers by severity are statistically significant. This tells users whether the change observed is likely to be as a result of natural variation in the figures or whether it is an indication of some real change in road safety.

2. Weather-adjusted casualty figures. We now have a model that enables us to understand how much effect the weather has had on casualty figures. This gives us and users a better understanding of which changes are as a result in the changing weather and which reflect genuine changes in road safety outcomes

Both of these features should help users understand what is changing and why.

### The road safety models report

The road safety models report, which was commissioned by the Department, has been published on the Transport Research Laboratory website and can be viewed here <http://www.trl.co.uk/reports-publications/trl-reports/report/?reportid=7037>

This project investigated different road safety models and aimed to identify ways that the Department could potentially develop tools that could help local authority staff in the UK to better target and manage road safety on rural roads.

The Department is currently considering the report's recommendations.

### Cycling and Walking Investment Strategy

The Cycling and Walking Investment Strategy evolved in February 2015 when the government introduced a duty through the Infrastructure Act for the Secretary of State for Transport to bring forward a Cycling and Walking Investment Strategy in England.

At the recent Spending Review, the Government reaffirmed its commitment to cycling and walking by committing to investing over £300 million for cycling over the five years of the spending review period from 2016-17 to 2020-21. This includes:

- £101 million capital funding to deliver the Cycle City Ambition scheme in full (as part of the £114m from 15/16 to 17/18)
- a new 'Access' fund for sustainable travel starting in 16/17 - £20m per annum revenue funding, a significant proportion of which we assume will be spent on walking or cycling schemes
- £85m capital investment through the Road Investment Strategy (as part of the £100m for 2015-21), which includes plans to improve 200 sections of the road network in England for cyclists.
- £12.5m per annum revenue funding to provide 1.3 million children with cycling proficiency training through the Bikeability scheme
- £27m capital investment already committed through the Local Growth Fund for walking and cycling schemes. We are currently surveying LEPs to establish their latest investment plans, which are significantly larger.

Underpinning the development of the Strategy is a commitment to increasing the level of cycling and walking, and a desire to create places which encourage cycling and walking for short journeys or as part of a longer journey.

The Strategy will set out a long term ambition for walking and cycling, supported by a number of specific objectives and we will work with partners to develop these. Although the detailed objectives are still to be developed, underpinning our ambition are commitments set out in the Government's pre-election manifesto:

- To double cycling activity, and
- To invest over £200 million to make cycling safer so we reduce the number of cyclists and other road users killed or injured on our roads every year.

Our first publication, 'Setting the first Cycling and Walking Investment Strategy', was published on 17 December 2015<sup>[1]</sup>. This set out the timescales for publication and our intended structure for the Strategy.

We aim to consult on a draft of the first Strategy in the spring, with the final Strategy to be published in the summer. The Strategy will consist of a number of elements including the ambition, targets and objectives, statement on financial resources, strategy and actions, and information on governance arrangements.

A contract has also been let to develop a Walking and Cycling Infrastructure Plan, which aims to identify high potential areas for cycling and walking, and provide a framework for local authorities as they develop their own networks. This is a medium-term piece of work, which will not be fully complete before the consultation period, but will underpin the Strategy.

## Prince Michael international road safety awards

### 1. Department for Transport-THINK! Drink Drive Campaign Team - Use of social media

Safer Road Users, 2015

THINK! marked the 50th anniversary of the first drink drive public information film by creating a national campaign consisting of a commemorative film supported by PR and Twitter activity that used archived drink drive advertisements.

A new and effective element of the 2014 campaign was the use of social media. It achieved extensive coverage in national media and online with 952,500 YouTube views of which 46% were generated through organic views. The organic Twitter promotion reached over 600,000 people and achieved over 18,000 engagements (i.e. people who took an action on the tweet such as clicking a link or retweeting) with an engagement rate of 36%, far exceeding industry benchmarks of 1%.

The campaign tracking survey shows that it made significant attitudinal shifts amongst the primary audience of men aged 17-29 between 2007 and 2014. For example, over this period there has been a 14% increase in agreement that 'If I drink drive I would be likely to get caught by the police'. There has also been an increase over this time in the social unacceptability of drink driving with 63% of our 2014 sample of young men agreeing that 'it's extremely unacceptable to drive after two pints', a 5% increase from 2007.

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<sup>[1]</sup> 'Setting the first Cycling and Walking Investment Strategy'  
<https://www.gov.uk/government/publications/cycling-and-walking-investment-strategy-setting-the-scene>

## 2. Highways England - Dynamic Hard Shoulder Compliance Campaign

### **Road Safety Management, 2015**

[Smart Motorways](#) are being rolled out across the Strategic Road Network with local and national publicity advising motorists on the operating conditions of the hard shoulder. These campaigns can be limited in their reach and duration which can lead to misunderstanding, misuse and sometimes illegal driving.

Driver education has traditionally been conducted through established methods, e.g. driving theory test and information campaigns. These take time to filter through to the wider driving population, are difficult to evaluate and to understand the effects on driver behaviour and attitude, so a more creative approach was needed to accurately target the illegal use of the hard shoulder.

The concept of issuing warning letters and information leaflets was established to educate rather than punish offenders, to reduce repeat offences and also the likelihood of copy-cat driving.

Highways England led the collaboration of the Police, Safety Camera Partnership and Motorway Operations to implement new back office systems and procedures for the campaign. ARUP and AECOM delivered this unique approach of bringing together independently owned, complex systems and procedures to: identify offending vehicles, their owners and ultimately issue a warning letter and supporting educational information to change behaviours.

An initial system has been active from late 2014 and has seen over 30,000 non-compliant drivers being contacted. Early results show a significant reduction in the number of repeat offenders.

If you would like to be added to, or deleted from, the email list for this publication, please contact [jeff.gilmore@dft.gsi.gov.uk](mailto:jeff.gilmore@dft.gsi.gov.uk)