

The IAM views on the issues the Commission is looking at are outlined below;

Leadership is essential for sustainable road safety

- Achieving further reductions in death and injury on our roads will become increasingly difficult and will require strong leadership at the highest level – The IAM has noted that the best advances in road safety around the world take place when they have the highest level of commitment. The involvement of recent French presidents being an excellent example. In the UK road safety seldom goes above Road Safety Minister level.
- Local authorities must protect road safety budgets – long standing objections to the ring funding of transport budgets must be relaxed if pothole backlogs are to be eradicated and mass action plans are ever to be delivered
- A new national road safety forum is needed to coordinate cross-government actions – the main benefits of recent road safety advances have fallen to the NHS but they are seldom closely involved in road safety policy. Road safety for drivers in the course of business is also seldom properly covered by the correct departments. As well as sharing the financial benefits from the NHS the better integration of data from A&E departments would improve road safety research immeasurably.
- Cuts to government road safety advertising budgets must be reversed – the THINK campaign has been a success but must have the resources to use the most influential channels ie TV
- Targets work in road safety and they should be reintroduced and monitored at a national and local level – targets still exist in Scotland and could be recommended for the rest of the UK gain. The ordinary road user has never really understood complex targets and this is where a simple ‘vision’ such as ‘Vision Zero’ could be much more effective
- Safer road design will save lives, reduce personal grief and suffering and save the economy billions of pounds and a long term engineering programme is needed to design death and injury out of our road system – such a campaign requires guarantees of long term funding
- Driver error remains the number one reason for crashes despite progress in car and road design. The IAM believe that incentives to adopt a lifelong learning approach to driving are required. The main resistance to this comes from the insurance industry who consistently fail to accept that extra training such as an IAM course is worthy of a discount. The insurance industry also penalises L drivers in the family car despite clear evidence that as much experience as possible in as wide a range of traffic conditions as possible delivers safer drivers
- Some form of graduated or multi phase licensing would not only help new drivers to gain experience safely but also embed the concept of continuing personal development in driving
- Similarly the complete lack of consistent road safety education at schools and colleges mitigates against the concept of lifelong learning now accepted in many other areas of daily life
- The IAM are concerned that roads policing is not seen as a priority by the Home Office . Targets in this area would be of assistance.

Neil Greig, 9 April 2014