



KEY PRIORITIES FOR ROAD SAFETY TO 2020

Key Priorities for Road Safety to 2020 has been co-ordinated on behalf of the listed organisations
by:

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Over the past three decades the UK has made great strides in reducing the number of people killed and seriously injured on our roads through innovation in education, enforcement and engineering. We can justifiably claim that our roads are among the safest in the world.

However, road death and injury continues to plague our communities with around 450 deaths and serious injuries every week. Road traffic collisions remain the biggest source of death and injury for young people and the greatest danger that most people routinely face in their daily lives. Continued reductions in casualties cannot be taken for granted: in 2014 the number of people killed or seriously injured almost certainly rose.

On a purely economic basis, preventing these avoidable crashes, deaths and injuries would make a significant contribution to our economic growth - the value of preventing reported road accidents in 2013 was estimated to be £14.7bn, and if accidents not reported to the police are included, this rises to around £30 billion.

The previous Government published its Strategic Framework for Road Safety in 2011 in which it confirmed:

“Our long-term vision is to ensure that Britain remains a world leader on road safety. There have been impressive improvements over previous decades and in recent years. We are committed to ensuring this trend is maintained. Alongside this our aim is to reduce the relatively high risk of some groups more quickly, in particular for cyclists and children from deprived areas. In the longer term, with improvements in technology, e.g. collision avoidance – which will continue to transform the way we drive and use roads and the ability of the system to protect all road users when things go wrong – allied with safer and better driving, we will see a very different world. We want to encourage all road safety stakeholders to join together to support us in making this vision a reality.”

We believe there is much in this vision which remains valid. To sustain and improve our road safety achievements, and to prevent the number of casualties, and their costs, increasing as the economy improves, we need to strengthen the Strategic Framework for Road Safety by adopting the *Safe System* and vision zero approach. We need to develop a *Safe System* approach and a vision which challenges everyone who influences road safety to change the way we think about using our road environment and the way we work together to make it safer for everyone.

The motivation of road safety professionals along with their professional bodies provides a platform upon which Government policies can be delivered but strong political leadership is essential to provide a coherent direction for the remainder of this decade and beyond. There is a willingness from individual stakeholders and leading organisations to continue to provide such support and input following that commitment to reduce death and injuries on our roads and maintain our high profile around the world in this area.

This paper has been compiled by an alliance of road safety organisations comprising:

Association of Industrial Road Safety Officers (AIRSO)
Institute of Advanced Motorists (IAM)
Parliamentary Advisory Council for Transport Safety (PACTS)
RoadSafe
Road Safety Foundation
Road Safety GB
Royal Society for the Prevention of Accidents (RoSPA)

We urge the Government to set out a new road safety action plan with priorities which will deliver high levels of casualty reduction. With this goal in mind we recommend the following programme of actions.

1. MANAGEMENT

Lead and promote active professional management

- **Adopt the *Safe System* approach in road safety management**

The Safe System is internationally recognised and we must embrace this approach in our future planning. We must recognise that despite preventive measures and efforts, road users are fallible and collisions continue to happen on the roads. We must place responsibility upon providers of the transport system for its safety and responsibility upon users of the system for complying with its rules and constraints of this shared system. We should align safety management goals with wider sustainability goals including social, economic, environmental and health.

- **Move towards a vision of zero casualties.**

The Department for Transport should join leading countries and develop a ten year 'Towards Zero' strategy for publication. This strategy should identify performance goals to achieve the reduction of road deaths and serious injuries and track the cost of serious road crashes on the roads for which individual authorities are responsible. A 'Towards Zero' task force should be established of stakeholders to provide the multi-disciplinary strategic leadership required.

- **Set challenging national quantitative targets for road safety**

Set time-limited challenging targets to reduce the number of deaths and serious injuries in road collisions which including rate-based targets for reducing specific road user groups. Such targets should take into consideration those which have been set internationally as well as by devolved administrations within the UK.

- **Set out an action plan for the next five years**

The action plan which was set when the Strategic Framework was published has now expired with most of the actions completed. There is a need to review the Strategy and then set out a new plan with priorities which will deliver high levels of casualty reduction.

- **Commission an independent Road Safety Management Capacity Review (RSMCR)**

The recent period of austerity has inevitably had an impact for the UK's road safety management capacity and would benefit from an independent review. RSMCR has been developed internationally as a valuable tool to deploy when it is timely for a country to embark on a new phase in the effort to make road use safer for all. It provides a fresh basis for affirming national ambition, leadership, accountability and

management capacity for key functions across government and its partners to deliver best practice in the form of results-focused strategies, programmes and projects.

- **Involve the Health & Safety Executive**

We need to re-examine the important role which could be played by the Health and Safety Executive in conjunction/partnership with the Police in bringing about and implementing policies and practices to reduce road risk within the business environment. Businesses should be encouraged to adopt the road safety management ISO 39001. Government and its departments at both national and local level should lead by example within the procurement process by awarding contracts to businesses that are compliant with this standard.

- **Vulnerable Road Users**

There is a growing need to accommodate the needs of vulnerable road users who have the legitimate right to use the roads for both recreational and business use and indeed journeys to and from work. These include pedestrians and riders of bicycles, motorcycles and horses. We also need to recognise the needs, vulnerabilities and rights to mobility of an increasingly aging population.

2. VEHICLES

Promote the rapid introduction of safer vehicles into our fleet

- **Encourage safety innovation in the automotive sector and also among the many small business which develop systems which help to make drivers safer.**

Continue to support EU legislation for mandatory fitment of proven vehicle safety technologies including intelligent speed assistance/adaptation, seat belt reminders for all seating positions, autonomous emergency braking and alcolocks (for commercial transport and repeat offenders).

Continue to play a leading role in the European New Car Assessment Programme, use its safety ratings in national road safety strategy, target setting and fleet safety quality assessment and encourage demand for safer vehicles.

Promote regulatory change at European level to introduce large/heavy vehicle designs which present less threat to pedestrians and cyclists by means of underrun guards, elimination of blind spots and other measures.

The recent ruling by the Supreme Court on air pollution may require significant changes to the UK vehicle fleet. The Government should ensure that all low carbon or other environmental vehicle scrappage schemes mandate purchase of new EuroNCAP 5 star cars.

- **Consider the road safety implications of Driverless Cars**

There is a great deal of work to do here in order to establish the legality and use of driverless cars, the responsibilities of the driver and the transition period in which driverless cars will be sharing the roads with “normal” vehicles. This also has implications for the way in which drivers are prepared for the road in the future.

- **Undertake research into in-vehicle technologies, both singly and in combination, to ascertain the level of driver distraction workload and overwork load they may present and seek to incorporate these into regulations and EuroNCAP where beneficial**

3. ROADS

- **Improve road network safety**

In order to protect people against death or serious injury upgrade the strategic and local road network based on the Safe System principles targeting sections and areas of highest risk. To this end, network design should seek to:

separate on-coming traffic on high-volume, high-speed roads to prevent head-on collisions;

provide crash protective roadsides to address run-off-road collisions; achieve safe speeds at intersections to reduce the incidence and severity of side impacts;

separate motor traffic from unprotected users except where speeds are low;

achieve safe speeds to provide freedom for all responsible users wherever motor vehicles mix with other users of the street or space;

and improve highway surfaces, particularly on busy footways and those parts of the carriageway used by cyclists.

- **Minimum safety ratings for strategic roads.**

Support Highways England's proposals for the adoption of transparent star ratings for all strategic roads and encourage minimum safety levels of 4-stars for the busiest national roads and minimum 3-stars for all other national roads to be achieved in the period 2015-2025.

- **Minimum safety ratings for local authority 'A' roads.**

The Government should establish a long term goal to raise the safety of local authority 'A' roads to a 3-star minimum level to be achieved by 2030.

- **Minimum safety ratings and standards for local roads**

We need to strengthen policies and practices for the safety provisions on local roads which take into consideration a consistent approach to the provision of safety features. Evidence based standards should be set as to where reducing the speed limit to 20mph or below is appropriate and beneficial.

4. ROAD USERS

- **Young driver safety**

Young drivers are involved in a disproportionate number of crashes resulting in death and serious injury in their first few months of driving. The government needs to publish a Green Paper on young driver safety so an informed debate can take place. It should address the benefits and effects of graduated driver licensing supported by appropriate evidence based restrictions for a period of time after the test when further experience can be gained along with a minimum learning period. We also need to give further consideration to allowing Learners to drive on Motorways whilst under supervision of an approved driving instructor.

- **Lower the drink drive limit and improve enforcement**

The UK Parliament must take early action to lower the current drink drive limit in England and Wales. It is currently 80 milligrammes of alcohol per 100 millilitres of blood higher than the rest of Europe where the limit is 50 milligrammes of alcohol per 100 millilitres of blood or below. The lower limit already is in place in Scotland and is likely soon to be adopted by Northern Ireland. It will prevent the loss of a considerable number of lives.

The type approval process for evidential portable breath test devices should be expedited as a matter of urgency. Police forces should then be equipped as soon as possible.

- **Follow up the new drug driving legislation with effective and practicable initiatives, including enforcement and publicity measures, to reduce drug driving**

The aim must be to make drug driving as socially unacceptable as drink driving.

- **Evaluate and promote effective post-test training for drivers and Motorcyclists**

The Government should recognise the valuable contribution which the voluntary sector are already making in this area and consider what role they might take as an alternative to formal driver re-training programmes. The development of an evidence based, effective national post-test training syllabus for delivery to national standards whether by commercial, public service or third sector organisations- quality control and consistency is essential.

- **Encourage organisations to address the risks involved with work related journeys**

It is well known that as many as a third of casualties on the road arise from people driving for work not counting the number of casualties that occur on commuting

journeys. There is a need to reinvigorate our approach to this activity in terms of both managing the risks associated with using vehicles for business and the actual driving itself. The work of “Driving for Better Business” and the “Occupational Road Risk Alliance” did a great deal to motivate the right approaches to this activity and we need to provide sufficient resources to raise their profile again. This makes commercial sense in reducing the cost of vehicle damage together with the health service costs and productive work time lost through injury.

- **Roads policing and enforcement**

The significant reduction in specialist roads policing officers is regrettable. Persistent political and media pressure alleging the pursuit of a “war on motorists” has broken the link between road traffic legislation and the safety of road users that those laws and their enforcement are designed to achieve. An objective and evidence led approach is needed with the Home Office and Department for Transport working together with shared stated aims to reverse this decline and to rebuild purpose and status of the enforcement of road traffic and vehicle safety legislation. Current standards of vehicle safety and maintenance have taken years to achieve with enforcement as the sanction that ensures compliance.

- **Ensure that road safety education has a rightful place within the school curriculum and as an integral part of existing subjects**

Basic road user education outcomes should be integral within the core curriculum, appropriate to each age group and stage of development. Then employers, driving instructors, teachers and, most importantly of all, parents, will all know that when a young person reaches the age of 7, 11, 14 or 17, what we expect them to know and have been taught about using the roads. This means not as PSHE subjects but incorporated within lessons such as Science, Maths, Spanish and Geography. This would take no more time than now, just some adjustments within the lesson contents. We have the content already – through Scotland, the DfT THINK! website and other areas such as North Yorkshire. We just need to incorporate it.

This should include practical learning too: Pedestrian training followed later by Bikeability as a core part of the primary and secondary school curriculum so that every child has the opportunity to learn to cycle and, thus, how to use the road. They need to know what road signs and markings mean and what to expect other road users and vehicles will do.

These are physical activities and should be credited as such. This will also provide children with the key to the physical activities of cycling and walking as routine and something everyone does and all the lifelong health benefits those activities provide.

- **Adopt Single/Double Summer Time**

Create safer conditions for all road users by adopting Single/Double Summer Time. Research indicates this would produce annual casualty savings because reductions in numbers of collisions in the hours made lighter would substantially outweigh any increases in the hours made darker.

- **Reduce risks due to driver fatigue**

Fatigue can impair drivers to at least the same extent as is seen at the legal alcohol limit for driving. There is a need to ensure that all employers and drivers understand the risks of driving whilst tired. Professional and representative trade bodies may be key in promoting this climate of responsible management and business.

- **Maintain high level national publicity campaigns**

Whilst the majority of national campaigns concentrate on speed, drink drive, and seat belts there is a greater need for enforcement programmes co-ordinated on a national basis throughout the period of the campaign and beyond. There are lessons to be learned from the way in which, for example TiSPOL co-ordinate publicity and enforcement across Europe and the timing of the national campaigns in the UK could well be undertaken in parallel.

- **Provide support and resources for local based campaigns for priority strategic issues**

A fund should be established which would allow for the organisers of locally-based campaigns to apply for financial support where it can be demonstrated that there is a specific local or regional problem and a campaign strategy that can be evaluated and replicated.

- **Support the recommendations (once published) of the Task Force on Older Road Users**

The growing proportion of the population who are aged over 65 years deserves to be as independent and mobile for as long as possible. Forward planning for an older population is necessary in terms of highway and vehicle design. A national standard older driver assessment would be a good start – identifying those conditions and factors of aging that are related to the ability to drive. The Older Drivers Task Force, established by the Road Safety Foundation is expected to set out a comprehensive strategy.

- **Maximise the road safety benefits of telematics and similar technologies for young drivers, business and commercial drivers**

Event data recorders (now fitted to most new vehicles), telematics and other “black box” technologies offer enormous potential new data sources. These can contribute to safer vehicles, infrastructure design and improve driver training. The Government needs to facilitate these opportunities by addressing obstacles, including the privacy, data protection and commercial confidentiality.

- **Continue to promote and support through funding the national standard Bikeability training programme for young and adult cyclists**

5 POST CRASH RESPONSE

- **Improve knowledge and understanding of collisions and casualties in UK road transport**

We need improve the reporting of transport-related collisions and casualties by hospitals in order to fill gaps resulting from the incomplete coverage provided by police reports (based on STATS19 and to include the deaths and injuries resulting from walking and cycling incidents that are not road traffic accidents covered by STATS19). In particular, arrange for hospitals to record the numbers of pedestrians, cyclists and motor vehicle users they treat as a result of collisions or falls on footways, cycle paths and carriageways so that this information can be combined with that provided by the police to enable a larger proportion of the resulting deaths and serious injuries to be counted in the national statistics for reported road casualties.

We also need to explore how we can remove any barriers and encourage the insurance industry to share collision data so as to provide a clearer picture of the locations where incidents are taking place and any subsequent injuries which may arise which are unknown via STATS19 or hospital data.

Introduce a more systematic and comprehensive system of investigating fatal and serious road collisions focused on learning and dissemination of results.

Improve the presentation of collision and casualty data through better integration with exposure data, traffic data, involvement factors and disposal of offenders.

- **Review emergency medical response to collisions and trauma care**

Studies in other countries show that many more people involved in collisions, especially those in remote places, would probably have survived and avoided long term disability if they had reached hospital sooner and received even more appropriate care. Reductions in all deaths in the UK over the past decade as a result of improved trauma care have been established although the exact impact in road casualty numbers has not been specifically calculated. The scope in different parts of the UK for more rapid emergency response to collisions and best use of enhanced trauma care to further reduce deaths and the consequences of serious injuries should be reviewed and the findings acted upon.

- **Dealing with offenders**

There needs to be more consistency nationally when disposing of offenders so that the family and relatives feel that justice has been done. It is right and proper that each case should be treated on its individual merit and that we have a judiciary that

can deal dispassionately with the offence. We need to do more to ensure that there is some commonality with court outcomes and improve clarity and consistency in official reporting.