



# Facing the challenges – improving road user behaviour

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PACTS' Conference:

**Aiming for Zero: the challenges for Road Safety**



## Strategic Framework for Road Safety

# “Education – Developing Skills and Attitudes”



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- Developing a new post test **vocational** qualification
- Developing more targeted and effective marketing, building upon the best behavioural science
- Continuing to improve the initial **training** for learner drivers and riders
- Increasing the range and use of educational **courses** that can be offered in the place of fixed penalty notices to develop safer and more responsible driving behaviour
- Developing **courses** that courts can offer in the place of losing a licence, where this is considered a more effective intervention
- Reforming the regime for re-testing disqualified drivers - including extending, and potentially mandating, the requirement for disqualified drivers to re-test before regaining their licence and developing special tests linked to remedial **training**





## “Targeted Enforcement and Sanctions” UNIVERSITY OF LEEDS

- Introducing a fixed penalty offence for careless driving... [O]ffenders will be diverted to new educational improvement **courses** where these will be more effective.
- Increasing the level of fixed penalty notices for traffic offences to bring the £60 charge into line with other fixed penalty notices.
- Making full use of existing powers to seize vehicles through working with the police and within Government on the procedures.
- Taking account of Sir Peter North's report on Drink and Drug Driving Law and the subsequent report by the Transport Select Committee we will improve the enforcement of drink and drug driving legislation.
- Working towards tightening enforcement against vehicles, where it is not possible to identify or trace the driver.
- We will also continue to look at ways to reduce uninsured and unlicensed driving which is a key issue in improving road safety.



“More than half of road deaths are associated with one or more of drink driving, driving whilst impaired by drugs, speeding, careless driving (including dangerous driving, driving with a distraction and not wearing seatbelts).”

***Actions*** in the Strategic Framework:

- No lowering of the drink-drive limit
- Better drug screening devices
- Nothing at all on speeding
- Nothing on distraction
- Nothing on belt-wearing
- Fixed penalty notice for careless driving

# Don Norman, “Coffee Cups in the Cockpit” (1992)



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“In the past few years, human error has become the dominant blame for industrial accident. Thus, in the period 1982-1986, the pilot was blamed in 75% of fatal accidents.

Human error. How horrible! What's the matter with those pilots, anyway? Clearly they aren't being trained right. Fire them. Or at least send them back for more training. Change the training. Add some more flight regulations. Change the law. Add some more items to the checklists. This is what I call the ‘blame and train’ philosophy.

Whenever I see such a high percentage of accidents blamed on individuals, I get very suspicious.”





- Intelligent Speed Adaptation?

***“The project [Lancashire ISA] shows that ISA has a positive impact on driver behaviour. Why are you not encouraging its use elsewhere?”***

*As with other demonstration projects joint funded by the Department, such as Mixed Priority Routes and the Inner City Demonstration project, the Department seeks to establish effective techniques in road safety. Once established it is for local authorities to decide if these systems are appropriate for their local circumstances. It is not for central Government to dictate national solutions that may not be suitable for all situations.”*

- Alcolocks?
- Seatbelt reminders?
- Further measures to combat mobile phone use?



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Performance on speed, alcohol, belt-wearing and mobile phone use

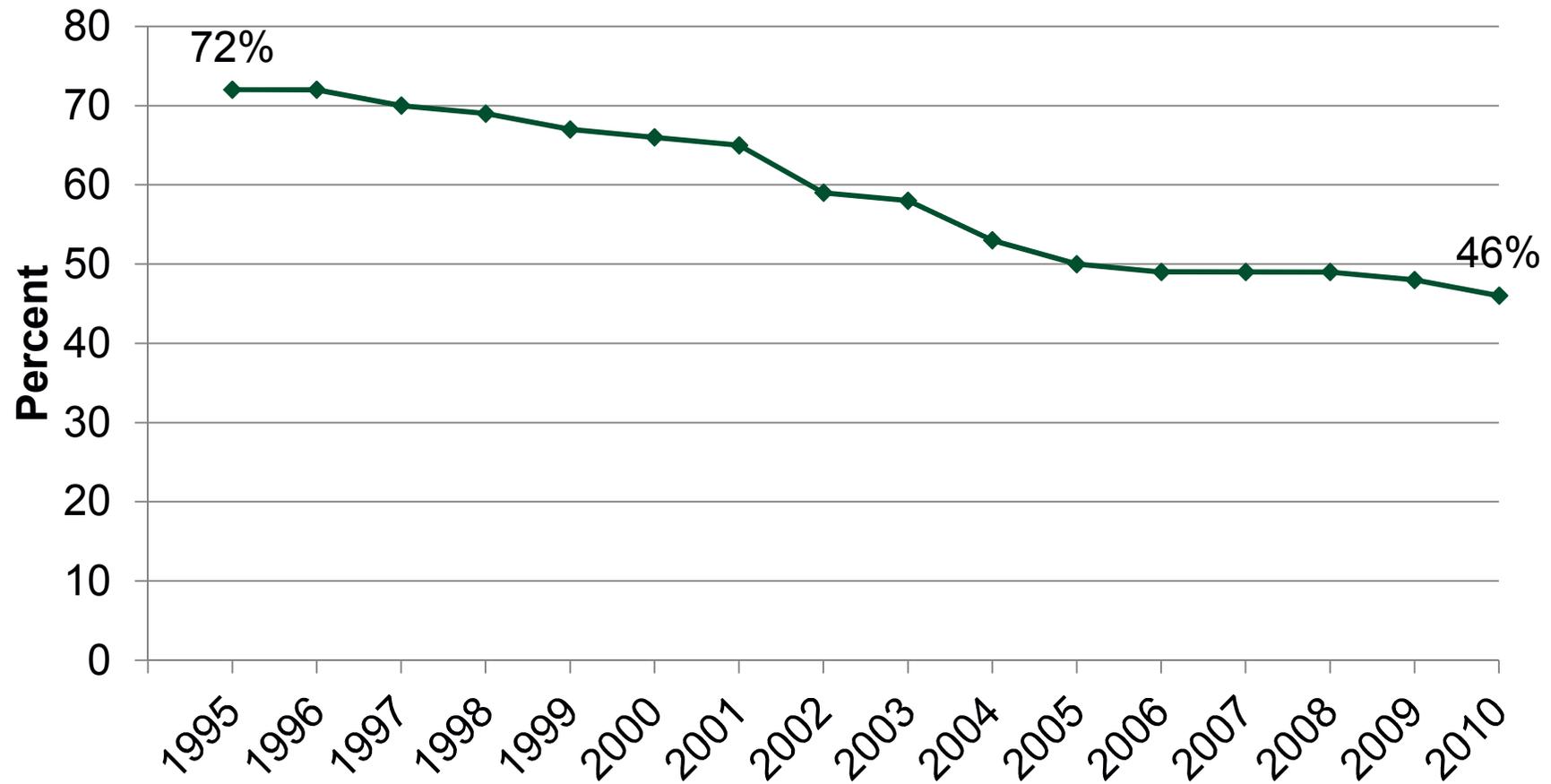
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# Speed: compliance with 30 mph limits



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### Percentage of cars exceeding the 30 mph speed limit, GB

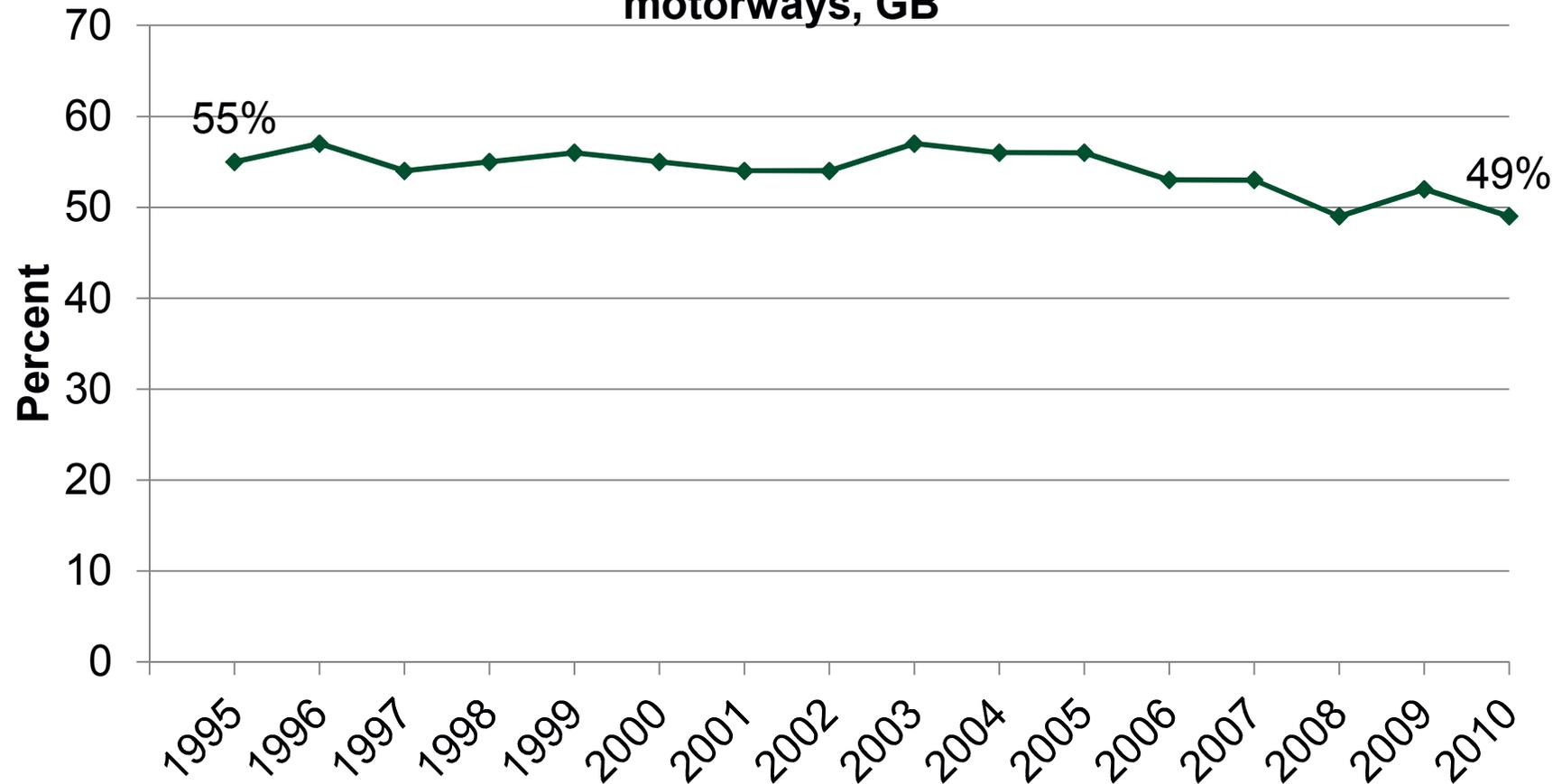


# Speed: compliance with 70 mph limits



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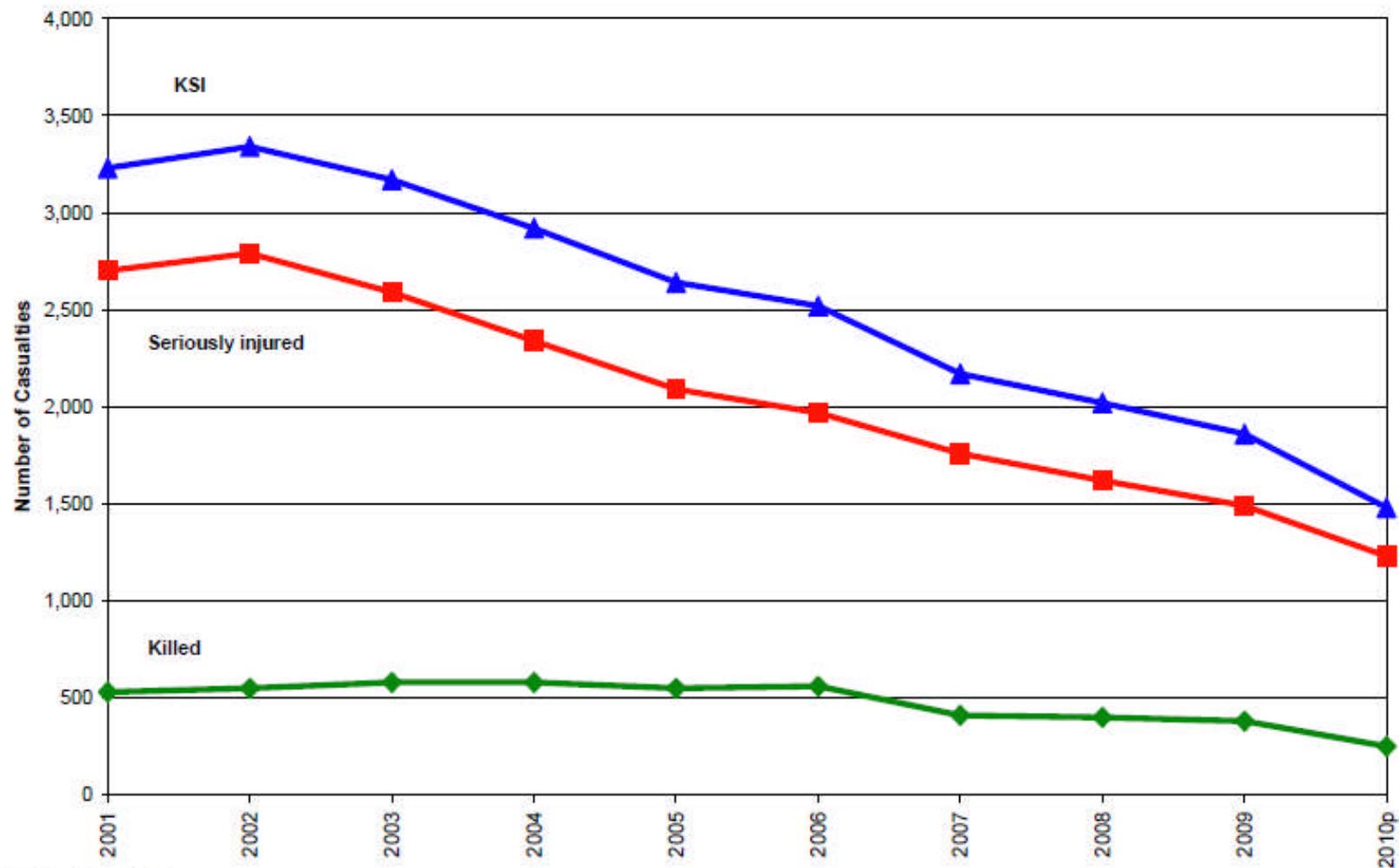
Percentage of cars exceeding the 70 mph speed limit on motorways, GB



# Alcohol: estimated drink-drive casualties, 2001-2010



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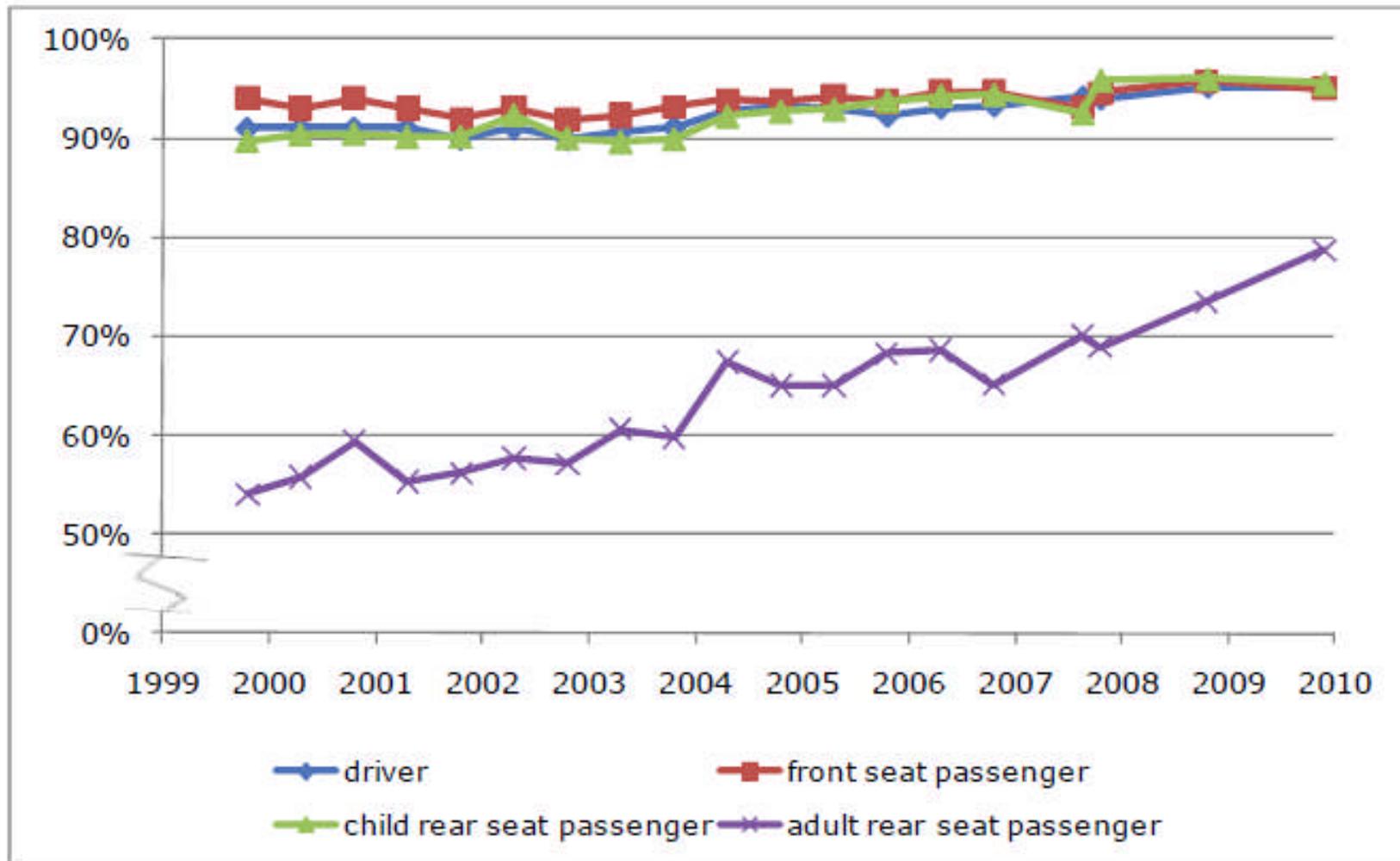


P - Provisional data

# Seatbelt wearing by car occupants 1999-2008 (weekdays)



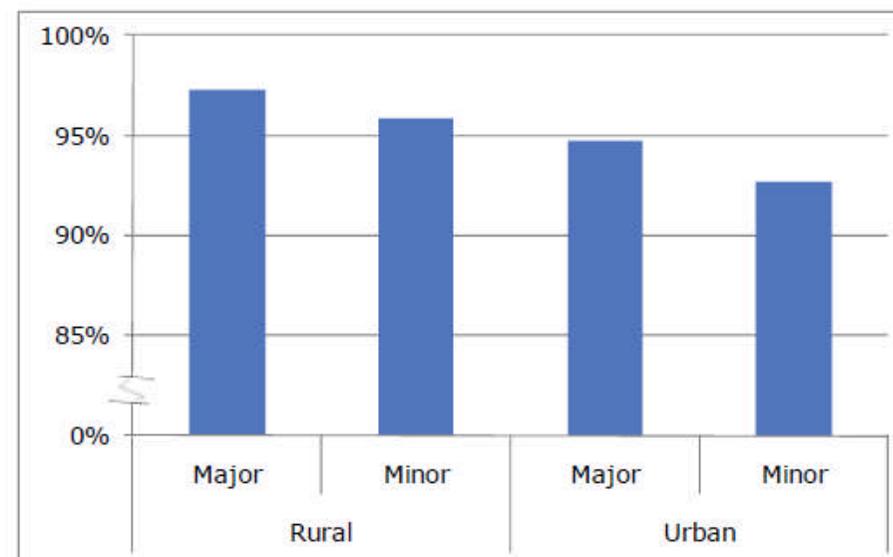
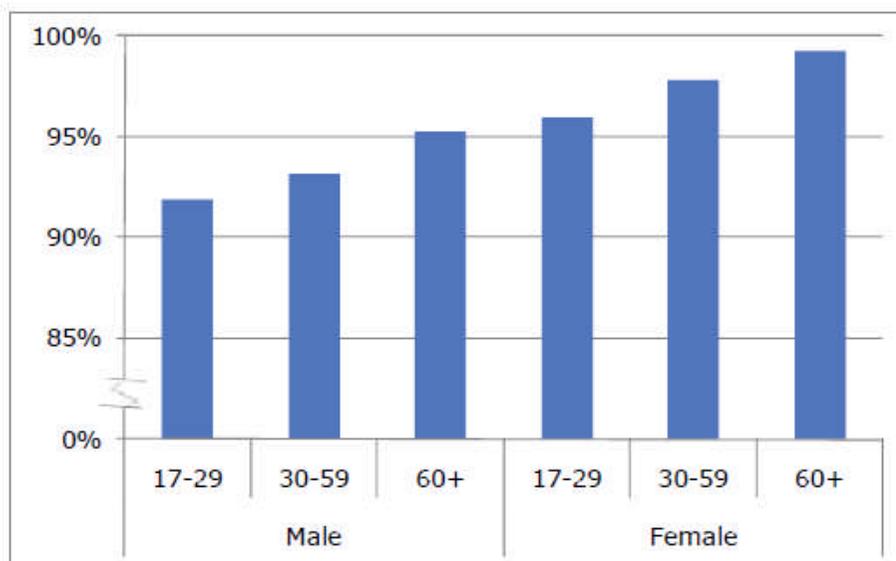
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# Seatbelt wearing rates by car occupants, 2009



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# The 2010 results?



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HM Government

data.gov.uk<sup>BETA</sup>

Opening up government



Data

Apps

Consultation

Forum

Blogs

Ideas

## Seatbelt and mobile phone use in England

Posted by Department for Transport on 11/12/2011 | 0 comments | ★★★★★

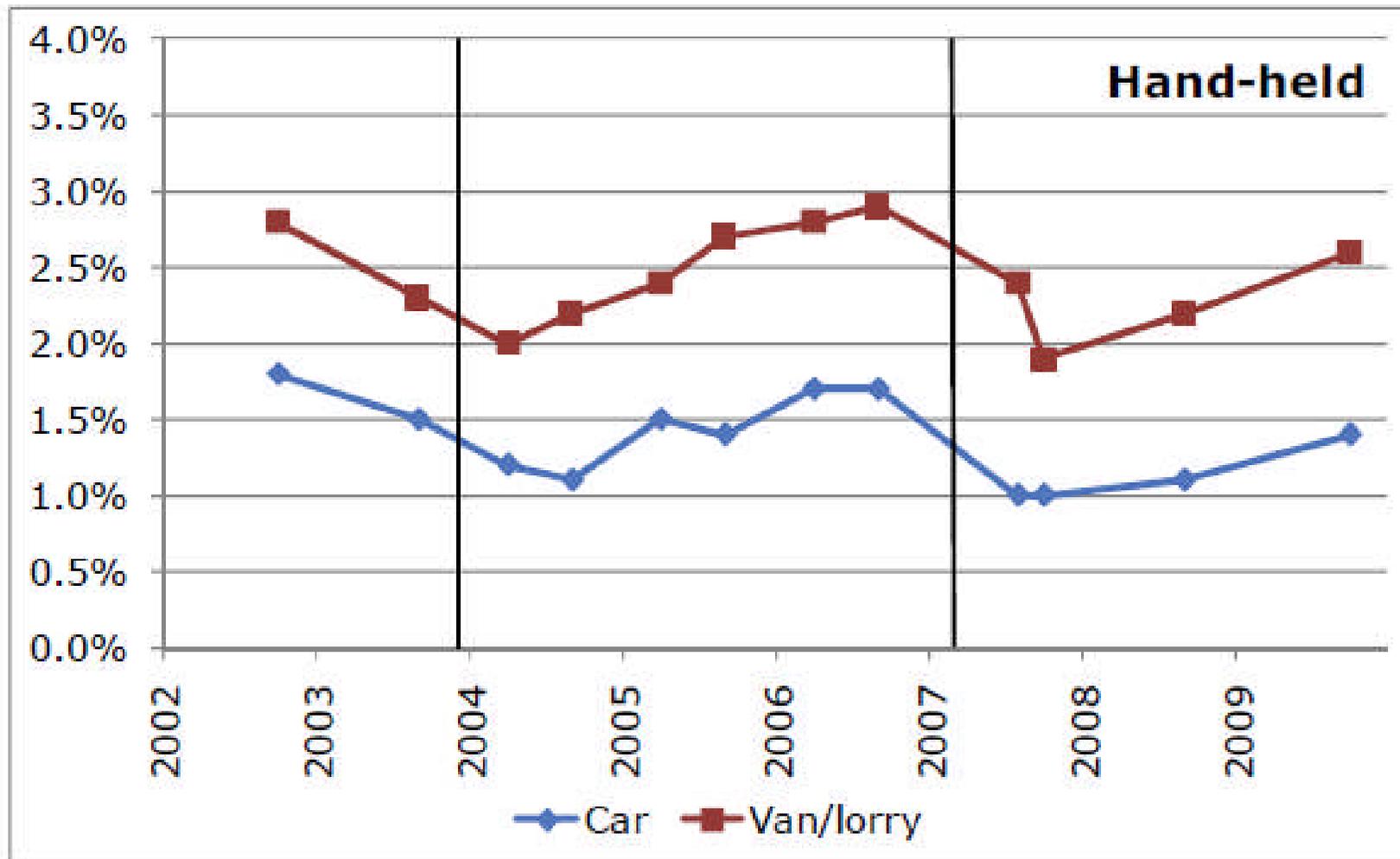
The 2010 surveys in England, on which these results would have been based, have been suspended for operational reasons and this publication has been cancelled as a result. Source agency: Transport Designation: Official Statistics not designated as National Statistics Language: English Alternative title: Seatbelt and mobile phone use in England

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# Surveys of phone use while driving in south-east England



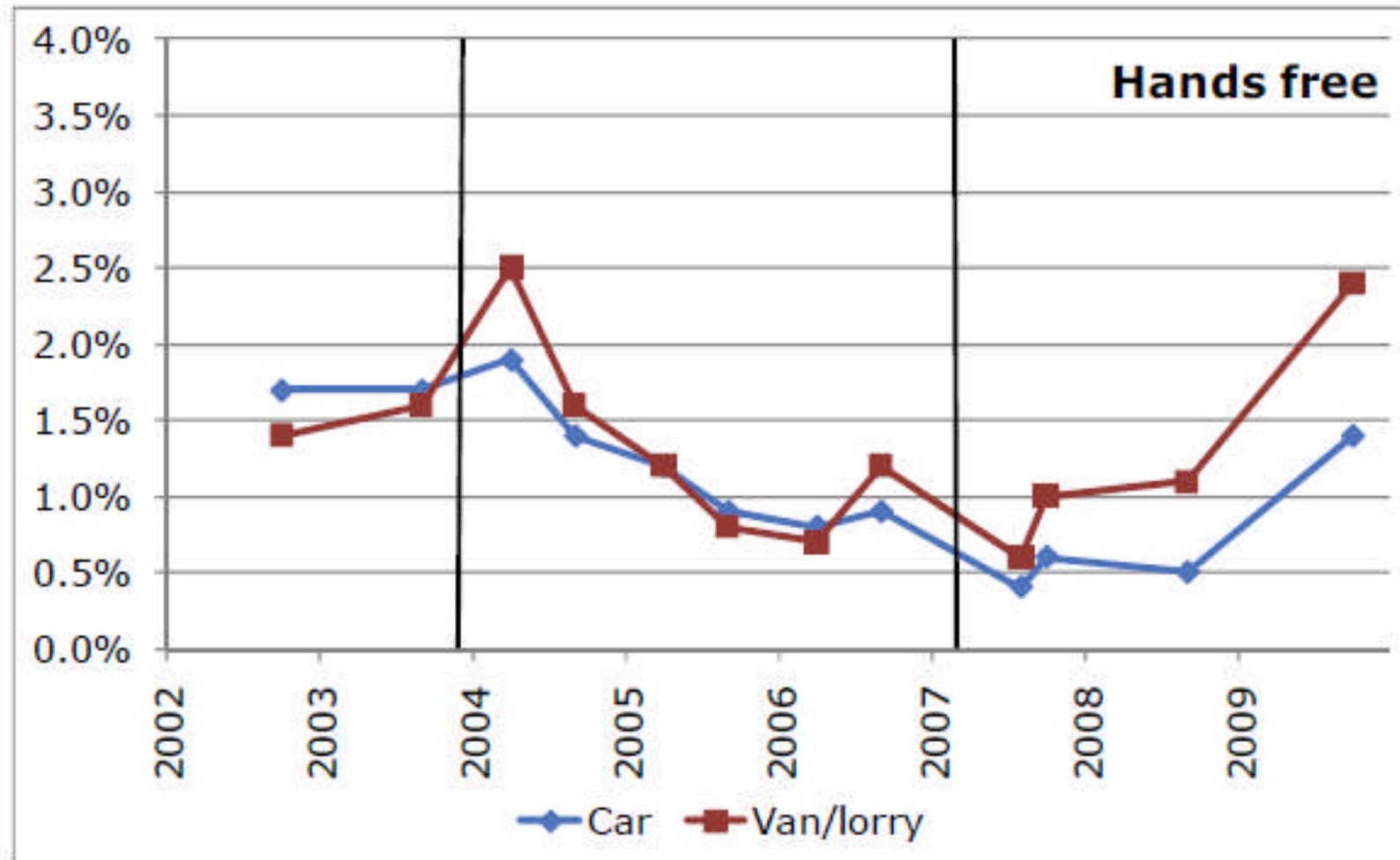
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# Surveys of phone use while driving in south-east England



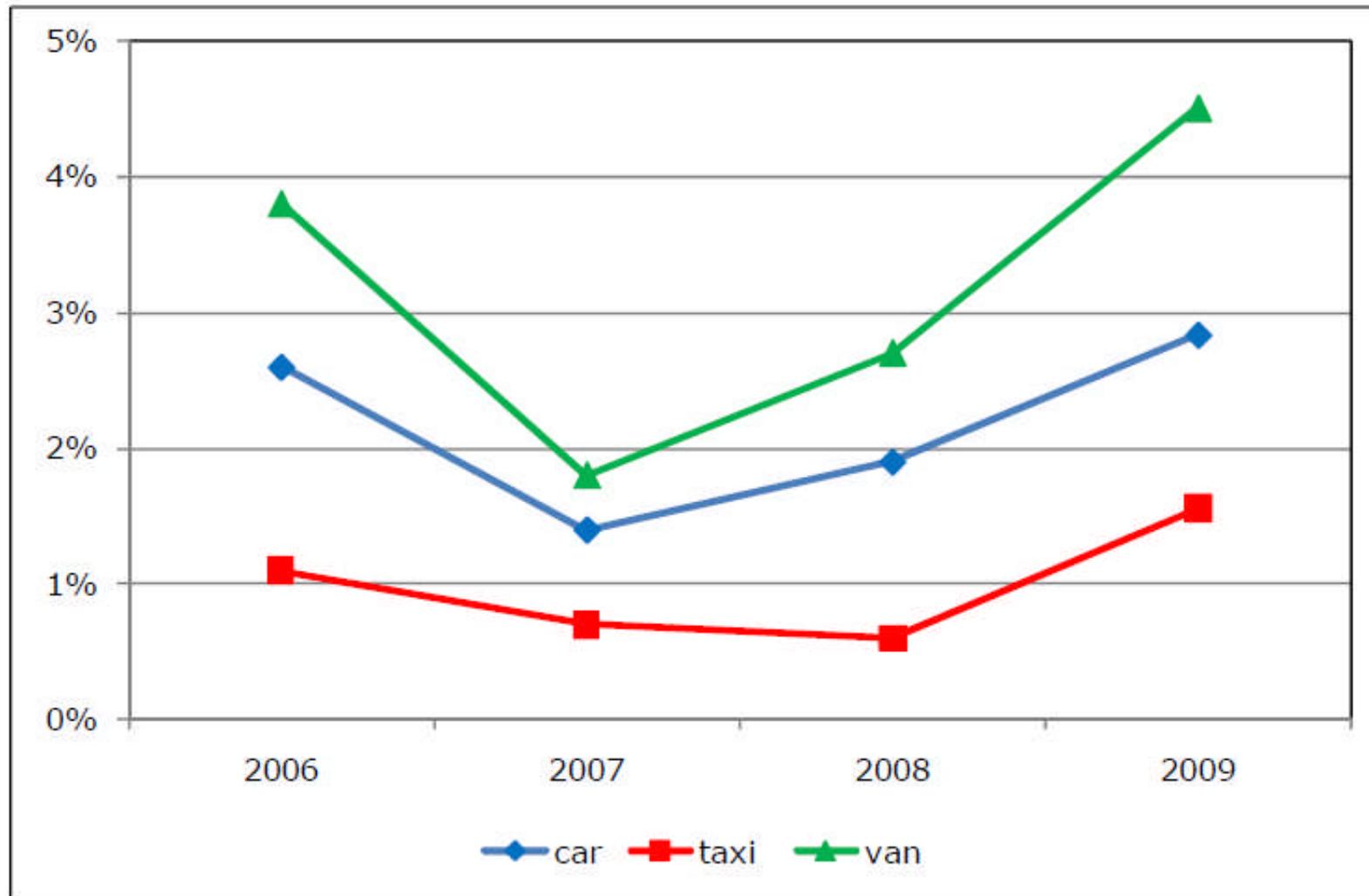
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# London: handheld usage



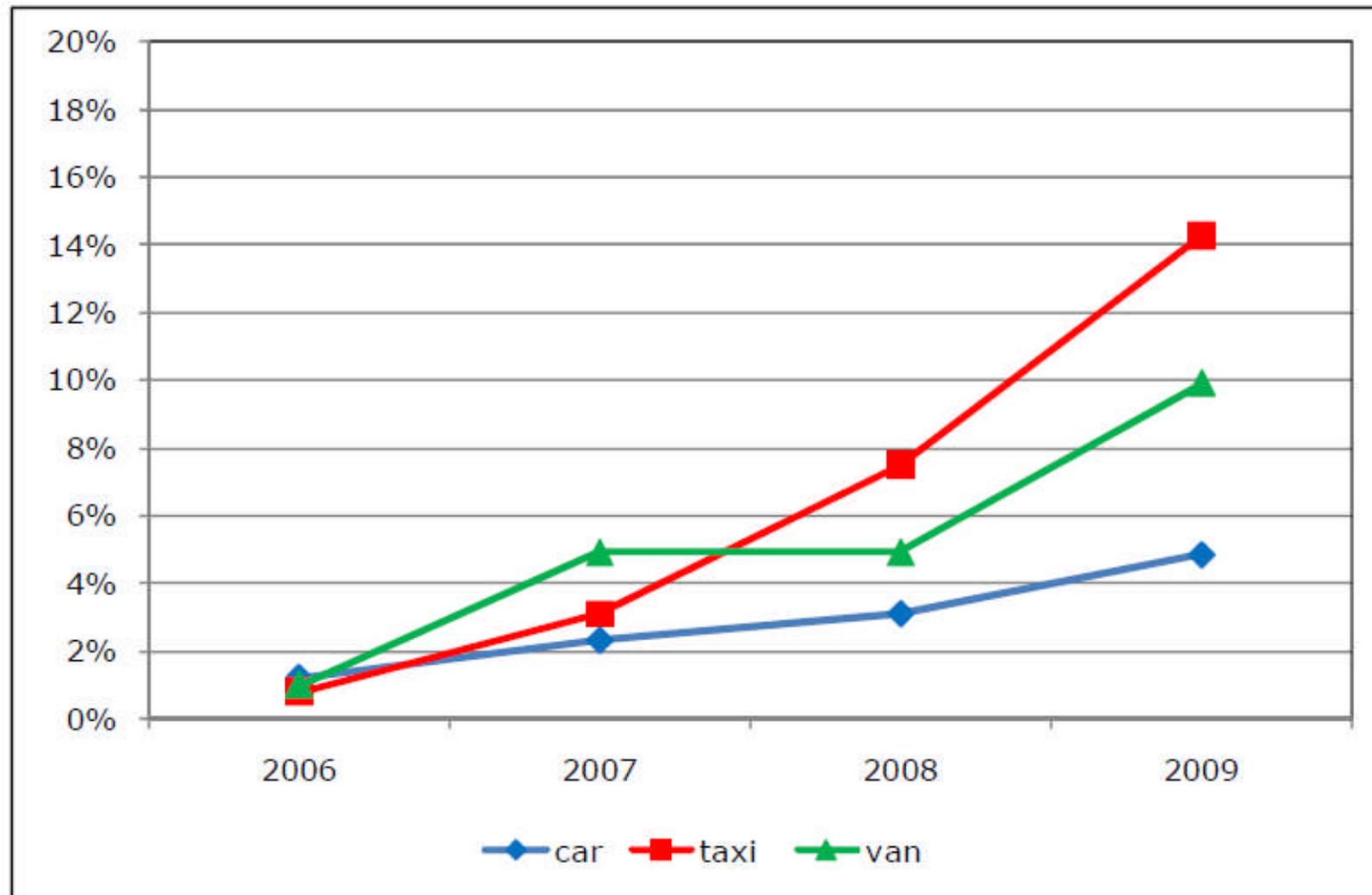
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# London: hands-free usage



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# Meanwhile across the Channel



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- All cars will have to carry a breath test kit from July 2012
- EU authorities are requested to look at the obligatory installation of alcolocks
- 400 new speed cameras to be installed
- And:
  - « Je suis également convaincu que le limiteur automatique adapté à la vitesse autorisée, le LAVIA, peut nous permettre d'obtenir des résultats remarquables. Il faut produire sous trois mois une feuille de route relative au déploiement du LAVIA dans notre pays. La France doit être précurseur en la matière.»

Which translates as:

- “I am convinced that the Intelligent Speed Limiter system can bring us remarkable results. A roadmap for its deployment in our country is to be produced within 3 months. France must be a pioneer in this area.



- The DfT policy as expressed in the Strategic Framework can be depicted as “blame and train”
- There is little evidence of leadership or a will to tackle many of the serious offences
- The trends, except for mobile phone use, are still in the right direction but that could well be a recession effect
- Vive la France!