

The Road Safety Strategy Post 2010



A Safer Way:

Consultation on Making
Britain's Roads the Safest in
the World

www.dft.gov.uk/roadsafetyconsultation

Introduction



- This presentation provides an overview of the Department's consultation on its proposed road safety strategy for the next decade. This consultation was launched on 21st April 2009 by Jim Fitzpatrick, Parliamentary Under Secretary of State for Transport
- The purpose of these slides is to take you through the vision, aims, targets and proposed new road safety measures which the Department believes will help reduce the number of individuals being needlessly killed or seriously injured (KSI) on our roads each year.
- More information about the consultation can be found at www.dft.gov.uk/roadsafetyconsultation

Background and context



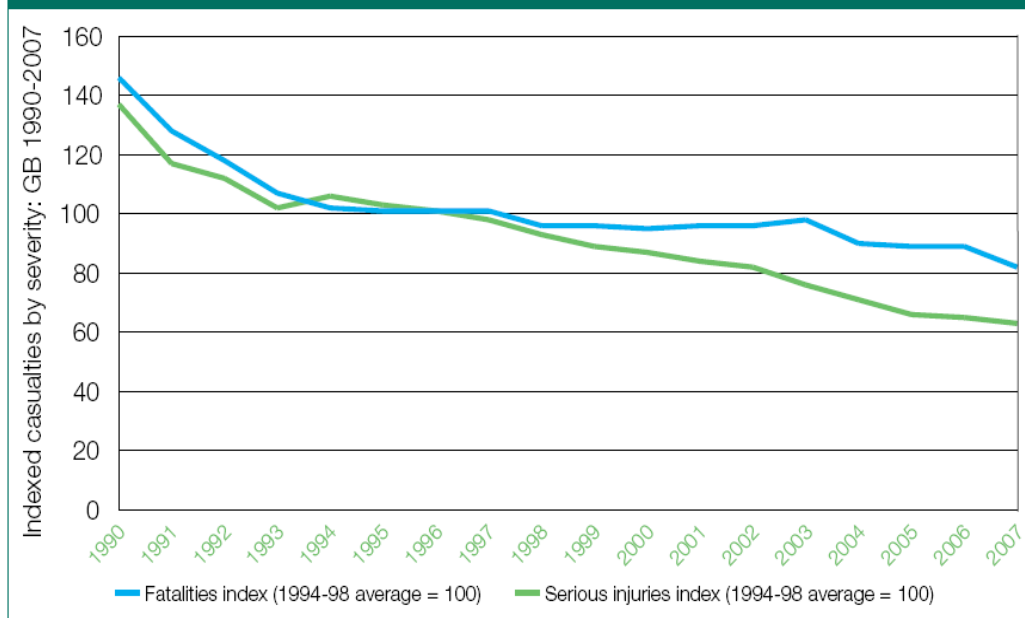
- The Road Safety Strategy post 2010 consultation document follows on from two related and relevant consultations:
- The Driving Standards Agency *Learning to Drive* consultation (closed 8 September 2008) <http://learningtodrive.dsa.gov.uk/> and
- The Department's *Road Safety Compliance* consultation (closed 27 February 2009) www.dft.gov.uk/consultations/closed/compliance/
- The outputs from these two separate consultations will feed into the final post 2010 Road Safety Strategy which is due to be published at the end of 2009

Identifying the challenges – Road deaths

- In 2007 the combined total of deaths and serious injuries had reduced by 36% compared to the 1994-98 average (as shown below)
- However, deaths have not reduced as quickly as serious injuries over the last decade (18% fewer than the 1994-98 average)



Figure 2.1 Indexed casualties by severity: GB, 1990–2007



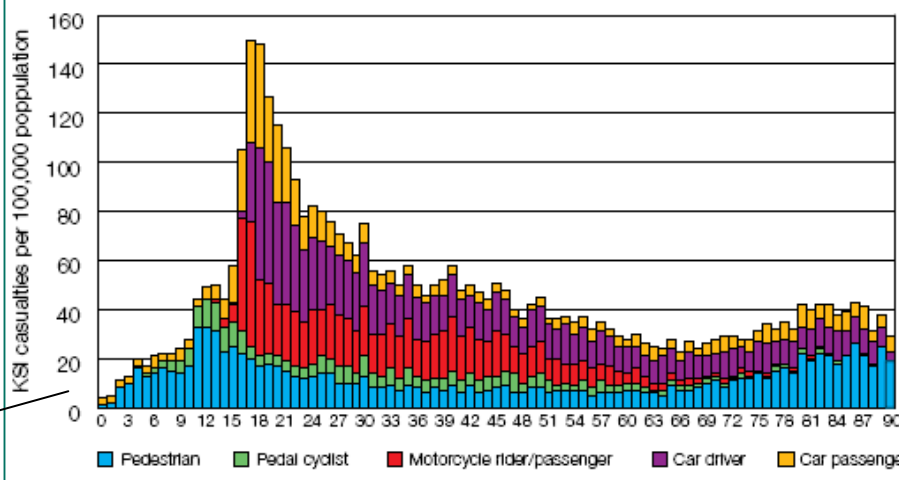
Source: STATS19

Identifying the challenges - Road users

- Car occupants represent nearly half of all road deaths but they do also represent the majority of traffic
- Motorcyclists represent 20% of fatalities but just 1% of traffic
- The 16-29 age group accounts for over a third of all deaths on the roads



Figure 2.6 KSI casualties per 100,000 population, by age and casualty type: GB, 2007



Number of people

Age

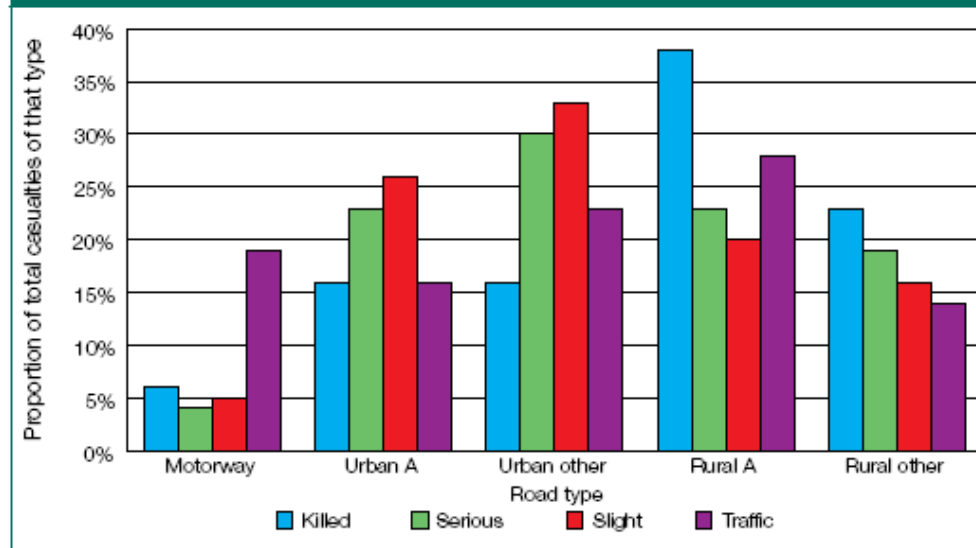
Source: STATS19

Which roads do people die on?

- 19% of traffic was on motorways, but this accounts for 5% of casualties
- 38% of fatalities occurred on rural A roads with 62% on all rural roads
- Nearly 60% of all casualties occur on urban roads



Figure 5.1 Casualty and traffic proportions by road type: GB, 2007



Source: STATS19 and DfT traffic estimates

What are the fatal driver behaviours?

In 2007:

- Over 700 deaths involved exceeding **speed limits** or **inappropriate speed**
- 460 people were estimated to have been killed in a **drink-drive accident**
- **careless or dangerous driving** contributed to at least 400 road deaths



So where should the Department focus its efforts?

- **Reducing the number of road deaths**
- **Protecting children**, particularly in deprived areas, and **young people**
- **Safety on rural roads**
- **Pedestrian and cyclist casualties in our towns and cities** – particularly in deprived communities



So where should the Department focus its efforts? (cont...)



- **Protecting motorcyclists**, who represent 20% of road fatalities but just 1% of traffic
- **Illegal and inappropriate speed**
- **Poor road user behaviour** amongst a minority, where drink-driving and failure to wear a seatbelt remain a problem
- **Bringing all areas up to the standard of the best**

The new Road Safety Strategy Post 2010



Our vision is to make
Britain's Roads the Safest
in the World

Aims of the new strategy



- To create a system in which errors on the road don't lead to death or serious injury
- To home in on those roads, people and behaviours most associated with road deaths
- To support responsible road use and tackle irresponsible behaviour

The approach



- The existing legal and regulatory framework established as a result of previous road safety strategies is broadly fit for purpose
- So instead, in the post 2010 strategy, we are going to focus more on delivery. This includes:
 - better use of data
 - information sharing
 - better evaluation
 - skills development
 - new arrangements for national reporting and scrutiny
- All aimed at bringing the standards of the less safe areas, roads and vehicles up to those of the best

What can we achieve?

We propose the following four targets for 2020:



1. To reduce **road deaths** by at least 33% by 2020 compared to the baseline of the 2004-08 average number of road deaths.
2. To reduce the annual total of **serious injuries** on our roads by 2020 by at least 33% compared to the baseline.

What can we achieve? (cont...)



3. In order to maintain our progress on child road safety and to tackle the problem of young people's safety we aim to reduce the annual total of road deaths and serious injuries to **children and young people** (aged 0 -17) by at least 50% compared to the baseline.
4. To improve health, the environment and congestion, we are keen to encourage more walking and cycling. We wish to reduce the risk to the individual walker or cyclist, and we are therefore proposing a rate-based target to reduce by at least 50% by 2020 the rate of KSI per km travelled by **pedestrians and cyclists**, compared with the 2004-08 average.

National measures – work already underway



- Reforming driver learning and testing (including implementing new standards for HGV and bus/coach drivers)
- Fresh look at drink drive limit as set out in the Road Safety Compliance consultation
- Proposed new offence for drug driving
- Double points for extreme speeding and fixed penalties for careless driving

Proposed new measures - delivery



- Sharing information and best practice, e.g. creating an online database combining accident and socio-demographic data for local authorities to allow ready local analysis of collision statistics
- Annual report on road accidents supported by new independent panel
- Road Safety Delivery Board to oversee delivery of the four targets
- Support skills initiatives and improved professional development for road safety professionals
- Better evaluation and more standard cost benefit assessments for road safety schemes
- Enhanced DfT delivery team to support local decision makers

Proposed new measures – rural roads

Speed on rural single carriageway roads:



- Evidence suggests significant potential casualty reductions through reducing the speed limit from 60 mph to 50 mph, but also large journey time costs
- Research also shows a wide variation in safety on this type of road
- A targeted approach appears therefore to be the right one

Proposed new measures – rural roads



- We propose to revise our existing guidance to highway authorities, recommending that lower limits are adopted where risks are relatively high and there is evidence that a lower limit would reduce casualties
- We will provide annual risk maps for main roads for the public to view and local authorities to act on, working with the Road Safety Foundation

Proposed new measures – 20mph limits and zones



- There are still too many pedestrians and cyclists hit by vehicles in residential streets at speeds causing serious injury or death
- We propose to amend our guidance, recommending that highway authorities, over time, introduce 20 mph zones or limits into streets which are primarily residential in nature.

Proposed new measures – safer vehicles



- Safer vehicles have played a crucial role in reducing road casualties over the last decade. We will ensure the continued delivery of safer vehicles through a combination of providing consumer information, raising awareness and appropriate regulation.
- We would like to encourage a particular emphasis on the development of advanced crash avoidance systems over the longer term, through focussing our research programmes and exploring ways to pilot new technologies
- Crash protection improvements will increasingly need to be targeted towards particular accident types or groups at risk. Examples might include seatbelts/airbags becoming more tailored to individual car passengers and better side-impact protection

Join the debate



- The Department for Transport wants to hear what you think about these proposals
- To register your views visit:
www.dft.gov.uk/roadsafetyconsultation
- The deadline for responses to the consultation is 14 July 2009

E&Os?

The challenges



8. This analysis of the evidence has led us to identify the following key challenges for the new strategy:
- **reducing the number of road deaths**, which have fallen at a slower rate than serious injuries;
 - **pedestrian and cyclist casualties in our towns and cities** – particularly in deprived communities;
 - **protecting children**, particularly in deprived areas, and **young people**, who are greatly over-represented in the casualty statistics;
 - **protecting motorcyclists**, who represent 20 per cent of road fatalities but just 1 per cent of traffic;
 - **safety on rural roads**: 62 per cent of all road fatalities in 2007 occurred on rural roads, which carry only 42 per cent of traffic;
 - **variations** in safety from area to area and road to road;
 - **poor road user behaviour** amongst a minority, where drink-driving and failure to wear a seatbelt remain a problem;
 - **illegal and inappropriate speed**: excessive speed was recorded as a contributory factor in 26 per cent of road fatalities in 2007.

Vision agreed?



- We feel that a vision for road safety will be an important factor in enabling a diverse range of road safety stakeholders to work effectively together. We feel that any vision should be credible, challenging and engaging for all concerned. We are proposing a long-term vision of **‘Making Britain’s roads the safest in the world’**.

key focus agreed?



1. improving the delivery of road safety, through better use of **data**, more systematic **information sharing**, better **evaluation**, supporting **skills** development and new arrangements for national **reporting & scrutiny**.
2. dealing with **dangerous road user behaviours**, which persist despite generally good levels of compliance with road traffic law. We aim to work smartly to understand the motivations behind the most dangerous road user behaviours and the characteristics of the individuals undertaking them.
3. work with our delivery partners to deliver a safe, holistic road safety system where road design, vehicles and education work in combination to minimise the risk to road users. We recognise that human beings make mistakes, and the holistic system needs to reduce the chances of mistakes on the roads having serious or fatal consequences.

Rural roads



16. On the whole, the British road network is relatively safe by international standards. Nevertheless, there are considerable variations of the levels of safety on different parts of the network. Of particular concern are rural roads: over 60 per cent of all deaths occur on rural roads, but they account for just over 40 per cent of traffic.
17. Many of these roads are single carriageways where the national speed limit applies (60 mph). We know that speed is a factor in many of the fatalities, but compliance with the speed limit on these roads is good. The high casualty figures suggest therefore that speed limits are not at the appropriate level on some of these roads.
18. The characteristics of single carriageway roads vary greatly and can offer very different levels of safety. Some are well engineered; others are not suitable for high speed limits. For this reason it is important to get the right speed limit for each road.
19. However, our research has shown that reducing speed limits on the most dangerous of these roads could save a great number of lives. Highway authorities are currently responsible for reviewing speeds on these roads, and we believe that this remains the right mechanism for delivering change. Progress with reviews has however been patchy, and renewed efforts are needed to bring everywhere up to the standard of the best.
20. We propose to tackle this problem by **revising our existing guidance to highway authorities, recommending that lower limits are adopted where risks are relatively high and there is evidence that a lower limit would reduce casualties. To support the review process we will – with the Road Safety Foundation – provide clear comparative information on the safety performance of rural ‘A’ roads.**

Pedestrians in urban areas



- **21.** Pedestrian and cyclist deaths are, unsurprisingly, concentrated in urban areas. Engineering measures (e.g. crossings, traffic calming) can reduce pedestrian casualties, but too many pedestrians are hit by vehicles in residential streets at speeds causing serious injury or death.
- **22.** In order to improve safety on the streets where people live, we are proposing to amend our guidance on speed limits, recommending that highway authorities, over time, **introduce 20 mph zones or limits into streets that are primarily residential in nature, or other areas where pedestrian and cyclist movements are high** (for example around schools or markets) and which are **not part of any major through route.**

Supporting the choice of the safer vehicle



- **23.** Improvements in vehicle safety, particularly in the protection they offer in the event of an accident, have played a crucial role in delivering the casualty reductions we have seen over the last decade. Vehicle manufacturers have also implemented innovative technologies that help people drive or ride more safely and avoid collisions.
- **24.** To achieve further improvements in vehicle safety, we need to understand the main issues and prioritise our work. Our research programme provides these insights, and we will look to extend and improve our evidence base, both to analyse the effectiveness of existing measures and to target areas where technology can deliver improvements. We will explore the trialling or piloting of new systems and working in international circles to obtain the best available data. We will put a particular emphasis on the development of advanced crash avoidance systems, which we think will become more important over the period of the strategy.
- **Delivery**
- **25.** Regulations for vehicles are set at a European and increasingly global level. ... in certain circumstances. We will continue to promote regulatory solutions where this brings the greatest benefit in a timely manner.
- **26.** However, with technology developing at an ever faster rate, regulation is not always the most effective method of effecting change. Over the last decade we ... increasing role for independent consumer testing programmes, which can play an important complementary role to regulation in improving market penetration of safety technology. We will continue to support market-based measures and explore ways to develop new opportunities in areas such as providing better consumer information and raising awareness among the motoring public.

Supporting responsible road use



- **27.** We aim to support responsible road use and to tackle irresponsible behaviour.
- **28.** Following the *Learning to Drive* consultation, we will take forward a programme of measures that will strengthen the way that people learn to drive and are tested, and create a culture of continued and lifelong learning.
- **29.** We will continue to raise awareness and improve road user behaviour through the award-winning THINK! campaign. The campaign has previously addressed specific dangerous behaviours, including speeding and drink-driving. As well as continuing this approach, we will also consider a future campaign based on a wider theme of road user responsibility, to challenge complacency about road safety and encourage people to make positive safety choices.
- **30.** We are also developing a suite of road safety educational materials for everyone from toddlers to young adults, and we will promote these materials to schools. As many parties are involved in delivering road safety education, we will encourage local authorities to ensure work is co-ordinated to form a high-quality whole.

Tackling irresponsible road use



- **31.** We aim to reduce further the prevalence of behaviours that, whilst seen to be unacceptable by the vast majority, persist in causing death and serious injury, notably drink-driving, failure to wear a seatbelt, and careless or dangerous driving. We also believe that drug driving presents a significant danger. We consulted on a package of measures to address these issues in our recent road safety compliance consultation. The responses are now being considered and will be reflected in our final strategy.
- **32.** Excessive speed also remains an issue. We need to improve compliance with limits if we are to improve our casualty record.
- **33.** We estimate that uninsured and untraced drivers kill 160 people and injure 23,000 every year. Working with the police, we will therefore continue to vigorously pursue our programme of seizure of untaxed and uninsured vehicles and of the vehicles of unlicensed drivers.

Measuring and ensuring success

Targets



- **34.** We believe that our key **national target should be to reduce deaths**, since we have been less successful in reducing deaths than serious injuries over the last decade. At the **local level**, as road deaths are much rarer occurrences, it is more reliable to address the combined number of **deaths and serious injuries**. We will monitor local progress against this benchmark.
- **35.** We are therefore proposing following targets by 2020 compared to 2004–08 average :
 - **reduce deaths by at least 33 per cent;**
 - **reduce serious injuries by at least 33 per cent.**
 - **reduce deaths/serious injuries to children / young people (0–17) by at least 50 per cent**
- **37.** To improve health, the environment and congestion, we are keen to **encourage more walking and cycling**. We wish to reduce the risk to the individual walker or cyclist, and to take into account expected growth in activity. We are therefore proposing a target based on the rate of casualties:
 - **reduce by at least 50 per cent the rate of KSI per km travelled by pedestrians and cyclists.**

Proposed key performance indicators (KPIs)



- 1. Rate of road deaths per 100 million vehicle km.
- 2. Rate of KSI pedestrians per 100 million km walked.
- 3. Rate of KSI pedal cyclists per 100 million km cycled.
- 4. Rate of KSI motorcyclists per 100 million vehicle km.
- 5. Rate of KSI car users per 100 million vehicle km.
- 6. No of KSI casualties in collisions involving drivers under 25.
- 7. No of people over 70 KSI (per 100, 000 population over 70).
- 8. Number of people killed in road collisions on rural roads.
- 9. Number of pedestrians KSI per capita in 10 % most deprived Super Output Areas compared with 10 per cent least deprived.
- 10. Number of people killed where at least one of the drivers or riders involved was over the legal blood alcohol limit.
- 11. Number of car occupants killed **not wearing a seatbelt.**
- 12. Proportion of vehicles **exceeding speed limits.**
- 13. Cost of road traffic casualties (HEN1 equiv values?)
- **Measuring progress on our vision**
- We will compare our safety to that of other leading nations by reference to the number of deaths per 100,000 population.

Ensuring delivery



- **39.** We will appoint an independent expert panel to advise us on road safety trends and policy. We will also draw up a new integrated national road safety delivery plan, and ask the Road Safety Delivery Board to manage its delivery.
- **40.** We will also submit to Parliament an annual report about road safety in Great Britain. This will assess progress against our targets and the national indicator set.

- IHT Road Safety Panel Response...



Vision and targets (Chapters 3 and 8)



- **1.** Do you agree that our vision for road safety should be to have the safest roads in the world? (Chapter 3)
- **2.** Do you agree that we should define a strategy running over twenty years to 2030, but with review points after five and ten years? (Chapter 3)

Vision and targets (Chapters 3 and 8)



- **3.** Do you agree that our targets should be to reduce:
 - road deaths by at least 33 per cent
 - serious injuries by at least 33 per cent;
 - deaths and serious injuries to children / young people (aged 0–17) by at least 50 per cent;
 - the rate^[1] of KSI per km travelled by pedestrians / cyclists, by at least 50 per cent

^[1]Expressed as a three-year rolling average

Vision and targets (Chapters 3 and 8)

- **4.** Do you believe our set of indicators (App A) cover the right areas? (Chapter 8)



1. Rate of road deaths **per 100 million vehicle km.**
2. Rate of KSI pedestrians **per 100 million km walked.**
3. Rate of KSI pedal cyclists **per 100 million km cycled.**
4. Rate of KSI motorcyclists **per 100 million vehicle km.**
5. Rate of KSI car users **per 100 million vehicle km.**
6. No of KSI casualties in collisions involving drivers under 25.
7. No of people over 70 KSI (per 100, 000 population over 70).
8. Number of people killed in road collisions on rural roads.
9. Number of pedestrians KSI per capita in 10 % most deprived SOAs c/w 10% least deprived.
10. Number of people killed where at least one of the drivers or riders involved was over the legal blood alcohol limit.
11. Number of car occupants killed **not wearing a seatbelt.**
12. Proportion of vehicles **exceeding speed limits.**
13. Cost of road traffic casualties **(HEN1 equiv values?)**

Context (Chapters 2, 3 and 4)

- **5.** We have identified a number of factors that may affect our ability to deliver road safety improvements in the future world we are planning for. Do you think we have taken account of the key risks and opportunities? Are there others you would add? (Chapter 3 P32-33)
(environmental, economic, social)



Context (Chapters 2, 3 and 4)



- **6.** We think that the key challenge for road safety from 2010 is better and more systematic delivery, rather than major policy changes. Do you agree?
(Chapter 4)
- **7.** This consultation document sets out the current evidence on the key road safety challenges. Do you agree with our analysis? Would you highlight any others?
(Chapter 2)

New performance framework (Chapters 4 and 8)



?The Big One?

- **8.** We are proposing a number of measures to support the effectiveness of the road safety profession. Do you think they will be effective? What else might need to be done? (Chapter 4)
(come back to this one)

New performance framework (Chapters 4 and 8)



- **9.** Do you agree that an independent annual report on road safety performance, created on an annual basis, would be a worthwhile innovation? (Chapter 4)
- **10.** Do you agree that the Road Safety Delivery Board should be tasked with holding Government and other stakeholders to account on the implementation of a new national road safety plan? (Chapter 8)

Roads and local authorities (Chapter 5)

- **11.** Do you agree that highway authorities reviewing and, where appropriate, reducing speed limits on single carriageway roads will be an effective way of addressing the casualty problem on rural roads? Are there other ways in which the safety of rural roads can be improved? (Chapter 5)



Roads and local authorities (Chapter 5)

- **12.** How can we most effectively promote the implementation of 20 mph zone schemes in residential areas? What other measures should we be encouraging to reduce pedestrian and cyclist casualties in towns? (Chapter 5)



Roads and local authorities (Chapter 5)



- **13.** How can we provide better support to highway authorities in progressing economically worthwhile road safety engineering schemes? (Chapter 5)
- **14.** What should Government do to secure greater road safety benefits from vehicles?

Vehicles (Chapter 6)



- **15.** Do you agree that, in future, crash avoidance systems will grow in importance and will have the potential to greatly reduce casualties?
- **16.** How can we best encourage consumers to include safety performance in their purchasing decisions?

Behaviours (Chapter 7)

- **17.** We have highlighted what we believe to be the most dangerous driving behaviours. Do you agree with our assessment?
- **18.** What more can be done to persuade the motoring public that illegal and inappropriate speeds are not acceptable behaviours?



Behaviours (Chapter 7)

- **19.** What more can be done to encourage safe and responsible driving?
- **20.** Should more be done to reward good driving? If so, what?

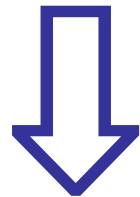


New performance framework (Chapters 4 and 8)



?The Big One?

- **8.** We are proposing a number of measures to support the effectiveness of the road safety profession. Do you think they will be effective? What else might need to be done? (Chapter 4)



Q8 the profession...



- **4.12** The paragraphs above set out the case for national action to be targeted, and to use a wide range of delivery mechanisms. But road safety is a hugely collaborative enterprise that involves a wide range of **public, private and voluntary sector players**. As well as doing a smart delivery job ourselves, a key role for national Government in the new strategy is to **provide our delivery partners with the information and support** they need to carry out their roles as well as they can. These measures are set out in the next chapter????.
- **4.13** The relationship between central Government and local authorities for this strategy is very different from its predecessor. Whereas in 2000 Government required all English highway authorities to set their own casualty reduction targets, reflecting the national targets, road safety is now one of a number of areas of responsibility for which **local authorities must consider Government's guidance and determine their own priorities** for future targets and investment. Nevertheless, within their new Local Area Agreements, more than one-third of English local highway authorities have chosen a road safety target, reflecting the high priority that road safety is given within local communities.

Q8 cont...Improving delivery



- **4.14** In a mature policy environment such as road safety, the key challenge facing us is one of **delivering** rather than legislating. We know what good practice looks like, in terms of safer behaviour, safer vehicles and safer roads. But we need the more dangerous road users, the poorer roads and the lower performing areas to match the standards of the best.
- **4.15** Our pre-consultation for this strategy has brought out a number of respects in which our stakeholders think road safety delivery could be smarter than it is now. These are:
 - moving away from a ‘silo-based’ approach that looks at engineering, enforcement and education separately, to considering the needs of an **integrated road safety system**;
 - a stronger national capability to lead the **dissemination of research, good practice and evaluation material**;
 - better **feedback** from the considerable evidence we hold about the circumstances around fatal road collisions;
 - **measures to lead and support road safety as a growing profession.**

Q8 cont...



- **4.22** We are also considering those within the system who make the decisions and the investments that affect the safety of our roads:
 - the public and businesses;
 - local highway authorities;
 - the police and other emergency services;
 - vehicle manufacturers;
 - national Government departments and agencies.
- **4.23** We are convinced that those involved in the road safety system can reduce casualties further by working in a more co-ordinated way, using the fullest possible information.

Q8...A safe, holistic road system



- **4.24** We want to see:
- roads that take account of the level of safety vehicles can deliver and what drivers need to help them drive safely at all times;
- vehicles that deliver greater safety, taking account of how drivers will respond to new technologies and what protection vehicles will offer in the event of a collision;
- education and promotion that enable and encourage all types of road users to improve their safety skills and attitudes – we can *all improve*.

Q8...A safe, holistic road system (cont)



- **4.25** We want to see improved organisation which reduces casualties through:
- more intelligent use of road safety data at national and local level;
- national capability to learn the lessons from fatal collisions with the power to make recommendations to national and local government;
- improved skills and capacity in local highway authorities;
- traditional road safety interests, such as highway authorities and the police, working increasingly in partnership with others not immediately associated with road safety, such as educationalists and the Probation Service;
- good practice sharing among local road safety practitioners;
- improving the quality of our data to help us to target our interventions more effectively.

Q8...Organising and sharing data



- **4.31** In our preliminary discussions about this strategy, our delivery partners told us that, while there was a **wealth of information** available on road safety research and performance, they sometimes **struggled to find** their way around it.
- **4.32** They were also aware of a proliferation of **road accident project activity** but were concerned that the impacts of these projects were not always **systematically evaluated and disseminated**.
- **4.33** To support truly effective delivery, we need to ensure that all those who need access to research, good practice and evaluation information can find it. We therefore propose to initiate work on a **road safety information management strategy**, which will start by **mapping out** stakeholder needs for road safety information, the different **sources of information** available, and what **new structure and communication** activities might be put into place in order to meet these needs.

Q8...Learning from real collisions



- **4.34** The Government currently collects data on the circumstances surrounding each and every fatal road accident in Great Britain. ... there is no national independent investigatory body, ...no process for reviewing the characteristics of fatal collisions and recommending policy or delivery changes to public or private sector organisations.
- **4.35** Given the role of the police in investigating road collisions, we think that a full, separate investigatory body would be an unnecessary duplication of effort. However we are keen to put into place a stronger central intelligence to ensure that the lessons from real collisions are learned and disseminated. We therefore propose to appoint a **new independent expert panel** tasked with providing an **annual report on road safety to Ministers and Parliament**. We will ask the panel to focus particularly on fatal incidents using data provided by the police and other agencies. This annual report will seek both to take an overview on road safety performance and draw out potential recommendations to delivery agents in the light of real world experience.
- **4.36** Given our particular interest in road deaths, the panel will have particular responsibility for advising Ministers on the trends and new issues relating to fatal incidents. At present, the police investigate all fatal road collisions, and researchers investigate a sample for the Department for Transport. The researchers also take receipt of police fatal accident files for research purposes, once the police have completed their investigations. It takes too long for the information to reach the researchers, and we will take steps to hasten the dispatch of fatal accident files from the police to them.
- **4.37** We will also explore the feasibility of creating an anonymised database of selected information from the police investigation which is not available from the police's accident return (STATS19). The database would include such factors as seatbelt wearing or licensing information. The information could be available within a very short time frame – typically within weeks of an accident occurring.
- **4.38** We are piloting this with a few police forces, analysing the data received and seeking additional information to inform specific issues or to supplement specific cases. If the project is deemed successful, we will explore with the police a national system.
- **4.39** These data could potentially provide evidence on current fatal road traffic accident trends for policy guidance, as well as allowing direct and quick feedback to the police and local road safety officials to enable intelligent and targeted safety interventions. We will also take account of the findings and recommendations in coroners' reports that are conveyed to us.

Q8...Supporting the profession



- **4.40** It is also clear from talking to stakeholders that they see a **problem recruiting, retaining and motivating** those professionals involved in reducing road casualties, whether in highway authorities, police forces or the private sector.
- **4.41** We will support the road safety profession through:
 - improvements in the way we manage road safety information. We will shift our focus from creating knowledge, through research and data gathering, to **sharing it with those who need to know**. We will aim to provide clear, digestible advice to those professionals who need it;
 - providing **annual data on local road safety performance**, at the level both of local authority areas and key routes, to underpin a geographically intelligent approach to road safety;
 - working with local agencies to build capacity to reduce casualties;
 - **encouraging self help among local authorities**, building on the Road Safety Time Bank concept;
 - **partnership with professional bodies** to champion skills initiatives and continuing professional development among safety engineers, road safety officers, transport planners and emergency services personnel. DfT supported research conducted as part of Project Brunel suggests the widening skills gap in specialist disciplines such as road safety engineering can be addressed if the industry works together. DfT will be working with stakeholders to improve skills and raise the profile of the industry to help attract new resources.

Q8...



- **4.42** But we will also provide political advocacy and leadership – championing the road safety profession and the great work it does.
- **4.43** As we have said, we are keen to improve the use of data to allow for more targeted use of road safety resources. Given this, we will work to provide an online database combining accident and socio-demographic data for local authorities. This will allow ready local analysis of collision statistics by social and geographical groupings.



- And they all lived safely happily ever after..... 😊