

## Somerset Road Safety Strategy Adoption

Cabinet Member(s): Cllr John Woodman – Cabinet Member for Highways and Transport

Division and Local Member(s): All

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	<b>Seen by:</b>	<b>Name</b>	<b>Date</b>
	County Solicitor	Honor Clarke	26/06/2018
	Monitoring Officer	Scott Wooldridge	25/06/2018
	Corporate Finance	Kevin Nacey	26/06/2018
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	Local Member(s)	All	08/02/2018
	Cabinet Member	Cllr John Woodman	19/06/2018
	Opposition Spokesperson	Cllr Mike Rigby	26/06/2018
	Relevant Scrutiny Chairman	Cllr Anna Goskop	26/06/2018
<b>Forward Plan Reference:</b>	FP/18/02/09		
<b>Summary:</b>	<p>The proposed road safety strategy which went to Cabinet on the 18<sup>th</sup> of October has been consulted upon.</p> <p>The strategy introduces a Safe System approach which seeks to ensure that all parts of the system, the users, the roads, and the vehicles, are considered in developing measures to reduce collisions and their severity.</p> <p>This is a sustainable safety approach that recognises human fallibility, provides more protection for vulnerable road users and promotes a sense of responsibility, relative to the level of potential for harm. In doing so this also supports the Council's health and wellbeing aspirations by encouraging and enabling active travel and healthy active lifestyles.</p>		
<b>Recommendations:</b>	<p><b>That the Cabinet</b></p> <ol style="list-style-type: none"> <li><b>1. Endorses the revised Road Safety Strategy and authorises its adoption</b></li> <li><b>2. Delegate to ECI Operations Director to progress development of the implementation and transition plans.</b></li> </ol>		

<b>Reasons for Recommendations:</b>	The current Road Safety Strategy should be brought in line with best practice to underline Somerset County Council's commitment to ensuring the number and severity of road casualties is minimised on the county's roads.
<b>Links to Priorities and Impact on Service Plans:</b>	<p><b>County plan links –</b></p> <p><b>More Local Co-operation</b> by working in partnership with a wide range of organisations, local interest groups and businesses.</p> <p><b>Better health</b> by reducing road casualties and encouraging active travel (improving the perception of the safety of Somerset's roads).</p> <p><b>Better roads</b> by adopting an approach that recognises that people make mistakes and designing infrastructure to minimise the impact of those mistakes.</p> <p><b>Better roads</b> by adopting an approach that empowers individuals with the responsibility to protect other road users.</p> <p><b>Better roads</b> by ensuring that roads are engineered to be as safe as possible.</p> <p><b>Social Value Policy</b></p> <p>The revised Road Safety Strategy supports the Social Value Policy by taking a more joined up approach through partnership working with key agencies and interest groups.</p>
<b>Consultations and co-production undertaken:</b>	<p>Somerset County Council road safety strategy steering group formed with area specific sub-groups to develop the detail of the strategy action plan.</p> <p>Strategy process undertaken with a range of stakeholders;</p> <ul style="list-style-type: none"> <li>• Engagement with road safety partners in Somerset (Avon and Somerset Police, Devon and Somerset Fire and Rescue Service, Severn Trauma Network) through meetings and discussion</li> <li>• Engagement with internal stakeholders through meetings and discussion</li> <li>• Targeted consultation with road user special interest groups undertaken; and</li> <li>• Wider public and stakeholder consultation on the strategy took place from the 24<sup>th</sup> January until the 8<sup>th</sup> March</li> </ul>
<b>Financial Implications:</b>	Following adoption of the strategy, should the action plan be adopted in its current form then there will need to be a service review of funding in order to undertake the specific tasks including the speed and network review, and to assess other aspects in detail
<b>Legal Implications:</b>	No legal implications have been identified
<b>HR Implications:</b>	No HR implications have been identified
<b>Risk Implications:</b>	The reduction in road related incidents, e.g. injury from collisions, particularly fatal and serious ones, are unlikely to

	<p>continue to decrease throughout Somerset if the Council does not formally adopt a new Road Safety Strategy. When implemented there are implications that will need careful planning out in action and transition plans to enable the changes to a safer systems approach. The partnership approach presents a risk in that partners who are currently supportive may withdraw, or reduce their support due to external factors.</p>						
<p><b>Other Implications (including due regard implications):</b></p>	<table border="1" data-bbox="513 409 1465 450"> <tr> <td><b>Likelihood</b></td> <td><b>2</b></td> <td><b>Impact</b></td> <td><b>3</b></td> <td><b>Risk Score</b></td> <td><b>6</b></td> </tr> </table> <p>None are envisaged at this stage.</p> <p><b><u>Community Safety Implications</u></b></p> <p>It is anticipated that the revised strategy will have a positive impact on community safety. Engagement with the community will increase awareness of road safety and ways to reduce traffic collisions. It will also improve the perception of the safety of Somerset's roads which will reduce barriers to active travel.</p> <p><b><u>Sustainability Implications</u></b></p> <p>The reduction in barriers to active travel (as per previous paragraph) will have a positive impact on both environmental and economic sustainability.</p> <p><b><u>Health and Safety Implications</u></b></p> <p>The strategy is designed to have positive impacts on the safety of road users by all modes of transport. In particular is it designed to reduce the likelihood and severity of incidents.</p> <p><b><u>Privacy Implications</u></b></p> <p>No privacy implications have been identified.</p> <p><b><u>Health and Wellbeing Implications</u></b></p> <p>The strategy has been designed to have positive health and wellbeing implications. In the first instance it will reduce the likelihood and severity of incidents. Secondly the improved perception of the safety of travel by foot or bike will encourage use of these modes and enable healthy active lifestyles.</p>	<b>Likelihood</b>	<b>2</b>	<b>Impact</b>	<b>3</b>	<b>Risk Score</b>	<b>6</b>
<b>Likelihood</b>	<b>2</b>	<b>Impact</b>	<b>3</b>	<b>Risk Score</b>	<b>6</b>		
<p><b>Scrutiny comments / recommendation (if any):</b></p>	<p>An update on the Road Safety Strategy was taken to scrutiny on 5<sup>th</sup> Sept 2017 and the following comments were recorded – The Committee commented that it is clear that this is a strategy which cannot be delivered in isolation. It noted the report and asked to be kept updated as the Strategy develops</p>						

## 1. Background

- 1.1. Section 39 Road Traffic Act 1988, sets out that local highway authorities, must prepare and carry out a programme of measures designed to promote road safety including investigating collisions arising from the use of vehicles on roads and highways and taking measures to prevent them in the future. Road construction, improvement, maintenance and repair contribute to the achievement of this requirement. In addition, the Council aims to have a greater impact on preventing collisions by promoting safer use of the highways through education, road safety campaigns, improving the highway environment and reducing anti-social behaviour on the roads. These measures include the dissemination of information and advice relating to the use of the roads and the provision of practical training to road users.
- 1.2. Through these measures, and partnership working, there have been significant and successful efforts to reduce casualties in Somerset over the last twenty years. However some of the reduction is attributable to safer vehicles, improved medical care, improved driver standards through changes to the driving test, and national road safety initiatives.
- 1.3. Casualty statistics, which are currently available up to the end of 2017, demonstrate a downwards trend in the numbers of collisions involving people Killed and Serious Injured (KSI) on Somerset roads and also a trajectory towards meeting the 2020 targets, except for that covering older road users. Detailed analysis will be undertaken in the casualty review for 2017. However, nationally and locally the impact of current initiatives on KSI figures is starting to plateau and the pace of reduction is slowing down. The County Council is however keen to make efforts to keep its casualty reduction record and continue a downwards trend through a comprehensive review of its current road safety strategy and associated action plan. The action plan will develop further from this strategy, being live to the latest information. For example speed management issues will be considered further following a detailed national study into 20 mile per hour schemes, which is currently being prepared and is expected at the end of the year.
- 1.4. Since the development of the Somerset Road Safety Strategy in 2013 there have been some key policy changes and opportunities, both nationally and locally, which have made the development of a new road safety strategy a priority for the County Council.
  - In April 2013, under the Health and Social Care Act 2012, statutory duties for public health were conferred on local authorities; they were made responsible for improving the health of their local population and for public health services. The Public Health Outcomes Framework has several indicators relevant to road safety;
  - Pressures on local government have resulted in budget, operational and staffing reductions directly affecting the road safety service and resulted in changes to the pre-existing delivery model;
  - Data sources on serious injury sustained through road use are improving and afford the opportunity to review and develop further targeted preventative activity;
  - Data and evidence on road safety interventions is improving, including the benefits and costs of speed reduction and education behavioural change techniques; and

- The ‘Safe System’ approach to road safety has been advocated for internationally and nationally. Key advisory bodies are challenging local authorities and partners to review their practice and move towards a five pillar approach to managing road safety to create a truly safe system (Department of Transport; 2015, United Nations, 2010).
- 1.5.** At a stakeholder strategy review meeting in March 2017 it was agreed that it was an appropriate time for Somerset to develop a new road safety strategy that adopts a wider-agency approach while continuing to promote evidence based approaches to road safety, health and wellbeing.
- 1.6.** The Road Safety, Highways and Transport Commissioning and Public Health Teams are working together with other parts of the County Council, and appropriate external bodies, to explore how this vision could be applied and achieved in Somerset through the development of a cross-directorate road safety strategy.
- 1.7.** The strategy embraces work with partners such as Avon and Somerset Constabulary, Devon & Somerset Fire and Rescue Service, Advanced Motoring Groups and South-west Ambulance Service Trust, seeking to have maximum impact on the numbers of people killed and seriously injured on Somerset’s roads.
- 1.8.** A Safe System approach to road safety requires a change in attitude and recognition that, even with comprehensive road safety interventions, people will always make mistakes on the road and that the human body has a known, physical limit to tolerate crash forces before harm occurs. A Safe System approach does not disregard that all road users have a responsibility to act with care and within traffic laws, with enforcement being integral to this; however it highlights that a shared responsibility exists with those who design, build, manage and use roads/vehicles to ensure that they enable safe road use. Alongside this it is essential that good quality post-crash care is available should a collision occur.
- 1.9.** In a safe system approach, safety is embedded into design as early as possible to reduce the need for future expensive retro-fitting. There are challenges in a rural county like Somerset with significant lengths of rural roads, many of which have historic and constrained layouts. The use of a safe system approach will need to consider identifying high risk locations, prioritising treatments and balancing the needs of proactive assessments of highway improvements whilst maintaining the rural character of the County.
- 1.10.** The strategy includes an action plan that sets out how the County Council will work with partners to embed the Safe Systems approach and actively deliver improved road safety across the county.
- 1.11.** Public consultation was carried out through January to March. Consultation on the strategy was open to the general public and stakeholders to consider the Safer Systems approach of the Strategy. Questions focussed on the agreement/disagreement of the strategy objectives, the possible outputs and potential personal experience that may occur if the objectives are implemented. 74 people responded to online questionnaire, and overall positive feedback was received regarding the draft strategy. 69% of the responses thought that a Safe System was the best approach for Somerset to reduce casualties.

**1.12.** Detailed comments that were received have been reviewed and some minor alterations to the wording of the strategy have been made.

## **2. Options considered and reasons for rejecting them**

**2.1.** The option to continue to use the existing Road Safety Strategy was considered however given the changes set out in paragraph 1.4 of this report and the trends towards plateauing casualty figures, this was rejected.

## **3. Background Papers**

Appendix A contains the draft updated road safety strategy (once adopted it will be formatted in the corporate style).

Appendix B contains the summary of the consultation responses.

**Equality Impact Assessment Form and Action Table 2015**  
 (Expand the boxes as appropriate, please see guidance  
[www.somerset.gov.uk/impactassessment](http://www.somerset.gov.uk/impactassessment)) to assist with completion)

**"I shall try to explain what "due regard" means and how the courts interpret it. The courts have made it clear that having due regard is more than having a cursory glance at a document before arriving at a preconceived conclusion. Due regard requires public authorities, in formulating a policy, to give equality considerations the weight which is proportionate in the circumstances, given the potential impact of the policy on equality. It is not a question of box-ticking; it requires the equality impact to be considered rigorously and with an open mind."**

**Baroness Thornton, March 2010**

**What are you completing the Impact Assessment on (which policy, service, MTFP reference, cluster etc)?**

The adoption of the Somerset Road Safety Strategy 2017

**Version**

Initial draft EIA  
(further consultation required)

**Date**

18/09/17

**Section 1 – Description** of what is being impact assessed

A new Road Safety Strategy for Somerset to replace the current Road Safety Strategy launched in March 2013.  
 Section 39 of the Road Traffic Act 1988, sets out that: local highway authorities must prepare and carry out a programme of measures designed to promote road safety. In addition in April 2013, under the Health and Social Care Act 2012, statutory duties for public health were conferred on local authorities making them responsible for improving the health of the local population including a responsibility for road safety.  
 The Road Safety Strategy outlines the planned measures for improvement and how Somerset County Council and its partners will deliver these.

**Section 2A – People or communities that are targeted or could be affected** (taking particular note of the Protected Characteristic listed in action table)

The Strategy is aimed to improve road safety for all. However, research shows that certain groups may be more at risk and therefore some interventions may be targeted to these groups. Those groups include:

- Vulnerable road users such as pedestrians (including mobility users), pedal cyclists and equestrians;
- Older adults;
- Young drivers (16-24 year olds);
- Motorcyclists; and
- Car users and owners.

**Section 2B – People who are delivering** the policy or service

The Strategy aims to deliver its measures through a number of initiatives from partnership working with other authorities such as the Police, DSFRS and NHS, embedding into other policies, highways design, intervention and maintenance through to awareness campaigns. It is not thought that it will have a negative effect on those delivering the policy.

**Section 3 – Evidence and data** used for the assessment (Attach documents where appropriate)

The Road Safety Team provides a continued and up-to-date evidence base which they use to provide targeted services to users. Their data and analysis has been used in the

Strategy and in this assessment. This includes:

- The Casualty Reviews
- SCC Road Safety KPI's

In addition, evidence from the following has influence the assessment:

- Health and Wellbeing Strategy (2012-2020)
- JSNA (live)
- Public Health Outcomes Framework (PHOF: Numbers Killed or Seriously Injured)

A Road Safety User Group consultation was undertaken in March 2017 with external interest groups. The results of the consultation have informed this assessment, however the number of responses were low.

It is intended that a full consultation of the Strategy is undertaken January 2018, which will include questions regarding equalities impact to further inform this assessment.

**Section 4 – Conclusions** drawn about the equalities impact (positive or negative) of the proposed change or new service/policy (Please use **prompt sheet** in the guidance for help with what to consider):

It is expected that the policy will have a positive equalities impact by providing improved road safety for all through a targeted approach that addresses current inequalities identified in vulnerable user groups.



If you have identified any negative impacts you will need to consider how these can be mitigated to either reduce or remove them. In the table below let us know what mitigation you will take. (Please add rows where needed)			
Identified issue drawn from your conclusions	Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?	Who is responsible for the actions? When will the action be completed?	How will it be monitored? What is the expected outcome from the action?
<b>Age</b>			
<b>Disability</b>			
<b>Gender Reassignment</b>			
<b>Marriage and Civil Partnership</b>			
<b>Pregnancy and Maternity</b>			
<b>Race (including ethnicity or national origin, colour, nationality and Gypsies and Travellers)</b>			
<b>Religion and Belief</b>			
<b>Sex</b>			
<b>Sexual Orientation</b>			
<b>Other (including caring responsibilities, rurality, low income, Military Status etc)</b>			

<b>Section 6 - How will the assessment, consultation and outcomes be published and communicated? E.g. reflected in final strategy, published. What steps are in place to review the Impact Assessment</b>	
Consultation took place in January 2018, and this has fed back into the Strategy and used to review this EIA. The final Strategy will be published on the Council's website and its publication promoted through local press and social media. The EIA will be published as part of the Strategy and will be reviewed in line with the Strategy.	
<b>Completed by:</b>	Lucy Bath
<b>Date</b>	18/09/2017
<b>Signed off by:</b>	Nick Cowling

<b>Date</b>	19/9/18
<b>Compliance sign off Date</b>	05/10/17
<b>To be reviewed by: (officer name)</b>	Sunita Mills
<b>Review date:</b>	August 2018

DRAFT

## **Appendix A – Draft Updated Road Safety Strategy**

### **Road Safety Strategy**

## **Safe Roads in Somerset: Road Safety Strategy 2017-2026**

### **Foreword**

Travel is an essential part of life, however transport is a complex system in which both positive and negative effects on health can arise; one of these being serious injury or death as a result of an incident or collision.

Somerset County Council will adopt a Safe System approach to road safety, seeking to ensure that no human is killed or seriously injured as a result of a road crash.

Comment by Cllr Woodman and photo to be added.

## 1. Introduction

### 1.1: Road Traffic Injury

Road collisions can have a devastating effect on the lives of those involved, their family and friends and the wider community. The fear of road collisions can make people reluctant to travel by modes, such as cycling and walking and this can affect freedom of movement, especially for young people and the elderly. In addition extended road closures can have serious consequences for road users and the local economy.

Somerset County Council has set out its policy and priorities for transport and communities within our Local Transport Plan called the 'Future Transport Plan' and within our 'County Plan'. This Road Safety Strategy, 'Safe Roads in Somerset' will support the overall vision of Somerset County Council to increase prosperity and ensure that we continue to care for and protect the people of Somerset and its visitors.

### 1.2: Somerset Roads

Somerset is comprised of five district authorities with a diverse landscape of rural and urban road environments. Less than 1% of Somerset roads are motorway, 11% are A roads and 89% are minor B, C and unclassified roads.

Somerset has built an additional 74 miles of road infrastructure in the last ten years, an overall increase of 1.8%, while traffic volume has risen by 6% in the same period, (the volume is also 28% higher than 20 years ago). While traffic volume has been increasing, the numbers of collisions and people seriously injured or killed has been gradually decreasing. This is due to a diverse range of interventions including; investment in road improvement and road engineering, safer vehicles, road user education, enforcement of road laws and improved trauma response and medical care.

However, from 2012-2016 122,512 people were seriously injured or killed on England's roads, 1041 of them in Somerset. This is unacceptable. There are indications nationally that progress has stalled and locally it is slowing, suggesting new approaches may be needed.

#### **Costs of road traffic injury**

The Department of Transport place an average value of £83,893 on each road collision injury that is successfully prevented and estimate that each fatal collision alone costs £2 million<sup>1</sup>. These estimated values include costs arising from; lost output, medical and paramedic treatment, the police, insurance administration and damage to property estimates. In Somerset this equated to a figure greater than £94 million in 2017.

## 2. What is a Safe System?

### 2.1: Safe System Approach

Almost all road deaths and injuries are preventable. However, for a continued decline in road traffic collisions and serious or fatal injury there needs to be a shift in the way that road safety is delivered in local areas. Somerset County Council aims to adopt a Safe System approach to road safety. The principal aim of this approach is that no human should be killed or seriously injured as a result of a road crash, and the traffic system should be designed to this end. In a Safe System there is a shared responsibility for preventing injury, not just between road users and enforcers but also those that design, build and manage roads or vehicles. It is also essential that good quality post-crash care is available should a serious collision occur.

A Safe System approach to road safety requires recognition that even with comprehensive road safety interventions, even the most conscientious people will always make mistakes on the road and that the human body has a known, physical limit to tolerate crash forces before harm occurs. Road infrastructure must be designed and engineered to minimise both the risk of mistakes by road users (by enabling them to behave with due care and respect), and serious injury should a collision occur. It is an inclusive approach that caters for all groups using the transport system, including drivers, motorcyclists, passengers, pedestrians, cyclists, and commercial and heavy vehicle drivers. A safe systems approach also helps to align road safety management with other goals. By creating partnerships where government or transport agencies work closely with other groups, safe systems can help to tackle other problems associated with road traffic, such as congestion, noise, air pollution and lack of physical exercise.

#### **Additional resources on the Safe System and Vision Zero approach to road safety**

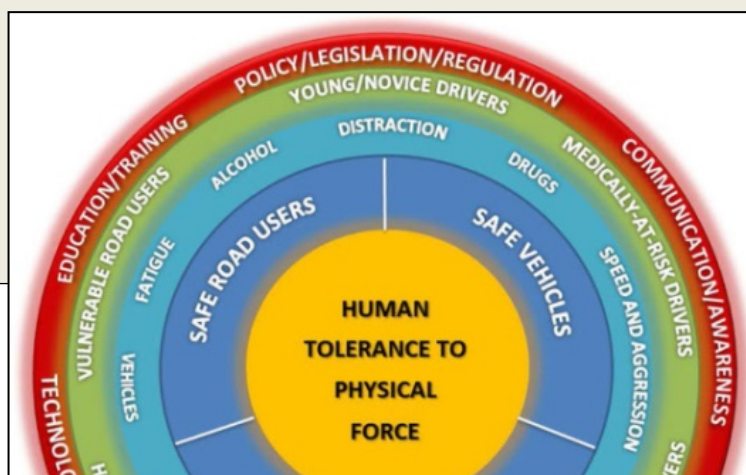
[www.gov.uk/government/publications/road-safety-statement-working-together-to-build-a-safer-road-system](http://www.gov.uk/government/publications/road-safety-statement-working-together-to-build-a-safer-road-system)

[www.visionzeroinitiative.com/](http://www.visionzeroinitiative.com/)

<http://www.brake.org.uk/facts-resources/15-facts/1484-safe-systems-facts-page>

#### **Four guiding principles of a Safe-System**

- People will always make mistakes;
- The human body has a known, physical limit to tolerate crash forces before harm occurs;
- Individuals have a responsibility to act with care and within traffic laws; however a shared responsibility exists with those who design, build, manage and use roads/vehicles and provide post-crash care; and
- All parts of the system (Figure 1) must be strengthened in combination to



enhance their effects ensuring that road users are protected if one part fails.

**Figure 1:** adapted from the 2009 WHO report on the Global Status on Road Safety<sup>2</sup>

## 2. What is a Safe System?

The differences between a safe system and traditional approach to road safety are summarised in **Error! Reference source not found.**

	<b>Traditional</b>	<b>Safe System</b>
<b>What is the problem?</b>	All injury collisions, but a focus on fatal and serious injuries	Significant focus on fatalities and serious injuries
<b>What causes the problem?</b>	Human factors	People make mistakes, people are fragile
<b>Who is responsible?</b>	Individual road users	Road users and system designers
<b>What is the approach?</b>	Incremental approach to reduce the problem	Systematic approach to build a safe road system
<b>What is the appropriate goal?</b>	Optimum number of fatalities and serious injuries	Zero fatalities and serious injuries.

**Table 1:** Differences between the Traditional and Safe Systems approach to road safety

### 2.2: Requirements of a Safe System

A Safe System approach does not disregard that all road users have a responsibility to act with care, but in a safe system the responsibility is proportional to the risk of causing serious injury. Drivers of motorised vehicles bear the greatest responsibility for safety, while cyclists and pedestrians less so because they rarely cause serious injury. All road users have a significant responsibility to share the road correctly, consider their actions and in accordance with the law, those who transgress, or make momentary errors especially while driving cars and lorries, have the potential to cause more harm than vulnerable road users who do so.

In a Safe System priority should therefore be given to the vulnerability of human beings, not to vehicle mobility at any cost. This can pose challenges in a rural county like Somerset where there are significant lengths of rural roads, some of which have historic and constrained layouts, in addition to lengthy commutes both within and across the county.

The use of a Safe System approach in Somerset will require identifying high risk locations, prioritising road treatments and balancing proactive assessments of highway improvements with the rural character of the County.

### 3 How will Safe Roads in Somerset be achieved?

### 3.1: Vision

The vision for a Safe Roads in Somerset is that no road user should be killed or seriously injured on the roads of Somerset. The specific actions required to achieve this are detailed within the action plan and align with the following key components of a safe system;

- Safe road users
- Safe roads and roadsides
- Safe speed; and
- Safe vehicles.

### 3.2: Safe Road Users

Individual knowledge, experience and attitudes affect road user behaviour and compliance with road safety law. Putting road users at the centre of a safe system requires acknowledging road user's strengths and weaknesses and avoiding a victim blaming culture for those experiencing serious road injuries. Although intentional non-compliance with the laws of the road does occur, lapses in attention and errors of judgement are an unavoidable reality of road use when there are millions of road users daily.

In terms of addressing the modifiable factors that impact on road user behaviours (e.g. drug and alcohol use, excess speed, mobile phone use and driving while tired) evidence shows that using Behaviour Change Techniques (BCT) in road safety education and training are most likely to impact on road user behaviour. There are a range of different BCTs available that can be tailored to the target<sup>3</sup> audience.

Behavioural interventions alone will not eliminate road injury and these approaches need to be used alongside a wide range of road safety solutions, including engineering and enforcement to ensure that those at highest risk of making errors on the road network are identified and targeted appropriately. Technological advances will also aid road users in safer behaviours, alongside of educational promotions.

#### **National and local data and evidence identify that the priority groups for road safety education and training in Somerset are;**

- Car drivers (in particular young drivers and passengers aged 16-24 years);
- Older road users (over 60 years);
- Work-related drivers;
- People living in more deprived areas of Somerset;
- Motorcyclists; and
- Vulnerable road users (e.g. pedestrians, cyclists, motorcyclists and equestrians) – *this includes children and young people as a specific target sub-group*

### 3.3: Safe Roads and Roadsides

The design of roads and roadsides often contribute to the outcome of collisions, as well as the causation. It is recognised that not all collisions can be prevented

however when they do occur the road environment should be engineered to reduce the risk of serious injury. There are a wide variety of approaches to achieving this outcome including **passive safety** (where interventions such as crash barriers on central reservations and the avoidance of signs or fixed objects in likely crash paths are used to protect road users) and more extensive highways engineering. Techniques such as filtering out or directing motorised traffic (**filtered permeability**) can also be used to reduce speed and direct traffic away from residential or pedestrian areas.

Adapting roads and roadsides after they have been built can be expensive and challenging. An effective and safe road system for Somerset requires a pro-active approach, ensuring that safety is considered in the planning and building of all new developments, prioritising the needs of the most vulnerable road users.

One of the key dangers on our roads is that different types of road user share the same space. As far as possible, a safe systems approach seeks to segregate different road users, developing and enhancing safer routes for vulnerable users, and ensuring junction design accommodates all classes of user enabling them to traverse the junction in safety.

As well as continuing to assess and engineer routes with higher rates of collisions, especially rural roads, causing injury, a proactive approach is required to identify and adapt roads where the road design is likely to cause severe injury, should a collision occur in the future.

### **3.4: Safe Speed**

To build a safe road system, speed limits should be set appropriately, guided by the knowledge of the human body's tolerance to external forces.

Studies show that reductions in average speed result in substantial casualty reductions. **Just a 5% reduction in speed can result in a 30% reduction in the number of fatal crashes<sup>4</sup>.**

Vulnerable road users are at particular risk from higher traffic speeds. **The risk of a pedestrian being killed if hit by a car increases from 10% at 30 mph to 70% at 50 mph<sup>5</sup>.**

Speed can have wide impacts on communities. Real or perceived danger can deter people from walking and cycling but there are also environmental consequences. A doubling of speed from 30 mph to 60 mph will typically increase noise levels by about 10 dB (perceived as being about twice as loud)<sup>6</sup>.

Speed is an area of shared responsibility between those that design, use and enforce road traffic laws. Alongside ensuring that road users understand the significant benefits of speed reduction is a need to ensure that roads guide and enable road users to adopt the posted speed limit, this is termed as **self-explaining** and requires consistency across a wide area to be effective<sup>7</sup>.

Self-explaining roads are those on which the driver is encouraged to naturally adopt behaviour consistent with design and function. Drivers perceive the type of road and



know how to behave, and this helps to make it obvious to drivers when and why a speed limit has changed. Such an approach uses simplicity and consistency of design to reduce road user error. It is generally accepted that human error is involved in the majority of road collisions. Although education, awareness and enforcement are important tools in reducing the number of collisions, it is important that the road environment and the vehicle be adapted to the limitations of human abilities.

There are also design solutions available to decrease speed, such as reducing access to cut-through roads in urban and rural areas. Reducing traffic speeds through 20 mile per hour schemes has shown to reduce collisions, encourage people to walk and cycle and do not significantly affect journey times.

Effective enforcement of speed limits is a crucial element of achieving a safe speed environment. Technological advances with average speed cameras, insurance company remote monitoring ('black boxes') and in the future potentially autonomous vehicles, can all assist with this objective. Somerset County Council, our partners and other major employers and fleet operators can also lead by example in setting expectations around speed limit compliance by their employees.

### **3.5: Safe Vehicles**

Vehicle design, maintenance and technology all play important roles in ensuring the safety of road users; however this often relies on appropriate use of systems such as seatbelts, child car seats, in-vehicle insurance telemetry as well as regular maintenance of private, fleet and agricultural vehicles.

Although innovation for safer vehicles is primarily nationally or internationally led, local authorities have a role and interest in ensuring that vehicles using the road network are roadworthy and that the road network can adapt with technological developments.

### **3.6: Partnership Working**

In order to effectively address these key components of a safe system, effective partnership working to agreed objectives across the statutory and voluntary sector is critical. Somerset County Council is a leading member of the South West Accident Reduction Working Group (SWARWG) and a member of Road Safety Great Britain. At a local level Somerset County Council works closely with partners in Avon and Somerset Police, Devon & Somerset Fire & Rescue Service, Severn Major Trauma Network, Highways England and the South West Ambulance Service NHS Foundation Trust (SWAST). The County Council's road safety team has a significant role in enablement, particularly to better understand the patterns of collisions that occur on the roads of Somerset and to help co-ordinate road safety activity across the partners.

### **3.7: Manage by Objectives**

Although road safety has always taken evidence based approaches to road engineering and road user education, the availability and quality of road safety data is continuously improving. Partnership working and a shared responsibility for road safety across the system offers an ever increasing insight into the causes and consequences of road injury in Somerset.

Effective management of a safe road system requires a focus on results and the achievement of safety objectives or outcomes<sup>8</sup>. Analysis of results and trends, alongside research, helps to inform the system on how best to prioritise and allocate resources for interventions. Please see Appendix for Somerset County Council's current road safety key performance indicators.

### **Somerset Road Safety Team**

The Road Safety Team in Somerset contains a Collision Investigation and Prevention (CIP) team and an Education, Training and Publicity (ETP) team. In the 2017/18 financial year;

- Somerset Road Safety engaged with and delivered talks and training to 25,410 people through a number of different types of delivery
- 1973 pupils were trained in 'Bikeability' cycle safety training
- Over 1.6 million impressions/reach were achieved through our social media channels
- 3 safety engineering schemes were completed, two route treatments and a collision cluster site

For more information on the work of the Somerset Road Safety Team please visit [www.somersetroadsafety.org](http://www.somersetroadsafety.org)

## **4: Road Safety Policy**

### **4.1: National Policy**

In 2011 the Department for Transport (DfT) produced the Strategic Framework for Road Safety<sup>9</sup> to look at three main areas relating to road safety:

- Freeing local councils to make their own decisions on how best to make their roads safer;
- Improving public education and training; and
- Penalising the minority of offenders who drive dangerously.

In 2015 the Government identified adopting the Safer Systems approach as a priority in its Road Safety Statement.

As such Somerset County Council is able to identify the aims and objectives of local strategy and how best to implement road safety interventions. As no specific targets were identified within the strategic framework local targets were developed and are detailed within the **Appendix**.

Traffic authorities have the flexibility to set local speed limits that are appropriate for the individual road, reflecting local needs and taking account of local considerations. In 2013 the DfT requested through a Setting Local Speed Limits circular that traffic authorities keep their speed limits under review with changing circumstances. This included considering the introduction of more 20 miles per hour limits and zones,

over time, in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists<sup>10</sup>.

### **Somerset County Council's Responsibility**

Under Section 39 of the Road Traffic Act 1988 highway authorities are required to prepare and carry out a programme of measures designed to promote road safety. This includes; investigating collisions arising from the use of vehicles on roads and highways within their administrative area, taking measures to prevent reoccurrence and the construction, improvement, maintenance and repair of such roads and paths in addition to road safety education to enable safe road users.

The Local Authority also has duties to ensure the efficient movement of traffic under the 2004 Traffic Management Act (traffic meaning all modes of transport). Section 16 (1) of the Act refers to the duty placed on a highway authority to manage the road network with a view to achieving efficient movement of traffic on the network, while having regard to other policy objectives.

## **4.2: Local Policy**

At a local level road safety is a key consideration within a range of Somerset County Council policy including our 'Future Transport Plan (2011-2026)' which highlights that "Transport is part of everything we do. It allows us to go to work or school, visit the people we care about and access the things we need. However, if not managed carefully the impacts transport has can also be bad for us, our economy and the environment". This, and other local policy, acknowledges that staying safe when travelling in our County is a key priority for residents, commuters and visitors alike.

## **5. Transport, Road Safety and Health**

### **5.1: Active Travel**

A quarter of Somerset's population is inactive<sup>11</sup>. Incorporating physical activity into everyday routines is seen as a key method for building up fitness and confidence in physical activity and reducing risk of ill-health and premature death. However many people, perceive cycling (and sometimes walking) to be unsafe.

*"It is not appropriate to improve road safety by the discouragement of active travel modes as the health benefits of active travel significantly outweigh the risks by as much as 20:1" (DfT/DH, 2010)*

Transport and planning policy can help or hinder good health. Fear of traffic and a perceived lack of safety have a major impact on people's decisions on how to travel. This often results in the use of motorised vehicles for short journeys, commuting to work or taking children to school. Safer roads mean more people will be able to walk and cycle. This will improve health and also reduce the use of motorised vehicles and the associated air pollution and congestion this brings. Conditions will however need to be perceived as safe, as well as actually being safe in practice for travel behaviour to change.

### **5.2: Health Inequalities**

Health inequalities are a key issue in road safety. People living in more deprived areas typically have less access to a car but are exposed to high levels of motorised traffic. Children from the most deprived backgrounds are five times more likely to be injured on the road compared with children from the most affluent backgrounds<sup>12</sup>. Through prioritising active forms of travel and the needs of vulnerable road users this strategy has the potential to improve the overall health of Somerset residents while reducing inequalities in health outcomes.

## 6. The Burden of Road Traffic Injury

### 6.1: Overall trend

Through road safety measures, and partnership working with enforcement agencies, there have been significant and successful efforts to reduce casualties in Somerset over the last twenty years. However some of the reduction is attributable to safer vehicles, improved medical care, improved driver standards through changes to the driving test, and national road safety initiatives.

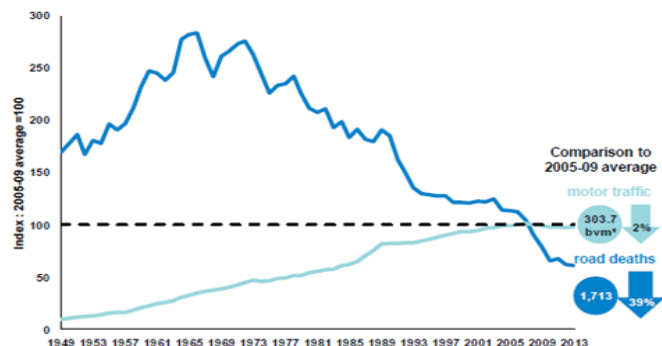
Both nationally and locally it is clear that this impact is starting to plateau (Figure 2).

In Somerset this plateau needs to be considered against background traffic growth, in 2016 this was estimated at 3%<sup>13</sup>. It is therefore possible that the data shown for Somerset slightly underestimates the true reduction in serious and fatal casualties and collisions.

**Figure 2:** National trend in reported road fatalities in the UK against motor traffic (DfT, 2014)

#### Trends over time

#### Reported road fatalities and motor traffic, GB: 1949 to 2013<sup>1</sup>



<sup>1</sup> Traffic estimates from 1995 onwards were produced on a new more accurate basis and are not directly comparable with previous years.

\*bvm = billion vehicle miles

### Road safety data sources

#### STATS 19

STATS19 are the primary source of data for road traffic collisions and injuries and published by the Department for Transport. These STATS 19 forms are completed by a Police Officer for reported collisions resulting in injury. This form includes the types of vehicles involved, the consequent casualties, relevant causation factors (as identified by the police officer) and areas of behaviour which may have led to the collision. An injured casualty is recorded as fatal, seriously or slightly injured by the Police on the basis of information available within a short time of the collision.

- A Fatal Injury is one where a death occurs less than 30 days after a collision;
- A Serious Injury is one for which a person is detained in hospital as an in-patient, or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushing, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the collision; and
- A Slight injury is an injury that doesn't necessarily require medical treatment, such as bruising, sprains and slight shock.

### **Hospital Admissions Data**

Hospital Episode Statistics (HES) detail all admissions, outpatient appointments and A&E attendances at NHS hospitals in England. Admissions are coded according to the primary cause of injury. Because of this it is possible to extract data on admissions relating to transport injury for local consideration and analysis.

### **Trauma and Audit Research Network (TARN)**

TARN collect, collate and analyse data on all serious trauma injuries in England, including those sustained through a road traffic collision. The Severn Trauma Network are Somerset County Council's local partner and are able to provide detailed information on the most severely injured casualties in Somerset.

## **6.3: Road Injury Data Sources and Definitions**

Somerset County Council uses a variety of data to understand road safety trends and determine policies and solutions. Understanding local road collision and injury data ensures that limited funding is allocated appropriately and those inequalities in road safety outcomes are identified and prioritised for action.

In addition to STATS 19 data, Somerset County Council Road Safety Team accesses a range of data sets to help produce a more complete picture of safety issues. Amongst these sets are Traffic Flow and Speed Data, Speed Information Device records, NHS Hospital Data, Enforcement information from the Police Mobile Camera Enforcement Team and demographic information.

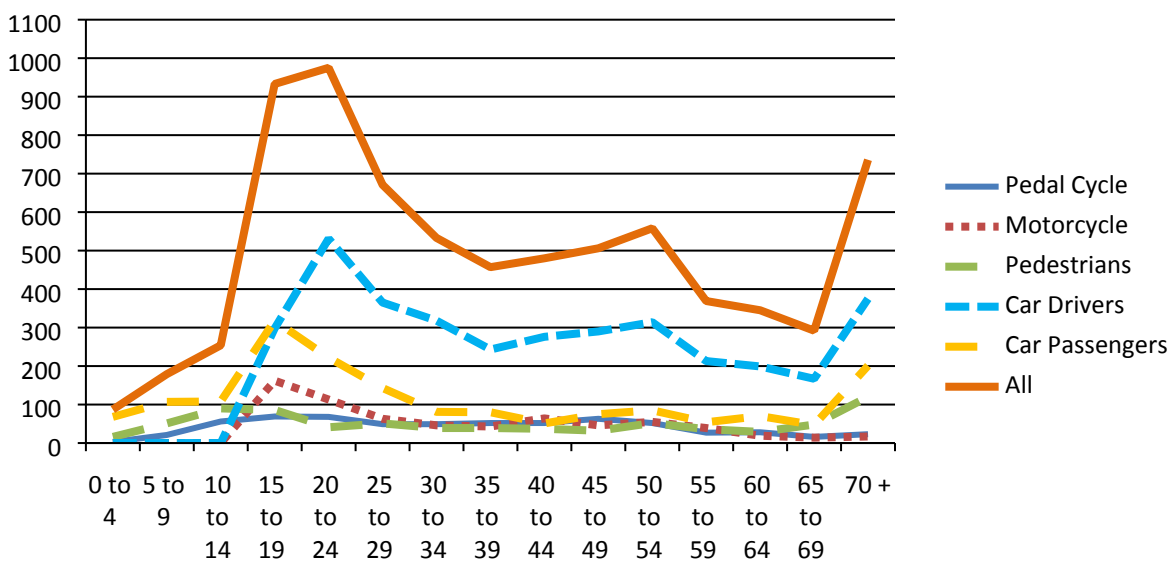
## **6.4: People Killed or Seriously Injured in Somerset (local analysis of STATS 19 data from 2012-2017, detailed analysis based on 2012-2016)**

### **6.4.1: General**

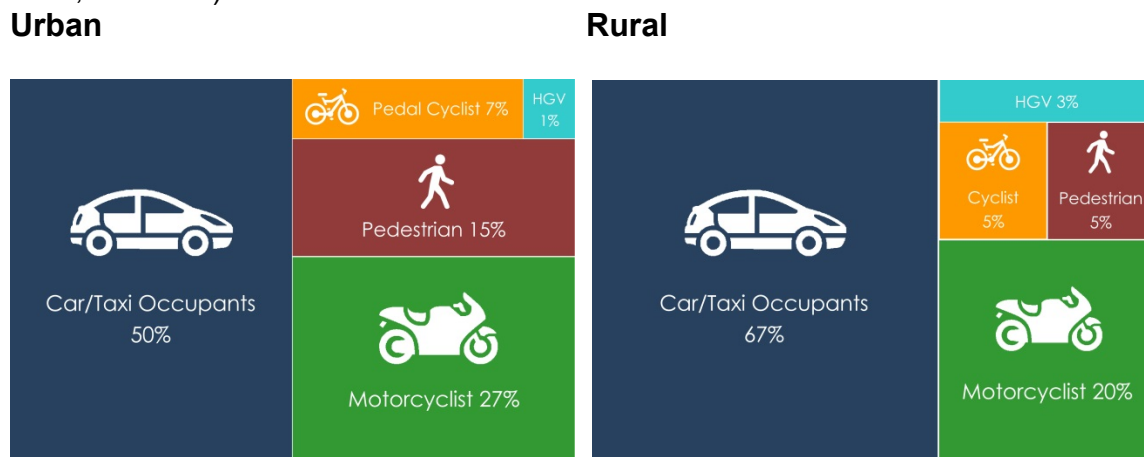
- Between 2013-2017 1014 people were killed or seriously injured in Somerset;
- Approximately three quarters of people involved in an injury collision originate from within the county;
- More collisions occur in the summer and autumn. This period is also when traffic flows are highest;
- People living in deprived areas in Somerset are more likely to be killed or seriously injured in a road traffic collision. During this period 28% of casualties on Somerset roads were from the two least deprived quintiles while 36% were from the two most deprived quintiles;

- During this period 49% of collisions resulting in serious injury or death occurred on urban roads (where the speed limit is 40mph or lower) and 51% occurred on rural roads where the speed limit was greater than 40mph;
- Within urban areas the majority of road users killed or seriously injured were car users (drivers or passengers) (50%) followed by Motorcyclists (27%), Pedestrians (15%) and Cyclists (7%) (Figure 4); and
- Within rural areas a larger majority of road users killed or seriously injured were car users (drivers or passengers) (67%) followed by Motorcyclists (20%) and an equal proportion of Pedestrians (5%) and Cyclists (5%) (Figure 4).

**Figure 3:** Number of people Killed or Seriously Injured (KSI) in Somerset by age group and road user group (STAT 19 data 2012-2016, DfT 2017)



**Figure 4:** Proportions of road users KSI on rural and urban roads (STAT 19 data 2012-2016, DfT 2017)



6.4.2: Children and young people (aged 0-15 years)

- The majority of children and young people seriously injured or killed on Somerset’s roads are car passengers (53%), followed by pedestrians (30%) and cyclists (16%).

6.4.3: Young drivers

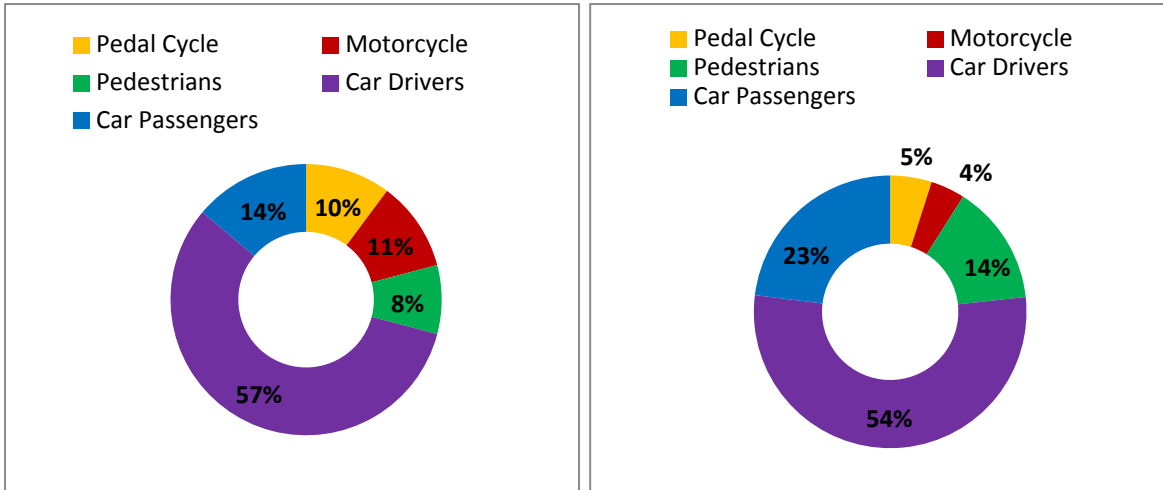
- Figure 3 demonstrates that there is a significant peak of road traffic injury in car users aged between 17 and 24 years. A majority of those injured in this age group are male.

6.4.4: Older adults (aged 60+ years)

- As road users age they become at increased risk of significant road injury particularly due to increased physically vulnerability.
- A disproportionate amount of casualties seriously injured on Somerset roads are over 65 (Figure 3).

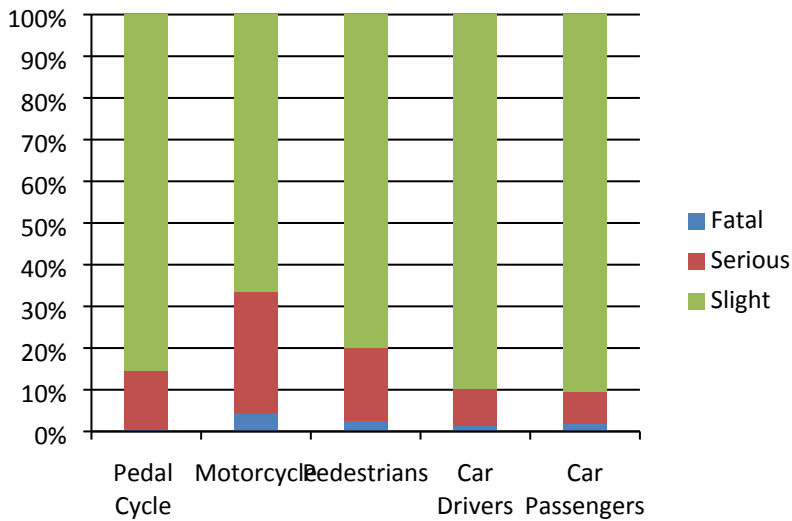
**Figure 5:** Proportion of people killed or seriously injured in 40-59 year old age-group (STAT 19 data 2012-2016, DfT 2017)

**Figure 6:** Proportion of people killed or seriously injured in 60+ year old age-group (STAT 19 data 2012-2016, DfT 2017)



#### 4.4.5: Motorcyclists

- Figure 7 demonstrates that motorcyclists are particularly vulnerable to severe injury should a collision occur. Within the motorcycle user group over 30% of reported collisions involving a motorcyclist resulted in serious or fatal injury.



**Figure 7:** Proportions of slight, serious and fatal injury by road user group (STATS 19 data 2012-2016, DfT 2017)



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- <sup>1</sup> Department for Transport (2016) 'Accident and casualty costs (RAS60)' (available from <https://www.gov.uk/government/statistical-data-sets/ras60-average-value-of-preventing-road-accidents>) [accessed 01/12/2017]
- <sup>2</sup> WHO (2015) 'Global status on road safety' (available from [http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2015/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/)) [accessed on 03/06/2017]
- <sup>3</sup> RAC (2017) Using Behaviour Change Techniques: Guidance for the road safety community (available from [http://www.racfoundation.org/assets/rac\\_foundation/content/downloadables/Using\\_behaviour\\_change\\_techniques\\_Guidance\\_for\\_the\\_road\\_safety\\_community.pdf](http://www.racfoundation.org/assets/rac_foundation/content/downloadables/Using_behaviour_change_techniques_Guidance_for_the_road_safety_community.pdf))
- <sup>4</sup> WHO (2004) 'Speed: the facts' (available from [http://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/world\\_report/speed\\_en.pdf](http://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/speed_en.pdf)) [accessed on 01/01/2017]
- <sup>5</sup> RAC (2012) 'Speed limits: a review of the evidence' (available from [http://www.racfoundation.org/assets/rac\\_foundation/content/downloadables/speed\\_limits-box\\_bayliss-aug2012.pdf](http://www.racfoundation.org/assets/rac_foundation/content/downloadables/speed_limits-box_bayliss-aug2012.pdf)) [accessed 30/04/2017]
- <sup>6</sup> RAC (2012) 'Speed limits: a review of the evidence' (available from [http://www.racfoundation.org/assets/rac\\_foundation/content/downloadables/speed\\_limits-box\\_bayliss-aug2012.pdf](http://www.racfoundation.org/assets/rac_foundation/content/downloadables/speed_limits-box_bayliss-aug2012.pdf)) [accessed 30/04/2017]
- <sup>7</sup> International Transport Forum (2016) 'Zero roads deaths and serious injuries: Leading a paradigm shift to a safe system'. OECD Publishing: Paris
- <sup>8</sup> International Transport Forum (2016) 'Zero roads deaths and serious injuries: Leading a paradigm shift to a safe system'. OECD Publishing: Paris
- <sup>9</sup> Department for Transport (2011) 'Strategic framework for road safety' (available from <https://www.gov.uk/government/publications/strategic-framework-for-road-safety>) [accessed 03/04/2017]
- <sup>10</sup> Department for Transport (2013) 'Setting local speed limits' (available from <https://www.gov.uk/government/publications/setting-local-speed-limits>) [accessed on 01/05/2017]
- <sup>11</sup> Public Health England (2012) Public Health Outcomes Framework (available from <http://www.phoutcomes.info/>) [accessed 2/02/2017]
- <sup>12</sup> ROSPA (2014) 'Road safety and public health' (available from <https://www.rospa.com/rospaweb/docs/advice-services/road-safety/practitioners/rospa-road-safety-and-public-health.pdf>) [accessed on 01/06/2017]
- <sup>13</sup> Somerset County Council (2016) 'Somerset Traffic Data' Somerset Transport Data Team: Somerset County Council

## 6.8: Objectives

To realise this vision Somerset County Council and partners aim to implement the following objectives;

Objectives		
<b>Safe road users</b>	<ul style="list-style-type: none"> <li>• Promote a strong sense of responsibility by road users, especially for the protection of more vulnerable road users;</li> <li>• Encourage compliance with traffic law and educate road users of the risks of excess speed, fatigue and being under the influence of drugs and/or alcohol while using the road;</li> <li>• Identify road users not compliant with traffic law;</li> <li>• Promote corporate responsibility for fleet vehicle behaviour and work driver training;</li> <li>• Ensure that evidence led road safety education, training and information is available and accessible to identified priority groups; and</li> <li>• Provide and promote road safety education and awareness raising material in a range of appropriate formats e.g. face to face training, virtual reality training and through social media.</li> </ul>	<p><b>,Partnership working and managing by objectives</b></p> <ul style="list-style-type: none"> <li>• Use data and evidence to target, coordinate develop and evaluate road safety education and training programmes and continue to ensure that practice is reactive to emerging evidence;</li> <li>• Use data and evidence from across the system to inform preventative road engineering interventions;</li> <li>• Use data from across the system to identify high-risk locations for road safety review and enforcement</li> <li>• Design and implement targeted mitigation measures</li> </ul>
<b>Safe roads and roadsides</b>	<ul style="list-style-type: none"> <li>• Ensure that the needs of the most vulnerable road users (pedestrians, cyclists, horse-riders, children and the elderly) are prioritised in new and existing highways infrastructure, implementing passive safety and evidence based solutions;</li> <li>• Continue to review and adapt routes where there is an increased risk of serious injury to road users, implementing speed limits and engineering solutions to mitigate against this risk; and</li> <li>• Investigate serious and fatal collisions to assess the contribution of the road infrastructure on the outcome of a collision and identify any suitable engineering solution.</li> </ul>	
<b>Safe speed</b>	<ul style="list-style-type: none"> <li>• Ensure that speed limits are consistent and reflective of the road environment and use, taking into account the vulnerability and physical limitations of road users;</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ensure a consistent 'self-explaining' road design;</li> <li>• Protect vulnerable road users by separating them from fast moving traffic;</li> <li>• Continue to increase the use of 20mph limits and zones in areas where vulnerable road users will be mixing with motorised vehicles e.g. town centres, children's playgrounds and outside schools during pick-up times;</li> <li>• Work with communities and police to identify, assess and enforce areas where speed of motorised vehicles is a concern; and</li> <li>• Increase road users' understanding of the benefits of speed reduction, promoting an ethos of responsibility for other road users, especially for those using modes of transport that make them more vulnerable to injury in a collision.</li> </ul>	
<b>Safe vehicles</b>	<ul style="list-style-type: none"> <li>• Enforce, lobby and encourage compliance with regulatory and maintenance standards by vehicle owners and operators, and our own organisations, to ensure that vehicles using our road network are safe and roadworthy;</li> <li>• Promote 'safe vehicles' within road safety campaigns and training;</li> <li>• Plan and prepare for technological advances, such as connected and autonomous vehicles, on the Somerset road network; and</li> <li>• Educate road users, especially children, pedestrians and cyclists about the road safety issues related to being around large and long vehicles.</li> </ul>	

## 7. High-Level Action Plan

<b>(1) Partnership working and managing by objectives</b>			
<b>Aim</b>	<b>Objectives</b>	<b>High-Level Actions</b>	<b>Partners</b>
<p>Effective and efficient use of resources to prioritise road safety education, engineering and enforcement activity</p> <p>Shared responsibility and vision for road safety across all key agencies</p> <p>A skilled network in place to horizon scan and effectively respond to emerging evidence and technological developments relevant to road safety</p>	<p>(a) Increased partnership working across the road safety system</p> <p>(b) Use data and evidence from across the system to inform preventative road safety interventions</p> <p>(c) Lead from the front over promotion of corporate responsibility for road safety</p> <p>(d) Use data and evidence from across the system to understand injury causation, outcomes and modifiable factors in road injury prevention</p>	<ul style="list-style-type: none"> <li>• taking an aspirational vision of road safety</li> <li>• altering people's views about the inevitability of crashes, and overturning institutionalised attitudes towards road safety responsibility</li> <li>• carrying out data collection and analysis, so that crash risks and current road safety performance can be better understood</li> <li>• Development of a multi-agency forum and associated action plan for road safety strategy development and operational planning in Somerset</li> <li>• Identify and action opportunities for increased data sharing between agencies e.g. data on injury, speed, collisions and community reports held within 'Qlik Sense' and the Severn Trauma Audit &amp; Research Network</li> <li>• Use these data sources to analyse causation and impact of the most serious collisions, identifying opportunities for action as appropriate</li> <li>• Development of a shared communications plan for road safety messages and training in Somerset</li> <li>• Share and learn from regional best practice through</li> </ul>	<p>Avon &amp; Somerset Police, Devon and Somerset Fire &amp; Rescue, Highways England, Severn Trauma Audit Network, Air Ambulance, Schools</p>

		road safety team participation in regional and national road safety forums e.g. SWAWRG/RSGB meetings, and ADEPT (County Surveyor's Society)	
<b>(2) Safe road users</b>			
<b>Aim</b>	<b>Objective</b>	<b>High -Level Actions</b>	<b>Partners</b>
Vehicles are driven in a manner consistent with road law and sharing the road with more vulnerable users	<p>(a) Promote a sense of responsibility especially for more vulnerable road users</p> <p>(b) Encourage compliance with traffic law and educate road users of the risks of excess speed, fatigue and being under the influence of drugs and/or alcohol while using the road</p> <p>(c) Identify road users not compliant with traffic law</p>	<ul style="list-style-type: none"> <li>• Delivery of a range of road safety education and retraining to priority road users groups (see <a href="http://www.somersetroadsafety.org">www.somersetroadsafety.org</a> for current delivery) in locations and formats appropriate to the target audience e.g. schools and for groups experiencing</li> </ul>	Avon & Somerset Police, Devon and Somerset Fire & Rescue, Highways England, NHS Somerset, Local businesses, local Councils and the Media, Schools

<p>(d) Promote corporate responsibility for fleet management policies and work driver training</p> <p>(e) Ensure that targeted and evidence led road safety education, training and information is available and accessible</p> <p>(f) Provide and promote road safety education and awareness raising in partnership with key stakeholders in a range of appropriate formats</p> <p>(g) Ensure that targeted and evidence led road safety education, training and information is available and accessible</p>	<p>for priority groups through appropriate professional networks, e.g. School Safe-guarding boards, Primary care, Advanced Motoring and Motorcycling groups, Equestrian and Agricultural groups etc.</p> <ul style="list-style-type: none"> <li>• Partnership working to develop and deliver co-ordinated communications and road safety campaigns in Somerset</li> <li>• Partnership working to identify opportunities for joint-working on training and education</li> <li>• Implement MOSAIC (geographical segmentation tool) analysis to better understand and tailor road safety education and communications for specific road users groups</li> <li>• Promote and advocate for the use of the 'Driving for Better Business' risk assessment and risk management toolkit within Somerset businesses and on-line</li> <li>• Review current road safety training against recent recommendations on Behavioural Change Techniques for Road Safety Education (including evaluating desired training outcomes using evaluation toolkits)</li> </ul>	
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### (3) Safe Speed

Aim	Objective	High-level action	Partners
<p>Road speeds appropriate to the design and use of roads in Somerset</p> <p>Adherence to posted road speed and conditions by road users</p>	<p>(a) Ensure that speed limits are consistent and reflective of the road environment and use, taking into account the physical limitations of road users</p> <p>(b) Ensure consistent 'self-explaining' road design</p> <p>(c) Protect vulnerable road users by separating them from fast moving traffic</p>	<ul style="list-style-type: none"> <li>• Conduct urban and rural road speed limit reviews to prioritise routes requiring a change in speed limit and/or engineering solutions to support users to drive at the posted speed, ensuring consistency across the network</li> <li>• Ensure that roads are designed or adapted to help guide and enable road users to adopt the posted speed through appropriate traffic management.</li> <li>• Work with communities and Police to identify, assess and enforce areas where speed of motorised vehicles is a concern</li> <li>• Increase road users understanding of the benefit of speed reduction, and promote an ethos of responsibility especially for more vulnerable road users through the use of behavioural change techniques in road safety education, training and</li> </ul>	<p>Avon &amp; Somerset Police, community and special interest groups, Road users, Community speed watch, Parish Council and communities</p>

(d) Continue to increase the use of 20mph limits and zones in areas where vulnerable road users will be mixing with motorised vehicles e.g. town centres, children's playgrounds and outside schools during pick-up times

(e) Work with communities and police to identify, assess and enforce areas where speed of motorised vehicles is a concern

(f) Increase road users understanding of the benefits of speed reduction for all road users

communications

- Continue to conduct Urban Safety Management Reviews and introduce Rural Safety Management Reviews to identify areas where vulnerable road user collisions would likely be reduced by lower traffic speeds



#### (4) Safe roads and roadsides

Aim	Objectives	High-level actions	Partners
<p>A road environment that minimises the risk of serious collision</p> <p>A road environment that minimises the risk of severe or fatal injury should a collision occur</p>	<p>(a) Ensure that those most vulnerable to injury are prioritised in new and existing developments and highways infrastructure, implementing passive safety and evidence based solutions as appropriate</p> <p>(b) Review and treat routes where there is an increased risk of serious injury to road users. Implementing area wide treatment including speed limits, traffic calming and filtered permeability as required to mitigate against this risk.</p> <p>(c) Investigate serious and fatal collisions to assess the contribution of the road infrastructure</p>	<ul style="list-style-type: none"> <li>• Review current provisions for vulnerable road users to ensure that those most vulnerable to serious injury are protected, including the implementation of area wide treatments, passive safety interventions, speed and traffic engineering;</li> <li>• Work with partners through the Somerset multi-agency road safety forum to increase information available on serious and fatal collisions, using this information to assess the impact of the road environment on the outcome of a collision;</li> <li>• Review current practice around pre-maintenance assessments of existing road network and recorded injury collisions including considerations of passively safety and other traffic engineering measures ;and</li> <li>• In partnership with Highways England contribute to the production of a regional incident and casualty reduction plan to cut injury collisions on the trunk road network running through Somerset.</li> </ul>	<p>Highways England, Avon &amp; Somerset Constabulary, Coroner's Office, District Councils, Developers</p>

on the outcome.

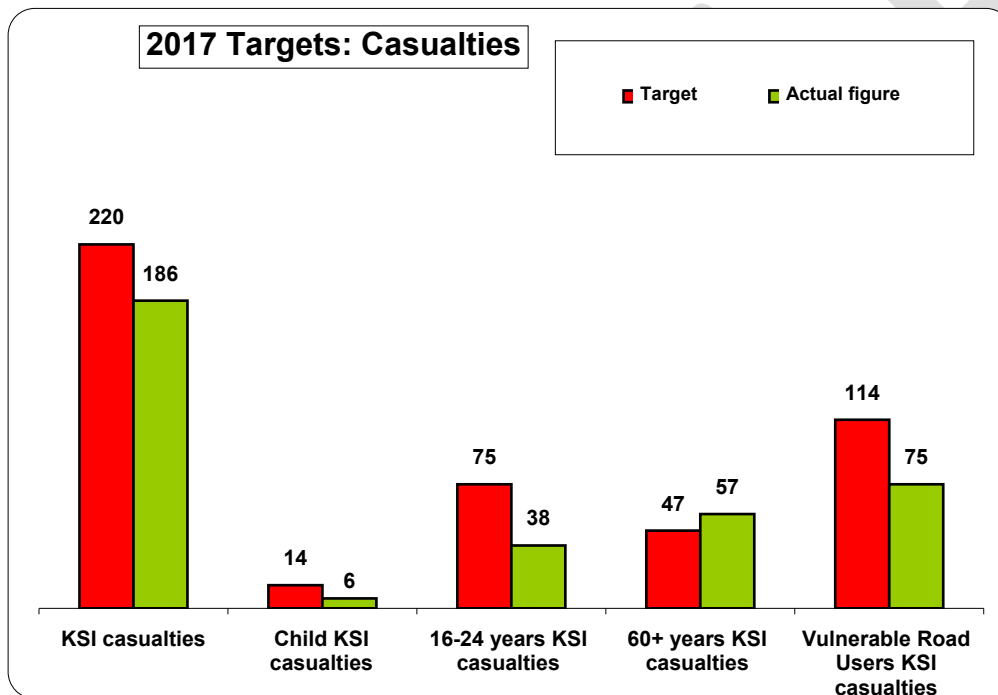
**(5) Safe vehicles**

Aim	Objectives	High-level actions	Partners
<p>Vehicles using Somerset's road network are appropriately maintained</p> <p>The road network in Somerset is able to adapt to technological developments</p>	<p>(a) Enforce, lobby and encourage compliance with regulatory standards, and the adoption of best practice by vehicle owners, and our own organisations, to ensure that vehicles using our road network are as safe as possible</p> <p>(b) Promote safe vehicle use within road safety campaigns and training</p> <p>(c) Plan and prepare for technological advances, such as connected and autonomous vehicles, on the Somerset road network</p>	<ul style="list-style-type: none"> <li>• Work in partnership with Highways England and other partners to deliver and widen roadside safety checks of Heavy Goods Vehicles and tyre safety checking on vehicles on Somerset roads</li> <li>• Offer advice on the safe maintenance of agricultural vehicles</li> <li>• Incorporate vehicle safety messages in road safety campaigns and training (e.g. tyre safety and pre-driving checks)</li> <li>• Continue the implementing of the 'Trucks and Child Safety' (TACS) programme to help promote safe user behaviour around large vehicles on our roads</li> <li>• Advocate for the adoption of the Construction Logistics and Cyclist Safety (CLOCS) programme for HGV operators</li> <li>• Use the Somerset multi-agency road safety forum to; horizon-scan and analyse the impact of new developments (e.g. connected and autonomous vehicles) and agree actions required of partners to manage any impact on road safety in Somerset</li> <li>• Work with local groups regarding safe agricultural vehicle use</li> </ul>	<p>Highways England, National Government, Trading Standards Parents HGV operators National Government, Motor manufacturers, Agricultural Groups</p>

## Appendix KPI Summary and 2017 Trend

In 2012, Somerset Road Safety set new targets to 2020 in five key categories

- Total number of Killed and Seriously Injured (KSI) casualties
- Vulnerable road users KSI casualties (Pedestrian, Motorcycle or Pedal Cycle casualties)
- 60+ years KSI casualties
- 16-24 years KSI casualties
- Child 0 – 15 years KSI casualties



## Appendix B: Consultation Summary

(Full consultation results are available from the Road Safety Team)

### Brief Summary of Consultation Responses

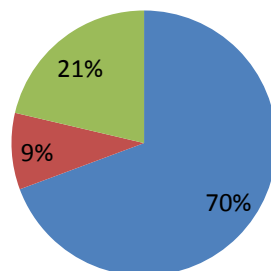
- 74 people responded to online questionnaire.
- Overall positive feedback was received.
- Most people agreed with a Safe System Approach.
- Very Strong agreement for road designer responsibility.
- Very strong agreement for road user responsibility.
- Very strong agreement for improving road user behaviour.

## 1 Areas of Support

### 1.1 Safe System Approach

**Question 1: Do you think that the Safe System is the best approach for Somerset to reduce casualties?**

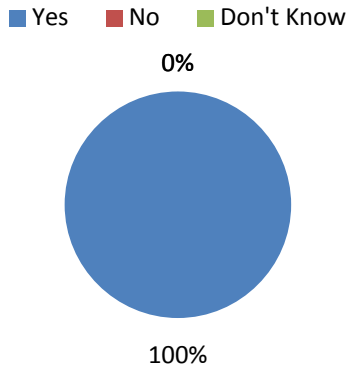
■ Yes ■ No ■ Don't Know



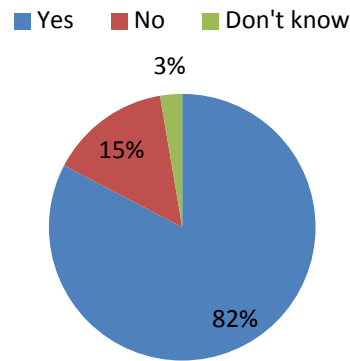
- 69% of responses thought that Safe System is the best approach for Somerset to reduce casualties.
- 22% said “don’t know”, suggesting people may be unclear about the concept.
- 9% said “No”. Reasons for “No”: Should focus on road users using Mobiles etc; too much interference from authorities already; should accept risks involved with driving; poor decisions made by too busy roads.

## 1.2 Road Designer Responsibility.

**Question 2: Do you agree that road and transport designers have a role to play in improving road safety?**



**Question 8 Do you agree with the overall need to design roads to reduce the risk of injury?**



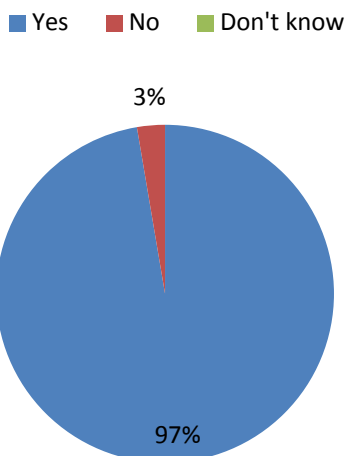
To the question regarding transport designers responsibility (Question 2 - above), 100% agreed; this was the most positive response for the whole questionnaire.

Comments included: Support for traffic calming; stop designing primarily for motor vehicles/support for cycling and walking infrastructure; support for clear signage; support for road maintenance and resurfacing.

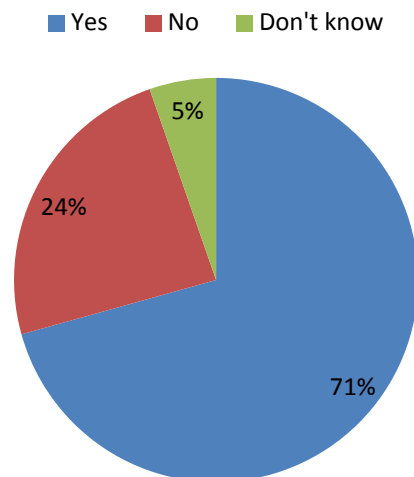
But a later question (Question 8 - above right) about the need to design roads to reduce risk of injury gave only 82% in agreement.

## 1.3 Road Driver Responsibility

**Question 3: Do you agree that you have a role to play improving road safety?**



**Question 4: Do you agree that drivers of motorised vehicles have a greater responsibility for road safety?**

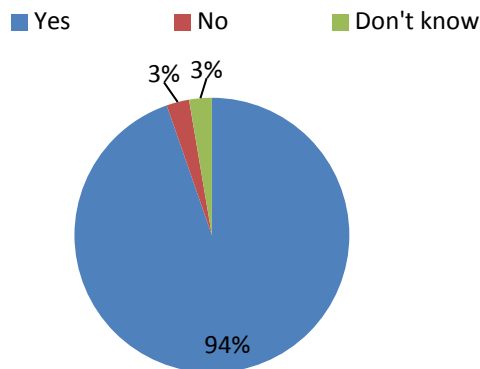


- 97% agreed they had a role to play improving road safety.
- 71% agreed drivers of motorised vehicles have a greater responsibility (least positive response).

Comments included: All road users equal; cyclists and walkers should pay more attention; no, but bigger vehicles should take extra caution; all ready too much responsibility on motorists.

## 1.4 Improving Road User Behaviour

**Question 6: Do you agree with the overall need to improve road user behaviour?**

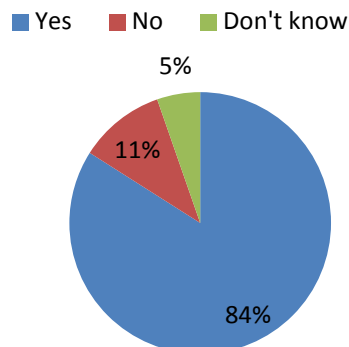


- 95% agreed with the need to improve road user behaviour.

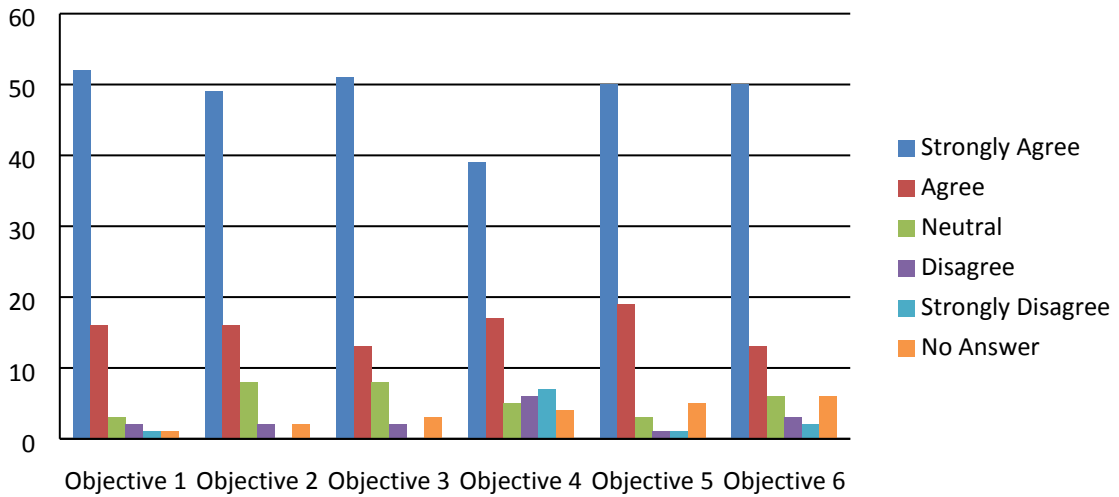
## 2 Areas of Weaker Agreement to Objectives

### 2.1 Safe Speed Objectives

**Question 10: Do you agree that there are areas of Somerset where vehicle speed causes a hazard?**



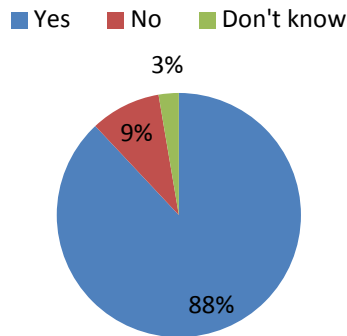
**Question 11: to what extent do you agree with the individual Safe Speeds objectives?**



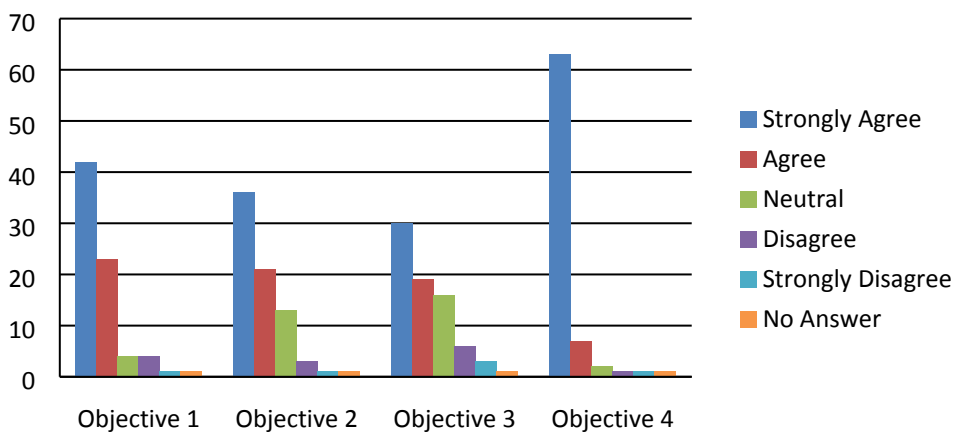
Although the overall Safe Speed objective was quite strongly supported (84%), the individual weakest agreement was for continuing to increase the use of 20mph limits and zones in areas of vulnerable road users (Objective 4 above), but still supported (74%)

**2.2 Safe Vehicles Objectives**

**Question 12 Do you agree with the overall need to improve vehicle safety?**



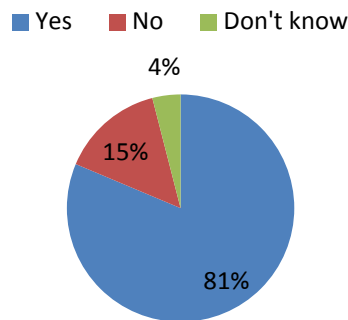
**Question 13 To what extent do you agree or disagree with Safe Vehicles objectives?**



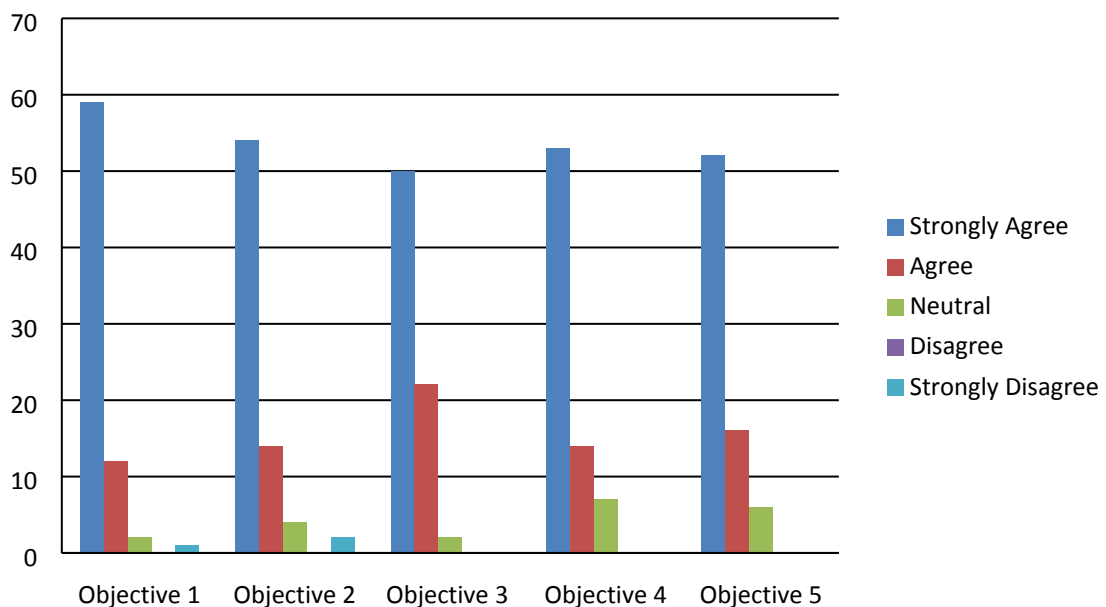
88% agreed to the overall objective to improve vehicle safety. The weakest agreement (objective 3 above) was to plan and prepare for technical advance, such as autonomous vehicles.

### 3 Summary Graphs of Remaining Responses

**Question 5: Do you agree that, particularly in residential areas, road safety is more important than quick or flexible journey routes that motorised vehicles often enjoy?**

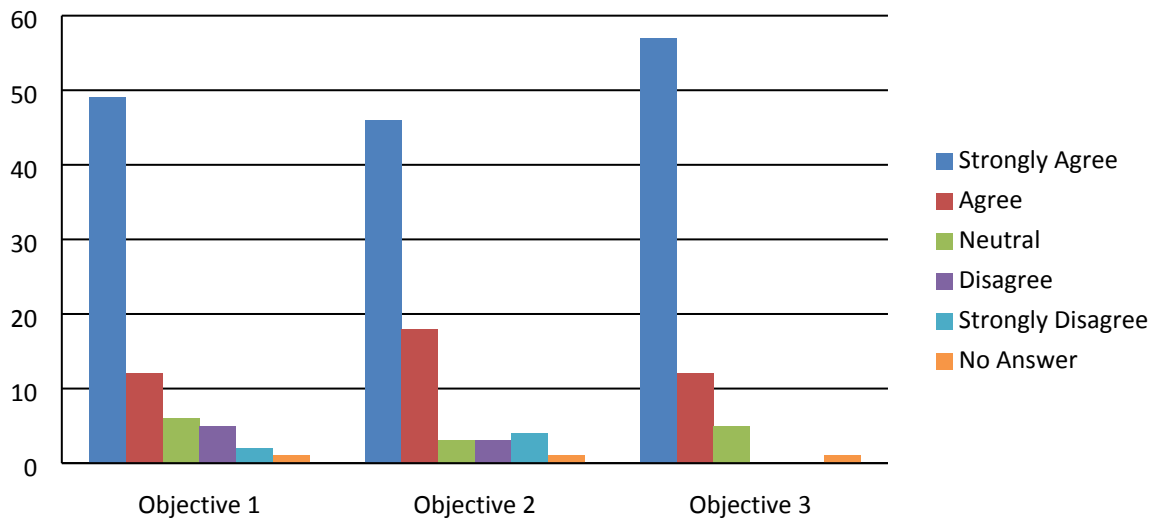


**Question 7: To what extent do you agree with the individual Safe Road Users objectives?**



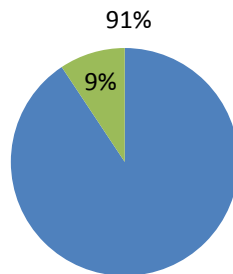


**Question 9: To what extent do you agree with the individual Safe Roads and Roadside objectives?**



**Question 14 Do you agree with the overall need to work with partners to deliver safer roads in Somerset?**

■ Yes ■ No ■ Don't know



**Question 15 To what extent do you agree or disagree with the partnership working objectives?**

