

Scrutiny for Policies & Place Committee

Road Safety Strategy (RSS)

5th September 2017

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Road Safety Service

Core team:

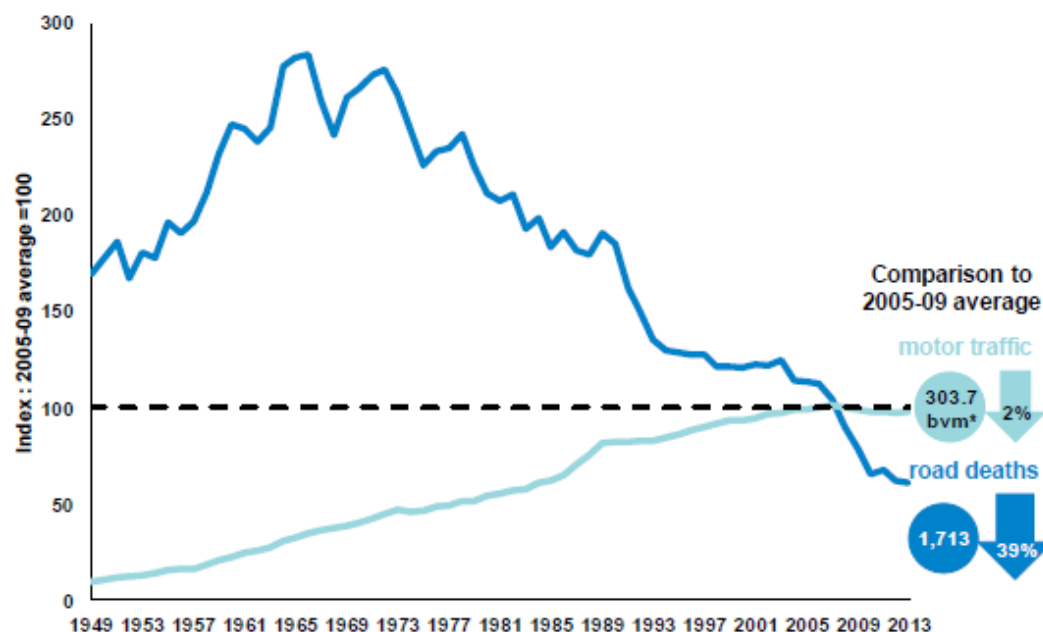
- **3 staff - Collision Investigation & Data team (plus an apprentice)**
- **7 staff - Education Training and Publicity (including overseeing School Crossing patrols)**
- **15 trainers delivering courses and Bikeability**
- **Objective – reduce injury collisions occurring on the road SCC manages, using data as recorded by Avon & Somerset Police**
- **Budget– £430,000**

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Nationally

Trends over time reported road fatalities and motor traffic, GB: 1949 to 2013¹



¹ 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

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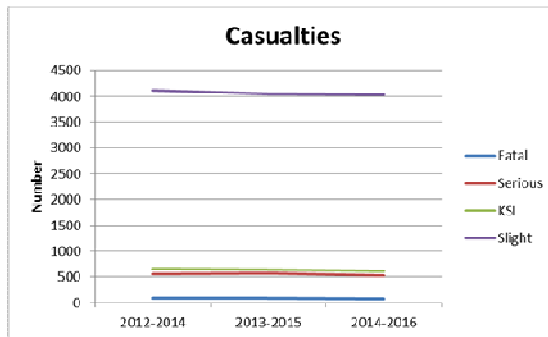
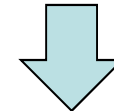


Reduced Casualties

- The data suggests a very gradual decrease in the number of KSI collisions and casualties.



- When taking into account population the data suggests a very gradual decrease in the rate of KSI collisions and casualties



Three-year rolling average
trend of Somerset Casualties
and collisions numbers
resulting from Injury Collisions
(2012-2016)

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KSI trend locally

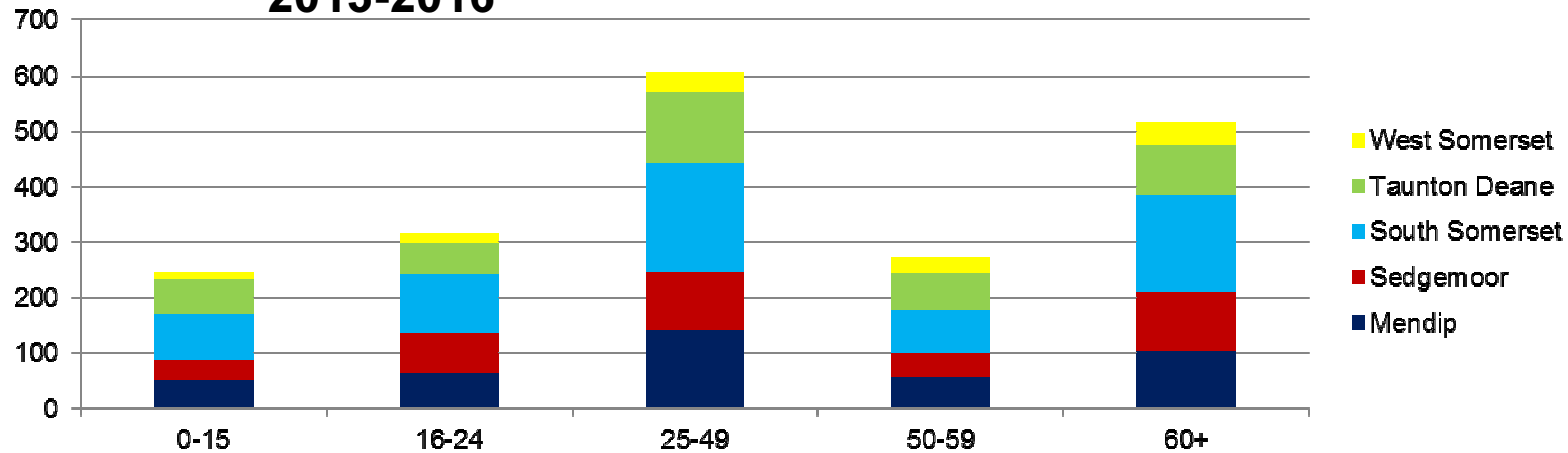
Somerset Casualties resulting from Injury Collisions (2011-2016)
(as reported by Avon & Somerset Police)

Severity	2011	2012	2013	2014	2015	2016
Fatal	27	35	28	33	22	25
Serious	197	177	190	185	188	157
Slight	1428	1317	1390	1405	1249	1365
Total	1652	1529	1608	1623	1459	1547

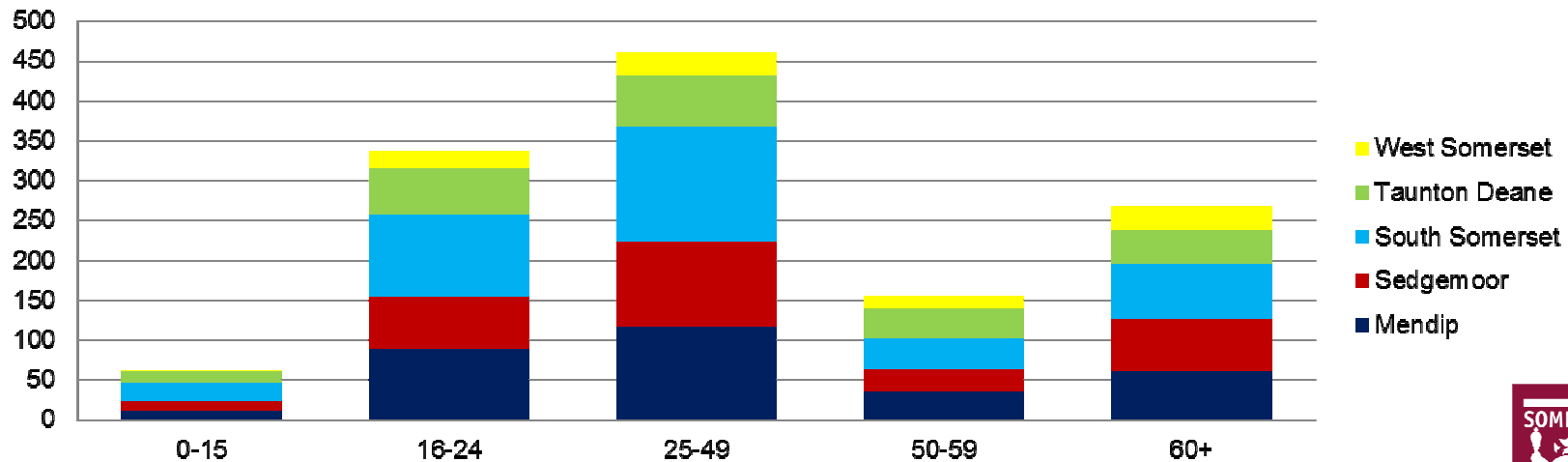
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SUS (Healthcare) Admissions Data (Road Traffic) 2013-2016



Stats 19 KSI Data (2013-2016)



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Performance against existing targets

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; and
- Child 0 – 15 years KSI casualties.

In 2016 Somerset Road Safety met all of its targets except 60+ KSI's

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Road Safety Delivery



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Instagram
Press Releases

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Road Safety Delivery



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Road Safety Delivery



Ghost Street

Too Soon to Die



Bike Safety

Up to Speed



Route 60+



Younger Drivers & Virtual Reality

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Partnerships (External)



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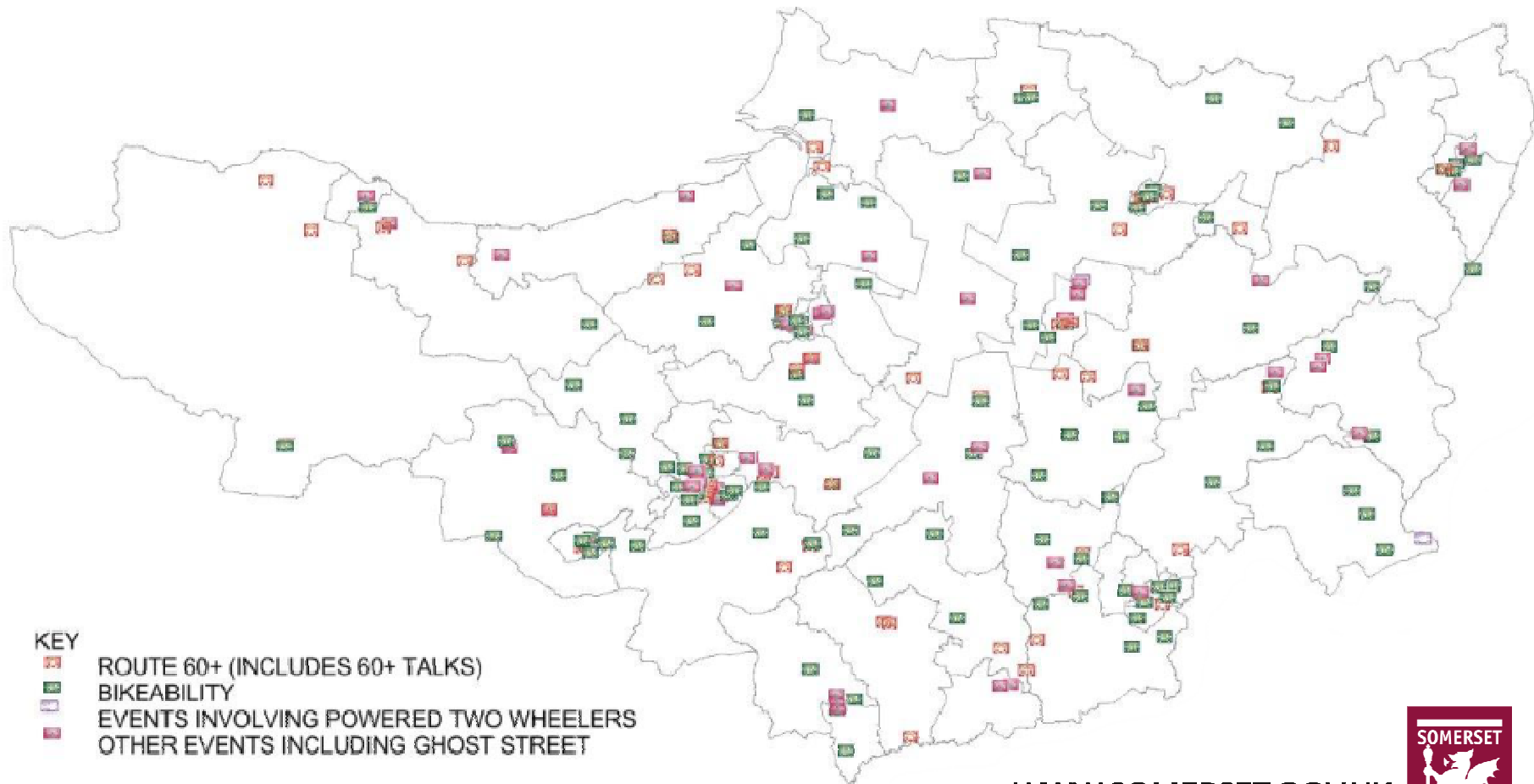


Somerset 2015 Casualties/Road Safety Education by Age Group

Somerset 2015 Casualties/Road Safety Education by Road User Type
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Somerset Road Safety Education Delivery 2016

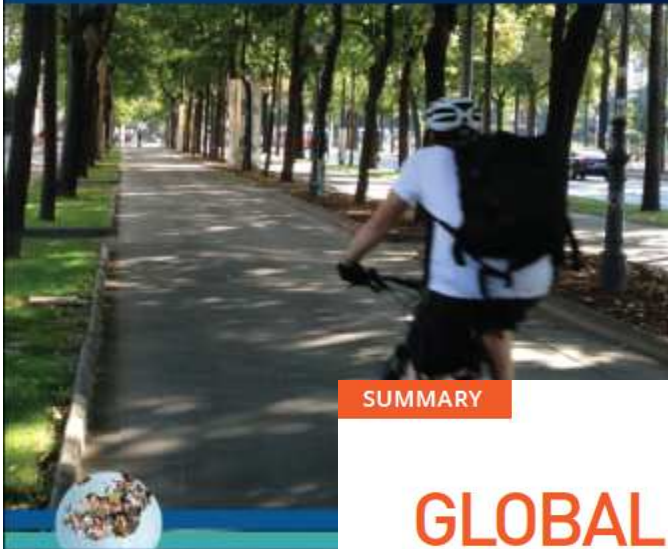


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EUROPEAN COUNTRY PROFILES AND THE GLOBAL STATUS REPORT ON ROAD SAFETY 2015



SUMMARY

GLOBAL STATUS REPORT ON ROAD SAFETY 2015



UNITED NATIONS

TRANSFORMING OUR WORLD:



THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Global Forum



Department for Transport

Working Together to Build a Safer Road System British Road Safety Statement

Moving Britain Ahead

Public Health England
Protecting and Improving



Working Active Transport
A briefing for local authorities



Somerset's Future Transport Plan 2011 - 2026

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**THE COUNTY PLAN
2016-2020**

Delivering the vision...

**ESTATE
ROADS
IN SOMERSET**

Design
Guidance
Notes



Somerset County Council
Transport Policies
Active Travel Strategy

August 2011



**BRIDGWATER, TAUNTON
& WELLINGTON**

Future Transport Strategy 2011-2026
November 2011

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Safe System

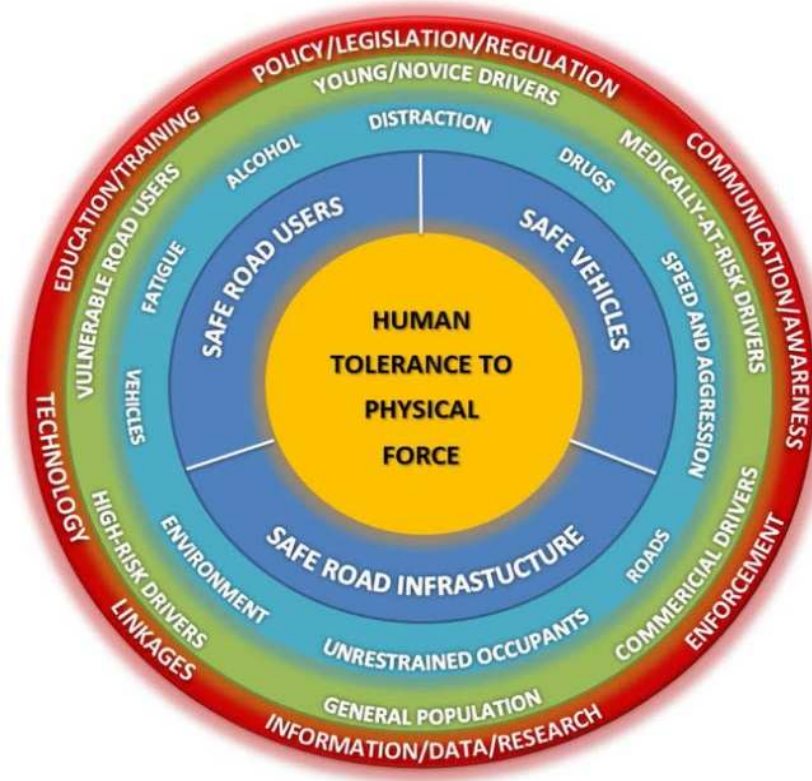
Four guiding principles of a safe system;

- People 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
- All parts of the system must be strengthened in combination to multiply their effects ensuring that road users are protected if one part fails

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Safe System



Source OECD “Zero Road Deaths and Serious Injuries
Leading a Paradigm Shift to a Safe System

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**Safe roads
and
roadsides**

**Safe
vehicles**

Safe speeds

How are we going to get there?

**Safe road
users**



**Post-crash
response**

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Emerging issues and future trends

- (1) Young drivers (16-24 year olds)
- (2) Children and young people (0-15 year olds)
- (3) Car users (all ages)
- (4) Older drivers
- (5) Motorcyclists
- (6) Rural roads (specifically A roads)
- (7) Vulnerable road users

Purpose of the strategy

- **Have a clear modern vision for road safety in Somerset via a Safer System approach (Vision Zero)**
- **Build on partnerships to improve road safety outcomes in Somerset**
- **Promote and support the adoption of evidence based road safety policy across the county including wider data sources**
- **Share road safety work and successes in Somerset and beyond**
- **Highlight and address any emerging themes and areas of concern**
- **Strengthen and focus our combined resource and capability for maximum impact on road safety, ensuring long-term sustainability of positive outcomes**

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Key Challenges

- Demographics & Traffic Growth
- Economic situation limits investment across the system
- Need for wider road safety delivery within and beyond SCC
- Encouraging active travel
- Road safety initiatives success difficult to quantify
- Public complacency (It won't happen to me/I don't need to slow down)

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Development of the Strategy

- Finalise draft Strategy and consult November 2017
- Set up Project Board – ongoing
- Develop Action and Transition Plans - ongoing

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Questions?

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