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Creating a road safety culture in GB: the role of political leadership

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Government sets ambitious national casualty reduction targets

- Targets first set in 1987
- Local authorities (LAs) accountable for their road safety performance.
- Targets were derived from national datasets from the police and hospitals.
- 1988 (LAs) statutory responsibility to "take steps to reduce and prevent accidents".

Targets set

- 1987 - road casualties reduce by one-third by the year 2000 in comparison to the average numbers for the years 1981 to 1985.

- The target was exceeded
  - fatalities reduced by 39%
  - serious injuries reduced by 45%

Targets set

- 1999 new target for 2010:
  - 40% reduction in the number of people Killed or Seriously Injured (KSI) casualties
  - 50% reduction in number of children KSI casualties
  - 10% reduction in the rate of people slightly injured per 100 million vehicle kilometres.

  (compared to the average for the years 1994 to 1998)

 - 2002 – also target to reduce the burden on the poorest (world leading!)

2011- Targets removed

- Strategic Framework for Road Safety 2011
  - Choice of indicators

 - Road Safety Statement 2015 – safe systems approach

Annual Reported Road Casualty Report (Department for Transport, 2016)

Fatalities in reported road accidents: GB, 2005-2015
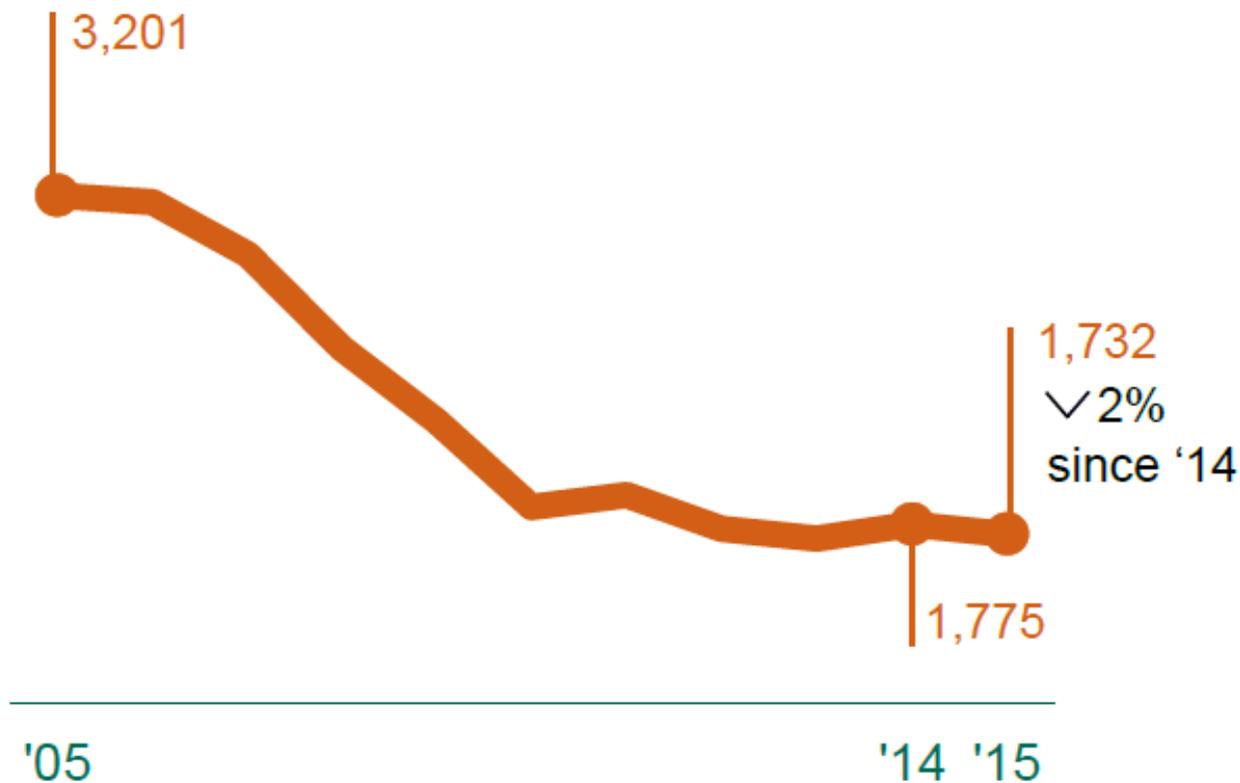
Casualty and fatality rates per billion passenger miles by road user type: GB, 2014 (Department for Transport, 2016)
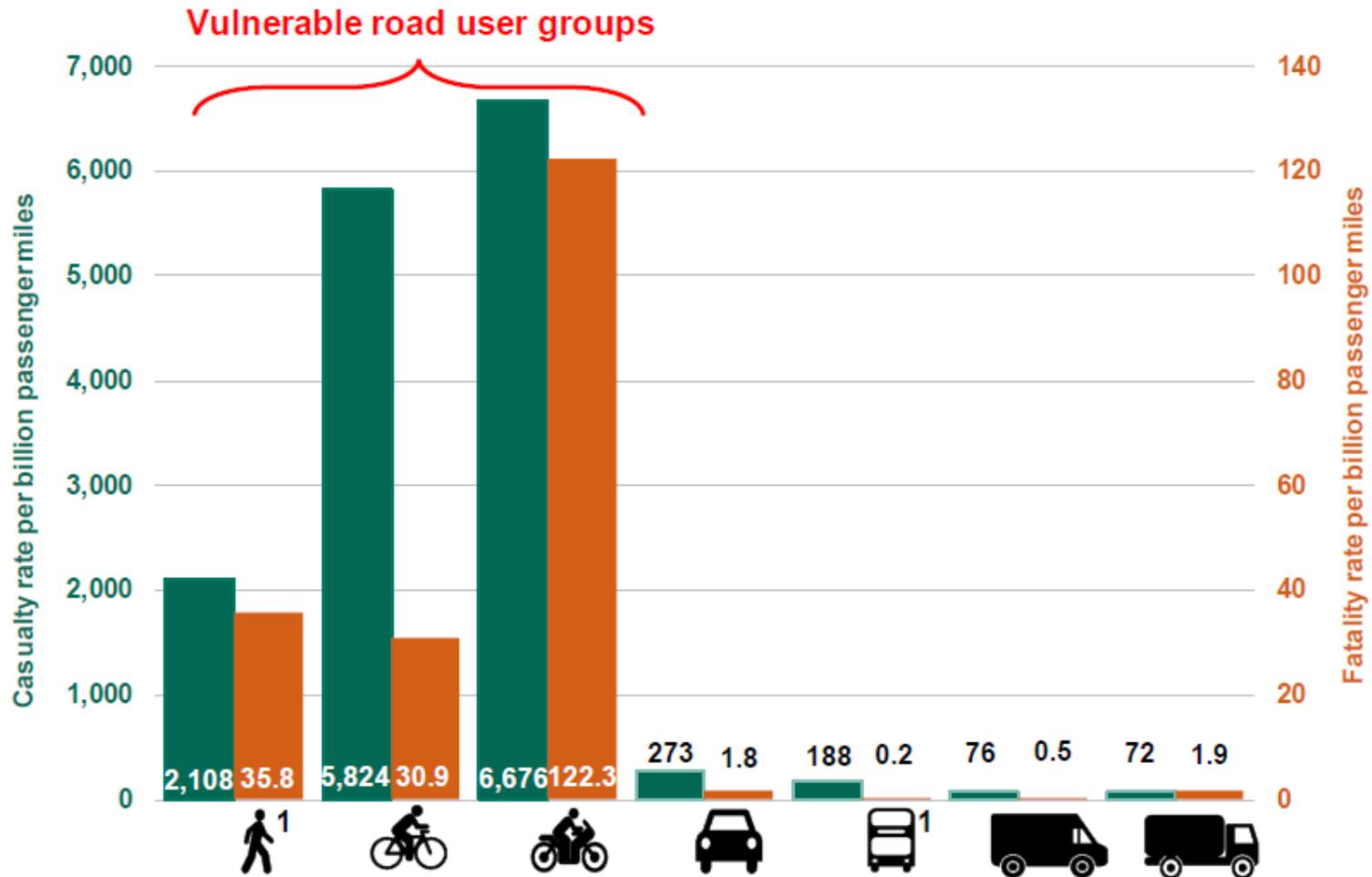
How do we compare to other good performing European countries?

- Car occupants

- vulnerable road users
  - Almost half of our deaths - a greater proportion than in Sweden, Denmark and the Netherlands (European Transport Safety Council, 2015).
- This proportion has been increasing in GB in recent years (DfT, 2015).
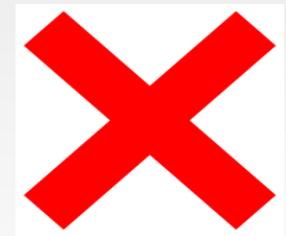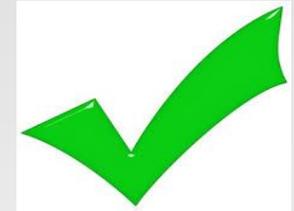
No single underlying factor that drives road casualties.

- Multiple influences:
  - distance people travel (partly affected by economics)
  - The mix of transport modes used
  - Behaviour of drivers, riders and pedestrians
  - Mix of groups of people using the road (e.g. changes in the number of newly qualified or older drivers)

How targets achieved ?

- Measuring performance against targets
- Systematic analysis of police reported casualty data (collected since 1926) and hospital admission data
- Targeting the fatal four: speed, seat belts, fatigue and impairment (alcohol/drugs/distraction)
- Engineering, education and enforcement
- Government research to identify and evaluate effective interventions
- National publicity to support local efforts

Education, enforcement and engineering