

# West Midlands Regional Road Safety Strategy



Transport for  
West Midlands



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# Foreword



**Andy Street**

Road safety affects everyone in our region and improving the safety of our roads is a key factor in making the West Midlands an attractive place to live, work and visit.

The primary objective of the West Midlands Regional Road Safety Strategy is to reduce the number of people killed or injured as a result of road traffic collisions and to make our roads safer for all road users. Although we want to eventually reduce the number of people harmed in road traffic collisions to zero, the Regional Road Safety Strategy aims to reduce the number of people Killed or Seriously Injured (KSI's) by 40% over the next decade.

Over the past 15 years, we have collectively achieved a reduction in the number of people killed or seriously injured. However recent trends indicate our region, like many others across the nation, is starting to experience an

**Andy Street**

West Midlands Mayor and  
Chair of the WMCA



**Cllr Roger Lawrence**

increase in KSI's. Every collision that results in personal injury on our roads is traumatic for everyone involved and has a negative impact on our people and our region's economy.

To support casualty reduction, we have adopted the 'Safe Systems' approach, which provides a more forgiving road system that is designed to protect people from death and serious injury.

This strategy has been developed in combination with other important transport and economic strategies such as Movement for Growth, and has been constructed so it can be updated and adapted annually to tackle the complexities associated with KSI reduction.

We have recently agreed a Memorandum of Understanding setting out how the West Midlands Combined Authority and its stakeholders intend to work together on road safety.

**Cllr Roger Lawrence**

Leader – City of Wolverhampton Council  
Portfolio Holder – Transport WMCA

It is our hope that all our partners and stakeholders, working together with our communities, businesses and individual members of the public, will join together to help deliver improvements on our roads.

Following an extensive analysis of collisions on our region's roads, the following five key target groups have been identified:

- Adult/ Child pedestrians
- Pedal cyclists
- Motorised two-wheelers
- Young drivers and their passengers
- Drivers over 26

In collaboration with road safety experts, we have taken a multi-agency approach to developing this strategy. We believe its adoption will benefit all our residents and will contribute to a vibrant and stronger regional economy.

# Message from the Police and Crime Commissioner



Road safety is a key priority for preventing crime, protecting the public and helping those in need. Road traffic collisions in the West Midlands cause loss of life, major disruption and damage to the economy. Most of these collisions are preventable.

As a former Transport and Road Safety Minister, I have made road safety one of the top priorities in my Police and Crime Plan. As Transport Minister, I was instrumental in introducing the original ban on driving while using a handheld mobile phone. I also worked closely with the Police on road safety issues and was influential in giving the Police powers to seize uninsured vehicles.

The West Midlands Combined Authority (WMCA) is playing a key role in improving transport provision in the region. Both Councils and the WMCA must cooperate urgently to get traffic light signals linked up, ensuring the roads run safer and more smoothly, bringing both safety and cost benefits.

West Midlands Police have led on cycling safety, pioneering

'close pass' road safety scheme, which has received widespread praise. West Midlands Police launched #OpClosePass two years ago in a bid to educate motorists on the dangers of overtaking too close to cyclists, making cycling a safer option for commuters.

Four years ago, I pledged to ensure that West Midlands Police support the development of the local economy and our communities. Our roads are the arteries of our economy and ensuring they are safe and secure for road users is central to social wellbeing, driving investment into the region and creating jobs. Good policing has the ability to deny our roads to criminals, keeping both traffic and the economy working. Keeping our roads safe and reducing the number of victims, not only cuts down on the devastating human cost of collisions, but is good for the economy as well. Each death on our roads is estimated to cost £2.1 million on average to the economy.

In 2016, a fatal incident on the M6 motorway forced part of the Birmingham stretch to close for almost 24 hours. Following this, I called a hearing to establish

effectiveness of multi-agency work in getting the motorway open in a safe and timely manner and the management of traffic in the vicinity of the incident site.

To prevent similar disruption and open the motorway as quickly and safely as possible, recommendations were made including a programme of exercise to handle unplanned motorway closures and ensure Highways England review several of their protocols linking to management of incidents.

Roads are a key network for the business supply chain, linking producers, markets and customers. I will continue to seek a safe, secure and efficient road network in our area, ensuring West Midlands roads are a safe place to be. Clear road safety targets are a key part of this strategy. It is welcome that since the government dropped national targets several years ago. We are bringing them back and showing leadership on this issue.

**David Jamieson**  
Police and Crime Commissioner

A handwritten signature in black ink, which appears to read 'David Jamieson'. The signature is stylized with a large, sweeping 'D' and a long horizontal line extending to the right.



# Partner Agreement

## Roles of The Key Partners

### West Midlands Combined Authority

#### Local Authorities

#### Transport for West Midlands

#### West Midlands Police

#### Police and Crime Commissioner

#### West Midlands Fire Service

#### Highways England

All partners agree to work in partnership to reduce road traffic casualties in the West Midlands, with the objective of:

- Adopting an iterative approach to evaluating the cause of personal injury collisions and develop a consistent approach to casualty reduction;
- Developing a consistent approach to the intelligence led enforcement of road traffic violations and driver awareness;
- Agreeing the West Midlands Road Safety Action Plan which is aimed at achieving casualty reduction targets; and
- Using available resources to effectively and efficiently support the Regional Road Safety Strategic Group (RRSSG).

Key decision making about how to allocate resources will be undertaken by the RRSSG. resources will be undertaken by the Road Safety Strategic Group (RSSG).



# Executive Summary

Whilst both Great Britain and the West Midlands region have seen substantial and sustained reductions in road casualties, according to the Department for Transport (DfT)<sup>1</sup>, this significant progress in casualty reduction is due to several factors, including advanced vehicle safety, enhanced road safety engineering, improved driver training, better road safety education and improvements in post-collision care, in recent times these have increased in the West Midlands.

A contributing factor is a significant increase in the numbers of motorised vehicles resulting in congestion and a significant decline in the quality of mobility and safety for all road users, particularly vulnerable road users such as pedestrians.

To address the road safety challenges, Transport for West Midlands (TfWM) a part of the West Midlands Combined Authority, in partnership with local authorities and other stakeholders has developed the Regional Road Safety Strategy (RRSS). This Strategy provides direction to address road safety for all road users across the West Midlands Metropolitan region.

In seeking to achieve safer roads, the RRSS acknowledges the government's Strategic Framework for Road Safety (2011) which emphasises decentralisation and encourages local accountability on delivery. Consequently, this Strategy is regionally driven but locally delivered.

The core theme underpinning our approach to this Strategy is that enhancing road safety requires a multidisciplinary approach to reduce and sustain casualty reduction targets. Counter measures which will be detailed in the RRSS Action Plan, will be identified through a comprehensive evaluation

process and based on the United Nation's five pillars approach. These pillars are

- Road Safety Management;
- Safer Roads and Mobility;
- Safer Vehicles;
- Safer Road Users; and
- Post-Crash Response.

Safer roads are vital to residents of the West Midlands, not only to reduce the amount of people affected by killed or seriously injured people, but to support the West Midlands as a growing region.

Improving road safety at key junctions also brings enhancements to traffic flow and improves journey times for those residents and businesses travelling within the region. Reducing congestion on our roads is a key issue that all partners are committed to tackling.

Improvements to the flow of people and goods deliver economic benefits and make the region more attractive to investment while reducing air pollution, providing a health benefits to us all.

**This Strategy encourages effective partner collaboration to achieve a 40% reduction in the number of killed and seriously injured (KSI's) over the next 10 years, based on the 2015-2017 average.**

<sup>1</sup> Strategic framework for Road Safety 2011

<https://www.gov.uk/government/publications/strategic-framework-for-road-safety>



# 1. Introduction

The RRSS sets out how we intend to reduce KSI road casualties by 40% over the next ten years based on the 2015-2017 three-year average, in the West Midlands Metropolitan region. Alongside this, there is the importance of tackling slight collisions on our roads. By adopting this Strategy, we will be taking action towards reducing the social, health and economic losses associated with such collisions.

## The Global Context

The United Nations' Global Plan for Road Safety<sup>1</sup> promotes five pillars that aim to stabilise and reduce global road traffic fatalities. These pillars are holistic and focussed; they are:

- **Pillar 1:** Road Safety Management
- **Pillar 2:** Safer Roads and Mobility
- **Pillar 3:** Safer Vehicles
- **Pillar 4:** Safer Road Users; and
- **Pillar 5:** Post Crash Response

## The National Strategy

The Department for Transport (DfT) published Working Together to Build a Safer Road System<sup>2</sup> in 2015 as part of its commitment to investing in national road safety, building on the five pillars. The Safe Systems is considered by many experts as the most appropriate approach in guiding the management of road safety.

The principles of the Safe Systems approach are;

- Human beings make mistakes that lead to road collisions;
- The human body by nature has a limited ability to sustain collision forces with known tolerance to injury thresholds; and
- It is a shared responsibility between stakeholders (road users, road managers, vehicle manufacturers, etc.) to take appropriate actions to ensure that road collisions do not lead to serious or fatal injuries.

The DfT reported<sup>3</sup> that the cost per fatal casualty in 2017 was £2.1 million. This figure was used to determine the cost of all casualties in road traffic collisions in the WMCA area for the period 2015 – 2017, which was £444 million. per year. This includes the human cost which reflects pain, grief and suffering; the direct economic costs of loss of output and the medical costs.

## The Regional Approach

Devolution and the government's decentralisation agenda now enables local authorities and the WMCA to decide on what safety measures are needed in their areas, rather than having centralised national targets.

We recognise that to achieve greater efficiency and collaboration in working towards the 40% reduction, there is a need for greater regional partnership.

This Strategy will provide an overarching framework that delivers on devolution within the West Midlands. We will establish this strategy through a multi-agency Regional Road Safety Strategic Group (RRSSG). This group reporting into the West Midlands Combined Authority Board, will work towards the implementation of road safety activities, through a Memorandum of Understanding (MoU). The MoU is a formal agreement between the partners to enable the Strategy and Action Plan to be delivered. It also includes the concurrent legal powers available to the RRSSG, the functions and services it will oversee, including the associated financial implications.

<sup>1</sup>. United Nations Global Plan for Road Safety  
[https://www.who.int/roadsafety/decade\\_of\\_action/plan/plan\\_english.pdf](https://www.who.int/roadsafety/decade_of_action/plan/plan_english.pdf)

<sup>2</sup>. Road Safety Statement: Building a safer road system

<https://www.gov.uk/government/publications/road-safety-statement-working-together-to-build-a-safer-road-system>

<sup>3</sup>. Cost of road casualties in Great Britain

<https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2017>

The RRSSG will also;

- Establish the strategic approach to all aspects of road safety in the West Midlands Combined Authority Area;
- Develop a Regional Road Safety Action Plan which addresses the road safety concerns and challenges being faced;
- Ensure that all partners adopt an outcome-based approach and develop the mechanism for reporting to the WMCA Board;
- Monitor and analyse road casualty data against the 40% KSI reduction target to ensure that the right groups are being targeted;
- Evaluate the effectiveness of activities to reduce road casualties and encourage the sharing and adoption of good practice across the West Midlands Combined Authority Area.



## Strategic Overview

**Monitoring and Evaluation:** Led by Regional Road Safety Strategic Group (RRSSG)

**Contributions from:** All key Partners

### Responsibilities:

- Establishing the strategic approach to all aspects of road safety in the West Midlands Metropolitan Area
- Ensuring that all partners adopt an outcome-based approach and hold them to account
- Accountable for the implementation of the Road Safety Action Plan
- Monitor and analyse road casualty data to ensure that the right groups are being targeted
- Evaluate the effectiveness of activities to reduce road casualties – encouraging the sharing and adoption of good practice across the West Midlands Metropolitan Area



## Local Authority Delivery

Local authorities, West Midlands Police and Fire Service together with key stakeholders are essential delivery partners for the action plans of this Strategy. Every Highway Authority in England has a Statutory Duty under Section 39 of the Road Traffic Act 1988 to promote and improve road safety by disseminating information or advice relating to the use of roads.

### The Act states that each local authority:

- Must carry out studies into collisions arising out of the use of vehicles on roads or parts of roads, within their area;

- Must, in light of such studies, take measures as appear to be appropriate to prevent such collisions; and
- In constructing new roads, must take such measures as appear to be appropriate to reduce the possibilities of such collisions when the roads come into use.

In the West Midlands the above duties are shared concurrently with the local authorities and the WMCA



# Policy and Strategy Influencers for the West Midlands

The RRSS aims to actively invest in a range of road safety measures and initiatives carried out by its local authorities, alongside acknowledging the key supporting role that our emergency services and enforcement agencies have in preventing and reducing casualties.





# Regional Road Safety Strategy

Figure 1 The following figure provides an overview of the policies and strategies which feed into this RRSS.



Figure 1 – An overview of the policies and strategies which feed into the RRSS.

\*Indicates documents still in development as of December 2018.



## 2. Background



As the region becomes more economically active and as our population grows, it is important to create safer roads. Over the last decade, progress has been made in pursuit of better road safety, however more needs to be done to address the upturn in KSIs since 2012.

### The West Midlands Road Safety Strategic Vision

Collisions on our roads have a devastating impact on the lives of individuals, friends, families and communities. This RRSS will be a crucial tool in making our roads safer by improving the transport network, delivering inclusive growth, increasing the uptake of active travel modes and in creating a healthier West Midlands.

The principle strategic outcome for road safety in our region is:

- Reducing the number of people killed and seriously injured on our roads.

In addition to the above, other objectives will include:

- A reduction in the number of vulnerable people being injured on our region's roads and addressing gaps in equalities to promote inclusive growth;
- Encouraging more people to choose active travel, reducing car usage and improving our region's air quality; and
- Making road spaces safer for all users, thereby reducing the economic costs of collisions on society.

### Challenges

To achieve the overall target and objectives of this RRSS, we acknowledge there are several challenges faced by our region, these include:

#### Resources

Across the transport sector in general there has been pressure put on resources both monetarily and in human resources. These factors will impact on the successful delivery of the overall strategy;

#### Data

There are currently several data collection gaps that will need to be addressed to improve the evidence base;

#### Insurance Breaches

The West Midlands region is currently the second largest region in the UK for the number of motorists driving without insurance. This has major implications for resources and cost to the economy; and

#### Fatal Four

The challenge of the fatal four common causes of collisions - alcohol, distractions, seatbelts and speed – still remains extremely significant and will require adopting well proven and innovative approaches, to reduce them.

## Wider considerations

- Children living in more deprived areas are more at risk of being seriously injured or killed than children living in other areas. We acknowledge that there are multiple areas of deprivation across the region.
- In the West Midlands, fewer people are choosing active modes of travel<sup>1</sup> and around 3 in every 10 people get less than 30 minutes of physical activity every week. Our street designs can discourage social contact and decrease community cohesion, particularly where traffic volumes are heavy.
- Our population is growing; the estimates for 2018<sup>2</sup> show the West Midlands has a population of 2.9 million. This is an increase of 10% since 2016, resulting in many more people travelling around our region, increasing the number of potential collisions.



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<sup>1</sup> West Midlands on the Move 2017

[www.wmca.org.uk/what-we-do/public-service-reform/west-midlands-on-the-move/](http://www.wmca.org.uk/what-we-do/public-service-reform/west-midlands-on-the-move/)

<sup>2</sup> Movement for Growth

[www.tfwm.org.uk/strategy/movement-for-growth/](http://www.tfwm.org.uk/strategy/movement-for-growth/)



# 3. The Evidence

## Regional Casualty Analysis

Road Traffic Collision data is collected by the police and sent to both the DfT and local authorities. Local authorities then send this information to TfWM for analysis, on behalf of the WMCA. The collection and processing of collision data requires close co-operation between central, regional and local government bodies and the police.

Road safety interventions are reliant on data quality to ensure the best road safety initiatives are introduced. The careful analysis of personal injury collision data has enabled the region to develop schemes focusing resources on locations, causation and other factors.

Many factors contribute to road traffic collisions, and it is becoming increasingly difficult to establish trends or patterns that can be mitigated through a single approach. Engineering alone will not enable the region to realise its casualty reduction target. Therefore, innovative ways of incorporating education, engineering, enforcement and encouragement will focus our resources in pursuit of the region's KSI reduction target.

There are other data sources available, such as Hospital Episode Statistics, Ministry of Justice data, coroners' reports and insurance company information but at present, these are not utilised.

Figure 2 below shows the concentration of collisions across the West Midlands.

<sup>1</sup> Cost of Road Traffic Collisions

<https://www.gov.uk/government/statistical-data-sets/ras60-average-value-of-preventing-road-accidents>

<sup>2, 3, 4 & 5</sup> Cost of Collisions in the West Midlands and Casualties in the West Midlands

Transport for West Midlands Data

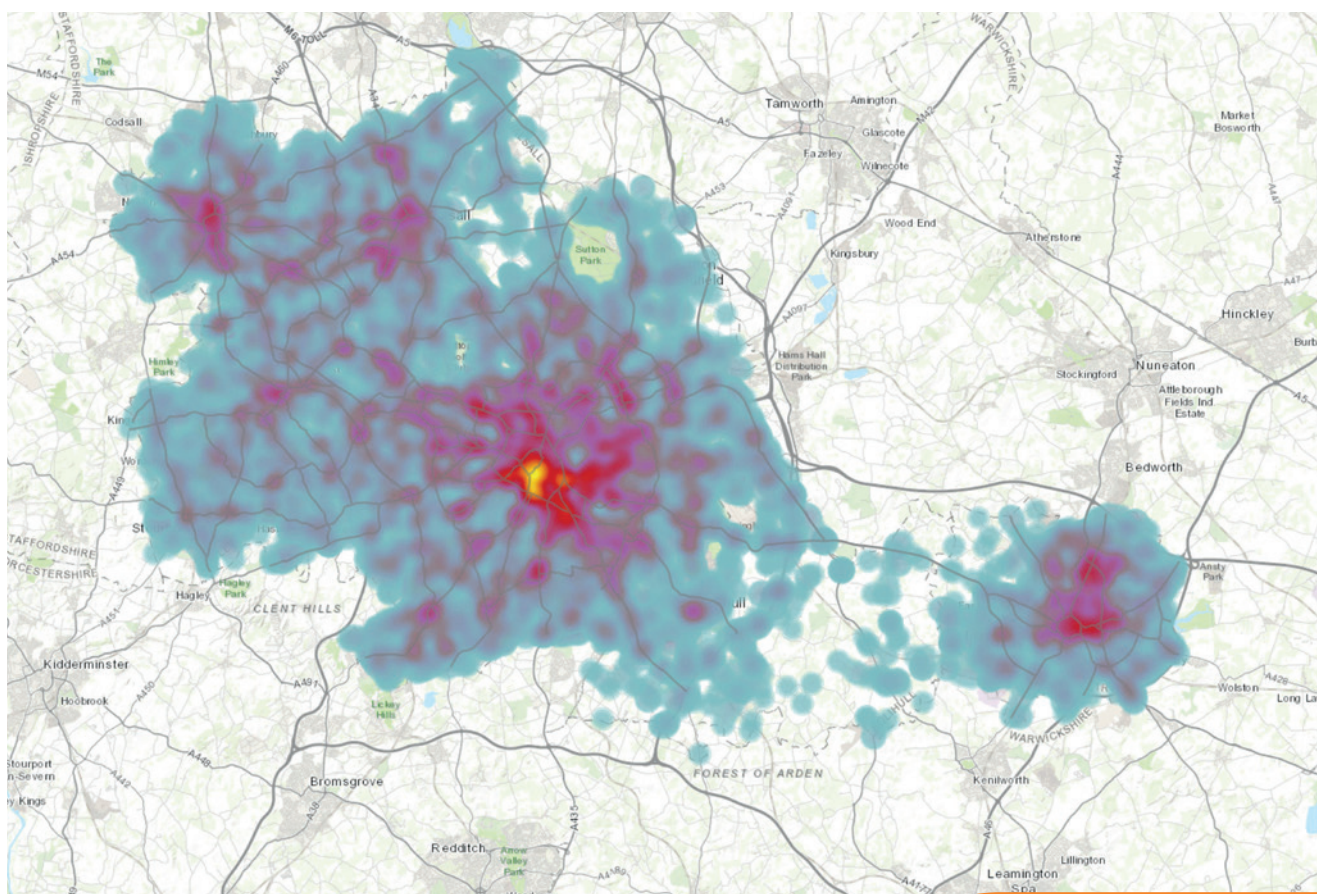


Figure 2 Concentration of collision hotspots across the West Midlands.

## Social and Economic Cost of Casualties

The United Kingdom and the West Midlands on a regional level has seen substantial and sustained reductions in the number of road traffic casualties. Advances in road safety engineering, road safety education, advanced vehicle safety and improved driver training have all contributed to casualty reduction in the region.

The devastation caused by road traffic collisions cannot be underestimated, and apart from the traumatic personal consequences; there are also wider social and economic impacts. The DfT estimates that the average economic cost of a collision in Great Britain 2017 was £90,424<sup>1</sup> for all collisions. In the last three years in the West Midlands the total cost of collisions was £2.1 million<sup>2</sup>.

In 2002, there were 1,304 KSIs<sup>3</sup> casualties in the West Midlands region. However in 2013 this figure decreased by 31% to (895) over the 11 year period<sup>4</sup>.

Although we have made progress in KSI casualty reduction regionally, since 2013 the number of people KSI has started to increase steadily and now stands at 1,057<sup>5</sup> (2017).

KSI casualties in road traffic collisions in the WMCA area, 2015-17

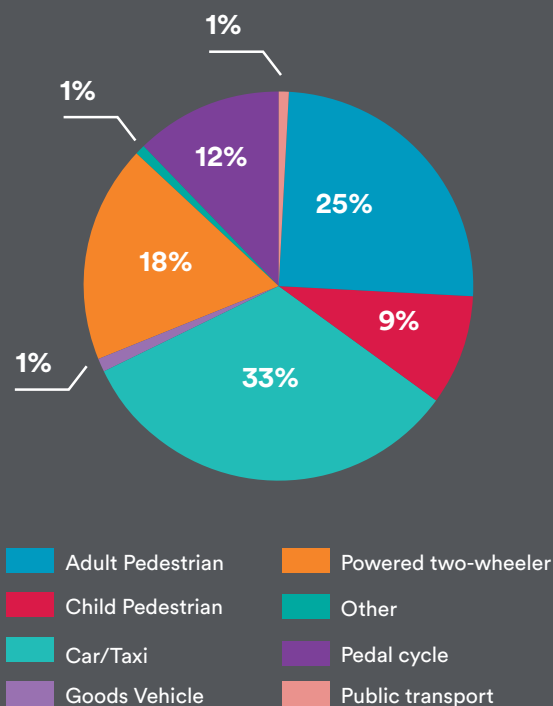
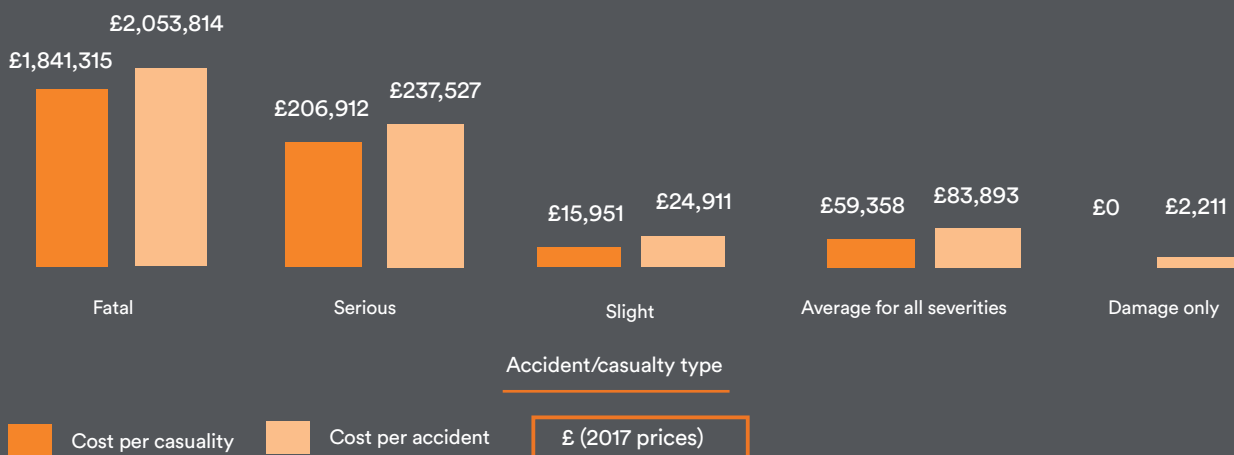


Figure 3 - KSI casualties in Road Traffic Collisions in the WMCA area, 2002 - 2017

These figures are for  
'Average value of prevention per reported casualty and per reported road accident in 2017.' – for the whole of Great Britain.



<sup>1</sup> Cost of Road Traffic Collisions

<https://www.gov.uk/government/statistical-data-sets/ras60-average-value-of-preventing-road-accidents>

<sup>2, 3, 4 & 5</sup> Cost of Collisions in the West Midlands and Casualties in the West Midlands

Transport for West Midlands Data



## What we do with the data

### Intelligence-Led Road Safety Data Insight Service

This Strategy is coordinated regionally and delivered through each local authority which is responsible for investigating road traffic collisions and defining 'at risk' road user groups.

The programmes developed by the local authorities will be driven by the evidence utilising a Safe Systems approach. We recognise that targeted approaches, that are demographic appropriate, are the most effective.

The knowledge constituent authorities have across their boundaries make them best placed to investigate roads with high collision rates. When this information is analysed, road traffic collision data is used

to produce detailed reports and make recommendations for possible solutions.

Using the above data, TfWM has developed a bespoke system to enhance the way we currently analyse collisions. The Data Insight Service Team retains and analyses the region's road collision data and provides partners with monthly updates utilising a number of different formats.

In addition, we work closely with West Midlands Police and other stakeholders to improve the data received to enable monitoring of the region's locations, causation factors and other trends which are in the greatest need for road safety intervention.



# Casualty Reduction Targets

This Strategy seeks to reduce casualties by 40% - in line with the West Midlands Movement For Growth Strategic Transport Plan, by 2028. Delivery plans by local authorities will be targeted towards these areas:

- Adult Pedestrians
- Child Pedestrians
- Pedal Cyclists
- Powered 2 Wheelers (including passengers)
- Car / Taxi (including passengers)
- Public Transport

2015 - 2017 average

Targeted Reduction by 2028

**Adult pedestrian****264****158****Child pedestrian****95****57****Pedal Cyclist****126****75****Powered 2 Wheelers**  
(including passengers)**183****110****Car/ Taxi\***  
(including passengers)**343****207****Public Transport****8****5****Total****1021****612**

All the information presented is correct as of December 2018

\* The focus within this target group will be young drivers aged 16 - 25, and everyone else 26 and over.

## Targeted Casualty Reductions

### Target Group 1: Pedestrians

Road traffic personal injury collisions are preventable. Pedestrians are especially vulnerable in the highway environment, as they are not protected from the forces of a road collision as vehicle occupants are.

The key risks to pedestrians include driver behaviour attributed to speeding and drink/drug driving. Other significant contributory factors include the lack of dedicated infrastructure for pedestrians.

### West Midlands Pedestrian Casualties

In the West Midlands between 2015 -2017 there were an average of 365 pedestrians killed or seriously injured each year. This has reduced significantly, as the 2001 - 2003 the average stood at 510.

In terms of fatal injuries, there were 183 recorded during the period 2015-2017. Adult and child pedestrians represented 40% of all fatalities with other categories such as drivers/riders showing 46% and passengers at 14%.

The data shows that males are more likely to be a pedestrian casualty than females.

The evidence shows that the weekday evening peak period represents the time of the day with the greatest risks for pedestrians, particularly during the time period 3pm - 7pm. This could be attributable to the higher number of pedestrians on the road system during this period.

Pedestrians represent 40% of all fatalities in the region.

**On average in the West Midlands there is one pedestrian killed or seriously injured on roads every day.**

## On average in 2015-2017



# 365

Pedestrians are killed or seriously injured each year which includes:

# 25

fatal

This represents 40% of all fatalities each year on average

# 215

Male KSIs

This represents 59% of all pedestrian KSI casualties 59%

# 150

Female KSIs

This represents 41% of all pedestrian KSI casualties

# 3-7

pm

40% of weekdays KSI pedestrian road traffic collisions



## Targeted Casualty Reductions

### Target Group 2: Pedal Cyclist

Many people choose to cycle for fun, fitness or to get to work, more and more miles are cycled on roads in Great Britain every year.

Addressing the safety concerns of existing and potential cyclists has been fundamental to increasing cycling throughout the region.

The West Midlands Cycling Charter<sup>1</sup> seeks to raise levels of cycling across the Metropolitan region to 5% of all trips by 2023. This represents a 400% increase in cycling journeys from the 1% baseline.

### West Midlands Pedal Cyclist Casualties

The increase in cyclist numbers in the West Midlands has seen an increase in the total number of cyclist casualties across the region.

There has been a significant increase in the number of cyclist KSI's over the past few years. The previous average from 2011 – 2014 was 103 casualties and this has risen to 126 for the period 2015 – 2017.

Similarly to pedestrian casualties, the data shows that males are more likely to be a cyclist casualty than females.

Cyclists represent 12% of all KSIs<sup>2</sup> in the region.

<sup>1</sup> West Midlands Cycling Charter  
[www.tfwm.org.uk/media/2715/cycling-charter.pdf](http://www.tfwm.org.uk/media/2715/cycling-charter.pdf)

## On average in 2015-2017



# 126

(cyclists are killed or seriously injured each year)

# 3

 fatal

This represents 5.5% of all fatalities each year on average.

# 115

 Male KSIs

This represents 91% of all cyclists KSI casualties each year on average.

# 11

 Female KSIs

This represents 9% of all cyclists KSI casualties each year on average.

# 12%

Of All KSI casualties

## Targeted Casualty Reductions

### Target Group 3: Powered 2 Wheelers (P2W) including riders and passengers

Those who use P2W are one of the most vulnerable user groups, along with pedal cyclists, horse riders and pedestrians. These groups are not protected by a vehicle body in the same way as car users. They also tend to be harder for other drivers to see on the road. Therefore, they are more susceptible to injuries as a result of collisions. Motorcyclists, in particular, have the highest collision and injury rates per mile travelled of all road user groups.<sup>1</sup>

### West Midlands Powered 2 Wheelers (P2W) including riders and passengers casualties

During the period 2015 – 2017, on average, there were 183 users of P2W killed or seriously injured on West Midlands - roads, per year.

There have not been any significant reductions in the number of users of P2Ws killed or seriously injured over the last 10 years.

The number of KSIs are higher for male users when compared to female users.

Motorcyclists represent 17.5% of all KSI's in the region. This includes 16.7% of riders and 0.8% of passengers.

<sup>1</sup> RoSPA Road Safety Research: Common Motorcycle Crash Causes  
[www.rospa.com/rospaweb/docs/advice-services/road-safety/motorcyclists/common-motorcycle-crash-causes.pdf](http://www.rospa.com/rospaweb/docs/advice-services/road-safety/motorcyclists/common-motorcycle-crash-causes.pdf)

## On average in 2015 - 2017



# 183

On average users of P2W are killed or seriously injured each year which includes:

# 10

 fatal

This represents 16.4% of all fatalities each year on average, 15.8% riders and 0.5% passengers.

# 174

 Male KSIs

This represents 95% of all P2W including riders and passengers KSI casualties each year on average.

# 9

 Female KSIs

This represents 5% of all P2W including riders and passengers KSI casualties each year on average.



## Targeted Casualty Reductions

### Target Group 4; Young Drivers (aged 16 – 25) and their passengers, cars and taxis (only)

Young drivers are less likely to agree that many behaviours are dangerous and more likely to find a range of actions acceptable. Coupled with their limited experience and attitude to risks, they may be more likely to speed, use their mobile phone, drive without an MOT or insurance drive when tired or after consuming alcohol or taking drugs<sup>1</sup>.

### West Midlands Young Drivers (aged 16 – 25) and their passengers, cars and taxis (only)

During the period 2015 – 2017, the average number of young drivers (16-25) killed or seriously injured was 39. In a report by the UK Parliamentary Advisory Council for Transport Safety (PACTS), young people were highlighted as facing a unique combination of factors that lead to a higher rate of collisions and deaths.

<sup>1</sup> Young and novice drivers – Commons library briefing  
<https://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN00517#fullreport>

## On average in 2015 - 2017



# 39

Persons killed or seriously injured, where the driver was aged between 16 – 25.

# 3

 fatal

This represents 5% of all fatalities each year on average.

# 25

 Male KSIs

This represents 65% of all Young Driver KSI casualties each year on average.

# 14

 Female KSIs

This represents 35% of all Young Driver KSI casualties each year on average.

# 14

Were car drivers

# 15

Were pedestrians

## Targeted Casualty Reductions

### Target Group 5: Drivers Aged 26 and over

Driving is the dominant mode of transport for the majority of people in the West Midlands region.

In collisions where the driver was over 26 years old, during the period 2015-2017 there were a total of 1,690 KSIs. This represents 562 drivers, passengers of any age 344, and pedestrians of any age 784.

This target group consists of a large number of group of road users and local authorities will need to gain a further understanding of the demographics and sub groups within this age category.

### West Midlands Drivers over 26 Casualties

During 2015 to 2017 there were 562 persons killed or seriously injured, where the driver was aged 26 or over. A higher proportion of these collisions involve male, 63% male and 37% female.

## On average in 2015-2017



# 187

Persons killed or seriously injured, where the driver was aged 26 or over.

# 13

 fatal

This represents 21% of all fatalities (drivers only) each year on average.

# 118

 Male KSIs

This represents 63% of all Drivers over 26 KSI casualties each year on average.

# 69

 Female KSIs

This represents 37% of all Drivers over 26 KSI casualties each year on average.



## 4. Our Approach to Casualty Reduction



Our collaborative approach to road safety is based on evidence and working with our partners to achieve the vision.

Based on our analysis of road safety data and the challenges we face as a region, we have a good understanding of the patterns and trends of collisions and casualties. This has been used to inform a number of road safety measures and initiatives which are now in place. Managing traffic in a safe and effective way through traffic legislation coupled with education, training, publicity and road investment is fundamental to our shared casualty reduction target. Processes are in place to evaluate fatal or serious collisions to assess the causation factors which contributed to the collision. If necessary, local highway authorities implement a wide range of measures to make changes.

### Partnerships

#### National and Regional Partners

Road Safety covers multiple policy areas including transport, public health, education, housing, planning and the emergency services.

Therefore, alongside TfWM, a number of other national and regional partners have developed policies and practices to positively influence road safety. These partners are essential to the overall success of our shared vision and will play an active roles in the RRSSG.

#### Department for Transport

The DfT published its road safety statement; Working Together to Build a Safer Road System, which sets out the governments national vision for road safety in Britain. The policy recognises that safer roads and safer road users save lives whilst reducing pressure on the NHS and emergency services. It encourages everyone to make safer choices whilst recognising the challenges in the current economic climate. The statement also adopts the Safe Systems approach – where human life and health should be paramount when designing the road network.

# West Midlands Police and Crime Plan

West Midlands Police are a key partner to local authorities, supporting their work of a 40% reduction in casualties. The West Midlands Police Road Harm Reduction Team are a specialist team who use a range of interventions, techniques and tools aligned to the United Nations' five pillars to deliver road safety.

## Safe Roads

Clear identification of high harm routes

## Safe Vehicles

Utilisation of appropriate technology to help reduce the numbers of KSI collisions.

## Post Crash Response

Ensure post-crash investigation is supported by high visibility activity in the area of the collision to assist with community reassurance and open new investigative opportunities.

## Safe Speeds

Use of intelligence led enforcement and public engagement to improve awareness and compliance with posted speed limits.

## Safe Road Users

Work with partners as part of a safe system approach to protect the most vulnerable who use the road network.

## The work is on 10 key areas

1. Speeding
2. Mobile Device (Enforcement)
3. Drink/Drug Driving
4. Seat Belt
5. No insurance
6. Vulnerable road users
7. Powered Two Wheelers
8. Collaborative support
9. Integrated Offender Management
10. Technology and Innovation



# West Midlands Fire Service

West Midlands Fire Service (WMFS) aims to make the West Midlands safer, stronger and healthier. This is achieved through three imperative strands: Prevent, Protect and Response. Their priorities include reducing serious traffic collisions; helping people lead safer, healthier lives; helping businesses to thrive; and ensuring quick, safe and effective response to emergencies.

Within the WMFS lies the Road Casualty Reduction Team (RCRT), a specialist team working in collaboration with partners. It supports WMFS' operational staff in each of their 38 Fire Stations to deliver targeted local interventions and national campaigns to vulnerable road users including drivers, pedestrians, cyclists and bikers. This will continue to be a useful service supporting this RRSS.

The WMFS' plan is a three year rolling strategy which sets out their priorities and objectives. These include a reduction in serious road traffic collisions, helping the community have safer, healthier lives and making sure they tackle emergencies efficiently, effectively and safely. The RCRT recognises and implements road safety best practice at all levels (local, regional

& international). The organisation has over 1000 operational firefighters covering all 7 local authorities within the WMCA area. This provides a great advantage in terms of resource as the RCRT is able to centrally co-ordinate road safety prevention activity whilst utilising operational staff to deliver key road safety interventions.

The RCRT has developed an award winning immersive educational package, Every Choice Counts, which uses digital media and state of the art technology to convey road safety messages to target the demographic of young drivers, aged 16-24. The package incorporates behavioural change techniques and has a robust evaluation system. It will provide an important part of the intervention package supporting initiatives for the young drivers target group. Other initiatives by WMFS involve work in partnership with the Central Motorway Policing Group, delivering other effective interventions such as Biker Down with WMFS operational crews supporting in the educational role.



# Highways England



The National Incident and Casualty Reduction Plan focuses on Highways England's customers (road users) and sets out how they ensure that no one should be harmed whilst travelling or working on the Strategic Road Network (SRN). The SRN is made up of the motorways and major trunk roads in England, which Highways England manages.

The plan details their approach to road safety and how they work to achieve their strategic outcomes. It also sets out their road safety delivery model, and the key roles and responsibilities across the organisation and how they intend to implement a Safe Systems.

As a strategic partner to enabling the success of this RRSS, Highways England brings a wealth of experience through national campaigns, engineering measures as well as best practice, particularly relating to road worker safety. Across the WMCA area we want to utilise this experience to enable the delivery of measures to reach the overall target within this Strategy.

Highways England's Delivery Plan commitment is that they must work 'towards the goal of bringing the number of people killed or injured on the SRN as close as possible to zero by 2040'.

There are some key common areas that both Highways England and local authorities supporting this Strategy can work collaboratively on for the benefit of overall reduction in road casualties.

Utilising the Safe Systems approach, these areas could include:

- Safer motorcycling;
- Safer towing;
- Commercial vehicle safety and compliance;
- Smart Motorway driving; and
- Young and older drivers.



## 5. How we can achieve a reduction in Casualties

A wide range of innovative approaches of incorporating education, enforcement, encouragement and engineering will focus our regions resources in pursuit of the region's KSI reduction targets and delivering on safer roads and environments.



The importance of implementation monitoring, to ensure schemes are effective will form a key part of our Action Plan. Careful monitoring enables Local Highway Authorities to understand how pedestrians, cyclists, drivers and other road-user groups use our road infrastructure. Transport modelling, research and the transformation of collision data into intelligence enables us to identify where road investment is prioritised; and focused on satisfying local and strategic ambitions.

A number of region wide initiatives are now presented under the five pillars of the United Nations (UN) Global Plan for Road Safety. These initiatives will also help inform the Regional Road Safety Action Plan.

“

Ensuring safe and expeditious movement of traffic, including pedestrians and cyclists, in the WMCA Area

”

## Pillar 1: Road Safety Management

- Adopting an agreed Memorandum of Understanding
- Establishing the Regional Road Safety Strategic Group
- Develop the Regional Road Safety Action Plan
- Supporting the introduction of the Regional Transport Coordination Centre, for improved visibility of incidents and collision on the network.

## Pillar 2: Safer Roads and Mobility

Capital investment into our roads seek to address road safety concerns, enhance network resilience, support development and regeneration whilst tackling traffic congestion. The RRSS Action Plan will focus on improvements to meet the target utilising a wide range of measures. A key priority measure for all partners will be the delivery of speed management initiatives and developing forgiving road sides, for example the use of passive safety systems.

## Pillar 3: Safer Vehicles

- Continue partnership working and collaboration with our regions local car manufacturing industry
- Working with central government on safer car design
- Working with the freight industry
- Development of Connected and Autonomous Vehicles Enforcement activity by West Midlands Police and key partners to ensure

road traffic act compliance

## Pillar 4: Safer Road Users

Encouraging safer behaviour will significantly improve the safer movement of all road users on the region's roads. Focusing on Education Training Publicity (ETP) campaigns backed with evidence based enforcement. We recognise that this will be a priority area for regional activity.

## Pillar 5: Post Crash Response

West Midlands Police's Post Crash Response provides a dedicated investigation team for all fatal and life changing road traffic collisions. This includes a bespoke Family Liaison Team support officer for bereaved families throughout the investigation process. The statistical data obtained informs Road Safety Response teams of wider West Midlands Police Roads Policing resources and, where appropriate, is shared with partner agencies to reduce road casualties.

## Education

- Targeted educational programmes such as cycle and pedestrian safety training
- Education and training programmes that draw upon behavioural change expertise.
- Optimal collaboration and co-ordination of evidence-led education initiatives by all partner organisations, including local authorities, West Midlands Fire Service, Public Health England and West Midlands Police.

## Encouragement

- Enhance links with schools to develop their travel plans and optimise their accountability and ownership in tackling school related safety matters.
- Enhance links with local businesses through the Driving for better business initiative, to optimise the benefits of work related road safety.
- Encourage road safety community engagement, through resident associations and elected members.

## Engineering

- Integrate innovation and technology into engineering schemes, including digital speed enforcement.
- Optimal data analysis to understand what groups are most at risk and also how socio-demographic and lifestyle factors contribute.
- Pre and Post monitoring and evaluation of road safety interventions to establish which activities produce the greatest benefits.
- Intertwine road safety audit policy into all new projects to minimise the likelihood of new road safety risks inadvertently arising from the building of new roads or highway improvements.
- Optimise best practice in both engineering and road safety education measures across all partner organisations to maintain and enhance the targeting of resources.

## Enforcement

- Collaborate with West Midlands Police and West Midlands Police and Crime Commissioner to enhance enforcement against motorists who deliberately chose to drive dangerously on all road types.
- Utilise digital speed enforcement to optimise speed compliance
- Develop the Road Safety Strategic Group aimed at developing effective target-orientated collaborations to achieve agreed regional casualty reduction targets.





## Looking to the future

The Government has committed to investing in Controlled and Autonomous Vehicle (CAV) research and development, having recognised the expected commercial and technological expansion of the CAV sector. TfWM plan to capitalise on this growth and establish the region as an internationally-recognised centre for CAV development.

Midlands Future Mobility marks a critical step towards realising truly autonomous vehicles and securing the region as central to the sector. It releases £25.3 million of cross-sector funding. This collaborative project will build a test environment for connected and autonomous vehicles in the West Midlands. The testbed will stretch across 80 kilometres of public

road in Birmingham, Coventry, Solihull and North Warwickshire, enabling managed interaction between CAVs and other road users. The project will act as a centre piece and catalyst for further Connected and Autonomous Vehicle innovation. Existing TfWM projects include UK Autodrive, which saw the UK's first open road trial of CAVs in Coventry during November 2017, and UK CITE. According to research, Connected and Autonomous Vehicles could save over 2,500 lives and prevent more than 25,000 serious accidents in the UK, this is thought to be by 2030. In addition to this the technology will improve safety and reduce emissions of CO<sub>2</sub>, particulates and noise, both resulting in a wide range of health benefits.



**This Strategy encourages effective partner collaboration to achieve a 40% reduction in the number of killed and seriously injured (KSI's) over the next 10 years, based on the 2015-2017 average.**

## Partners



Walsall Council



Sandwell  
Metropolitan Borough Council

CITY OF  
WOLVERHAMPTON  
COUNCIL



west midlands  
police and crime  
commissioner



WEST MIDLANDS FIRE SERVICE



Transport for  
**West Midlands**

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