Transport for
West Midlands

Regional Road
Safety Action Plan
2024-2030

Purpose of the Regional Road Safety Action Plan 2024-2030

In September 2023, the Regional Road Safety Partnership launched the Refreshed Regional Road Safety Strategy 2023-2030. The aim of the Refreshed Strategy is to set a challenging but realistic casualty reduction target of a 50% reduction in the number of people killed and seriously injured on our roads by 2030.

To achieve this significant reduction in road harm, a plan is required that clearly sets out the actions required, roles and responsibilities and timeframes for delivery by which performance can be monitored.

The plan also needs to align with the delivery of a systematic approach to improving road safety (Safe System), that demands the use of a robust evidence-base, collective and collaborative working, innovation and acknowledgement that road users make mistakes.

This is the Regional Road Safety Action Plan 2024-2030 (RRSAP).

Objectives of the Regional Road Safety Action Plan 2024-2030

The objectives of the RRSAP are:
- Ensure that all actions are evidence-based and focus on the implementation of a systematic approach to improving road safety;
- That the actions meet existing challenges as well as emerging themes;
- That the actions contained within RRSAP recognise both local and regional priorities and activities, ensuring that all interventions are working collectively towards the long-term mission, casualty reduction target and safety performance indicators;
- Provide clarity on roles and responsibilities and timeframes for delivery;
- Provide a clear framework for monitoring performance.

Vision Zero

Vision Zero is an overarching strategic goal that aims to eliminate road harm. The concept is based on an underlying principle that "it can never be ethically acceptable that people are killed or seriously injured when moving within the road transport system"[1].

Sustainable and long-term actions are required that accepts the validity of Vision Zero and works towards the goal of the Local Transport Plan to create a safe and efficient transport network.

Safe System

A Safe System recognises that regardless of the interventions used to prevent road collisions, road users will continue to make mistakes. It also acknowledges that the human body has a limit to which it can absorb the forces experienced when involved in a road collision[2]. This principle applies to all road users, whether vehicle occupant, motorcyclist, pedal cyclist, pedestrian, e-mobility user or other modes.

A Safe System provides resilience; meaning that if one part of the system fails, other components of the Safe System have the potential to accommodate the failure to retain a level of safety that does not result in death and serious injury.

There are five essential components of a Safe System, as shown in Figure 1. While these appear to be individual components, it is important that all components work collaboratively towards a common objective/goal.
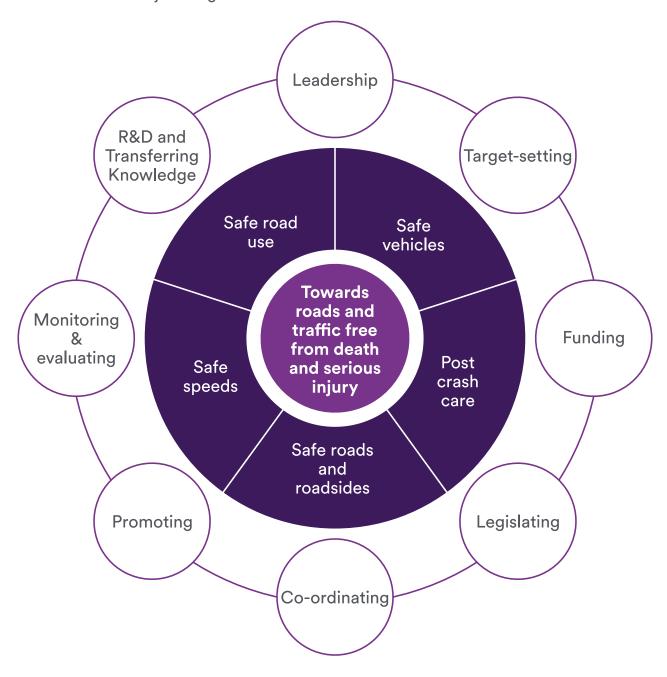

Figure 1: Safe System Diagram[3]

Safe System Continued

Innovation

The Safe System encourages innovation. Innovation can be seen as a process of exploration, error, trial, failure and success. The implementation of a Safe System can be seen as a journey with different individual paths that may have different starting points but ultimately seek to arrive at the destination of eliminating road harm[4].

The region has and continues to benefit from proof-of-concept initiatives and learning generated from new ways of delivering. These include the use of speed telematics data to enhance strategic enforcement, case study reviews on improving urban road safety and the application of AI technology to assess risk exposure to vulnerable road users.

It should be noted that while the RRSAP outlines a series of specific activities aimed at delivering the 2030 casualty reduction target, the Regional Road Safety Partnership will continue to foster and embrace further innovation where road safety benefits can be maximised.

In addition, modifications may be made to some actions (subject to agreement with the Road Safety Partnership) where evaluation of their effectiveness suggests that a different approach can provide enhanced benefits to the improvement of road safety. This ensures a continuous focus on evidence.

Collective and Collaborative Delivery

The Mayor of the West Midlands has concurrent powers with constituent authorities for road safety on the Key Route Network (KRN) under Section 39 (2) and (3) of the Road Traffic Act 1988 by virtue of Part 2 of the West Midlands Combined Authority (Functions and Amendment) Order 2017, for purposes of promoting road safety. These powers apply to the West Midlands Combined Authority (WMCA) area.

The formal Regional Road Safety Partnership consists of:
- Transport for West Midlands;
- West Midlands Police;
- The Office of the Police and Crime Commissioner;
- Seven Constituent Local Highway Authorities;
- West Midlands Fire and Rescue Service;
- Transport for West Midlands Transport Skills Academy
- Public health - Department of Health and Social Care;
- National Highways;
- Motor Insurers' Bureau;
- Royal Society for the Prevention of Accidents;
- Road Safety Foundation; and
- RoadPeace.

The roles and responsibilities of the Partnership organisations towards the road safety effort are formalised in a Terms of Reference with sub-groups for:
- Enforcement;
- Funding and Investment; and
- Data Insights.

All members of the Regional Road Safety Partnership have committed to working collaboratively to provide strategic guidance and advice to support the delivery of the Refreshed Regional Road Safety Strategy 2023-2030 and the RRSAP. Local authorities also have their own road safety strategies to ensure an appropriate level of effort towards local issues.

The Regional Road Safety Partnership also works with community-based groups, such as Better Streets for Birmingham and those involved in the Community Speedwatch programme, to address road harm at a local level and where contributions can support the regional approach.

The Regional Road Safety Partnership makes up the structure for managing the improvement of road safety across the WMCA area. This includes specific functions, such as:

- Leadership;
- Target setting;
- Promotion to senior leaders and politicians;
- Identifying and securing sustainable delivery funding;
- Collating and assessing a broad range of data; and
- Monitoring and evaluation.

Road Users

In a Safe System it is imperative that all road users acknowledge their role in making the region's road network safe. As such, the collaborative approach to identifying, developing, implementing and evaluating interventions extends directly to the road users too. All stakeholders, including road users must work collectively in establishing a relationship of shared responsibility. Positive road user behaviours and high levels of compliance are essential in addressing risk levels that result in death and serious injury.

Public Consultation

As part of the development of the RRSAP, a public consultation exercise was undertaken (February 19th 2024 – 10th May 2024). This included:

- Online and hard copy surveys;
- Webinars;
- Targeted focus group;
- Organisational discussions;
- Letter drops;
- On-street social research;
- Social media adverts.

The consultation outlined the five components of the Safe System and examples of the types of actions that could be implemented to improve road safety on our roads.

Overall, 2,752 responses were received from members of the public and 13 from organisations. In addition, there were 1,812 comments made through the social media adverts. While these responses are incredibly valuable in the development of the RRSAP, these figures only represent a small proportion of the overall population of the WMCA area. However, the Regional Road Safety Partnership is grateful to everyone that responded to this consultation and will use the results to inform the way forward. We will also ensure that the public are continually updated on progress.

The type of actions seen as important by respondents (where at least 70% of respondents stated that they 'Strongly Agreed' or 'Agreed' with an action type) were:

Action Type	% Strongly Agree/Agree
Removing unsafe vehicles from roads	91
Deterring dangerous and anti-social driving	91
Improving the road environment for all road users	82
Improving occupational road risk	82
Making enhancements to existing roads	78
Broadening the delivery of cyclist training for children and adults	77
Increasing the use of rehabilitation training for offenders	77
Enhancing the accredited training for those using motorcycles	77
Collecting data to identify actions relating to safe roads and roadside	75
Enhancing post-collision education and behaviour change campaigns	73
Signposting to post-collision support services	73
Increasing evidence-based education and behaviour change campaigns	72
Annual reviews of speed limit compliance	72
Expanding enforcement	70

All responses have been considered by the Regional Road Safety Partnership in the development of the RRSAP.

Measuring Performance

Road deaths and serious injuries are not just unfortunate collisions. They are predictable, preventable, and unacceptable. Evidence shows that setting a road safety target is an effective way to reduce the number of people killed and seriously injured in traffic crashes[5].

Pioneering cities, regions and countries are setting ambitious and challenging targets that are well researched and evidence based. This is vital in a Safe System.

The target for the Refreshed Regional Road Safety Strategy 2023-2030 is:

An overall 50% reduction in the number of killed and serious injured casualties by 2030 compared with baseline average figures for 2015-2017 (1,048).

Performance against this target will be measured using an overall 3-year rolling average of the killed and seriously injured casualty data. This method reflects a more accurate picture of the real change in road safety performance and ensures that small year on year numerical changes that are not statistically significant do not provide a false impression of success.

To provide a broader understanding of road safety improvement across the region, the following safety performance indicators will be monitored throughout the timeframe of the strategy:
- Variance in fatal and serious incidents by strategy road user group;
- Variance in fatal and serious casualties by strategy road user group;
- Variance in the casualty rate per billion vehicle miles travelled; and
- Variances in societal cost of KSIs in the region.

Monitoring Progress Against the Regional Road Safety Action Plan 2024-2030

The Lead/ Collaborative Partners defined in the RRSAP will be accountable for the delivery of each relevant action within the specified timeframe. This will include identifying funding sources and providing guidance and advice to other stakeholders.

It should be noted that where the required funding cannot be secured to support delivery, this is likely to limit the Regional Road Safety Partnership's ability to deliver the related actions. Progress on the delivery of these actions will be monitored quarterly at the Regional Road Safety Strategic Group meetings.

To reiterate, it should be noted that while the RRSAP outlines a series of specific activities aimed at delivering the 2030 casualty reduction target, the Regional Road Safety Partnership will continue to foster and embrace further innovation where road safety benefits can be maximised. These will be agreed, alongside an appropriate monitoring and evaluation methodology, at the Strategic Group.

Reporting of Performance

Quarterly monitoring of the RRSAP, casualty reduction target and safety performance indicators will take place at the Strategic Group level. This will be informed by the use of at least quantitative and qualitative data, evaluation of targeted initiatives, external technical support (where required) and engagement with road users.

An annual progress report focussing on performance against the RRSAP, casualty reduction target and safety performance indicators will be produced at the Strategic Group level, with the support of the Officers Group.

Regional Road Safety Action Plan 2024-2030

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
1	Work towards a new multi-year Operational Agreement for Average Speed Enforcement.	Increase enforcement, maximise road safety benefits and ensure sustainability.	Operational Costs	X			X		April 2025	WMP, OPCC, LAs, TfWM
2	Coordinate a consolidated annual reviews of speed limit compliance at location where enforcement is undertaken.	To support understanding of the effectiveness of speed enforcement activities. To inform enhancements of the scheme and the potential for new or relocated routes.	Operational Costs, Revenue	X			X		Annually from April 2025	WMP, TfWM, LAs
3	Formulate a Regional Speed Management Policy.	Providing regional guidance to local authorities on setting and enforcing safe and credible speed limits that take account of road function to complement Manual for Streets. Foster a shared responsibility for the improvement of road safety across communities through activities such as Community Speedwatch.	Operational Costs, Revenue, Capital	X		X	X		December 2025	TfWM, WMP, OPCC

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
4	Continue to deliver Operation Tutelage and Operation Scalis targeting uninsured driving, the use of unroadworthy vehicles and car cruising and street racing.	A multi-agency scheme to increase compliance with vehicle insurance rules through the warning letter scheme and removing unsafe and uninsured vehicles from the road network to improve road safety.	Operational Costs		X	X			December 2024 (ongoing)	WMP, MIB, WMFS
5	Continue to provide for third party reporting through Nextbase to identify dangerous and anti-social road user behaviour.	Increase public confidence in reporting dangerous road users and continue enforcement to address those issues where there is robust evidence to issue penalty notices, warning letters or initiate prosecution.	Operational Costs, Revenue				X		November 2024 (ongoing)	WMP, OPCC
6	Formulate an industry endorsed 'Take away and food delivery charter'.	Improve occupational road safety for gig economy delivery drivers/riders. Provide safety training/advice to delivery drivers/riders. Reduce levels of risk exposure to vulnerable road users.	Operational Costs		X		X		March 2026	TfWM, Take away industry

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
7	Engage with bus and HGV fleet operators to encourage implementation of the Direct Vision Standard (implemented in London).	Reduce the risk of large vehicle conflicts with pedestrians, cyclists and motorcyclists.	Operational Costs, Capital		X		X		March 2030	TfWM, Bus operators, Fleet operators
8	Continue to deliver evidence-based interventions like Operation Hercules aimed at eliminating dangerous and anti-social driving involving criminality (such as street racing and driving under the influence of drugs and alcohol).	Improving community-based road safety by addressing high-risk activities driving behaviours resulting in death and serious injury. Reducing preventable harm caused by driving under the influence.	Operational Costs, Revenue	X	X		X			WMP, OPCC, MIB, TfWM, WMFS, DHSC
9	Continue to monitor and implement legislative and regulatory changes relating to road safety, and develop legislative proposals.	Improve road safety through the implementation of new or enhanced legislation, such as pavement parking, the use of e-scooters and implementing a consistent regional approach to moving traffic contraventions.	Operational Costs, Revenue, Capital			X	X		December 2025	WMP, OPCC, LAs

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
10	Produce a comprehensive iRAP Star Rating for the complete length of the Key Route Network.	Guide future investment in safe highway infrastructure. Ensuring that most travel is on 3-star or better roads for all road users.		X	X		X		March 2027	TfWM
11	Increase the safety for vulnerable road users of all ages through the installation of new or enhanced facilities.	Improve safety for vulnerable road users with the implementation of infrastructure enhancements, such as crossing and advanced stop lines at locations where evidence shows a disproportionate level of risk. Align with the new road user hierarchy set out in the revised Highway Code published in 2022.	Capital			X	X		April 2025 (on-going)	TfWM, LAs
12	Undertake travel demand studies around schools and other trip generators (e.g. places of worship) to better understand and act upon behaviour issues that impact on safety.	Improve safety for vulnerable road users at locations where evidence shows a disproportionate level of risk to road users travelling to and from key trip generators.	Operational Costs, Revenue			X	X		April 2025 (on-going)	TfWM, LAs

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
13	Adopt a Healthy Streets approach to residential road design that encourages active travel and focusses on the needs of vulnerable road users.	Influence road design through consultation activities. Ensure that residential streets are safe for all road users and promote physical and mental well-being.	Capital			X	X		January 2025	LAs, TfWM
14	Utilise new data sources arising from technology, such as AI, as part of a risk-based approach to prioritising road safety interventions, especially for vulnerable road users.	Improve safety for vulnerable road users at locations where evidence shows a disproportionate level of risk.	Operational Costs, Revenue			X	X		November 2024	TfWM

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
15	Adopt a diagnostic approach to the delivery of road safety education and behaviour change initiatives.	Ensuring that all education and behaviour change initiatives assess the what, who and why of a problem and work collaboratively with the target audience to develop and deliver the solution. Ensure a baseline for evaluation of behaviour change (pre and post assessment) to ensure schemes are delivering expected results and modified where appropriate.	Operational Costs, Revenue				X		April 2025 (on-going)	TfWM, LA, WMFS
16	Publish through media channels the criminal justice outcomes of fatal and life-changing or life-threatening road traffic collisions that proceed to prosecution.	Raise awareness among road users of the legal implications of dangerous and anti-social road use.	Operational Costs				X		December 2024 (on-going)	WMP

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
17	Establish a network of regional Community Champions to better understand transport safety issues of all road users and practically engage in community road safety activities.	Sustained engagement with road users. Identify community and road user transport issues. Opportunities to connect with the Regional Road Safety Partnership.	Operational Costs				X		April 2025	TfWM
18	Increase delivery of accredited cyclist training to children and adults based on casualty and risk data.	Improve rider safety. Promote active travel. Support the aims of the active travel policy.	Revenue				X		April 2025 (on-going)	LAs
19	Transfer delivery of the National Driver Offenders Retraining Scheme to WMP.	Bring NDORS training in-house as part of the enhancements to the strategic speed management approach.	Operational Costs, Revenue				X		April 2025	WMP, OPCC
20	Support the motorcycle industry and advocacy groups to enhance accredited training for motorcyclists.	Improve the quality of riders. Improve road safety for vulnerable road users.	Operational Costs				X		March 2026	WMP, TfWM

No.	Description	Rationale	Funding Requirement	Safe Speeds	Safe Vehicles	Safe Roads	Safe Road Users	Post-Crash Care	Delivery Timeframe	Lead and Collaborative Partners
21	Promote and signpost victims of collisions and those bereaved from road traffic collisions to the most appropriate restorative justice and post-collision support services.	Provide bereavement support to those affected by serious and fatal road traffic collisions. Direct those bereaved to local authority, legal, civil compensation and inquest support services.	Operational Costs					X	April 2025 (on-going)	RoadPeace, WMP, OPCC, LAs
22	Continue with the collaboration between RoadPeace and Birmingham Children's Trust to support families in restorative justice.	Bring together bereaved families and young offenders in restorative meetings and projects.	Operational Costs				X	X	November 2024	RoadPeace, WMP
23	Establish a quarterly Collision Risk Panel.	Assess all road fatalities and category 1 collisions to identify common themes, locations, user groups, vehicle types etc. to establish Safe System actions that could be adopted/ implemented.	Operational Costs	X	X	X	X	X	April 2025	WMP

Glossary

AI - Artificial Intelligence
ASE - Average Speed Enforcement
DfT - Department for Transport
iRAP - International Road Assessment Programme
KRN - Key Route Network
LAs - Local Authorities
OPCC - The Office of the Police and Crime Commissioner
RRSA - Regional Road Safety Action Plan 2024-2030
TfWM - Transport for West Midlands
WMCA - West Midlands Combined Authority
WMFS - West Midlands Fire Service
WMP - West Midlands Police

Endnotes

1. Swedish parliament, 1997
2. Ibid
3. Loughborough University Design School Safe System Course, 2017, with PACTS modifications, 2022. https://www.pacts.org.uk/safe-system
4. ITF (2016), Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift to a Safe System, OECD Publishing, Paris
5. Towards Zero Foundation: https://www.towardszerofoundation.org/50by30

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