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LEADERSHIP IN ROAD SAFETY

DAN CAMPSALL & TANYA FOSDICK

GLOBAL CONTEXT

DAN CAMPSALL

‘Global Directions in Road Safety AMA’ Friday 1st May, 2.00pm.

3RD GLOBAL MINISTERIAL CONFERENCE on ROAD SAFETY

ACHIEVING GLOBAL GOALS 2030

The Evolution of Road Safety, Saving Lives Beyond 2020: The Next Steps

3RD GLOBAL MINISTERIAL CONFERENCE on ROAD SAFETY

ACHIEVING GLOBAL GOALS 2030

SUSTAINABLE PRACTICES AND REPORTING:

including road safety interventions across sectors as part of SDG contributions.

PROCUREMENT:

utilizing the buying power of public and private organizations across their value chains.

MODAL SHIFT:

moving from personal motor vehicles toward safer and more active forms of mobility.

CHILD AND YOUTH HEALTH:

encouraging active mobility by building safer roads and walkways.

INFRASTRUCTURE:

realizing the value of Safe System design as quickly as possible.

SAFE VEHICLES ACROSS THE GLOBE:

adopting a minimum set of safety standards for motor vehicles.

ZERO SPEEDING:

protecting road users from crash forces beyond the limits of human injury tolerance.

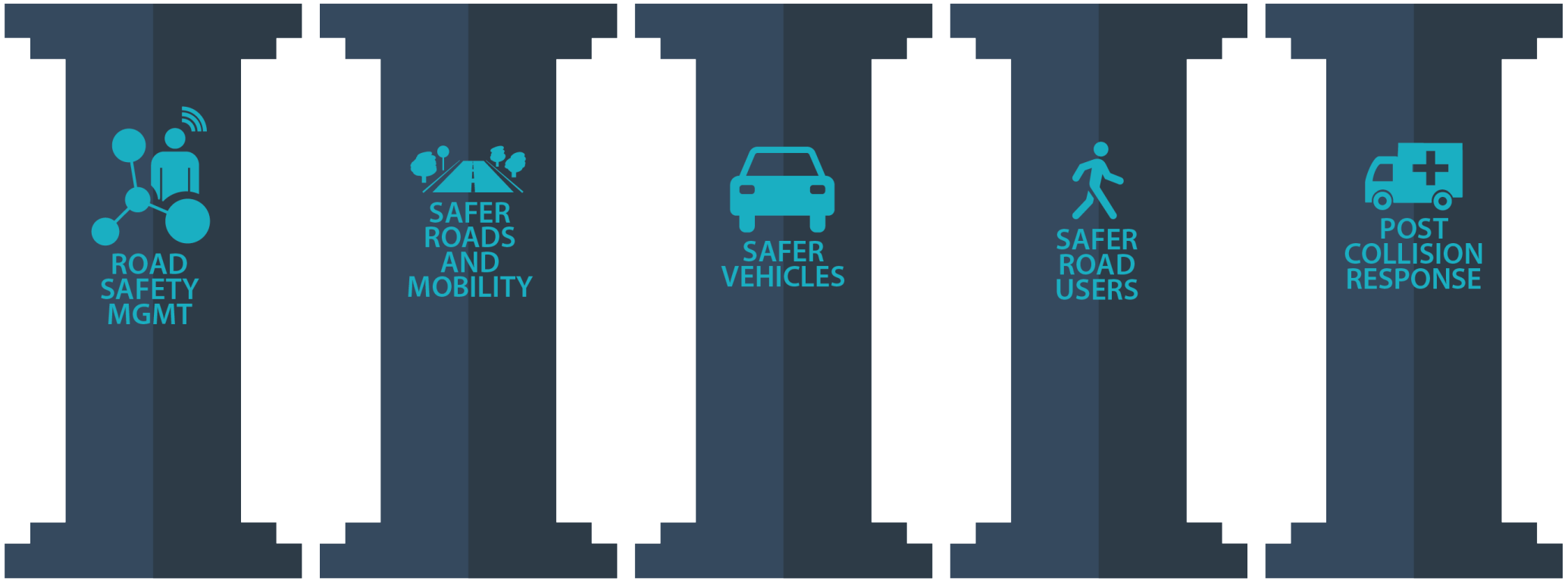
30 KM/H:

mandating a 30 km/h speed limit in urban areas to prevent serious injuries and deaths to vulnerable road users when human errors occur.

TECHNOLOGY:

bring the benefits of safer vehicles and infrastructure to low- and middle-income countries.

5 PILLARS



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TARGETS

TARGET 1 2020

Target 1: By 2020, all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.

TARGET 2 2030

Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.

TARGET 3 2030

Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

TARGET 4 2030

Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

TARGET 5 2030

Target 5: By 2030, 100% of new and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent.

TARGET 6 2030

Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.

TARGET 7 2030

Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

TARGET 8 2030

Target 8: By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.

TARGET 9 2030

Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

TARGET 10 2030

Target 10: By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.

TARGET 11 2030

Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.

TARGET 12 2030

Target 12: By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of first professional emergency care.

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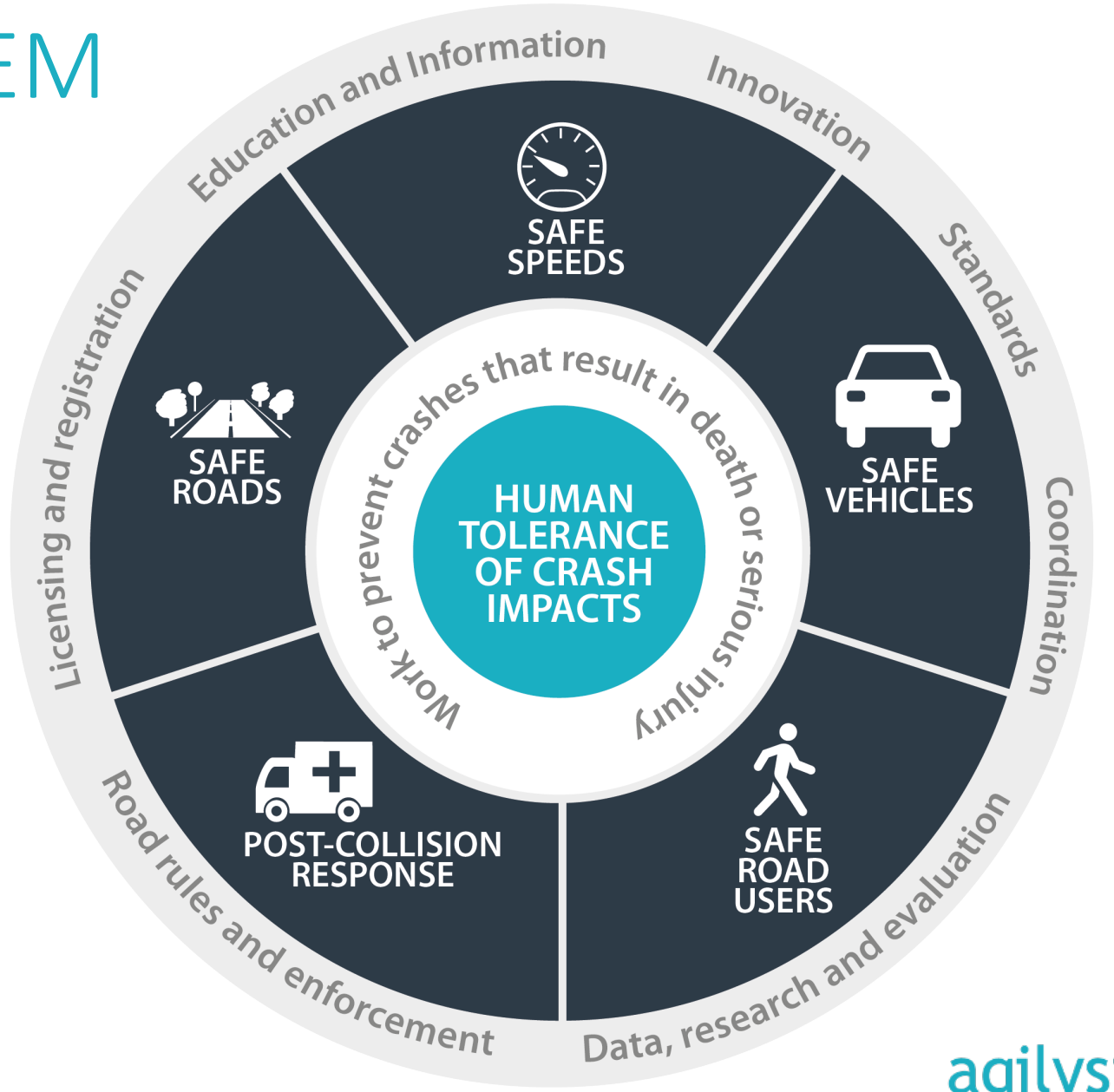
SAFE SYSTEM



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INTEGRATED SUSTAINABLE DEVELOPMENT

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UK CONTEXT

AI & DATA ECONOMY

AGING SOCIETY

CLEAN GROWTH

FUTURE OF MOBILITY

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CHARACTERISING THE ‘NEW’ LANDSCAPE

- EVIDENCE BASED
- CUSTOMER CENTRED
- FLEXIBLE DELIVERY
- LIGHT REGULATION
- COLLABORATIVE APPROACHES
- LOCAL APPLICATION
- DIGITAL WHERE APPROPRIATE
- SELF FINANCING INTERVENTIONS

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APPLICATION

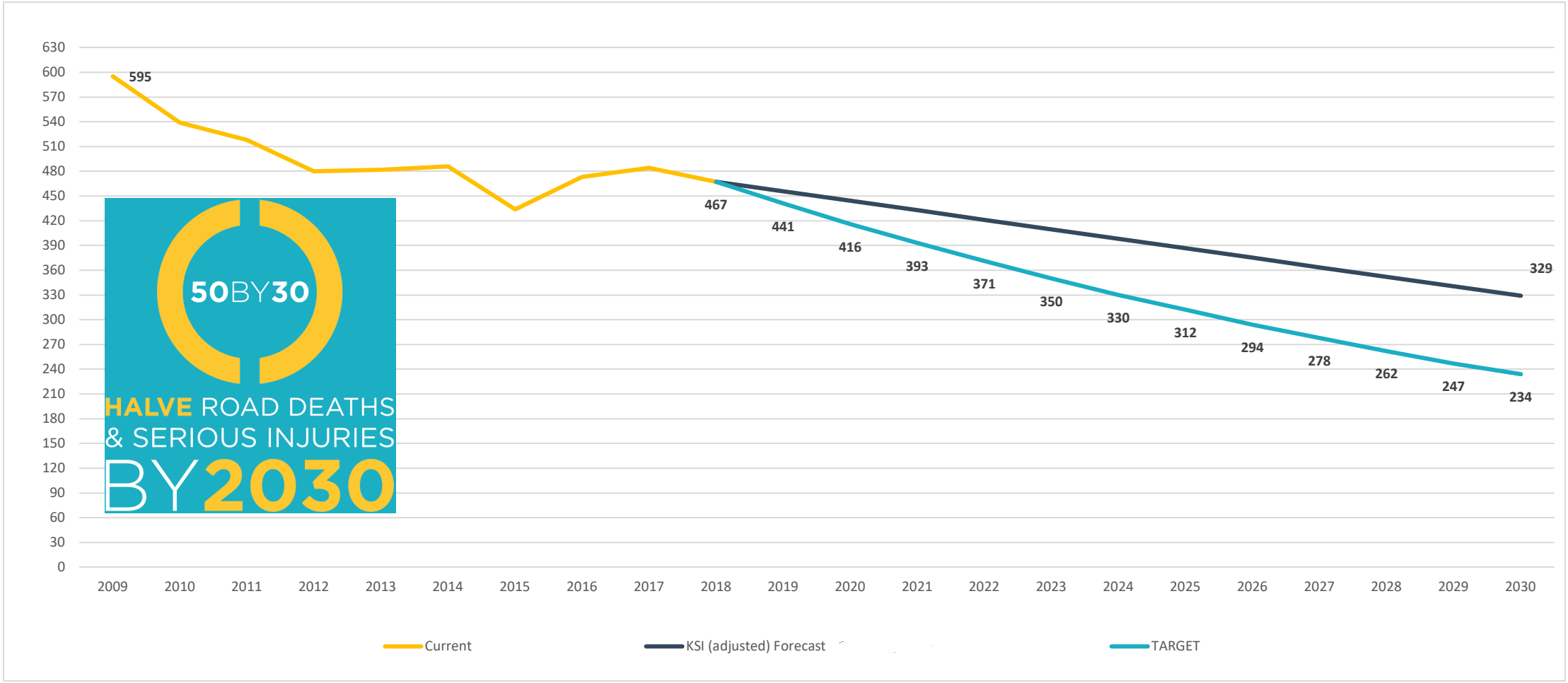
TANYA FOSDICK

VISION ZERO

No human being should be killed or seriously injured as the result of a road collision

- **How do we get there?**
  - **Interim casualty targets**
  - **Key Performance Indicators**
  - **Adopting a Safe System approach**

CASUALTY TARGETS

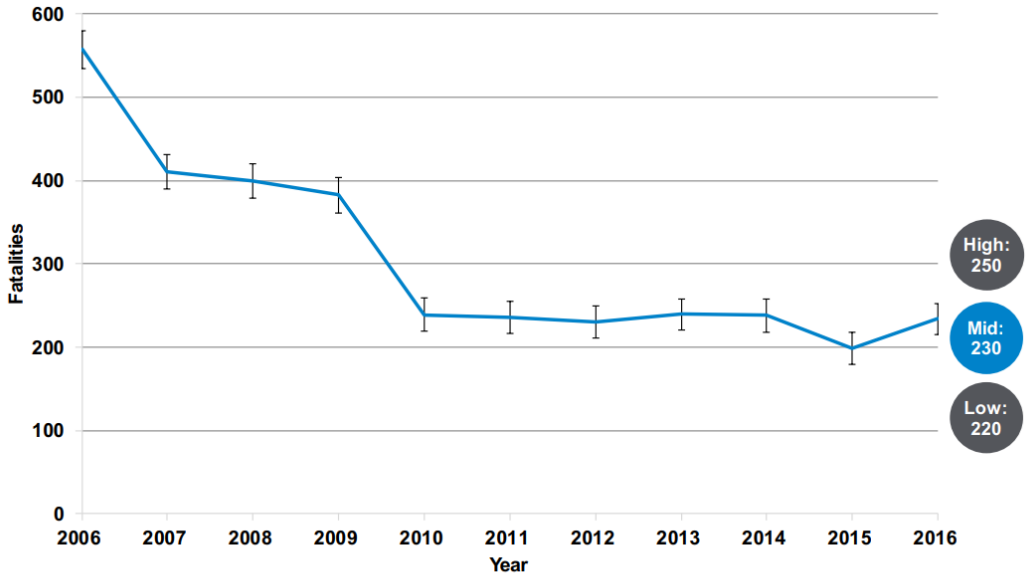


KEY PERFORMANCE INDICATORS

- Percentage of traffic complying with speed limits on national roads
- Percentage of traffic complying with speed limits on local roads
- Percentage of drivers who do not drive after consuming alcohol or drugs
- Percentage of car occupants using a seat belt / child seat
- Proportion of drivers not using an in-car phone (hand held or hands free)
- Percentage of new passenger cars with highest Euro NCAP safety rating
- Percentage of roads with appropriate iRAP safety rating
- Percentage of emergency medical services arriving at accident scene within 18 minutes.

PERCENTAGE OF DRIVERS WHO DO NOT DRIVE AFTER CONSUMING ALCOHOL OR DRUGS

- Data sources
  - Police breath test data
  - Prosecutions
  - Surveys
  - STATS19 Collisions



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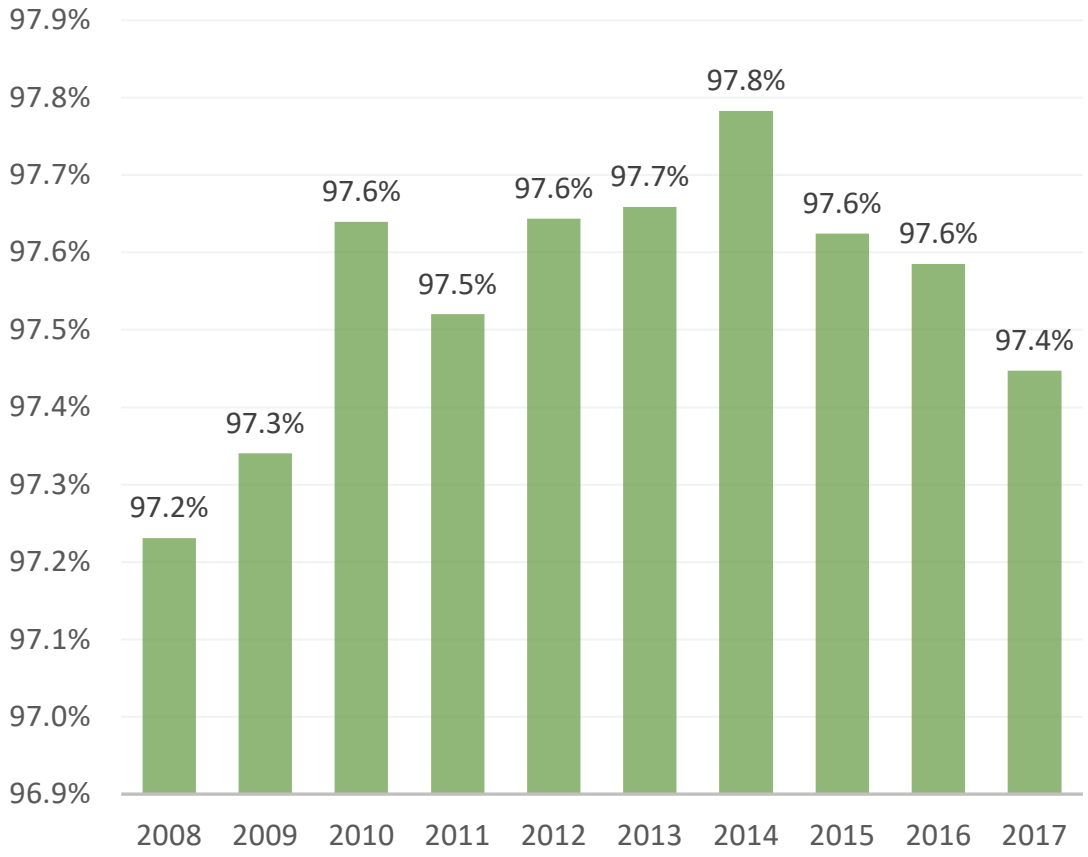
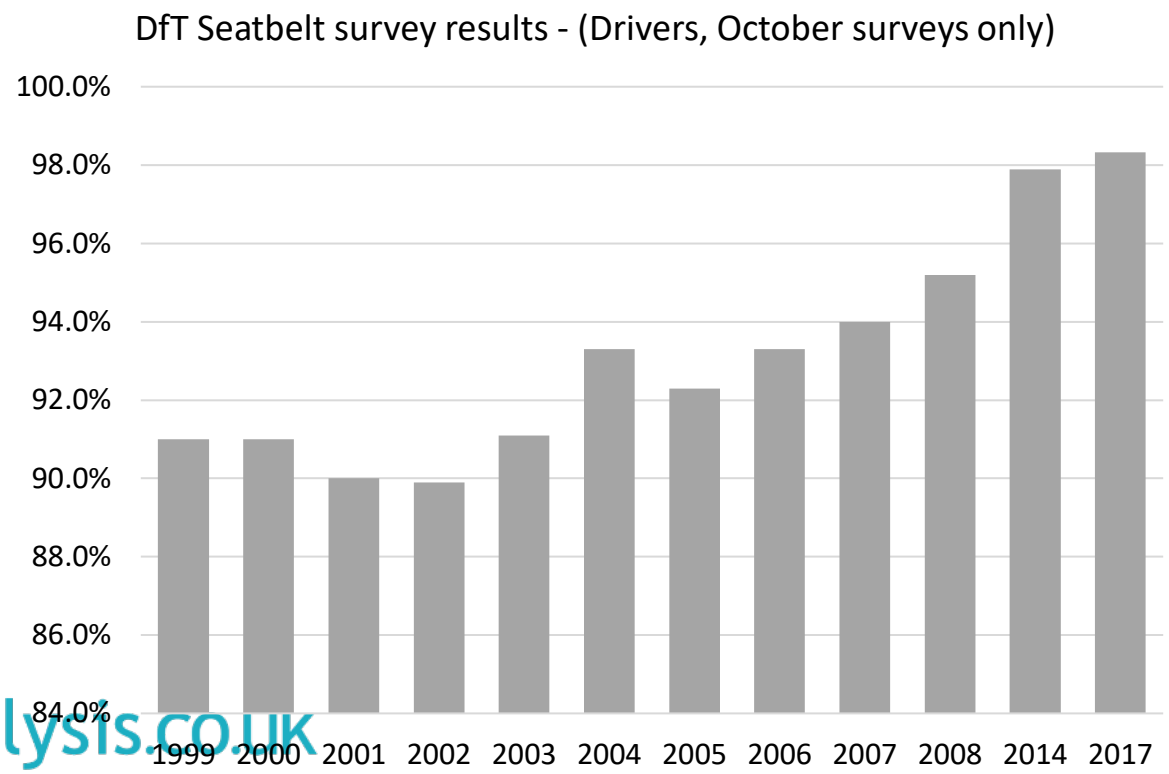
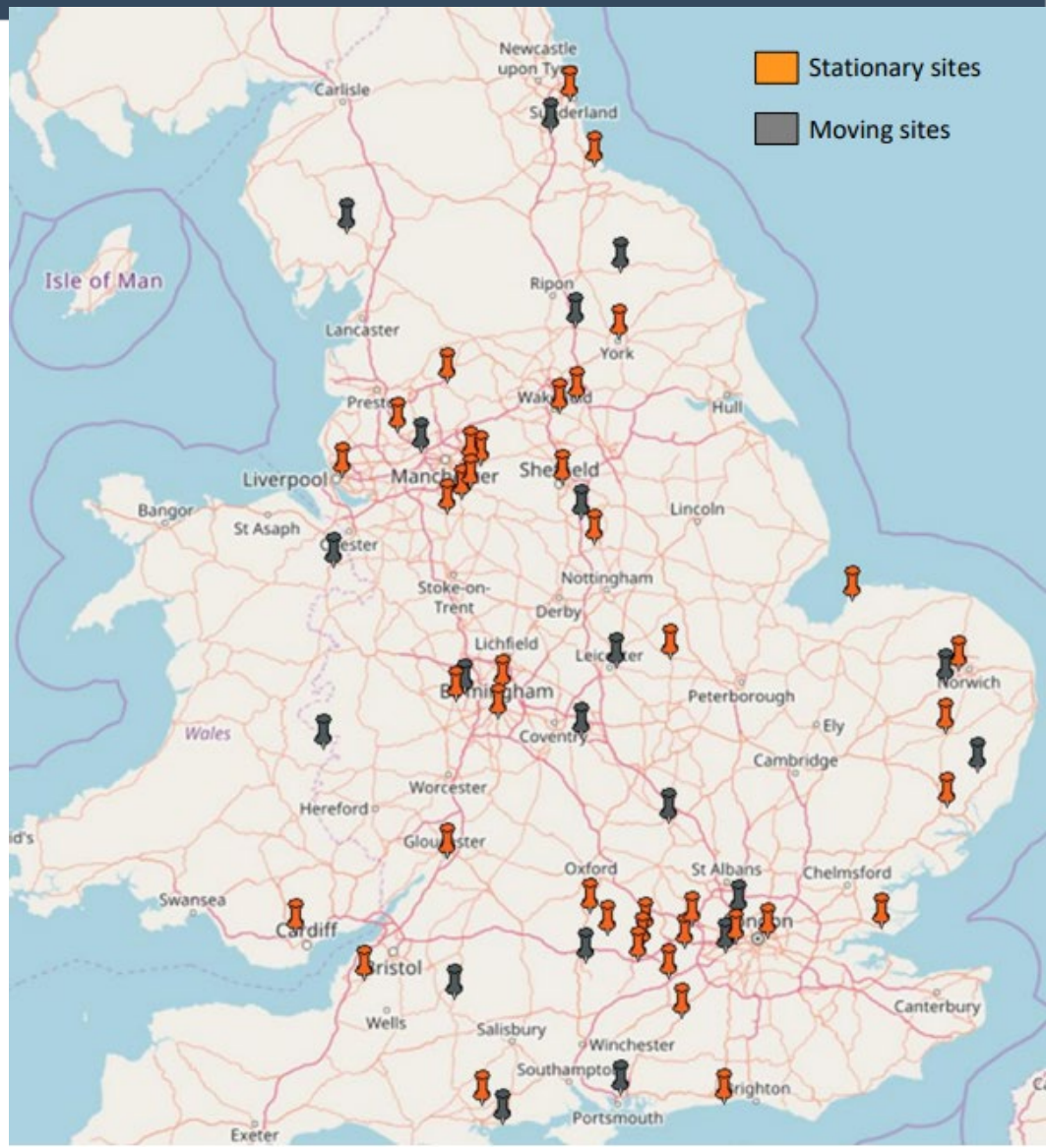
Percentage of collision-involved drivers not impaired by alcohol



PERCENTAGE OF CAR OCCUPANTS USING A SEAT BELT / CHILD SEAT

- Data sources
  - National surveys
  - Local surveys
  - STATS19 collision data





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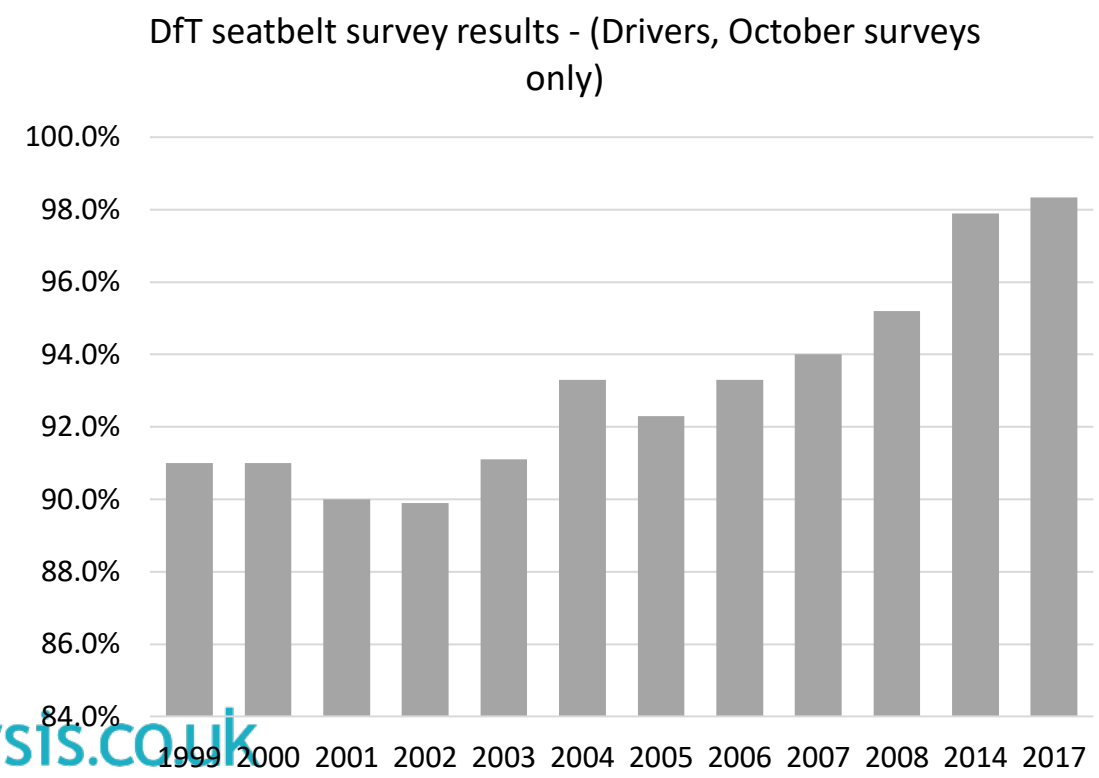
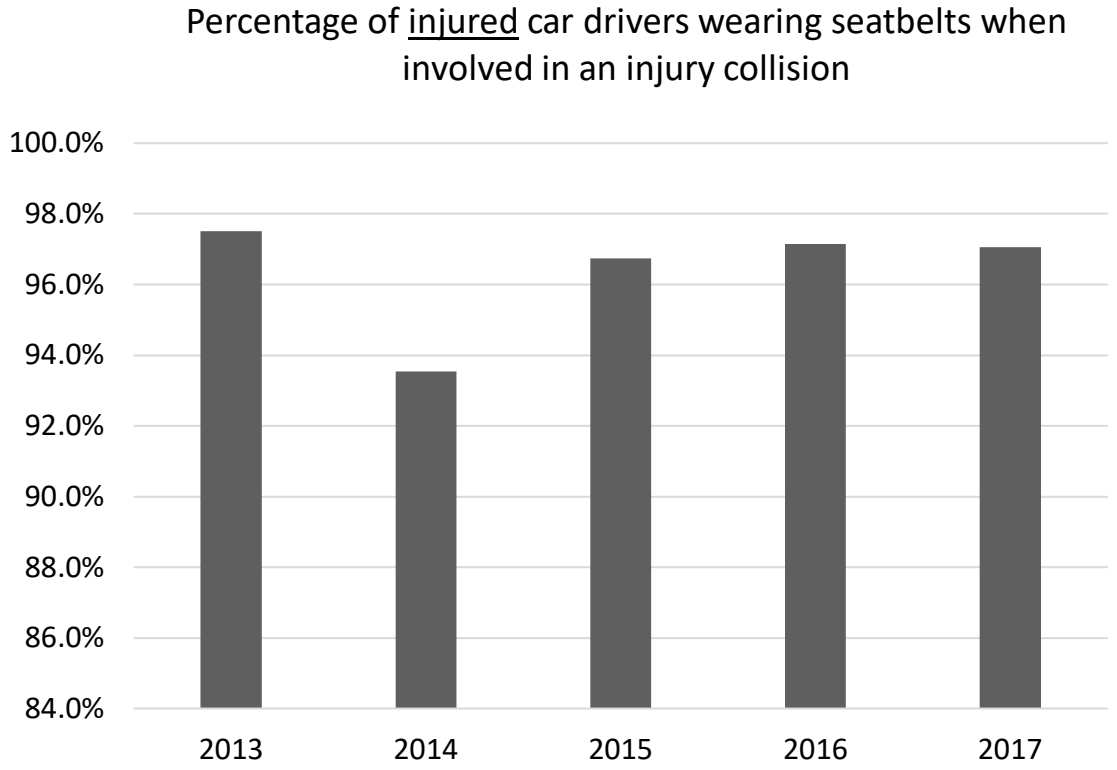
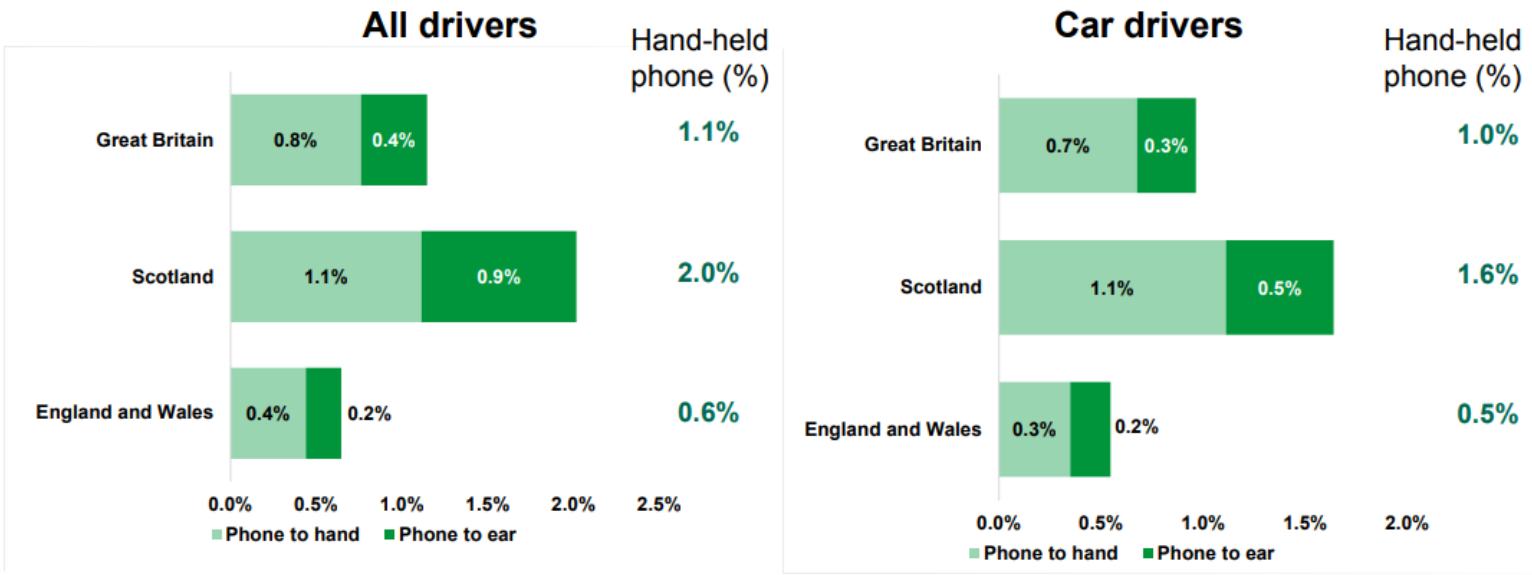




PROPORTION OF DRIVERS NOT USING AN IN-CAR PHONE (HAND HELD OR HANDS FREE)

- Data sources
  - Detection rates / Prosecutions
  - Surveys
  - Automated counters
  - Crime Survey of England and Wales (CSEW)
  - ~~STATS19 Collisions~~

Chart 1: Hand-held mobile phone use, 2017



PERCENTAGE OF NEW PASSENGER CARS WITH HIGHEST EURO NCAP SAFETY RATING

Make & Model	Safety Equipment	Overall rating				
Volvo XC40	Standard	★★★★★	97%	87%	71%	76%
Mercedes-Benz A-Class	Standard	★★★★★	96%	91%	92%	75%
Volvo S60	Standard	★★★★★	96%	84%	74%	76%
Volvo V60	Standard	★★★★★	96%	84%	74%	76%
Peugeot 508	Standard	★★★★★	96%	86%	71%	79%
Mazda 6	Standard	★★★★★	95%	91%	66%	73%
Audi Q3	Standard	★★★★★	95%	86%	76%	85%
Suzuki Jimny	Standard	★★★☆☆	73%	84%	52%	50%
Jeep Wrangler	Standard	★☆☆☆☆	50%	69%	49%	32%
FIAT Panda	Standard	☆☆☆☆☆	45%	16%	47%	7%

Standard

- 20 out of 23 cars tested in 2018 achieved a 5 star rating

PERCENTAGE OF NEW PASSENGER CARS WITH HIGHEST EURO NCAP SAFETY RATING

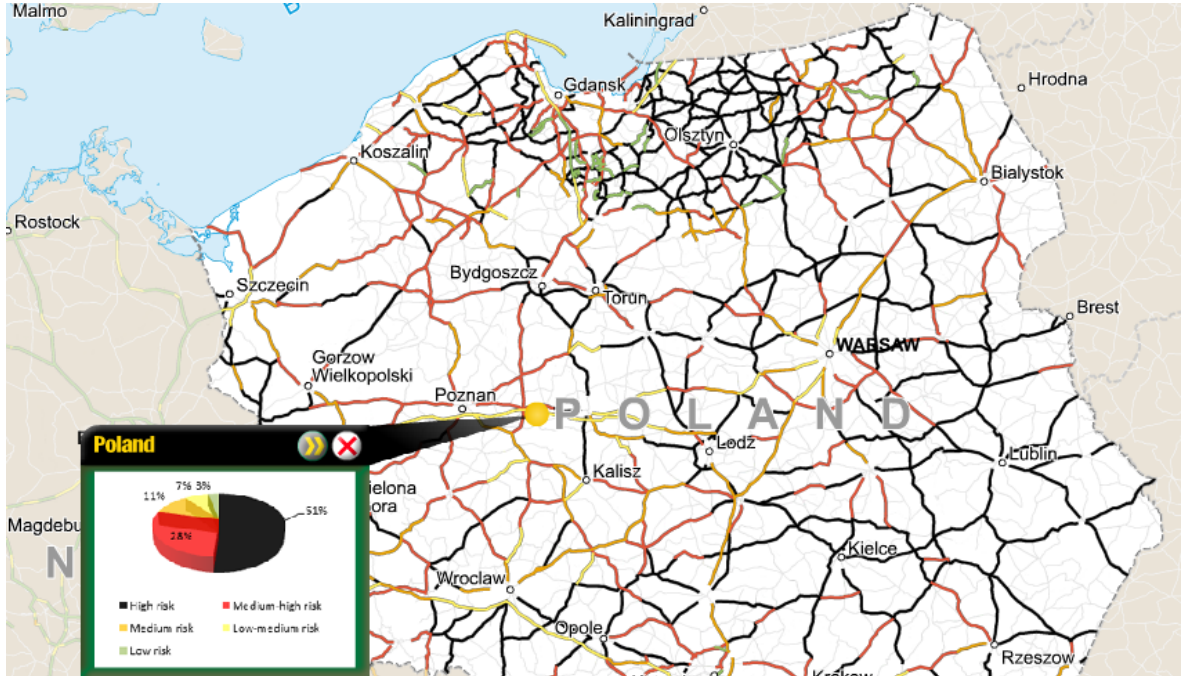
- Data sources
  - The European Transport Safety Council (ETSC) produced a report showing Finland, Norway and Ireland are the countries with the highest proportion of cars awarded the coveted 5 stars by the Euro NCAP among new cars sold in 2013 and tested over the period 2010-2013.
  - On average, 52.5% of all new cars sold in the EU in 2013 were awarded 5 stars by Euro NCAP, 4.5% were awarded 4 stars, 3% were awarded 3 stars and 0.5% 2 stars. The UK was in line with the EU average: http://etsc.eu/wp-content/uploads/PIN-Flash-30-Final.pdf

- Requirements
  - DVLA data for VRM registered within authority areas
  - Lookup table for VRM or Make / Model / Age to NCAP (if this exists…)
  - How about miles driven, lots of older cars with lower safety levels may not be driven as far
  - Use MoT database to create a snapshot of cars in use rather than new cars registered
  - Could also then carry out local variation analysis
  - Match collision data
  - Match offending vehicle data
- Rating not the most reliable as it changes over time
- Focus on key features e.g. AEB

PERCENTAGE OF ROADS WITH APPROPRIATE IRAP SAFETY RATING

- Data sources
  - iRAP – agreed international protocols
  - Already carried out for the Highways England network

- iRAP ratings tend to reflect operational speeds rather than speed limits
- Focus on inter-urban roads
- MRN next?
- Local roads surveys?



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PERCENTAGE OF EMERGENCY MEDICAL SERVICES ARRIVING AT ACCIDENT SCENE WITHIN 18 MINUTES

- Data sources
  - Ambulance / NHS
  - Is it mapped effectively?

- NHS data is available for speed of response but is not linked to road safety crashes (i.e. no differentiation from other emergency types).
- For 2017, emergency calls (category 2), the average time was 20m 42s against a target of 18 minutes

PRINCIPLES OF THE SAFE SYSTEM

People make mistakes

People are vulnerable

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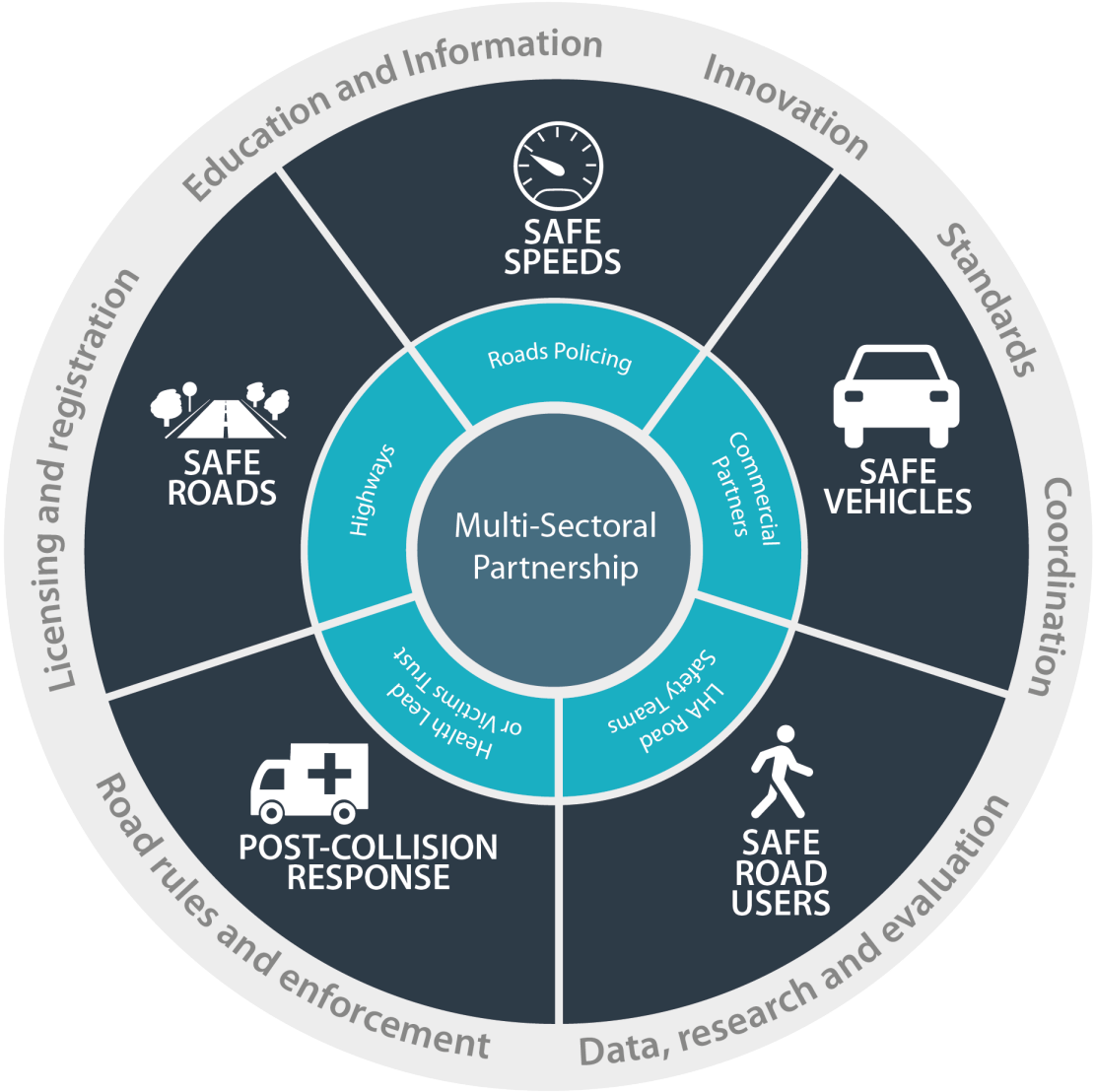
PRINCIPLES OF THE SAFE SYSTEM

1. People make mistakes that can lead to road crashes
2. The human body has a limited physical ability to tolerate crash forces before harm occurs
3. A shared responsibility exists amongst those who design, build, manage and use roads and vehicle and provide post-crash care to prevent crashes resulting in serious injury or death
4. All parts of the system must be strengthened to multiply their effects; and if one part fails, road users are still protected.

'Principles of the Safe System' Thursday 7th May, 2.00pm.

INTEGRATING THE SAFE SYSTEM



COMING UP

- EVALUATION - Thursday 23rd April
- MAST AMA - Friday 24th April
- CORONAVIRUS EFFECTS Q&A - Monday 27th April
- BEHAVIOUR CHANGE - Wednesday 29th April
- GLOBAL DIRECTIONS Q&A - Friday 1st May

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