



## Road Safety

Traffic kills and maims people - over 4,000 children and 8,000 adults are killed and injured every year by cars and lorries while walking or cycling.

In addition to the personal tragedies - and most UK families have some personal experience of a family member or friend who has been killed on the roads - there is a huge cost factor. The total value of road crash prevention to society is £16bn per year, including £1m for every life (DETR 1999: Highway Economics).

### Our policy

Heavy traffic kills people. Traffic also kills communities, with parents' fear of the dangers making streets no-go areas for children. Research shows that the higher the traffic volume, the less time people spend outside - and the lower the likelihood that they will know their neighbours.

We want the audit and redesign of a street to include a decision about how much traffic it should carry and how fast the traffic should be able to go. We want to see a sensible range from motorways at one extreme to fully pedestrianised areas with no vehicular access at the other. It should include traffic calming measures such as road humps, Home Zones, pavement widening and other measures that balance the needs of traffic and people. The audit should lead to crossings being put in where people find them convenient - not only where they suit the traffic flow.

### Government policy

In the document Tomorrow's Roads Better for Everyone: The Governments Road Safety Strategy and Casualty Reduction Targets for 2010, the Government states that it wishes to achieve:

- A 40% reduction in the number of people killed or seriously injured in road accidents
- A 50% reduction in the numbers of children killed and seriously injured; and
- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

The Government states that key elements of its approach will include:


- On local roads, the introduction of longer term, more co-ordinated local planning and improvements for walkers and cyclists.

- Use local transport plans to promote safer neighbourhoods


- Monitor progress of local efforts to reduce casualties.

The Government states that it wants to "make it easier for people to walk (or cycle) short journeys as a key part of integrated transport strategy and wider objectives" It recognizes that "both pedestrians and cyclists are vulnerable road users, so improving their safety must be an important element in Local Transport Plans. Local authorities must set out, in their traffic layouts and urban design, how they are to encourage more people to walk and cycle instead of drive".


## What you can do



Report locations where existing traffic layout and urban design endangers pedestrians (e.g. lack of formal crossings on a busy road where there is a clear desire line for road users on foot) to your local authority.



Become a member of Living Streets and contact your Living Streets branch or local Contact. If there is no branch or local Contact nearby, why not consider becoming active on behalf of Living Streets yourself.



Ask your local council to commission a Community Street Audit from Living Streets, to assess the pedestrian environment from the end-users perspective.

## Fact Stats

1. Children from Britain's most deprived neighbourhoods are three times more likely to be knocked down by vehicles (*IPPR research 2002*)

2. 3,443 people lost their lives on Britain's roads in 2002 - a 1% increase on the 2000 figure of 3,409.

3. Kingston-Upon-Hull has more 20-mph zones than anywhere else in the UK, with a quarter of the road network now covered. So far, the city has spent £4.5 million and estimates a saving of £35 million in casualty reductions. Since 1994, Hull's child pedestrian casualties have been reduced by 39% compared with the national average of 16%.

4. In 2001, 65% of car drivers and 55% of HGVs regularly exceeded the 30-mph speed limit. (*Vehicles Speeds in Great Britain*, DfT, 2001)

5. Speed camera pilot areas for 2001 show a 1.6% reduction in road deaths, compared to a national average increase of 1%. (*National Safety Camera Liaison Report*).



Over 4,000 children are killed or seriously injured on UK roads every year - slower speeds would greatly reduce this figure. That's why all countryside villages should have a maximum 30mph speed limit, and all residential areas 20 mph.

## For further information

Contact Living Streets information and advice hotline (020 7820 1010)

Three useful publications:

- Providing for Journeys on Foot (Institution of Highways and Transportation, 2000)
- Encouraging Walking (DETR, March 2000)
- Speed Kills (The Slower Speeds Initiative, PO Box 746, Norwich, NR2 3LJ)

Website: [www.livingstreets.org.uk](http://www.livingstreets.org.uk)