

Call for evidence: Cycling and Walking Investment Strategy Safety Review

Introduction

Living Streets is the UK charity for everyday walking. We want a nation where walking is the natural choice for everyday local journeys. Our mission is to achieve a better walking environment and inspire people to walk more.

We strongly support the aims of the Government's Cycling and Walking Investment Strategy (CWIS) to double cycling, reverse the decline in walking activity, increase the proportion of children walking to school and reduce accidents by 2025. In order to achieve this, the CWIS states that:

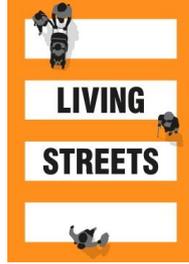
"Realising our ambition will take sustained investment in cycling and walking infrastructure. It will take long term transport planning and a change in attitude. Walking and cycling should be seen as transport modes in their own right and an integral part of the transport network, rather than as niche interests or town planning afterthoughts".

In 2016 pedestrians and cyclists accounted for nearly a third of all road deaths in Great Britain and pedestrian casualties are on the rise. The Government has rightly identified that in order to deliver on their ambitions as set out in the CWIS, action must be taken to reduce road danger for people walking and cycling. We therefore welcome this opportunity to contribute to this call for evidence as part of the CWIS Safety Review.

Summary

Living Streets welcomes the review, especially the inclusion of pedestrians. The threats to people walking and cycling are largely the same, as are many of the measures required to reduce road danger. The focus of the review must be on getting more and safer walking and cycling, in line with the CWIS ambitions.

We welcome the Government's adoption of the safe systems approach. This is a way of thinking about road safety which understands that people make mistakes, that road traffic incidents are both predictable and preventable, and, believes that no loss of life is acceptable. Implementing the safe systems approach means progressively eliminating all



possible sources of risk by focussing on safer roads and junctions, safer road users, safe speeds and safer vehicles.

We believe that the Government should adopt a vision of zero deaths and serious injuries on all our roads. In December 2015 the Government published 'Working Together to Build a Safer Road System' and set a target of zero road deaths (or near to it) on the Strategic Road Network by 2040. A number of local highway authorities have taken similar action, including Transport for London. This is a start, but more needs to be done. 98% of our road network consists of local roads and since 2010 there has been no equivalent target for these roads. This has been seen as having a negative impact on road safety in England:

"Since 2010 reported road deaths and serious injuries have declined across the UK, but more slowly than in the previous few years. By 2014 there had been a 19% reduction in the number of people killed or seriously injured in the UK relative to the average for 2005–9. Most of this reduction took place between 2007 and 2010, while 2011 and 2014 experienced increases on the previous year¹."

Targets which aim to reduce pedestrian and cyclist casualty numbers should also incentivise more walking and cycling. Rate based targets (e.g. measuring injury per kilometre travelled or per trip) would show a drop in the relative risk of walking or cycling as numbers of people walking or cycling increase.

Unfortunately, the most recent figures (2016) reveal that pedestrians make up 25% of road user fatalities in Great Britain. This is an increase of 6% on the 2010-2014 average, and a 10% increase since 2015. There were 229 fatalities involving pedestrians and one car, 55 involving Heavy Goods Vehicles, in contrast to 3 fatalities involving pedestrians and cyclist collision.² Furthermore, the odds of being injured are four times higher for disabled people than non-disabled people³. This underlines the urgent need to do more to protect pedestrians, in particular people with disabilities, who are the most vulnerable road users from motorised transport.

Actions for today

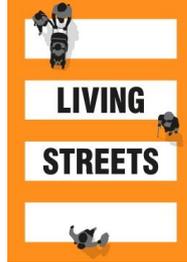
As part of the Active Travel Alliance, we want jointly to emphasise five key actions for Government to enable *more* and *safer* walking and cycling.

Despite recent focus from UK Government in England, through the Cycling and Walking Investment Strategy there is so much more that could be started now, today. This short list of priority actions outlines the first steps needed to begin the transformation of our roads and streets and trigger wider societal change.

¹ Amos L., Davis D., Fosdick T. (2015). 'Road safety since 2010'. https://www.racfoundation.org/assets/rac_foundation/content/downloadables/Road_Safety_Since_2010_Amos_Davies_Fosdick_PACTS_RAC_Foundation_final_report_September_2015.pdf

² (RAS10012).

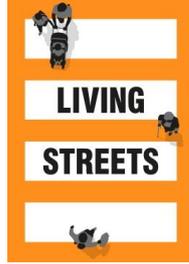
³ Aldred, R. (2018). 'Inequalities in self-report road injury risk in Britain: a new analysis of National Travel Survey data, focusing on pedestrian injuries', *Journal of Transport & Health*, <https://www.sciencedirect.com/science/article/pii/S2214140517306308>



1. ***Lower speed limits to 20mph for most urban roads and 40mph for minor rural roads*** to make our roads and streets safer for everyone.
2. ***Assemble and promote existing 'best-in-class' infrastructure design standards and support consistent application*** to create safe, attractive and inviting places for people of all ages and abilities.
3. ***Revise the Highway Code*** to improve the safety of road junctions.
4. ***Prohibit pavement parking*** to create safer and more accessible streets.
5. ***Provide cycle training for all primary school children*** to embed a culture of walking and cycling throughout the school curriculum.

In addition to these five asks, Living Streets is calling on the Government to:

6. Pilot the use of zebra crossings on side roads flush with the main road and to trial a similar approach at signalised junctions.
7. Revise Government guidance and increase the clearance time for pedestrians to cross the road at controlled crossings.
8. Improve data collection and increase footway maintenance spending to reduce the number of pedestrians suffering trips and falls.
9. Create new signage and clarify enforcement measures for local authorities to implement more school street closures.
10. Make pedestrian and cyclist safety a compulsory part of driver training.
11. Make road users aware of the dangers of exceeding speed limits.
12. Introduce a 'direct vision' standard for lorry cabs nationally.
13. Improve pedestrian safety through vehicle design and technology.
14. Raise awareness of the impact of inconsiderate and illegal road user behaviour on different road users.
15. Prioritise roads policing in national Government's policing strategies



Infrastructure and traffic signs

Q1. Do you have any suggestions on the way in which the current approach to development and maintenance of road signs and infrastructure impacts the safety of cyclists and other vulnerable road users? How could it be improved?

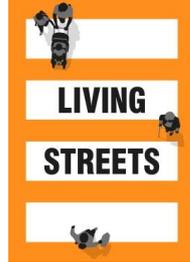
The Government should adopt and ensure consistent application of existing ‘best-in-class’ infrastructure design standards to create safe, attractive and inviting places for people of all ages and abilities. Local authorities, highway authorities and traffic engineers have to interpret a huge volume of design guidance (e.g. Local Transport Notes and the Manual for Streets), standards (e.g. the Design Manual for Roads and Bridges) and regulations (the Traffic Signs Regulations and General Directions (TSRGD)). The outcomes vary and there is the danger that some schemes will have no safety benefits and may put vulnerable road users at risk. A common design standard should apply to all road schemes and post-implementation monitoring should take place in all cases to allow for adjustments to mitigate unforeseen issues during the design stage.

Update the Highway Code to give pedestrians and cyclists clear priority at junctions. A significant number of pedestrian fatalities and severe injuries occur at junctions. Almost a quarter of all pedestrian KSIs (107⁴) occur on crossings or within 50m of a crossing. There is no data for pedestrians killed or seriously injured ‘where [the] road crossing type was undefined’, but one can surmise that the risks are similar. Currently the Highway Code states that pedestrians only have priority at a side road when they have started to cross; there is no equivalent rule for cyclists. The lack of clarity within the Highway Code is demonstrated on the street, where motor vehicles often fail to give way to people walking.

Additional revisions to the Highway Code include:

- Speed – the message that speed limits are maximums and not targets needs to be reinforced. Drivers should be encouraged to drive at speeds several miles below the limit.
- Careless versus dangerous driving – examples of careless and dangerous driving should be included, with reference to vulnerable road users. Department for Transport commissioned research found that careless driving was poorly understood by the public, as well as magistrates.

⁴ Reported Road Casualties GB (2016), Table RAS30027
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/668504/reported-road-casualties-great-britain-2016-complete-report.pdf



- Equipment – any onus on walker and cyclist to wear high visibility or reflective clothing or a helmet should be removed.
- Turning the corner – until our laws are changed to give priority to through traffic over turning traffic, the need for drivers to ensure turns are safe before they change direction should be stressed.

We would like the Government to pilot the use of zebra crossings on side roads flush with the main road and to trial a similar approach at signalised junctions. This is common practice elsewhere in the world and would help emphasise the priority pedestrians should already experience at side roads. We believe it is also likely to reduce the risk of left hooks for people cycling. This would require amendments to be made to the TSRGD. Transport for Greater Manchester is keen to undertake a feasibility study and believes that in addition to improved safety, there are efficiency gains for all road users.

Revise Government guidance and increase the clearance time for pedestrians to cross the road. The forthcoming 'chapter 6: traffic control' of the TSRGD manual should acknowledge the needs of older and less able pedestrians and reduce the assumed walking speed. Researchers at University College London concluded that the majority of older adults cannot walk fast enough to use pedestrian crossings safely in the UK⁵. The 'clearance period' of pedestrian crossings set by Department for Transport (DfT) Traffic Advisory Leaflet 5/05, assumes a universal walking speed of 1.2m/s. This was set in the 1950s and has not been updated since. However, after looking at Health Survey for England (2005) data, the UCL team found that for men and women 65 years of age and older, the average walking speed was 0.9 m/s for men and 0.8 m/s for women. The clearance period can also be extended by on-crossing detection which can be used on all signal controlled facilities.

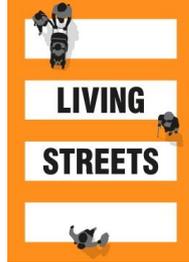
Improve data collection and increase footway maintenance spending to reduce the number of pedestrians suffering trips and falls. The case studies in Living Streets' 2012 report 'The State of our Streets'⁶ showed how improving our streets is simple and achievable; its findings are just as relevant today. A YouGov (2014) commissioned by Living Streets revealed that 65% of people over the age of 65 would walk more outside if their footways had well maintained surfaces (i.e. no cracks, loose slabs, uneven surfaces, potholes).

Trips and falls on pavements are a problem. Hospital admissions data collect data on trips and falls, but do not distinguish between falls in the home or outdoors. This lack of data led a Transport Research Laboratory report⁷ to estimate that in 2002 the number of admissions to Accident and Emergency due to 'falls on public walking surface defects' ranged

⁵ Asher, L. *et al* (2012). 'Most older pedestrians are unable to cross the road in time: a cross-sectional study', *Journal of Age and Ageing*, Vol 0: 1–5.

⁶ See here <https://www.livingstreets.org.uk/media/1407/state-of-our-streets-report-august-2012.pdf>

⁷ TRL (2006). 'Development of a risk analysis model for footways and cycletracks', published project report PPR1717



anywhere from 20,000 to 190,000 for the whole of the UK. The National Travel Survey includes self reported falls data⁸, but Information on the causes of trips and falls needs to be recorded better.

Litigation is a common outcome, for example, report by Report of the Executive Director of Environment, Economy and Culture of Devon County Council on tripping hazards⁹ concluded that:

“Of the 1,500 claims [for a fall on the footway] received between 1997 and 2010, some 280 have resulted in a payment to the claimant. With payments over the period being over £1.6 million, or an average of £125,000 per year.”

In urban areas footway lengths and pedestrianised areas often exceed carriageway length and require more investment. For example, a 2013 Freedom of information request by Living Streets Scotland asked local authorities ‘what proportion of your road maintenance is spent on footways?’; in 2012/13 Edinburgh spent 25 per cent of its budget and Glasgow 8.5 per cent on footway maintenance, whereas South Ayrshire spent less than 1 per cent. The inclusion of footways and cycle ways as additional elements of the local highways maintenance funding formula should see additional funding available from 2018. Nevertheless, more funding is required for local roads overall. The Alarm Survey 2017 calculated that a one time catch up for England and Wales would cost £9.31 billion and take 14 years to complete.

The law and rules of the road

Q2. Please set out any areas where you consider the laws or rules relating to road safety and their enforcement, with particular reference to cyclists and pedestrians, could be used to support the Government's aim of improving cycling and walking safety whilst promoting more active travel.

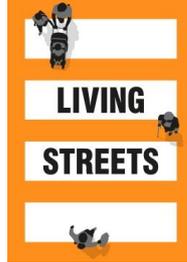
The Government should lower default speed limits to 20mph for most roads in built up areas and to 40mph for most minor rural roads to make our roads and streets safer for everyone. The majority of pedestrian casualties occur in built up areas, many having a 30mph speed limit: 29 of the 34 child pedestrians and 302 of the 413 adult pedestrians who were killed in 2016 died on built-up roads¹⁰. A pedestrian struck at 20 mph has a 98.5 per

⁸ Aldred, R. (2018). ‘Road injuries in the National Travel Survey: under-reporting and inequalities in injury risk’. Project Report. Department of Planning and Transport, University of Westminster, London.

⁹ <http://democracy.devon.gov.uk/Data/Place%20Scrutiny%20Committee/20101109/Agenda/pdf-EEC-10-204-HQ.pdf>

¹⁰ Reported Road Casualties GB (2016), ‘Table RAS30016’.

<https://www.gov.uk/government/statistical-data-sets/ras30-reported-casualties-in-road-accident>



cent chance of survival compared to 92 per cent at 30 mph. At 30mph the risk of death on impact for elderly pedestrians is 47 per cent, compared with 5 per cent for adults and 4 per cent for children¹¹.

There is good evidence on the effectiveness of slowing speeds to reduce road danger. 20mph limits are most effective when introduced together with a mix of education, enforcement and engineering. Recently, Calderdale Council's Place Scrutiny Panel, reviewed the impact of their £820,000 "Twenty's Plenty" scheme and found that casualties had reduced by almost a third over three years of the older schemes and possibly by as much as 40 per cent in newer ones¹². Recognising the safety benefits, more than half of the largest urban authorities in the UK have a policy of setting 20mph as the default for all their streets. There is strong public support for 20mph limits – in a YouGov survey (2013) of GB attitudes and behaviours towards 20 mph, 72% of respondents were in favour or strongly in favour of 20mph speed limits in residential streets¹³. We want the Government to follow this lead and change legislation to set 20 mph as the national default speed limit in all built up areas.

It is time for the Government change the law on pavement parking; the presumption should be that it is not allowed unless specific provisions permit it. This proposed change in the law has wide spread support (e.g. from the Local Government Association and British Parking Association). Making this change would help to harness people's increased willingness to walk short journeys – supporting the objectives of Cycling and Walking Investment Strategy. The British Social Attitudes Survey (2016) shows that a strong willingness to walk short journeys less than 2 miles, rather than go by car, has increased, from 6% in 2006 to 14% in 2016, whilst the proportion disagreeing has fallen from 23% to 13% in the same period.¹⁴

Pavement parking is a longstanding problem. In 2004, the World Report on Road Traffic Injury Prevention noted that

*"...parked vehicles may force pedestrians to walk on the street, thus significantly increasing crash risk. This danger is particularly great for people carrying heavy loads, pushing prams, or who have difficulty in walking"*¹⁵

¹¹ Department for Transport (2010) Road Safety Web Publication No.16 Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants
http://nacto.org/docs/usdg/relationship_between_speed_risk_fatal_injury_pedestrians_and_car_occu_pants_richards.pdf

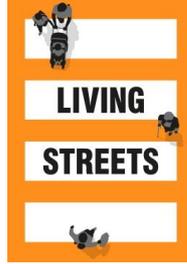
¹² <https://www.halifaxcourier.co.uk/news/calderdale-council-20mph-zones-are-saving-accidents-and-money-1-9143082>

¹³ Bristol Social Marketing Centre & University of West England (2013). '20 mph: A survey of GB attitudes and behaviours'. <http://www.roadsafetyobservatory.com/Evidence/Details/11651>

¹⁴ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/640297/british-social-attitudes-survey-2016.pdf

¹⁵ World Health Organisation (2004).

<http://apps.who.int/iris/bitstream/handle/10665/42871/9241562609.pdf;jsessionid=6E0309A8F8ECA588CEA56A4D51FEF860?sequence=1>



Parking on pavements is a major concern for our supporters and the general public. A YouGov poll of people aged 65 and over for Living Streets in 2014 found that pavement parking was a problem for 73 per cent of older people in their local area. 50 per cent of older people said that they would be more likely to walk outside if the pavements were clear of vehicles parked on them.

There are two ways that pavement parking (or footway parking) endangers pedestrians:

1. Parked vehicles forcing pedestrians to walk in the carriageway and
2. Damage to the footway surface from motorised vehicles parked on the pavement, leading to trips and falls.

It is, however, very difficult to assess the scale of the problem.

Looking at the figures for pedestrian casualties in more detail (RAS 30026)¹⁶ shows that:

- 73 people were killed and 436 seriously injured in the carriageway (not crossing)
- 43 people were killed and 432 seriously injured on the footway or verge
- 3 people were killed and 101 seriously injured within 50m of a crossing when masked by a stationary vehicle (but no indication if this is also in the carriageway or on the footway)
- 14 killed were killed and 525 seriously injured 'elsewhere' when masked by a stationary vehicle.

These numbers cannot tell us how many people were killed or injured as a result of trips and falls because of the road or footway surface or how many people were killed or seriously injured because they were forced into the carriageway by vehicles parked on the footway. The information collected is of limited value because it is taken from a driver's point of view. For example, the contributory factors recorded for 'pedestrians only' (802-810 listed below) categorise how pedestrians are at fault. Driver/rider error may be recorded as having been 'too close to a cyclist, horse or pedestrian', but there is no way to distinguish where a pedestrian has been killed or seriously or slightly injured through no fault of their own.

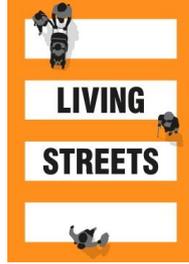
	802	808	803	801	806	807	805	804	809	810
Pedestrian Only (Casualty or Uninjured)	Failed to look properly	Careless, reckless or in a hurry	Failed to judge vehicle's path or speed	Crossing road masked by stationary or parked vehicle	Impaired by alcohol	Impaired by drugs (illicit or medicinal)	Dangerous action in carriageway (e.g. playing)	Wrong use of pedestrian crossing facility	Pedestrian wearing dark clothing at night	Disability or illness, mental or physical

The most common pairs of contributory factors grouped together (RAS50006) shown below also present the pedestrian as being at fault:

		Pedestrian casualties	
Pedestrian failed to look properly	Pedestrian careless, reckless or in a hurry	3,112	19
Pedestrian failed to look properly	Pedestrian failed to judge vehicle's path or speed	2,031	12
Crossing road masked by stationary or parked vehicle	Pedestrian failed to look properly	1,548	10
Pedestrian failed to judge vehicle's path or speed	Pedestrian careless, reckless or in a hurry	1,061	7
Crossing road masked by stationary or parked vehicle	Pedestrian careless, reckless or in a hurry	878	5
All pedestrian casualties in accidents		16,268	100

¹⁶ Reported Road Casualties GB (2016), 'Table RAS30026'.

<https://www.gov.uk/government/statistical-data-sets/ras30-reported-casualties-in-road-accident>



However, recent research using National Travel Survey data suggests that ‘37% of pedestrian injuries not involving anyone else are pedestrian falls injuries’¹⁷. Based on self-reported injuries in the last 3 years, this shows that women, older people, disabled people and people on low incomes are most at risk. The author compared the National Travel Survey data with the STATS19 database and concluded that ‘injuries sustained on Britain’s roads may be five times higher than police injury statistics suggest’.

Create new signage and clarify enforcement measures for local authorities to implement school street closures. Edinburgh has the most extensive school street closure scheme in the UK and has seen walking rates increase by 3% with a 6% drop in car use¹⁸. Local authorities in England and Wales do not have dedicated signage to use when closing school streets to traffic, unlike in Scotland. Living Streets’ experience of working with local authorities suggests that this can make the Traffic Regulation Order (TRO) process more complicated and discourage them from applying for street closures. Similarly, local authorities would benefit from government guidance on the range of complementary measures available to them and the situations in which to use them, such as traffic cameras, removable bollards or traffic control officers. The Department for Transport could assist local authorities in their decision making by producing a briefing and guidance on the methods available, and the advantages and disadvantages of each. This would clarify and streamline the process, helping local authorities to feel confident in piloting a school street closure and reducing unnecessary decision making time and expenditure.

Signs warning parents that parking on the zig-zag could endanger a child’s life should also be more widespread.

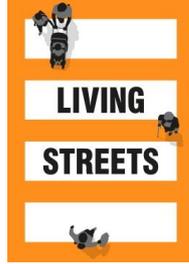
Training

Q3. Do you have any suggestions for improving the way road users are trained, with specific consideration to protecting cyclists and pedestrians?

Pedestrian and cyclist safety should be a compulsory part of driver training. For example, HGV drivers undertake 35 hours of periodic training every 5 years. The Driver Certificate of Professional Competence syllabus sets out a range of issues that can be included and some providers offer a specific ‘cyclist’ module. Living Streets would like a pedestrian and cyclist safety module to be compulsory.

¹⁷ Aldred, R. (2018 *ibid.*). ‘Road injuries in the National Travel Survey: under-reporting and inequalities in injury risk’. Project Report. Department of Planning and Transport, University of Westminster, London.

¹⁸ Transport and Environment Committee. (2016). School Streets pilot project evaluation. Edinburgh: City of Edinburgh Council.



Learner drivers and the driving test should cover such key areas as impact of speed, Dutch reach, close passing, and how failure of regard to vulnerable road users is included in the charging standards of dangerous driving. Commercial drivers operating in urban areas should be required to do Safe Urban Driving training as part of their Continuing Professional Development

Educating road users

Q4. Do you have any suggestions on how we can improve road user education to help support more and safer walking and cycling?

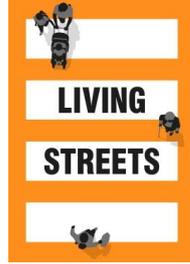
Road users must be more aware of the dangers of exceeding speed limits. Speed is key to crash frequency, crash severity, as well as safety perception. Reducing speed is essential in reducing motor vehicle domination. The risk of crashes and intimidation of walkers and cyclists cannot be reduced without reducing vehicle speed. That cannot happen until speed limits are reduced. How speed limits are enforced is a separate issue and should not delay reducing the 30 mph default speed limit to 20mph.

There are many ways vehicle speed can be tackled such as:

- Speed limit compliance should be an official government target, as in Sweden's Vision Zero programme.
- Intelligent Speed Assistance systems should be required on all government vehicles, including contract vehicles
- Speed awareness courses should be encouraged, if not required, for all novice drivers
- Speeding should be made as anti-social as drink driving.
 - Fine for speeding should be unlimited as they are with drink driving
 - Driving bans and vehicle confiscation – even short term – should be used to deter speeders.
 - Penalty points should be suspended, rather than waived for those attending NDORS Speed Awareness courses.

As part of their bikeability training, children should be taught how to ride confidently on the road and how to interact considerately with pedestrians. Most cyclists prefer to use the road, but a small minority continue to ride their bikes on the pavement for reasons of convenience or safety. Our supporters tell us that this creates a real barrier to walking. It can make pedestrians feel vulnerable – especially those who are visually impaired, suffer hearing loss or have mobility issues.

Any road safety lessons in schools should be based on road danger reduction. Speed awareness courses should be adapted and extended to learner drivers.



Vehicles and equipment

Q5. Do you have any suggestions on how Government policy on vehicles and equipment could improve safety of cyclists and pedestrians, whilst continuing to promote more walking and cycling?

A 'direct vision' standard for lorry cabs should be introduced nationally. In 2016, 55 pedestrian fatalities involved HGVs and HGVs using minor urban roads pose a particularly high risk to pedestrians¹⁹. Fortunately, vehicle design to improve driver visibility (e.g. Low Entry Cab designs) can dramatically increase the protection of pedestrians and cyclists by reducing blind spots²⁰. Direct vision standards for buses and heavy goods vehicles have been included in the European Commission's proposed General Safety Regulation COM(2018)286 'to enhance the direct visibility of vulnerable road users from the driver seat'²¹. Meanwhile, Transport for London (TfL) has policies within its tendering procedures which restrict unsuitable Lorries from using the city's streets and plans to adopt a 'direct vision standard' for lorry cabs. Once agreement has been reached on how this standard should be applied in London, Living Streets would like the UK Government to introduce similar arrangements nationally.

Improve pedestrian safety through vehicle design and technology. Vehicles are increasingly designed to be safer for pedestrians. These technologies are evolving rapidly as autonomous technology is developed and trialled. Some ways in which vehicle design and technology can offer protection to pedestrians include:

- Intelligent speed adaptation (ISA) – to support drivers' compliance with speed limits. This is an important advantage compared to the speed limiters for heavy good vehicles and coaches which only limit the maximum speed.
- Autonomous emergency braking (AEB) which uses sensors to detect a risk of a collision with a vehicle or pedestrian, warns the driver or automatically applies the brakes. However, Living Streets is concerned that reliance on driver intervention could affect pedestrian safety. The Government must ensure that the development of autonomous vehicles and the legislation governing them takes pedestrian and cyclist safety into account.

¹⁹ Aldred, R. (2018). 'Motor traffic on urban minor and major roads: impacts on pedestrian and cyclist injuries'. Municipal Engineer: <https://www.icevirtuallibrary.com/doi/abs/10.1680/jmuen.16.000683>.

²⁰ Summerskill S., Marshall R. (2015). 'Understanding direct and indirect driver vision from heavy goods vehicles: Summary Report Prepared on behalf of Transport for London' <http://www.clocs.org.uk/wp-content/uploads/2016/03/UNDERSTANDING-DIRECT-AND-INDIRECT-DRIVER-VISION-FROM-HEAVY-GOODS-VEHICLES-Summary-report.pdf>

²¹ See https://ec.europa.eu/info/law/better-regulation/initiatives/com-2018-286_en



- Bonnet design to reduce injury severity in collisions with pedestrians need to be developed and promoted. Vehicle manufacturers are now developing cars with an 'active bonnet' which can detect an impact with a pedestrian, within a set speed range, and reduce the severity of any pedestrian injuries.
- Financial road tax incentives along the lines implemented with diesel vehicles could be implemented for cars achieving EURORAP pedestrian safety standards.

Attitudes and public awareness

Q6. What can Government do to support better understanding and awareness of different types of road user in relation to cycle use in particular?

Raise awareness of the impact of inconsiderate and illegal road user behaviour on different road users. The Road Safety Observatory notes that in the UK 'successful and effective drink drive legislation relies on publicity (people's awareness of the law and consequences of not complying with it) and visible, rapid enforcement (to act as a deterrent).²² The Government's Think! campaign could draw attention to the impact of inconsiderate and illegal road user behaviours on different road users, such as cycling on pavements, breaking speed limits or speaking on mobile phones. This would need to be supported by more visible policing - the number of traffic officers in England and Wales outside the Met Police area fell by 48% between 2004/5 and 2015/6, a far greater drop than for the police workforce overall²³. Driving offences should also be given a higher priority. For example, road traffic offences that can cause death or serious injury (such as, speeding, drink-driving or mobile phone use) should be included as notifiable crimes.

Prioritise roads policing in national Government's policing strategies. Everyone should respect the rules of the road and the safety of others. Education can play an important role in raising awareness of the rules and why they matter. However, the evidence for education-only measures being effective is weak. As shown above, in order to achieve real change, education campaigns must go hand-in-hand with enforcement. Visible roads policing is known to be a highly effective road safety measure.

Dr Rachel Lee
Policy & Research Coordinator
May 2018

²² <http://www.roadsafetyobservatory.com/HowEffective/drivers/drink-driving>

²³ Cycling UK (2018). 'Cycle safety: make it simple'

https://www.cyclinguk.org/sites/default/files/document/2018/04/1804_cyclinguk_cycle-safety-make-it-simple.pdf