



Road Safety in the UK – Key Challenges and Opportunities

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A bit of personal background



***Transport and town planning
professional***

***Particular experience in sustainable
transport***

***Headed up Bristol City Council's
road safety, pedestrian and
cycling team***

***Currently chair of the CILT UK
Travel Planning Forum***

***Working on government funded
travel behaviour change
programmes/London 2012 Games***



Setting the Scene

A strong legacy of road safety education and influence

A shift towards the needs of vulnerable road users

A 'push' towards wider behaviour change

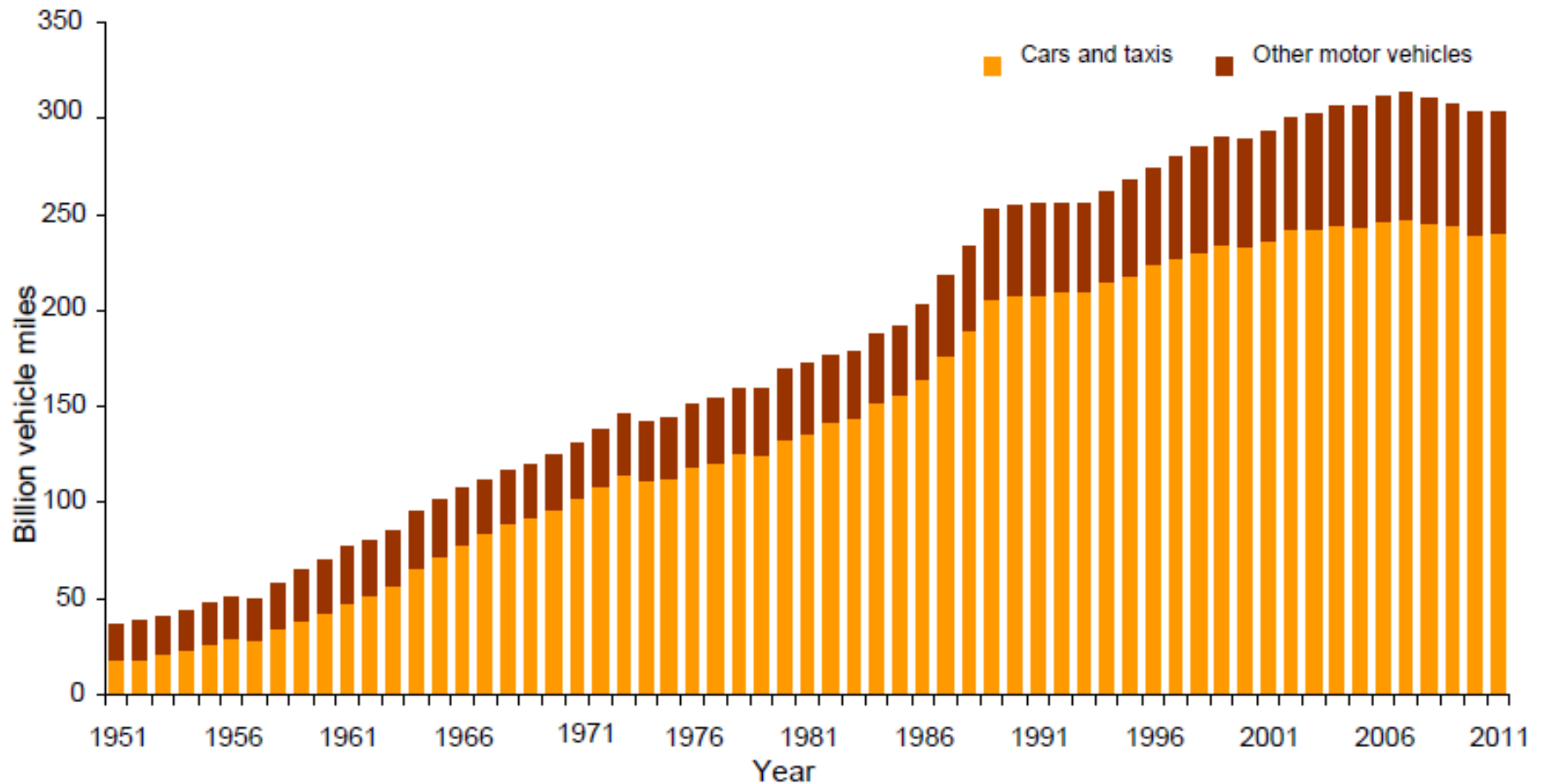
A marriage of transport and health initiatives

The challenge of mode shift and what this means for pedestrians and cyclists in the UK

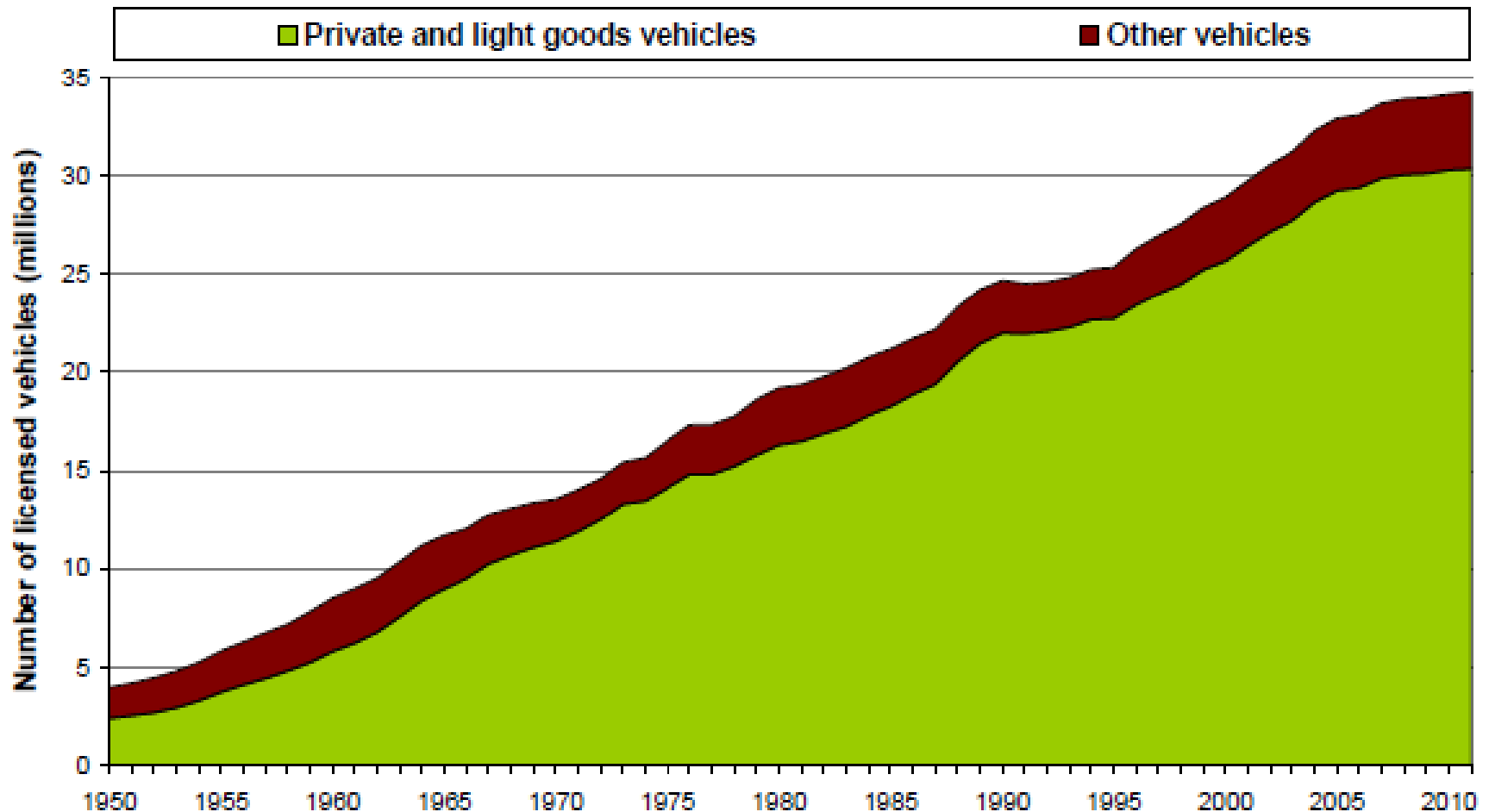
Funding available over tight period (<5 years) but legacy benefits need to be shown

UK road traffic levels (2012)

Road traffic by vehicle type (cars and all motor vehicles): 1951 - 2011 (TRA0101)

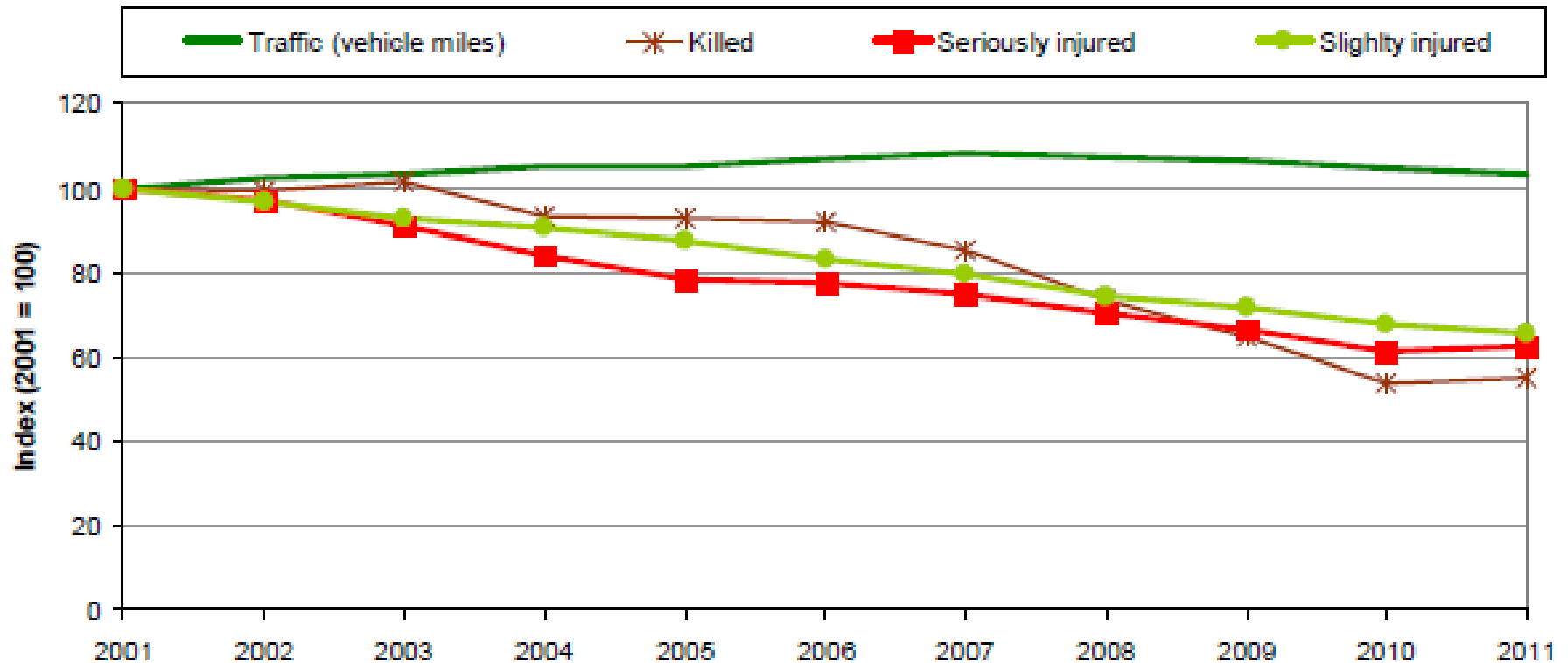


Number of vehicles on UK roads (2012)



- The chart above shows that the number of licensed vehicles in Great Britain has increased from about 4 million in 1950 to over 34 million in 2011.

UK Road Accident Casualties Trend (2012)



Accident Prevention and Road Safety Education

An important marriage of infrastructure and awareness

Lessons Learnt from ‘safer routes to school’

Move towards combined programmes to make sure the infrastructure has the desired effect

A new way of looking at street functionality – stemming from DfT Manual for Streets 1 and 2

Equality and Street Function

Movement status

(Getting from A to B)

The higher up the scale, the more important the route is for free flow of traffic

Motorway

Current function
7 – 9am and
4 – 7 pm

Current function
9 – 4pm

High Street

Residential Street

Street needs to function at this level through interventions

Place status

The higher up the scale, the more important the route is for free flow of pedestrians, allowing social interaction

(Places for people)

DfT Manual for Streets definitions in black type

Based on DfT Manual for Streets, 2007



The Safety Versus Behaviour Challenge

A difficult balancing act between targets

***More people
walking and cycling***

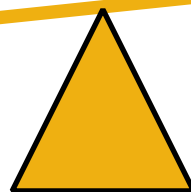
***Less KSI, slight
and 'near misses'***

Means

Means



***Savings to the health
service***

***Cost reductions to the
economy***





Combining health/wellbeing and road safety messages



REGISTER
WHY REGISTER?


386 SO FAR AND COUNTING

WELCOME TO OUR HEALTHY TOWN

Tewkesbury has received government funding to become one of only nine places in the UK to become a Healthy Town. Our website is full of fun, useful ideas and tips to help get you on your way!

Count Me In! can help you get healthy in a way that not only suits your lifestyle, but also your wallet! Whether it be through [cycling](#), [eating healthy](#), going for a [walk](#) or just having a little fun by becoming more [active](#).


Have fun and get Cycling...
Click here for fun ideas and tips on keeping healthy on a bike.


Get the family Walking...
Walking is a great way to keep fit and spend quality time with your family. [Click here](#) for some suggestions to make walking fun.


Choosing healthier Food...


Check out and download our new [recipe cards](#) which are great for your wallet as well as your wasteline.

Find many more ways to Get Active...
Active children are happy children. [Click here](#) for ideas and free downloads on keeping fit and healthy.


WALK THE ROUTE
Download your free 3D walking maps of Tewkesbury here.


THINK BUS...

- Why take the bus?
- When, where and how much?

GET ACTIVE
Looking for activities in Tewkesbury?
We have the complete list!


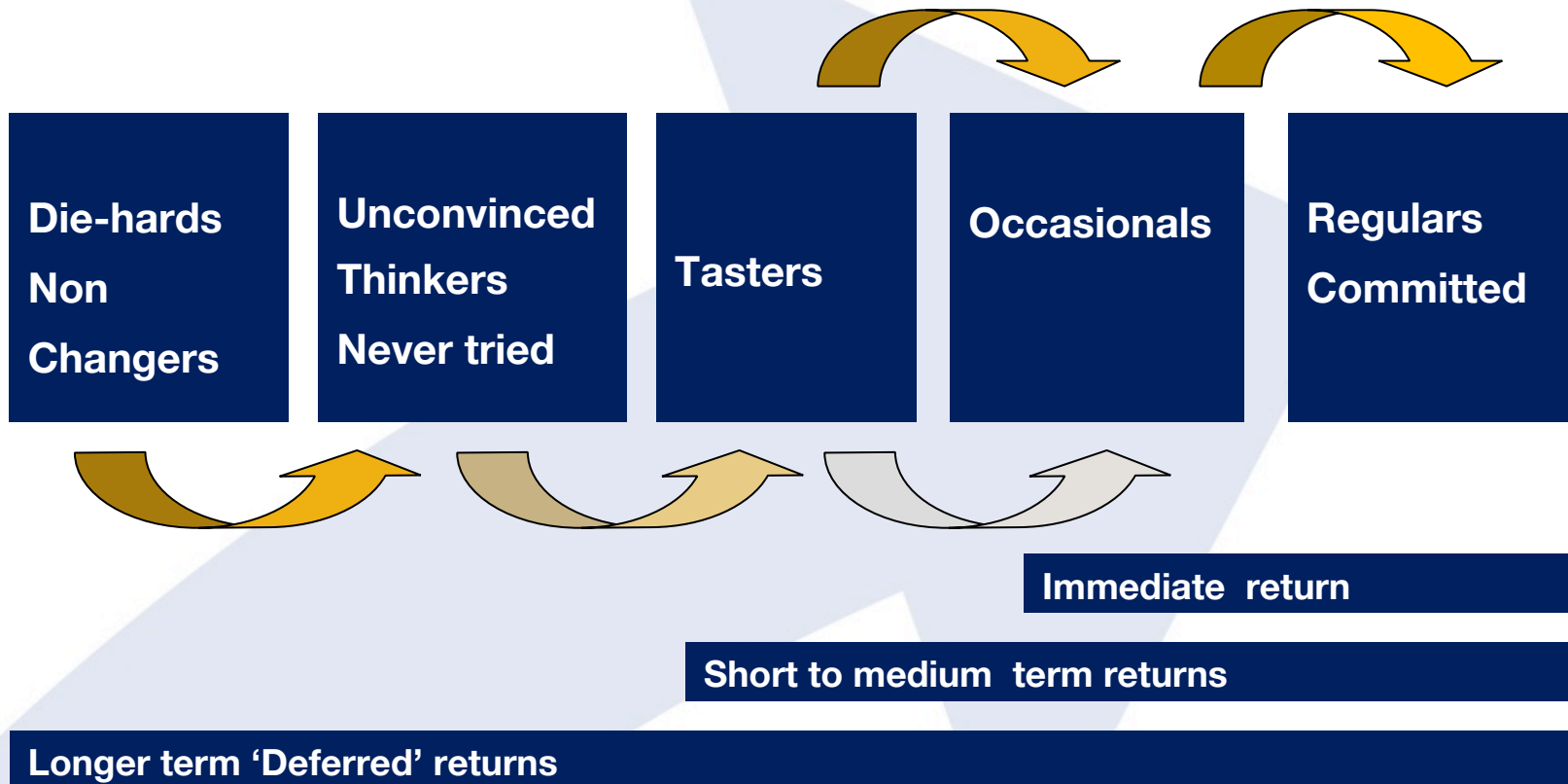


The 'Nudge' Factor – UK Government White Paper on Transport





Stepping Stone Approach to Behaviour Change



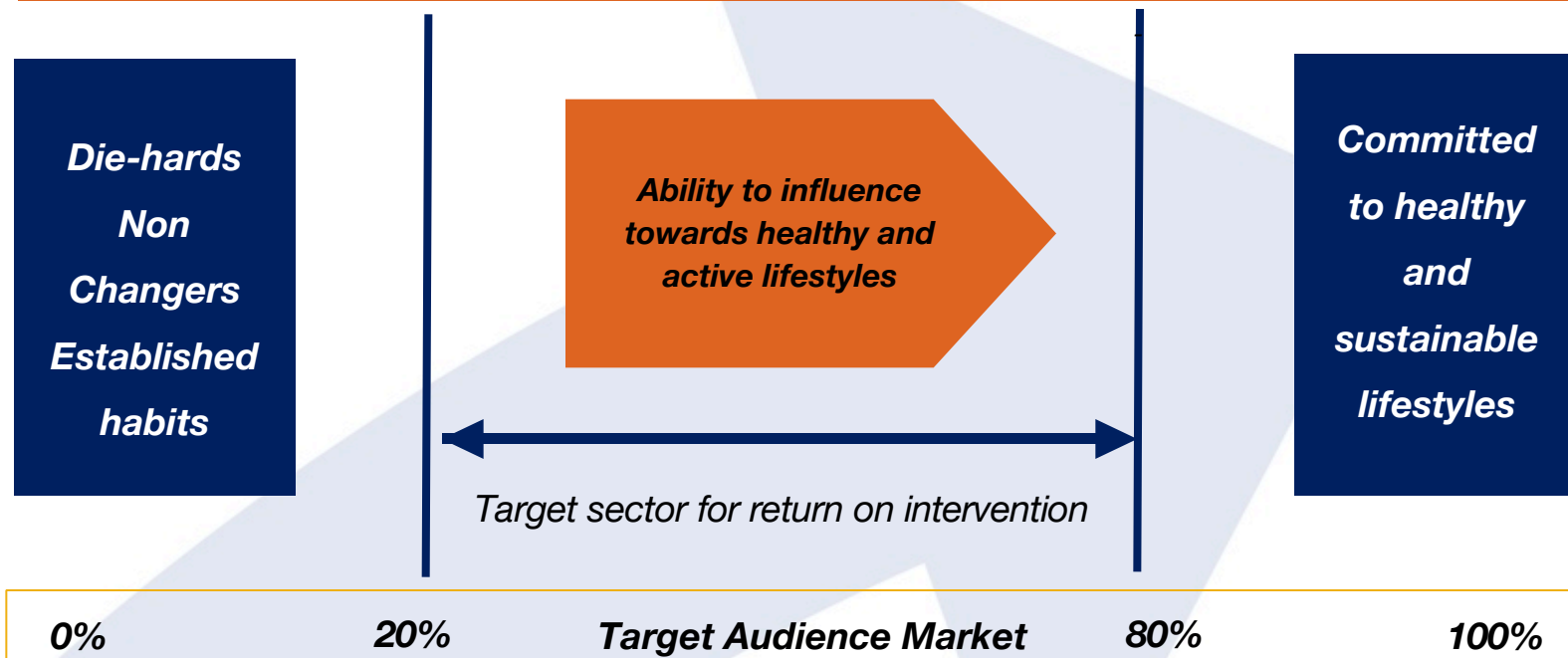
Transition from group to group normally takes place on a gradual basis, with interventions focused on the market segments to the right hand side of the flow chart, on the basis of volume and cost-efficiency



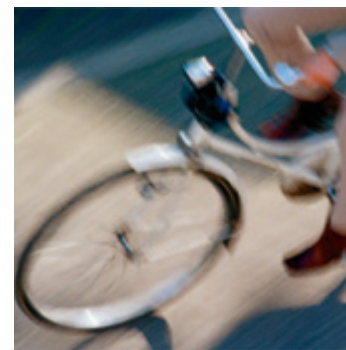
Understanding the Local Area

Propensity to Change Behaviour

Influencing Behaviour - Market Segments



Targeted strategy
spending/activity where it has
most impact







3 examples of initiatives

***Local Sustainable Transport Fund – 2010 to 2015
(UK government – Department for Transport)***

***‘Play Streets’ - bridging together local authorities,
community groups, charities and sustainable
transport agencies***

***Neighbourhood/community planning –setting their
own agenda on road safety and transport choices***



Local Sustainable Transport Fund (DfT)

Key features

Values of £2-3 mill - £50 mill over 3 years

Infrastructure and behaviour change together

Concept of 'nudge' central to LSTF bids

Larger grants = larger congested cities

Opportunities for innovation

Economic, social and environmental motivators

25+ schemes running

More info at <https://www.gov.uk/government/organisations/departments-for-transport/series/local-sustainable-transport-fund>



Case Study 1: LSTF - Bournemouth

Key features

Conurbation of 300,000+

Three coastal towns joined by a congested road corridor

Major employment in town centre and industry on edges

Marriage of pedestrian/cycling, traffic management, bus priority, ITS and travel behaviour measures

Safety improvements and provision of 'missing links'

Focus on vulnerable road users (especially cyclists)

£16mill grant from central government



The Chartered Institute of
Logistics & Transport

LSTF Case Study - Bournemouth



BE SMaRT – Bournemouth Economic & Sustainable Movement Around Town

Local Sustainable Transport Fund Tranche 2 bid – Application Form



South East Dorset Sustainable Travel Package The Three Towns Corridor

June 2011

Local Sustainable Transport Fund Application Large Project Initial Proposal





LSTF Case Study - Bournemouth

A flexible menu of solutions.....





LSTF Case Study - Bournemouth

An increase in demand for 'sustainable modes'



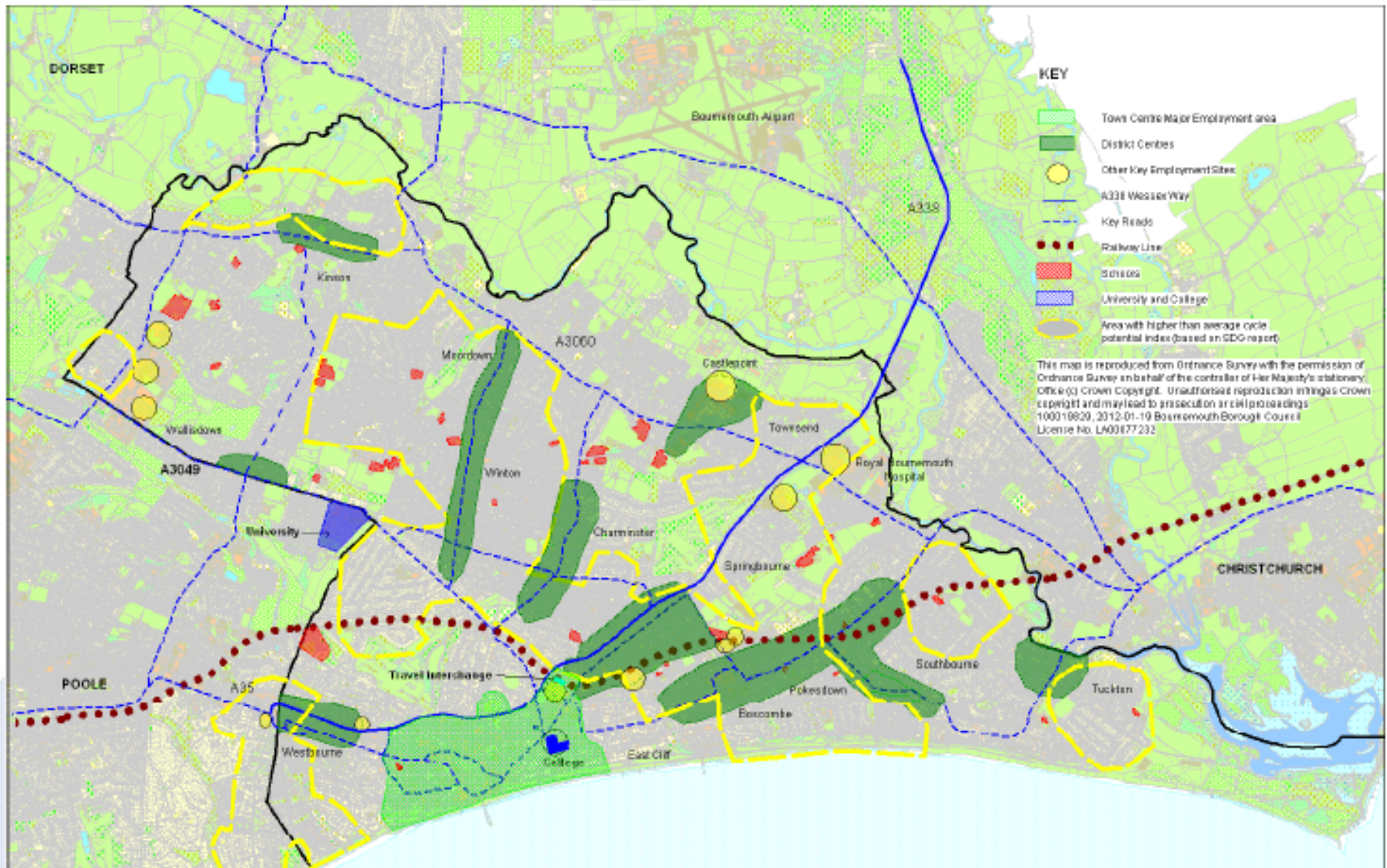


LSTF Case Study - Bournemouth

Changing behaviour on the 'last mile'

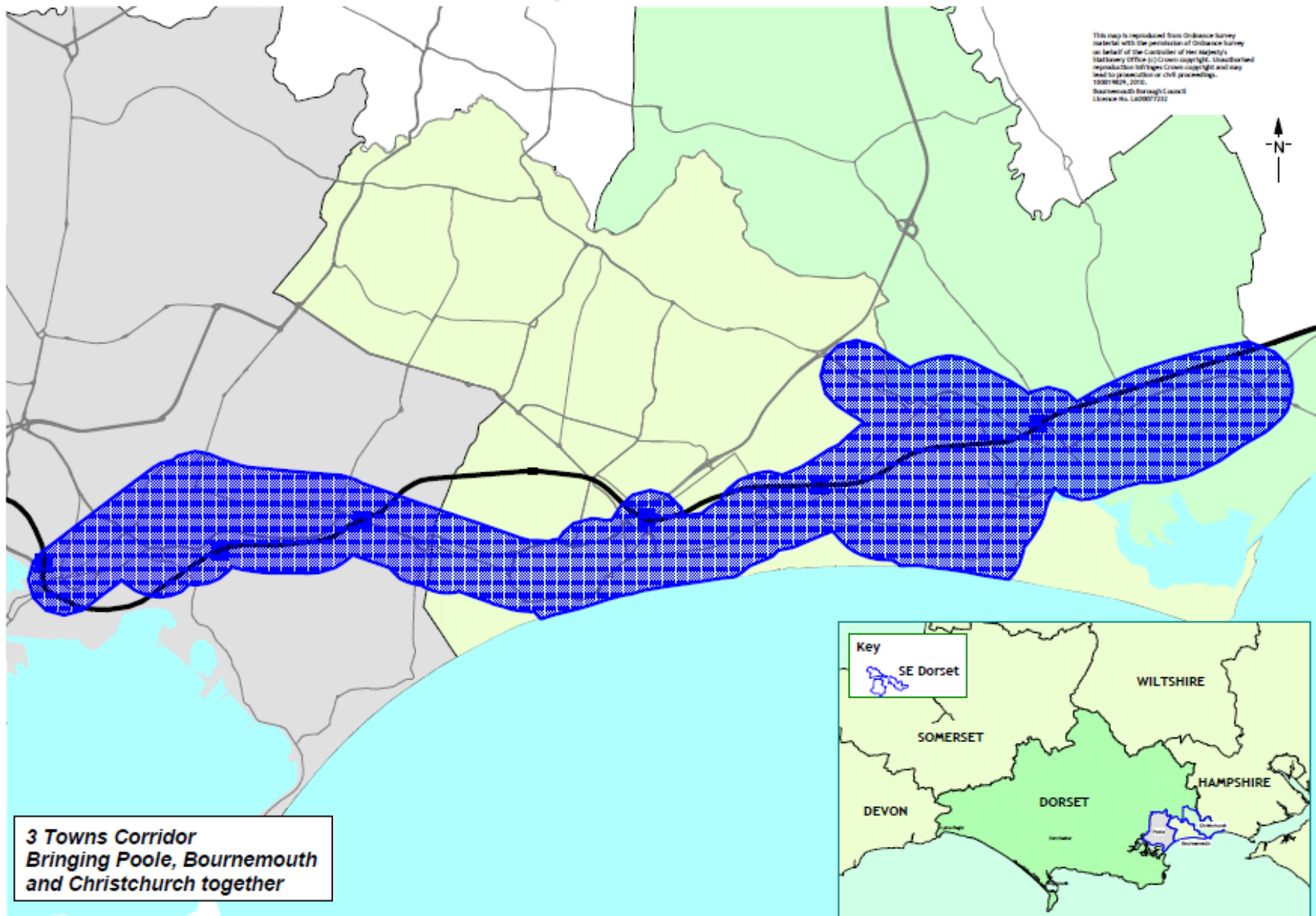


LSTF Case Study - Bournemouth



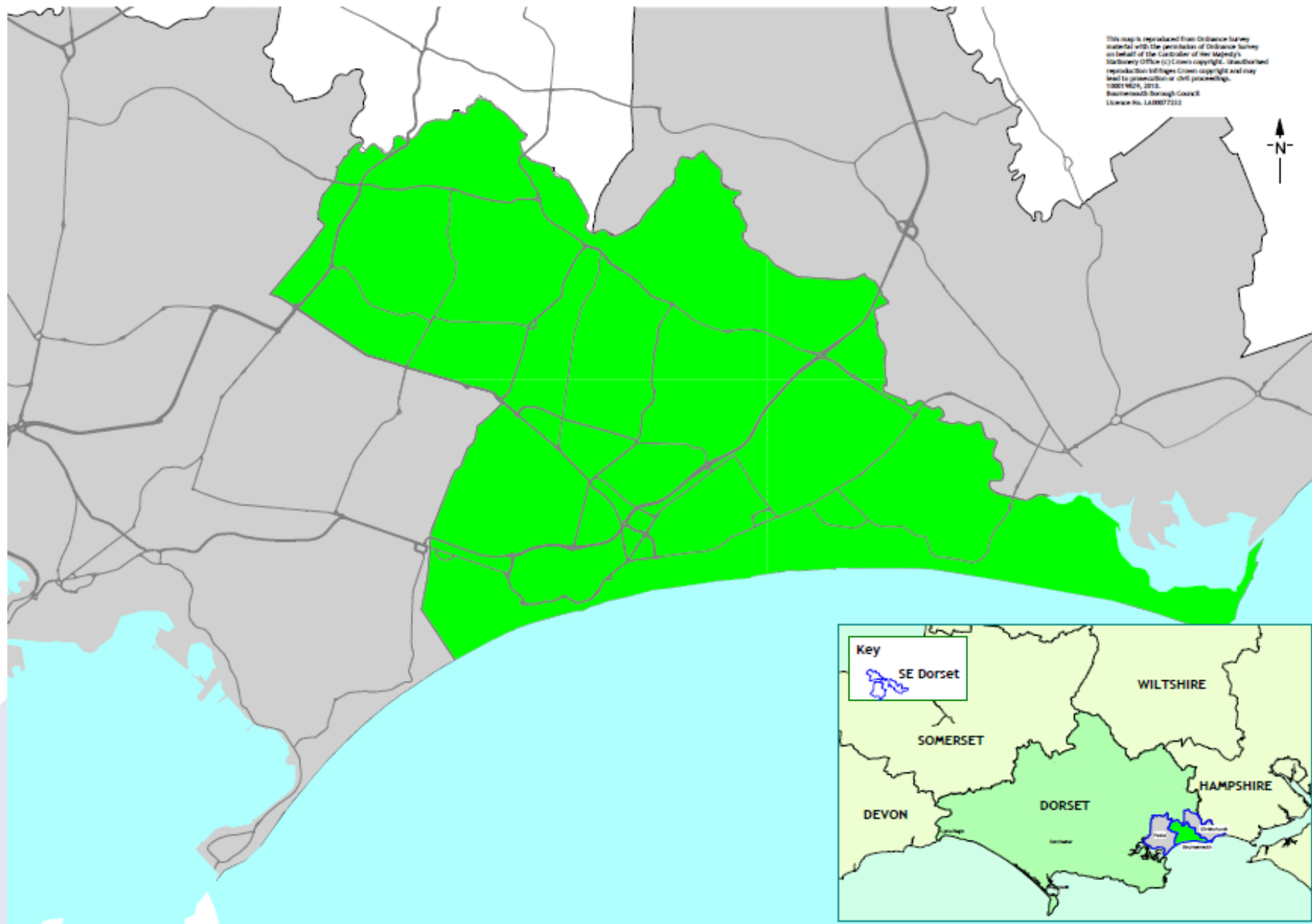


LSTF Case Study - Bournemouth





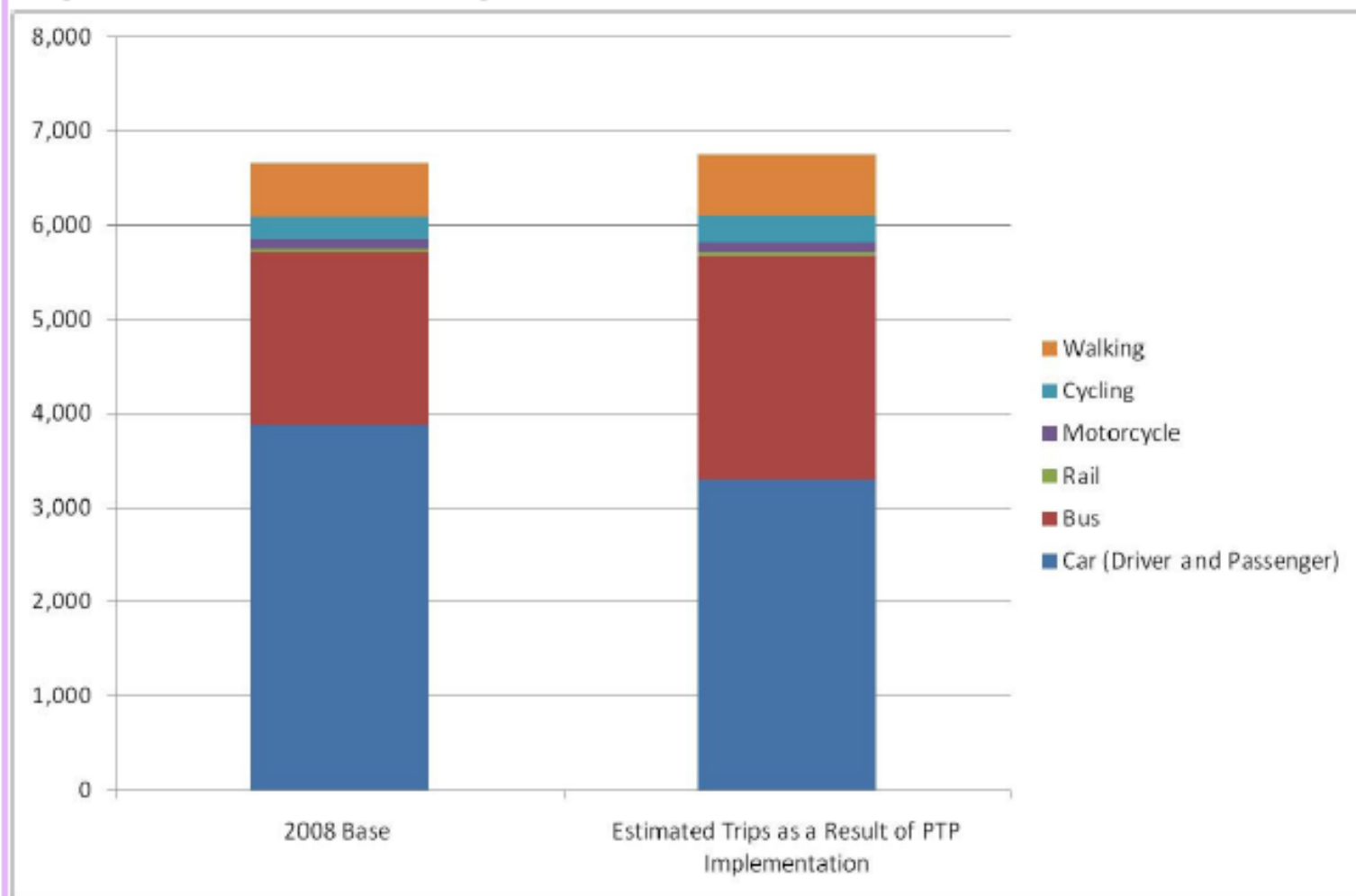
LSTF Case Study - Bournemouth





LSTF Case Study - Bournemouth

Estimated Mode Split as a Result of PTP Implementation along the 3 Towns Corridor (Trips with both Origins and Destinations along the corridor – AM Peak Hour)





Case Study 2: 'Play Streets' and Professional Training

Key features

Training programme endorsed by CIHT to encourage highways and transport professionals to consider children and their play needs

Growing concept of 'play streets' in the UK

Mindset change needed by communities but also by professionals

Thinking about the needs of children in the planning process



Creating Child Friendly Communities

**Planning Ahead to Create
Child Friendly Environments**

**Training Programme
supported by Chartered
Institute of Highways and
Transportation**





Filling a ‘professional gap’

*To develop the link between ‘placemaking’ and ‘play’ and the **significant** contribution and influence that built environment professionals can bring to the planning and delivery of a ‘whole environment’ including child-friendly public spaces, routes and new developments*



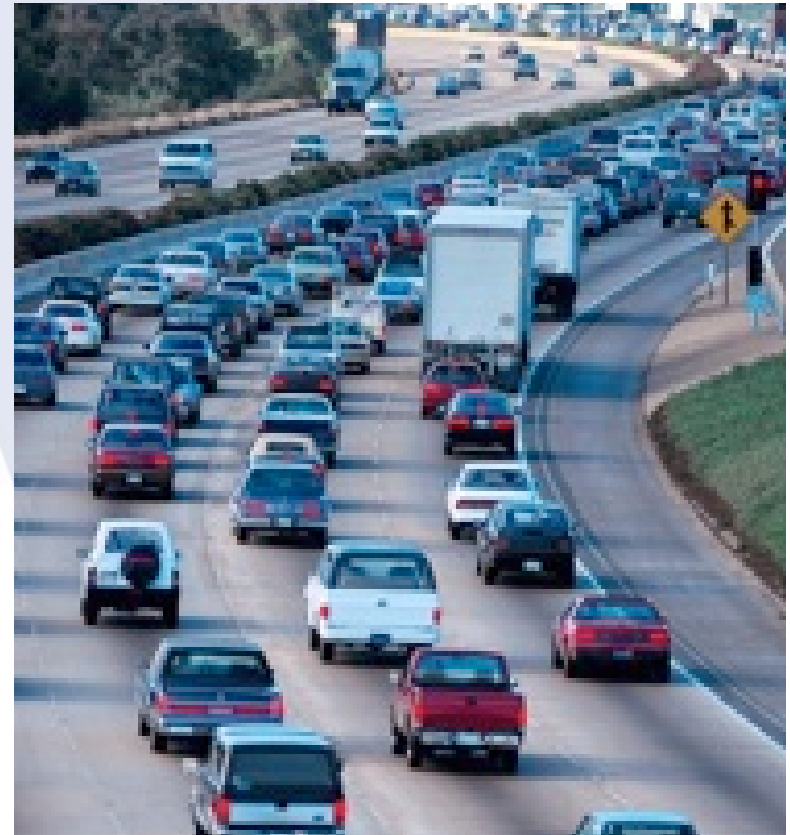
Bare facts – children and the car

41% of primary school age children are driven to school.... One in four cars on the road at home-time are driving children.

Living Streets Campaign

Only 47% of primary school children walk to school

National Travel Survey, 2010



Bare facts...around transport

(90%) of adults played regularly in the street as children

(29%) of children aged 7-14 say they don't play in the street at all

(63%) of parents think the biggest threat to children playing out is road accidents

(25%) of children and young people say that traffic stops them from playing close to home



(Source: Sustrans, Routes to Play)



Bare facts...around health

(23%) children in reception class
(age 4) measured as overweight or
obese

By 2050 (35%) boys and (20%) girls
aged 6-10 will be classified as obese

Cost of physical inactivity to UK
national health system (£1.06 billion)

Cost to wider economy (£5.5 billion)



(Source: Sustrans, Routes to Play)



Bare facts – the myth and the fact

1:5	chance of becoming obese
1:7	chance of contracting asthma
1:20	chance of suffering from coronary heart disease
1:20	chance of suffering from diabetes
1: 610	chance of burn at home
1: 16,800	road traffic accident
1: 18,700,000	lightning strike
1: 30,000,000	fatality in the playground

(Source: UK Health and Safety Executive)

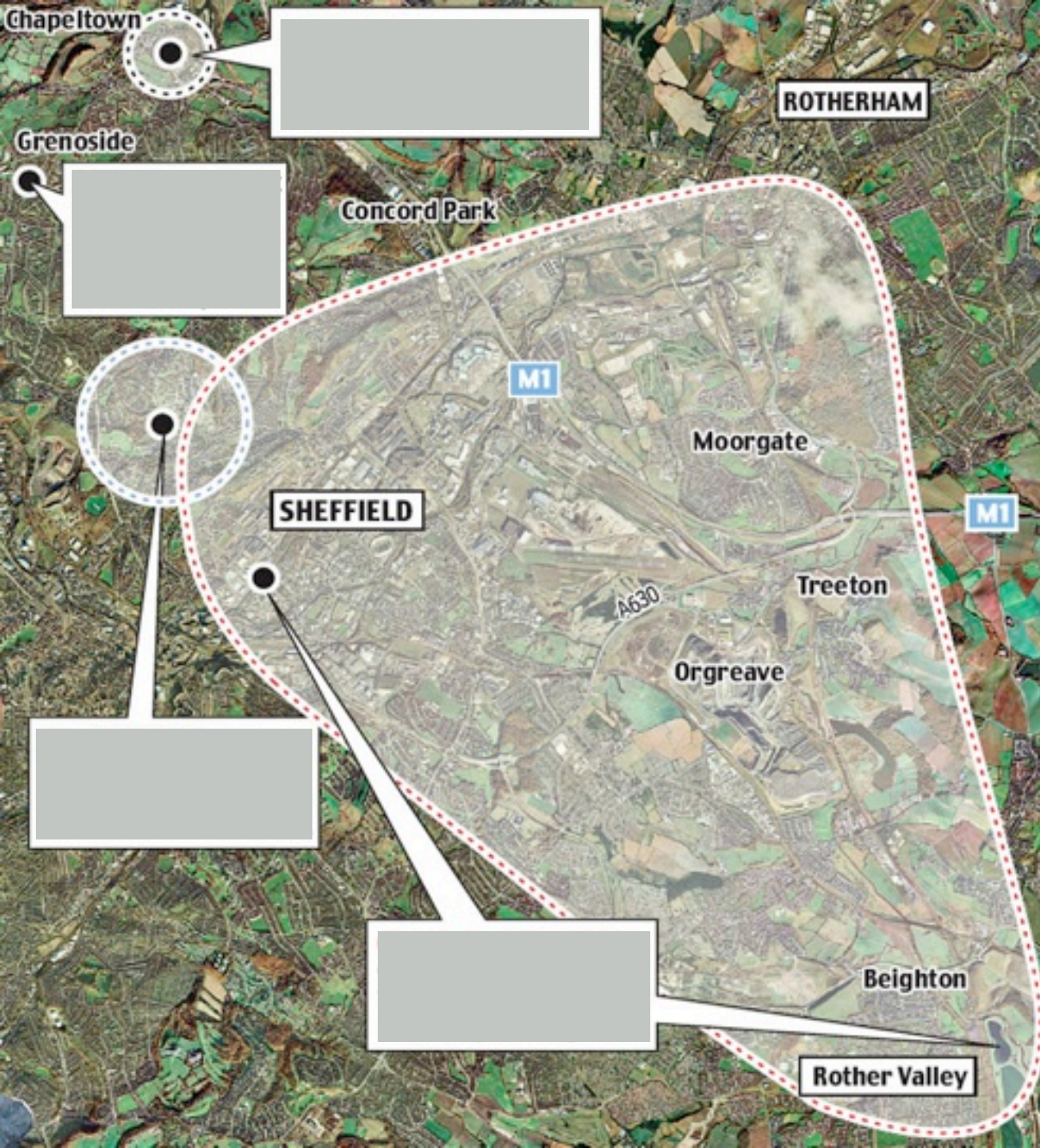
Play space





Traffic space





**The changing
nature of
childhood
independence
in the UK**

**Four
generations
of the
Thomas
family**

(Natural England, 2007)



Bristol Play Streets project

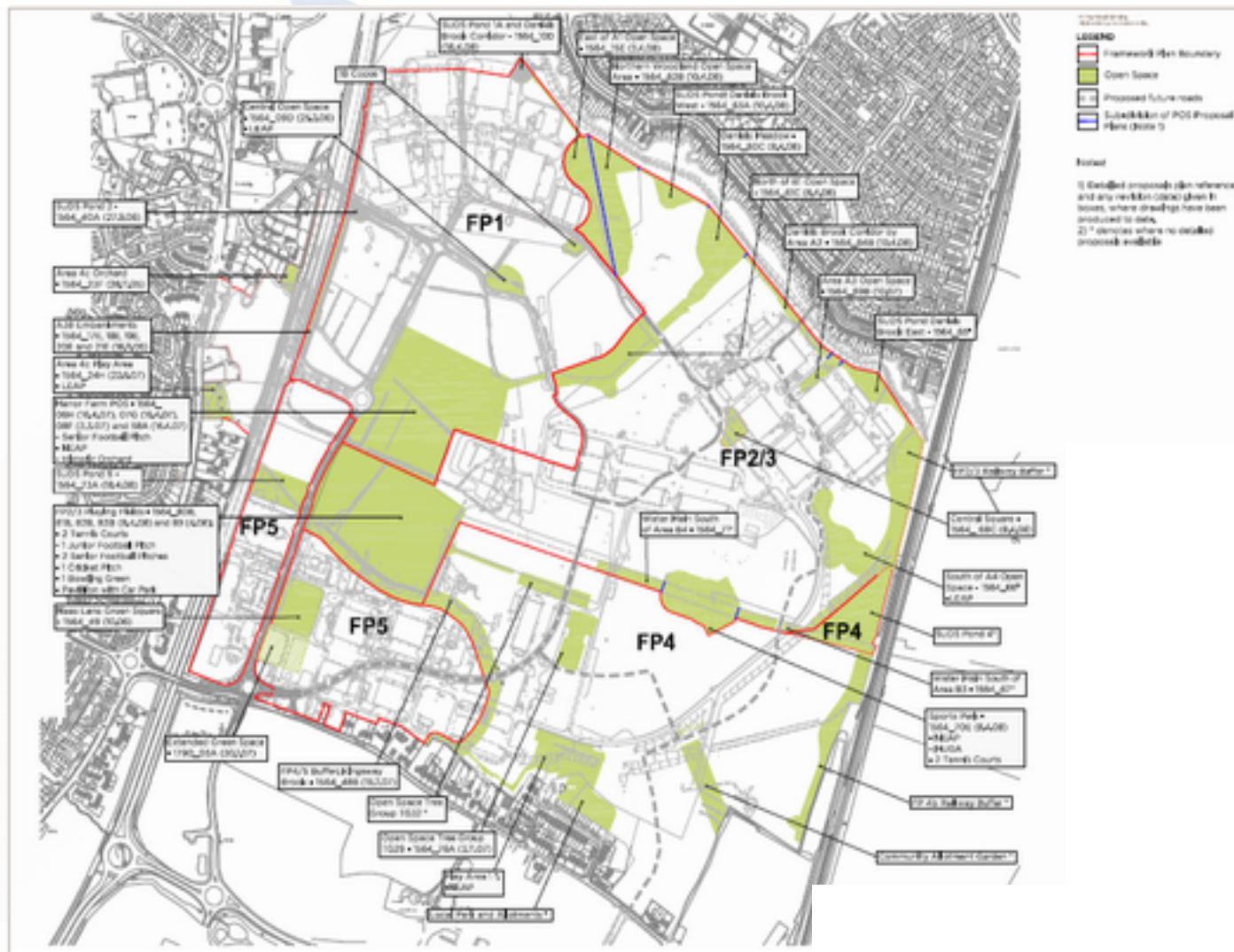


<http://playingout.net/>

<http://vimeo.com/13512080>



Getting it right at the planning stage





Getting it right at the planning stage

Development Area Map Neighbourhoods 1-4



'On yer bike' Cycle Scheme

A special 'On Yer Bike' transport initiative to supply a cycle for every home on Kingsway is proving a great success.

Every household on Kingsway is being given a bicycle in line with the development's now nationally renowned Transport Plan.

One of the plan's key aims is to encourage more cycling throughout the development and its surrounding area.

Bike vouchers for all
All the developers on Kingsway will purchase a new cycle for every home they build. Purchasers of a new home will be issued with a single special voucher when they move in.

Numerous initiatives
The development of the Kingsway Travel Plan, which includes the new free cycle scheme, is just one of a wide range of social and infrastructure contributions being made by the QUVL consortium that runs Kingsway.

A considerable sum of money is being paid by the consortium towards public transport provision and further large sums have been contributed towards the cost of building Gloucester's South-West Bypass.



Also enjoys free Life Cycle kit on arrival at the Blue Doctor event, which was part of the Kingsway Family Fun Festival.



Case Study 3: 'Community Planning'

Key features

Planning proposal for restaurant/public house

Safety concerns – highway and personal

An alternative land use proposed – residential

Behaviour change embedded into the community

'Personalised travel planning' solution



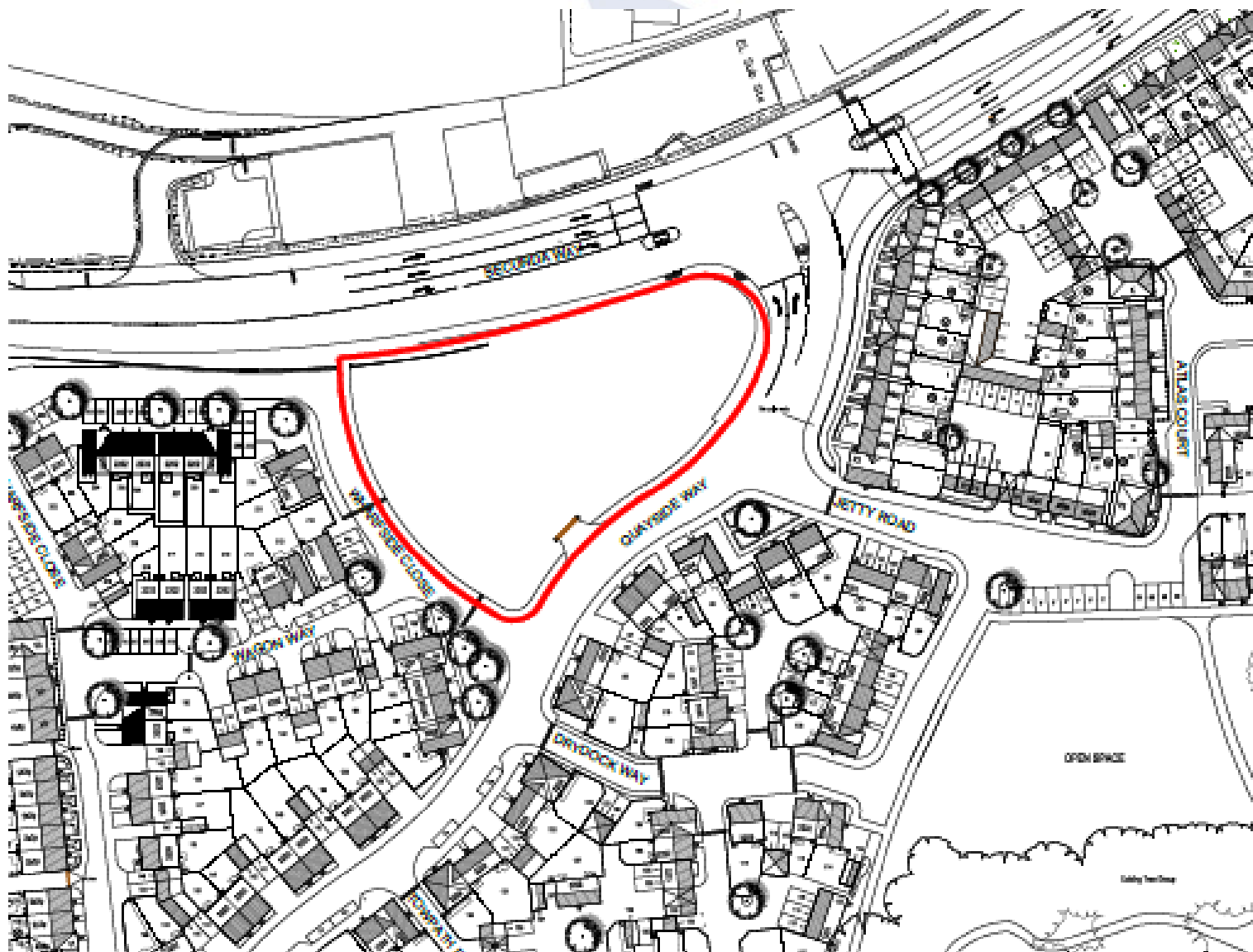
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Case Study – Monk Meadow, Gloucester, UK





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Personal/Lifestyle Behaviour Change – ‘Personalised Travel Planning’



Poole Quarter | Poole

1 & 2 bedroom apartments and 3 & 4 bedroom houses

Travel Plan

Working with local businesses and the local transport operators, the Borough of Poole and Crest Nicholson are proud to present an innovative package of travel benefits, designed exclusively for the residents of Poole Quarter. This is known as a travel plan. Comprehensive and fully integrated, the Travel Benefits Package contains some amazing offers.

The RouteONE Bus Service

Linking Poole Quarter to the town centre, Poole Quay, local bus and rail stations and the hospital, Route One is a low floor bus service with level access for people with pushchairs or who use wheelchairs. Route One services operate between 9.30am and 3.30pm, from Monday to Friday, and right up to 6.00pm on Saturday. The round trip takes under 25 minutes. Increased morning and evening services are planned.

- Frequent service every 15-20 minutes
- Fixed fare for unlimited use
- Bus stops within easy walking distance from the development
- Bus arrival information displayed at bus shelters

Voucher & Discount Scheme

Two £50 vouchers for funding for improvements for every household in the Poole Quarter development will be given to you when you meet the Crest Nicholson sales managers. These vouchers can be used toward the local transport initiative that would help you and your family the most.

- Bus travel (For Local Highway improvements)
- Rail travel (For Local Highway improvements)
- Motorcycle, bicycle and/or safety equipment purchases at local shops
- Poole Quarter car club membership
- Car hire and taxi services

Under ongoing negotiation, residents will also benefit from a range of commercial discounts plus the Travel Benefits Package.





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Thank You and Contact Details

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