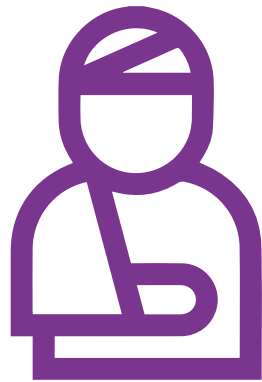


Public Consultation: Road Safety Action Plan 2024 - 2030

Road safety in the West Midlands - the current situation



57 people lost their lives on our roads in 2022.



Each year around **950** people suffer from serious, sometimes life-changing injuries, because of road collisions in the region.



The **20%** most deprived areas in the region account for over 50% of all people killed or seriously injured in road traffic collisions.



Males aged 20-29 are disproportionately at-risk of death or serious injury with excessive speed being the biggest factor contributing to these collisions.



60% of all people killed or seriously injured in road traffic collisions in the last 5 years were vulnerable road users (pedestrians, cyclists and motorcyclists).

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Providing your comments

We would like to hear your views on how we could improve road safety across the region. Your answers will influence the types of road safety interventions we will deliver.

The consultation will be open until 5pm on Friday 10 May.

You can respond to the consultation:

- Online at wmroadsafety.commonplace.is
- By post to **16 Summer Lane, Birmingham B19 3SD.**

For any questions related to the consultation please email roadsafety@tfwm.org.uk or call **0345 303 6760**

Who we are

We are Transport for West Midlands (TfWM), part of the West Midlands Combined Authority (WMCA). We strive for a vibrant region fuelled by transport choices that are not just inclusive and fair, but appealing. We're here to offer options that people want to use, all while positively shaping our community, improving the local environment, and boosting the health and happiness of our residents.

Our purpose is to ensure there are journeys for everyone so as a combined authority, we can create a better connected, more prosperous, fairer, greener and healthier region.

Our team is proud of what we do. It's not just about helping our residents and visitors travel safely, reliably, and affordably – it's about creating journeys that people want to repeat and are accessible to everyone. We're motivated to not just maintain, but enhance our local surroundings, and champion a transport system that leaves a lasting, sustainable legacy, touching every corner of our community.

As an organisation, we do many things to make our transport system function most effectively for the customer and deliver experiences that they want to repeat.

Through all of this, we empower our team to be collaborative, driven, inclusive and innovative. Working with partners, we combine our expertise and energy, to work in the best interests of the transport user and residents of the West Midlands.



We Plan:

We work across the WMCA, with local authorities and their communities to help the region secure powers and funding to develop strategies and solutions that not only address current needs but pave the way for the future, ensuring that we consistently stay one step ahead.



We Build:

From metro extensions to priority bus routes to new rail stations to world-class ticketing solutions, we are working with partners to build a transport system that delivers for the everyday needs of the West Midlands.



We Operate:

And once its built, we make sure that we continuously improve it to meet the changing demands of the traveling public.

As well as what we build, we also manage activities and schemes to ensure the transport experience lives up to expectations.



Introduction

Regional Road Safety Strategy

We're working towards Vision Zero, a long-term mission where nobody is killed or seriously injured on our roads. By 2030 we aim to have halved the number of road deaths and serious injuries.

In 2023 we launched our Refreshed Regional Road Safety Strategy. Our strategy sets out the principles we will follow to achieve our aim.

These are:

- **Work in partnership with local organisations and communities.** Together we will develop and deliver interventions to improve road safety.
- **Use a Safe Systems approach.** This is a well-researched approach to road safety based on data. It involves implementing a variety of different interventions to help keep people safe.

The Refreshed Regional Road Safety Strategy supports the delivery of our Local Transport Plan (LTP) by aiming to create a safe road environment for all road users.

Road Safety Action Plan

We will be updating our Road Safety Action Plan this year. This document will set out the actions we plan to take as a region to halve road deaths and serious injuries by 2030.

Our aim is that all actions:

- Are evidence-based
- Meet existing challenges
- Reflect transport policy priorities
- Provide clarity on roles and responsibilities in achieving them.

This consultation document sets out the types of actions we or our partners could take. Each action type relates to the different parts of the Safe System approach.







Prior engagement on the Road Safety Action Plan

From November 2023, we have been collecting your views on how we could make improvements to road safety in your local neighbourhoods and when making journeys.

Respondents overwhelmingly identified **aggressive driving** and **poor driving standards** as the main reasons they felt unsafe when travelling in the West Midlands. **Aggressive driving** was cited by 70% of car users, 71% of motorbike and moped users, and was the most frequently mentioned problem when walking or cycling.

The most commonly specified poor driving behaviour was **speeding**. When asked for the top 3 safety concerns in your areas, 49% named **speeding**.

Disobeying red light signals and **cars not giving enough room** when passing cyclists and motorbike riders also featured heavily. This suggests that road-users frequently observe a wide range of dangerous traffic contraventions.

When walking and cycling, the need for greater levels of good quality infrastructure was a significant theme. Pavement parking was noted to be a widespread problem, with wider pavements and increased crossing times for pedestrians suggested to improve walking conditions. When cycling, support for segregated lanes from traffic and pedestrians was very high, and when asked to submit images of your ideal local roads, we were inundated with street scenes which included segregated cycle lanes.

In this consultation document you will see examples of actions that could address these issues. We welcome your views on how we could improve the road environment for everyone.

Using the Safe System to develop actions

Our approach to road safety, alongside our partners, is informed by Safe System principles. The Safe System approach is founded on the following principles:

- People make mistakes
- Humans are vulnerable to injury
- Death and serious injury is unacceptable
- Responsibility is shared by all road users
- We must be proactive, not reactive
- Effective actions are systemic.

On the following pages we have outlined the different components of the Safe System and examples of the types of actions we could implement to improve road safety.



Safe Speeds

Excessive or inappropriate vehicle speed is the biggest factor affecting the severity of injury in a collision. Even small changes in vehicle speed can have a huge impact on the effectiveness of road safety measures. Research shows that a 5% increase in speed often leads to a 10% increase in the number of injury crashes, and a 20% increase in the number of fatal crashes.

Safe Speeds can be achieved through:

- Expanding enforcement
- Creating a self-enforcing environment
- Doing annual reviews of speed limit compliance.

We have outlined some of the measures that could improve compliance with speed limits.

Expanding enforcement

- Expand the regional average speed camera scheme
- Restart the static spot speed cameras to address high speed violations
- Expand the National Community Speedwatch programme. The programme sees residents work with police to monitor vehicle speeds in local neighbourhoods.

Creating a self-enforcing road environment

- Add traffic calming measures, such as chicanes, bollards, speed humps and planters
- Widen pavements
- Reduce carriageway width.

Doing annual reviews of speed limit compliance

- Use data to identify areas with low compliance
- Identify locations with high-speed violations
- Use data to target locations where speeds are inappropriate for the road design
- Expand the data available to the partnership through telematics and other technologies.

Safe Vehicles

In a Safe System, vehicles must be properly maintained and meet standards. This is to reduce conflicts with other road users, particularly vulnerable road users such as pedestrians, cyclists and motorcyclists. To achieve this, we could reduce the number of unroadworthy vehicles on the road by working with fleet operators, manufacturers and central government to ensure suitable technologies are more widely used.

Technologies such as seat belts, air bags and collision avoidance sensors have meant that motor vehicles have become much safer. However, despite the introduction of more advanced vehicle safety measures, the number of people in vehicles experiencing fatal and serious injuries has increased by 7% in 2022, compared with 2015-2017 casualty data.

Safe Vehicle interventions could improve safety through:

- Removing unsafe vehicles from roads
- Providing advice and guidance to consumers about the safety benefits of purchasing vehicles with modern technologies
- Working with food and takeaway delivery drivers and riders to ensure that vehicles meet a minimum standard of safety
- Raising safety standards of buses and Heavy Goods Vehicles (HGVs) operating on our roads.

We have outlined some of the measures that could be used to improve vehicle safety.

Removing unsafe vehicles from roads

- Continue the existing multi-agency scheme that seizes and removes non-roadworthy vehicles and those that do not have a valid MOT from our road network.

Providing advice and guidance to consumers about the safety benefits of purchasing vehicles with modern technologies

- Promote the results of the Euro New Car Assessment crash testing programme. This establishes a safety rating for vehicle occupants and vulnerable road users involved in a collision with a vehicle.
- Encourage the use of telematics technology in vehicles driven by young and novice drivers to promote safer driving and assist in reducing insurance premiums
- Work with vehicle manufacturers and Government to advocate for new and emerging vehicle technologies in commercial vehicle fleets, such as intelligent speed assistance.

Working with food and takeaway delivery drivers and riders to ensure that vehicles meet a minimum standard of safety

- Develop an industry-based Road Safety Charter for all e-mobility and motor vehicle delivery drivers and riders.

Raising safety standards of buses and Heavy Goods Vehicles (HGVs) operating on our roads

- Develop and implement regulations specifying minimum safety requirements for buses and heavy goods vehicles operating within the region.





Safe Roads and Roadsides

The way that roads are designed has an impact on safety and encourages road users to lead healthy and active lives. Design can improve safety and liveability by reducing the impact and presence of motor vehicles and increasing cycling and walking through lowering traffic in neighbourhoods.

The focus for Safe Roads and Roadsides is to implement a proactive approach to identifying risk, creating a safe and forgiving road environment. An environment that recognises that people will make mistakes.

Measures relating to Safe Roads and Roadsides could aim to make the region safer through:

- Collecting data to identify additional actions relating to safe roads and roadsides
- Making enhancements to existing roads
- Improving the road environment for all road users.

We have outlined some of the measures that could be used to improve roads and roadside safety.

Collecting data to identify additional actions relating to safe roads and roadsides

- Assess existing road design and the presence or lack of proven safety features to establish a safety rating to guide future road safety engineering schemes
- Use near-miss technology to identify high levels of risk for vulnerable road users
- Undertake travel demand studies around schools and places of worship to better understand traffic management and safety issues.

Making enhancements to existing roads

- Implement safety measures for cyclists during all road refurbishment, maintenance and other schemes
- Produce guidance for highway scheme designers to ensure safety is at the core of future highway measures.

Improving the road environment for all road users

- Consider implications of all highway safety interventions on public health
- Explore implementation of evidence-based measures on the road network to assist in increasing safety for motorcyclists
- Install state-of-the-art technology that increases safety for pedestrians and cyclists of all ages at designated crossing locations
- Implement recommendations from future travel demand and road assessment studies
- Monitor and implement changes in legislation, including regulation around the use of e-scooters and civil enforcement of illegal pavement parking.

Safe Road Use

While the Safe System approach to road safety accepts that people will make mistakes, the impact of these errors can be minimised through positive road use. These include driving within posted speed limits, watching out for vulnerable road users, and reducing distractions (for example, mobile phone use).

Designers and those who manage our roads play a vital role in developing, implementing and operating a safe road environment. Equally, the role of road users is critical in collectively supporting the mission to eliminate deaths and serious injuries.

The Safe Road Use component could improve safety through:

- Increasing evidence-based education and behaviour change campaigns
 - Encouraging greater use of in-vehicle technology to promote safe driving behaviours among young and novice drivers
 - Enhancing engagement with residents and community groups
 - Broadening the delivery of national standard cyclist training for children and adults
 - Deterring dangerous and anti-social driving
 - Increasing the use of rehabilitation training for offenders
 - Enhancing the accredited training for those using motorcycles.
- We have outlined some of the measures that could be used to increase safe road use.

Increasing evidence-based education and behaviour change campaigns

- Expand school and community outreach programmes, delivering messages affecting vulnerable road users
- Publish criminal justice outcomes of life-changing or life-threatening road traffic collisions that proceed to prosecution
- Design road safety whole life education and engagement programmes based on the scientific principles of behaviour change techniques

- Develop and implement a multi-year communications and awareness campaign plan that tailors messages encouraging behaviours that increase safe road use.

Encouraging greater use of in-vehicle technology to promote safe driving behaviours among young and novice drivers

- Encourage and expand the use of black boxes (telematics) among young and novice drivers.

Enhancing engagement with residents and community groups

- Establish a network of Community Champions consisting of residents and local groups. The purpose would be to better understand the road safety needs of all road users and promote shared responsibility
- Work directly with community groups in the development of tailored behaviour change campaigns.

Broadening delivery of national standard cyclist training for children and adults

- Increase the delivery of cyclist training to those statistically most at-risk of death or serious injury on our roads
- Broaden the delivery of cyclist training to children of all ages.

Deterring dangerous and anti-social driving

- Expand the existing multi-agency road safety enforcement and education operations. This could focus on excessive speed, anti-social use of vehicles, red light running and hit and run incidents.

Increasing the use of rehabilitation training for offenders

- Continue to deliver the National Driver Offenders Retraining Scheme for drivers
- Introduce the National Driver Offenders Retraining Scheme (RiDE) for motorcyclists.

Enhancing accredited training for those using motorcycles

- Support the motorcycle industry and advocacy groups to review and improve motorcycle licensing and accredited training for motorcyclists.





Post-crash Care

Effective emergency care is at the heart of a post-crash response. It can make the difference between survival and death and can prevent injuries becoming permanent and life changing. Protocols to ensure coordination of all emergency services are vital to effective emergency medical care, incident management and investigation.

An important component of the post-crash care work is providing support for people bereaved or seriously injured in road crashes. Support can include opportunities to talk to others who have survived a similar loss, building resilience to deal with grief, and guidance on police investigations and court proceedings.

Post-crash care support could be enhanced through:

- Supporting charity-based bereavement services
- Enhancing post-collision education and behaviour change campaigns
- Signposting to post-collision support services.

We have outlined some of the measures that could be used to improve post-crash care.

Supporting charity-based bereavement services

- Promote existing bereavement services delivered by RoadPeace (a national charity for road crash victims) and provide online signposts to these services where appropriate.

Enhancing post-collision education and behaviour change campaigns

- Draw on the experiences of victims and those impacted to support behaviour change and post-collision learning and consider how these might support wider communications and education.

Signposting to post-collision support services

- Signpost victims of collisions to the most appropriate restorative justice and post-collision support services.

Partnership working

Improvements to road safety can only be achieved in partnership with other public sector organisations, private companies, charities and individuals across the region.

The Regional Road Safety Strategic Group is a formal collaboration between:

- Birmingham City Council
- City of Wolverhampton Council
- Coventry City Council
- Dudley Metropolitan Borough Council
- Motorcycle Action Group
- Motor Insurers' Bureau
- National Highways
- Road Safety Foundation
- RoadPeace
- Royal Society for the Prevention of Accidents
- Sandwell Metropolitan Borough Council
- Solihull Metropolitan Borough Council

- The Office of the Police and Crime Commissioner
- Transport for West Midlands
- Walsall Council
- West Midlands Fire Service
- West Midlands Police

Together we provide strategic oversight to improvements in road safety across the West Midlands.

Your contributions to this consultation will help ensure we can deliver the necessary changes to make our roads safer for all.





Transport for
West Midlands