

# Road Safety Team in Warwickshire and West Mercia

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# Introduction

- Safety Camera Partnership established in 2001 and were managed by DfT through cost recovery with the primary focus on speed enforcement and limited communications activity
- In 2007, the name was changed to Safer Roads Partnership with a focus on working more closely with partners
- ETP and Operations Forums were introduced and DfT were no longer restrictive about criteria for enforcement sites
- In 2011 funding changed again to a different type of cost recovery; through offenders choosing to attend Speed Awareness Courses if they meet criteria for the offer
- Road Safety and Casualty Reduction through Warwickshire and West Mercia is co-ordinated and controlled through the Roads Safety Team with particular attention to the Three E's of Road Safety; Engineering, Education and Enforcement



# Road casualties in Worcestershire

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# RTC casualties in Worcestershire 2012-17

## Worcestershire RTC collisions by severity

Severity of accident	2012	2013	2014	2015	2016	2017	Total
Fatal	21	18	12	16	14	25	106
Serious	129	151	138	172	196	183	969
Slight	1022	875	881	912	819	772	5281
KSI Total	150	169	150	188	210	208	606

## Worcestershire RTC casualties by severity

Severity of casualty	2012	2013	2014	2015	2016	2017	Total
Fatal	23	18	12	18	15	28	114
Serious	139	168	153	193	215	206	1074
Slight	1453	1206	1218	1289	1155	1045	7366
KSI Total	162	186	165	211	230	234	675



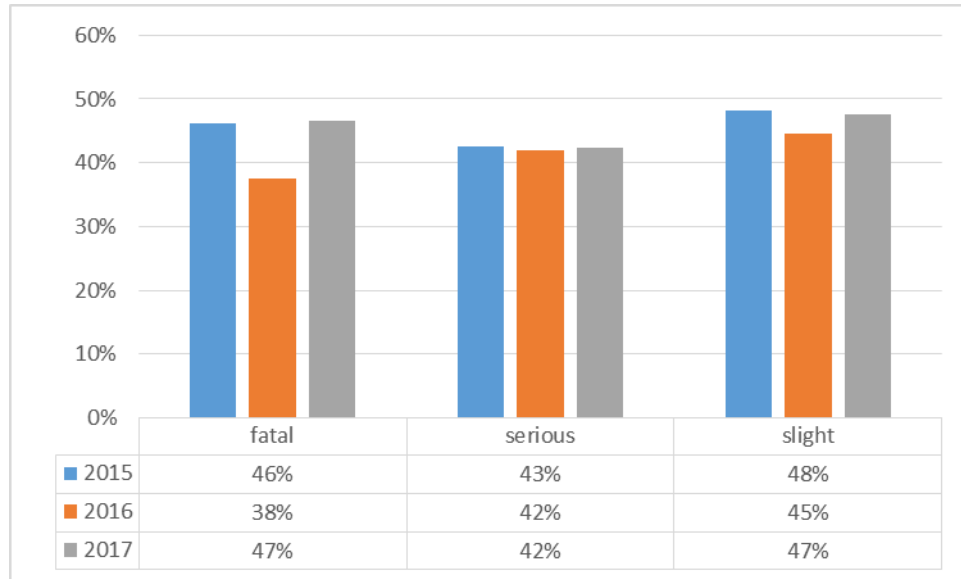
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# Injury collisions 2015-17

## Percentage of West Mercia casualties by severity

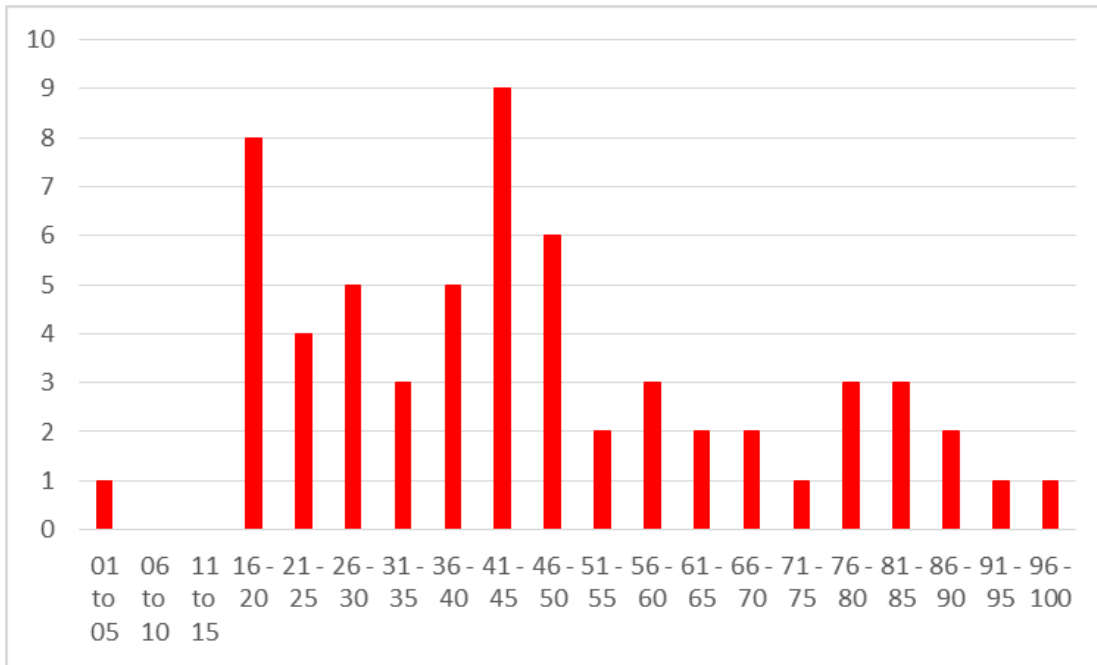


## Cost to Worcestershire by collision type and severity

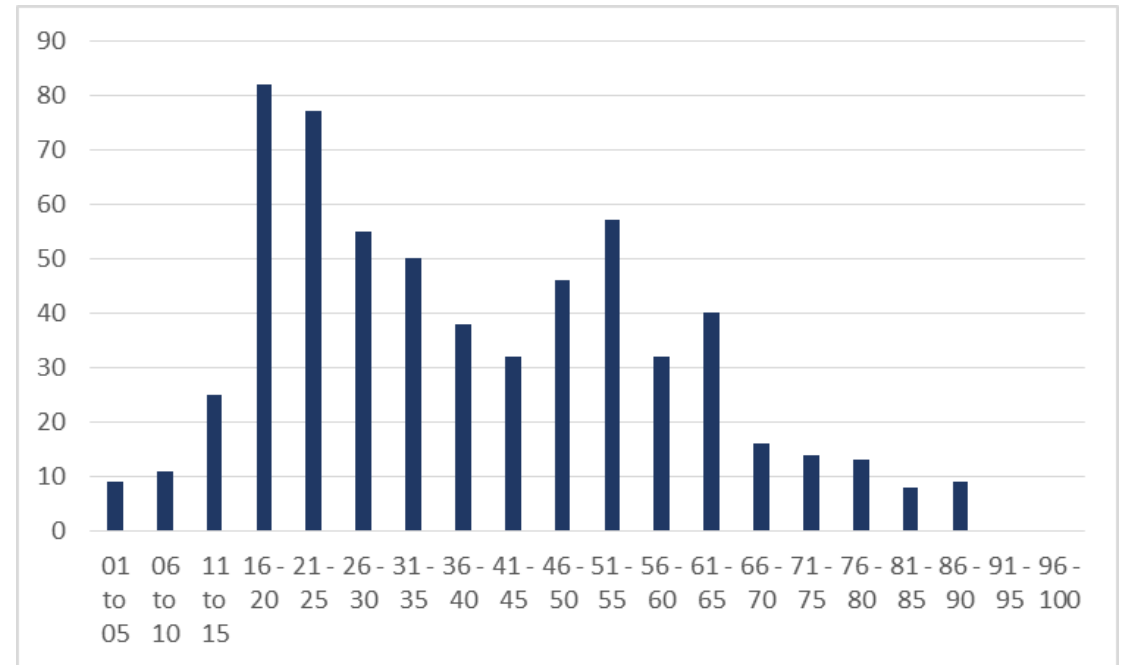
	2015	2016	2017	Total
Fatal	£32,861,027	£28,753,398	£51,345,354	£112,959,780
Serious	£40,854,664	£46,555,315	£43,467,462	£130,877,441
Slight	£22,719,062	£20,402,315	£19,156,753	£62,352,864
Total	£96,434,752	£95,711,028	£113,969,569	£306,190,084

# Worcester KSI casualties age groups 2015-17

## Deaths by age



## Serious injury casualties by age



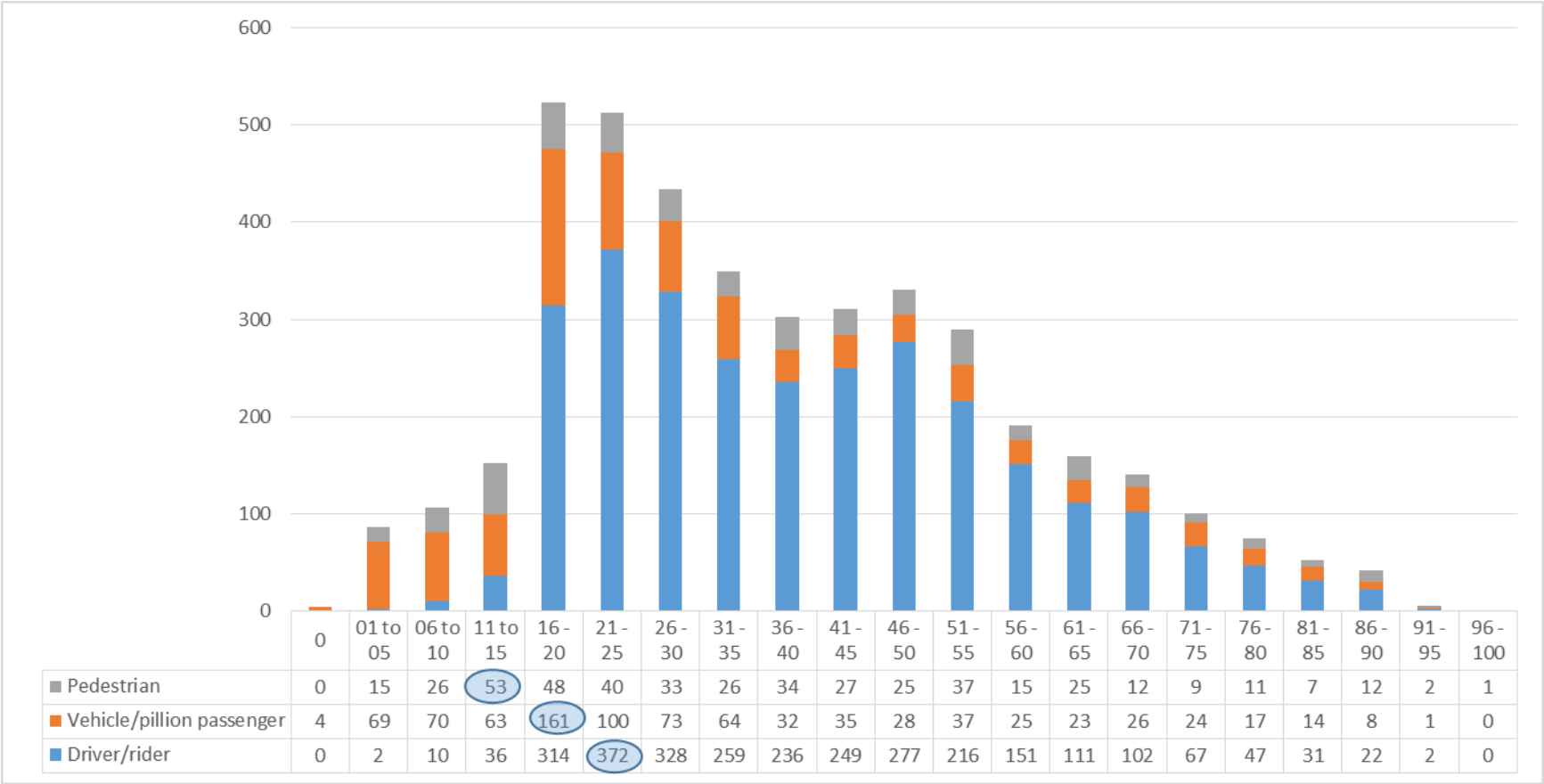
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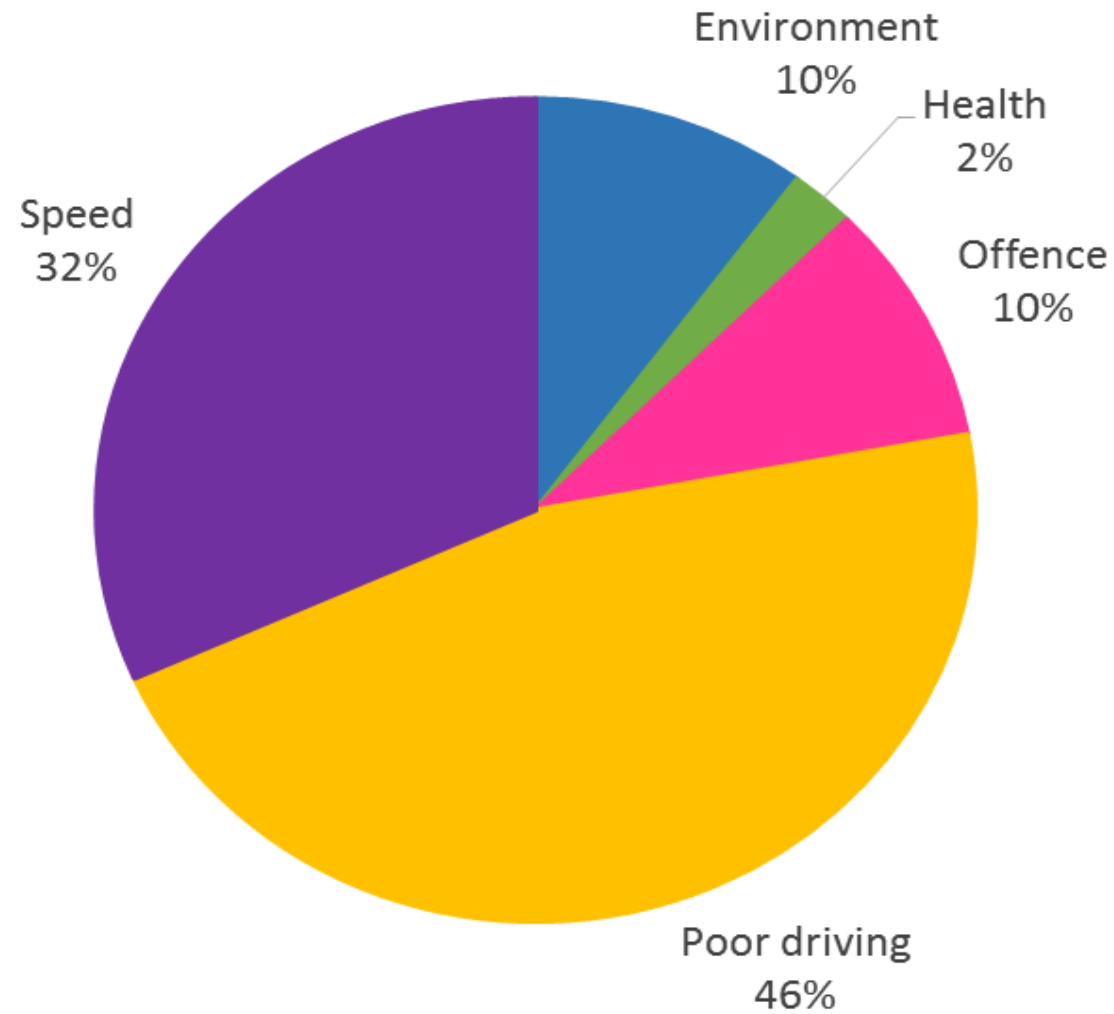
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# Casualty class for injury collisions

## Worcestershire 2015-17



# Causation factors



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# Social attitudes

## ***Attitude***

56% of people believe that speed cameras save lives (DfT, 2016)

Whilst 50% agree that all use of mobile phones while driving, including hands-free phones, is *dangerous*, only 40% agree that all such use of mobile phones should be *banned*. (DfT, 2016)

80% of the population believe you shouldn't drive after alcohol, but there has been a increase of 11% of those adults who believe they know how much they can drink before they are over the legal limit (DfT 2016)

A willingness to walk a short journey rather than driver has increased to 14% in 2016, and for cyclists the roads feel safer than since 2011

## ***Reasons for the gap***

Social norms

Conditions allow it

When late

Peer pressure

Context of different responsibilities and different life stages

Collisions happen to others and not me

## ***Behaviour***

48% of people believe speed cameras are there to make money (DfT, 2016)

In 2016 RAC Report on Motoring state that 31% of those surveyed admitted to using taking or receiving calls on mobile phones and 14% admitted to taking photo's or filming while driving

DfT report released in August 2016, stated that 2014 final figures, and 2015 provisional showed that there has been no statistically significant decrease in drink drive fatalities since 2010.

There has been a 10% increase in pedestrian deaths in Great Britain since 2015

There has been a 2% increase in cycle deaths since 2015

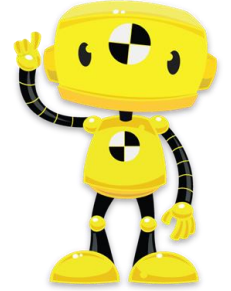


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# Education and Campaigns



- Young Citizens Challenge safety event North Worcestershire
- Green Light road safety workshop Worcestershire
- National and local campaigns Drink and Drug Drive  
Seat belts  
Mobile phones  
Speeding  
“Don’t be a road Monster”  
Cycle Safety
- Be Safe Be Seen

# Speed Enforcement



Casualty Reduction Programme (CRP) Areas where high risk of injury or harm is identified along with a proven speeding issue

Community Concern Programme (CCP) Areas where local people are significantly concerned about a proven speeding issue and their feeling of safety and quality of life is being detrimentally effected

Managed Motorway West Mercia Police work in partnership with the Highways England to deliver fixed camera speed enforcement on the M5 motorway to compliment the national managed motorways programme.

Temporary road works Motorway network roads being worked upon with people working in the carriageway. Partner agency policies have determined that enforcement of those limits is essential to public and/or worker safety. Fixed camera enforcement at those sites will be temporary

	CCP		CRP			Grand Total
Local district	Mobile	Fixed	Fixed-red light	Mobile	HADECS	
Bromsgrove District	4			3	2	9
Malvern Hills District	11	1		1		13
Redditch Borough	1	2		3		6
Worcester City	2	2	1	4		9
Wychavon District	6	3		9	2	20
Wyre Forest District	5	2		2		9
Grand Total	29	10	1	22	4	66

# Summary

- Injury collisions are increasing throughout Great Britain and Worcestershire is no exception
- Worcestershire makes up 45% of all injury collision over the past 3 years and 42% of all KSI casualties in WMP
- KSI collisions have cost Worcestershire £244m over the past 3 years, and £95m in 2017
- Highest risk areas are Wychavon and Bromsgrove
- Behavioural issue around risk
- Education and campaigns on going delivered and funded by SRP
- Speed Enforcement is targeted and measured