



Vision Zero

The Road Safety Strategy for Kent

30 year vision to 2050

Five year strategy 2021 – 2026

Delivering safer roads, towns and villages in Kent

kent.gov.uk/visionzero



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Foreword

David Brazier, Cabinet Member for Highways and Transport, Kent County Council

Kent County Council continues to ensure that highway safety is one of its top priorities. Indeed, much progress has been made in this regard across Kent Highways in recent years to improve road safety. With an average of forty-five fatalities on our roads each year, as well as many hundreds of serious injuries, there remains more to be done. To strengthen its efforts, Kent County Council has adopted a target of zero fatalities by 2050.

Some people might say that achieving zero road fatalities is impossible. If they were to see each fatality as a human being, or even a member of their own family, rather than simply just a statistic, would they still not wish to set zero fatalities as the ambition? Surely zero is the only sensible target to strive towards and therefore, over the next thirty years, we will endeavour to get as close to it as possible. The response to COVID-19 has also shown that, with the right ambition, and by working together, a great deal can be achieved.

Vision Zero for Kent will only be possible if all of us, whether we are travelling in Kent, managing a fleet of vehicles, teaching at school or managing the highway network share a responsibility to reduce road danger, the fear it creates and the casualties that result. Surveys of public opinion show that the residents of Kent support safer roads and safer speeds where they live, together with the enforcement of speed limits.

Kent County Council commits to lead the Vision Zero concept and promote it across the whole of Kent. This includes the ambition for continuous improvement in the way that Kent Highways and Transportation promote road safety and provide improvement schemes, to ensure that Kent County Council does all that it can to make the roads, streets, towns and villages of our wonderful county safer for everyone.

Tim Read, Chair of Kent and Medway Casualty Reduction Partnership and Head of Transportation, Kent County Council

This document outlines a shared approach of the Partnership* to meet Vision Zero objectives. The Partners will all follow the 'Safe System Approach', which is designed with the human being at its core, accepting that even the most conscientious person will make a mistake at some point. The goal of Safe System is to ensure that these mistakes do not lead to a crash or, if a crash does occur, it is sufficiently controlled to not cause a death or a life-changing injury.

Responsibility for the system is shared by everyone. Policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies, schools, and the media, to name a few, are all accountable for the system's safety. Meanwhile, every road user, whether they drive, cycle or walk, is responsible for complying with the system's rules.

Safe System is considered best practice in road safety by the World Health Organisation (WHO) and the Organisation of Economic Cooperation and Development (OECD), and in the UK is supported by Royal Society for the Prevention of Accidents (ROSPA). The approach has been adopted by Highways England and is endorsed by the DfT.

The approach we are taking will require input and support from teams throughout Kent County Council. Most of all it will require the support of Kent's residents to work together towards Vision Zero.

**Kent and Medway Casualty Reduction Partnership includes Kent County Council, Medway Council, Kent Police, Kent Ambulance Service and Kent Fire and Rescue Service*

The Vision – 2050

- Zero, or as close as possible, road fatalities or life-changing injuries
- Safe System is the norm
- Walking and cycling is a safe and easy choice
- Kent at the forefront of road safety innovation

The Strategy - the next five years (2021 - 2026)

- Reduce fatalities, serious injuries, number, and severity of collisions
- Develop an evidence base, including research and trials, monitoring of existing approaches and developing toolkits and programmes
- Improve collaboration between partners and stakeholders
- Embed the Safe System approach
- Promote Vision Zero to Kent's public
- Increase levels of safety for walking and cycling



Chapter One – Introduction

1.1 Vision Zero 2050

The ambition of this strategy is to make Kent the best place to live and work in the UK. Through partnership working, an evidence-led approach and by combining engineering, education and enforcement, we will make Kent's roads, streets, towns and villages feel and be safer for all, with the aspiration of reducing road fatalities to zero by 2050.

While zero deaths is the only ethical long-term goal, reaching absolute zero should not be an obsession. Vision Zero is about the commitment, the sense of direction and recognition that deaths and life changing injury on the road are not an acceptable price to pay for mobility.

We will embed the Safe System Approach and engage with partners, stakeholders and Kent's public and promote Vision Zero objectives. We will work with Kent Police to reduce driver behaviour that puts themselves and others at risk, such as distraction, impairment, inappropriate speed and other socially unacceptable behaviour.

We will incorporate innovative technologies into the transport network, promote safer driving technology to fleet managers and design our roads and streets to be forgiving in the event of mistakes being made. People should rightly expect to drive, walk and ride safely in well-connected communities with the minimum of congestion and pollution, thereby promoting the health and safety of all.

1.2 Our approach – Safe System

Safe System is an approach to road safety and traffic management that starts with the idea that everyone has the right to be safe on the highway network. This is rooted in the belief that every traffic death reflects a failure in the system, and that none are acceptable. It is a methodology that sees all aspects of the system interacting with each other and looks at network risks to prioritise interventions.

The Safe System Approach is a proactive methodology to achieve zero deaths. This approach comprises the following themes:

- Safe roads and streets – designing our highway network to reduce the chances and consequences of collisions.
- Safe speeds – designing roads and enforcing speed limits appropriate to the usage and environment.
- Safe behaviour – education, training, publicity, engineering, enforcement, and technology to improve the way people use Kent's roads and streets.
- Safe vehicles – ensure the vehicles on the Kent network are as safe as they can be by promoting safer technology for car and goods vehicle fleets.
- Post collision response – react as quickly as possible to crashes, study the causes of the most serious collisions, and provide support for the victims of road crashes.

1.3 Community Circle

Proactive community engagement is at the heart of this strategy; if Vision Zero is to succeed it will depend on Kent's public sharing Kent County Council's ambition. Community Circle is our approach to help achieve Vision Zero in Kent and it includes:

- **Community concerns** aligned with injury collision data, such as concerns about speed, air quality and noise.
- **Injury reduction** remains the priority but feeling safe and quality of life are also important.
- **Research and pilot** new approaches including average speed camera corridors and other initiatives.
- **Common responsibility** for safety including road users, local community and highway authority.
- **Localise campaigns** to focus on casualty cluster sites.
- **Engagement** with community at cluster sites to discuss solutions together.



1.4 Shared responsibility

Everyone shares a responsibility for their own and others' safety. As the Highway Authority, our target is to create the safest road network possible and to achieve zero fatalities and the most seriously injured, we work in partnership with Kent Fire and Rescue and Kent Police to achieve this goal.

However, it is essential that those using the road network also understand their responsibilities, and our programme of education, training and publicity aims to reinforce this requirement.

All road users must obey the law and rules of the road, but to eliminate road fatalities we must go further. Those driving the heaviest vehicles should look out for those more vulnerable than themselves, this includes goods vehicle drivers being considerate to people cycling but also people cycling being considerate to those walking. We must aim towards having empathy towards each other to create a more forgiving environment. We should also look out for the very old or young or people with a disability, giving the space and time to help them navigate the road safely.

Responsibility



Disabled people

People walking

People cycling

Riding horses

Riding powered two-wheelers

Driving cars

Driving vans

Driving PSVs

Driving HGVs



Vulnerability

1.5 Links to public health

In Kent, almost two-thirds of adults, over a third of Year 6 (10-11yr old) and a quarter of reception (4-5yr old) children are overweight or obese. This has negative impacts on mental and physical health as well as economic impacts due to increased absenteeism and low productivity. Building regular walking and cycling into everyday life is one of the most effective ways to address obesity.

There are several ‘safety’ challenges that must be addressed to facilitate higher levels of activity:

- The perceived danger in the environment
- Walkability of the living environment
- Dominance of motor transport
- Risk of harm for walkers and cyclists
- Availability of facilities/infrastructure for unmotorised transport
- Degree to which motorised transport dominates other ways of transport

We will work with Kent County Council’s Public Health team to address these safety barriers to walking and cycling. Regular physical activity improves heart health and mental wellbeing. Just taking more regular physical activity reduces the risk of premature mortality by 30%. A recent study of 16,749 UK patients in hospital with COVID-19 found that obesity was linked to a higher risk of dying (around a 37% increase in risk of death). Figures for Kent show that 20% of adults aged 19 and over were physically inactive and 24.7% of Year R (reception) students were overweight or obese in 2018/19 compared with an average of 22.6% for England. Physical inactivity is responsible for one in six UK deaths (equal to smoking) and is estimated to cost the UK £7.4bn annually (**£176m pa for Kent**).

1.6 Links to walking and cycling

It is Kent County Council’s (KCC) ambition to make walking and cycling an attractive and realistic choice for short journeys. Alongside the health and wellbeing benefits of walking and cycling, we can also see improvements to air quality and benefits to the local economy.

With perceived safety acting as a barrier to the uptake of walking and cycling in Kent, we expect to see a marked increase in walking and cycling levels as Vision Zero develops. A safer highway network, with mutual consideration and cooperation between users, will lead to walking and cycling for short journeys, or as part of longer ones, becoming a more realistic and natural choice. In countries like the Netherlands, with high cycling levels, we see a lower cyclist fatality rate (Pedalling Towards Safety, European Transport Safety Council, 2012).

It is important to integrate walking and cycling into planning to increase safety. High quality segregated cycle lanes and footpaths as well as improved road crossings and junctions will make roads safer for the most vulnerable users. Where these improvements are not possible, and cycles are sharing road space with cars, we will consider targeted campaigns for raising awareness and in some cases reducing the speed limit. Working with local communities will be imperative in achieving compliance with new limits.

1.7 Costs of road safety to Kent

Each death and life changing injury on Kent's Highways is a personal tragedy, and that is why we have a target of zero deaths. Serious injuries also have very high social costs, 24-hour home care can cost up to £2000 per week. Other costs include clearing the scene, emergency services and resulting congestion.

The Department for Transport estimates the average value of prevention of each reported casualty, which estimates a value for all human and public costs as follows:

Fatal: £1,958,303 Serious: £220,058 Slight: £16,964

In 2019 Kent's combined prevention value of all collisions was over £263m, including over £70m for fatalities and over £143m for serious injuries.

Net Zero meets Vision Zero

KCC has signed up to achieve Net Zero emissions by 2050. It is often the case that low emission vehicles often also have safety features, such as automatic braking, emergency stability control and intelligent speed adaptation.

Initiatives aimed at promoting zero emission vehicles might therefore be aligned with promoting safer vehicles. Cheaper in town parking and residential parking permits for electric cars might be aligned with promotion of in-car safety features. We will therefore seek to collaborate with fleet teams to work towards safer and cleaner vehicle fleets.

Action	Deliverable
1	Promote 'Vision Zero' objectives to stakeholders and the public.
2	Collaborate with Highways, Transport and Waste, Public Health, Active Travel, Fleet, Education and other teams within KCC where road safety can help deliver objectives.

Chapter Two – Data and Risk

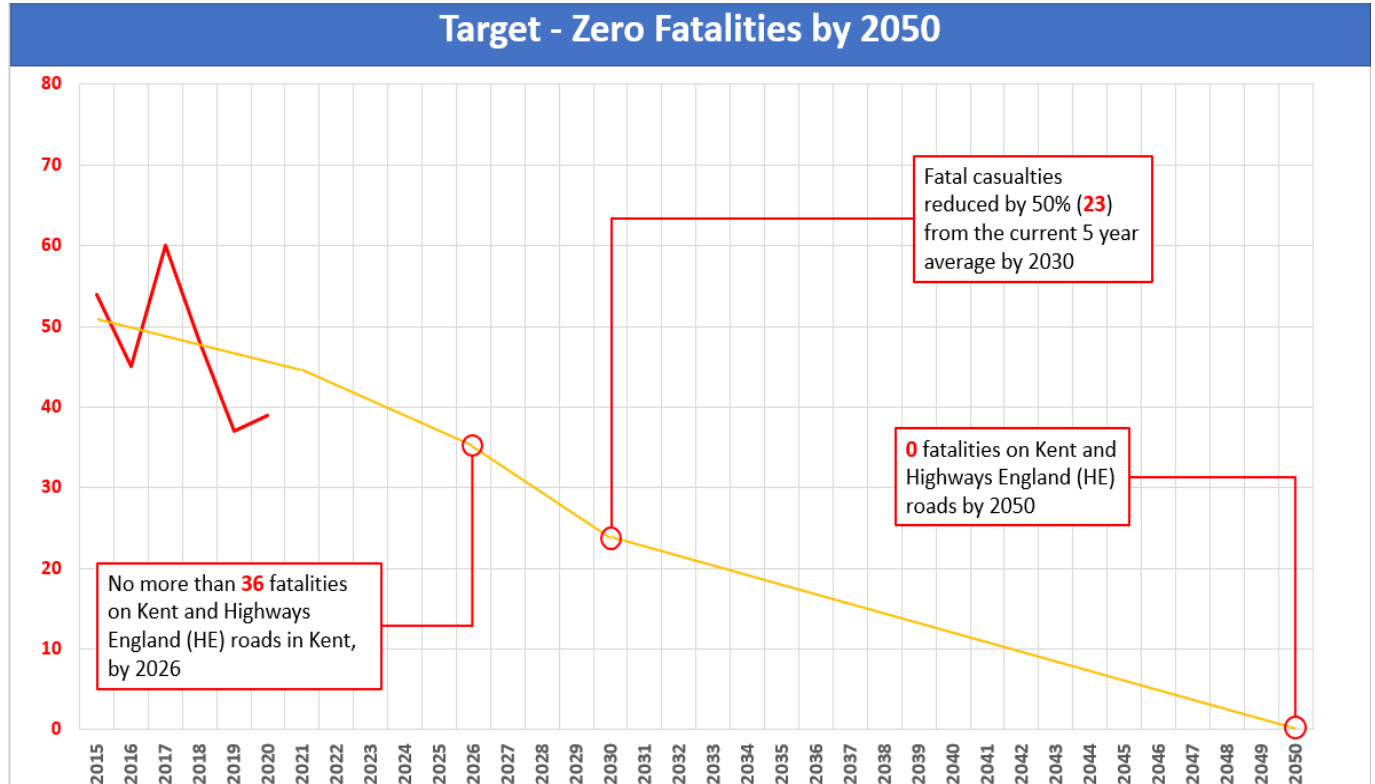
2.1 Introduction

An accurate analysis of crashes and collisions that take place on the highway is essential if we are to deliver Vision Zero.

To prioritise our resources, we must be intelligence led so that safety interventions are led by research and analysis of data. Our priority and investment are currently targeted at locations with a history of traffic collisions resulting in injury. This prioritises the investigation and implementation of measures to reduce injury at these known locations. There are 120 of these locations across Kent each year. We will continue to address these problem sites through a combination of engineering, community engagement, behaviour change and enforcement.

Whilst we will continue to react to personal injury data, we will also develop a more 'proactive' approach to prioritise investment in line with the Safe System Approach. This means we will seek to understand the risks of injury that are posed to road users by the environment and seek to minimise those risks before they become problem locations that result in injury. We will investigate emerging technologies, trial methodologies and engage in research to develop this approach.

Targets



Over the past five years the Kent and Highways England network in Kent has seen an average of over 45 fatalities a year. The target for this strategy is to follow a linear reduction in fatalities towards zero fatalities in 2050. This gives a target of no more than 36 fatalities a year by 2026,

the end date of this strategy. The UN Decade of Action on road safety sets a target of reducing fatalities by 50% by 2030 which is included in the chart. Annual killed or serious injury targets will be monitored and are detailed in 8.2 Safety Performance Indicators for this strategy.

2.2 Risk analysis

Looking closely at road crashes or collisions that have taken place on our roads is useful in understanding where and why collisions occur and who is involved. Using data built up over several years will continue to be the main way we prioritise where in the county we can introduce measures to help reduce collisions occurring.

Our data team draws up a list of ‘hotspot’ locations of collision ‘clusters’ (those centred around a 50-metre diameter of a specific location on the road) for further investigation. This helps us to identify where road safety education, engineering and enforcement is needed.

As well as specific ‘cluster’ locations we also look at lengths or sections of roads with the highest risk. We can do this through looking at collision data in relation to the length of the network (crash density) and the volume of traffic (crash rates). This enables us to compare the risk across all routes on our local road network. Looking at speed data alongside these calculations will give a greater insight of the risks posed to road users on the network. A ‘RAG’ rating (Red, Amber or Green) is then applied to highlight the areas of greatest risk on our network and provide a robust method for prioritising where our interventions could help.

However, a more ‘proactive’ approach is essential to deliver Vision Zero. We cannot rely solely on casualty data to determine locations for intervention. The focus must shift to also analyse information that is potentially signposting conditions or situations that if not addressed may result in serious injury. Analysing the likelihood and potential severity of situations is clearly not as straightforward as assessing incidents that have already taken place.

A wide range of information such as community concern, near misses, damage only crashes, the nature of a route, survivability thresholds, the condition of our roads and signs or lining on them (known as asset condition information), as well as traffic flow and speeds can all be used to help identify locations where there may be a risk of serious or fatal injury occurring. We will attempt to bring together both new and existing data sets in our analysis. However, this is a new and emerging way of helping reduce crashes and injury on our roads so this will be a continuous journey for the next few years.

Other defined methodologies for assessing risk more proactively are also emerging across the industry. Road assessment tools such as those developed by iRAP (International Road Assessment Programme) provide the opportunity to look at the risk to road users of collisions based on the road environment itself and how drivers interact with it. In addition, new technologies are being developed to use computers and so called ‘machine learning’ and statistical analysis to predict collisions. This modelling can help to identify potential locations for intervention. We will continue to champion the use of these new and emerging industry tools to be at the forefront of technological advances.

As we develop our approach, we will work with industry organisations such as the Road Safety Foundation, Parliamentary Advisory Council for Transport Safety and ROSPA.

Data and Risk Action Plan

Action	Deliverable
3	Delivery of annual trend, route and cluster site analysis to identify high-risk locations on the network.
4	Develop existing processes to incorporate community concern factors to strengthen the case for intervention.
5	Research and deliver a proactive methodology for identifying risk before injury is realised.

Chapter Three – Safe Roads and Streets

3.1 Engineering – Vision Zero principles

To achieve Vision Zero by 2050, we will need to explore ways of more effectively designing in safety across our road network. The ideal road system is one where the human tolerance for Kinetic Energy (the force released in a crash) is not exceeded.

$$KE = 0.5 * m * v^2 \text{ (Kinetic Energy = } \frac{1}{2} \times \text{Mass} \times \text{Velocity}^2\text{)}$$

We recognize that people sometimes make mistakes. Our aim is to design a forgiving network where making a mistake is not fatal.

3.2 Designing streets for walking and cycling

Half of fatalities on Kent's 30mph road network are people walking or cycling. The fear of road danger is a major barrier to people choosing to walk or cycle. A survey in May 2020 found that 12% of Kent residents felt unsafe walking in their local area and over half felt the traffic was too fast for cycling. To resolve the real and perceived danger we will require a programme of engineering combined with education and enforcement.

3.3 Safer Junctions Programme

We will review the design of the junctions with the most crashes to address why collisions happened and make them as safe as possible for all users. More than half of injury collisions in Kent's towns happen at junctions, so we will analyse relative safety of different designs in different contexts as part of a Safer Junctions Programme for Kent.

We will seek to reduce the chance of collisions occurring through measures aimed at slowing down traffic at crash hotspots.

The programme will initially involve research, with the aim of providing a prioritisation process, outlining different design solutions, options and costs.

3.4 Safer rural roads and villages

57% of fatal collisions in Kent occur in rural areas, and 41% on single carriageway rural roads with a speed limit of 50mph or above. Most of these collisions are not at a junction, suggesting inappropriate speed is a factor. We are therefore proposing a research programme into the relative merits of reducing the national speed limit on single carriageway roads. Both impacts on casualties and journey times, as well as local community and business feedback will be considered. Changes to the national speed limit would need to be made by central government, so should our research show net benefits and public support, we would present our findings to the Department for Transport.

We will continue to work with Kent Police to amplify speed enforcement activities and the fear of getting caught. We will also support local communities to encourage compliance with appropriate speeds on rural roads.

Kent's villages (rural roads with a 30 or 40mph limit) witness 15% of Kent's fatal collisions and deserve special attention because they are home to a high proportion of our rural population. Solutions to road danger on the rural network are not easy; we are therefore proposing a programme of research and pilots to identify appropriate treatments to address specific routes.

Some of the common issues we must seek to address include:

- **Prevention of head on collisions**

We will look at measures to reduce the chance of vehicles crossing the centre line. Central reservations are not possible on much of Kent's network so innovative use of road markings and other measures to warn road users, especially powered two-wheeler riders which are disproportionately involved in fatal rural collisions, will be researched to seek to reduce head on collisions.

- **Prevention of collision with roadside objects**

We will develop an approach to 'forgiving roads' for Kent. We will build in the concepts of passive safety into our engineering approaches. Consideration will be given to the protection of the natural habitat as well as the safety imperatives.

- **Vulnerable road users**

We will implement a programme to reduce collisions involving vulnerable road users. Powered two-wheelers are over-represented in rural road fatal and serious collisions. We will work with powered two-wheeler industry bodies and community groups to implement a policy to reduce collisions involving riders.

Pedestrians and cyclists are also involved in injury on rural roads. We will research common locations and contributory factors and pilot schemes to reduce this toll.

About 25% of rural collisions occurred on 30mph roads, which are in village settlements. We will work with our Parish Councils to deliver improved safety for Kent's villages.

- **Motorways**

We will continue to work with our partners at Highways England to promote safer driving on motorways and support all projects enhancing the safety on the Strategic Road Network. Some sections of the SRN in Kent have been upgraded to 'Smart Motorways'. We will maintain a dialogue between Kent's communities and Highways England on the use of these sections.

3.5 Safer powered two-wheelers (Motorbikes, mopeds and powered scooters)

In the past five years motorcycle and moped riders (powered two wheelers) represented 25% of fatal collisions and 23% of Serious Collisions on Kent's highway network. This far exceeds the percentage of people travelling by this mode, and to meet Vision Zero objectives we must address the issues that lead to death or serious injury.

To address the issue of powered two-wheeler collisions is more than just an engineering issue, so it will require cross working between engineering, enforcement and education. We will establish a working group that includes associations representing riders to work together towards solutions.

New powered two-wheeler categories, such as e-scooters currently being trialled in Kent, will also be monitored for their safety.

3.6 Safer walking and cycling

In 2020, the Department for Transport published [Gear Change – a bold vision for cycling and walking](#). This sets out an ambition to increase levels of physical activity in everyday life. Designing streets, towns and villages to be and feel safe will play a major role. A YouGov survey of Kent residents in May 2020 showed that 63% of people would like to see more cycle lanes in their local areas and 56% feel traffic is too fast to cycle safely on the road.

In addition to the Safer Junctions Programme, we will also establish a Safer Walking and Cycling programme to identify where the demand for more walking and cycling is greatest and what interventions are required to support this safely. We will strive to follow the [Cycle Infrastructure Design Guidance](#) LTN 1/20 for cycling schemes and national guidance such as [Manual for Streets](#) for walking schemes.

3.7 Safer children and young people

The safety of children is paramount to this strategy. We want our children to travel as safely and actively as possible.

All children in Kent are offered cycle training through the Bikeability scheme. Our education team encourages parents to teach children how to cross the road. We provide walking buses and our School Crossing Patrols to support children in getting to school safely. We want to go further and work to develop a programme to maintain the safety of children:

- Forge partnerships with schools to work together to make the journey to school safer for walking and cycling.
- Safe Routes to School – identify barriers to walking or cycling to school with a view to improving safe access.
- School Streets – pilot school streets where the street outside a school is closed to traffic during pick up and drop off times working with districts on parking strategy outside schools.
- Road Safety Education and Training – we will continue to deliver education and training targeted at children, parents and carers, while also influencing drivers around schools to watch out and slow down.

Safe Streets Action Plan

Action	Deliverable
6	Develop a Safer Junctions Programme for Kent's urban area.
7	Develop a Safer Rural Network Programme (roads and villages).
8	Develop a Safer Powered Two-wheeler Programme.

9	Develop a Safer Walking and Cycling Programme.
10	Develop a Safer Young People Programme, e.g. School Streets, Safe Routes to School.

3.8 Highways asset management

A change in processes will result in better co-ordination of highways maintenance and management with road safety and walking and cycling objectives. There are over 300 resurfacing schemes a year and incorporating warning lines at casualty hotspots as well as advisory cycle lanes would be relatively inexpensive.

Outcomes we hope to achieve:

- Reactive input to highways schemes
- Planned work – identify where road safety issues may raise priority for resurfacing
- Improved training – allow all teams to understand opportunities and their roles

We will review all Highways Assets to consider where safety can be improved.

Action	Deliverable
11	Establish processes so Highways teams can better incorporate road safety and walking and cycling measures into maintenance programmes at low cost.

3.9 Combining hard and soft factor interventions

Experience shows that ‘soft’ behavioural interventions, such as campaigns, are most effective when combined with ‘hard’ measures, such as new infrastructure changes. Likewise, engineering schemes tend to have more public support and impact where accompanied by a public information and engagement campaign.

We will therefore engage with communities near collision cluster sites using campaigns and behaviour change measures to reinforce safer behaviour. This will mean explaining to stakeholders what road safety measures we are introducing and why. We will engage with the public and stakeholders to ensure all schemes are supported, intended objectives understood and road users make use of them as safely as possible.

Action	Deliverable
12	Engagement with communities at cluster sites where there are concentrations of traffic collisions and fatalities to improve compliance and support for Vision Zero.

New Developments

We will continue to design low speed environments within residential areas and ensure that our streets are safe for everyone, not just motor vehicles, through integrated and inclusive design.

The Kent Design Guide is applied to guide and inform developer proposals to ensure they meet the above criteria.

Chapter Four - Safe Speed

Appropriate speed is at the heart of the Safe System approach.

Our objective is to create a network where fewer mistakes occur, and to ensure that mistakes will not lead to a death. Improving compliance to speed limits, appropriate speeds for a location and in some instances reducing speed limits will be central to achieving this objective.

4.1 Engineering

We will continue to improve compliance with speed limits by changing the appearance of our streets to encourage lower speeds and reinforce speed limits, particularly where there is a history of collisions. We will help motorists to understand the appropriate speeds for the environment and continue to use signs, lines, vehicle activated signs, variable messaging signs and other visual cues to slow down traffic approaching collision hotspots.

Re-engineering all of Kent's highways to help vehicles keep to safer speeds is a huge task, so collaboration between education and enforcement to support the process is essential.

4.2 Enforcement

Excessive speed often results in the most serious injuries, but habitual speeders tend to only respond to the 'fear of getting caught'.

A recent survey shows that 54% of people in Kent support the use of road safety cameras to enforce speed limits. The most popular of these are average speed cameras.

Kent County Council works in the Kent and Medway Safety Camera Partnership with Medway, Kent Police and Highways England for the deployment of safety camera vans, fixed speed, average speed and red-light cameras. We will work with this group to ensure cameras are deployed in the most appropriate sites. We will seek ways to allow expansion of the deployment of speed cameras.

The decision on where to deploy cameras is based on Department for Transport (DfT) Circular 01/2007, which states, "whilst the primary objective for camera deployment is to reduce KSIs at known collision locations, cameras can also be beneficial where there is community concern." We will continue to prioritise collision hotspots but also seek to be proactive to support Kent's residents tackle inappropriate speed with cameras, and mobile van cameras that can be quickly deployed.

Average Speed

As regards Average Speed camera deployment, DfT Circular 01/2007 states, "average speed camera enforcement has the effect of calming the speed over a longer distance and can be used at sites where a significant number of collisions are scattered along a length of road." We will explore the opportunity to pilot a route-based approach for average speed cameras, for example between the entry to and exit from a village. A wide range of data will be analysed including number of injuries, reported near misses and the 85% percentile (the speed at which 85% of people drive, which tends to be the highest safest speed for that road).

Community Speed Watch

Enforcement of speed limits also includes Community Speed Watch, where members of the public work with police support to measure traffic speeds. While this does not lead to penalties, motorists found to be travelling above the posted speed limit are sent a letter, which for serial offenders is delivered by a police officer by hand. This has proven to be an effective deterrent. Technology now exists for this process to be automated with ANPR speed detection devices mounted to street furniture, which can be used where a safe location cannot be found for manual speed checks.

The data gathered from Community Speed Watch can also be used to monitor traffic speed and support the case for further speed reduction measures, if required. We will actively encourage and support Kent residents to participate in Community Speed Watch schemes as a first step when traffic speed is reported as an issue. We will evaluate the potential for the number of these groups and the data they provide to be included as one of the Safety Performance Indicators for this strategy.

Roads Policing

We will continue to work closely with Kent Police through the Kent and Medway Casualty Reduction Partnership and Safety Camera Partnership to share data on where to focus mobile camera vans and collaborate on promoting enforcement campaigns to amplify their effectiveness.

Parish Councils will be approached to seek community participation in amplifying speed compliance and enforcement messages in their local areas.

4.3 Implementing 20mph limits

A pedestrian is five times more likely to die if hit at 30mph rather than 20mph. Kent has a history of implementing 20mph zones and limits with over 1500 roads and streets in place. Kent has recently implemented 20mph town wide limit pilots in Faversham and Tonbridge.

A recent survey shows that almost 70% of residents in Kent support a 20mph limit where they live. However, the same survey shows that a similar percentage of residents think the limit is ineffective because of non-compliance. Effective compliance with speed limits will require community support as well as enforcement, although Intelligent Speed Assistance will be fitted on all new cars from 2022, which will help automate compliance.

The first trial of a 20mph limit is underway across almost all roads in Faversham town and Tonbridge town in 2020 as part of the COVID-19 Emergency Active Travel Fund. We will study the impacts of this scheme to understand the potential for implementation in other towns in Kent.

Kent County Council will subsequently consider proposals from town, district and parish councils to introduce lower speed limits in urban areas and villages where there is an identified demand for safer travel for vulnerable road users.

4.4 Rural road limits

The 60mph rural road network sees 45% of all fatal collisions in Kent. This is greatly disproportionate compared to the volume of traffic. A YouGov survey showed a majority of rural

residents in Kent support slower rural speed limits. However, impacts on business and travel times must be considered. We therefore propose to research the impacts of lowering rural speed limits on safety, journey times and economic impact. This research will look at roads with the national speed limit, which is currently 60mph.

To replace every sign to 40mph or 50mph would be both a huge cost and, in many circumstances, encourage faster traffic. Therefore, should our research show a net-benefit Kent County Council would present the findings to central government, calling for a national change to the default national speed limit.

4.5 Visible enforcement

The visible presence of police officers on the beat, either on foot or in vehicles, helps to control speed. As the police cannot be everywhere all the time, we will work in partnership sharing collision data – identifying known locations, problems, times and road users – to target high-risk areas.

Safe Speed Action Plan

Action	Deliverables
13	Research the criteria for installing new safety camera systems to include community demand, so cameras can be used where the community feels speeding is an issue, rather than just reacting to collisions that cause injury. We will pilot an average speed camera corridor along a stretch of road for evaluation.
14	Evaluate and learn from the pilot 20mph speed limit towns (Faversham and Tonbridge) and analyse impacts and success of measures to improve compliance.
15	Research impacts of reducing the rural national speed limit to seek to reduce speeds on rural roads.
16	Research and pilot measures to slow traffic around schools where traffic speed is a reported problem.
17	Work with Kent Police to enhance the 'visible presence' of enforcement at crash hotspots and with local communities to support Community Speed Watch groups.
18	Support Kent Police enforcement activities with campaigns that target the highest risk areas and motorists

Chapter Five - Safe Behaviour

5.1 Vision Zero promotion

Communicating effectively to advance road safety is not new, but Vision Zero brings greater urgency and critical thinking to this need. It also brings together a wider and more diverse range of stakeholders. The language of Vision Zero itself -- with the goal to eliminate all traffic fatalities - communicates a more ambitious approach and rests on the basic understanding that these serious losses are preventable. A key function of communications is education, sharing information that will not only raise awareness about Vision Zero but spur individuals and institutions to change their behaviour. It is essential to create a strong brand for Vision Zero, to provide consistency in all messaging.

5.2 Culture change

Crafting an effective communications campaign that leads to real behaviour change is complicated. We need to gain a deep understanding of what steps people and communities take in shifting their perceptions and actions. Through our current work, we have built a foundation of organisational contacts throughout Kent, our first step will be to expand this network through an engagement programme.

The San Francisco Municipal Transportation Agency which launched Vision Zero in 2014 found it helpful to understand the Spectrum of Prevention (see graphic below), a framework developed by the Prevention Institute. It emphasizes that the culture of community norms and behaviour is not driven by individual decisions alone. It is the result of a web of influences from policy to organisational practices to community education.



We will harness the knowledge we have from previous behaviour change campaigns in Kent to develop an effective strategy that aims to embed an awareness of Vision Zero across the county and move towards actions that re-enforce safer behaviour, such as training. We will develop a 5-year plan with the aim of brand awareness and organisational engagement.

Engagement locally with communities, with businesses, fleet managers, charities, road user groups, educational and health establishments will be a vital component of developing this plan.

5.3 Motorised training

In Kent, mini-bus drivers must receive training before they are allowed to transport school children. The HASTE (Hazard, Awareness, Space, Time, Eco driving) training course is open to all drivers that hold a full driving licence. The effect of introducing this course was to reduce the number of crashes by more than two thirds in the first five years. We therefore recommend the expansion of training courses to a wider range of KCC and other fleet drivers.

5.4 Non-motorised training

Kent County Council's Small Steps scheme gives children practical roadside instruction by trained volunteer instructors. Thousands of children in Kent receive Bikeability training every year. This helps children develop a set of invaluable skills to help them stay safe when cycling on roads. Cycle training is also provided to adults throughout the county. We will continue to work with Explore Kent to produce and distribute cycle maps detailing the safest routes.

5.5 Enforcement

In 2004 the World Health Organisation concluded that road safety campaigns were able to influence behaviour when used in conjunction with legislation and law enforcement. However, the report also states that "... when used in isolation education, information and publicity generally do not deliver tangible and sustained reductions in deaths and serious injuries."

Publicity and education programmes will be focussed on combining with enforcement, engineering and new regulations such as promoting new vehicle technology and freight vehicle accreditation schemes. Publicity and education will also be used to enhance enforcement activities on the Fatal Four: speed, distraction, drink and drugs and seat belt use. We will also work with communities to get support for local amplification, such as setting up Community Speed/Road Watch groups.

5.6 Age group focus

We will continue to support people with training and education designed to maintain safe mobility. This is provided at different life stages, from training infant school children to safely cross the road, primary school children learning to safely ride a bicycle, teenagers learning to ride a moped and to start driving safely, through to mature driver courses. Our training and information will include alternatives to driving, as well as safer driver training and be updated to mirror changes in vehicle technology.

5.7 Local focus

Research published in the Handbook of Road Safety Measures, by Rune Elvik, shows that local, personally directed campaigns show by far the biggest effect on road collisions.

Campaigns and education will therefore be localised as much as possible part of the Community CIRCLE approach. We will work with Parish Councils and through schools to engage with communities.

5.8 People, not just data

It is important that road casualties are not just viewed as data, but as people. We will work with charities and Kent Police to develop communications that showcase the human cost of road danger in a sensitive way.

Safe Behaviour Action Plan

Action	Deliverables
19	Produce a 5-year behaviour change delivery plan aligned with walking, cycling and public health requirements and responsibilities. Localise campaign messaging.
20	Produce a promotional process for use when new engineering schemes (such as a new pedestrian crossing) are introduced to tell people what and why it is being done, and how to use it.
21	Support all people with training and education designed to maintain safe mobility, that includes alternatives to driving as well as driver training.
22	Research and test the impact of new road infrastructure and in car technology, such as road signs and Intelligent Speed Assistance on driver behaviour.

Chapter Six - Safe Vehicles

Up to a third of all road collisions involve vehicles being driven for work purposes, so working with partners such as Highways England to engage with fleet managers to ensure the management processes, vehicle design and driver training are as safe as possible, is an important aspect of this plan.

6.1 Kent driver policy

Influencing organisations throughout Kent to purchase the safest vehicles and encourage their employees to drive as safely as possible, is a key part of this strategy. As Kent County Council manages a fleet of vehicles, it provides an ideal pilot study for what works best.

We will therefore update our driver policy for Kent County Council drivers. Kent County Council's fleet vehicles are fitted with a telematics system, so we can review the impact of interventions on the driving habits of our staff.

Our policy will detail a range of training opportunities such as our HASTE courses and additional in-car coaching for those who need their driving behaviour and skills to be improved. Interventions will be based on telematics monitoring from in-vehicle tracking.

We will consult with our fleet managers, telematics account managers and insurance companies with the objective of improving safety and lowering insurance premiums. We will seek to work within the Highways England programme, Driving for Better Business to engage with fleet managers throughout Kent to share our experience and encourage other businesses to adopt good practice.

6.2 New technology research and engagement

Vehicle technology is developing at a fast pace, and we must ensure we are at the forefront of using the changes to help enhance safety.

Levels of automation already exist in vehicles, and in-vehicle technology is likely to continue to advance. It is estimated that 95% of road collisions involve human error, so the shift towards autonomous vehicles could be significant in reaching Vision Zero.

We will research all new technology and engage with key industry players to better understand what is happening and how we can make use of it to inform safety measures. We will liaise with Kent Commercial Services (KCS) to advise on vehicle choices when our vehicles are up for renewal or replacement, to ensure we are at the forefront of vehicle safety and technology in Kent. We will also seek to influence fleet managers throughout Kent to purchase the safest vehicles.

Demonstration project: A2M2 Connected Corridor

Kent County Council is working in partnership with Highways England, Department for Transport and Transport for London to pilot a connected road corridor on a section of road between Dover and London.

Trial vehicles will be fitted with onboard technology that will link communication between the car and the roadside wirelessly. This will relay information to the vehicle relating to road works, road

conditions, temporary speed limits and the time remaining before a traffic light turns to green. The information could then be used by the vehicle to vary speed.

6.3 Safer Freight

Goods vehicles are up to seven times more likely to be involved in fatal collisions than cars, proportional to their numbers on the road. Kent will continue to support robust enforcement of existing regulations supporting DVSA and Traffic Commissioners Office, to ensure all Goods Vehicles over 3.5t must have an O Licence, regulating drivers hours and vehicle road worthiness.

With major construction projects such as the Lower Thames Crossing proposed for Kent, we will therefore implement a research programme on how to manage construction logistics using an accreditation scheme such as CLOCS, this will enable Kent County Council to reduce the impact on communities by stipulating the routes and timings for construction vehicles.

We will also research the most appropriate accreditation scheme for fleet operators making deliveries to construction sites, such as ISO39001, FORS, and DVSA Earned Recognition. These schemes audit the safety processes, such as vehicle design and driver training.

We will work with partners to improve the safety of all goods vehicles operating in Kent and champion safer vehicle technology, design and driving standards.

6.4 Telematics and vehicle tracking

Telematics systems gather data including vehicle location, driver behaviour, engine diagnostics and vehicle activity. They will allow us to detect unsafe practices and address them quickly. We can also use it for location tracking to provide emergency assistance directly to the exact site if needed. Monitoring data from the telematics systems such as speeding, harsh cornering and braking will enable us to identify drivers who might require additional training or coaching. We will also reward those who are consistently demonstrating excellent driving behaviour.

KCC's Highways, Transportation and Waste Teams are currently using the Navman telematics system in all fleet vehicles. We develop a rewards and training programme based on the data and monitor its success.

We will also seek to promote the use of telematics to other fleet operators and seek to get data from these systems to help us identify roads in Kent where harsh braking, cornering, and speeding are regularly occurring. This information will be compared against data from additional sources to help make key decisions regarding safer streets.

6.5 Safer vehicle design

The safety of vehicle design has improved considerably over the past 20 years. The Euro NCAP (New Car Assessment Programme) star rating system helps advise consumers on the relative safety of cars. Thatcham Research tests the relative safety of UK models and works closely with insurance companies to set premiums based on this research.

Throughout the period of this strategy, we will promote safer vehicle technology and the Euro NCAP rating systems to fleet managers and the Kent public, to help people choose the safest

car possible. As half of all new cars are bought by fleets, we will work with partners at Driving for Better Business to encourage safer fleet vehicles.

Examples of recently developed in-car safety features:

Electronic stability control

Since 2012 all new vehicles must have Electronic Stability Control (ESC). This works to steer a car while braking, to avoid spinning out of control. There has been an observed 25% - 33% reduction in single vehicle collisions where ESC has been fitted.

Automatic sensing to detect imminent collisions

Autonomous emergency braking (AEB) is included in Euro NCAP 2014 and from 2016 it includes sensitivity to pedestrians, then from 2018 sensitivity to cyclists. AEB is estimated as providing a 38% reduction in front to rear passenger car collisions.

Passive Safety test

Euro NCAP has introduced a passive safety test to estimate relative safety of different vehicles should they hit a pedestrian. Some manufacturers have introduced pedestrian air bag technology.

Whiplash

Studies show that seat design has a significant impact on reducing whiplash.

Intelligent Speed Assistance

ISA helps drivers keep to the speed limit and is fitted as standard on models such as the new Ford Focus. It works by resistance on the accelerator if drivers drive above the limit. It will be fitted on all new cars by 2022.

6.6 Safer vans

The number of vans is growing. As home deliveries rise, we are likely to see increasing numbers of collisions involving vans as they drive in residential areas where many people walk and cycle. This is a growing issue across the UK, so we will work in partnership with national organisations to support national initiatives which support safer deliveries. NCAP has recently been developed for vans, so we will work with partners to develop policies which encourage fleet managers in Kent to purchase the safest vehicles.

6.7 Public Transport

Public transport is the safest form of transport, so working with Kent's public transport team to promote public transport where it offers an alternative to driving. We will also engage with operators to monitor driver training procedures.

Safe Vehicles Action Plan

Action	Deliverables
23	Update Kent County Council's driver policy rules, procedures, and training processes.
24	Promote safer driving technologies such as Intelligent Speed Assistance (ISA) to fleet managers and Kent's public.
25	Research opportunities to implement Construction Logistics and Community Safety (CLOCS) standards, or equivalent, that stipulates construction logistics plans and minimum vehicle safety standards for KCC led construction projects.
26	Develop a rewards and training programme to increase the impact on driver behaviour of the telematics system monitoring Kent County Council drivers. Research opportunities to extend vehicle telematics monitoring processes.
27	Work with Highways England's Driving for Better Business to promote the safest vehicles and safest driving techniques to all fleet managers in Kent and promote Euro NCAP (New Car Assessment Programme) safer car information to fleet managers and the Kent public.
28	Update Kent County Council's procurement to ensure new vehicles meet NCAP 5* standards.

Chapter Seven – Collision Response

7.1 Maintain fast collision reaction times

Getting to a collision quickly can be the difference between life and death. We will continue to work through the Kent and Medway Casualty Reduction Partnership (KMCRP) to support a swift collision response.

7.2 Post collision response

When a fatality or a serious injury occurs, we follow processes to review the causes through the Kent and Medway Casualty Reduction Partnership. We will continue to work in partnership to audit all collision sites and contributory factors to implement the mitigation measures where required.

7.3 Support for victims

It is essential that road deaths in Kent are not seen as a statistic but as a personal tragedy. Appropriate partners should work with bereaved families to help them through the process and do everything possible to ensure their deaths will help inform a safer future. We will engage with organisations such as Brake / Road Peace on the best approaches to take.

Action	Deliverables
29	Work with the CRP Casualty Reduction Partnership (Kent Police, Ambulance, Fire and Rescue Services) to support swift post-collision response process.
30	Work with partners to improve our post KSI (killed or seriously injured) auditing process by assessing behaviour, enforcement, and road layout to prevent further casualties.
31	Work with partners to ensure victims of road collisions get support.

Chapter Eight – Governance and Monitoring

To achieve the ambition of Vision Zero in Kent will take decades. We will aim to pilot new approaches and technologies. We must put in place monitoring and evaluation to guide us.

Although surveys suggest broad support for interventions that make roads and streets safer for all, this will not always translate on to specific schemes. It is therefore essential that we seek the best advice and have the right political and officer governance, together with public engagement in place to deliver schemes, some of which may face opposition.

8.1 Launch event and Steering Group

A Vision Zero launch event is proposed, due to the current pandemic situation this is likely to take the form of a media event.

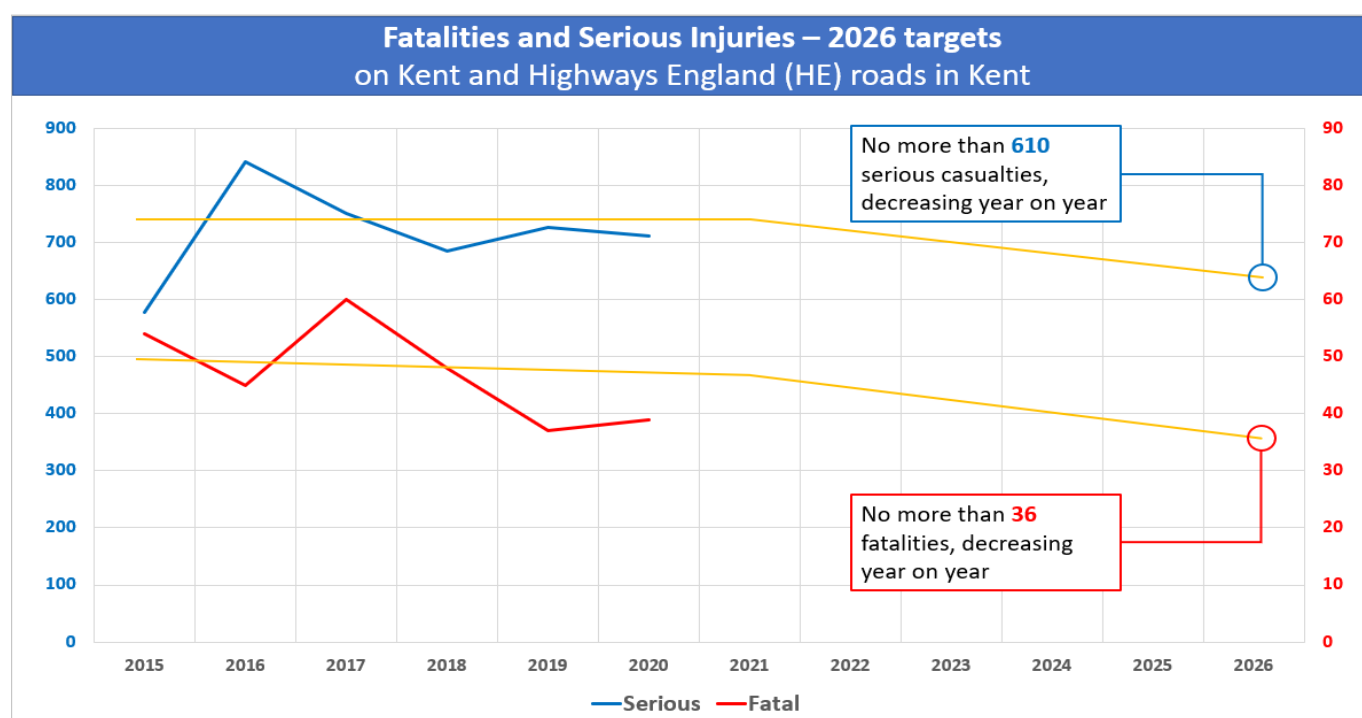
We will also bring together an expert steering and advisory group to advise officers, stakeholders and Members on delivery of this strategy according to national best practice.

8.2 Safety Performance Indicators (SPI) for this Plan

Monitoring and evaluation of this Strategy and ensuing Delivery Plans is essential.

We will continue to monitor crash statistics to assess performance against targets for reduction in fatalities and serious injuries. The targets for implementation over the next five years of this strategy are displayed in the graph below.

Targets for this Strategy – 2021 – 2026



The targets for this strategy include both fatal and serious collisions, both decreasing year on year.

Review of Safety Performance Indicators

A full monitoring and evaluation plan will be prepared as part of a Vision Zero Delivery Plan. Collisions do not paint a complete picture of a safe system, so other indicators will be measured. A review of potential SPIs will be carried out to determine the ideal indicators to measure.

As part of this review, we will consider a wide range of options including:

Percentage of traffic complying with speed limits, of drivers who do not drive after consuming alcohol, drugs or while using a mobile phone, and of car occupants using a seat belt. Percentage of new passenger cars with highest Euro NCAP safety rating and of roads with appropriate safety ratings. Percentage of emergency medical services arriving at scene within 18 minutes of notification. The Number of Community Speed Watch schemes and the levels of safe walking and cycling.

While we recognise there is a case to measure all the proposed SPIs, in some cases the resources required to measure an indicator may outweigh the benefits.

8.3 Collaboration

Kent County Council will engage with stakeholders to adopt a Safe System approach. We will research, review and share. We will identify best practice, not just in the Kent but also, regionally, nationally and globally. We will also work to identify where gaps are and where interventions can be improved to ensure we are all delivering to the best of our ability towards the same aspiration of Vision Zero.

Kent County Council will take the lead as local highway authority as it holds the statutory duty for road safety, especially for education and engineering functions. KCC cannot achieve Vision Zero alone and we will need to work with other agencies, not least the enforcement of road traffic law by the police.

As recognised by the Audit Commission in 2008, the benefits of collaboration between the statutory duty holders and other stakeholders ensures not only the effective use of public money but also increased access to wider experience and resources. To properly benefit from a coordinated and collaborative approach, informed leadership is required.

Kent and Medway Casualty Reduction Partnership

The Casualty Reduction Partnership was established as a collaboration between Kent Police, Kent Fire and Rescue Service, HE, Medway and KCC. It is proposed that this group should continue to provide a supervisory role on the delivery of this strategy, supporting collaboration and advising on programmes. A communications plan will be developed for this group to help promote its work to the public.

Kent and Medway Safety Camera Partnership – Safer Speed Partnership

In conjunction with the Casualty Reduction Partnership, the Safety Camera Partnership focuses on camera enforcement, but has an expanded remit to include delivery of Safer Speed and include input from traffic engineers and community road watch. It is proposed that stronger links are established between the two partnerships, and both are promoted from a single website.

Governance and Monitoring Action Plan

Action	Deliverables
32	Organise a launch event and form an expert steering group to advise on delivery and best practice.
33	Produce a Monitoring and Evaluation Plan establishing how the Safety Performance Indicators will be measured
34	Work within the Casualty Reduction Partnership (CRP) framework.
35	Expand the remit of the Safety Camera Partnership (KMSCP) to include community speed watch. KMSCP will report to the Casualty Reduction Partnership.

Glossary of terms

Active travel - Travel and transport by physically active modes of transport such as cycling, walking or scooting.

Bikeability scheme – cycle training scheme aimed at young people in schools to provide practical skills and understanding on how to cycle on today's roads.

Brake – road safety charity who aim to stop road deaths and injuries, support people affected by road crashes and campaign for safe and healthy mobility for all.

Construction, Logistics and Community Safety (CLOCS) – a set of standards that form best practice from a number of standards, policies and codes of practice to provide one industry standard that can be implemented by regulators, clients, principal contractors and fleet operators.

Cluster site – identification of a site for potential road safety engineering using the following criteria: Urban area (towns) – Six or more personal injury collisions within a 50-metre diameter. Rural area – Four or more personal injury collisions within a 50-metre diameter.

Driving for Better Business – a Highways England programme to raise awareness of the significant benefits that employers in both the private and public sectors can achieve from managing work-related driving more effectively.

Emergency Active Travel Fund – the Department for Transport (DfT) announced a £250 million Emergency Active Travel Fund To help local authorities to restart local transport as part of the Government's Covid-19 recovery roadmap. The two key aims of the funding are to enable more people to walk and cycle and to support safe social distancing.

Euro NCAP – provides consumer information on the safety of new cars.

Fleet vehicles – are groups of motor vehicles owned or leased by a business, government agency or other organisation, rather than by an individual or family.

Fleet Operator Recognition Scheme (FORS) – is a voluntary accreditation scheme for fleet operators which aims to raise the level of quality within fleet operations, and to demonstrate which operators are achieving exemplary levels of best practice in safety, efficiency, and environmental protection.

Gear Change – the Department for Transport's vision for walking and cycling in England.

Intelligent Speed Assistance (ISA) – is a vehicle safety feature that builds on traffic sign recognition technology. ISA informs drivers of the current speed limit and, when needed, acts as a speed limiter, automatically reducing a vehicle's speed by limiting engine power.

International Road Assessment Programme (iRAP) – a road safety charity and the umbrella programme for Road Assessment Programmes (RAPs) worldwide.

Kent and Medway Casualty Reduction Partnership – a collaboration between Kent Police, Kent Fire and Rescue Service, HE, Medway and KCC. The group provides a supervisory role on the delivery of strategy, supporting collaboration and advising on programmes related to road casualty reduction across Kent.

Kent and Medway Safety Camera Partnership (KMSCP) – comprising Kent County Council, Medway Council, Highways England and Kent Police, the KMSCP is responsible for the operation of speed, red light and average speed safety cameras within Kent and Medway. Its main commitments are influencing, educating and encouraging motorists on the roads in Kent

and Medway to slow down, stay within the speed limit and help reduce the number of speed-related crashes and casualties through the combination of education, publicity and enforcement.

Net Zero – Achieving net-zero carbon emissions by deeply cutting emissions, with remaining emissions offset by removal from the atmosphere (e.g., by trees or technology).

Road Peace – is the national charity for road crash victims in the UK. They provide information and support services to people bereaved or seriously injured in road crashes and engage in evidence-based policy and campaigning work to fight for justice for victims and reduce road danger.

Road Safety Team – KCC's team who work in road safety Education, Training and Publicity aims to contribute to and achieve reductions of people killed and seriously injured on Kent's roads.

Route based approach – analysing collision rates along routes as well as at clustered locations.

Rural Roads – major roads and minor roads outside urban areas and having a population of less than 10,000 (excluding motorways).

Safe System – a road safety approach encompassing safe roads and streets, safe speeds, safe behaviour, safe vehicles and post collision response to ensure everyone has the right to be safe on the highway network and any death reflects a failure in the system.

Safer Junctions Programme – a programme aimed at improving the safety at junctions.

Schemes Engineering Team – KCC team responsible for the management of engineering schemes on Kent's roads and streets.

Small Steps Scheme – a project aimed at Year Two children and involves parents, teachers and project staff working together to help make children safer pedestrians. The children are taught essential skills of how to establish both safe and dangerous roadside situations and how to effectively deal with them.

Telematics – Telematics systems gather data through GPS and a vehicle's onboard computer, including vehicle location, driver behaviour, engine diagnostics and vehicle activity, allowing detection of unsafe practices. It can also be used for location tracking to provide emergency assistance directly to an exact site if needed.

Urban roads – all major and minor roads within an urban area with a population of 10,000 or more (excluding motorways).

Vision Zero – a target of zero road fatalities.

Appendix 1 –

National / Regional Safe System Strategies

National Police Chiefs Council - Policing our roads Together – 2018 - 2021

The ‘fatal 4’ offences will be prioritised in all that we do and our own objectives for policing will be organised under each of the following strands:

Safe Roads; Safe Speeds; Safe Vehicles; Safe Road Users and an additional 5th strand of Post Crash Response.

<http://library.college.police.uk/docs/appref/Policing-our-Roads-Together-partners-copy.pdf>

Transport for the South East – Draft Strategy moots Vision Zero by 2050

A network that promotes walking, cycling and active lifestyles to improve our health and wellbeing.

A safely planned, delivered and operated transport network with no fatalities or serious injuries among transport users, workforce or the wider public.

<https://transportforthesoutheast.org.uk/wp-content/uploads/2019/10/TfSE-Draft-Transport-Strategy-v24.0.pdf>

DfT Road Safety Statement 2019 – A Lifetime of Road Safety

“We will conduct a qualitative process evaluation of the Safer Roads Fund which will inform future targeted funding for roads investment and other interventions to encourage use of the safe system approach.”

Conclusion: Future road safety must look beyond road users and interventions which support changes in behaviour. Future investment in vehicle technology, infrastructure, and our evidence base are all part of the building blocks of future success.

Highways England Delivery Plan 2015-2020

“Working towards the goal of bringing the number of people killed or injured on the network as close as possible to zero by 2040.”

Related Strategies:

Vision Zero Action Plan – London, TfL

Vision Zero and the Safe System – New Zealand, Ministry of Transport

Vision Zero on the move – Swedish Transport Administration

Related KCC Transport Strategies:

LTP – Growth without Gridlock - “Walking and cycling can easily be incorporated into our busy lives. Health and road safety are interlinked, and reducing casualties caused by vehicular traffic is a constant priority.”

Growth and Infrastructure Framework (GIF) - £10bn for transport in Kent to accommodate 178,600 additional homes (24% growth), 396,300 additional people 2011-2031 (23% growth), and 170,300 additional jobs. To provide growth without negative impacts on road safety will require significant work.

Appendix 2 – Data pack – see additional document

Appendix 3 – Full Summary of Action Plans

Strategic Actions

1. Promote 'Vision Zero' objectives to stakeholders and the public.
2. Collaborate with Highways, Transport and Waste, Public Health, Active Travel, Fleet, Education and other teams within KCC where road safety can help deliver objectives.

Data and Risk Actions

3. Delivery of annual trend, route and cluster site analysis to identify high-risk locations on the network.
4. Develop existing processes to incorporate community concern factors to strengthen the case for intervention.
5. Research and deliver a proactive methodology for identifying risk before injury is realised.

Safe Roads and Streets Actions

6. Develop a Safer Junctions Programme for Kent's urban areas.
7. Develop a Safe Rural Network Programme (roads and villages).
8. Develop a Safer Powered Two-wheeler Programme.
9. Develop a Safer Walking and Cycling Programme.
10. Develop a Safer Young People Programme, e.g. School Streets, Safe Routes to School.

Highways and Asset Management Action

11. Establish processes so Highways teams can better incorporate road safety and walking and cycling measures into maintenance programmes at low cost.

Combining Hard and Soft Factor Intervention Action

12. Engagement with communities at cluster sites, where there are concentrations of traffic crashes and fatalities, to improve compliance and support for Vision Zero.

Safe Speeds Actions

13. Research the criteria for installing new safety camera systems to include community demand, so cameras can be used where the community feels speeding is an issue, rather than just reacting to collisions that cause injury. We will pilot an average speed camera corridor along a stretch of road for evaluation.
14. Evaluate and learn from the pilot 20mph speed limit towns (Faversham and Tonbridge) and analyse impacts and success of measures to improve compliance.
15. Research impacts of reducing the rural national speed limit to seek to reduce speeds on rural roads.
16. Research and pilot measures to slow traffic around schools where traffic speed is a reported problem.

17. Work with Kent Police to enhance the ‘visible presence’ of enforcement at crash hotspots and with local communities to support Community Speed Watch groups.
18. Support Kent Police enforcement activities with campaigns that target the highest risk areas and motorists.

Safe Behaviour Actions

19. Produce a five-year behaviour change delivery plan aligned with walking, cycling and public health requirements and responsibilities. Localise campaign messaging.
20. Produce a promotional process for use when new engineering schemes (such as a new pedestrian crossing) are introduced to tell people what and why it is being done, and how to use it.
21. Support all people with training and education designed to maintain safe mobility, that includes alternatives to driving as well as driver training.
22. Research and test the impact of new road infrastructure and in car technology, such as road signs and Intelligent Speed Assistance on driver behaviour.

Safe Vehicles Actions

23. Update Kent County Council’s driver policy rules, procedures, and training processes.
24. Promote safer driving technologies such as Intelligent Speed Assistance (ISA) to fleet managers and Kent’s public.
25. Research opportunities to implement Construction Logistics and Community Safety (CLOCS) standards, or equivalent, that stipulates construction logistics plans and minimum vehicle safety standards for KCC led construction projects.
26. Develop a rewards and training programme to increase the impact on driver behaviour of the telematics system monitoring Kent County Council drivers. Research opportunities to extend vehicle telematics monitoring processes.
27. Work with Highways England’s Driving for Better Business to promote the safest vehicles and safest driving techniques to all fleet managers in Kent and promote Euro NCAP (New Car Assessment Programme) safer car information to fleet managers and the Kent public.
28. Update Kent County Council’s procurement processes to ensure new vehicles meet NCAP 5* standards.

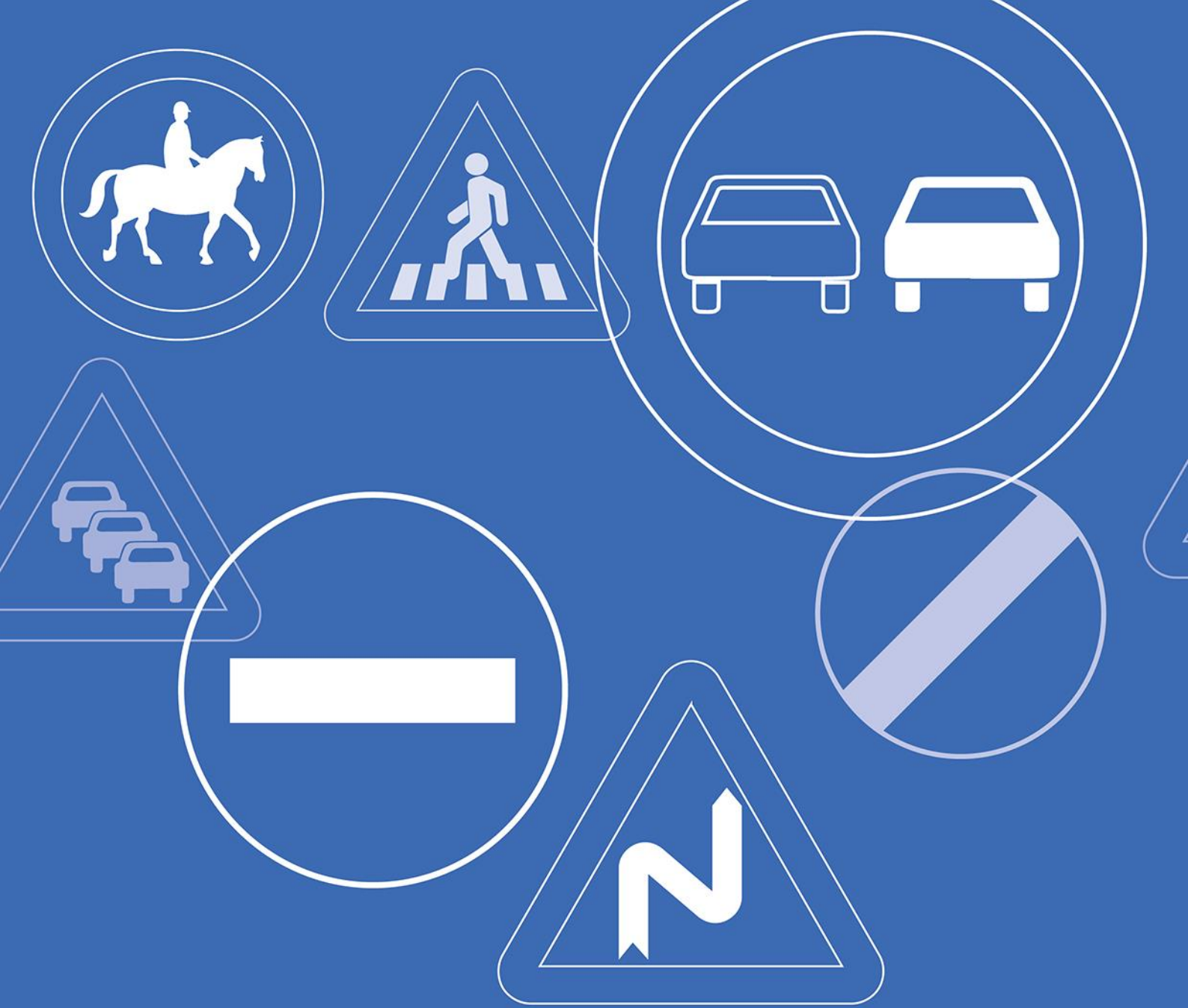
Collision Response

29. Work with the Casualty Reduction Partnership (Kent Police, Fire and Ambulance Services) to support swift post-collision response process.
30. Work with partners to improve our post KSI (killed or seriously injured) auditing process by assessing behaviour, enforcement, and road layout to prevent further casualties.
31. Work with partners to ensure victims of road collisions get support.

Governance and Monitoring Actions

32. Organise a launch event and form an expert steering group to advise on delivery and best practice.
33. Produce a Monitoring and Evaluation Plan establishing how the Safety Performance Indicators will be measured.

34. Work within the Casualty Reduction Partnership (CRP) framework.
35. Expand the remit of the Safety Camera Partnership (include Community Road Watch) and report to the Casualty Reduction Partnership.



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