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## Safe Streets for London

### RoadPeace summary July 2013

After a gap of three years, London has a new road safety plan and a new vision. *Safe Streets for London*, includes the ambition: Roads free from death and serious injury.

This is believed to be a first for Britain whilst many European countries have adopted the Vision Zero approach, first introduced in Sweden in 1997. *Safe Streets for London*, which covers the period 2013-2020, also includes a 2020 casualty reduction target of 40% killed and seriously injured (KSI) reduction, compared to 2005-2009 average.

*Safe Streets for London* is also pioneering in its systems based approach. Its three key principles are:

1. People make mistakes
2. There are physical limits to what the human body can tolerate
3. All those with a role in designing, building, operating, managing and using the road network have a responsibility to improve safety.

RoadPeace welcomes this shift in philosophy and the plan's acknowledgement that  
*London needs roads that are safe and feel safe.*

Whilst still shying away from road danger reduction and its focus on tackling danger at source', *Safe Streets for London* does give greater priority to vehicle based solutions.

*Going forward, there is an opportunity for the behaviours and attitudes that campaigns have traditionally sought to change to be addressed in-vehicle.*

The plan includes 56 actions divided into four main areas, which are summarized overleaf:

- Safe roads
- Safe vehicles
- Safe people and
- Delivering in partnership

RoadPeace had called for a post crash response chapter to be added, as per the UN Decade of Action Road Safety Plan. And whilst the new plan calls for research into lorry bans, it does not propose any action on Presumed Liability, a long standing call for RoadPeace, and requested by the GLA Transport Committee last year, and the top priority identified at Jenny Jone's Cycling and the Law seminar in May. RoadPeace will continue to push for greater recognition of the key role the justice system has in reducing danger on our roads.

## Safe Streets for London summary

| <b>Safe roads actions</b>      |   |
|--------------------------------|---|
| High risk location treatments  | 1. Identify TLRN critical list locations and begin improving within 12 months                               |
|                                | 2. Better Junctions review programme with £100m budget (increased 5x from £19m)                             |
|                                | 3. Ensure international best practice road safety audit   |
|                                | 4. Monitor impacts of all TLRN road safety schemes  |
| Support boroughs               | 5. Ensure boroughs have best data   |
|                                | 6. Ensure road safety audits are applied on LIP funded schemes  |
|                                | 7. Update TfL design standards (LCDS 2013 and Pedestrian Comfort Guidance 2014)                             |
|                                | 8. Use crown-sourcing techniques through Report it  |
| Engineering trials             | 9. Incorporate latest technologies, including SCOOT, blind spot safety mirrors, and pedestrian count-downs. |
| Reduce speed                   | 10. Digital safety cameras to replace wet film and at new sites   |
|                                | 11. Install 20mph zones on borough roads  |
|                                | 12. Consider variable speed limits and 20mph on main roads  |
| <b>Safe vehicles actions</b>   |   |
| Technology & driver safety     | 13. Push for national change (eyesight, ASL, blind spot regulations)  |
|                                | 14. Push for European change (HGV safety devices, stringent car testing standards)                          |
| FORS related                   | 15. Develop contractual powers to improve cycle safety  |
|                                | 16. Study lorry ban in other cities   |
|                                | 17. Encourage operators to sign up to FORS  |
| Improve construction logistics | 18. Improve construction and logistics sectors  |
|                                | 19. Push EC to include safety in DCPC training  |
|                                | 20. Improve borough skills in relation to CLPs and delivery service plans                                   |
|                                | 21. Extend campaign on fleet safety, focusing on smaller fleets and work trips                              |
|                                | 22. Engage courier and food delivery companies  |
| Trial road safety innovations  | 23. Support revolution in ISA--update, maintain and share digital speed map—                                |
|                                | 24. Design and implement trials in emerging technologies  |
|                                | 25. Shape safety technology programme of vehicle manufactures (SMMT)  |
|                                | 26. Establish London Vehicle Innovation Task Force  |

| <b>Safe people actions</b>                    |   |
|---|---|
| Campaigns to reduce risk and increase empathy | 27. Make best use of innovative marketing and education resources   |
|   | 28. Use market-leading data analytics to improve campaign targeting and delivery  |
|   | 29. Continue to create award winning education resources, include supporting CSAP with doubling cycle training, and increase freight driver training for cycle safety |
| Develop tailored resources for VRU            | 30. Ensure road safety learning (journey) start from earliest age, inc. pre schoolers   |
|   | 31. Continue to support comprehensive road safety training programme  |
|   | 32. Build on existing educational initiatives for motorcyclists   |
|   | 33. Improve training for young and new drivers  |
| Crackdown on bad driving                      | 34. Focused enforcement activities  |
|   | 35. Use data analytics to ensure traffic law enforcement is data driven   |
|   | 36. Increase in activities of MPS' Cycle Task Force and its Motorcycle Tasking Team   |
|   | 37. Seek amendments to legislation re 20mph remedial training alternatives  |
|   | 38. Understand impact of penalties on reoffending   |
| Address Injury inequality                     | 39. Targeted evidence led interventions to tackle injury inequality   |
| <b>Delivering in partnership actions</b>      |   |
| Prioritise VRU KSI                            | 40. Deliver 52 actions in Cycle Safety Action Plan.   |
|   | 41. Develop Pedestrian and Motorcycle Safety Action Plans   |
| Evaluate and report                           | 42. Research and understand collision patterns  |
|   | 43. Use "big data" (traffic and speed) to understand collision causes   |
|   | 44. Develop new approaches to monitor risk and road safety performance  |
| Learn from abroad                             | 45. Benchmark with other British and international cities   |
|   | 46. Host annual road safety conference  |
| Promote partner understanding                 | 47. Continue to develop positive working relationship with DfT  |
|   | 48. Work with ABI to share data and contribute  |
|   | 49. Work with new Health and Well being Boards  |
|   | 50. Pioneer cross organizational collaboration  |
|   | 51. Create Road Fatality Review Group to help reduce VRU KSI  |
|   | 52. Use industry influence to improve safety of bus and taxi occupants  |
|   | 53. Use open source techniques to make data available online.   |
| Mobilise stakeholders                         | 54. Establish Road Safety Steering Group  |
|   | 55. Provide comprehensive annual account of progress  |
|   | 56. Mobilise action at local level with borough level review of progress  |

## Background information on London

### Road casualties

- 143 road deaths in London (2010-2011) compared to 131 homicides
- In decade up to 2010 57% reduction in KSI compared to 1994-98 baseline
- Vulnerable road users account for over 76% KSI (inc. motorcyclists)

### Contributory factors

- 22% fatal collisions had speeding listed as contributory factor in 2011
- Drink/drug driving was reported in 2% collisions (about one a day) (3 fatal and 86 serious).
- Mobile phone use reported in 1 fatal, 5 serious and 66 slight injury collisions

### Road network and speed

- 580km TLRN account for 5% London road network, more than 30% traffic and almost 3 casualty collisions.
- 1 mph reduction in average speeds leads to reduction of 6% in collisions in urban areas
- 19% London roads have a 20mph limit
- London safety cameras help prevent around 500 deaths and serious injuries each year, but a further 150 roads and more than 100 other junctions warrant safety camera

### Financial and time cost

- 24,443 reported casualty collisions cost £2.3b
- Average value of prevention of urban casualty collision at £96k
- 28% congestion on TLRN estimated due to collisions. Reduce crashes to reduce delay

### Public health

- All London local authorities now have Health and Wellbeing Boards, and KSI rate one of 68 public health indicators monitored
- Less than 1/5 of London boroughs have included transport in their Joint Strategic Needs Assessment or Health and Wellbeing Strategy

### Policing

- The Mayor's *The Right Direction* includes the objective to reduce injuries on London's roads as a result of criminal and anti-social behaviour, and improve cycle safety.
- Traffic and road safety related issues are top priority for those who took part in MPA's Have your Say on Policing in London consultation in 2010.