

Impacts Conference Barcelona

“Safety on two legs and two wheels in London”



Transport for London

Street Management

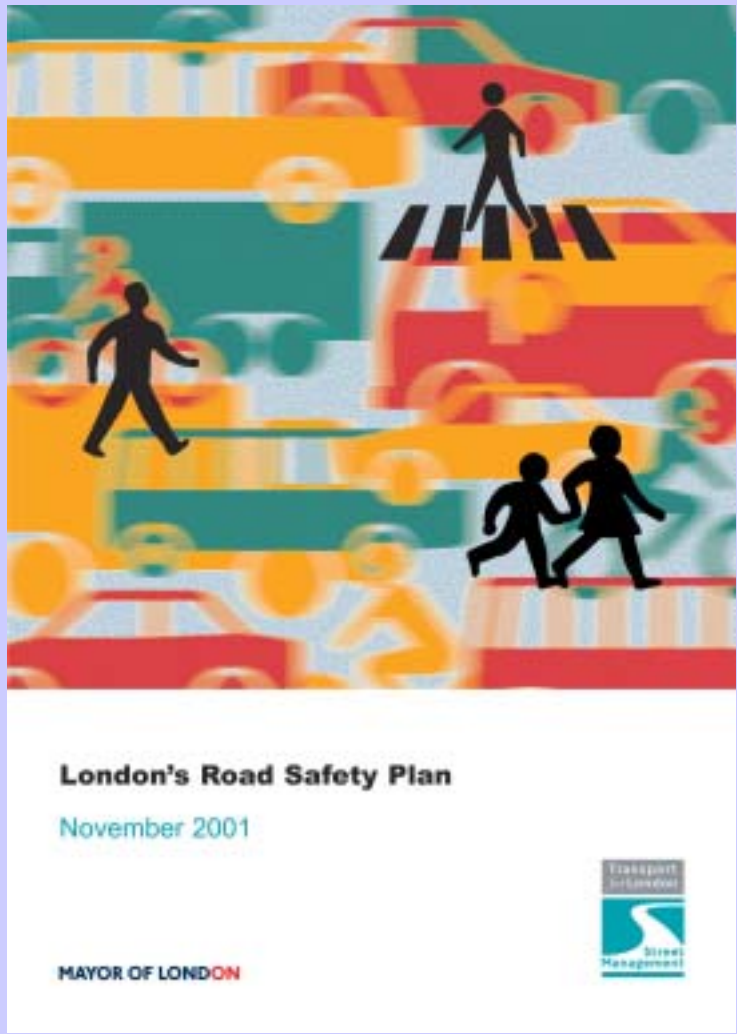
Mick Hickford and David Rowe
Service Development & Performance

Road Safety Priorities for London

“ My Transport Strategy aims to reduce traffic congestion and increase safety by increasing how much we travel by public transport, walk and cycle. A safe environment on London’s streets is essential if that strategy is to succeed”

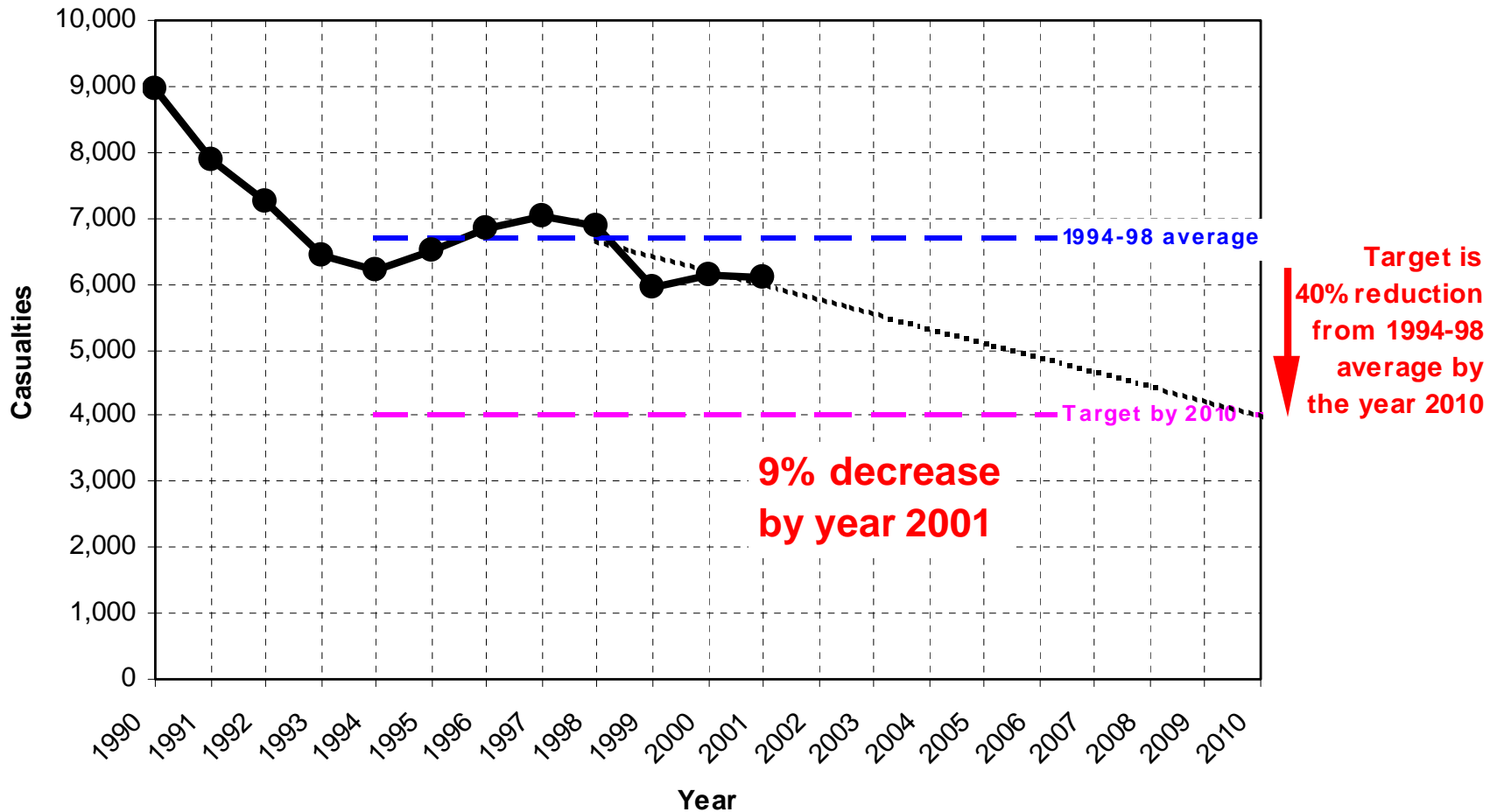
Ken Livingstone Mayor of London November 2001

London's Road Safety Plan - Vulnerable Road Users



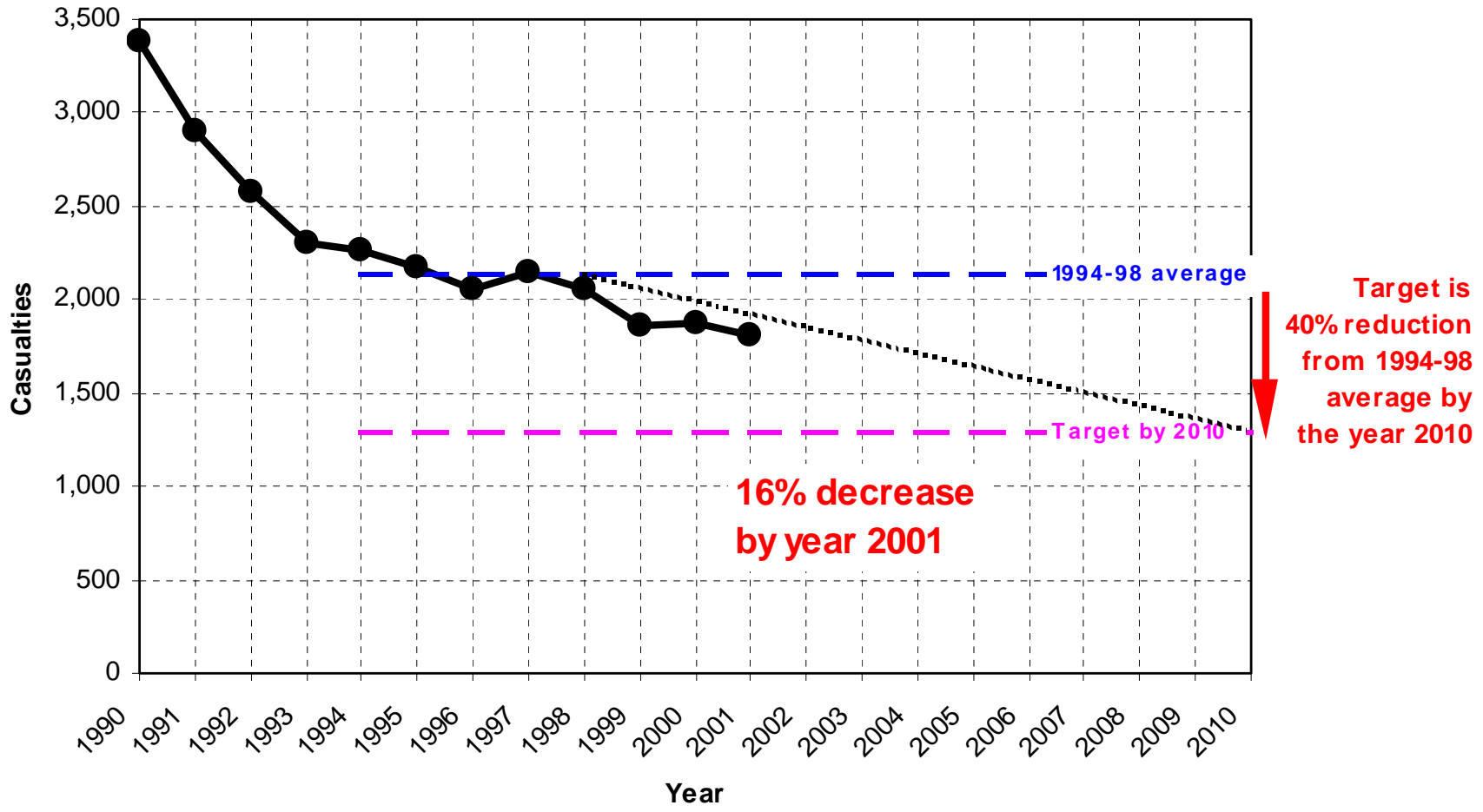
Towards 2010: Monitoring casualties in Greater London

All killed or seriously injured casualties in Greater London



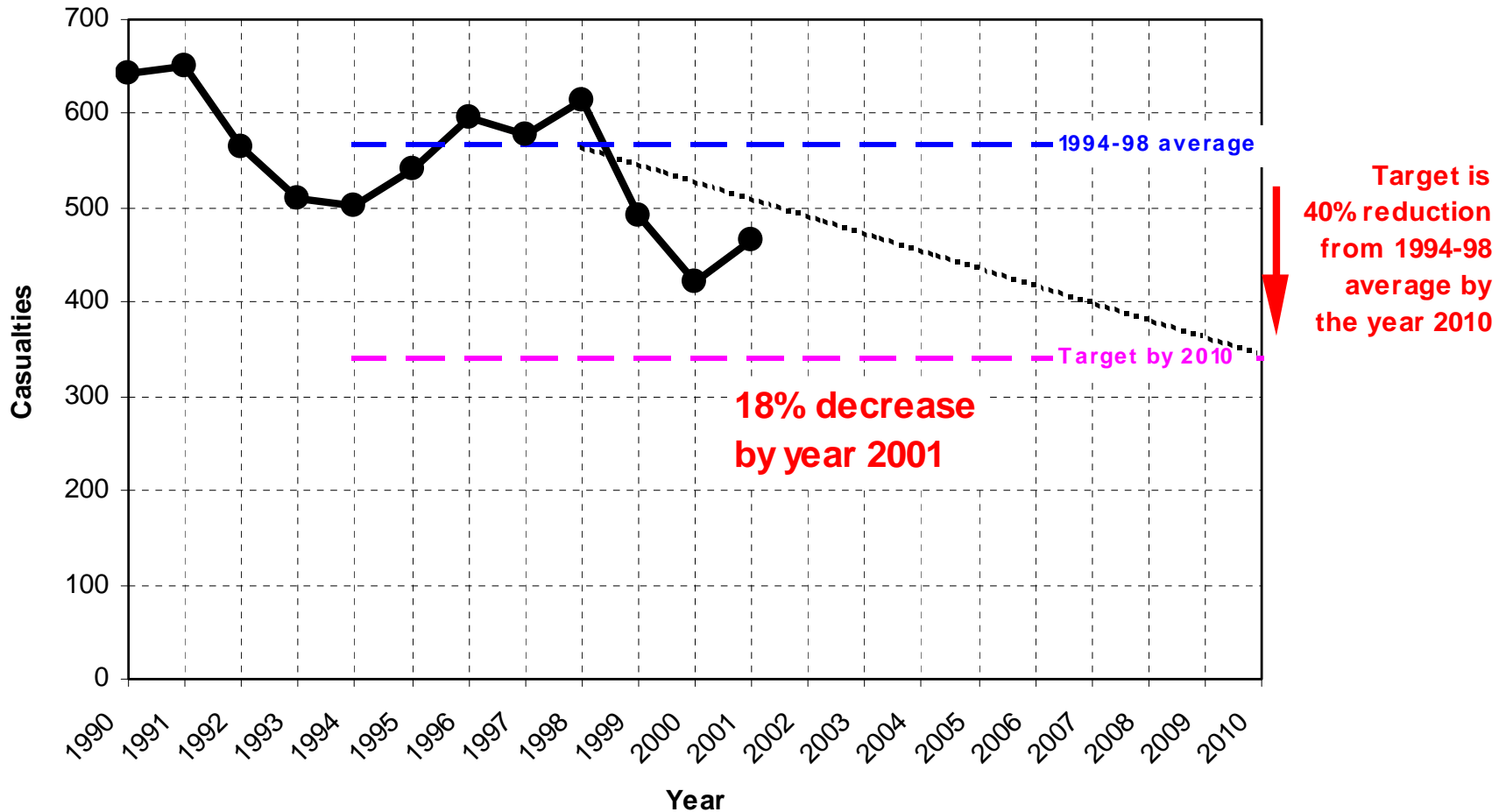
Towards 2010: Monitoring casualties in Greater London

Pedestrian killed or seriously injured casualties in Greater London



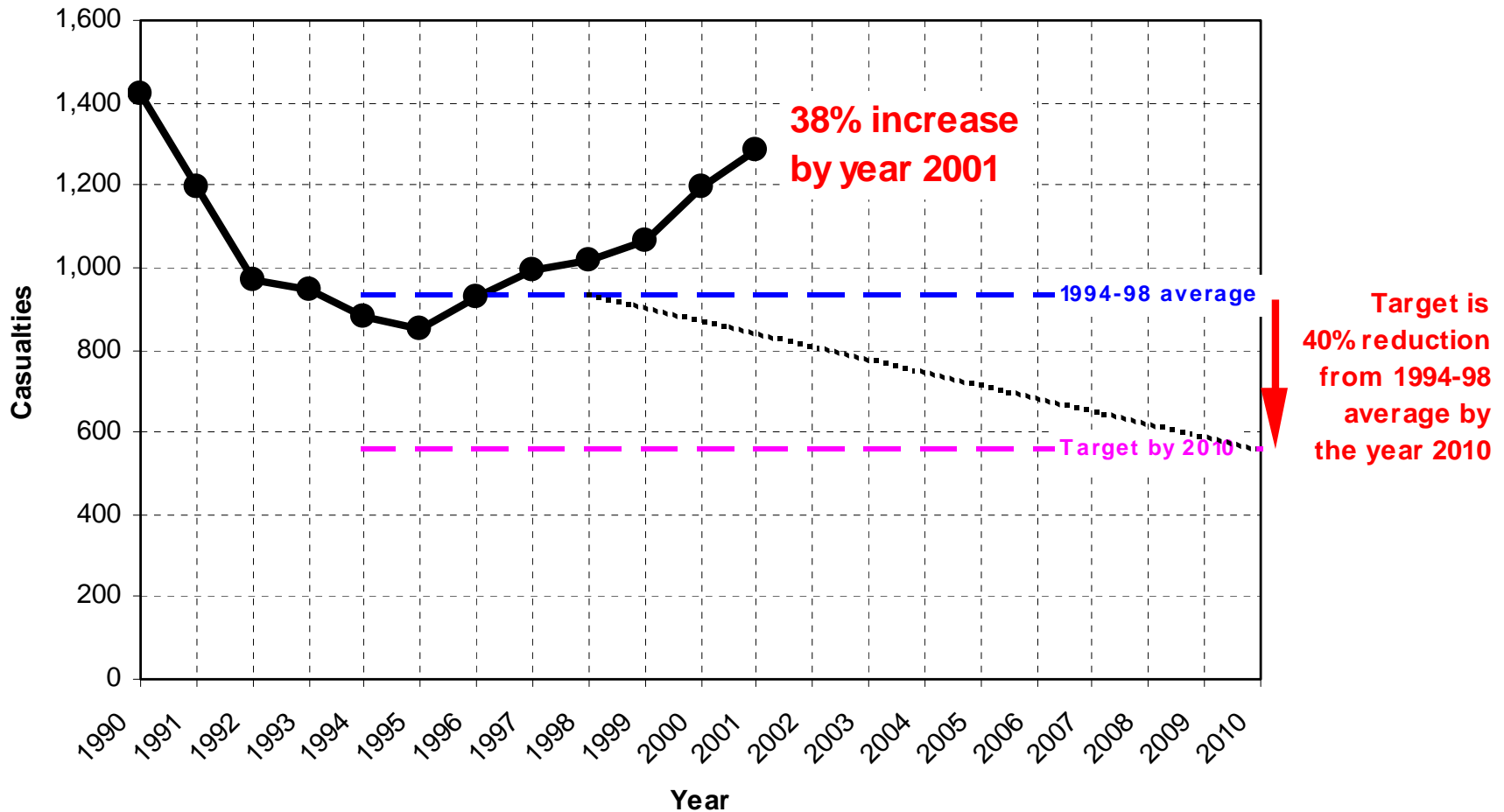
Towards 2010: Monitoring casualties in Greater London

Pedal cyclist killed or seriously injured casualties in Greater London



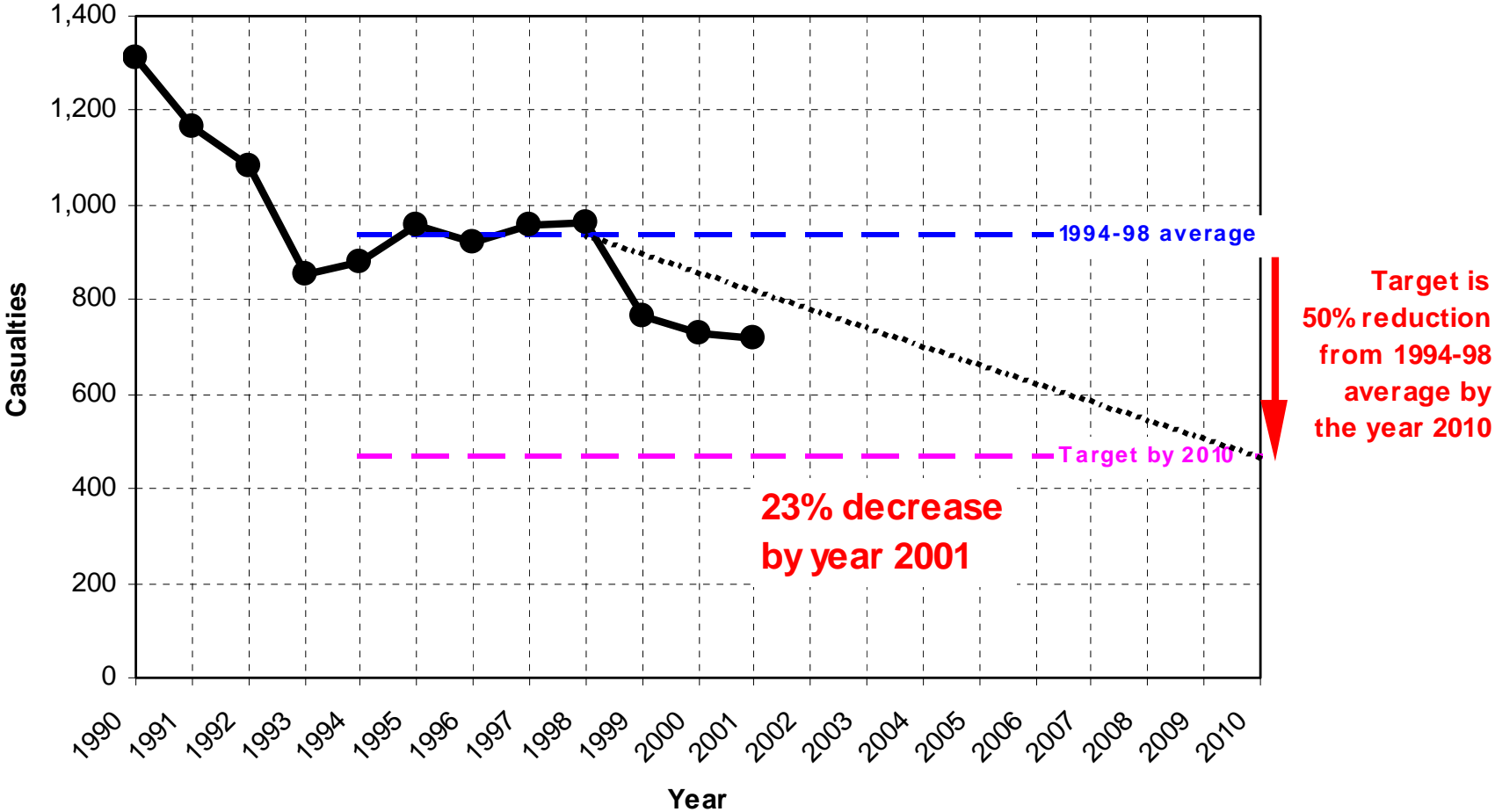
Towards 2010: Monitoring casualties in Greater London

Powered two wheeler killed or seriously injured casualties in Greater London



Towards 2010: Monitoring casualties in Greater London

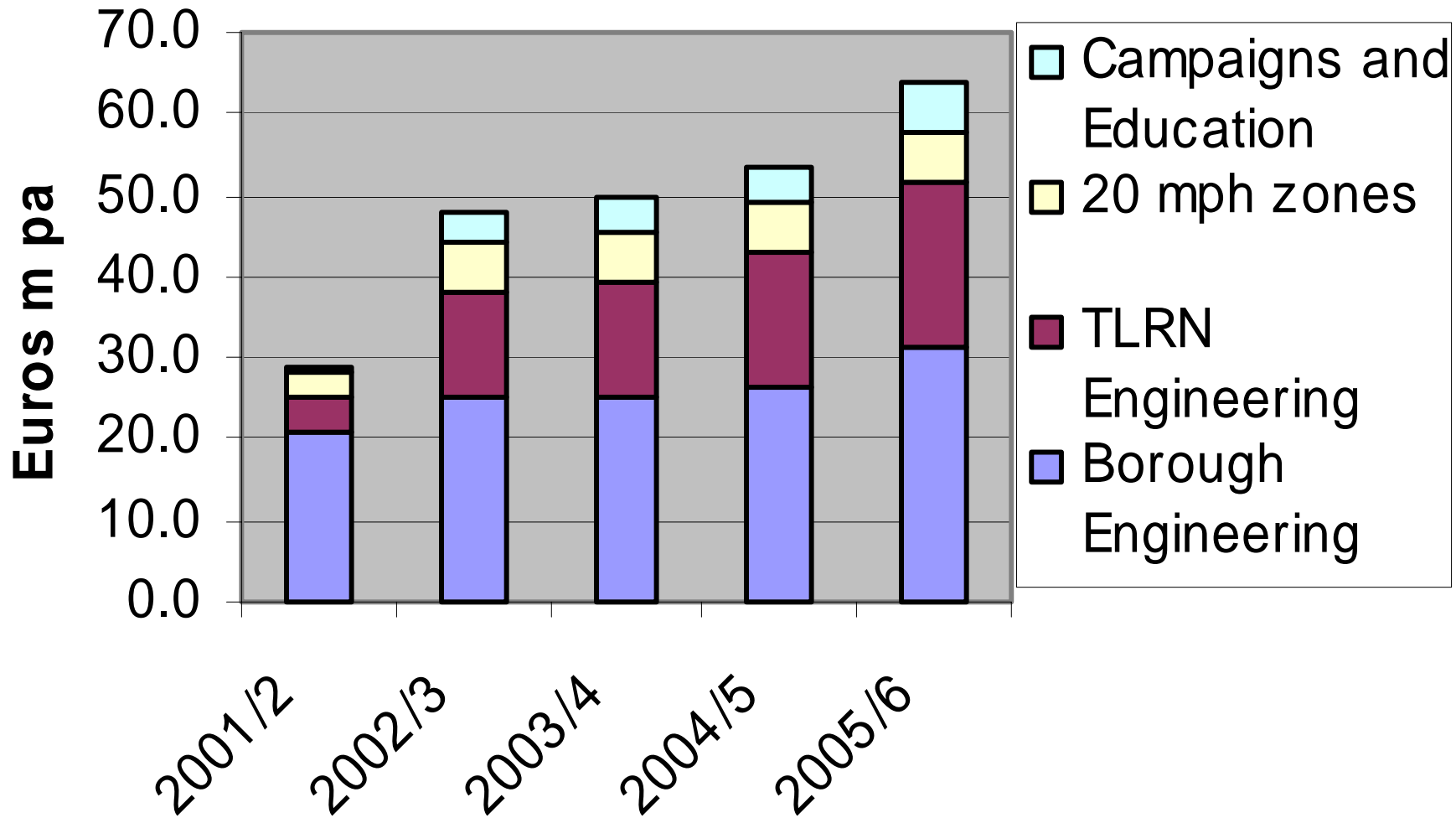
Child killed or seriously injured casualties in Greater London



Road Safety Measures and Initiatives

- Engineering
- Education and Campaigns
- Enforcement (and Encouragement)

TfL Budgets for Road Safety Work



Note: TfL enforcement activities are self-financing

Vulnerable Road Users - Engineering Schemes



Education & Campaigns



Education & Campaigns



Education and Campaigns



Education and Campaigns

MR. PAPER

PARALYSED FOOTBALLER

IT'S INJURY TIME

WARNING!
Stop + Look + Listen + Think
TO STAY ALIVE

STOP + LOOK + LISTEN + THINK
Road Safety in London

THINK
Road Safety in London

WARNING: Playing football in the road is foul. Score a Stop + Look + Listen + Think set-piece for extra time. Hitless Face-saving injuries are available at selected roadside areas subject to your own lack of defence. The popular terrace songs "You're dead-and-you-know-you-are" and "You're-going-home-in-a-London-ambulance" come as standard. You may be red-carded at any time.

ROAD OF LONDON

MR. PAPER

Street Dance

Your body's gonna pop!

WARNING!
Stop + Look + Listen + Think
TO STAY ALIVE

NO GO TUNE

STOP + LOOK + LISTEN + THINK
Road Safety in London



THINK
Road Safety in London

WARNING: Street Jivin' is wack. Think Road Safety in London. Bust a Stop + Look + Listen + Think step for a full phat life saver flavour. The streets contain traces of car. Blurring and grinding on tarmac can cause severe skin irritation. Anyone who swallows a first bumper should consult their doctor immediately. While we appreciate your need to get down and jock your body to a hip street rhythm, Britain's roads reserve the right to rush you up.

ROAD OF LONDON

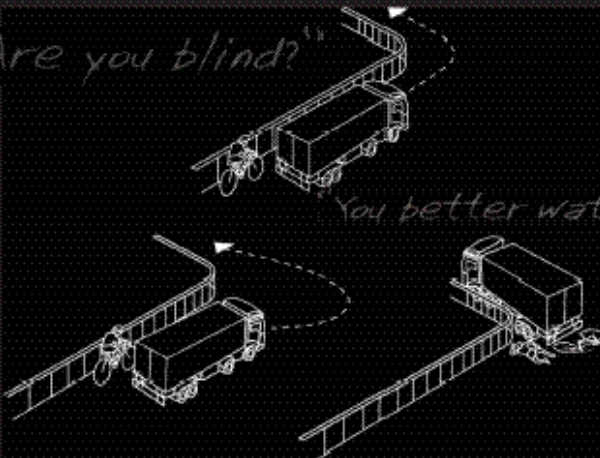
Education and Campaigns

Transport for London
Street Management

 **There are always two sides to every story** 

"Are you blind?"

You better watch it







Cycling in London is healthy and London's streets are becoming more cycle friendly. But there are still risks, especially from larger vehicles. In 2001, 6 cyclists lost their lives as a result of collisions involving goods vehicles which were turning.

Cyclists and lorry drivers need to be more aware of each other and take action to avoid these risks.

For more details on the current cycling and lorry safety campaign please contact your local Road Safety Officer, or visit TfL's website @ www.tfl.gov.uk/streets/cyclorrie_index.shtm

MADE BY LONDON

Enforcement



Enforcement



more is less

More safety cameras in Essex means fewer crashes and fewer casualties.



London Safety Camera Partnership

- **5 year strategy aims to**
 - Reduce casualties by around 300 per year
 - Change driver behaviour and attitudes
 - Develop and finance any new digital technology
 - Safeguard the safety camera operations
 - Lobby DfT to expand scheme to include other road safety initiatives

Complementary Works - Trafalgar Square



Complementary Works - Congestion Charging





Transport for London

Street Management