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European Road Safety Programme
Implementation by Cities

AN OVERVIEW OF THE LONDON PICTURE



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Background

July 2001 - The Mayor's Transport Strategy includes the following priorities:

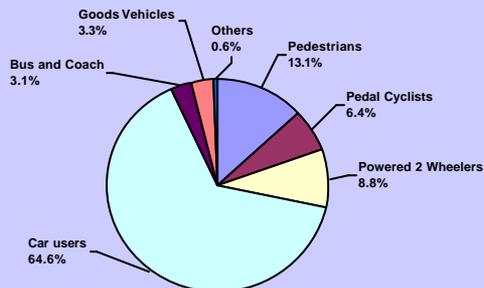
- Reduce Congestion
- Improving Public Transport
- Improving conditions:
 - for pedestrians
 - for cyclists
 - for bus passengers
 - for people with disabilities
 - for drivers

Road Safety in London, the statistics

- 280 Fatalities from road crashes in 2002
- 5,370 Seriously injured casualties in 2002
- 35,729 slightly injured casualties in 2002 - plus property damage
- Total costs of all road crashes is over £2 billion per year - over £300 per resident

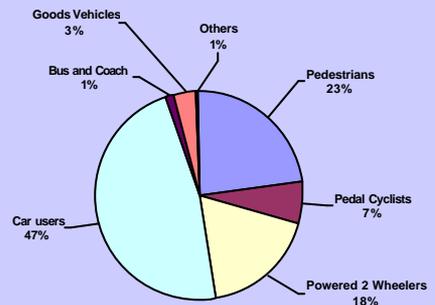
The scale of the problem

All casualties

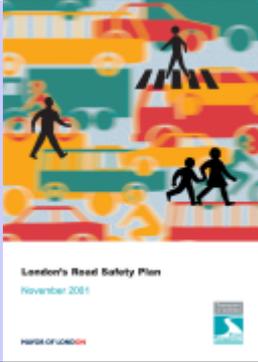


The scale of the problem

Killed or seriously injured (KSI)



The Mayor's Safety Plan



The Mayor's Safety Plan

National: Baseline average 1994-98:

- 40% reduction in Total KSI
- 50% reduction in Child KSI
- 10% reduction in slight injury rates

London:

- 40% reduction in Pedestrian KSI
- 40% reduction in Pedal Cyclist KSI
- 40% reduction in Powered 2 Wheeler KSI

Measures to achieve the targets

About £48M per year is needed to be spent on achieving the targets through:

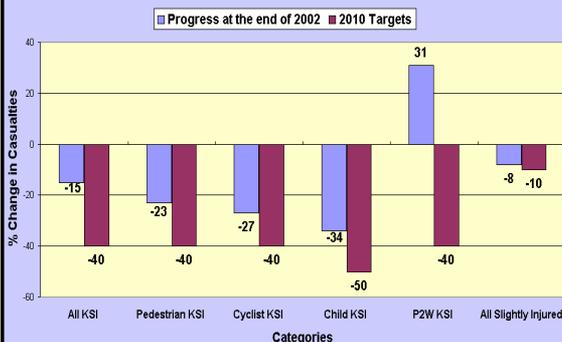
- Local safety and road safety engineering schemes / safety cameras.
- 20mph zones
- Safer routes to school
- Road safety publicity and educational campaigns
- Various cycling and walking schemes



The London Road Safety Unit What do we do ?

- ACCSTATS Casualty database
- Engineering on TfL Network and Borough roads
- Education, Training and Publicity
- Safety Camera Partnership
- Road Safety Research

Progress towards the targets



Conclusions

- Progress towards achieving the safety reduction targets is currently good.
- Continue to promote safety, implement safety measures and work with relevant stakeholders.
- Clear strategy, action plan and targets.

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Transport for London

In July 2001 Ken Livingstone launched the Mayor's Transport Strategy. This identified congestion as the biggest problem for the capital, but went on to consider other problems and to set priorities to deal with them. All aspects of travel were included to give an integrated view of mobility in London and how it will be developed for the future.

Priorities set by the Mayor included reducing congestion, improving public transport, improving conditions for pedestrians, cyclists, bus passengers, people with disabilities, and drivers. The objectives of Transport for London are to introduce the services described above, in a professional and cost effective manner, using up to date knowledge and technology. These services are to be provided to a consistently high standard so that deliverables meet specified requirements and achieve their intended purposes with minimum delay and in accordance with best value principles.

The strategy led to the production of a number of action plans, including London's Road Safety Plan, which was published in November 2001.

1. The Mayor of London's Road Safety Plan

The Mayor's Road Safety Plan laid out clear safety reduction targets, based on National targets produced by the UK Government's Department for Transport. The targets are:

National Road Safety Targets

To reduce killed or seriously injured (KSI) by 2010 compared with the average for 1994-98.

- By 40% for all KSI
- By 50% for children KSI
- To achieve a 10% reduction in the overall casualty rate

London Specific Targets

Include the National Targets, as above, plus a 40% reduction in the number of killed and seriously injured for each of the following three groups –

- pedestrians
- cyclists
- riders of powered two wheelers

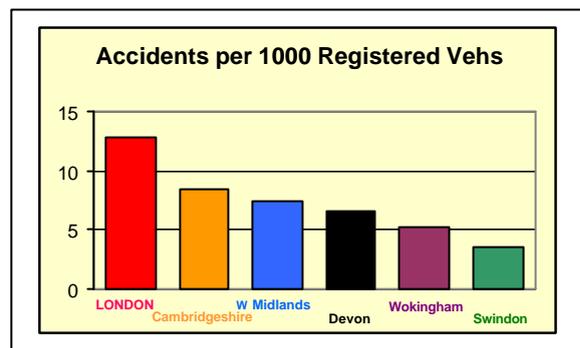
The Plan identifies a number of activities to achieve the safety targets. They include:

- local safety and road engineering
- support for Safer Routes to School schemes
- safety publicity and educational campaigns
- support for safety cameras
- the introduction of 20 mph zones
- other speed reducing measures.

Other initiatives with road safety benefits include the walking, cycling and town centres programmes, improvements to traffic signals, and support for the Transport and Traffic Operational Command Units of the Metropolitan Police.

Transport for London (TfL) is responsible to the Mayor of London for operating and improving conditions for all road users of the TfL Road Network (TLRN). This covers mainly the main roads and arterial routes with the highest flows. The TLRN is approximately 5% of London's roads, but they carry 33% of London's traffic. The remaining roads are the responsibility of one of the thirty-three local authorities within the Greater London area. Road safety engineering measures are carried out directly on the TfL road network, but works in the Boroughs are funded through grants.

London is currently the least safe area in the United Kingdom, with 12.9 accidents per 1000 licensed vehicles. This is significantly higher than other urban conurbations, such as the West Midlands with 7.4 accidents/1000 vehs.



2. The London Road Safety Unit

The London Road Safety Unit is the centre for the majority of TfL's road safety activities, and undertakes the following major activities to improve road safety in London:

- Using the ACCSTATS STATS19 casualty database for London, to identify areas of high accident density and potential sites suitable for accident remedial engineering measures. The database is also used for looking at trends over time and to identify high-risk groups.
- To formulate and implement a programme of remedial measures on the main road TfL network (TLRN).
- To advise boroughs of locations on their roads where there are road safety problems. To assist with scheme design and to monitor the effectiveness of borough schemes.
- Use accident data to identify sites where speed is a particular problem and use this information to focus remedial action and police enforcement effort.
- Review the layout of TLRN junctions and links to identify shortcomings for pedestrians that could lead to additional accidents

- Through the London Safety Camera Partnership, to introduce more speed cameras on the TLRN and treat as a priority requests for more speed cameras from the boroughs for installation on borough roads
- To identify specific safety problems and design educational/attitudinal campaigns targeted at the identified groups. To produce and implement campaigns to reduce speed, to promote driving at the appropriate speed, and to improve driving and riding standards.

2.1 Road Safety Engineering

Research has shown that Road Safety Engineering measures, when targeted at 'black sites', have given very good value for money and returns in terms of casualty savings. The LRSU programme therefore has the implementation of such measures as a high priority. Support to the boroughs now includes financing 20mph zones and money for local education, training and publicity programmes. Schemes can be submitted through the Borough Partnership, as for the safety engineering schemes.

2.2 Education, Training and Publicity

These are also proven techniques, and TfL are currently supporting a number of initiatives:

- The **BikeSafe London** programme started in April 2003 and provides 'observed rides' for motorcyclists. The observers are highly trained and experienced Police Officers, who also give the candidates classroom sessions that cover safer riding. BikeSafe is a joint programme involving TfL, the Metropolitan Police Service and the City Police. It is financially supported by TfL and riders pay £25 for the whole day, including refreshments. BikeSafe London has been very successful and we are well on line to achieve the target of 2,500 riders during the year. Other authorities run BikeSafe programmes, usually not financially supported and run over 2 days.
- Our TfL P2W Publicity campaign was launched in November 2002 and ran until the end of March 2003 as a 40 second **cinema commercial**. The advert was commissioned by TfL and was designed to make Drivers look properly, and Motorcyclists to think about riding defensively. We were careful that the advert did not apportion blame. For 5 weekends we also ran 'Theatre in Cinema' in 6 selected cinemas across London to support the advert. Theatre in Cinema had not been used in the UK before and research shows that up to 55,000 people saw the Theatre in Cinema during its run. From 8th April the advert transferred to London commercial television for a 3 week run.
- In September 2003 TfL launched the **Children's Traffic Club in London**. This important initiative will provide road safety information to every 3year

old in London. The advice is in the form of interesting and easily understood booklets, which are posted to the children at regular intervals, building up into a complete road safety learning programme over 2 years. The booklets are completely free, with the funding provided by Transport for London.

- TfL runs a **Teen Campaign**, aimed at 13 to 16 year olds, based on a number of web sites. The first phase of the Teen Pedestrian Campaign was launched in April 2002. It consisted of 4 treatments based on electronic game images. The materials consisted of posters, post cards, a mini CD Rom game and a web site with a competition. These materials were distributed to schools across London. The second phase of the campaign saw the release of another two complimentary images of posters and post cards these were distributed in September 2002. Also available at that time were the London branded versions of the Making Choices books designed for pupils starting secondary school. 'Crunch' is a new web site it was launched on 8th April 03 aimed at the 11 – 14 year old age group. The site is interactive with a number of games and the chance to win either a PS2 or £25.00 of games vouchers. The competitions will be live for 6 weeks. This initiative supported a new on street poster campaign using images first seen in last years' campaign. It is anticipated that there will be a second version of the Crunch site as well as give-aways in time for the September return to school. Copies of the making choices books are available to the transition group via the Road Safety Officers.
- The **Cyclists & Heavy Goods Vehicles (HGV)** campaign was launched in September 2002 and was a partnership between TfL, London Cycling Campaign and the Freight Transport Association. It consisted of a chain email relating a true story of a cyclist trapped by a left turning lorry. Leaflets for both Cyclists and Drivers of HGV's, saddle rain covers carrying the message and tachograph covers also with the campaign message. The FTA delivered the leaflets and tacho covers to all of its members and TfL used an agency to distribute the materials at the main London markets. The LCC distributed the information to cyclists via cycle racks across London and the email via its contacts list. The new campaign will build on the campaign of 2002. There will be a phase 2 for HGV's and prior to fixing the campaign theme we will investigate the effect of the Congestion Charging Scheme. It is anticipated that this will take place in the 2nd quarter of the year.

2.3 The London Safety Camera Partnership (LSCP)

The LSCP currently operates about 650 cameras in London. These are a mixture of cameras to detect red-light traffic signal running at junctions and cameras to detect speeds exceeding the limit. The Partnership operates within a UK Government framework, specified by the Department for Transport. This requires every new site to be justified in terms of an existing casualty problem. The criteria is at least 4 KSI at the site over the last 3 years,

although most sites in London have a worse history than this. The framework also requires that the income from the fines is 'ring-fenced' and can only be used to cover the camera partnership operational costs; excess monies are passed to the UK Treasury. The safety cameras are proving very effective in London and the latest developments include mobile camera vans that can be used to target local areas where there are specific concerns (such as at schools).

3. How Effective is the Programme ?

In line with the Mayor's strategy, the programme needs to provide value for money in terms of casualty benefits. Previous research has shown that when road safety engineering work is targeted at sites with a relatively poor history of casualties, the benefits are very good. On average, TfL's road safety engineering schemes give 100% first year rates of return; i.e. they recover the full costs of installation in casualty savings achieved in one year. The benefits are calculated using the UK Government Department of Transport figures, as published in Road Accidents Great Britain (2001). A death is valued at around £1.4M.

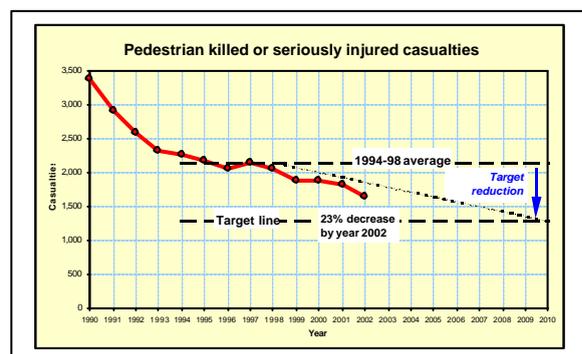
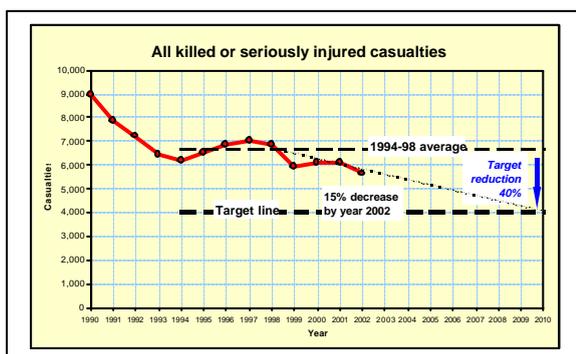
TfL have recently completed a research project, undertaken by TRL Ltd, on the effectiveness of 20mph zones in London. This looked at 115 zones in London and concluded that killed and seriously injured fell by 57% following the implementation of the 20mph zone. In the UK such zones have to be self-enforcing, usually by means of road humps and cushions.

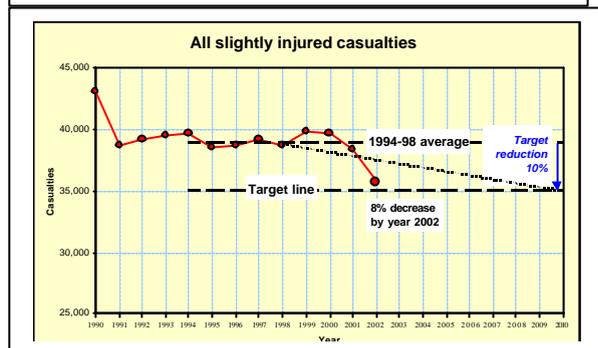
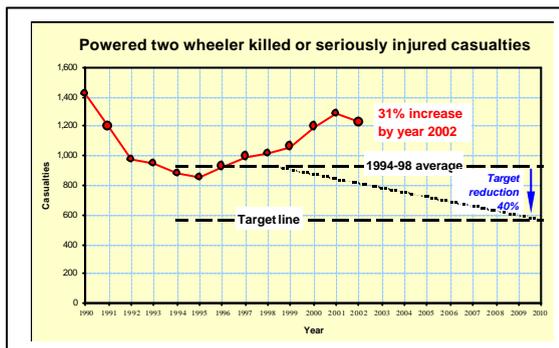
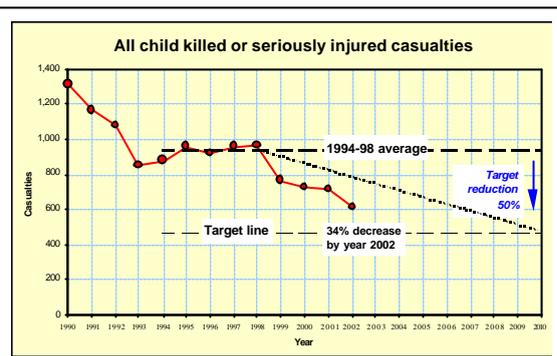
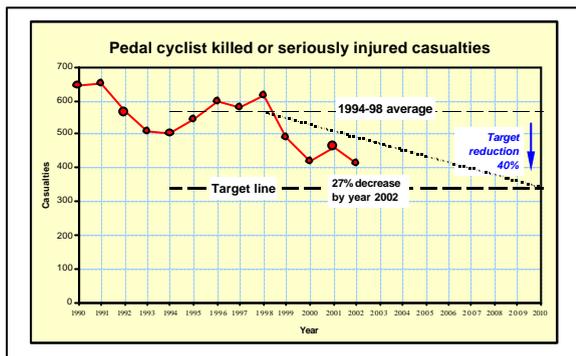
Research has shown that where safety cameras are installed, KSI casualties reduce by 35% on average.

For the other activities, including education, training and publicity, the benefits are not known as objectively. Nevertheless TfL are convinced that these activities are vital, especially long-term, to changing driver behaviour and making the road network safer.

4. Progress Towards the Target

LRSU publish annual progress reports giving the casualty figures, plus quarterly updates, in order to check progress against the targets. The figures are given in the tables below.





While overall progress is good, the situation for Powered two Wheelers is a major concern. The rise in these casualty figures is largely due to the increases in the use of P2Ws in London and the higher exposure. It is encouraging that the number of KSI reduced slightly in 2002, the first time for 8 years, but there is no evidence to suggest that this welcome trend is set to continue.

Powered two wheelers are a difficult group to target in terms of road safety. There is very little that can be done in terms of engineering, so campaigns of education and training are being considered.

5. CONCLUSIONS

- London is committed to achieve safety reduction targets of 40% (50% for children) by 2010.
- Transport for London's road safety efforts are centred on the London Road Safety Unit, which:
 - Analyses casualty data for all reported collisions in London
 - Identifies sites, funds and supports the design of road safety engineering works on both the main TfL roads and Borough roads
 - Supports the implementation of 20mph zones
 - Formulates and implements education, training and publicity campaigns
 - Manages the London Safety Camera Partnership

- Safety measures are assessed to ensure value for money and maximum casualty benefit
- Many programmes require working with other stakeholders in Partnerships
- Progress towards the targets is currently good, except for powered two wheeler casualties, which have risen over the last 8 years.
- Having a clear strategy, action plan and targets is vital in running a successful road safety programme. London is fortunate in having these and would encourage other cities to have this firm base on which to base its road safety activities.