Introduction

Road accidents can have a devastating impact not only for the people directly involved, but also for their families, friends and wider community. On average, every day in the UK during 2013 almost 5 people were killed and a further 60 seriously injured in reported road accidents.

It is also worth noting that:

- It is estimated that the total number of road accidents in the UK is over 700,000 per year
- In Cambridgeshire and Peterborough, 394 people were either killed or seriously injured during 2014
- Almost a quarter of those killed or seriously injured in Cambridgeshire and Peterborough were aged between 16-25
- Of those killed or seriously injured, almost a quarter were motorcyclists and a fifth pedal cyclists
- Most road accidents occur on urban roads
- But, crashes on rural roads are more likely to be serious or fatal because of the higher speeds involved

The Cambridgeshire and Peterborough Road Safety Partnership (CPRSP) works with a number of organisations to look at the causes of road accidents, understand current data and intelligence regarding the county’s roads and develop multi-agency solutions to help prevent future accidents.

Our vision is to prevent all road deaths across Cambridgeshire and Peterborough and to significantly reduce the severity of injuries and subsequent costs and social impacts from road traffic accidents.

This five year delivery plan sets out some of the most common causes of road accidents and how the partnership aims to tackle these issues to ensure that everyone who uses the county’s roads can do so safely.
Road safety in Cambridgeshire and Peterborough

We know that the biggest cause of people being killed or seriously injured on our roads is the behaviour and attitude of road users. For example:

- You are four times more likely to crash if you use a mobile phone whilst driving
- One in eight UK road deaths result from crashes where the driver was over the drink-drive limit
- A further estimated 65 road deaths per year are caused by drivers who are under the drink-drive limit, but who have significant amounts of alcohol in their blood
- Speed is a critical factor in all road crashes and casualties. It has been estimated that for every 1mph reduction in average speeds, crash rates fall by an average of 5%

Over the last few years, the number of people who have been killed or seriously injured (KSI) on our roads has fallen from 434 in 2010 to 392 in 2014. Whilst this is a welcome trend, there remains almost 400 individuals and families that have had their lives devastated through a road accident. Although not all road accidents are preventable, as much as 95% of all accidents on our roads are in some way caused by poor driver behaviour.

This may include drivers who have been using a mobile phone whilst driving, under the influence of alcohol and/or drugs or driving at inappropriate speeds. We also know that not wearing a seat belt can significantly reduce the risk of being a KSI in the event of an accident by 50%. Despite the law changing in 1983 making seatbelts compulsory for both adults and children, there still remains a number of people that choose not to do so.

Although the number of people KSI on our roads has been steadily reducing, for cyclists the numbers are increasing. Over the last 10 years, we have seen a 31% increase in the number of cyclists KSI on our roads.
Road accidents can occur for three main reasons:

- Vehicle failure
- Road environment (such as the weather, road condition, obstacles on the road etc.)
- Human error (such as driving too fast for the conditions, driver tiredness, being careless, driver distraction etc.)

The work of the CPRSP focuses on attempting to change the behaviour of all road users to reduce human error that can be the cause of a road accident. We work with the Police, Fire and Rescue Service, NHS and Highways England to regularly share data and intelligence of casualties from the county’s road network. From this data we know that the following groups are more likely to be involved in an accident that results in them being killed or seriously injured:

**Young drivers (16-25)** are at much higher risk of crashing than older drivers. Research shows that the combination of youth and inexperience puts younger drivers at risk. Their inexperience means they are less likely to spot hazards and their age means they are more likely to take risks.

**Cyclists** - Level of cycling in Cambridgeshire have increased around 50% over the last ten years, compared with an increase of 31% in pedal cyclist KSI casualties over the same time period. Promoting safer cycling is a key part of our delivery plan. Both Cambridgeshire and Peterborough councils ensure that Bikeability cycle training is available to all of our children aged 10 or over through all of our schools. Cycling is a fun and healthy way for children to travel, Bikeability gives children the confidence and skills to ride more often. Level 2 allows children to develop skills in real traffic conditions.

We also promote safer cycling throughout the year by attending numerous public events and working in partnership with our local sustainable transport teams. The partnership runs a number of media campaigns throughout the year including ‘Let’s Look out for Each Other’ which is aimed at both car drivers and cyclists and gives advice and tips about staying safe, visible and alert whilst on the road.

Bikeability cycle training is available to children and adults across Cambridgeshire and Peterborough. For more information please visit - [https://bikeability.org.uk/](https://bikeability.org.uk/)

**Motorcyclists** - Injuries to motorcyclists are disproportionate to their presence on our roads. Motorcyclists make up just 1% of total road traffic, but account for 23% of all road user KSIs. They are roughly 38 times more likely to be killed in a road traffic accident than car occupants per mile ridden.

**Road users in rural locations** In rural areas access to services, education and employment is often reliant on being able to drive. Crashes on rural roads are also more likely to be serious or fatal because of the higher speeds involved and these two factors increase the risk, particularly for young people.
Road Victims Trust

The Road Victims Trust are a registered charity offering free support services to anyone in Cambridgeshire and Peterborough who has been affected by a fatal road accident. The Trust provides a range of practical support and information to help individuals and families deal with the tragic aftermath of a serious accident. The Trust form a key part of our partnership and offer a vital and unique service. For more information about the Road Victims Trust, please visit - http://www.rvtrust.org.uk/

Making our roads safe

Ensuring that our roads are safe for all users is the overriding priority for the partnership. By 2020, we aim to have reduced the number of people killed or seriously injured by 40% (314 KSI) compared to 2005-2009 baseline (523 KSI). We will achieve this through:

- Enabling behaviour change, delivering better education and delivering road engineering schemes
- Identifying high risk road users and deliver targeted initiatives to prevent accidents
- Identifying high risk accident locations and develop preventative measures (including road engineering solutions) to decrease the risk of future accidents
- Undertaking targeted road safety enforcement
- Sharing data and intelligence across public agencies to prevent future road accidents

Our partnership undertakes a number of initiatives across Cambridgeshire and Peterborough to promote road safety. This includes:

- Drive to Arrive for Young Drivers
- Modified Crash Car
- Bike Safe – motorcycle training
- Education activities in primary and secondary schools including interactive workshops and theatre in education.
- Pedestrian training for pupils at Primary Schools
- Junior Travel Ambassador scheme for Primary Schools
- Client Centred Learning training courses for driving instructors
- Car Seat checking days
- Be Safe Be Seen campaign during the winter months
- Publicity campaigns to promote more responsible driver behaviour
Enforcement

A key part of our strategy to preventing road traffic accidents is deterring drivers from taking unnecessary risks and breaking the law. Cambridgeshire Constabulary are the lead agency for enforcing our roads and targeting drivers who display reckless behaviour.

The Constabulary uses a range of robust policing activities including fixed and mobile safety cameras, drink driving and other enforcement campaigns to promote more responsible driver behaviour.

Speed Watch

Speedwatch allows the public to get actively involved in monitoring the speed of vehicles travelling through their neighbourhood. The scheme is run by Cambridgeshire Constabulary and works with communities to get involved in educating drivers and raising awareness of speeding in their area. Speedwatch is highly visible operation and effective method of reducing speed and changing driver behaviour.

Our Partnership

The Cambridgeshire and Peterborough Road Safety Partnership is made up of the following organisations:

- Cambridgeshire County Council
- Peterborough City Council
- Cambridgeshire Constabulary
- Cambridgeshire Fire and Rescue Service
- Highways England
- Public Health
- East of England Trauma Network

The partnership is led through the Board and supported by two sub groups – Data and Intelligence group and the Delivery group. These groups look at the operational road safety issues, identify data trends and design and deliver an annual work programme to meet the Board’s strategic needs.

Currently, the delivery of road safety activities are funded through partner agencies. Funding across the public sector remains extremely challenging. This means that it is more important than ever that we can work in smarter and more efficient ways in order to reduce costs. By sharing common aims across partnerships throughout Cambridgeshire, we will develop more effective and efficient ways of meeting our aims as a partnership. The Board will also explore alternative funding opportunities to ensure that the work of the partnership is financially sustainable.