

Casualty Report 2007 and Road Safety Strategy & Plan 2008/09



INVESTOR IN PEOPLE



**OXFORDSHIRE
COUNTY COUNCIL**

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Message from Councillor Ian Hudspeth

2007 saw a reduction of 50% in fatal casualties over the previous year; down from 68 to 34. During this past year Oxfordshire also experienced a drop of almost 300 in the overall casualty figures; the lowest since 2004, and the second lowest since 1999. It should be remembered however that fatal casualty figures, due to the random nature of accidents, do vary widely year by year and it is only by looking at a period of several years that we can identify a clear trend - which is thankfully downwards. These figures coupled with the general downward trend in casualty numbers are helping the county continue the good progress it is making towards meeting the national casualty reduction targets for 2010, and also the more stringent targets set in Oxfordshire's Local Transport Plan.

These figures show that the ongoing work of the County Council and its partners to improve safety is delivering worthwhile results and together are making a real difference. However we are regularly looking out for opportunities to deliver improved and better targeted services to achieve even better performance. Recent examples include the continued contribution of the Fire and Rescue service (who now attend more road accidents than house fires) in road accident prevention work with their '365 alive' campaign aimed at increasing awareness in both fire and road safety.

We are continuously reviewing how best to integrate our work with other agencies which also have a part to play in improving safety and we therefore include our overall Road Safety Strategy in this report. The Strategy sets out more formally the linkages both within the County Council itself and external agencies in delivering improved road safety. The joining of our Road Safety and Travel Plans teams also recognises the part improved safety plays in increasing choice by enabling people to feel more confident when using sustainable travel modes which both benefit their health and reduce harmful emissions.

Ian Hudspeth

Cabinet Member for Transport
Oxfordshire County Council

■ Road casualty statistics for Oxfordshire

The tables below show the numbers of road deaths and injuries in Oxfordshire by year, and by road user group.

Oxfordshire road casualties by year 1999 to 2007:

Year	Fatal	Serious	KSI	Slight	Total
1999	57	522	579	2996	3575
2000	63	453	516	2923	3439
2001	49	473	522	2876	3398
2002	37	466	503	2831	3334
2003	64	418	482	2480	2962
2004	33	348	381	2252	2633
2005	40	306	346	2513	2859
2006	68	304	372	2563	2935
2007	34	340	374	2276	2650
2010 Target	-	-	245	2223	2468

Oxfordshire child (ages 0 to 15) road casualties by year 1999 to 2007:

Year	Fatal	Serious	KSI	Slight	Total
1999	4	33	37	306	343
2000	4	36	40	289	329
2001	3	43	46	276	322
2002	0	33	33	227	230
2003	1	31	32	220	252
2004	5	23	28	186	214
2005	6	20	26	225	251
2006	2	17	19	198	217
2007	3	21	24	205	229
2010 Target	-	-	20	-	-

Oxfordshire road casualties by road user group 2007:

All casualties	Fatal	Serious	Slight	Total
Pedestrian	10	41	166	217
Pedal cyclist	5	40	224	269
Two wheel motor vehicle	5	87	168	260
Car driver	9	108	1074	1191
Car passenger	3	43	443	489
Bus occupant	0	5	71	76
Goods vehicle occupant	2	13	85	100
Other	0	3	45	48
Total	34	340	2276	2650

Child casualties	Fatal	Serious	Slight	Total
Pedestrian	2	5	49	56
Pedal cyclist	0	5	30	35
Two wheel motor vehicle	0	2	0	2
Car passenger	1	8	100	109
Bus occupant	0	0	5	5
Goods vehicle occupant	0	0	0	0
Other	0	1	21	22
Total	3	21	205	229

■ Casualty reduction targets

The Government's Road Safety Strategy (published in 2000) provides the overall framework for improving safety on our roads, and included targets for casualty reduction to be achieved by 2010. Progress has been regularly reviewed both at the national and local level, and in 2006 the County Council included enhanced targets within its new Local Transport Plan (the targets are measured from the average annual injuries recorded in the 5-year period 1994 to 1998)

	National Target	Oxfordshire Target	Changes in injuries 1994/98 - 2007	
			Great Britain	Oxfordshire
Core Targets				
Reduction in number of people killed or seriously injured	-40%	-50%	-36%	-31%
Reduction in number of children killed or seriously injured	-50%	-60%	-55%	-55%
Reduction in number of people slightly injured	-10%	-20%	-20%	-17%
Local Targets				
Pedestrian injuries	n/a	-50%	-33%	-25%
Pedal cyclist injuries	n/a	-50%	-33%	-18%
Powered two wheeler rider injuries	n/a	-20%	-8%	-4%
Reduction in wet skid accidents	n/a	-15%	n/a	-39%

Progress to achieving the core targets has been good, with more severe injuries showing a stronger reduction than that seen nationally, although this has been balanced by a comparatively smaller reduction in slight injuries as compared to the national figure.

For the local targets, although progress is being made, it is uncertain whether the target reductions will be met by 2010.

It is nevertheless important to stress that interpreting performance in meeting targets requires caution – the quite high levels of year to year variation in casualty numbers (which in turn reflects a wide range of factors) inevitably means that assessments of performance – whether positive or negative – based on data for relatively short periods will inevitably be approximate (the use of the 5-year baseline period for setting targets acknowledges this difficulty).

■ Responsibilities for the delivery casualty reduction measures

Many authorities and agencies have a part to play in helping secure reductions in the number and severity of road accidents and injuries. The County Council's main areas of responsibility include the maintenance and improvement of the County road network, and the delivery of road safety education, training and publicity to the local community; additionally the County Council's Fire and Rescue Service provides vital emergency assistance in the recovery of road accident victims at the scene of accidents, and is also now contributing to road safety education work. The Council works in partnership with the police, who have a major role in the enforcement of traffic offences, and the health service and other agencies in this work.

National government has a major role in providing the legal basis for driver and vehicle standards (and the penalties for infringements) and also for developing standards for highway design including road signing, pedestrian crossings and signal installations; increasingly such work involves the EU given the need to harmonise standards. The government is also responsible – through the Highways Agency – for safety on motorways and trunk roads.

Additionally vehicle manufacturers play a major role in developing safer vehicles which both reduce the risk of accident involvement and provide greater protection in the event of a collision.

Area of Work	% reduction of:	
	KSI	Slight
a) Primarily the responsibility of Highway Authorities		
New road safety engineering programme	7.5%	7.0%
Safety on rural single carriageways	3.5%	1.0%
b) Shared responsibility of Highway Authority, National Government and Other Agencies		
Additional measures for pedestrian, cycle and child protection	8.0%	7.0%
Additional measures for speed reduction	5.0%	5.0%
Reducing casualties in drink drive accidents	1.0%	1.0%
Reducing accident involvement of novice drivers	2.0%	2.5%
Reducing accidents during high mileage work driving	2.0%	2.5%
c) Others		
Vehicle safety improvements	13.0%	4.0%
Cycle and motor-cycle helmet improvements	1.5%	-

■ Road Safety Strategy 2007 to 2010

The Strategy set out below takes account of the overall national context as set out in the Government's Road Safety Strategy to 2010 (published in 2000) but focuses on the responsibilities of Oxfordshire County Council and other local agencies, the aim being to meet and exceed where possible the enhanced casualty reduction targets in our current Local Transport Plan. The strategy will be regularly reviewed to take account of local casualty trends, opportunities for improved working with other agencies and new national initiatives on road safety.

Theme I: Measuring and understanding the road safety problem

Understanding the road safety problem is the essential first step in developing effective measures to improve safety. The core resource is the reporting of injury accidents compiled by Thames Valley Police (TVP) in accordance with the national accident reporting system overseen by the Department for Transport (DfT). Oxfordshire County Council (OCC) Road Safety team plays a major part in the process by entering and validating the police reports and sending processed data to the Thames Valley Safer Roads Partnership (TVSRP), TVP and DfT, and by in-depth analysis of the data. This includes identifying accident problem sites and routes, trends in accident numbers both in aggregate and for specific road user groups, and also exploring behavioural and other factors (including for example links between accident risks and social deprivation).

OCC's Road Safety Team will continue to process and analyse this data, and will also continue to contribute to the ongoing review of data quality and effectiveness of data analysis with TVP and TVSRP.

It is however recognised by the DfT that many accidents are – for a variety of reasons – not reported and that the police data only provides a partial picture of serious and slight injury accidents. Some work has been carried out with local NHS hospitals to compare police data with their records on road accident casualties treated, although it has proved difficult to date to obtain consistent hospital sourced data. Nevertheless, this is an area that offers appreciable potential for delivering a better understanding of road casualties locally and helping validate the trends observed in the police data.

OCC's Road Safety Team will review with Oxfordshire NHS hospitals the scope for sharing data on road injuries to improve our monitoring of road safety trends (and will also explore other sources of data – including for example from OCC's Fire and Rescue service).

Road safety problems are however not just measured by reported casualties – concerns over poor road safety have a major adverse impact on the quality of life and feature highly in the list of community safety concerns in all of the rural District Council areas in the County.

OCC's Road Safety Team will continue to work with all District Councils within Oxfordshire to assess the perceptions of safety as part of the Community Safety Strategic Assessment.

Theme 2: Safer Road environment

While recognising that the vast majority of accidents involve a behavioural failure on the part of at least one of the parties involved, maintaining and improving roads has proved a highly effective way of improving safety. The County Council and the Highways Agency (HA) (for the M40 and A34 and A43 trunk roads) have:

- a duty to maintain public highways in a safe condition
- a duty to investigate road accident problems and introduce remedial measures to address problems, where practical and cost effective

Nevertheless, with approximately 4500 km of public highway within Oxfordshire, the cost of carrying out all the maintenance and improvement work that could be justified far exceeds the available budgets, requiring the work to be prioritised on the basis of need and cost effectiveness.

OCC's Asset Management teams will continue to ensure that the maintenance works target safety related problems as a priority. Our maintenance policies will be regularly reviewed and updated, taking advantage for example of technical developments in monitoring the network (for example by using automated surveys of road surface condition).

OCC's Transport Service, including the Road Safety and other relevant teams will continue to implement road safety engineering measures which address accident problem sites, routes and areas and which are judged to be cost effective, including innovative as well as tried and tested measures. The opportunity to address safety problems as part of schemes addressing other transport related problems (such as congestion) will be taken wherever possible.

OCC will carry out safety audits / checks of all new highway schemes to achieve the best possible safety performance.

OCC's Development Control team will work with the District Councils to ensure that new road layouts built to accommodate residential and commercial development are designed to maximise safety.

OCC will also continue to liaise with the HA on accident problem sites on the motorway and trunk road network in Oxfordshire which come to its attention through the processing of accident data.

All three emergency services play a vital role in assisting and treating those involved in accidents, and the timely arrival of emergency vehicles is essential. Responsibility for setting and meeting target attendance times lies with the respective services, but traffic conditions and the County Council's traffic management activities clearly can impact on attendance times for all types of emergency call outs.

OCC will liaise closely with the emergency services in respect of traffic management measures that are likely to impact on attendance times for emergency vehicles.

Theme 3: Safer for Children

Children need to learn safe behaviour and skills for a life time of road use, as they progress from using our roads as passengers in cars and buses, and then as pedestrians and riders of pedal cycles – and when adolescents – as riders or drivers of motor vehicles. As set out in further detail below, a wide range of activities and programmes are managed by the OCC Road Safety Education, Training and Publicity team to minimise risks.

At many stages this work is supported by other departments and teams within OCC, and also by external agencies – examples include:

- Health service – supporting the distribution of information on child car seat use
- OCC Children, Young People and Families directorate – providing the opportunities in schools for the wide range of school based road safety activities including Footsteps child pedestrian training, cycle training, Theatre in Education etc.
- TVP – assist in the delivery of some cycle training.

OCC's Road Safety Team will continue with the programme of specific activities to develop skills and safe behaviour of child road users (and for parents and carers where relevant), recognising that this involves close working between different teams and directorates within the County Council and external agencies including TVP and the Health Service.

The safety, health and well being of children are a very high priority but it is important to consider this from a broad perspective. Concern is rightly growing that sedentary lifestyles among children appreciably increase the risk of a wide range of serious diseases. Activities such as walking and cycling are extremely beneficial in developing fitness and although they carry some risk, provided this is well managed the overall benefits of encouraging these activities considerably outweigh the dangers. The County Council's Travel Planning team is - through the current work on schools travel plans – aiming to achieve much higher levels of walking and cycling to and from schools, which not only will develop fitness but will reduce congestion and emissions from road traffic.

OCC school travel plan development work will be progressed with a target completion date of 2010. Co-ordination between the Road Safety and Travel Plans team has benefited from a recent re-organisation bringing the teams into the same group, and opportunities to integrate these related areas of work will continue to be developed.

School crossing patrols provide a safer place for children to cross busy roads near many primary schools.

OCC will continue to provide School Crossing Patrols at sites assessed to require them, and will continue to assess potential new sites.

The standards of vehicles and drivers of school transport services, (including the assessment of drivers of County Council minibuses) are carried out by OCC's Integrated Transport Unit.

OCC's Integrated Transport Unit will continue to monitor and ensure high safety standards in the transport of children to and from school, and on school trips.

Theme 4: Tackling high risk behaviour and actions

Most road accidents involve failures by the road users involved, including in many cases some breach of traffic law. Training for child pedestrians and cyclists and training and testing of drivers and riders of motor vehicles (overseen by the Government's Driving Standards Agency) aim to ensure that all road users have acceptable basic skills. However, most if not all users have occasional lapses, while a minority exhibit more actively persistent poor behaviour. The much higher risks of accident involvement seen amongst young adults (and males in particular) reflect not only the dangers due to inexperience but also that poor attitudes and risk taking are more prevalent in this age group. It would though be wrong to conclude that high risk behaviour is limited to the stereotype of a 'bad' driver - a major challenge is to get the message across that large numbers of accidents and high injury severity – including fatalities – are due to behaviours such as failure to wear a seatbelt, following too close, moderate excess speed, driving when tired or being distracted, which many people may not see as especially hazardous or blameworthy.

A large number of activities are carried out to address these problems, including:

- a range of awareness raising activities including Theatre in Education, and presentations to young people (mainly in Years 10-13) involving joint working of the OCC Road Safety Team, OCC Fire and Rescue service, TVP, and the relatives of road accident victims
- preparation and circulation of information (including leaflets, posters and displays) on road safety matters, typically with the assistance of schools, colleges, health centres, libraries and local businesses
- joint roadside operations involving OCC and TVP to target behaviours such as speeding, fatigue, mobile phone use and non-wearing of seat belts
- an awareness and assessment programme for older road users to alert them to hazards that can emerge in older age

OCC's Road Safety Team will continue to work with TVP and other parties in activities aimed at raising awareness of the dangers posed by specific behaviours and the real life consequences of severe accidents.

Enforcement of traffic law is primarily a police responsibility; the County Council nevertheless plays an important part in the local safety camera partnership (see Theme 5: Safer Speeds); in cases of less serious breaches offenders may be offered driver improvement programmes as an alternative to receiving a fine and endorsement.

OCC's Road Safety Team will continue to work with TVP to identify sites and routes where there is a history of accidents where traffic offences are a causation factor.

OCC's Trading Standards Unit have a specific role in assisting in the enforcement of vehicle loading and weight regulations, and also in enforcing legislation in respect of the sale of defective second hand vehicles (including also publicity measures to alert prospective purchasers of defects to be especially aware of).

OCC's Trading Standards Unit will continue to carry out enforcement and publicity work in respect of overloading / vehicle weight regulations and safety of second hand vehicles offered for sale.

Theme 5: Safer speeds

Speed management measures have proved highly effective in reducing the number and severity of accidents, and even relatively small reductions in average speeds can bring worthwhile savings in accidents; speeding also features very highly in the list of community safety concerns, and can prove a major worry even at sites where there is little or no history of injury accidents. At the same time a balance has to be struck between the need for our road network to allow reasonable progress and ensuring adequate safety and procedures are in place (including public consultation) to ensure for example that new speed limits or traffic calming measures are reasonable and realistic.

OCC will continue to analyse accident records to identify where revised speed limits may be helpful to improve safety and (with the advice of the Speed Reference Group comprising County Councillors and TVP as advisory participants) appropriate given the character of the road.

OCC will also continue to identify roads with accident problems where physical traffic calming measures may be appropriate, subject to extensive consultation with all relevant parties.

Many locations experience problems with speeding which significantly impact on the quality of life of local residents but where there have been few if any injury accidents reported. A number of measures - for example Speed Indication Devices, Vehicle Activated Signs and posters – are used to help address these concerns, in conjunction with the Community Safety teams and Neighbourhood Action Groups (NAG's).

OCC will continue to support speed reduction measures to address community concerns with the assistance of the District Councils and NAG's.

Enforcement of speed limits is necessary to ensure that limits are respected, and the County Council is a member of the Thames Valley Safer Roads Partnership which oversees all safety camera enforcement (including for traffic light offences) in the Thames Valley police force area. The enforcement strategy includes a mix of fixed site and mobile cameras (with an increasing emphasis on mobile cameras – no new fixed sites have been installed in Oxfordshire since 1998) targeted mainly at roads with a history of accidents but also at 'community concern' sites where there is substantial violation of the speed limit without necessarily an accident problem.

The County Council's role in supporting enforcement includes maintaining the fixed site camera housings and the associated signing and road markings, and also more generally by ensuring that all speed limits are correctly signed.

OCC will continue to participate in the Thames Valley Safer Roads Partnership and ensure that roadside equipment and signing are correctly maintained.

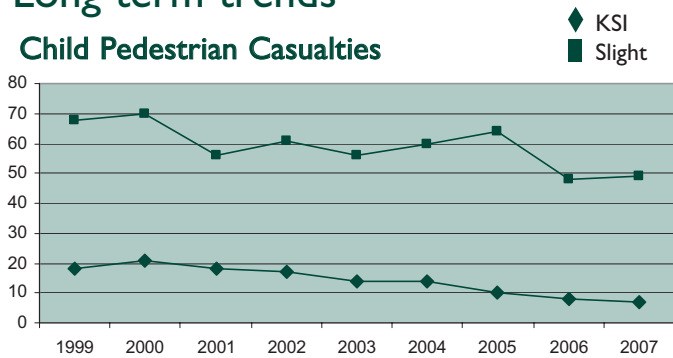
Casualties by road user group - Pedestrians

Age and gender

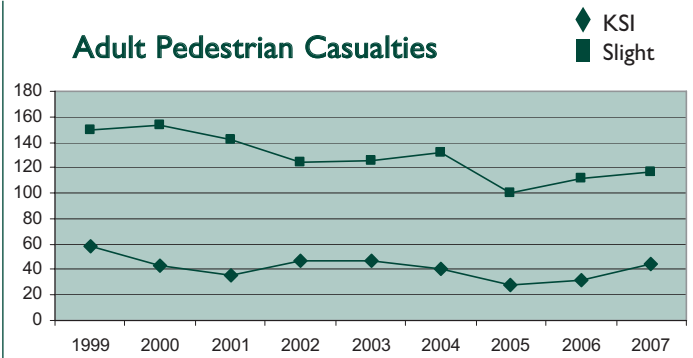
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Female	3	4	16	9	10	3	6	10	4	8	16	2

Long term trends

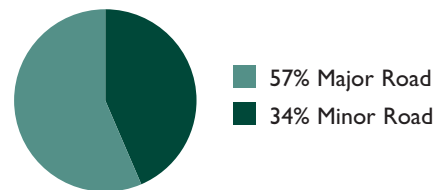
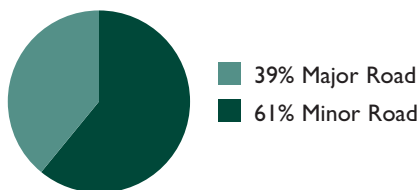
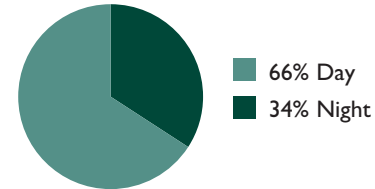
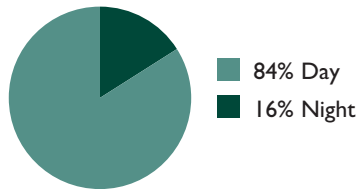
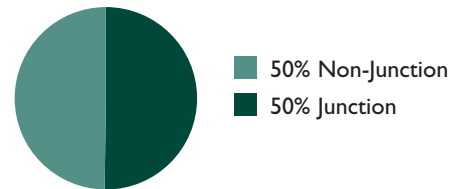
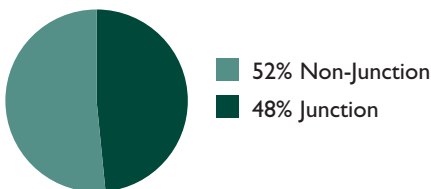
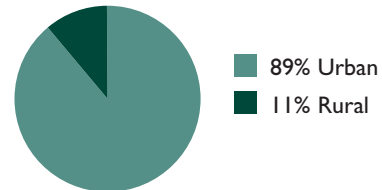
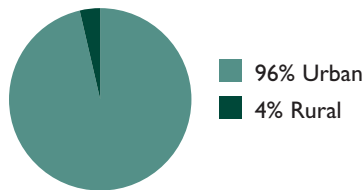
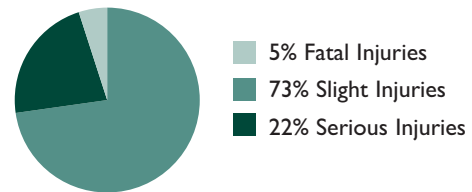
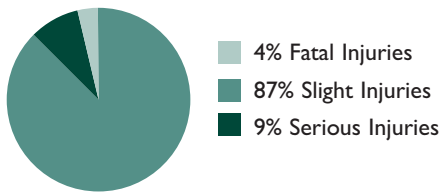
Child Pedestrian Casualties



Adult Pedestrian Casualties



Casualties by severity and environment



Pedestrian casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
50% reduction in all fatal/serious casualties:	70	35	51
60% reduction in fatal/serious child casualties:	20	8	7
50% reduction in all pedestrian casualties:	275	148	166

Long-term trends for pedestrian casualties - both among adults and children – are downwards and good progress has been made to achieving the targets for 2010 (though note that some of the reduction is likely to be due to reduced levels of walking over this period).

The highest numbers of pedestrian casualties are sustained in the town centres and other busy shopping streets; most residential areas have by comparison very low densities of pedestrian casualties, as do – despite understandable concerns – areas close to schools (only a minority of child pedestrian injuries are sustained on a journey to or from school). Although the numbers of pedestrians injured on rural roads is a very small proportion of the total, the risk of fatal or serious injury being sustained on such roads is very much higher due to the greater speeds.

Behavioural factors such as failure to look and crossing where visibility is restricted (for example from between parked cars or at a bus stop when a bus is still waiting) feature in many accidents; alcohol impairment can also be a significant factor among adults. Elderly pedestrians are especially vulnerable not only because of reduced mobility but also because of higher susceptibility to injury, meaning that even minor collisions can have serious and sometimes fatal consequences.

Our current work to reduce the number and severity of pedestrian injuries:

'Footsteps' – our child pedestrian training programme – aims to develop safe behaviour from a child's earliest exposure of children to traffic; resources for parents are provided for every child and a large number of Early Years providers and primary schools carry out practical training sessions. Further resources are offered at the transition to secondary school to both reinforce practical advice on safety but also to target potential behavioural / attitudinal problems in the high risk early teenage years.

Older and Wiser is a programme offering guidance and assessment for older road users including pedestrians.

The provision of pedestrian crossings (such as pelican and zebra crossings and pedestrian refuges) and footways specifically improve safety for pedestrians where there are local concentrations of accidents. Speed management measures have also proved highly effective in reducing the number and severity of pedestrian accidents and are particularly appropriate to treat more dispersed patterns of accidents.

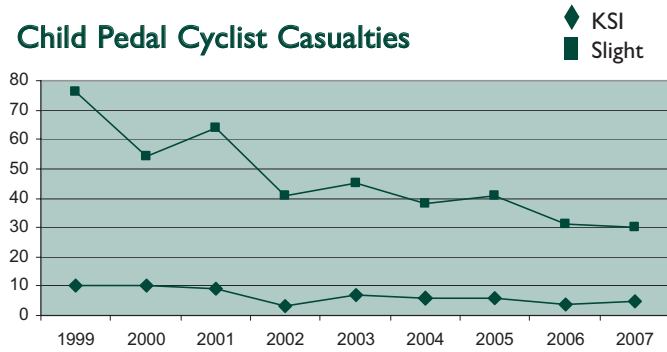
Casualties by road user group - Pedal Cyclists

Age and gender of casualties – 2007

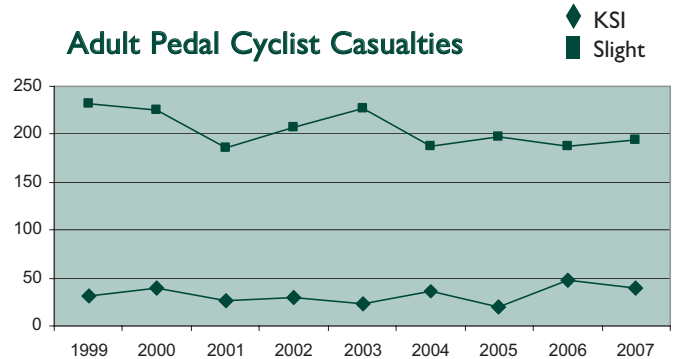
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Male	0	3	25	11	28	24	33	19	15	10	4	4
Female	0	0	7	9	21	17	12	13	6	5	2	1

Long term trends

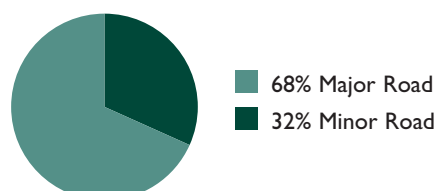
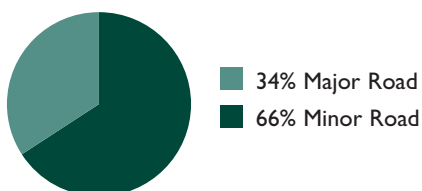
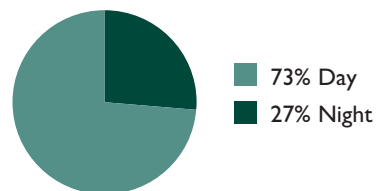
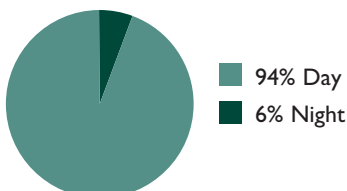
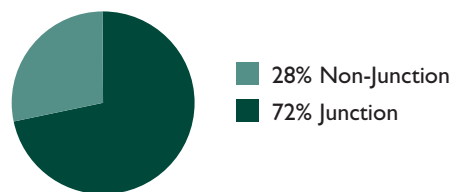
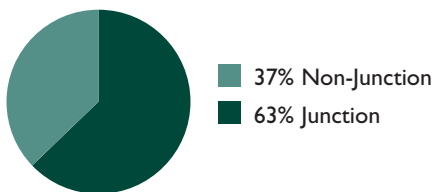
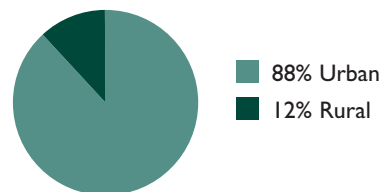
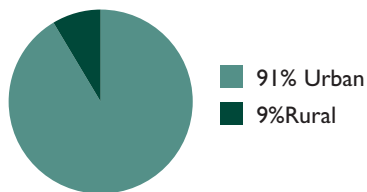
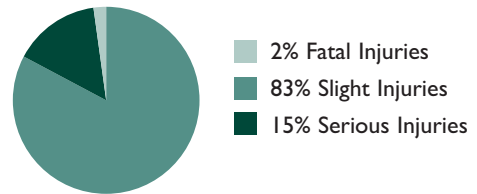
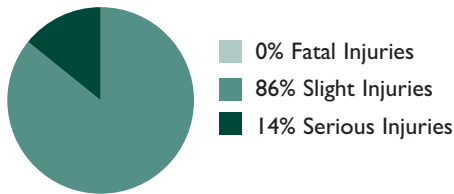
Child Pedal Cyclist Casualties



Adult Pedal Cyclist Casualties



Casualties by severity and environment



Pedal cyclist casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
50% reduction in all fatal/serious casualties:	35	17	45
60% reduction in fatal/serious child casualties:	10	4	5
50% reduction in all pedestrian casualties:	345	172	224

Long term trends in pedal cyclist injuries appear to be downwards; this in part may reflect generally lower levels of use, although surveys in Oxford suggest the use of cycles in recent years is stable, if not increasing. It should be noted that it is known from hospital-based studies (including data from the local A&E departments) that there is a particularly high level of underreporting of cyclist injuries. However numbers of adult cyclists have however shown comparatively little change in recent years and the number of serious injuries in 2006 was appreciably above average.

As with pedestrians, the great majority of cycling occurs in built up areas; Oxford in particular has a tradition of very high cycle use and although this is reflected in comparatively high cyclist casualty totals compared to many other areas, the risks to individual cyclists appear to be appreciably lower than the national average. This is likely to reflect the extensive provision of cycle facilities but there is also evidence that in areas with high cycle use, motor vehicle users become more attuned to sharing the road with cyclists.

Our current work to reduce the number and severity of pedal cyclist injuries:

Cycle training is available free of charge to all children aged 9 years and over and is mostly organised through primary schools. The training (National Standard Level 2) is largely carried out by trained adult volunteers but closely monitored by OCC's cycle examiners to ensure that consistently high standards are achieved (as reflected in the good performance in reducing child cyclist casualties). The children are required to wear cycle helmets during training and it is hoped that this will encourage them to continue using helmets into adult life.

Education and awareness campaigns aimed at increasing motorists awareness of cyclists needs are from time to time carried out; recent work has included a scheme involving local bus operators, also work has been done to increase awareness of the dangers posed by lorries (both for lorry drivers and for cyclists) for the start of the 2007/08 academic year.

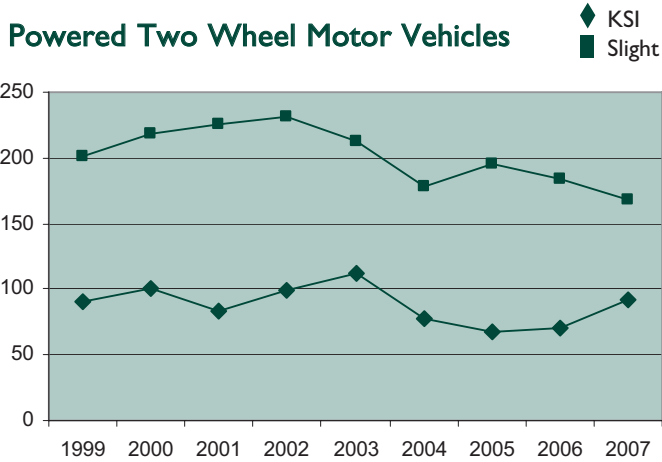
The provision of cycle tracks and lanes, and controlled crossing points all help to improve safety and amenity for cyclists; especial care is however needed in the design of such facilities to ensure that they prove attractive to cyclists and do not inadvertently introduce new hazards (for example there is some evidence that on carriageway cycle lanes in some circumstances can lead to increased turning movement conflicts when cyclists overtake queuing traffic).

Casualties by road user group - Motorcycle and moped riders and passengers

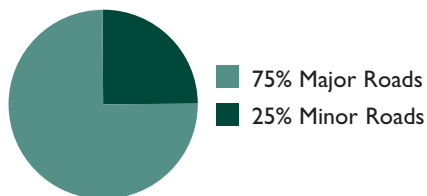
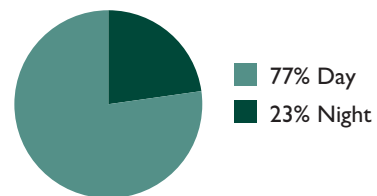
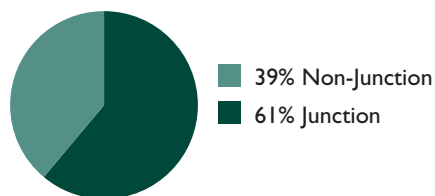
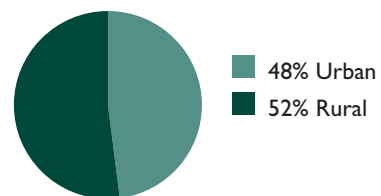
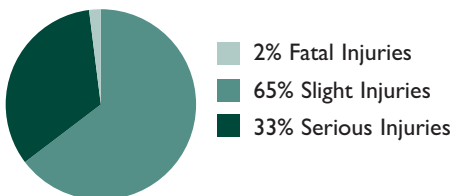
Age and gender of casualties – 2007

Age	00-04	05-09	10-15	16-19	20-24	25-29	30-39	40-49	50-59	60-69	70-99	Unknown
Male	0	0	2	59	27	19	35	43	25	9	3	2
Female	0	0	0	5	0	6	5	16	3	1	0	0

Long term trends



Casualties by severity and environment



Motorcycle and moped rider and passenger casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
50% reduction in all fatal/serious casualties:	85	50	92
20% reduction in all casualties:	275	222	260

After a major and sustained fall in the number of powered two wheel casualties from the early 1980's through to the mid 1990's— largely attributable corresponding fall in motor cycle use - numbers have stabilised and slightly increased in the early 2000's (reflecting an increase in usage), although recent casualty trends appear to be downward.

Users of all sizes of powered two wheel vehicles suffer a high vulnerability to accidents and high average severity of injury; users of larger machines have an especially high risk of severe injury.

Effectively tackling motor cycle user casualties has proved challenging; in general the accidents are extremely dispersed and are not readily addressed by site specific engineering measures, although motorcyclists will of course benefit from improvements to junctions and bends etc. that target all road users. The enhanced requirements for rider training and testing have undoubtedly helped reduce casualties (in part possibly by deterring potential riders) but it has proved particularly hard to develop effective road safety education, training and publicity measures to address riders of larger machines. In part this possibly is because there is an appreciable recreational use of such vehicles where perceptions of risk appear to enhance rather than detract from the experience.

Our current work to reduce the number and severity of motorcyclist injuries:

As outlined above it is extremely difficult to specifically target motorcyclist casualties through engineering measures (although they will share the benefits of safety schemes such as junction improvements). Motorcyclists are vulnerable to surface defects such as potholes and other surface irregularities and improving maintenance standards will help improve safety.

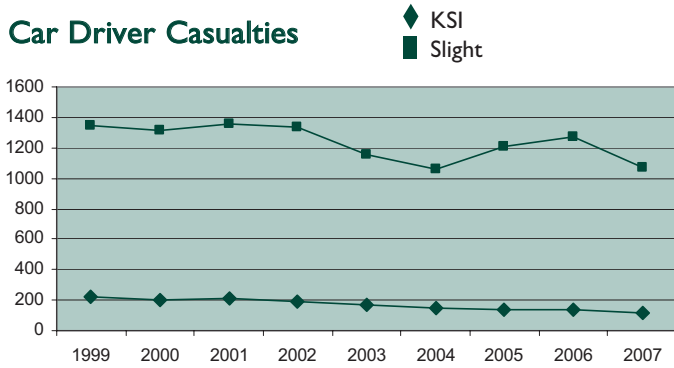
Currently no specific education, training or publicity measures are carried out by the County Council to target motorcyclist injuries; in part this reflects the more onerous rider testing procedures introduced nationally which have helped control risks, but also the evaluation of past activities has indicated that it is very difficult to effectively modify behaviour. The Council however supports the work carried out by the police to target high-risk behaviour by enforcement and education measures, and will continue to review the opportunities to develop interventions to reduce motorcycle casualties.

Casualties by road user group - Car drivers

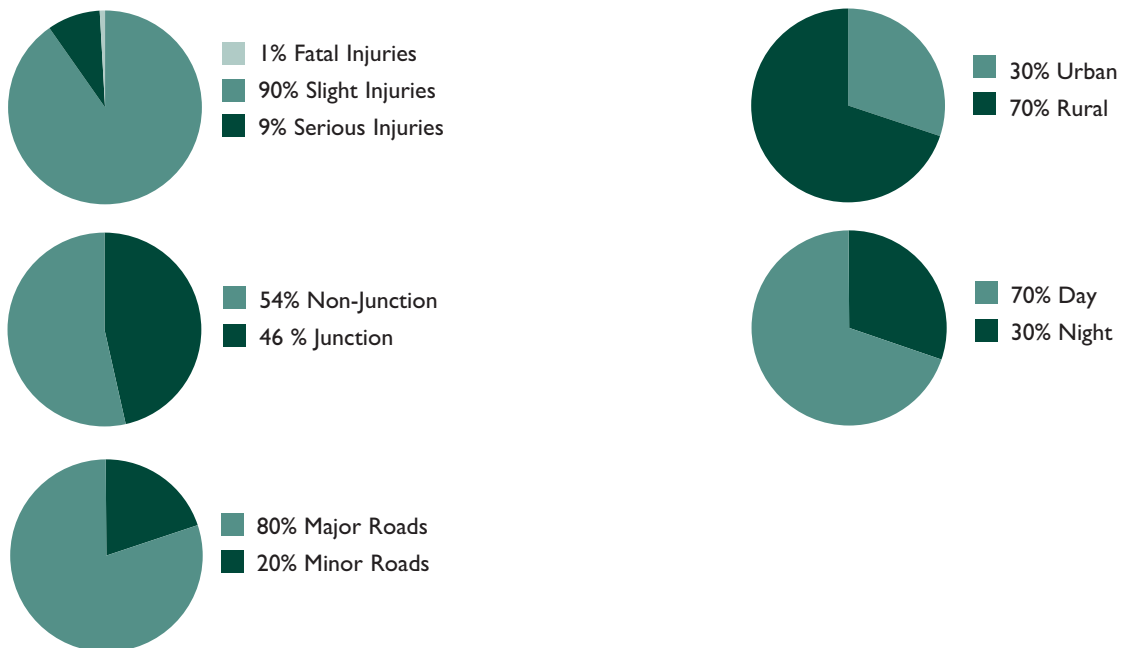
Age and gender of casualties – 2007

Age	00-04	05-09	10-15	16-19	20-24	25-29	30-39	40-49	50-59	60-69	70-99	Unknown
Male	0	0	0	67	97	90	130	110	77	35	39	9
Female	0	0	0	54	93	74	117	88	63	21	26	1

Long term trends



Casualties by severity and environment



Car driver casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
40% reduction in fatal and serious casualties:	200	120	117
10% decrease in slight casualty rate:	1440	1296	1074

Car drivers form the single biggest category of road user casualties. The long term trend through to the late 1990's was upward but then stabilised to some extent; recent trends are a little difficult to interpret – for example a quite pronounced decrease in 2003 and 2004 (for both car drivers and passengers) was seen but this has been followed by higher numbers in 2005 and 2006; part of the stabilisation of numbers appears to be due to a decrease in the number of car driver casualties in the highest risk age group (17 to 24 year old) in recent years – this is likely to reflect in part the much higher costs of insurance for younger drivers. Interestingly, although with larger numbers of people remaining fit and well into older age, there has been very little change in the number of older car drivers involved in accidents in recent years.

The majority of severe injuries are sustained on higher speed roads – common accident types include loss of control on bends, failure to give way at junctions, overtaking and shunt type accidents. In behavioural terms, failure to look properly and poor judgements as to the path and speed of other vehicles and failure to adjust speed to traffic and road conditions, are common factors and even what may be perceived as minor errors - such as distraction - can have catastrophic consequences.

Improvements to car design have undoubtedly helped improve safety – not only do factors such as better braking systems reduce the risk of collision in the first place, but also modern cars provide appreciably better protection to their occupants in the event of an accident. While this greater level of protection may encourage some drivers to be less cautious at the expense of their own and others safety, the net benefits appear to be very positive. One worrying factor is the proportion of fatal injuries sustained by car drivers not wearing seat belts (accounting for approximately 30% of victims) – the police estimate that in two thirds of these incidents the driver would have stood a good chance of survival.

Our current work to reduce the number and severity of car driver injuries:

A large number of road safety engineering measures have been introduced at sites and routes with above average accident rates, which have proved very effective in reducing the number and severity of accidents. Similarly speed management measures (including traffic calming measures, reduced speed limits and – in partnership with the police – safety camera enforcement) have usually been extremely effective in reducing casualty numbers and have had the added benefit of improving safety for more vulnerable road users such as pedestrians and cyclists (mindful that 85% of accidents involve cars).

A wide range of education, training and publicity measures aim to tackle high risk actions and behaviour. Work to address the high accident rates suffered by young drivers include Theatre in Education productions, the Fire and Rescue services 'Choices and Consequences' programme for pre drivers (Y10 & 11), and 'Safe Drive Stay Alive' targeting students who have just reached driving age (Y12 & 13) and 'Yellow Ribbon', a programme supported by the relatives of young road accident victims.

Targeted enforcement and education activities (in partnership with the police and Fire and Rescue service) are also carried out to help reduce speeding, mobile phone and non seat belt wearing offences and also driver fatigue.

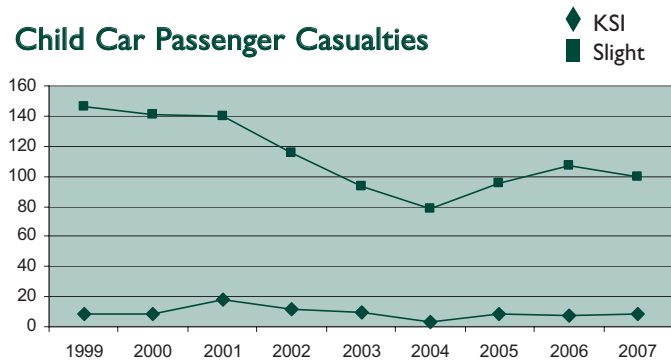
Casualties by road user group - Car passengers

Age and gender of casualties – 2007

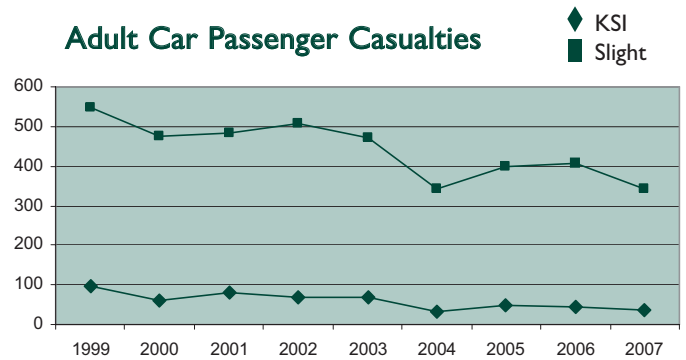
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Male	11	15	26	55	38	17	15	10	8	7	7	7
Female	5	17	35	60	39	19	20	19	15	20	20	4

Long term trends

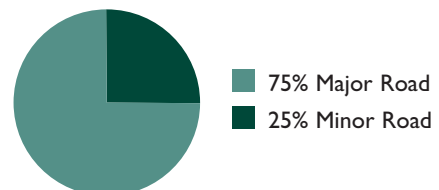
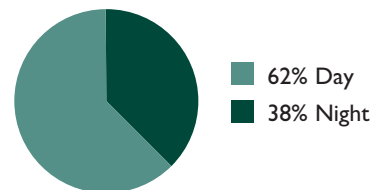
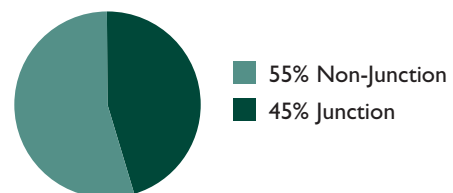
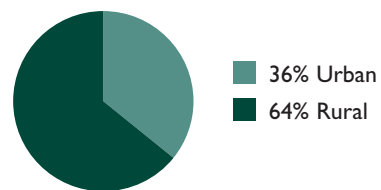
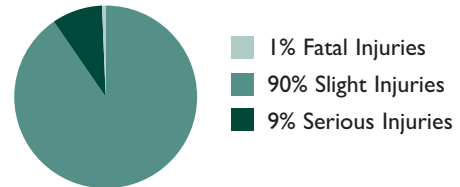
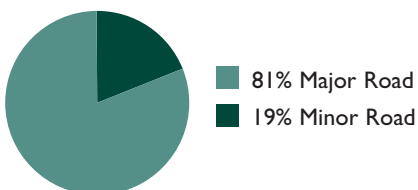
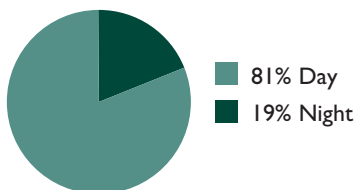
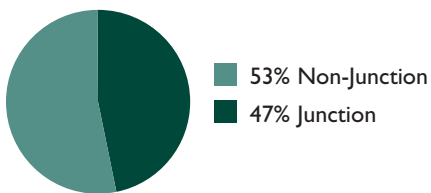
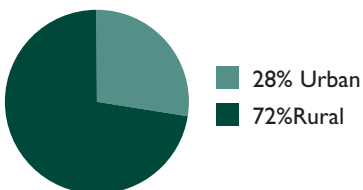
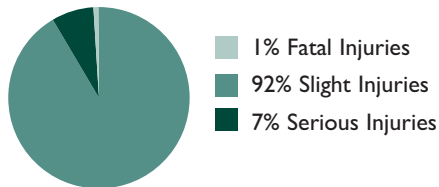
Child Car Passenger Casualties



Adult Car Passenger Casualties



Casualties by severity and environment



Car passenger casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
50% reduction in all fatal/serious casualties:	60	30	46
60% reduction in fatal/serious child casualties:	10	4	9
10% decrease in slight car occupant casualty rate:	700	630	443

Car passengers form the second largest casualty group after car drivers. Recent trends in casualty numbers appear to have been generally downwards after a long period of relatively stable numbers.

As would be expected, the circumstances of accidents where car passengers are injured are very similar to those for car drivers – i.e. a majority of the injuries are sustained on non-built up roads and in accidents such as loss of control on bends, failure to give way at junctions or overtaking incidents. Also as with car drivers, car passengers have benefited appreciably from improvements to vehicle design, which have both reduced the risk of accident involvement and increased the protection given to car occupants in the event of a collision. Sadly non-seat belt wearing has all too often largely negated the latter – as with car drivers around 30% of front seat passengers who died were not wearing seat belts; the figure for rear seat car passenger fatalities was a shocking 65%, of whom the police judge that the great majority would have probably survived had they been wearing a belt

Concern has rightly been expressed about the dangers posed when young drivers (under the age of 25) are accompanied by their peers – this appears to significantly increase accident risks possibly due to a combination of the increased potential for distraction and also pressures to drive at speed or more aggressively.

Our current work to reduce the number and severity of car passenger injuries:

Most of the activities aimed at reducing car driver casualties will equally benefit car passengers by reducing the overall risk of accidents. Participation of young people in the wide range of education measures aimed at drivers, will help develop and re-inforce safer behaviours, mindful that positive peer group pressure can help tackle the otherwise especially high risks for groups of young people travelling together.

Specific activities addressing car passenger casualties include ‘Sitting Tight’ which provides advice on the fitting and use of child car restraints.

Casualties by road user group - Bus and goods vehicle occupants

Age and gender of casualties – 2007 (Bus)

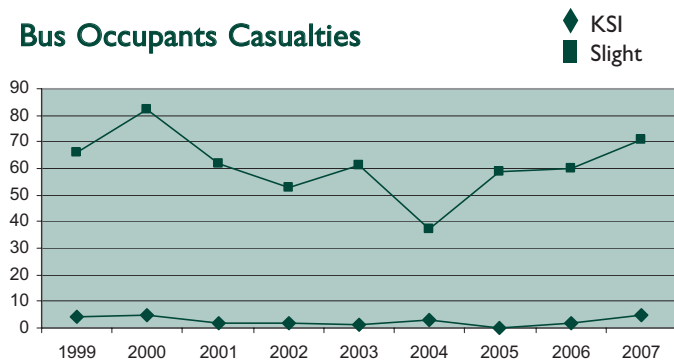
Age	00-04	05-09	10-15	16-19	20-24	25-29	30-39	40-49	50-59	60-69	70-99	Unknown
Male	0	0	0	2	2	1	2	3	5	2	0	4
Female	3	1	1	3	4	2	6	1	4	10	5	15

Age and gender of casualties – 2007 (Goods)

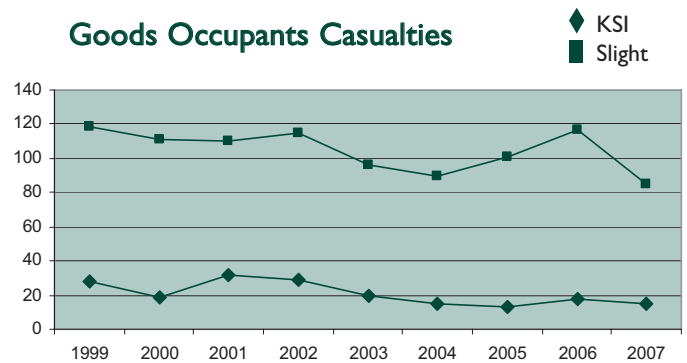
Age	00-04	05-09	10-15	16-19	20-24	25-29	30-39	40-49	50-59	60-69	70-99	Unknown
Male	0	0	0	0	6	14	22	21	23	8	2	2
Female	0	0	0	0	0	1	0	0	1	0	0	0

Long term trends

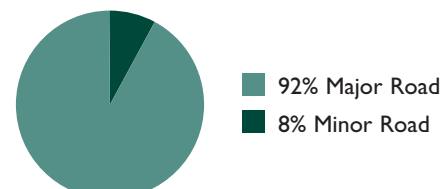
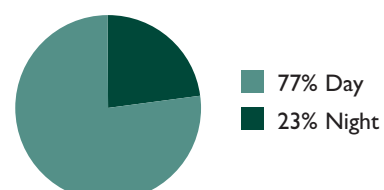
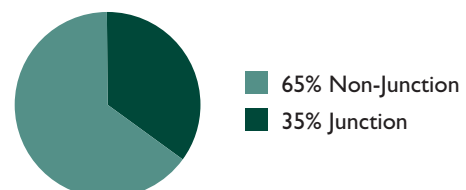
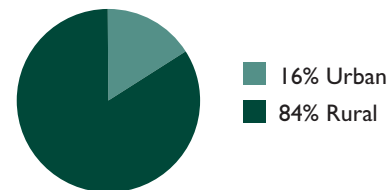
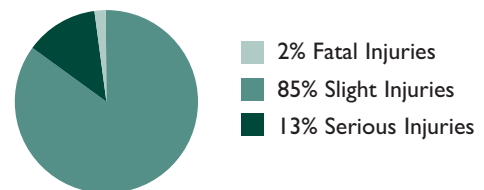
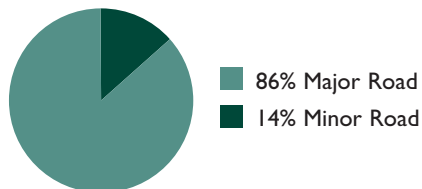
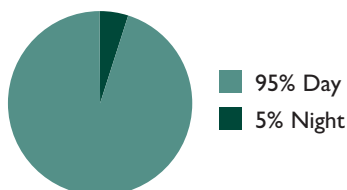
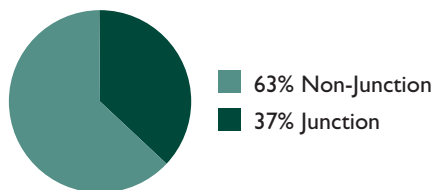
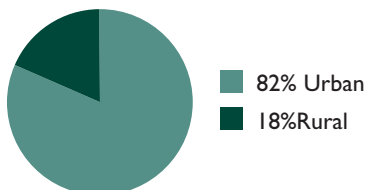
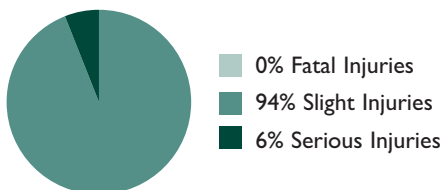
Bus Occupants Casualties



Goods Occupants Casualties



Casualties by severity and environment



Bus and goods vehicle occupant casualties - targets, analysis and action plan

Casualty reduction target by the year 2010:

	1994/1998	2010	2007
50% reduction in all fatal/serious casualties:	25	15	20
60% reduction in fatal/serious child casualties:	(*)	(*)	(*)
10% reduction in slight casualty rate:	200	180	156

(*) negligible numbers of fatal/serious child casualties during the 1994/98 baseline period.

These user groups account for a relatively small proportion of casualties and bus occupants enjoy the lowest risk of injury in relation to distance travelled compared with all other road users, and the average severity of injury is low.

However, because a high proportion of bus journeys are within built up areas (where the density of junctions and higher levels of pedestrian and cycle use contribute to accident risk), the accident involvement rates for buses are significantly higher than for most other road user groups, and in particular, pedestrians are particularly vulnerable in accidents involving buses.

Although there appears to be a generally downward trend in goods vehicle occupant casualties, one recent trend, which is being monitored, is an increase in the number of foreign heavy goods vehicles involved in accidents on the motorway and trunk road network; although in absolute terms the numbers are still relatively small, the potential for serious incidents is significant.

Our current work to reduce the number and severity of bus and goods vehicle occupant injuries:

Users of buses and goods vehicles will benefit from the general measures to maintain and improve the road environment to improve safety; however very few clusters of accidents involving users of these vehicles are found, and those that do exist are primarily found on the motorway and trunk road network, which is the responsibility of the Highways Agency.

Some targeted activities include the enforcement of goods vehicle weight and drivers working hours regulations, and also information and training programmes to address for example the dangers buses and lorries can pose to other road users.

Supplementary Information I

Casualties by District Council area 2007:

Cherwell		Pedestrian		Pedal cyclist			Car	Bus	Goods	Other
	All	Child	Adult	Child	Adult	M-cycle				
Fatal	9	0	1	0	1	0	6	0	1	0
Serious	83	0	3	0	4	32	36	0	7	1
Slight	614	12	29	5	19	36	461	5	35	12
Total	706	12	33	5	24	68	503	5	43	13

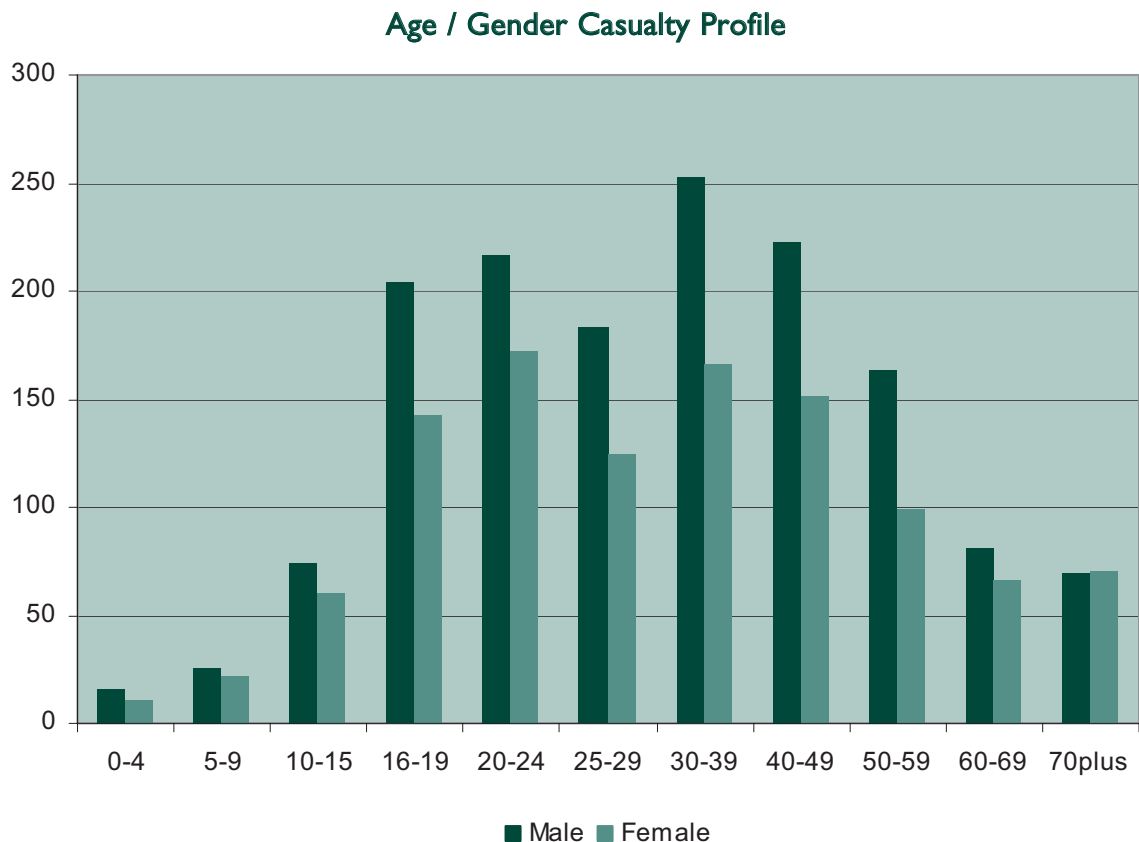
Oxford		Pedestrian		Pedal cyclist			Car	Bus	Goods	Other
	All	Child	Adult	Child	Adult	M-cycle				
Fatal	3	0	2	0	1	0	0	0	0	0
Serious	63	3	18	2	18	8	10	4	0	0
Slight	454	19	46	8	124	37	152	56	2	10
Total	520	22	66	10	143	45	162	60	2	10

South Oxon		Pedestrian		Pedal cyclist			Car	Bus	Goods	Other
	All	Child	Adult	Child	Adult	M-cycle				
Fatal	6	0	2	0	2	0	2	0	0	0
Serious	88	0	8	2	4	18	54	0	1	1
Slight	474	5	9	7	16	42	373	1	16	5
Total	568	5	19	9	22	60	429	1	17	6

Vale		Pedestrian		Pedal cyclist			Car	Bus	Goods	Other
	All	Child	Adult	Child	Adult	M-cycle				
Fatal	7	1	1	0	1	2	2	0	0	0
Serious	54	2	5	1	6	15	21	1	2	1
Slight	422	1	19	5	29	28	307	9	21	3
Total	483	4	25	6	36	45	330	10	23	4

West Oxon		Pedestrian		Pedal cyclist			Car	Bus	Goods	Other
	All	Child	Adult	Child	Adult	M-cycle				
Fatal	9	1	2	0	0	3	2	0	1	0
Serious	52	0	2	0	3	14	30	0	3	0
Slight	312	7	19	5	6	25	224	0	11	15
Total	373	8	23	5	9	42	256	0	15	15

■ Supplementary Information 2 Casualties by age and gender 2007:



*Note: there were 57 casualties with an unknown age (34 Males and 23 Females)

■ Supplementary Information 3 Road safety Education, training and publicity programme 2008/09:

‘Sitting Tight’ – advice on and checking of restraints for child car passengers.

‘Footsteps’ – practical child pedestrian training delivered through Early Years establishments. Currently 4,500 children benefit from the programme with the support of over 700 volunteers.

School Crossing Patrol Service – provides school crossing patrols at 68 sites.

Cycle training scheme (National Standard Level 2) – a practical road based training scheme to develop skills and behaviour for children aged 9 and over. In 2007 3744 children participated in the training scheme which is offered free of charge mainly through primary schools with the

assistance of over 700 volunteers. Additionally, a number sports centres offer the scheme (for a small fee) during school holidays. Advice for cyclists of all ages is also offered. Cycle helmet promotion is carried out as part of the training and also as a separate activity.

Starting school Packs – a resource for children starting at primary school, packs contain leaflets promoting cycle helmets, cycle training and pedestrian training.

Theatre in Education – professional drama presentations for secondary school students followed by workshops to investigate and influence attitudes subjects such as speeding, risk-taking as pedestrians, alcohol and drugs use.

‘Choices and Consequences’ - a presentation and workshop for Year 11 students by OCC Fire and Rescue personnel targeting pre-drivers.

‘Safe Drive Stay Alive’ - a joint presentation by the Police, Road Safety Officers, Fire and Rescue personnel and friends and family of road accident victims (For year 12 and 13 students).

‘Yellow Ribbon’ – a powerful presentation and workshop for secondary school students presented by the relatives of road accident victims addressing alcohol use, non seat belt use and other behaviours.

‘Older and Wiser’ – a pilot programme of workshops and resources for older road users.

Junior Citizen – a wide ranging set of activities and scenarios offered to Primary school children in year 6 – including a road accident – offered to Secondary school children in partnership with the Fire Service, Police, Trading Standards and other bodies, to develop awareness of hazards and appropriate responses to emergencies.

STARS – a scheme to provide a link between the County’s Road Safety & Travel Plans Team, local Police Community Support Officers and pupils in schools - will initially be run as a pilot in 20 schools before being rolled out to others across the county.

Speed Project – a scheme for Yr 5 & 6 students using a combination of classroom based teaching and road side learning. Aims to develop pupils speed assessment skills, passing on what they’ve learned to their parents and to others through displays in the local community.

Roadside campaigns – a wide variety of targeted campaigns are carried out – in partnership with the police and OCC Fire and Rescue addressing specific high risk behaviours or hazards including:

- alcohol and drug use; fatigue; mobile phone use; non wearing of seat belts; speed; non use of lights by pedal cyclists; winter driving; pavement parking.

Preparation and distribution of resources and information – includes Road Accidents leaflet, Road Safety Guide, Road Safety News, Health Visitors newsletter (copies available upon request).

■ Supplementary Information 4

Statistical note and definitions:

The statistics on road accident casualties included in this report are obtained from the reports submitted by Thames Valley Police as part of the national reporting system for road accidents and casualties. They include all injury accidents on public highways in the county, including the M40, A34 and A43 (which are managed by the Highways Agency rather than the County Council).

While this system provides data which is invaluable for guiding the work of the County Council, police and other agencies to help improve safety, it is known that for a variety of reasons – including the non-reporting of accidents to the police – the actual number of serious and slight injuries is appreciably higher than those recorded in the system (all fatal injuries will however be included).

Research commissioned by the government, taking account of hospital based studies and other sources of data, concluded that nationally the casualties reported to the police should be factored as follows to take account of unreported accidents and other biases in the data:

Serious casualties:	2.76
Slight casualties:	1.70

The government has recently published further research in this area, which confirms that no single source of data gives a wholly comprehensive picture of the road casualty problem. While it is hoped that in time further improvements will be made the data presented in this report must be interpreted bearing in mind the above qualifications.

Definitions of casualty severity

Fatal: where death occurs within 30 days of the accident

Serious: any injury requiring in-patient treatment, and injuries such as fracture, internal injuries, severe cuts, crushing, burns, concussion, severe general shock, and injuries resulting in death more than 30 days following an accident.

Slight: injuries including sprains, including neck whiplash injury not necessarily requiring medical treatment, bruises, slight cuts, and slight shock requiring roadside attention.

Valuation of accident prevention

The following table shows the valuations placed on preventing accidents derived from research carried out by the Government:

Accident Severity	Urban	Rural	Motorway	All
Fatal	£1,624,830	£1,771,700	£1,825,920	£1,715,020
Serious	£186,860	£215,530	£222,660	£196,990
Slight	£18,900	£22,540	£26,660	£20,070
All	£51,700	£110,420	£82,300	£67,190
Damage	£1,660	£2,460	£2,370	£1,780
Average	£81,140	£129,590	£100,270	£93,660

*Note: The above valuations are at 2006 prices

■ Web resources

Oxfordshire County Council: www.oxfordshire.gov.uk

Road Safety – for more information on the core road safety work of the County Council:
www.oxfordshire.gov.uk/roadsafety

Highways – for a range of information including the reporting of highway defects:
www.oxfordshirehighways.org

Transport – for more information on general transport related policies and programmes:
www.oxfordshire.gov.uk/roads

Trading Standards – for advice on what to look for when buying a vehicle:
www.oxfordshire.gov.uk/tradingstandards

Oxfordshire County Council's **Fire & Rescue '365 Alive'** campaign – jointly tackling fire and road safety):
www.365alive.co.uk

Thames Valley Safer Roads Partnership – management of safety cameras in the Thames Valley Police area:
www.saferroads.org

Department for Transport (DfT):
www.dft.gov.uk/roads

DfT information on national road accident and casualty statistics:
www.dft.gov.uk/pgr/statistics/datatablespublications/accidents

■ Contact Details - Oxfordshire County Council

Road Safety and Travel Plans Group Manager:

John Disley 01865 810460 john.disley@oxfordshire.gov.uk

Road Safety Team Leader: Geoff Barrell 01865 810450 geoff.barrell@oxfordshire.gov.uk

Road safety engineering measures:

Anthony Kirkwood 01865 815704 anthony.kirkwood@oxfordshire.gov.uk

Road accident statistics: Christian Mauz 01865 815717 christian.mauz@oxfordshire.gov.uk

Chris Woodcock 01865 815689 chris.woodcock@oxfordshire.gov.uk

Education Training and Publicity measures:

Car restraints for children: Julie Jones 01865 321682 julie.jones@oxfordshire.gov.uk

Cycle training & Cycle helmet advice/promotion:

Wendy Jennings 01844 355963 wendy.jennings@oxfordshire.gov.uk

Mobile display unit: Liam Hillis 07748 333402 liam.hillis@oxfordshire.gov.uk

Older and Wiser – older road user advice:

Mandy Rigault 01865 815949 mandy.rigault@oxfordshire.gov.uk

Liam Hillis 07748 333402 liam.hillis@oxfordshire.gov.uk

Pedestrian training: Sarah Gniadek-Pitt 01235 771095 sarah.gniadek-pitt@oxfordshire.gov.uk

Road safety activities for school age students and young drivers (including 'Safe Drive Stay Alive' and 'Theatre in Education'):

Mandy Rigault 01865 815949 mandy.rigault@oxfordshire.gov.uk

Julie Jones 01865 321682 julie.jones@oxfordshire.gov.uk

'Choices and Consequences': Julie Jordan 01865 855258 julie.jordan@oxfordshire.gov.uk

School crossing patrol enquiries: Sian Gibbons 07798 637667 sian.gibbons@oxfordshire.gov.uk

Speed management including Speed Indication Devices:

Steve Wood 01869 337825 steve.wood@oxfordshire.gov.uk

Vehicle Activated Signs: Oxfordshire Highways 0845 310 1111

North (Cherwell, Oxford, West Oxfordshire) northernarea@oxfordshire.gov.uk

South (Vale, South Oxfordshire) southernarea@oxfordshire.gov.uk

Speed Watch: Liam Hillis 07748 333402 liam.hillis@oxfordshire.gov.uk

Starting School and Early Years Parents Packs:

Sarah Gniadek-Pitt 01235 771095 sarah.gniadek-pitt@oxfordshire.gov.uk

Targeted joint campaigns with police: (inc. seat belt wearing, mobile phone use, speeding, etc):

Julie Jones 01865 321682 julie.jones@oxfordshire.gov.uk

Sarah Gniadek-Pitt 01235 771095 sarah.gniadek-pitt@oxfordshire.gov.uk

Liam Hillis 07748 333402 liam.hillis@oxfordshire.gov.uk

Postal Address: Road Safety Team, Environment and Economy,
Speedwell House, Speedwell Street, Oxford OX1 1NE



We are always looking for ways to make improvements. If you have any comments about this publication or our Road Safety Service we would be pleased to receive them. *(please use Ball point pen)*

What I like _____

What I don't like _____

What's missing _____

Other comments _____

Please fill in, cut out and post back. Alternatively, email your comments to: geoff.barrell@oxfordshire.gov.uk

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