# Casualty Report 2008

## and

# Road Safety Strategy & Plan 2009/10

Working for you

OXFORDSHIRE COUNTY COUNCIL
www.oxfordshire.gov.uk

# Contents

# Message from Cabinet Member for Transport Implementation

Overall casualty figures are at an all-time low, with 234 (9%) fewer people injured in 2008 compared to the year before and 1159 (32%) fewer injuries than 10 years ago. This good progress is mirrored in reduced child casualties, with a drop of 44 (19%) in overall casualties on the previous year and a fall of 158 (46%) since 1999.

Tragically, 8 more people died on Oxfordshire's roads in 2008 a 20% increase over 2007. However, it should be noted that road deaths do tend to vary widely year by year due to the largely random nature of accidents and it is only by studying a period of several years that we can identify the general downward trend.

The overall figures show that the work of the County Council's Road Safety Team and its partners is making a real difference. The contribution of our partners, which include the Thames Valley Police and the County Council's Fire and Rescue Service, continues to help raise awareness and improve driver behaviour. Joint road-side operations between Oxfordshire County Council Road Safety Officers and the Police successfully target potentially dangerous drivers, while the Fire Service's '365 alive' campaign is aimed at increasing public awareness in both fire and road safety.

By constantly reviewing best practice and seeking ways to integrate with other agencies, we seek to reduce accidents in Oxfordshire; both through changes to the roads and to people's behaviour and skill levels when travelling on them. Every death and many serious injuries have far-reaching consequences as family and friends battle to come to terms with a tragic and brutal change in their lives. We will continue to work on reducing road casualties and deaths and ask that you do your bit too.

*Councillor Rodney Rose*
*Cabinet Member for Transport Implementation*
*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 2008:

| 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 |
| 2008 | 42 | 301 | 343 | 2073 | 2416 |
| **2010 Target** | **-** | **-** | **245** | **2223** | **2468** |

## Oxfordshire child (ages 0 to 15) road casualties by year 1999 to 2008:

| 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 |
| 2008 | 1 | 23 | 24 | 161 | 185 |
| **2010 Target** | **-** | **-** | **20** | **-** | **-** |

## Oxfordshire road casualties by road user group 2008:

| All casualties | Fatal | Serious | Slight | Total | % of Total |
|---|---|---|---|---|---|
| Pedestrian | 4 | 39 | 172 | 215 | 8.9 |
| Pedal cyclist | 2 | 50 | 245 | 297 | 12.3 |
| Two wheel motor vehicle | 9 | 54 | 164 | 227 | 9.4 |
| Car driver | 18 | 106 | 919 | 1043 | 43.2 |
| Car passenger | 6 | 34 | 388 | 428 | 17.7 |
| Bus occupant | 0 | 0 | 50 | 50 | 2.1 |
| Goods vehicle occupant | 3 | 14 | 102 | 119 | 4.9 |
| Other | 0 | 4 | 33 | 37 | 1.5 |
| **Total** | **42** | **301** | **2073** | **2416** | **100** |

## Oxfordshire child (ages 0 to 15) road casualties by road user group 2008:

| Child casualties | Fatal | Serious | Slight | Total | % of Total |
|---|---|---|---|---|---|
| Pedestrian | 0 | 11 | 53 | 64 | 34.6 |
| Pedal cyclist | 0 | 6 | 32 | 38 | 20.5 |
| Two wheel motor vehicle | 0 | 0 | 2 | 2 | 1.1 |
| Car passenger | 1 | 6 | 68 | 75 | 40.5 |
| Bus occupant | 0 | 0 | 2 | 2 | 1.1 |
| Goods vehicle occupant | 0 | 0 | 1 | 1 | 0.6 |
| Other | 0 | 0 | 3 | 3 | 1.6 |
| **Total** | **1** | **23** | **161** | **185** | **100** |

## Oxfordshire road casualties - performance year on year 1999 to 2008:

| | Total casualties | | | Child casualties | | |
|---|---|---|---|---|---|---|
| **Year** | **Total** | **% change** | **Performance** | **Total** | **% change** | **Performance** |
| 1999 | 3575 | - | - | 343 | - | - |
| 2000 | 3439 | -3.8 | ↓ | 329 | -4.1 | ↓ |
| 2001 | 3398 | -1.2 | ↓ | 322 | -2.1 | ↓ |
| 2002 | 3334 | -1.9 | ↓ | 230 | -28.6 | ↓ |
| 2003 | 2962 | -11.2 | ↓ | 252 | 9.6 | ↑ |
| 2004 | 2633 | -11.1 | ↓ | 214 | -15.1 | ↓ |
| 2005 | 2859 | 8.6 | ↑ | 251 | 17.3 | ↑ |
| 2006 | 2935 | 2.7 | ↑ | 217 | -13.5 | ↓ |
| 2007 | 2650 | -9.7 | ↓ | 229 | 5.5 | ↑ |
| 2008 | 2416 | -8.8 | ↓ | 185 | -19.2 | ↓ |

Note: ↓ = good, ↑ = bad

# 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).

| | | | Changes in injuries 1994/98 - 2008 | |
|---|---|---|---|---|
| | National Target | Oxfordshire Target | Great Britain | Oxfordshire |
| **Core Targets** | | | | |
| Reduction in number of people killed or seriously injured | -40% | -50% | -40% | -37% |
| Reduction in number of children killed or seriously injured | -50% | -60% | -59% | -55% |
| Reduction in number of people slightly injured | -10% | -20% | -36% | -24% |
| **Local Targets** | | | | |
| Pedestrian injuries | not set | -50% | -39% | -22% |
| Pedal cyclist injuries | not set | -50% | -33% | -14% |
| Powered two wheeler rider injuries | not set | -20% | -10% | -36% |
| Reduction in wet skid accidents | not set | -15% | n/a | -28% |

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 compared to the national figure.

For the local enhanced targets, although progress is being made, it is uncertain if 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 of 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, 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.

In addition, 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.

The following table illustrates the calculated benefits of certain defined measures in terms of the estimated percentage reduction in KSI and slight casualty numbers:

| | % reduction of: | |
|---|---|---|
| **Area of Work** | **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 2009 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 1: 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 (such as the use of 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. They progress from using our roads as passengers in cars and buses, to become pedestrians and riders of pedal cycles, and as adolescents they may drive 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 during this progression.

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.
- OCC Street Wardens (Banbury & Oxford) and TVP PCSO's – assist in the delivery of some cycle training.
- OCC Fire & Rescue Service – assist with the 'Footsteps' programme in the Kidlington area due to the difficulty of recruiting suitable volunteers.

***OCC's Road Safety Team will continue with the programme of specific activities to develop the 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 broader 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 will not only develop fitness but also 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. 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. This often involves the breach of traffic law. Training for child pedestrians and cyclists plus the training and testing for motor vehicles, (overseen by the Government's Driving Standards Agency) both 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 probability of accident involvement seen amongst young adults (and males in particular) reflects not only the dangers due to inexperience but also the poor attitudes and risk taking which are more prevalent in this age group. However, it would be wrong to conclude that this 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 behaviour such as failure to wear a seatbelt, following too close, moderate excess speed and driving when tired or being distracted. Many people may not see these 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 7-13) 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 behaviour such as speeding, fatigue and non-wearing of seat belts

***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. This includes publicity about particularly dangerous vehicle defects.

***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. 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, it can prove a major worry, even at sites where there is little or no history of injury accidents. A balance also has to be struck between the need for our road network to allow reasonable progress and the provision of adequate safety. Procedures are in place, including public consultation, to ensure 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. This will occur within the Speed Reference Group which contains County Councillors and TVP as advisory participants.***

***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. This is done in conjunction with the Community Safety teams and local councils.

***OCC will continue to support speed reduction measures to address community concerns with the assistance of the district councils, local councils and Neighbourhood Police Teams.***

Enforcement of speed limits is necessary to ensure that limits are respected. 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. An increasing emphasis on mobile cameras is the current approach and no new fixed sites have been installed in Oxfordshire since 1998. These are not only targeted at roads with a history of accidents but also at 'community concern' sites where there is substantial violation of the speed limit without an accident problem.

The County Council's role in supporting enforcement includes maintaining the fixed-site camera housings along with their associated signing and road markings. In addition it is necessary to ensure 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.***

## Beyond 2010 - "A Safer Way"

The government's road safety strategy entitled "A Safer Way" will be published at the end of 2009 and has the vision of 'Making Britain's Roads the Safest in the World' and suggests targets and measures for improving road safety beyond 2010. Good progress has been made across the country in reducing road casualties over the last decade. In 2008, the number of people killed or seriously injured on British roads had dropped by 37 per cent from the average of 1994–98, and is on course to meet the target of a 40 per cent reduction by 2010. However, nearly 3,000 people still die on the roads each year, and there remains a great deal to do to improve road safety further. The new strategy proposes targets for reductions in deaths and serious injuries to be achieved by 2020 and covers the approach to road safety, the road network, vehicle safety, and road user behaviour.

Detailed analysis of accidents has identified the following core challenges for the new strategy:

- To reduce the number of road deaths, which have fallen at a slower rate than serious injuries;
- To reduce pedestrian and cyclist casualties in our towns and cities – particularly in deprived communities;
- To protect children, particularly in deprived areas, and young people, who are greatly over-represented in the casualty statistics;
- To protect motorcyclists, who represent 20 per cent of road fatalities but just 1 per cent of traffic;
- To improve safety on rural roads: 62 per cent of all road fatalities in 2007 occurred on rural roads, which carry only 42 per cent of traffic;
- To reduce variations in safety from area to area and road to road;
- To improve poor road user behaviour amongst a minority, where drink-driving and failure to wear a seatbelt remain a problem;
- To reduce illegal and inappropriate speed: excessive speed was recorded as a contributory factor in 26 per cent of road fatalities in 2007.

Targets are proposed over a ten-year period, long enough for changes to make an impact, but not so far ahead that the impact of external factors is too hard to predict. However, many changes, particularly in areas such as vehicle technology or road design, may not begin to significantly affect casualty outcomes for a number of years, so the whole strategy is likely to cover 20 years to encourage longer-term steps.

# Casualties by road user group

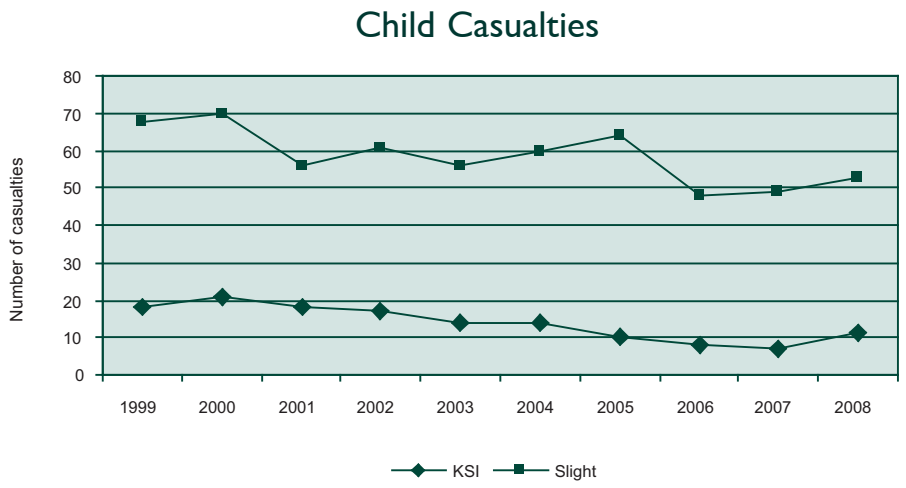
## PEDESTRIAN CASUALTIES

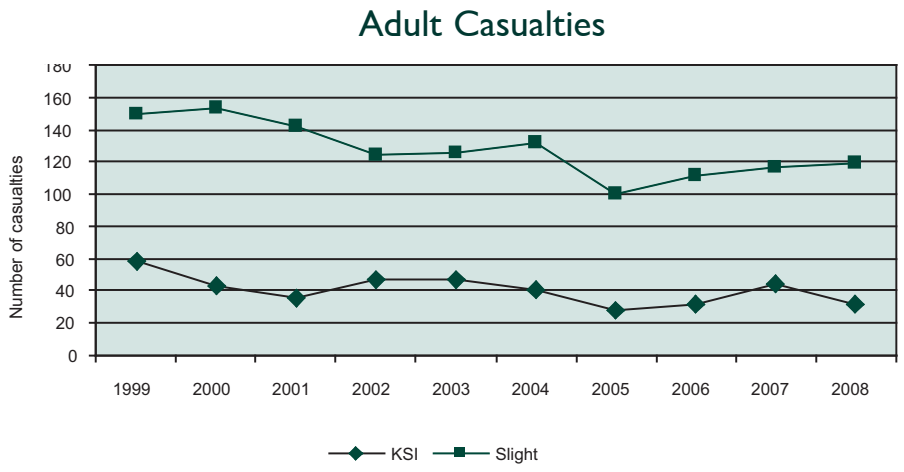
### Age and gender of casualties – 2008

| 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 | 3 | 9 | 30 | 11 | 15 | 9 | 14 | 13 | 12 | 3 | 7 | 5 |
| Female | 1 | 7 | 14 | 13 | 6 | 5 | 8 | 12 | 5 | 2 | 11 | 0 |
| Total | 4 | 16 | 44 | 24 | 21 | 14 | 22 | 25 | 17 | 5 | 18 | 5 |

### Long term trends

| | | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Child** | | | | | | | | | | | |
| | KSI | 18 | 21 | 18 | 17 | 14 | 14 | 10 | 8 | 7 | 11 |
| | Slight | 68 | 70 | 56 | 61 | 56 | 60 | 64 | 48 | 49 | 53 |
| **Adult** | | | | | | | | | | | |
| | KSI | 58 | 43 | 35 | 47 | 47 | 41 | 28 | 32 | 44 | 32 |
| | Slight | 150 | 154 | 142 | 124 | 126 | 132 | 100 | 112 | 117 | 119 |

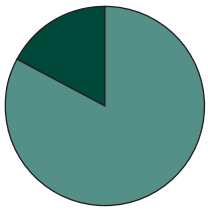


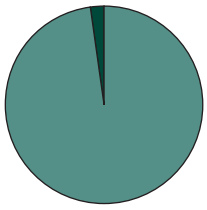
## Casualty reduction targets by the year 2010:

| Reduction Target | 1994/1998 Average | 2010 Target | 2008 Actual | 2008 % Achieved |
|---|---|---|---|---|
| 50% reduction in all fatal/serious casualties: | 70 | 35 | 43 | -38% |
| 60% reduction in fatal / serious child casualties: | 20 | 8 | 11 | -45% |
| 50% reduction in all pedestrian casualties: | 275 | 148 | 215 | -22% |

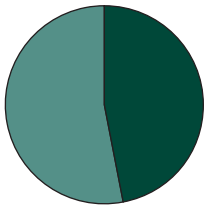
### Child Casualties



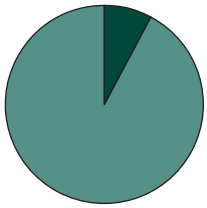
- 83% Slight Injuries
- 17% Serious Injuries
- 0% Fatal Injuries



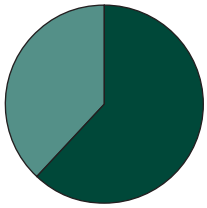
- 98% Urban
- 2% Rural



- 53% Junction
- 47% Non-Junction

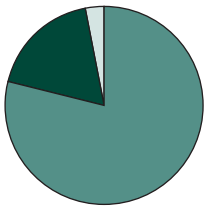


- 8% Night
- 92% Day

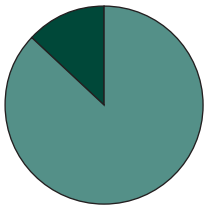


- 62% Minor Road
- 38% Major Road

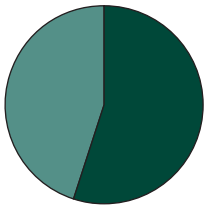
### Adult Casualties



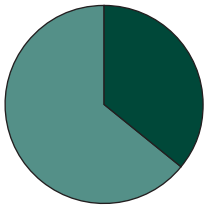
- 79% Slight Injuries
- 18% Serious Injuries
- 3% Fatal Injuries



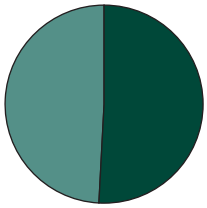
- 13% Urban
- 87% Rural



- 55% Junction
- 45% Non-Junction



- 36% Night
- 64% Day



- 51% Minor Road
- 49% Major Road

Long-term trends in pedestrian casualties for both adults and children are downwards and good progress has been made to achieving the targets for 2010. However 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 areas close to schools, with only a minority of child pedestrian injuries being 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 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" feature in many accidents, particularly involving early teens (12 to 15 year olds), while alcohol impairment is 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 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 educational resources are offered at the transition to secondary school. These not only reinforce practical advice on safety but also target potential behaviour and attitude problems in the high-risk, early teenage years.

The provision of pedestrian crossings (including pelican and zebra crossings), 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. They are also successful in treating more dispersed patterns of accidents.

Currently OCC employs 68 School Crossing Patrol Officers, generally working at primary schools. They can also work around the county where there is a demand. They are on hand to provide a safe crossing point for those who are most vulnerable, including; children, the elderly and those with a disability. They specifically help to improve safety for pedestrians at crossing points close to schools at specific times. However following an amendment to the law, patrols are now able to stop traffic to help any pedestrian to cross the road, at any time.

# PEDAL CYCLIST CASUALTIES

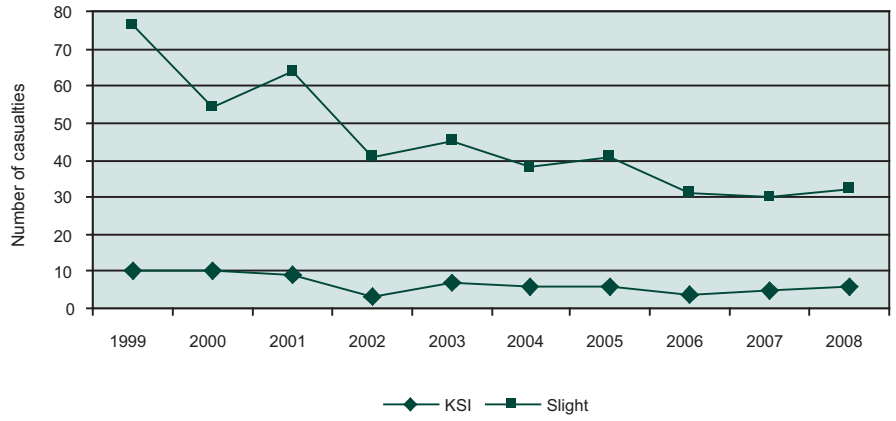
## Age and gender of casualties – 2008

| 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 | 1 | 3 | 29 | 23 | 20 | 25 | 50 | 26 | 17 | 5 | 6 | 2 |
| Female | 0 | 3 | 2 | 9 | 12 | 14 | 14 | 18 | 10 | 5 | 2 | 1 |
| Total | 1 | 6 | 31 | 32 | 32 | 39 | 64 | 44 | 27 | 10 | 8 | 3 |

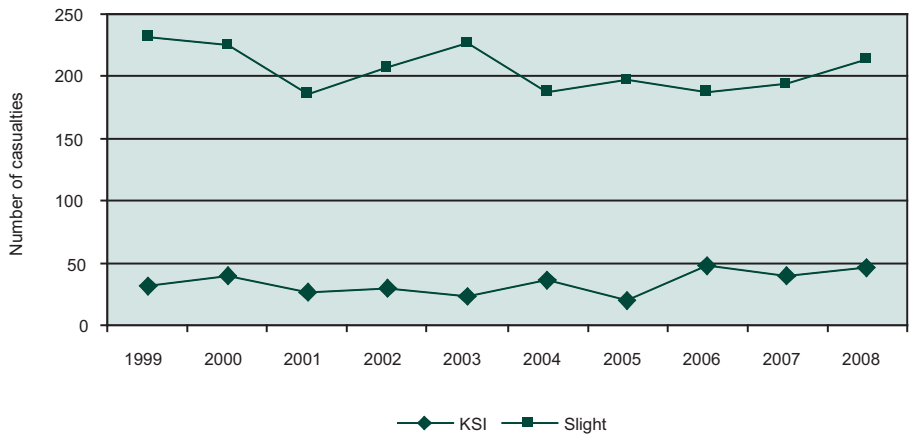
## Long term trends

| | | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Child** | | | | | | | | | | | |
| | KSI | 10 | 10 | 9 | 3 | 7 | 6 | 6 | 4 | 5 | 6 |
| | Slight | 76 | 54 | 64 | 41 | 45 | 38 | 41 | 31 | 30 | 32 |
| **Adult** | | | | | | | | | | | |
| | KSI | 31 | 40 | 27 | 30 | 23 | 37 | 19 | 47 | 40 | 46 |
| | Slight | 232 | 225 | 186 | 207 | 227 | 187 | 198 | 187 | 194 | 213 |

### Child Casualties



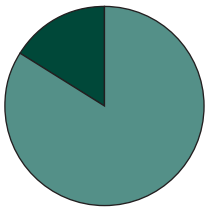

### Adult Casualties



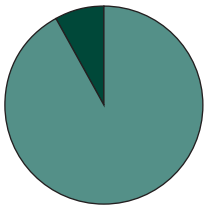
## Casualty reduction targets by the year 2010:

| Reduction Target | 1994/1998 Average | 2010 Target | 2008 Actual | 2008 % Achieved |
|---|---|---|---|---|
| 50% reduction in all fatal/serious casualties: | 35 | 17 | 52 | +49% |
| 60% reduction in fatal/serious child casualties: | 10 | 4 | 6 | -40% |
| 50% reduction in all pedal cyclist casualties: | 345 | 172 | 297 | -14% |

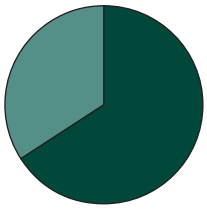
### Child Casualties



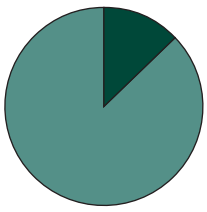
- 84% Slight Injuries
- 16% Serious Injuries
- 0% Fatal Injuries



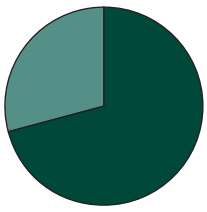
- 92% Urban
- 8% Rural



- 66% Junction
- 34% Non-Junction

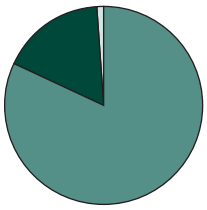


- 13% Night
- 87% Day

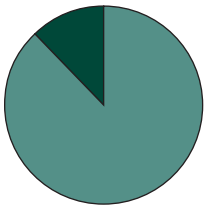


- 71% Minor Road
- 29% Major Road

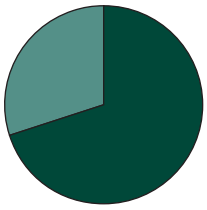
### Adult Casualties



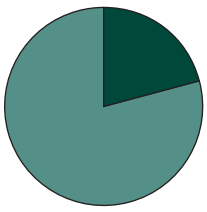
- 82% Slight Injuries
- 17% Serious Injuries
- 1% Fatal Injuries



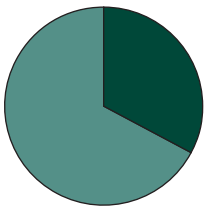
- 12% Urban
- 88% Rural



- 70% Junction
- 30% Non-Junction



- 21% Night
- 79% Day



- 33% Minor Road
- 67% Major Road

Long term trends in overall pedal cyclist injuries appear to be downwards. This is mainly due to the reduction of child cyclist injuries. In fact child casualties have dropped by close to 60% since 1999, whilst the numbers of adult cycle casualties have dropped by a mere 8%. This very significant decrease in child cyclist casualty levels has occurred despite an increase in the number of child cyclists, as monitored by the numbers attending and successfully completing the OCC training sessions (up 8% on 2007 numbers). However it is suspected that many minor injuries go un-reported to the police and that these casualties are dealt with solely by A&E departments.

As with pedestrian casualties, the great majority of cyclist injury occurs in built up areas; Oxford in particular has a tradition of very high cycle use and comparatively high cyclist casualties compared to many other areas. However the risks to individual cyclists appear to be appreciably lower than the national average. This may be due to 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. It is mostly organised through primary schools. The training (National Standard Level 2) is largely carried out by trained adult volunteers and closely monitored by OCC's cycle examiners to ensure that consistently high standards are achieved. This may be 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 motorist's awareness of cyclist's needs, are from time to time carried out. These have included schemes involving local bus operators and lorry drivers. The mutual awareness needed between these groups is particularly important at the start of each academic year, when many new cyclists take to the streets of Oxford.

The provision of cycle tracks, lanes and controlled crossing points all help to improve safety and amenity for cyclists. Special 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.

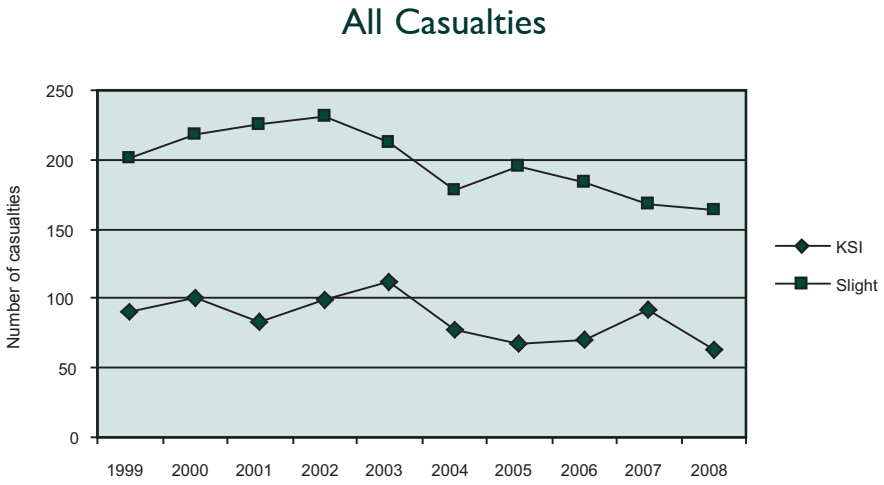
# MOTORCYCLE & MOPED RIDER & PASSENGER CASUALTIES

## Age and gender of casualties – 2008

| 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 | 1 | 51 | 22 | 21 | 26 | 31 | 22 | 8 | 3 | 0 |
| Female | 0 | 0 | 1 | 9 | 3 | 4 | 11 | 7 | 6 | 1 | 0 | 0 |
| Total | 0 | 0 | 2 | 60 | 25 | 25 | 37 | 38 | 28 | 9 | 3 | 0 |

## Long term trends

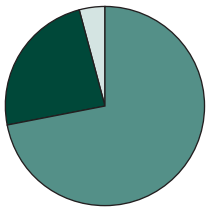
| **All Ages** | **1999** | **2000** | **2001** | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** |
|---|---|---|---|---|---|---|---|---|---|---|
| KSI | 91 | 101 | 83 | 99 | 112 | 78 | 67 | 71 | 92 | 63 |
| Slight | 201 | 219 | 225 | 232 | 213 | 178 | 195 | 184 | 168 | 164 |



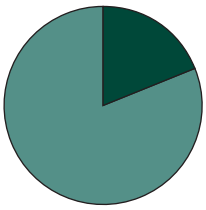
## Casualty reduction targets by the year 2010:

| Reduction Target | 1994/1998 Average | 2010 Target | 2008 Actual | 2008 % Achieved |
|---|---|---|---|---|
| 40% reduction in all fatal/serious casualties: | 85 | 50 | 63 | -26% |
| 20 % reduction in all casualties: | 275 | 222 | 227 | -17% |

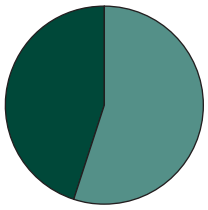
### All Casualties



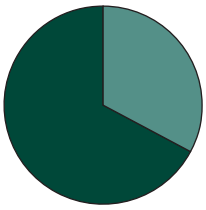
72% Slight Injuries
24% Serious Injuries
4% Fatal Injuries



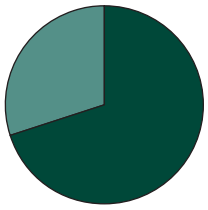
19% Night
81% Day



45% Rural
55% Urban



33% Minor Road
67% Major Road



70% Junction
30% Non-Junction

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 to a corresponding fall in motor cycle use, numbers have stabilised and slightly increased in the early 2000's. This reflects an increase in usage, fortunately recent casualty trends appear to be downward.

Users of all sizes of powered two wheel vehicles are disproportionately vulnerable to accidents and have a high average severity of injury, while users of larger machines have an especially high risk of severe injury.

Reducing motor-cycle-user accidents has proved challenging. In general the accidents are extremely dispersed and are not readily addressed by site specific engineering measures. Motorcyclists will of course benefit from improvements to junctions and bends etc. that target all road users. Enhanced rider training and testing have undoubtedly helped reduce casualties, 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. Motorcyclists are also more vulnerable to surface defects such as potholes and other surface irregularities and therefore 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 not only reflects the more onerous rider testing procedures introduced nationally which have helped control risks but also recognises 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. It will continue to review the opportunities to develop interventions to reduce motorcycle casualties.

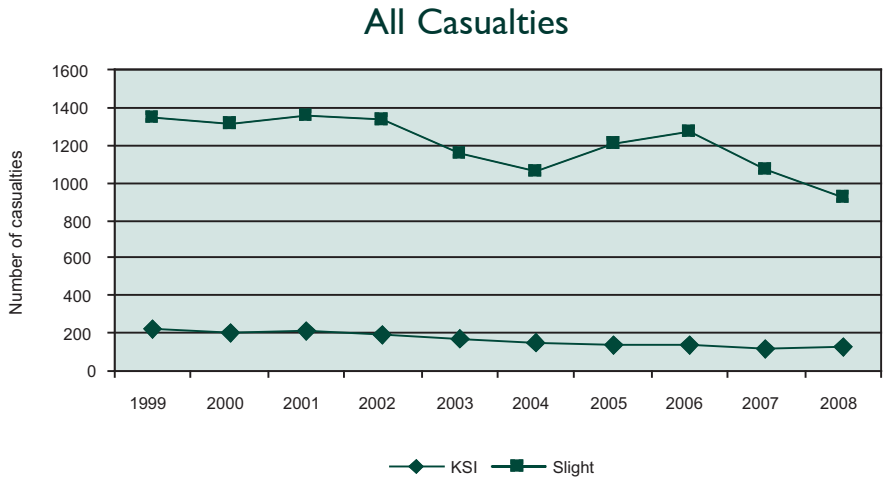
# CAR DRIVER CASUALTIES

## Age and gender of casualties – 2008

| 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 | 82 | 82 | 73 | 99 | 87 | 68 | 38 | 26 | 4 |
| Female | 0 | 0 | 0 | 41 | 66 | 62 | 114 | 99 | 51 | 35 | 13 | 3 |
| Total | 0 | 0 | 0 | 123 | 148 | 135 | 213 | 186 | 119 | 73 | 39 | 7 |

## Long term trends

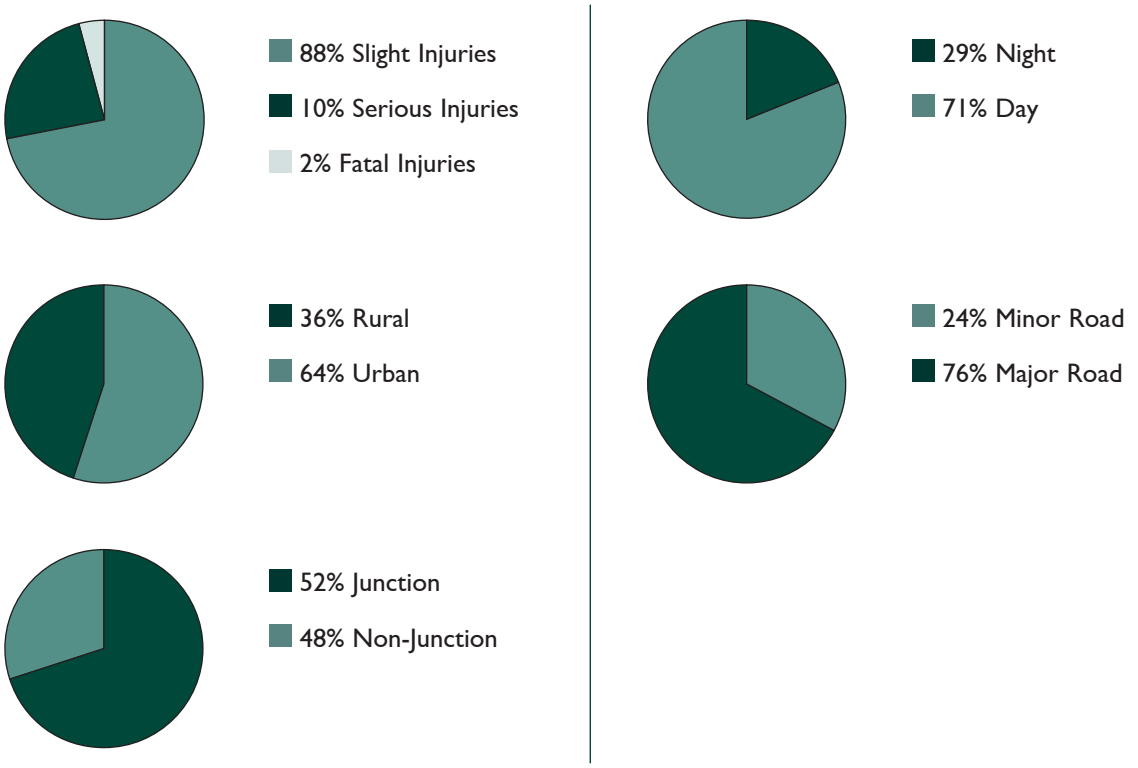
| **All Ages** | **1999** | **2000** | **2001** | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** |
|---|---|---|---|---|---|---|---|---|---|---|
| KSI | 227 | 201 | 210 | 190 | 174 | 145 | 134 | 134 | 117 | 124 |
| Slight | 1342 | 1319 | 1355 | 1340 | 1156 | 1064 | 1206 | 1267 | 1074 | 919 |




## Casualty reduction targets by the year 2010:

| **Reduction Target** | **1994/1998 Average** | **2010 Target** | **2008 Actual** | **2008 % Achieved** |
|---|---|---|---|---|
| 40% reduction in all fatal/serious casualties: | 200 | 120 | 124 | -38% |
| 10% decrease in slight casualty rate: | 1440 | 1296 | 919 | -36% |

## All Casualties




Car drivers form the single biggest category of road-user casualties. The long term trend through to the late 1990's was generally upward but has then since stabilised to some extent. Recent trends however are a little difficult to interpret, with casualty numbers experiencing a period of peaks (high casualty numbers) and troughs (low casualty numbers); 2002 and 2006 had relatively high numbers whilst 2004 and 2008 had lows.

In part, the stabilisation of numbers appears to be due to a decrease in recent years of the number of car driver casualties from the highest risk age group (17 to 24 year old).This is thought to reflect the much higher costs of insurance for younger drivers. Interestingly, at the other end of the age spectrum, in recent years there has been very little change in the number of older car drivers involved in accidents, even though there are more and older senior-citizen drivers.

The majority of severe injuries are sustained on higher speed roads. Here the 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 vehicle plus a failure to adjust speed to traffic and road conditions, are common factors. What may be perceived as a minor error, such as distraction, can have catastrophic consequences in these high speed incidents.

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 modern cars also 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 that a third of fatal injuries are sustained by car drivers not wearing seat belts. The police estimate that in over half of these incidents, the driver would have stood a good chance of survival if they were wearing a belt.

*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 on routes with above-average accident rates. These 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. They have also had the added benefit of improving safety for more vulnerable road users such as pedestrians and cyclists. Although 85% of accidents involve cars, it is clear that measures to reduce these have a benefit for all road users.

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). Finally 'Yellow Ribbon', a programme supported by the relatives of young road accident victims, has benefits across the spectrum.
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, non-seat-belt wearing offences and also driver fatigue.

# CAR PASSENGER CASUALTIES

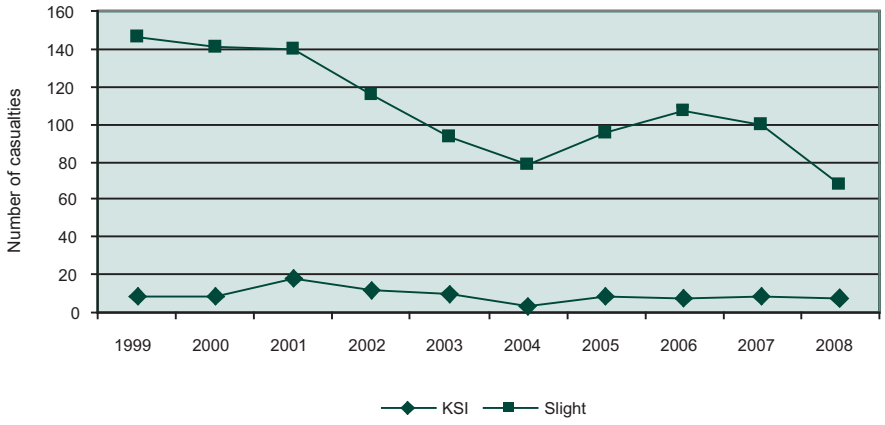
## Age and gender of casualties – 2008

| 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 | 6 | 10 | 20 | 35 | 40 | 15 | 23 | 14 | 8 | 4 | 2 | 3 |
| Female | 7 | 13 | 19 | 42 | 34 | 19 | 28 | 28 | 17 | 14 | 18 | 9 |
| Total | 13 | 23 | 39 | 77 | 74 | 34 | 51 | 42 | 25 | 18 | 20 | 12 |

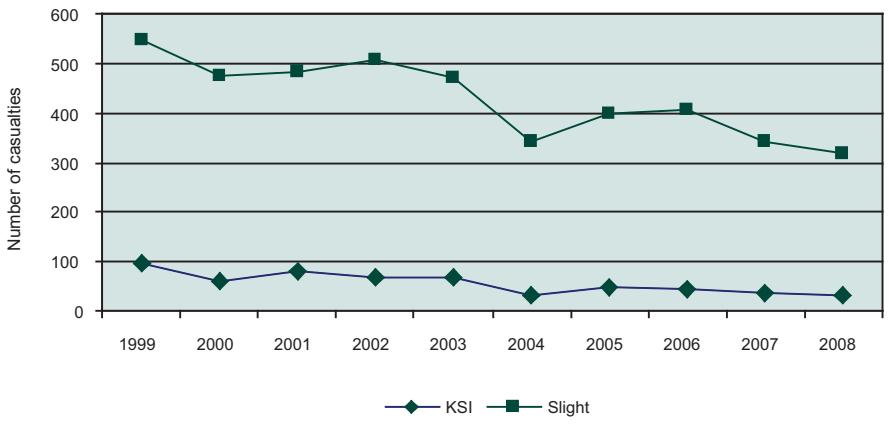
## Long term trends

| **Child** | | **1999** | **2000** | **2001** | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | KSI | 8 | 8 | 18 | 12 | 10 | 3 | 9 | 7 | 9 | 7 |
| | Slight | 146 | 141 | 140 | 115 | 93 | 78 | 95 | 107 | 100 | 68 |
| **Adult** | | | | | | | | | | | |
| | KSI | 96 | 62 | 82 | 67 | 70 | 34 | 47 | 46 | 37 | 33 |
| | Slight | 549 | 476 | 483 | 506 | 472 | 344 | 399 | 406 | 343 | 320 |

### Child Casualties



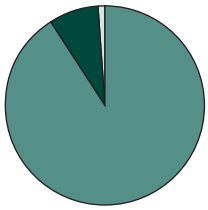

### Adult Casualties



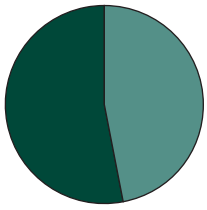
## Casualty reduction targets by the year 2010:

| Reduction Target | 1994/1998 Average | 2010 Target | 2008 Actual | 2008 % Achieved |
|---|---|---|---|---|
| 50% reduction in all fatal/serious casualties: | 60 | 30 | 40 | -33% |
| 60% reduction in all fatal/serious child casualties: | 10 | 4 | 7 | -30% |
| 10% decrease in slight car occupant casualty rate: | 700 | 630 | 388 | -45% |

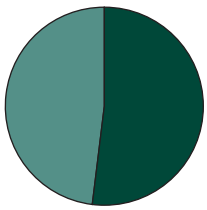
### Child Casualties



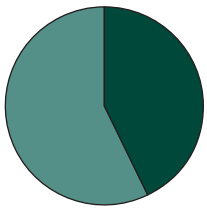
91% Slight Injuries
8% Serious Injuries
1% Fatal Injuries



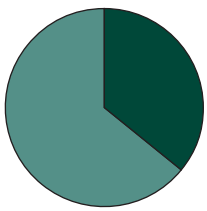
47% Urban
53% Rural



52% Junction
48% Non-Junction

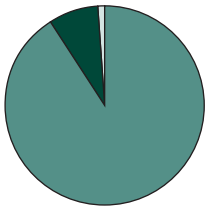


43% Night
57% Day

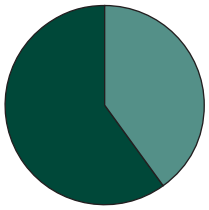


36% Minor Road
64% Major Road

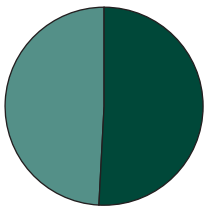
### Adult Casualties



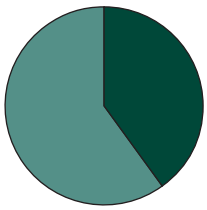
91% Slight Injuries
8% Serious Injuries
1% Fatal



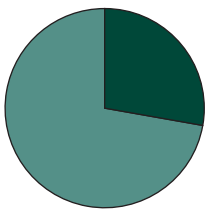
40% Urban
60% Rural



51% Junction
49% Non-Junction



40% Night
60% Day



28% Minor Road
72% Major Road

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 and overtaking incidents. Also, as with car drivers, car passengers have benefited appreciably from improvements to vehicle design. These 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 equivalent 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 seat 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. While participation of young people in the wide range of education measures aimed at drivers will help develop and re-inforce safer behaviour, positive-peer-group pressure can help tackle the high risk for groups of young people travelling together.

Specific activities that address car passenger casualties include ‘Sitting Tight’ which provides advice on the fitting and use of child car-restraints, plus “Perfect”, a play that looks at the consequences of non-seatbelt use. The latter is performed in the ‘Theatre in Education’ programme and is aimed at Year 9 pupils (14 year olds).

# BUS & GOODS VEHICLE CASUALTIES

## Age and gender of casualties – 2008 (Bus)

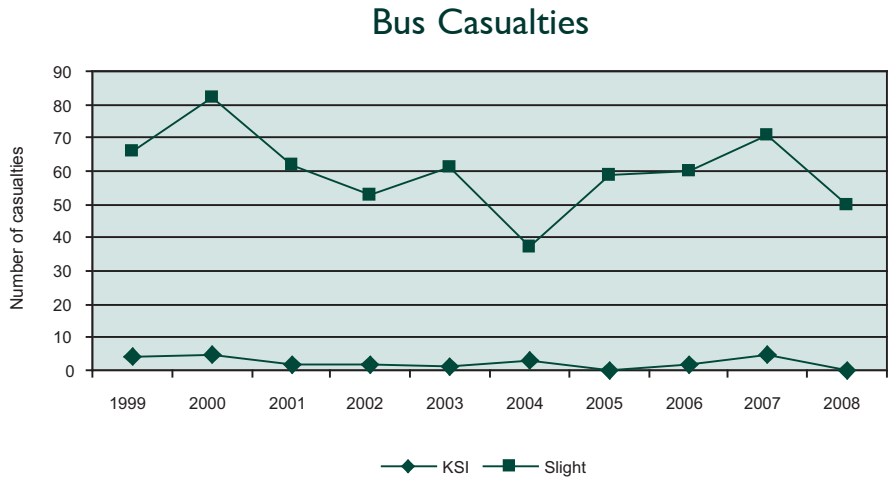
| Age | 00-04 | 05-09 | 10-15 | 16-19 | 20-24 | 25-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-99 | Unknown |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Male | 0 | 1 | 0 | 0 | 1 | 0 | 4 | 3 | 5 | 2 | 1 | 2 |
| Female | 0 | 0 | 1 | 1 | 1 | 1 | 3 | 4 | 2 | 5 | 1 | 12 |
| Total | 0 | 1 | 1 | 1 | 2 | 1 | 7 | 7 | 7 | 7 | 2 | 14 |

## Age and gender of casualties – 2008 (Goods)

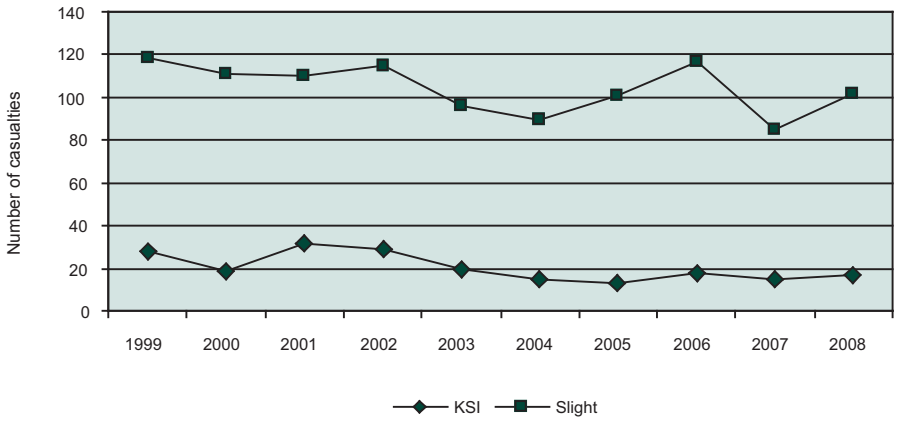
| Age | 00-04 | 05-09 | 10-15 | 16-19 | 20-24 | 25-29 | 30-39 | 40-49 | 50-59 | 60-69 | 70-99 | Unknown |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Male | 0 | 0 | 1 | 4 | 15 | 8 | 19 | 32 | 19 | 10 | 3 | 1 |
| Female | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 2 | 1 | 0 | 0 |
| Total | 0 | 0 | 1 | 4 | 16 | 10 | 20 | 32 | 21 | 11 | 3 | 1 |

## Long term trends

| **Bus** | **1999** | **2000** | **2001** | **2002** | **2003** | **2004** | **2005** | **2006** | **2007** | **2008** |
|---|---|---|---|---|---|---|---|---|---|---|
| All Ages | | | | | | | | | | |
| KSI | 4 | 5 | 2 | 2 | 1 | 3 | 0 | 2 | 5 | 0 |
| Slight | 66 | 82 | 62 | 53 | 61 | 37 | 59 | 60 | 71 | 50 |
| **Goods** | | | | | | | | | | |
| All Ages | | | | | | | | | | |
| KSI | 28 | 19 | 32 | 29 | 20 | 15 | 13 | 18 | 15 | 17 |
| Slight | 119 | 111 | 110 | 115 | 96 | 90 | 101 | 117 | 85 | 102 |



## Goods Casualties

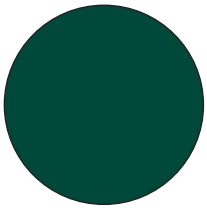



## Casualty reduction targets by the year 2010:

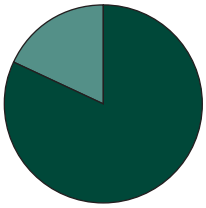
| Reduction Target | 1994/1998 Average | 2010 Target | 2008 Actual | 2008 % Achieved |
|---|---|---|---|---|
| 50% reduction in all fatal/serious casualties: | 25 | 15 | 17 | -32% |
| 60% reduction in all fatal/serious child casualties: | * | * | * | * |
| 10% reduction in slight casualty rate: | 200 | 180 | 152 | -24% |

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

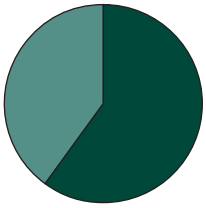
## Bus Casualties



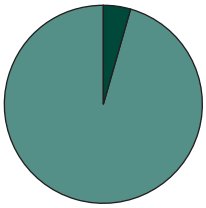
100% Slight Injuries
0% Serious Injuries
0% Fatal Injuries



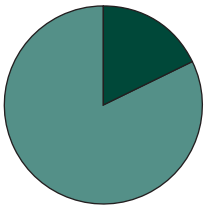
82% Urban
18% Rural



60% Junction
40% Non-Junction

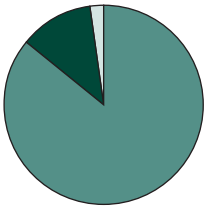


4% Night
86% Day

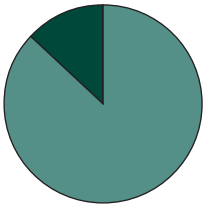


18% Minor Road
82% Major Road

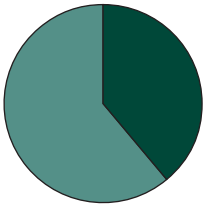
## Goods Vehicle Casualties



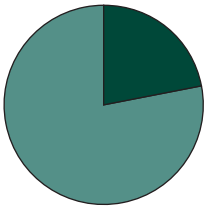
86% Slight Injuries
12% Serious Injuries
2% Fatal



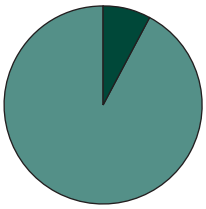
87% Urban
13% Rural



39% Junction
61% Non-Junction



22% Night
78% Day



8% Minor Road
92% Major Road

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

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. 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 driver's working hours regulations. Information and training programmes to address the dangers that buses and lorries pose to other road-users have also been considered.

# Supplementary Information 1

## Casualties by District Council area 2008:

| **Cherwell** | | Pedestrian | | Pedal cyclist | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Child | Adult | Child | Adult | M-cycle | Car | Bus | Goods | Other |
| Fatal | 9 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 1 | 0 |
| Serious | 76 | 1 | 3 | 3 | 13 | 9 | 39 | 0 | 8 | 0 |
| Slight | 535 | 12 | 20 | 4 | 18 | 29 | 398 | 6 | 38 | 10 |
| Total | 620 | 13 | 23 | 7 | 31 | 38 | 445 | 6 | 47 | 10 |

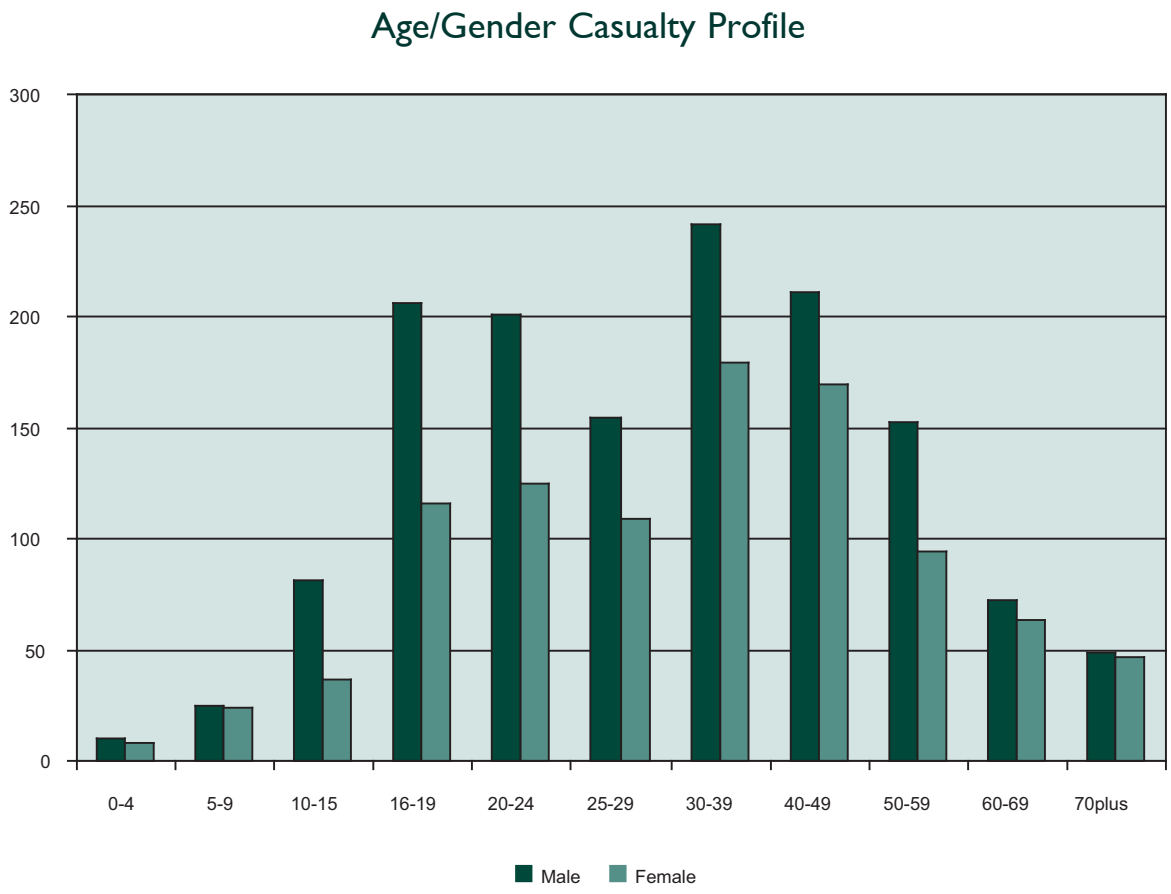
| **Oxford** | | Pedestrian | | Pedal cyclist | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Child | Adult | Child | Adult | M-cycle | Car | Bus | Goods | Other |
| Fatal | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Serious | 59 | 4 | 11 | 2 | 18 | 8 | 13 | 0 | 1 | 2 |
| Slight | 463 | 16 | 52 | 8 | 135 | 42 | 158 | 34 | 8 | 10 |
| Total | 524 | 20 | 64 | 10 | 153 | 50 | 172 | 34 | 9 | 12 |

| **South Oxon** | | Pedestrian | | Pedal cyclist | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Child | Adult | Child | Adult | M-cycle | Car | Bus | Goods | Other |
| Fatal | 15 | 0 | 1 | 0 | 1 | 5 | 6 | 0 | 2 | 0 |
| Serious | 65 | 2 | 6 | 0 | 6 | 15 | 35 | 0 | 1 | 0 |
| Slight | 430 | 12 | 22 | 5 | 21 | 31 | 311 | 5 | 21 | 2 |
| Total | 510 | 14 | 29 | 5 | 28 | 51 | 352 | 5 | 24 | 2 |

| **Vale** | | Pedestrian | | Pedal cyclist | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Child | Adult | Child | Adult | M-cycle | Car | Bus | Goods | Other |
| Fatal | 7 | 0 | 2 | 0 | 1 | 2 | 2 | 0 | 0 | 0 |
| Serious | 46 | 2 | 4 | 1 | 2 | 12 | 24 | 0 | 1 | 0 |
| Slight | 385 | 6 | 18 | 9 | 27 | 33 | 257 | 4 | 23 | 8 |
| Total | 438 | 8 | 24 | 10 | 30 | 47 | 283 | 4 | 24 | 8 |

| **West Oxon** | | Pedestrian | | Pedal cyclist | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | All | Child | Adult | Child | Adult | M-cycle | Car | Bus | Goods | Other |
| Fatal | 9 | 0 | 0 | 0 | 0 | 2 | 7 | 0 | 0 | 0 |
| Serious | 55 | 2 | 4 | 0 | 5 | 10 | 29 | 0 | 3 | 2 |
| Slight | 260 | 7 | 7 | 6 | 12 | 29 | 183 | 1 | 12 | 3 |
| Total | 324 | 9 | 11 | 6 | 17 | 41 | 219 | 1 | 15 | 5 |

# Supplementary Information 2
# Casualties by age and gender 2008:




Note: there were 42 casualties with an unknown age (17 Males and 25 Females)

# Supplementary Information 3

## Road safety education, training and publicity programme 2009/10:

With funds becoming scarcer, difficult decisions had to be made when developing this year's programme, with some effective and worthy activities being dropped or heavily reduced. All indirect publicity (i.e. media advertising) has been stopped in favour of putting resources into direct teaching activities and using personal approaches to encourage participation.

Most activities are aimed at children and young people, they are easier to access, their attitudes are less entrenched and they can use the newly acquired skills throughout life. While errant behaviour in adults may cause the majority of accidents, they are usually difficult to reach and engage with meaningfully. The exceptions are those apprehended for illegal behaviour at our roadside events, which helps to ensure that we capitalise on opportunities to engage with them.

### 1. Core programmes – being expanded to cope with demand:

- 'Footsteps' – practical child pedestrian training delivered through Early Years establishments and within primary schools. Currently 4,500 children benefit from the programme with the support of over 800 volunteers, including a pilot scheme with the Fire & Rescue Service.

- Cycle training (National Standard Level 2) – practical road based training scheme to develop cycle skills and behaviour for children aged 9 and over. In 2008, 4040 children participated in the scheme which is offered free of charge, mainly through primary schools, with the help of over 700 volunteers. Additionally, a number of sports centres offer the scheme during the school holidays for a small fee. For the first time a Government grant is enabling us to offer cycle training to all Year 7 pupils.

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

- Roadside campaigns – a wide variety of targeted operations are carried out in partnership with the Police and Fire & Rescue Service. These address specific high-risk behaviours and hazards, including: non-wearing of seatbelts, excess speed and the non-use of lights by pedal cyclists. Police enforcement deals with the issues of mobile phone use and alcohol & drugs use.

- 'Safe Drive Stay Alive' – joint presentation for Year 12 & 13 students, delivered by the three emergency services (Police, Fire, Ambulance), Road Safety Officers, A&E Doctors and road accident victims and their families.

## 2. Partnership Activities:

- 'Junior Citizen' – wide ranging set of activities and scenarios, including a simulated road accident, offered to primary school pupils in year 6. Developed and delivered in partnership with the Fire & Rescue Service, Police, Trading Standards and other bodies, to develop the awareness of hazards and appropriate response to emergencies.

- 'Choices and Consequences' – presentation and workshop for Year 10 & 11 students, delivered by the Fire & Rescue Service, targeting pre-drivers.

- 'Yellow Ribbon' – powerful presentation and workshop for secondary school students, presented by the relatives of road accident victims, addressing alcohol use, non-seatbelt use and other risk-taking behaviours.

## 3. Literature – being reduced (apart from individual programme requirements):

- Casualty Report, Road Safety Strategy and Plan (annually)

- Road Accidents Leaflet – combining statistics with promotion of the core programmes (biennially)

- Road Safety Guide (final year of publication)

- Health Visitors newsletter (annually)

## 4. Other Activities:

- Introduction of a seat-belt programme for 14 year olds, including an extended internet-based assessment. Has been developed in consultation with a child behavioural psychologist to coincide with the age at which they become responsible for seatbelt use.

- The Mobile Information Unit is used at roadside campaigns and other events to provide a versatile environment in which to engage and educate members of the public.

- School crossing patrols are provided at 68 sites across the County.

- Advice is offered for cyclists of all ages, along with cycle helmet promotion and child car seat fitting advice when it is sought.

# 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 are 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 (requiring stitches), 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 cost for accident prevention:

(See http://www.dft.gov.uk/webtag/webdocuments/3_Expert/4_Safety_Objective/pdf/3.4.1.pdf for further and more detailed information)

The values presented in the tables include the following elements of cost:

- Human costs – (based on "willingness to pay" approach) represent pain, grief and suffering to the casualty, relatives and friends. For fatal casualties the intrinsic loss of enjoyment of life, excepting consumption of goods and services.

- Lost output – calculated as the present value of the expected loss of earnings plus any non-wage payments paid by the employer. This includes the present value of consumption of goods and services that is lost as a result.

- Medical – the ambulance costs and the costs of hospital treatment.

*Average value of prevention per casualty by severity and element of cost:*

| | Cost (June 2007) | | | |
|---|---|---|---|---|
| **Casualty Severity** | **Lost output** | **Human costs** | **Medical & Ambulance** | **Total** |
| Fatal | £556,660 | £1,080,760 | £970 | £1,638,390 |
| Serious | £21,830 | £150,180 | £13,230 | £185,220 |
| Slight | £2,310 | £10,990 | £980 | £14,280 |
| Average | £11,200 | £39,300 | £2,350 | £52,850 |

*Average value of prevention per road accident by severity and class of road (all hours):*

| | Cost (June 2007) | | | |
|---|---|---|---|---|
| **Casualty Severity** | **Built-up (2)** | **Non Built-up (3)** | **Motorway** | **All** |
| Fatal | £1,769,900 | £1,930,740 | £2,145,280 | £1,876,830 |
| Serious | £207,120 | £231,110 | £235,690 | £215,170 |
| Slight | £21,000 | £24,750 | £29,490 | £22,230 |
| All injury | £59,240 | £121,420 | £91,930 | £75,610 |
| Damage only | £1,840 | £2,720 | £2,620 | £1,970 |
| Average cost per injury accident (1) | £91,810 | £142,640 | £111,810 | £104,900 |

*(1) Includes an allowance for damage on accidents*
*(2) Built-up roads are those roads other than motorways with speed limits of 40mph or less*
*(3) Non Built-up roads are those roads other than motorways with speed limits greater than 40mph*

*Average value of prevention per road casualty by class of road user:*

| Road User | Cost (June 2007) |
|---|---|
| Pedestrian | £84,690 |
| Pedal cyclist | £53,630 |
| Bus & coach occupants | £27,750 |
| Goods vehicle occupants | £53,620 |
| Car & taxi occupants | £40,980 |
| Motorised two-wheeler rider & passengers | £100,050 |
| Average, all motor vehicle users | £48,020 |
| Average, all road users | £52,850 |

*Note: variation in values between classes of road users is due to the differences in proportions of fatal, serious & slight casualties among the different classes.*

## 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

**Travel Plans** – for information on helping make journeys active and low-carbon:
www.oxfordshire.gov.uk/travelplans

OCC **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

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Andrew Greasley 01865 815076 andrew.greasley@oxfordshire.gov.uk

**Road accident statistics:**
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Chris Woodcock 01865 815689 chris.woodcock@oxfordshire.gov.uk

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Car restraints for children:
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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

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

Road safety activities for secondary school age students and young drivers (including 'Safe Drive Stay Alive' and 'Theatre in Education'):
Mandy Rigault 01865 343167 mandy.rigault@oxfordshire.gov.uk
Julie Jones 01865 321682 julie.jones@oxfordshire.gov.uk

Speed Project, a scheme for Yr 5 & 6 students:
Sarah Gniadek-Pitt 01235 771095 sarah.gniadekpitt@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

Targeted joint campaigns with police: (inc. seat belt wearing, mobile phone use, speeding, etc):
Sarah Gniadek-Pitt 01235 771095 sarah.gniadekpitt@oxfordshire.gov.uk

**Speed Management:**
Speed management (including Speed Indication Devices):
Steve Wood 01869 337825 steve.wood@oxfordshire.gov.uk

Speed Watch posters:
Tony Cradock 07789 652896 tony.cradock@oxfordshire.gov.uk

Fixed Vehicle-Activated Signs:
Oxfordshire Highways 0845 3101111
North (Cherwell, Oxford, West Oxfordshire) northernarea@oxfordshire.gov.uk
South (Vale, South Oxfordshire) southernarea@oxfordshire.gov.uk

*Postal Address:*

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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 _____

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What I don't like _____

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What's missing _____

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Other comments _____

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

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