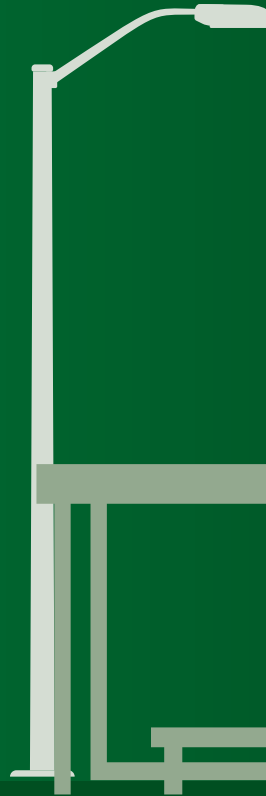


# Road Safety Strategy

## Summary



# Road Safety in Leicestershire

Good road safety is essential to ensure the safe movement of people, materials and goods, and supports people who want to walk, wheel and cycle. It limits the negative impacts on people, including on health and wellbeing, the local environment, carbon emissions and people's opportunities and quality of life.

Improving road safety helps to deliver a better future for residents, visitors, businesses, and services. Leicestershire County Council are committed to continuing to improve road safety and reduce road collisions and casualties in Leicestershire.

This document is a summary of our Road Safety Strategy, please refer to the full version for further detail if you wish to know more.

## About Leicestershire

Leicestershire covers an area of approximately 2,000 square kilometres (around 1,250 square miles), with the city of Leicester at the county's centre, surrounded by seven districts. Leicestershire administrative area, excluding Leicester City combined authority area, is home to over 712,000 people<sup>1</sup>, with approximately 55% of the population living within rural parishes.

Leicestershire County Council, as the local highway authority for the county, work with the seven district council's and Leicester City Council to deliver the best outcomes for the people of Leicestershire.

## Overview

Although Leicestershire County Council continues to be a high performing authority for road safety, we are not complacent. We continue to strive for improvement in the face of unprecedented challenges, including funding, inflation, increasing costs and the impact of growth on services and infrastructure.

<sup>1</sup> LSR online / Leicestershire County Council Business Intelligence Service – Census 2021: Leicestershire's population.

There is no 'one size fits all' solution to improving road safety. Instead, evidence is used to identify the issues, the possible solutions and the potential benefits of interventions. Where appropriate, we prioritise interventions to ensure that limited resources provide the greatest road safety benefits for road users.

## Seizing the Opportunity

In Leicestershire, we take a holistic 'Safe System' approach, considering road safety in everything that we do. This includes planning for growth, so that it does not impact on road safety. In delivery of our Strategy, we use evidence, guidance and best practice; working in partnership and, where appropriate, using new technology and interventions to maximise benefits. We use a wide range of education, engineering and enforcement methods to improve road safety, continuously looking to improve our results by monitoring the impact of our actions and contributing to wider objectives, such as health and the environment.

## Our Road Safety Strategy

Our Road Safety Strategy sets out what we have been doing, and what we will do in the future, to continue to improve road safety in Leicestershire and help to deliver national and local objectives.



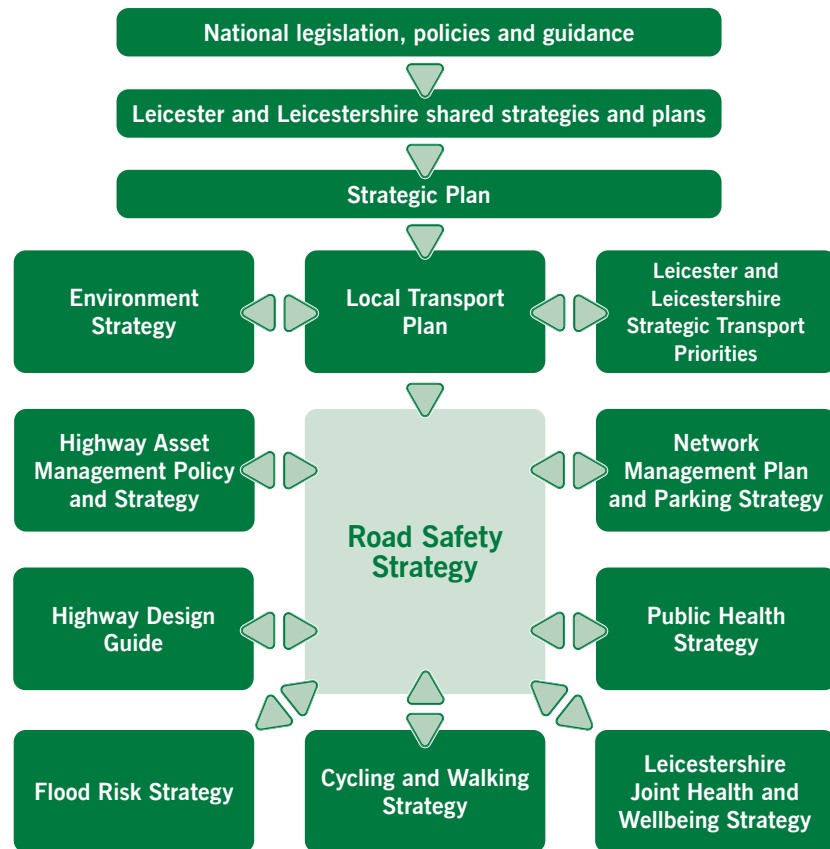
# Road Safety Policy Context and Framework

Rather than considering road safety in isolation, our holistic approach takes account of wider objectives, priorities and challenges, helping to maximise benefits through using a Safe Systems approach.

A wide range of factors influence our approach to road safety, including national and local policies, procedures, strategies and plans, best practice (what others

are doing), evidence/data, expert advice (including from the police, Public Health, road safety organisations, specialists and other authorities).

Our Road Safety Strategy sits within a framework consisting of three tiers which collectively help guide and deliver improvements to road safety in Leicestershire.



## Road Safety Strategy (RSS)

- Provides a high level vision and objectives for road safety in Leicestershire
- Sets out the wider legal and policy framework and context
- Sets out the strategic approach that will be adopted and procedures for achieving it
- Explains how we deliver our Road Safety Strategy
- Describes the road safety and casualty reduction activities that we undertake

## Road Casualty Reduction in Leicestershire Annual Report

The annual casualty report provides an annual update on:

- Headline road casualty statistics for the previous year
- Local targets and issues that have impacted on/may impact on, road safety
- Leicestershire Police's approach to road safety

## Operational

Day-to-day development and delivery of strategies, procedures, practices and programmes of work that improve road safety, including cluster site investigations, Rural Roads Initiative, School Streets, Junior Road Safety Officers, safety cameras, driver education workshops, cyclist training, road safety audits and engineering schemes with road safety benefits

# Road Safety Strategy – Vision, Objectives, Targets and Actions

The Strategy sets out our holistic approach to road safety in Leicestershire, by defining a Vision, Objectives, Targets and Actions. Delivery of the Strategy is through a Safe Systems approach, delivering road safety improvements for our communities, supporting the Government’s road safety aspirations and the County Council’s Strategic Plan<sup>1,2</sup>

## Vision

For Leicestershire to have zero deaths caused by road traffic collisions by 2050 and where road safety continues to be an integral part of everything that we do.

## Objectives

To support our vision, we have four key objectives.

These are to:

- Reduce the number and severity of collisions and casualties
- Embed the principles of the ‘Safe Systems’ approach in Leicestershire
- Consider road safety in everything that we do
- Utilise emerging technologies and data to improve road safety.

## Targets

We have set medium and long-term targets to help measure our progress:

- Medium-term target to 2035 (from baseline\*)  
40% reduction in killed or seriously injured casualties by 2035
- Long-term target (to 2050)  
Zero deaths caused by road traffic collisions by 2050.

\* The baseline refers to the average number of killed or seriously injured casualties per year between 2016 and 2022, excluding 2020 and 2021 due to the impact of COVID-19 on traffic and casualty statistics. This equates to 221 KSI’s per year between 2016 and 2022, not including 2020 and 2021, with a target of 133 by 2035 (numbers rounded up).

<sup>2</sup> Leicestershire County Council Strategic Plan (2022 - 2026)

# Actions

A range of broad actions are used to steer the delivery of our vision and objectives.

Action	What we will do
<b>A01</b>	Use an evidence-based approach to inform all investigations, focussing on areas that are experiencing the greatest issues and where we can maximise benefits for the people of Leicestershire.
<b>A02</b>	Utilise a wide range of evidence, including quantifiable data (number of collisions, speeds, traffic volumes etc), as well as assessing risk, stakeholder and partner feedback and community concerns.
<b>A03</b>	Continue to quality-check, monitor, analyse and report on Leicestershire's road collision data, and adjust approach, where appropriate.
<b>A04</b>	Use a Safe Systems approach, considering road safety during all of our work.
<b>A05</b>	Continue to be flexible and open to new and emerging initiatives and technology.
<b>A06</b>	Share expertise and offer guidance and advice, where appropriate.
<b>A07</b>	Use a wide range of interventions to support delivery of national and local road safety objectives and continue to adopt approaches and deliver programmes of work that provide road safety benefits.

Action	What we will do
<b>A08</b>	Ensure that the Road Safety Strategy complements and supports delivery of other key policies, strategies and plans e.g. the Strategic Plan and Environment Strategy.
<b>A09</b>	Mitigate the impact of land use planning and development and ensure that, where appropriate, land developers provide appropriate funding for road safety measures.
<b>A10</b>	Maximise opportunities to improve road safety for vulnerable road users and, where possible, address road safety inequality.
<b>A11</b>	Ensure that processes continue to deliver maximum benefits e.g. road safety, walking and cycling, accessibility and equality are considered alongside wider objectives when undertaking work.
<b>A12</b>	Engage and work collaboratively with partners, stakeholders and communities to maximise benefits and promote road safety.
<b>A13</b>	Continue to take account of existing and new national and local policies, strategies, plans, guidance and best practice and, where possible, maximise opportunities for complementary support.
<b>A14</b>	Where appropriate, seek funding to support road safety objectives.

# A Holistic Approach to Road Safety

## Overview

Taking a strategic holistic and integrated approach when planning and delivering services provides great benefits.

For road safety, this type of approach is a Safe System approach, where all aspects of road safety are considered at every stage, with everyone taking shared responsibility for creating the conditions to enable road users to comply with the rules, resulting in improvements to road safety.

This includes policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies, enforcement officers, lawmakers and every road user, whether they drive, cycle, wheel, ride or walk.

### County Council

- Working with communities
- Development management
- Active and sustainable travel
- Education and engineering
- Schemes and infrastructure
  - Integrated transport
- Policies and strategies
  - Safety audits
  - Parking controls
  - Partnerships
  - Monitoring

### Government

- Legislation / regulation
- Monitoring / evidence
- Leadership / governance
  - Investment / funding
  - Collaboration
  - Guidance

### Road users

- Compliance with law
- Consideration for other users
- Behaviour

### Partnerships (LLRRSP)

- Campaigns
- Schemes e.g. safety cameras
- Education
- Enforcement
- Funding

### NHS

- Post-crash care
- Monitoring and reporting
- Partnerships
- Research and development

### Manufacturers and logistics

- Research and development (R&D)
- Compliance with regulations
- Vehicle design
- Manufacture
- Technology
- Monitoring

### Utility companies

- Compliance with regulations and procedures
- Communication with Local Authority
- Consideration of all road users
- Safe practice

### Developers

- Compliance with regulations
- Encouraging active and sustainable travel
- Safe developments

# Delivering the Strategy

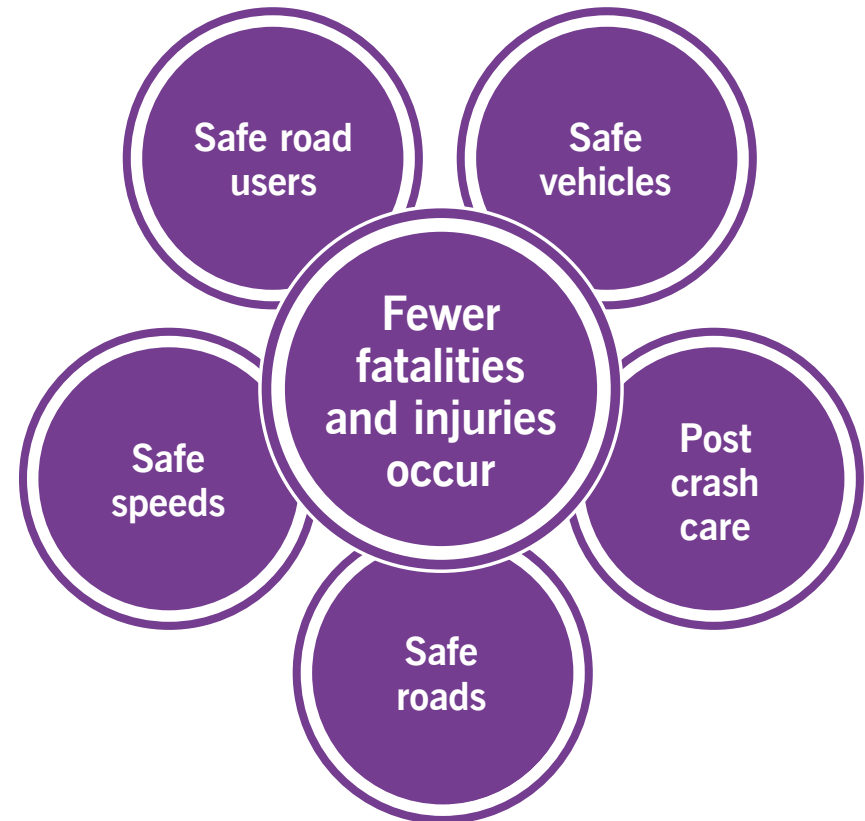
In delivery of our Strategy, we use a Safe Systems approach to work towards our target of zero road deaths in Leicestershire by 2050. Put simply, this means that all elements of the road system - vehicles, infrastructure, speed limits, road users, and post-crash care – must work together to minimise the chance of collisions or, if collisions do occur, try to minimise the severity.

A wide range of interventions are used to deliver the five pillars of Safe Systems:

- **Safe Roads**
  - Designing the highway network to reduce the risk of collisions through segregating users, traffic and creating self-explaining roads
- **Safe Speeds**
  - Designing roads and enforcing speed limits appropriate to road use and environment
- **Safe Road Users**
  - Improving the ways that people use roads through education, promotion, engagement and support
- **Safe Vehicles**
  - Ensuring that vehicles are as safe as possible by promoting safer technology and enforcing standards
- **Post Crash Care**
  - Reacting to collisions and studying the causes of the most serious collisions to inform future schemes and programmes and prevent further casualties.

We use education, engagement, engineering and enforcement to deliver our Safe Systems approach to improve road safety in Leicestershire.

## Safe Systems



# Monitoring and Evaluation

## National Monitoring

The DfT monitors each local highway authority's collision reduction progress through the national STATS19 road collision database, enabling it to assess progress locally, regionally and nationally.

The effectiveness of enforcement, education and engineering schemes and initiatives, as well as vehicle safety and post-collision care, can therefore be estimated with reasonable accuracy at a national level.

## Leicestershire - Monitoring

Longer-term monitoring and comparison with national and regional data is vital, as it enables officers to evaluate actual changes in road safety and longer-term trends.

This means that interventions can be focussed on areas that will benefit the most from road safety, maximising benefits to our communities.

### Monitoring

Monitoring and evaluating performance helps ensure that we continue to build on success, review measures that are less effective and build a robust evidence base to support the development of future schemes and initiatives.

Where appropriate, we will monitor and review targets to ensure that they continue to be achievable, but challenging.



In Leicestershire, we monitor such things as the number of collisions, vehicle speeds, traffic counts, satisfaction with services and the effectiveness of measures.

Collecting, maintaining, and analysing data is key to establishing a robust evidence-based approach.

We will continue to investigate and monitor the effectiveness of new technology, infrastructure and techniques in order to continue to improve road safety.

## Monitoring and Evaluating the Strategy

Through monitoring and evaluating the performance of the outcomes of our approach, we will update the Strategy where appropriate to ensure we continue to guide our approach towards continuing to successfully improve road safety in our communities.



# Going Forward

The Leicestershire County Council Road Safety Strategy sets the context for how we will continue to deliver our Safe Systems approach to road safety in Leicestershire.

We will be led by Government legislation and guidance, adopting a flexible approach that will help to deliver national and local aspirations.

A wide range of education, engineering and enforcement measures are needed to improve road safety and create behaviour change. There is no 'one size fits all' solution. Each issue and location will be assessed by experienced officers and, where appropriate, solutions proposed to address the issue.

The key aim is to improve road safety and help to reduce road collisions and casualties in Leicestershire, creating a culture shift where possible and supporting the Government's road safety aspirations and road user hierarchy.

Our approach considers all users, beginning with children and including all residents, regardless of age, disability or background.

Our Road Safety Strategy is ambitious, but realistic, with meaningful commitment, helping to deliver on many wider goals, such as accessibility, reducing carbon emissions and improving health and wellbeing.

Our annual Road Casualty Reduction in Leicestershire report and Highways and Transport Performance reports will be updated on a regular basis, allowing us to monitor progress towards our long-term road safety target and enabling us to be flexible in terms of activities and timescales, as a result of changing circumstances e.g., funding availability and delivery progress.

We will continue to use existing and emerging guidance, evidence and best practice to improve our approach and effectiveness going forward, working with Government, partners and specialist road safety organisations to maximise benefits and deliver objectives.



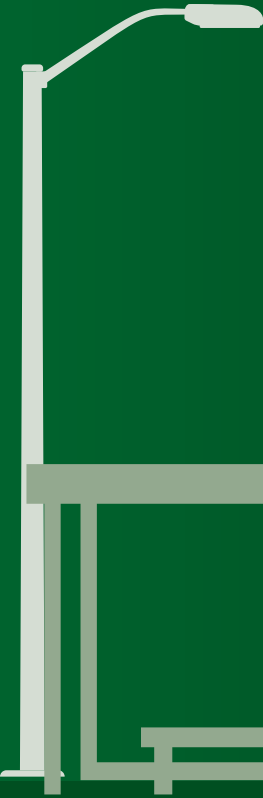
Where appropriate, we will explore and support innovative solutions and new technology to improve road safety, such as School Streets. Data and connectivity are starting to transform our road transport system, as connected vehicles and sensor technologies meet digital roads accessing faster and more efficient data networks. This is generating opportunities for technology to emerge as a major contributor to road safety.

The emergence of advanced communications and data connectivity will enable us to shape a future in which transport systems, vehicles, road users, infrastructure and emergency response etc interact for better outcomes.

We will continue to work with partners, stakeholders and communities to address road safety issues and concerns.

Road safety is, and will continue to be, a core value in everything that we do. It will be considered in wider departmental policies and procedures, in order to make our transport system safe for all users.

Our Road Safety Strategy will help to deliver wider objectives, providing a holistic approach that will deliver better outcomes for our communities.



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