



Welcome to CTC's Safety in Numbers Launch



“Safety in Numbers” campaign launch

- **12.00** Introduction by Jon Snow, CTC President
- **12.10** Chris Watts, DfT
A Safer Way: consultation
- **12.20** Roger Geffen, CTC
Safety in numbers: more and safer cycling
- **12.30** Q&A
- **13.00** Close



Introduction

Jon Snow
CTC President



A Safer Way Consultation

Chris Watts

Road Safety Strategy team
Department for Transport

The Road Safety Strategy Post 2010



A Safer Way:

Consultation on Making
Britain's Roads the Safest in
the World

www.dft.gov.uk/roadsafetyconsultation

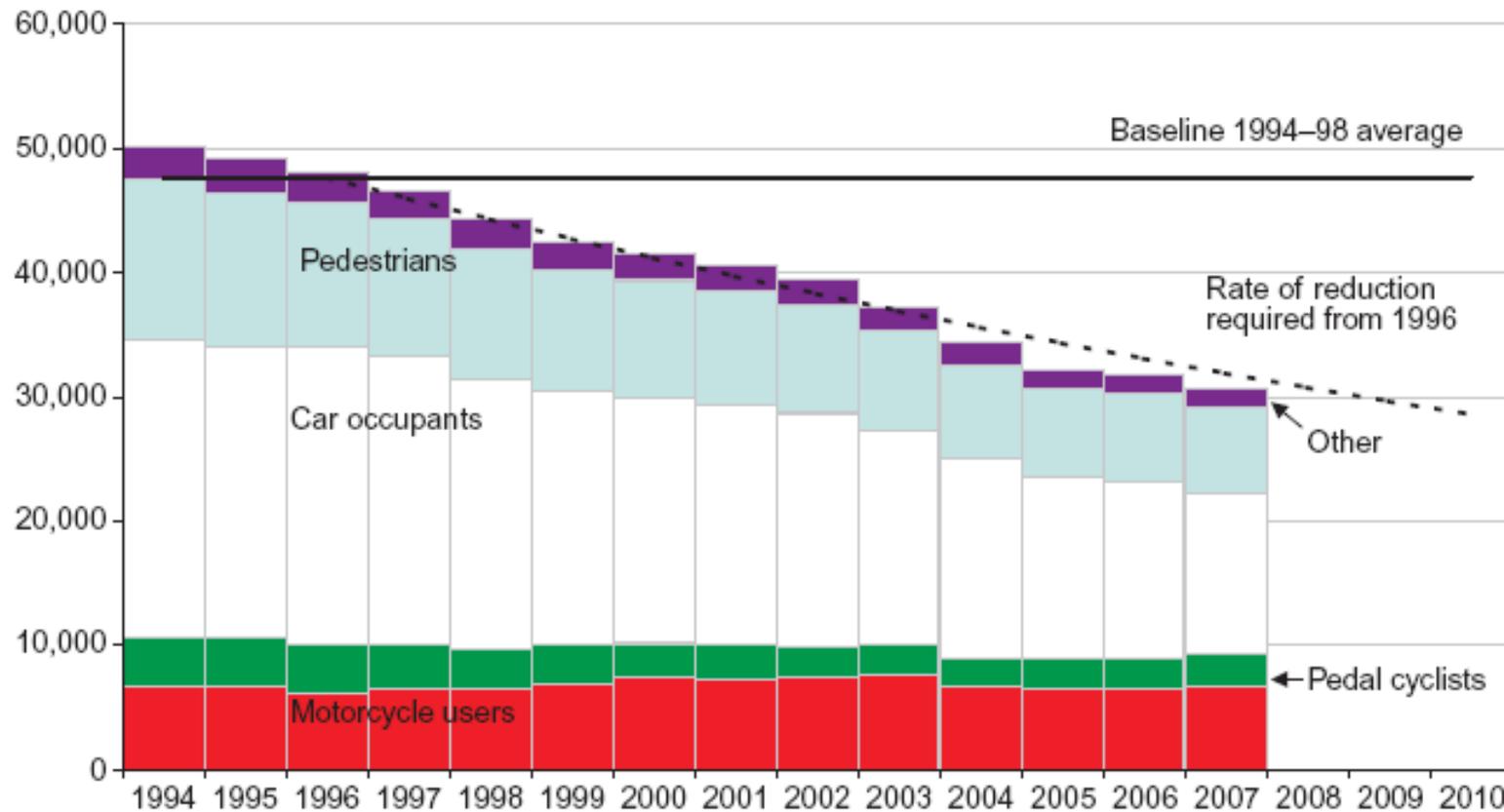
A Safer Way consultation – CTC briefing



- Progress
- Challenges
- Our vision
- Our targets
- Our measures

Progress

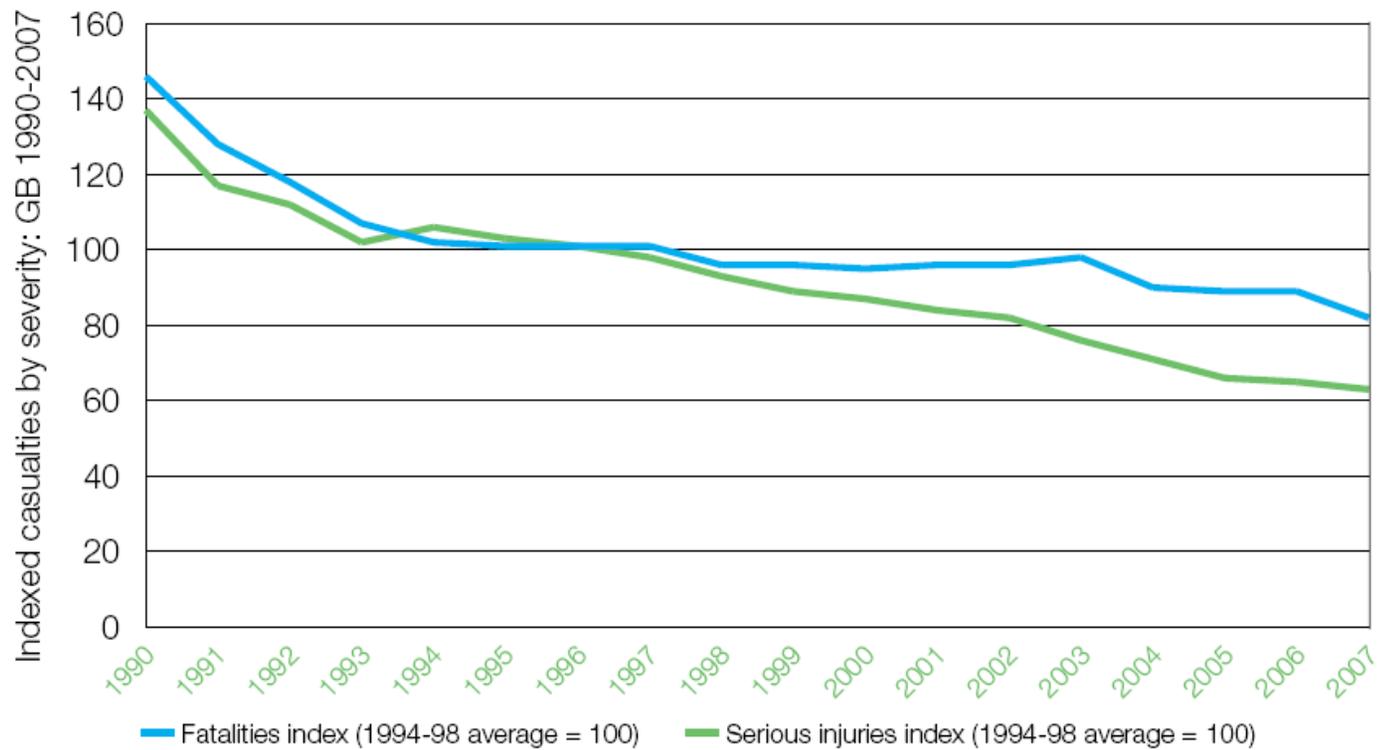
Chart 1a: Killed or seriously injured casualties by road user type: GB 1994–2007



Road deaths



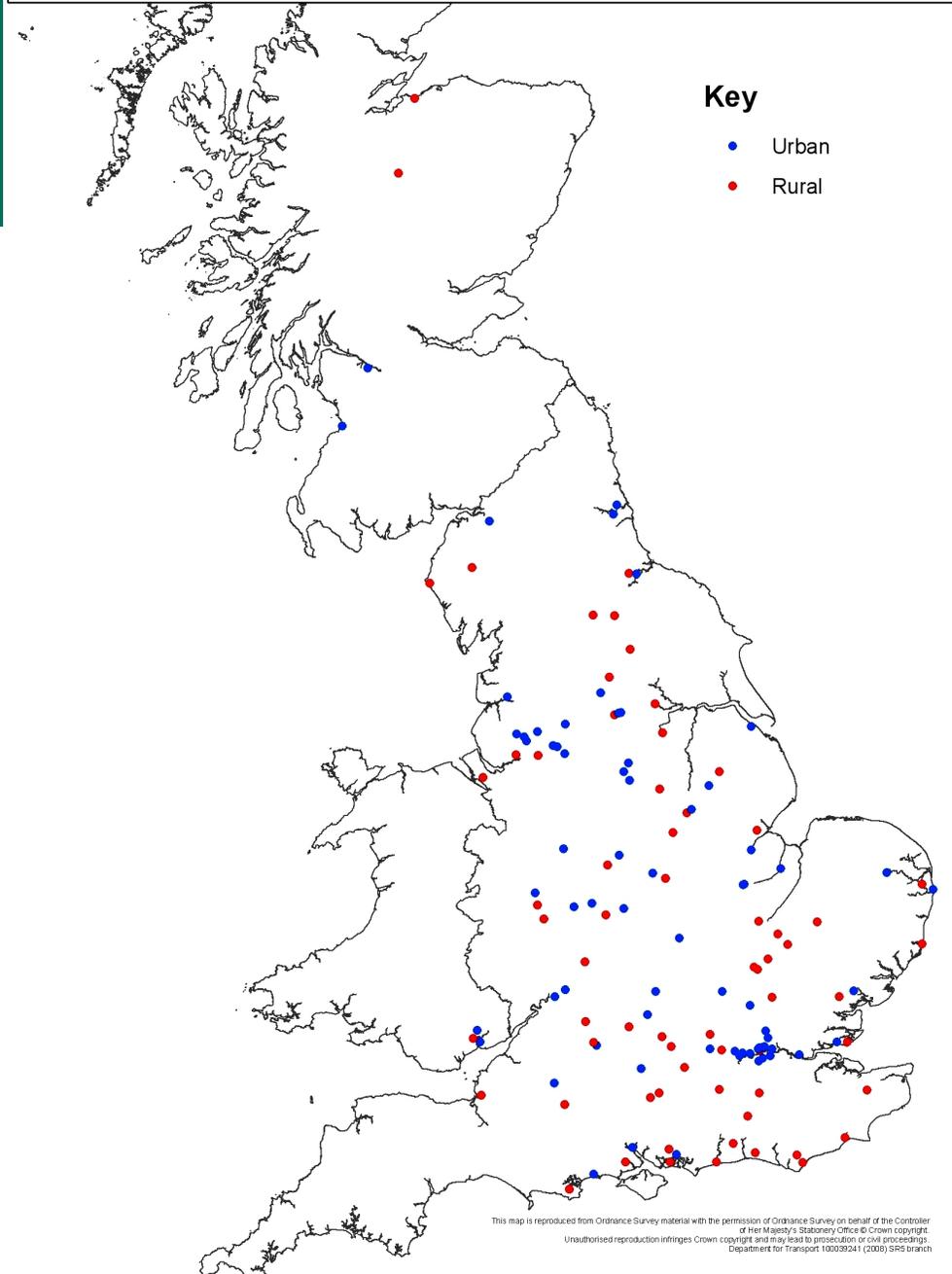
Figure 2.1 Indexed casualties by severity: GB, 1990–2007



Source: STATS19

Cyclist deaths

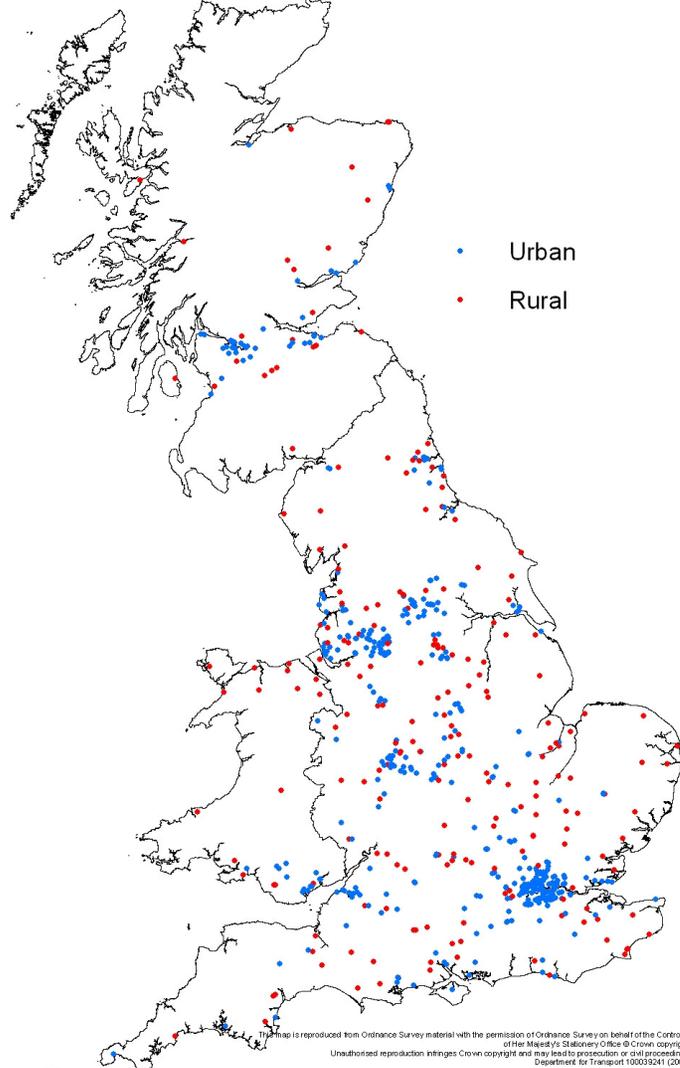
Cyclist fatalities in urban and rural areas: 2007



Pedestrians & car occupant deaths

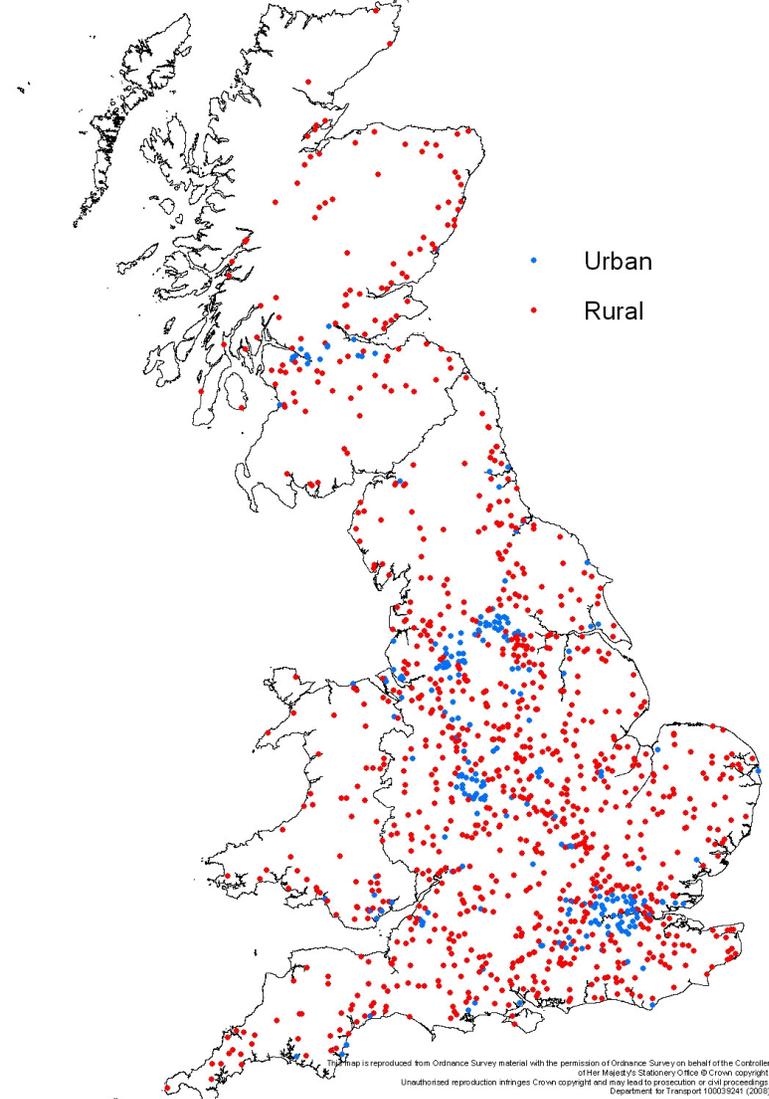
**Pedestrian fatalities: by urban
and rural areas: Great Britain 2007**

Department for
Transport



**Car occupant fatalities: by urban
and rural areas: Great Britain 2007**

Department for
Transport



The focus for the new strategy



- Children particularly in deprived areas, and young people
- Safety on rural roads
- Pedestrian and cyclist casualties in our towns and cities – especially in deprived areas
- Protecting motorcyclists, who represent 20% of road fatalities but just 1% of traffic
- Illegal and inappropriate speed
- Poor road user behaviour amongst a minority, where drink-driving and failure to wear a seatbelt remain a problem
- Bringing all areas up to the standard of the best

The vision for the new strategy



Britain's Roads - the Safest
in the World

Proposed new targets

All for 2020, measured against baseline of 2004-08 average:



- To reduce road deaths by at least 33%
- To reduce serious injuries on our roads by at least 33%
- To reduce the annual total of road deaths and serious injuries to children and young people (aged 0 -17) by at least 50%
- To reduce by at least 50% by 2020 the rate of death and serious injury per km travelled by pedestrians and cyclists

Work in hand – supporting responsible driving; cracking down on the irresponsible



- New pre-driver qualification in safe road use being rolled out now. From October 2009: partial credit for theory test; case studies in theory test
- From October 2010: developing proposals to test independent driving; and for supervising drivers on tests
- Have consulted on range of measures to tackle irresponsible behaviour – more points for extreme speeding, action against drink- & drug-driving and fixed penalties for careless driving

Work in hand – more cycling, more safely



- £140m over 3 years to Cycling England, funding:
 - Bikeability training
 - Links to Schools
 - Cycling Demonstration towns
 - Bike It
- All have “more cycling, more safely” at their heart

Speeds – residential and rural roads



- Recommend that highway authorities, over time, introduce 20 mph zones or limits into streets which are primarily residential in nature.
- Reflects much higher risk to pedestrians and cyclists at 30 mph than at 20 mph – 8 times more likely to die at 30 mph
- Recognise that it will make the prospect of walking and cycling more attractive
- Looking at Portsmouth to see what more we can learn about engineered and un-engineered zones and limits
- And that they urgently review speed limits on 60 mph rural roads and reduce those where risks are high and casualties can be significantly reduced

Join the debate



- It's all at ...
www.dft.gov.uk/roadsafetyconsultation
- Deadline for responses to the consultation is 14 July 2009
- Final strategy by end of 2009



Safety in Numbers

How to deliver
More and *Safer* Cycling

Roger Geffen

Campaigns and Policy Manager
CTC, the national cyclists' organisation



About CTC

- CTC the national cyclists' organisation
 - 60,000 members, founded 1878
 - Cycling activities, membership services (legal, insurance, magazine)
- CTC charitable trust
 - Cycling development e.g. cycle training
 - Professional services (e.g. advice to local authorities: e.g. Local Authority Benchmarking project)
 - Campaigning nationally and locally



CTC's New Vision for Cycling

- Benefits of cycling:
 - economy, climate, **health**, safety, equality of opportunity, quality of life and local environment
- Calls for a doubling of cycle use and a halving of the risks of cycling in 10 years
- Explains how:
 - Commitment, planning and design, **road safety**, promotion and incentives, public transport, recreational and off-road





Health benefits of cycling

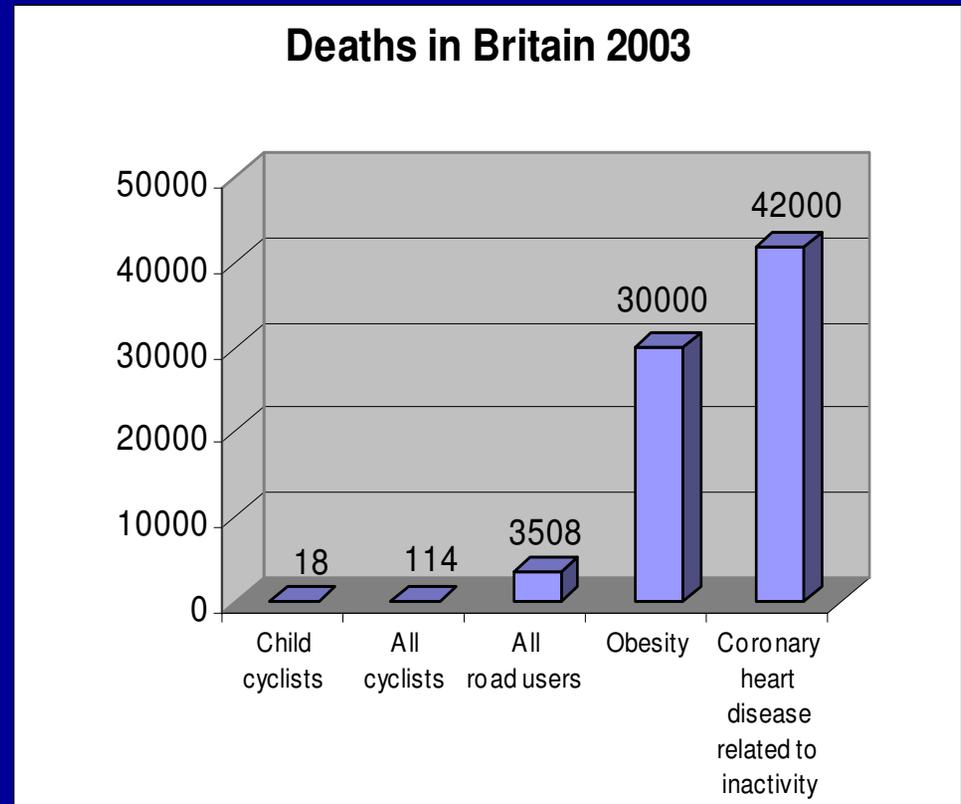
- Cycling in mid-adulthood gives you a level of fitness equivalent to being 10 years younger...
- ...and a life expectancy 2 years above the average





Health benefits outweigh risks

- Health benefits far outweigh risks, by c20:1
- Those who do NOT cycle to work have a 39% higher mortality rate than those who do (*Copenhagen heart study*)

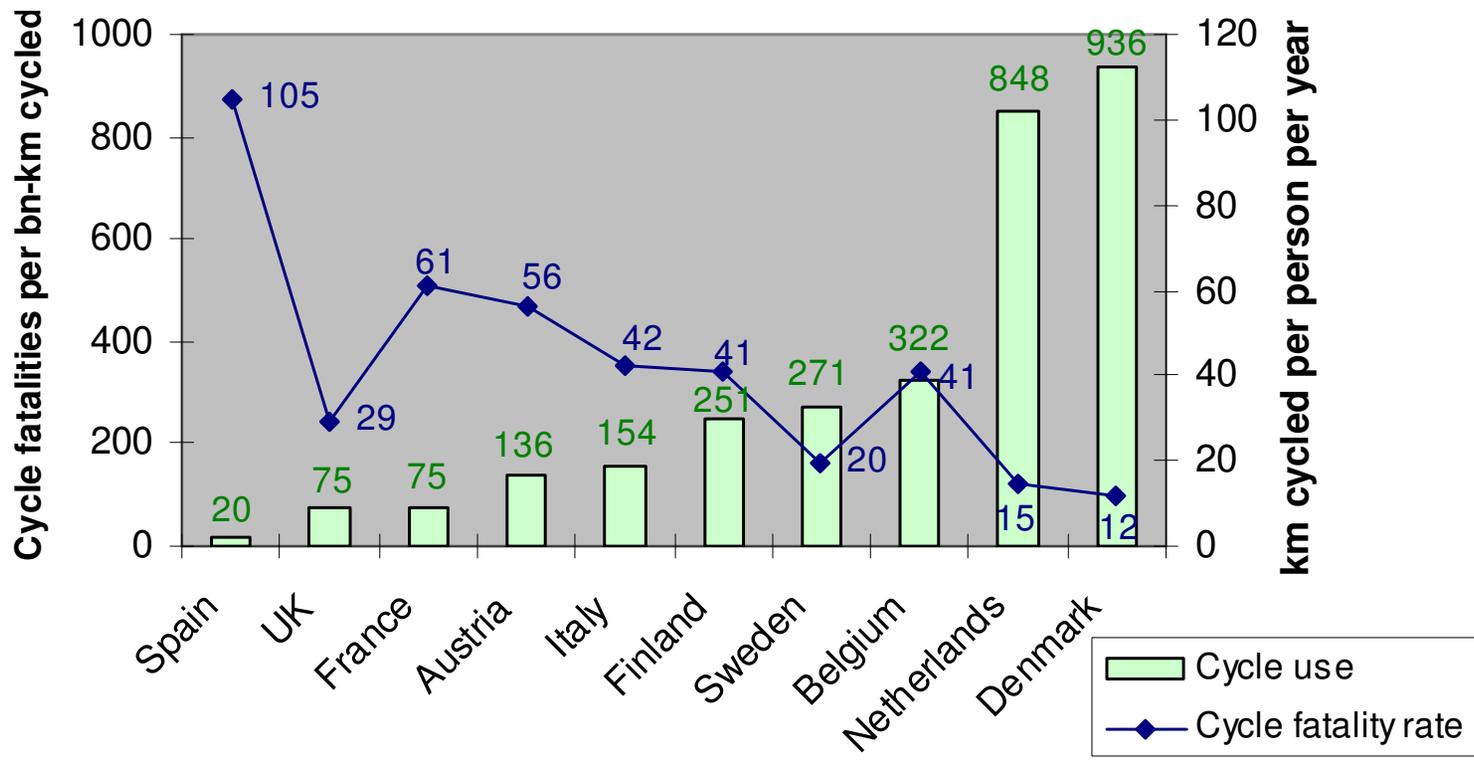


It is dangerous NOT to cycle!



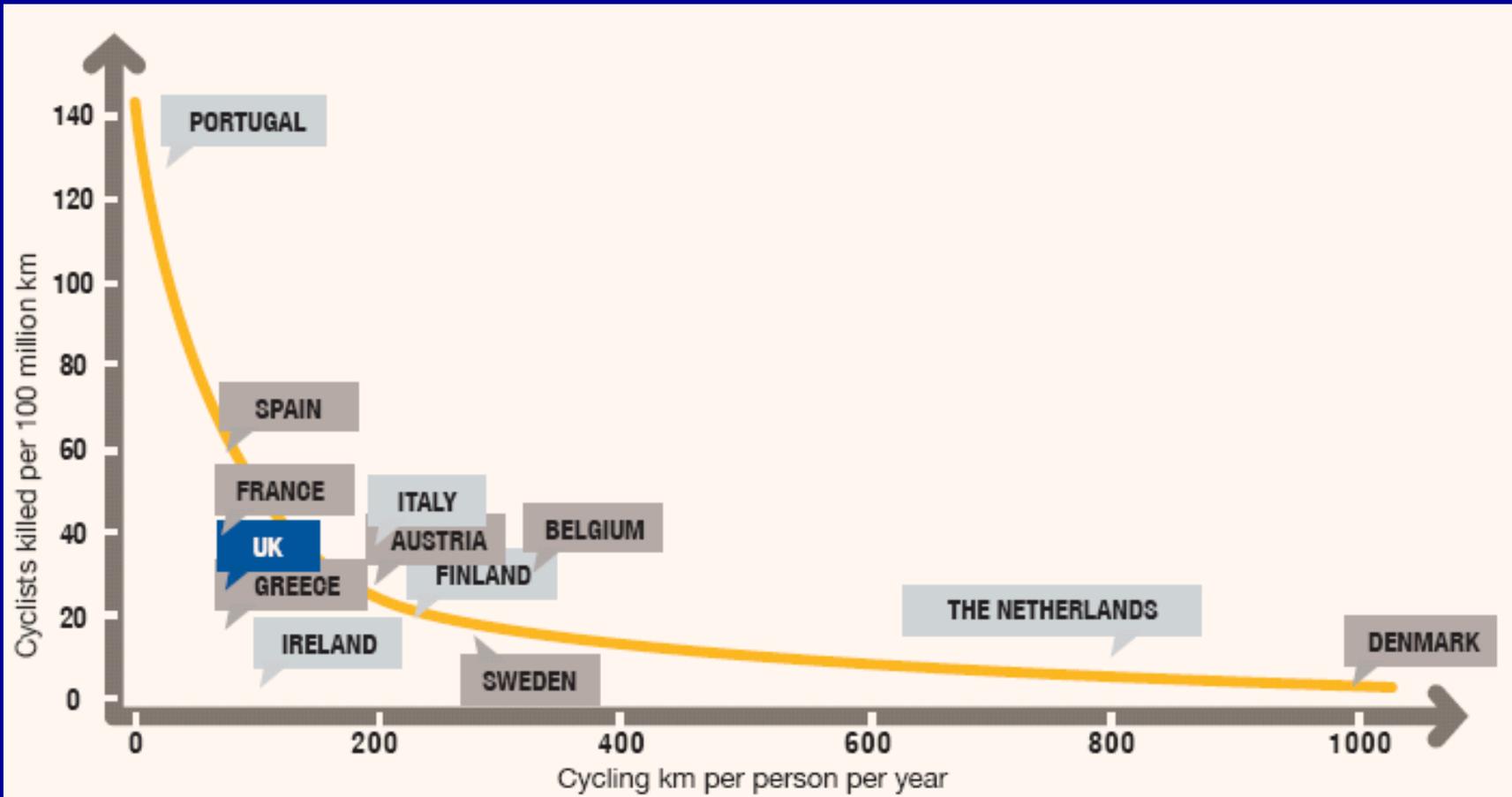
Safety in numbers: European comparison

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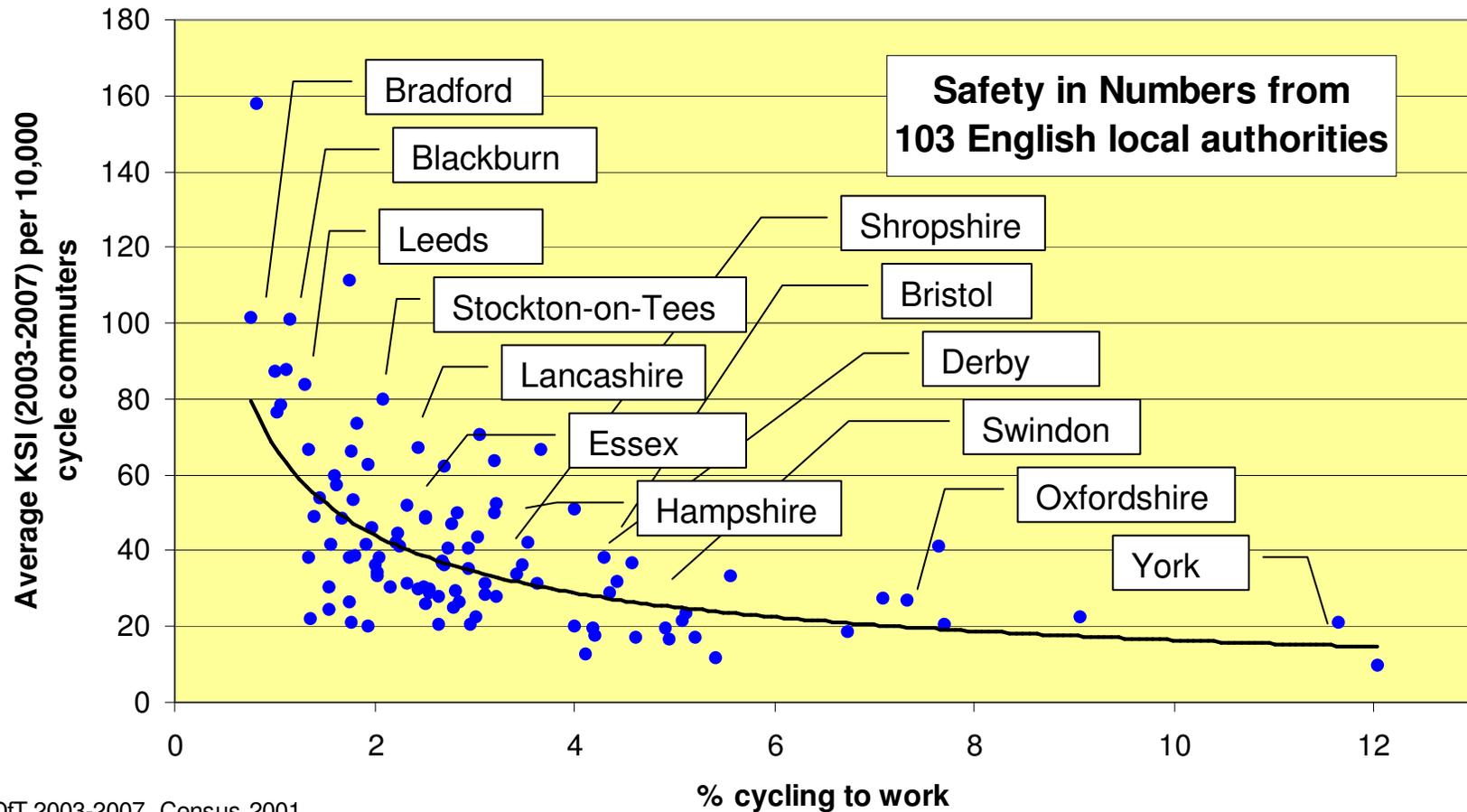


Safety in numbers: European comparison





Safety in Numbers: New CTC evidence



DfT 2003-2007, Census 2001



'Safety in numbers'

Theory:

A 100% increase in cycle use will result in just 34% increase in cycle casualties

Practice:

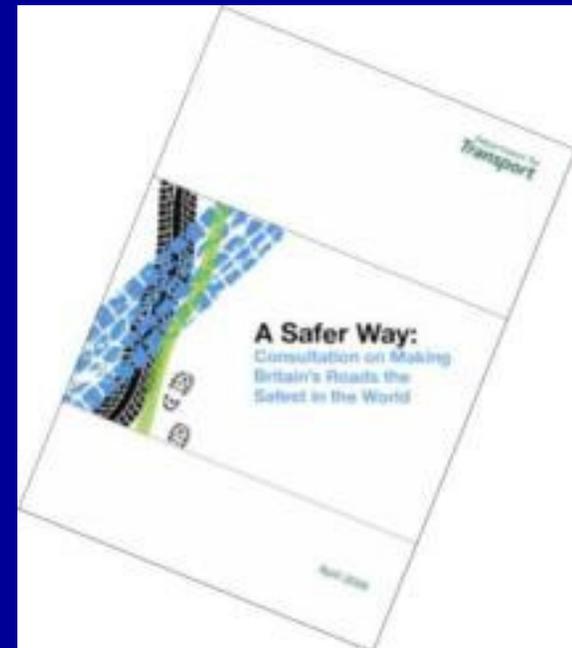
- The Netherlands: from 1980-2005:
 - 45% more cycling, 58% fewer cycle fatalities
- Germany: from 1975-98:
 - Share of cycling up from 8 to 12%, 66% fewer cycle fatalities
- London, since congestion charge:
 - Cycle use up 91%, cycle casualties down 33% and cycle KSI down 19%
- Leicester, comparing 2001/3 with 2006/8:
 - 43% more cycling, 11% fewer cycle casualties





What does this mean for the Road Safety Strategy?

- Strongly welcome target to halve the risks of cycling in 10 years - just what CTC called for!
 - A rate-based target, measured by risk of a cyclist suffering a serious or fatal injury per mile cycled
 - An end to simple casualty reduction targets which RS officials think they can best meet by reducing cycle use not encouraging it





So how do we achieve it?

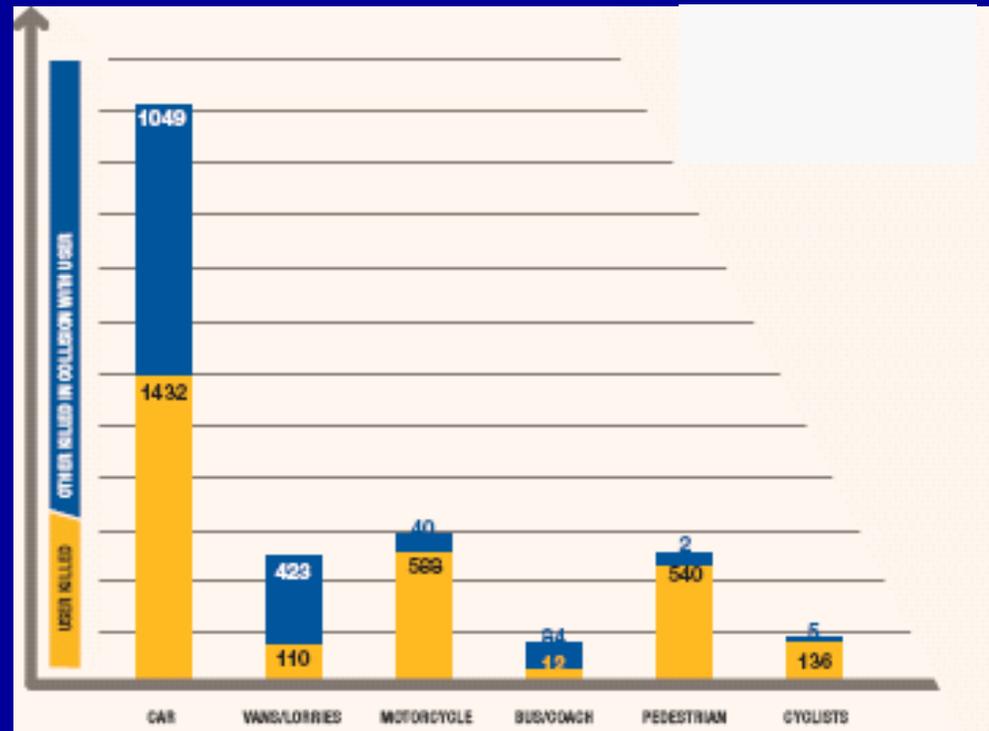
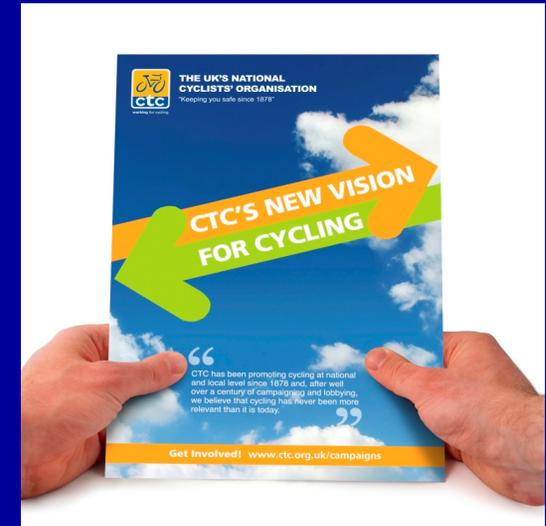
Double cycle use!



Double cycle use and halve the risks

- Supports the aim of more and safer cycling, and hence wider health, environmental and other objectives
- Improves road safety – not just for cyclists but for all road users

How?





Tackling the fears that deter people from cycling

- Speed of traffic
- Irresponsible driving
- Hostile roads and junctions
- Dangerous vehicles e.g. lorries
- Cycle training





Measuring success

- Rate-based indicators
 - Will support the aim to achieve more as well as safer cycling
 - But difficult at local level due to data collection problems
- Perception-based indicators
 - Do the public think it is safe to walk and cycle?
 - Could easily be add-on to survey on perceptions of PT safety
 - By encouraging LAs to tackle fears, this would encourage more cycling, which would lead to safer cycling through safety in numbers!



Safety in Numbers

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