



# 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](http://www.dft.gov.uk/roadsafetyconsultation)

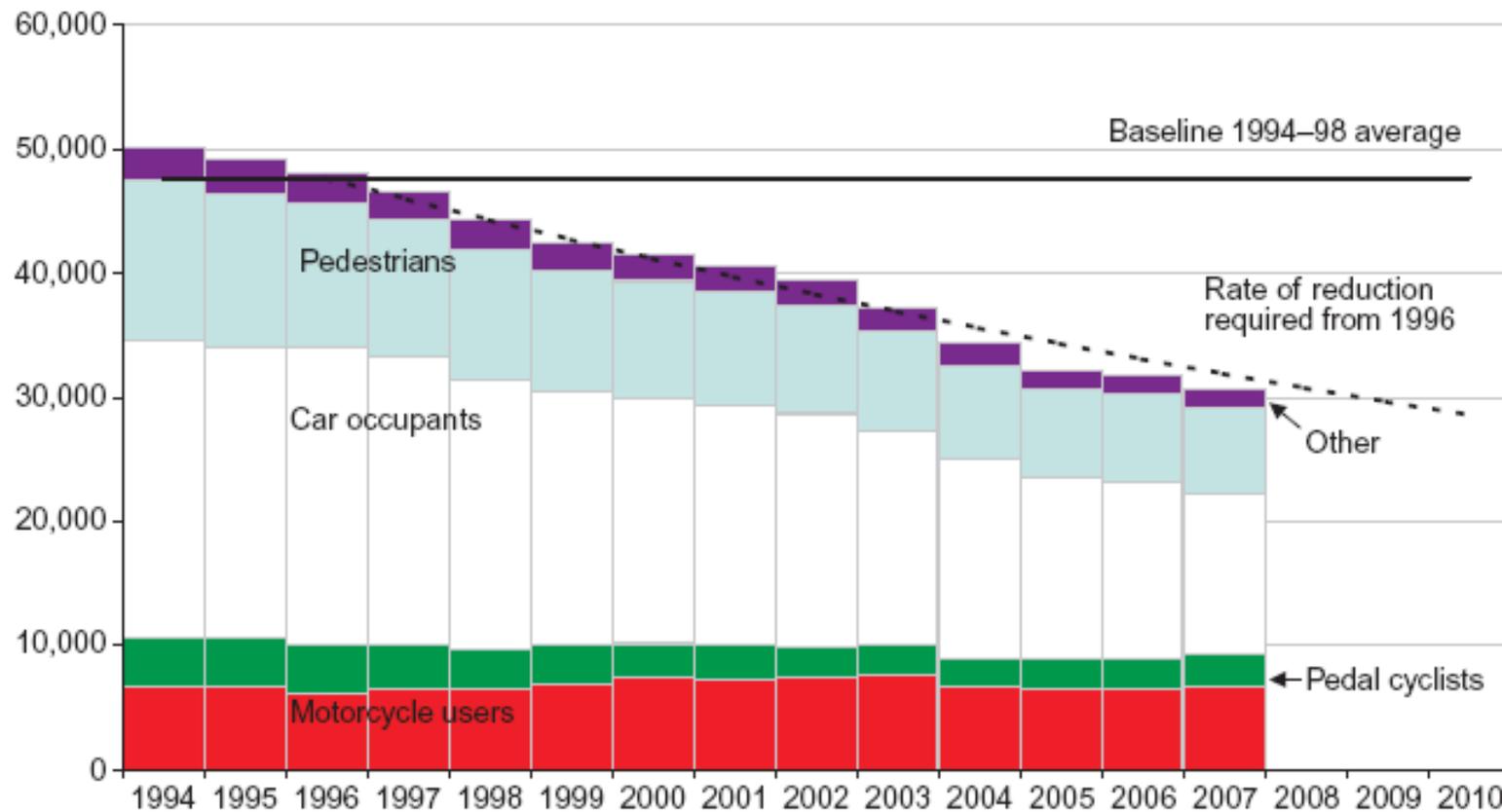
# *A Safer Way* consultation – CTC briefing



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

# Progress

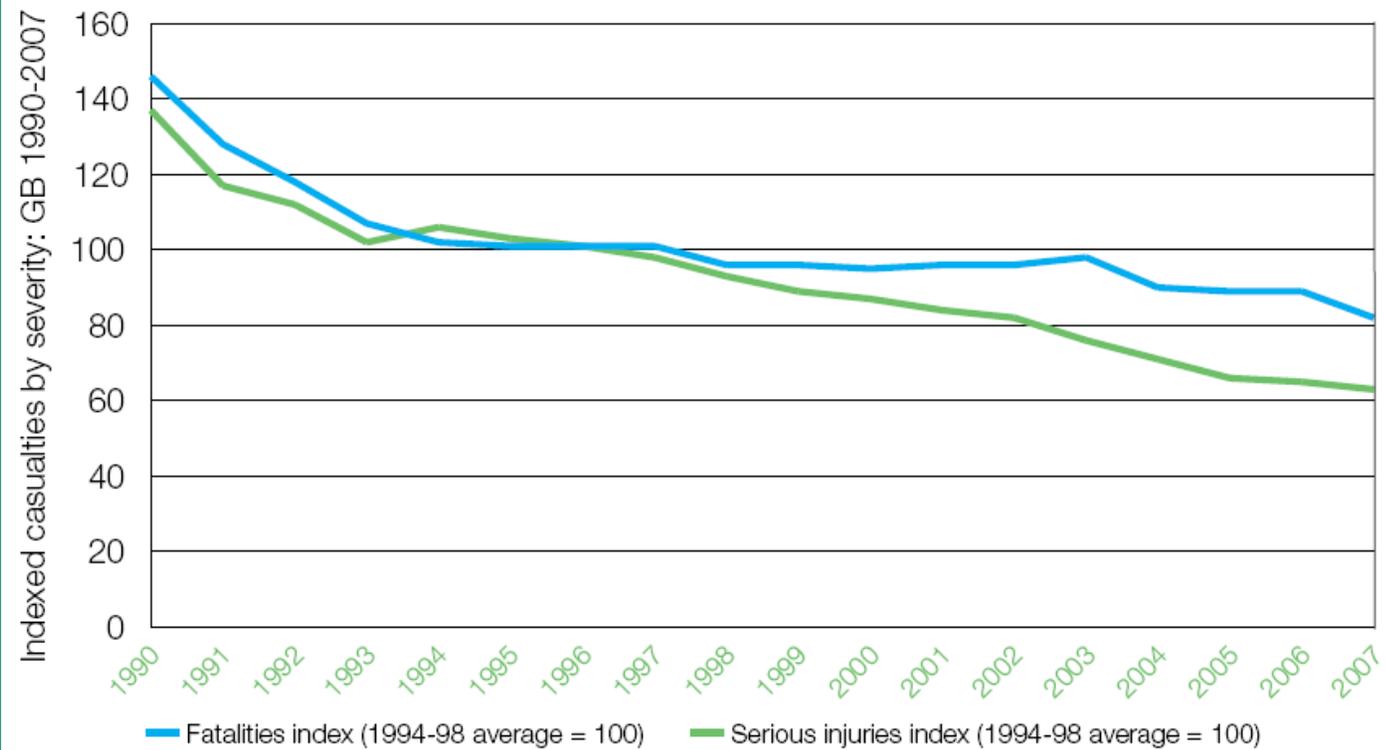
Chart 1a: Killed or seriously injured casualties by road user type: GB 1994–2007



# Road deaths



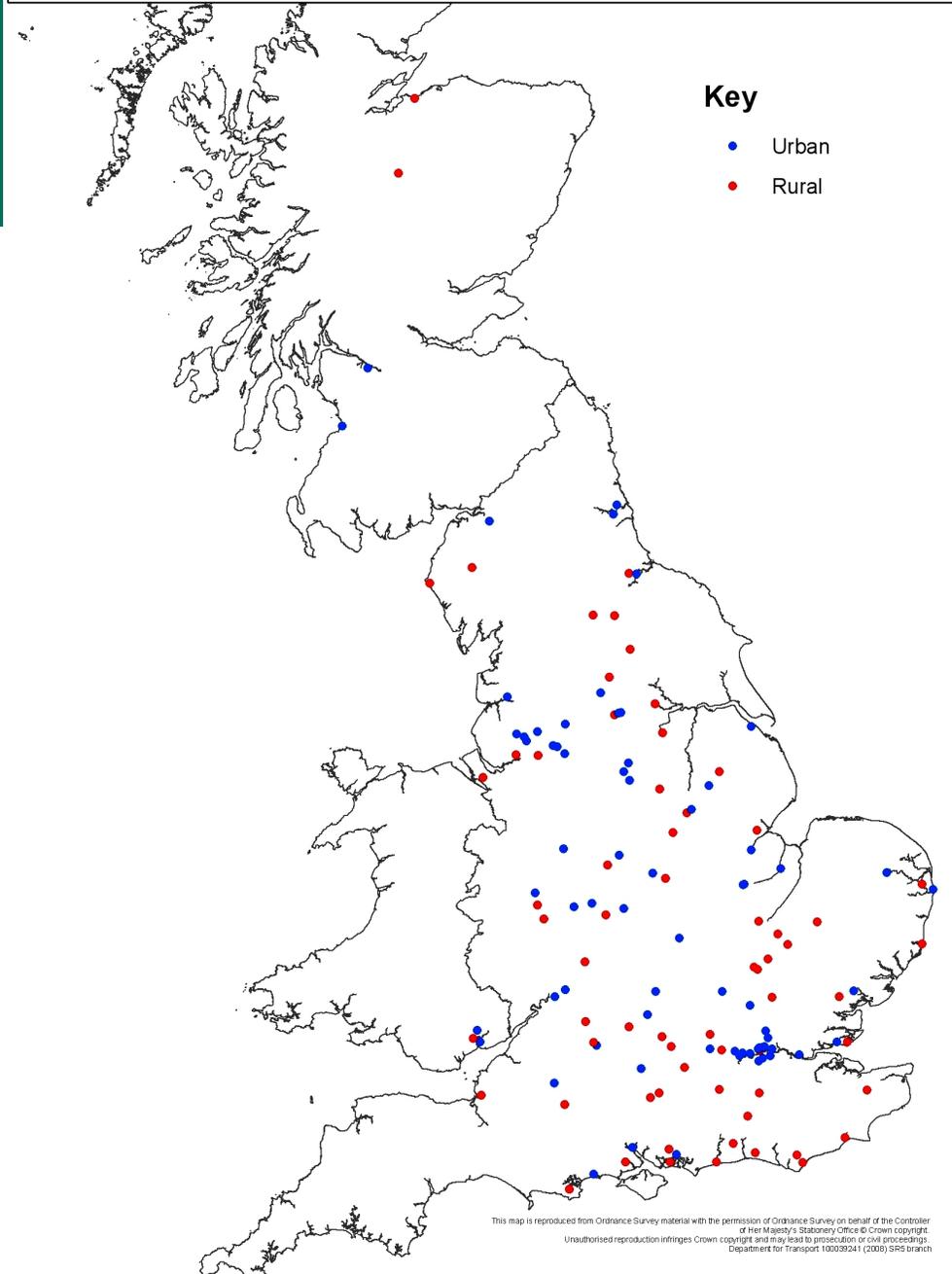
Figure 2.1 Indexed casualties by severity: GB, 1990–2007



Source: STATS19

# Cyclist deaths

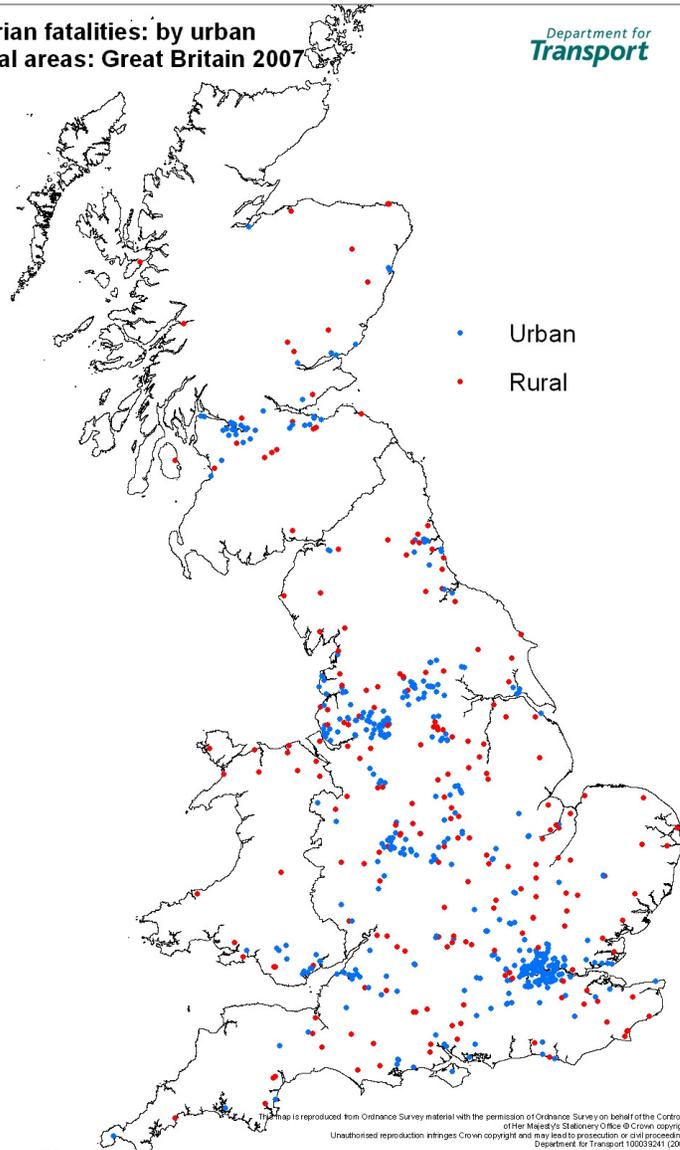
## Cyclist fatalities in urban and rural areas: 2007



# Pedestrians & car occupant deaths

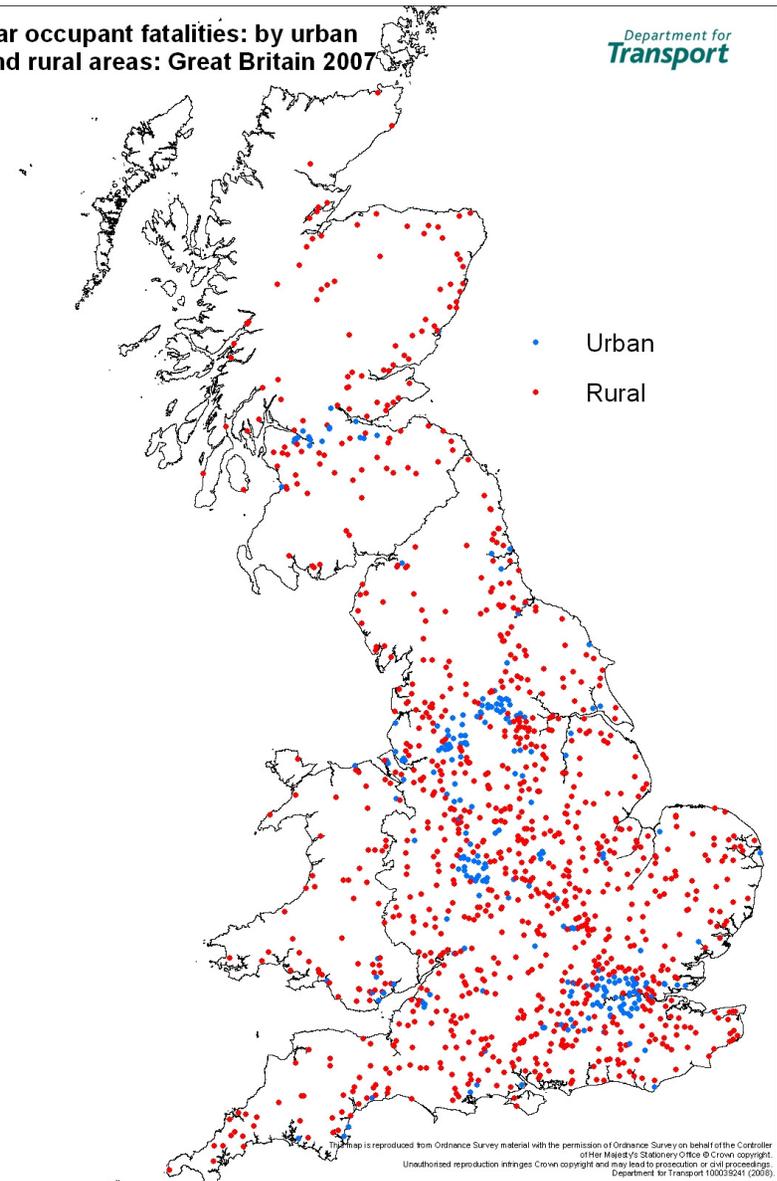
**Pedestrian fatalities: by urban  
and rural areas: Great Britain 2007**

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](http://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



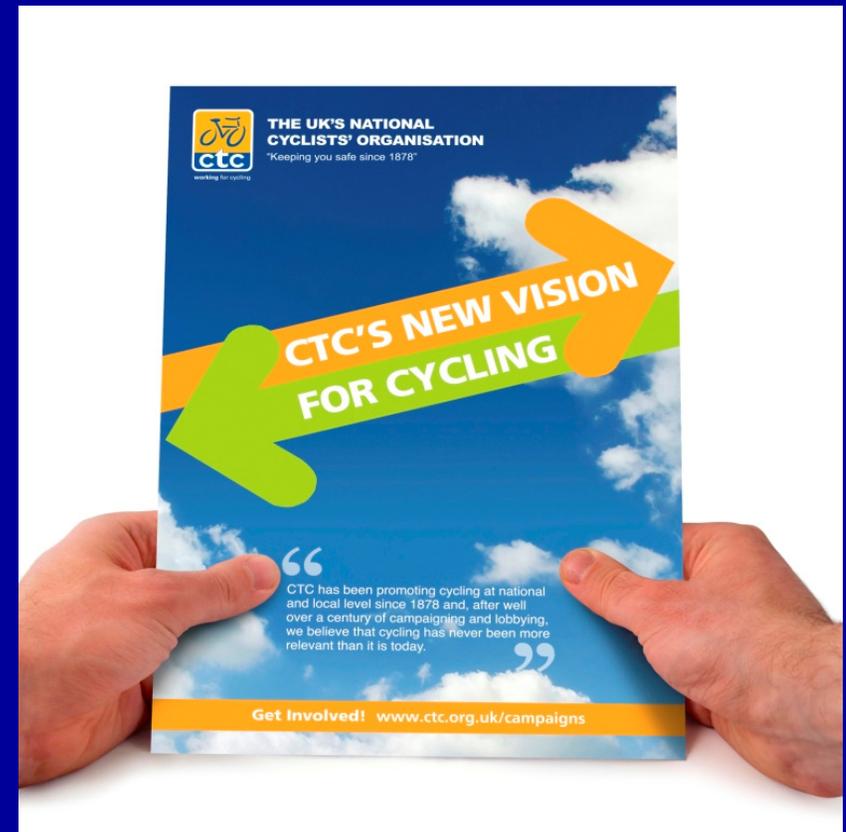
# About CTC

- 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

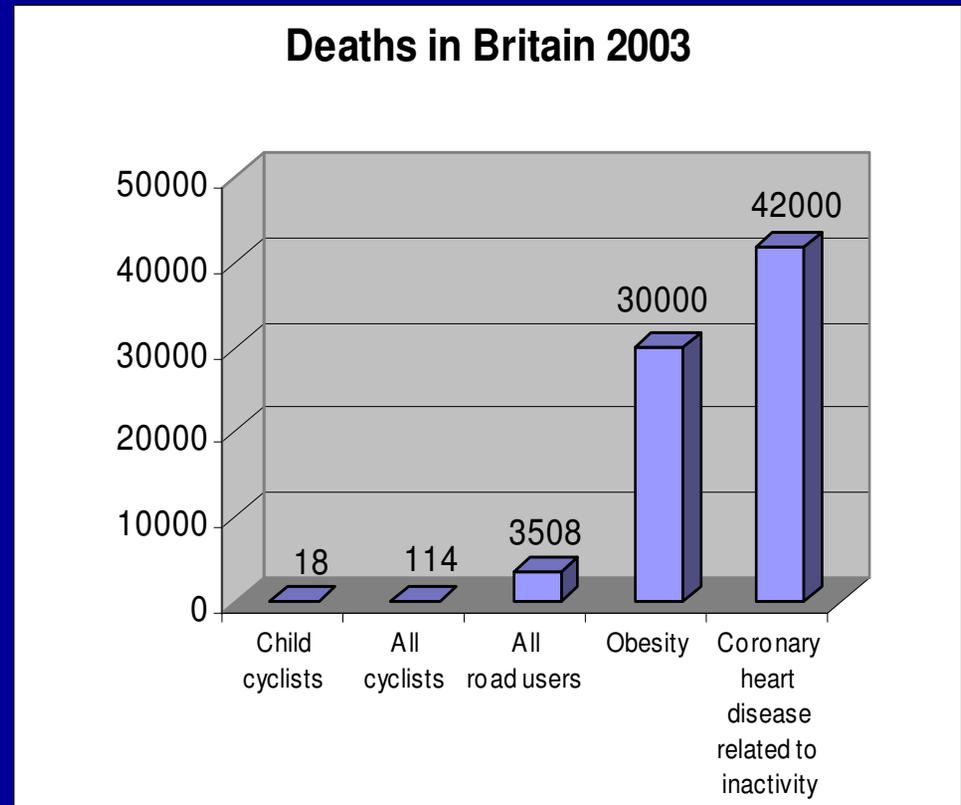
- Cycling in mid-adulthood gives you a level of fitness equivalent to being 10 years younger...
- ...and a life expectancy 2 years above the average





# 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*)

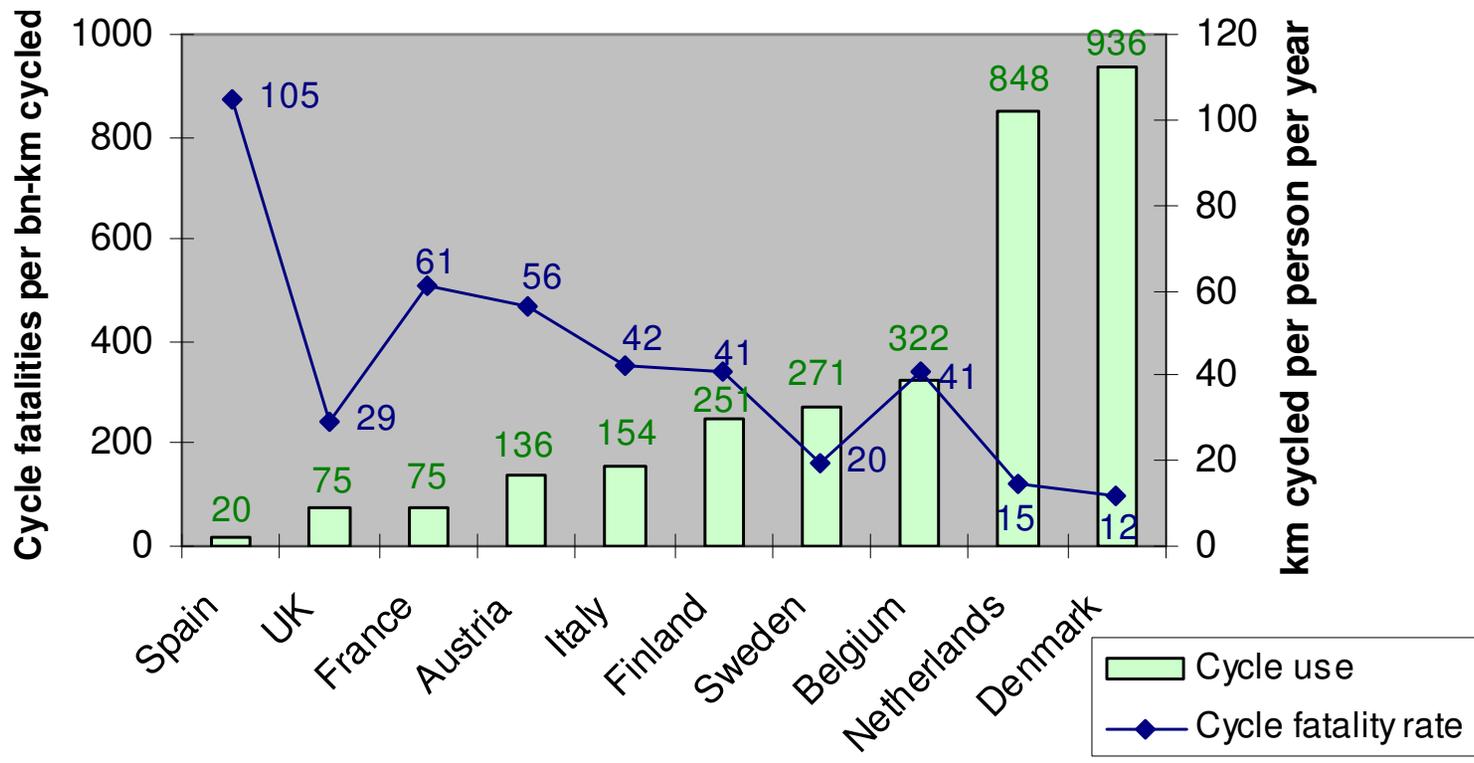


***It is dangerous NOT to cycle!***



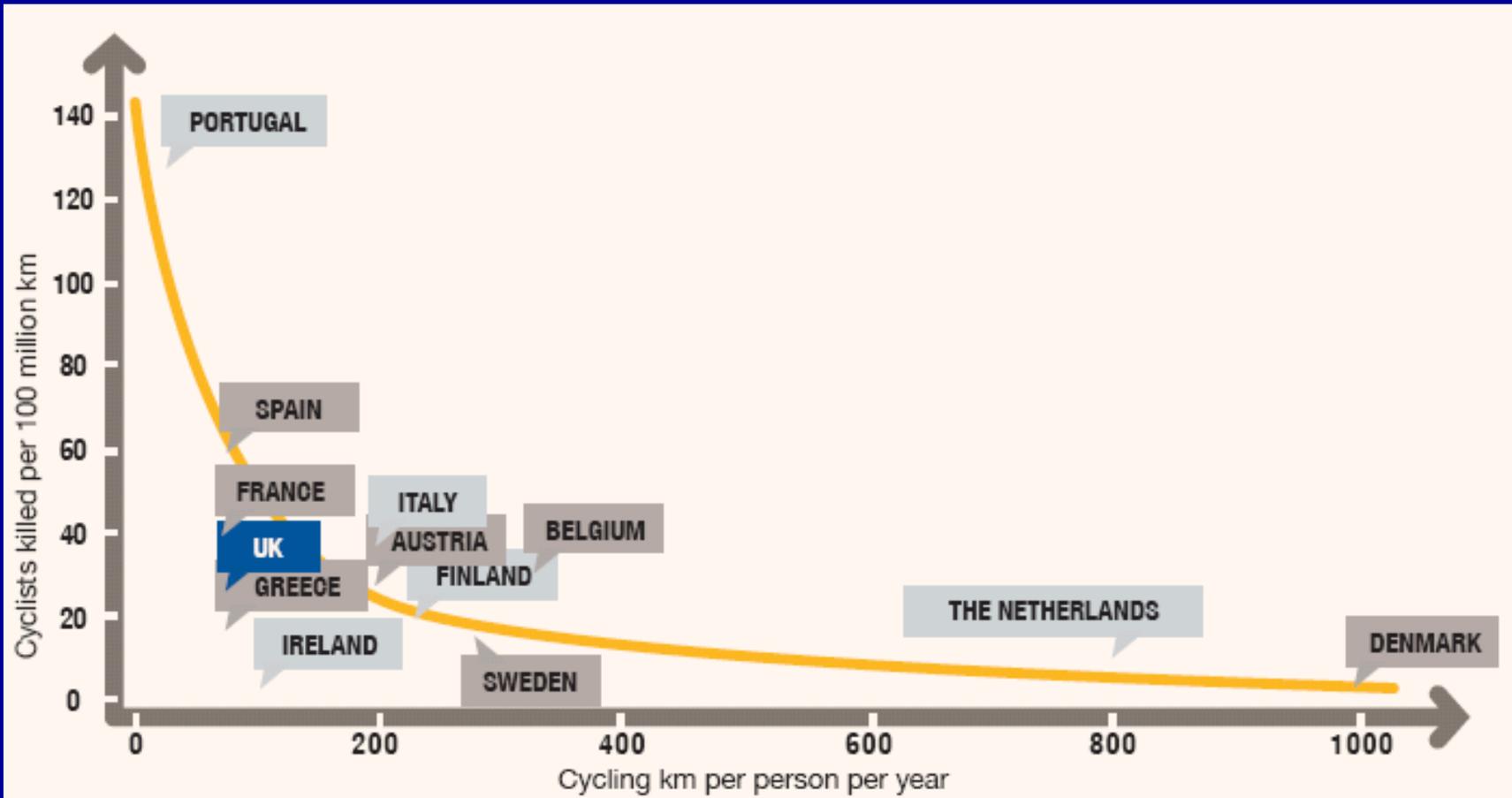
# Safety in numbers: European comparison

Safety in numbers: European comparison



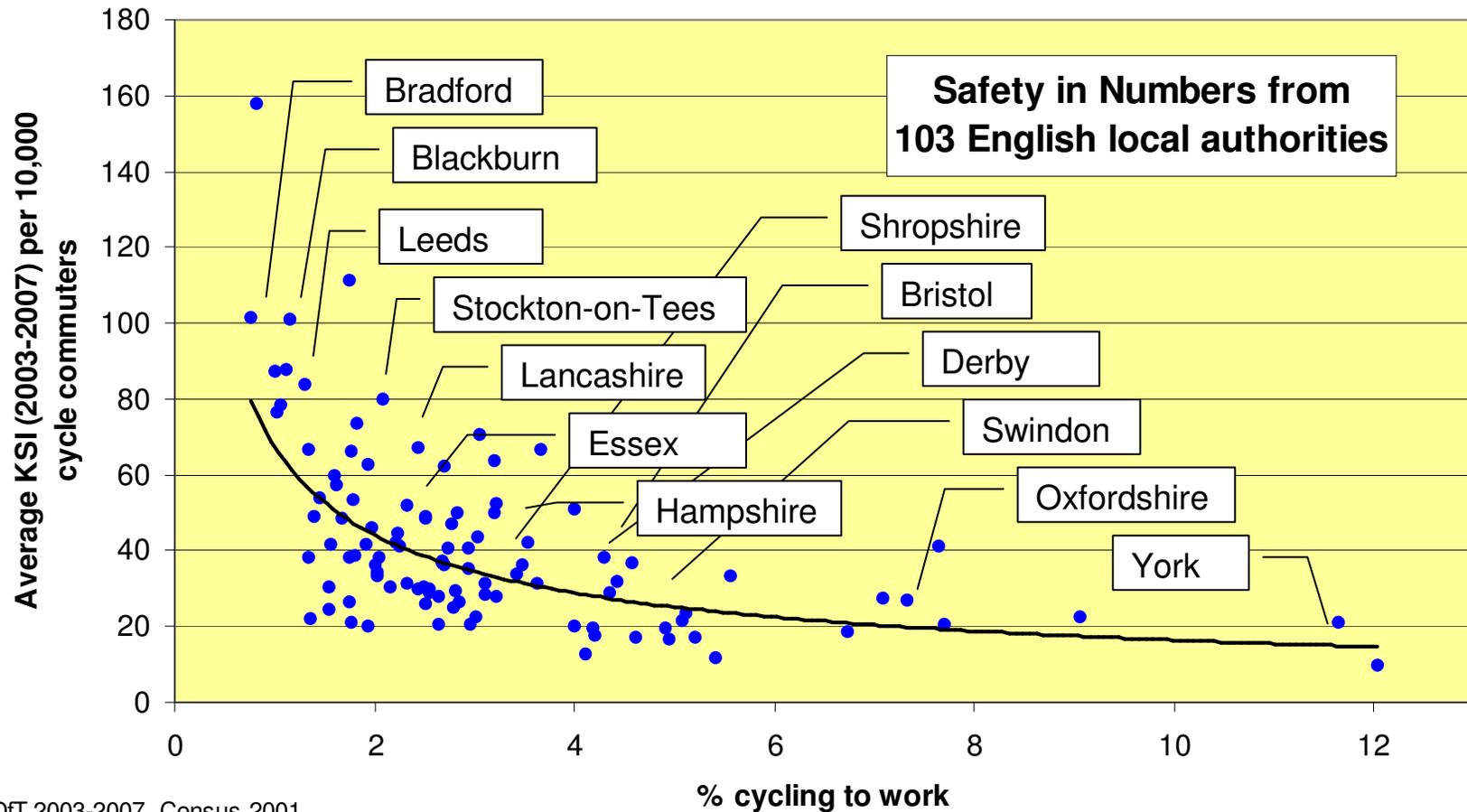


# Safety in numbers: European comparison





# 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?

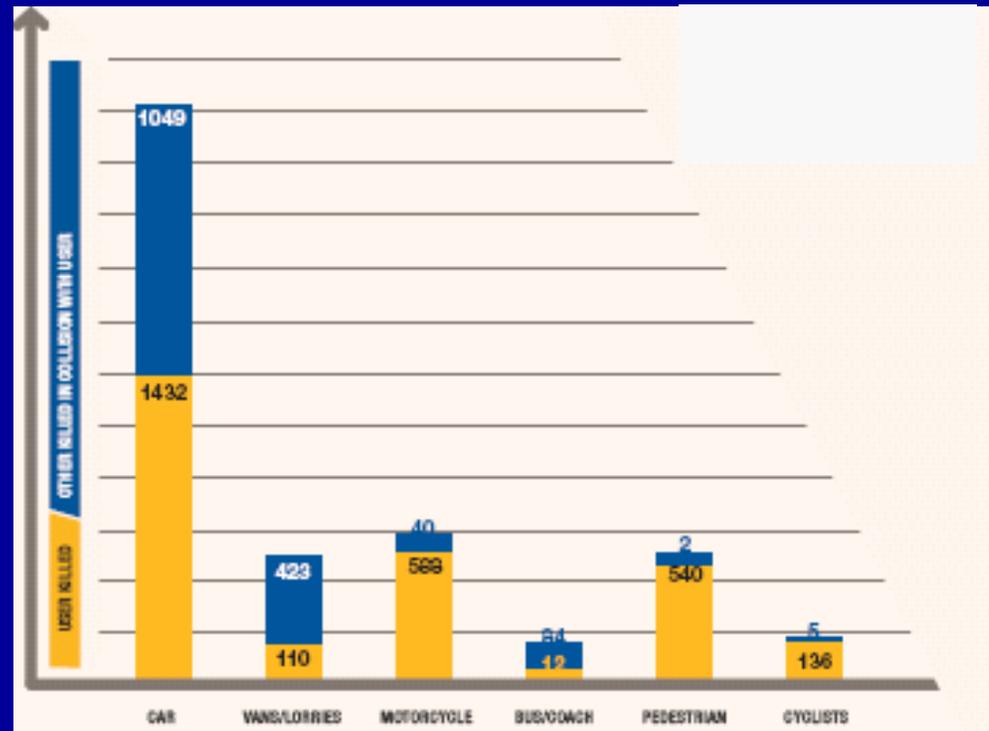
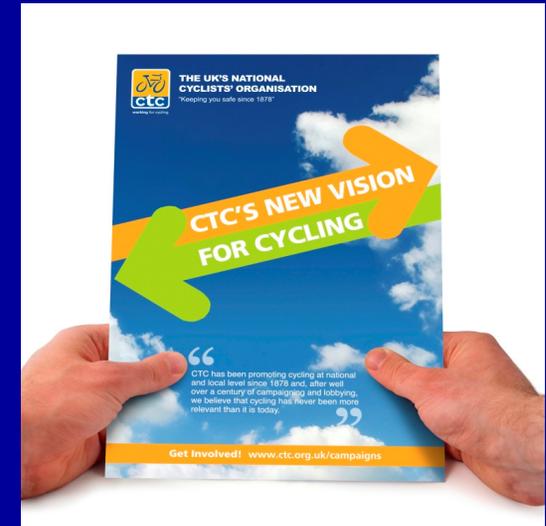
Double cycle use!



# 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!



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