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To: Kent Community Safety Partnership – 20th November 2025

Classification: For Information

Subject: Kent and Medway Road Safety Update

This paper provides an update on the Vision Zero Strategy and the Kent and Medway Safer Roads Partnership. The Kent Community Safety Partnership are asked to note the contents of the report.

1. Kent County Council - Vision Zero Strategy

Kent County Council launched its Vision Zero Strategy in 2021, with the following objectives:

The long-term vision included:

- Zero road fatalities or life-changing injuries by 2050.
- Safe System as the norm.
- Safe and easy walking and cycling.
- Kent as a leader in road safety innovation.

The shorter-term goals for 2021-2026 were:

- Reduce fatalities and serious injuries.
- Develop an evidence base through research and trials.
- Improve collaboration between partners.
- Embed the Safe System approach.
- Promote Vision Zero to the public.
- Increase safety for walking and cycling.

Safe System Approach

The strategy is based on international best practice and utilises the 'Safe System' approach to road safety. This involves designing roads and streets to minimise collision risks, enforcing appropriate speed limits, promoting safe behaviour through education and technology, ensuring vehicle safety, and providing post-collision response.

Progress on Vision Zero Strategy Implementation:

Leadership and Collaboration

An internal restructure within Kent County Council's Transportation Service led to the formation of the Road Safety and Active Travel Group, enhancing resource allocation for community engagement and road safety research. The Kent and Medway Casualty Reduction Partnership was refreshed and renamed the Kent and Medway Safer Roads Partnership, with the Kent Police and Crime Commissioner as chair.

Data-Driven Decision Making

We have developed an internal data platform to integrate traffic and incident data, supporting evidence-based decision-making for road safety improvements. This platform helps identify high-risk collision routes and prioritize interventions. As the Safe System demands more proactive methodology, we have researched and invested in gathering data from sources other than crash statistics, such as information from connected vehicles to help us to identify higher risk areas on our network before incidents become apparent.

Monitoring and Evaluation

The development of Safety Performance Indicators (SPIs) has assisted in understanding collision risks and identifying unsafe locations on the network and within road user groups. These indicators help apply mitigation measures proactively.

Promotion

Presentations and short films have been commissioned to raise awareness of Vision Zero among internal staff, contractors, and the public.

Supporting Safe System Layers

The Safe System is made up of layers of protection. These layers are listed below along with notes of the kind of ongoing work that supports them:

- ***Safer Roads and Streets***
Projects to improve safety include School Street Schemes, near-miss recording trials, active travel infrastructure work, and highway improvements.
- ***Safe Speeds***
Initiatives like the Kent & Medway Safety Camera Partnership collaborative approach, Community Speed Watch, and average speed camera trials aim to enforce and encourage appropriate speeds.
- ***Safe Behaviours***
Road safety education, training, and publicity campaigns, including cycle training and pedestrian skills training, are key components to this layer.
- ***Post Collision Response***
Weekly partnership meetings discuss recent incidents and potential solutions, ensuring coordinated responses and learning from serious collisions. Lessons learnt from these meetings are developed by partnerships working groups. We are currently in the process of setting up a formal safe system fatal collision review panel in line with recently established national guidance.
- ***Safer Vehicles***
Fleet engagement and initiatives like 'Driving for Better Business' and our new Kent Fleet Forum promote safer vehicle technology and best practice in fleet safety management.

Conclusion

Significant progress has been made towards implementing the Vision Zero Strategy and establishing a Safe System based structure across Kent and Medway. Collaboration with partners and internal champions will continue to drive the strategy forward, ensuring that gaps are identified and addressed to achieve the Vision Zero goals.

2. Kent and Medway Safer Roads Partnership (KMSRP)

The KMSRP supports the Vision for Zero road fatalities in Kent by 2050 and the delivery of a Safe System.

The Partnership has recently commissioned the development of a joint strategy that will bring together all partners with a formalised agreement and a cohesive vision – the anticipated adoption of this strategy will be in early 2026.

Background

The KMSRP is made up of key stakeholders who identify opportunities for coordination and collaboration. The Strategic Board provides governance and oversight across the partnership, the Strategic Board comprises of senior officers and elected members from these organisations. Whilst the Board, chaired by Kent's Police & Crime Commissioner provides governance to the Partnership, delivery plans are developed and actioned by the Tactical Coordination Group. This group oversees the outputs from the safe system working groups (outlined above), and other working groups which support key messages to all user groups across the County.

KMSRP Key Partners:

- Kent Police
- Office of the Police and Crime Commissioner
- Kent County Council
- Medway Council
- Kent Fire and Rescue Service
- National Highways

Collaborative working

The KMSRP partners support key campaigns across the year that are outlined in the NPCC National Roads Partnership Operations Calendar. Utilising assets that have been created by partners to ensure that consistent and key messages are shared with the public. Some examples of collaboration projects below:

Operation Voice – Drink and Drug Drive Campaign

- Collaborative campaign launched in December 2023, as part of the Operation Voice project. The project aimed at tackling drink and drug driving with a focus on violence against women and girls, and the nighttime economy.
- Partners of the KMSRP supported with a campaign refresh, buying in targeted social media messaging and distribution of pub packs.
- Partners continue to utilise the refreshed artwork twice a year to support Summer and Winter Drink & Drug Drive Campaigns.

Young Driver and Passenger Course (YDPC)

- The YDPC is the only intervention delivered across Kent to young drivers – this has been agreed by the KMSRP as best practice.
- KCC hosted the first 'parent of a young driver' webinar in October – which was supported by all partners, with Kent Police providing a PS from the Road Safety Unit to provide information on legislation.

- Partners have contributed funding to support development of the YDPC, the project is underway to create a multi-agency fifth session.

3 Recommendations

The Kent Community Safety Partnership are asked to note the contents of this report.