

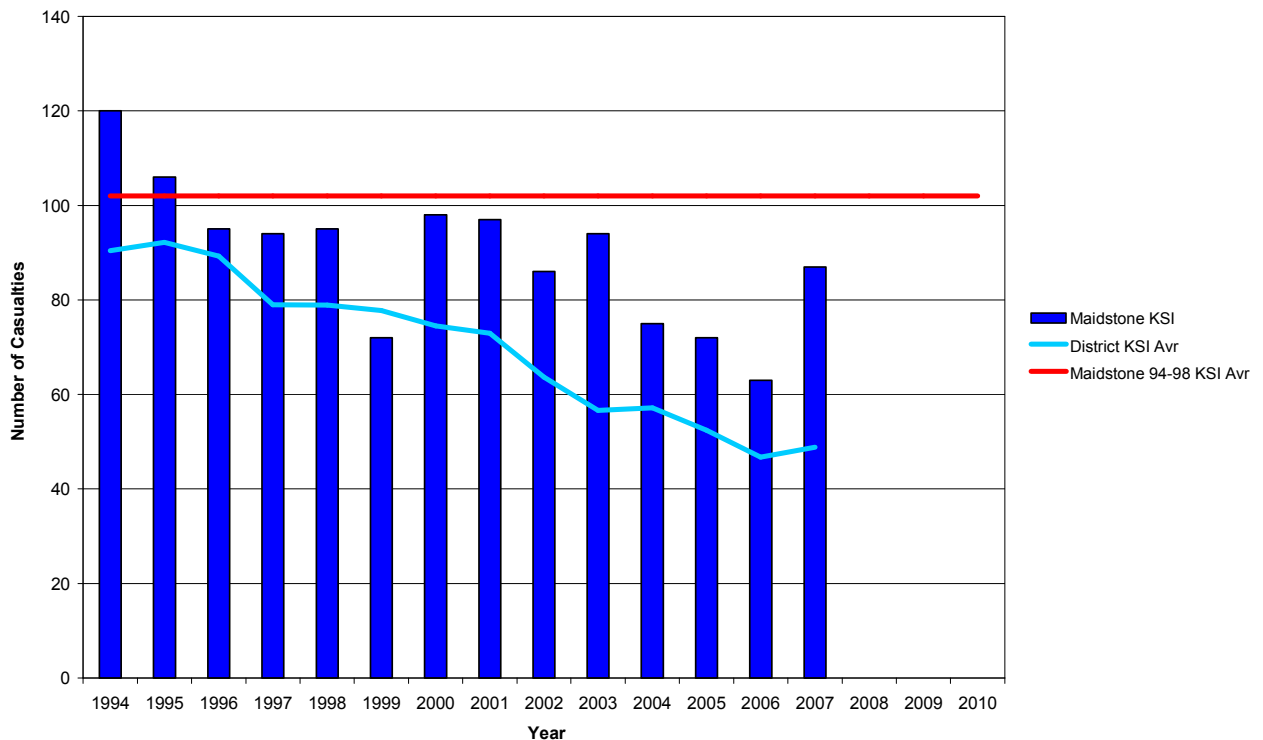
# Maidstone District Casualty Numbers and Progress against National 2010 Casualty Targets

A report by the Head of Network Management to the Highways Advisory Board on 11 November 2008.

## Introduction

1. The number of people killed or seriously injured in Kent has shown an overall downward trend compared with recent years. Kent had recorded a 40% reduction in killed or seriously injured (KSI) casualties for 2007, compared with the 1994-1984 average and is on line to meet the Government's 2010 target.
2. However, against this 40% county reduction, Maidstone District has shown only a 15% reduction in KSI casualties compared with the 1994-98 average. Dover and Tunbridge Wells also indicate upward trends, and Dartford and Sevenoaks have less well defined trend patterns which will need to be monitored. The remaining districts did not indicate an upward trend and were below or on target for a 40% reduction in KSI casualties by 2010 (Figure 1).
3. In response to concerns regarding the 2007 KSI casualty record in Maidstone and in particular concerns regarding an increase in fatalities in 2007, the attached summary report which looked at all injury casualties was produced; and formed the basis of discussions with the Maidstone Borough Council's Assistant Technical Director, Regulatory and Environmental Services, to agree a joint action plan to tackle identified issues.

Figure 1: comparison district and Maidstone BC KSI profile



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## Identified Trends in Maidstone's KSI data

4. The casualty data indicated that young car drivers and passengers aged 17-24 years; motorcyclists riding 500cc and above bikes; and 12-16 year old pedestrians had trends significant to Maidstone. The fatal record for Maidstone over the past decade was also reviewed and no trend or pattern was identified. Data available for this year shows that the number of fatalities for the Jan to June 2008 was five – fewer than half the number of fatalities for the same 6-month period in 2007.

## Proposed Joint Action Plan MBC and KCC :

### Road user Influences:

5. To influence the road user groups identified at a greater risk, and **in addition to** the countywide education, publicity and enforcement initiatives, specifically for Maidstone it was proposed that KCC would:
  - Increase the current activities by re-inviting Maidstone schools, which had previously not responded, to have a young driver education course in their school.
  - Deliver 3 road safety campaigns, during December 2008 and early 2009, aimed at the three identified road user groups: young drivers and passengers ( 17-24yrs); 500cc and above motorcycle riders; 12-16 pedestrians.
  - In addition to the normal county wide tours of road safety 'Theatre in Education' activities in schools, it is proposed to have an extra week in Maidstone of an anti drink/drug driving play aimed at young drivers, and a specific week for each of the child pedestrian performances – 'The Smart Brothers' (primary schools) and 'It's Up To You' (lower secondary school).
  - Maidstone is one of only six districts where a "Small steps" programme is provided within in infant schools aimed at pedestrian safety.
  - Maidstone is most commonly the base for county wide campaign launches involving the media, which may have added benefit for Maidstone.
  - MBC to assist with road safety messages via LED signs Lock Meadow at car parks and park and ride sites.

### . Physical measures

6. Maintain the methods of physical remedial works for casualty reduction and in addition to reporting to the Maidstone joint board locations with the potential for casualty reduction measures include; all locations reviewed as part of the Annual cluster site review.

### Road safety awareness

7. It is proposed to host a joint Maidstone Borough Council/KCC event where members and others could come to form a common understanding of the road safety within Maidstone and mitigations, and to provide an opportunity for constructive debate.

### Roles and Liaison

8. KCC Road Safety will lead and progress road safety activities, acting as a liaison between Police and other emergency services and involving other as appropriate. MBC's Assistant Director will lead on organising a members' road safety awareness event.

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### **Recommendation:**

9. It is considered that physical interventions must continue to be introduced where appropriate. However, to achieve significant casualty reductions for 2010, it is essential to influence road user behaviour. It is recommended that Members:
    - a. continue their support for Road Safety as a high priority,
    - b. support the proposed joint action plan between KCC and Maidstone Borough Council.
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