

**By:** Rory McMullan – Casualty Reduction Manager, KCC Transportation

**To:** Kent Community Safety Partnership – 24<sup>th</sup> March 2022

**Classification:** For Information

**Subject:** Kents Vision Zero Strategy - Delivering Road Safety

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**Summary:** This paper updates the Kent Community Safety Partnership on the developments towards delivering Kent’s Vision Zero Strategy which aims to reduce Road Casualties in Kent.

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## **1. Introduction**

- 1.1 KCC adopted a Vision Zero Strategy which follows ‘The Safe System Approach’ in the summer of 2021.
- 1.2 Safe System brings together a set of inter-dependent strands, encompassing safe speed, safe vehicles, safe behaviour, safe streets and post collision response.
- 1.3 A launch event which showcased the Safe System, was held at Manston Airport in September 2021. Speakers included Roger Gough, the Leader of Kent County Council, Matthew Scott the Kent Police Crime Commissioner, Prince Michael of Kent, and by video, Baroness Vere, Minister for Transport. Exhibitors included Kent Police, Kent Fire and Rescue Service, National Highways, DVSA and KCC, as well as suppliers to the sector.
- 1.4 The event showcased new Safe Vehicle technologies, such as Emergency Automatic Braking and Intelligent Speed Assistance.
- 1.5 The event and strategy were covered by local media including BBC and ITV television news. <https://www.itv.com/news/meridian/2021-09-15/vision-zero-kents-ambitious-target-to-eliminate-road-deaths-by-2050> .
- 1.6 Since the launch partners are working on developing delivery plans through the Kent and Medway Safer Roads Partnership.
- 1.7 A new collaboration has been established for Kent, to participate in a National Highways Driving for Better Business. This will target fleet managers in Kent.
- 1.8 The new updates to the Highway Code follow principles outlined in Vision Zero and have been promoted on social media and through stakeholder newsletters.
- 1.9 Processes to measure Safety Performance Indicators are being developed to give authorities a much better more nuanced picture on road safety performance than just relying on deaths and serious injury data.

## **2. Financial Implications**

2.1 We will collaborate with partners and KCC departments to seek cost savings from joint working, this will form part of the remit of working groups.

2.2 We are awaiting national announcements as to further funding streams.

### **3. Vision Zero Programme details**

3.1 Work on the working groups is ongoing in the background, and a full programme will be launched in 2022, but there are a number of new initiatives.

3.2 The Driving for Better Business project includes development of a website, outreach to fleet managers in Kent. We aim to educate fleet managers about the business benefits of safer driving practices and new driving technology.

3.3 The 2022 updates to the Highway Code affect driver priority, pedestrian and cyclist rights of way, and mobile phone use behind the wheel. Kent and partners have been working on a communications programme to make all of Kent's Road users aware of the changes which include:

- *Hierarchy of Road Users - which places those road users most at risk in the event of a collision at the top of the hierarchy.*
- *People walking have priority at junctions.*
- *Cyclists should ride wherever they feel most visible and can take the centre of a lane if there is insufficient space for motorists to pass safely.*
- *Overtaking cyclists, pedestrians and horse riders, motorists should give at least 1.5 metres up to 30mph, and more space at higher speeds.*
- *Drivers must wait for a safe gap in the flow of cyclists to turn left or right.*
- *All uses of hand-held mobiles are banned, except in an emergency.*

### **4. Conclusions**

4.1 Reducing death and injury on Kent's roads is a continuing priority, and the concern of not feeling safe is a frequent community concern expressed to Kent County Council as the Local Highway Authority. As technology advances, road safety is the responsibility not only for the Highway Authority, but for a wide variety of stakeholders including schools, workplaces, fleet operators, visitor attractions, town and district councils, the blue light services, hospitals, the NHS and every road user in Kent. We aim to engage locally to deliver the safer roads and streets, safer speeds, safer vehicles, and better behaviour that Kent's communities deserve. The work on putting together working groups is under way.

### **5. Recommendation**

5.1 The Kent Community Safety Partnership are asked to note the Vision Zero Strategy update.

#### **Report Author**

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