

From: Matthew Balfour, Cabinet Member for Transport & Environment

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To: Environment & Transport Cabinet Committee – 4 December 2015

Subject: **Road Casualty Trends in Kent**

Classification: **Unrestricted**

**Past Pathway of Paper:** N/A

**Future Pathway of Paper:** For Information

**Electoral Division:** All electoral divisions

**Summary:**

The number of road casualties in Kent has been increasing in line with a national trend. In 2014 there were 11% more KSI road casualties than in 2013 on KCC and Highways England roads in the county. This paper updates Members on the road casualty trends and the actions being undertaken to improve road safety in line with the Kent Casualty Reduction Strategy approved by this Cabinet Committee in 2014.

**Recommendation:**

Members are asked to review the key trend data and discuss the forward strategy outlined in this report.

**1. Introduction & Background**

- 1.1 Keeping our roads as safe as they can be and tackling death and injury is a key priority for the County Council, both in respect of our Statutory Duty, to promote road safety and act to reduce the likelihood of road casualties from occurring (Section 39, Road Traffic Act 1988), as well as a moral and a financial imperative, particularly in respect of preventing long term disability and ill health.
- 1.2 In Kent the number of people killed or seriously injured in road crashes fell by 50% between 2000 and 2010. Whilst the long term trend in our county is down, 49 people died and 609 people were seriously injured on roads in Kent including those managed by Highways England in 2014, which represents an 11% increase over the figures for 2013. Further, a similar increase was seen in 2013 compared to 2012 data.

- 1.3 The increase in Kent appears to be part of a wider national trend with figures for Great Britain increasing from 23,370 KSI in 2013 to 24,582 in 2014. Highway Authorities with an extensive rural road network such as Kent appear to be seeing a higher proportionate increase.

**Table 1 Road traffic casualties by local authority 2012 to 2014**

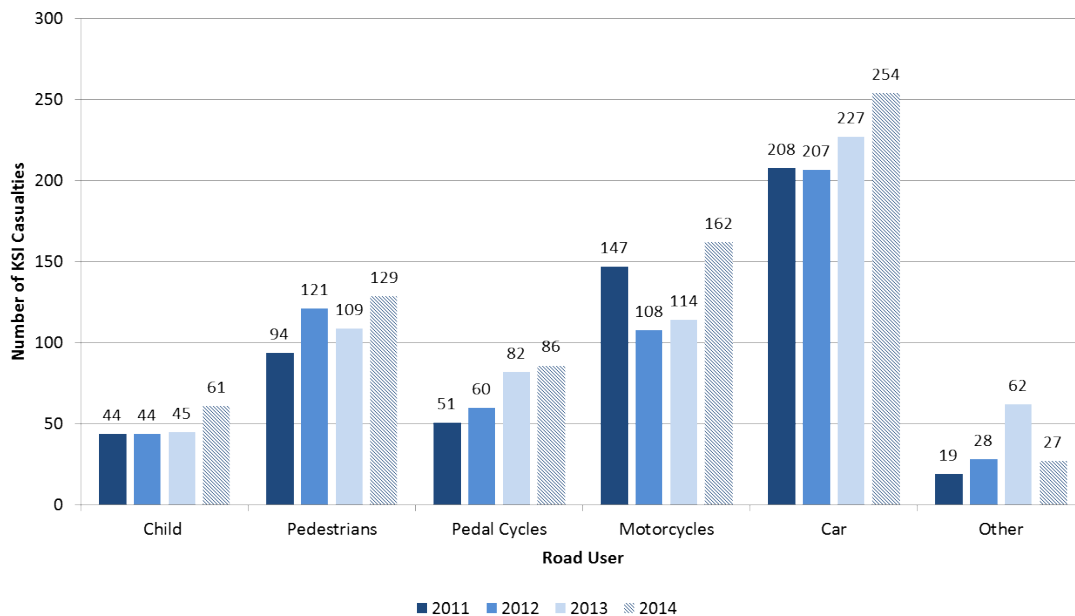
South East casualty comparison	2012		2013		2014		%change 2013 to 2014		Difference 2013 to 2014	
	KSI	All	KSI	All	KSI	All	KSI	All	KSI	All
<b>Kent</b>	<b>524</b>	<b>5755</b>	<b>594</b>	<b>5830</b>	<b>658</b>	<b>6303</b>	<b>11%</b>	<b>8%</b>	<b>64</b>	<b>473</b>
East Sussex	305	1708	339	1792	390	1969	15%	10%	51	177
Greater London	3018	28780	2324	27199	2170	30837	-7%	13%	-154	3638
Essex (inc Southend and Thurrock)	734	5245	689	4991	757	5484	10%	10%	68	493
Surrey	574	5565	599	5223	735	5408	23%	4%	136	185
West Sussex	420	2396	438	2554	482	2748	10%	8%	44	194
Hampshire	684	3919	706	3661	773	3743	9%	2%	67	82

- 1.4 Research by the Department for Transport implicates weather conditions and higher traffic flows for part of the increase. Our own research of the police records, reported at [www.kent.gov.uk/roads-and-travel/road-safety](http://www.kent.gov.uk/roads-and-travel/road-safety), is now being reviewed alongside other data sources to give a better idea of road risk and to direct road safety interventions for the coming year in accordance with the Kent Road Casualty Reduction Strategy.
- 1.5 This report identifies the trends in the Kent data and outlines the key actions being taken over the coming year by the County Council and through the Kent Casualty Reduction Partnership (CaRe) which also includes Kent Police, Kent Fire & Rescue, Highways England and Medway Council.

## 2. Kent Road Casualty Trends

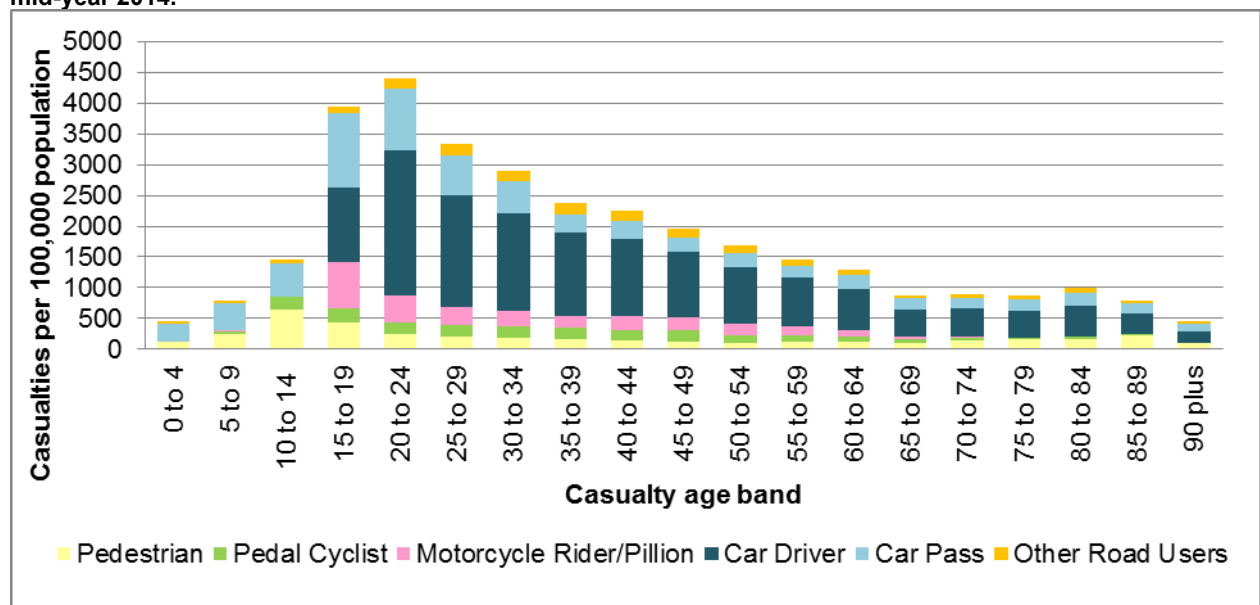
- 2.1 **Appendix 1** highlights how injuries as a result of a road traffic collision are defined. Although KCC analyses all injury collisions (and is starting to look at damage only information), work is focussed towards those incidents involving fatal and serious injury (KSI) as these are the most life changing events and also the most accurately reported by Kent Police.
- 2.2 **Appendix 2** provides a summary of KCCs progress in achieving the 2020 KSI casualty reduction targets. The rise in the last two years has been a result of a higher number of KSI casualties involving all road user types, with car occupants and motorcycles recording the largest increase between 2013 and 2014. The number of KSI collisions recorded on rural (non-built up) roads in Kent has also increased year on year since 2012.

**Figure 1 Kent Casualties by Road User 2011 to 2014**



**Figure 2 Kent casualties (all severity) per 100,000 population**

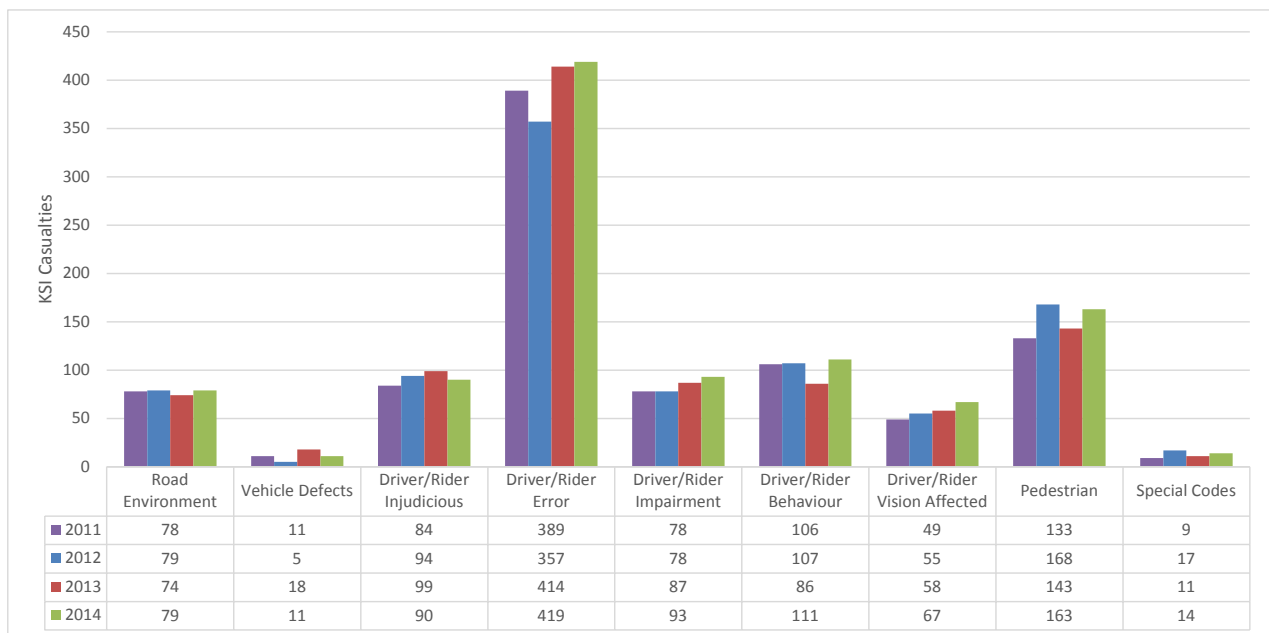
NB Kent casualties (excluding Medway) for 2010 to 2014 compared to census population statistics for mid-year 2014.



2.3 Car Occupants made up 39% of all KSI casualties in Kent in 2014 and continue to be a major focus of casualty reduction activity. 21 year olds recorded the highest number of KSI car driver casualties and 18 year olds recorded the highest number of KSI car passenger casualties in Kent in 2014. Data for the first 6 months of 2015 has highlighted that 14 of 32 fatal and life threatening crashes in 2015 recorded an occupant not wearing a seatbelt.

2.4 Motorcyclists accounted for 25% of all KSI casualties in Kent in 2014. Further analysis has identified that there are more KSI collisions involving motorcycles over 500cc in engine size than the other three classes of motorcycle combined.

**Figure 3 Contributory Factors in KSI crashes in Kent**



2.5 Research also shows that three-quarters of injury crashes occur solely as a result of behavioural factors and a comparison of causation factors recorded in 2013 and 2014 highlight an increase in crashes noting impairment by drink and drugs, mobile phone use and inappropriate speed.

2.6 An annual review of road casualties in Kent is published on the County Council's web site at [www.kent.gov.uk/roads-and-travel/road-safety](http://www.kent.gov.uk/roads-and-travel/road-safety).

### 3. The Kent Casualty Reduction Strategy

3.1 As part of Kent County Council's commitment to press down on road casualties and improve road safety, the County Council has produced a new Road Casualty Reduction Strategy. The Strategy was approved following a report to this Cabinet Committee on 24 April 2014 (Item B1) and we are now in the first full year of implementing the projects and interventions set out in the delivery action plan.

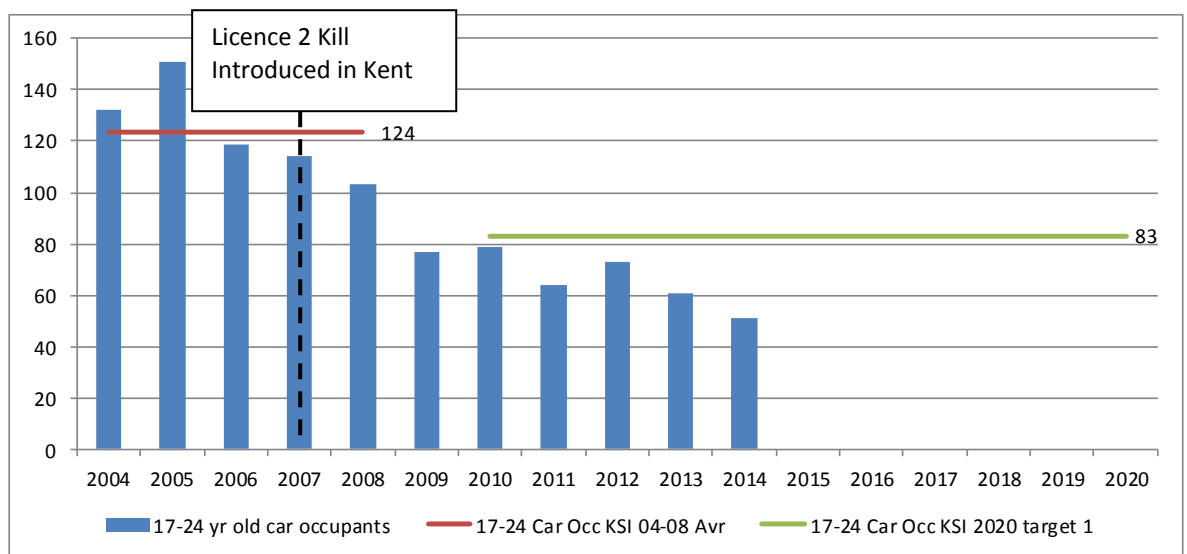
3.2 The Strategy is published on the County Council's web site at [www.kent.gov.uk/roads-and-travel/road-safety](http://www.kent.gov.uk/roads-and-travel/road-safety). The Strategy looks to draw on a wider range of data to better define risk, and to use this to refocus the type and location of interventions in line with a 'safer systems' approach which is recognised as good practice at the national and international level. Safer Systems recognises the interplay between causation factors and targets interventions to reduce the potential for a collision as well as the severity of the consequences. The Strategy also highlights the need to better integrate education, enforcement and engineering measures, and to improve how we engage with our partners and stakeholders. The 2015/16 Action Plan is reported at **Appendix 3**. Over the past year ongoing projects have included:

- Piloting of a 'damage only' crashes database where evidence of crashes can be entered on a county database by the public. This will be used by engineers alongside casualty data to identify casualty reduction measures. It is planned to launch a county wide system in early 2016.
- Piloting of an iRAP/ VIDA assessment tool will be carried out alongside the annual crash rate analysis to identify whether this methodology can improve the existing assessment. If successful the tool will identify features (road side furniture, signs, lines, surfacing) which can be modified/ taken out/ improved to reduce the severity of the incident, in the event of a crash. This information will then be used to potentially improve routes considered in the 2016/17 CRM programme.
- The upgrading of existing safety camera sites from wet film to digital operation was approved following a report to this Cabinet Committee on 17 September 2014. The wet film systems are getting more expensive to maintain and the technology is fast becoming obsolete which will make sites harder to keep operational. The digital cameras will be more reliable and more importantly have the capability to work 24 hours a day, seven days a week, 52 weeks a year. Following the subsequent approval at Procurement Board a tender has been issued and, subject to the outcome, sites will begin to be upgraded in 2016.
- Delivery of Driver Diversionary Scheme (DDS) courses including National Speed Awareness (NSAC) for 34,194 clients on behalf of Kent Police. The National Framework for Road Safety (2011) emphasises the role of these and other driver training courses as an important road safety intervention across the country. Research by the Association of Chief Police Officers (2011) recorded evidence of positive changes in attitudes, that the course makes it easier for clients to identify the speed limit and consequently to drive within the limit and that these changes were maintained 3 months following the course. Further, drivers attending Kent courses frequently give very positive feedback in terms of the value of the course in improving their safer driving skills and knowledge and course attendees consistently record between 80% and 90% satisfaction in terms of booking procedures and delivery.
- Launching of a new road safety web resource for parents and primary schools [www.kentchildlife.com](http://www.kentchildlife.com) – The website is a better way of promoting all KCC initiatives in one area, so is timesaving and more user friendly for people to use. However, the scheme is in its early stages and requires further promotion to increase its effectiveness (4,496 views recorded between 16th November 2014 and 16th November 2015 - 3,116 of which are unique).
- Crash analysis for 2014 identified 187 collision cluster sites across the County on roads within KCC's control. Investigations were undertaken, and as a result of this, 50 schemes were taken forward for further design and implementation of measures aimed to mitigate the patterns of crashes identified at each site (during financial year 2015/16). To date, the Casualty Reduction Measures (CRM) programme is progressing well, with all schemes to be delivered before the end of the financial year. 2 schemes are subject to options study reports, which are being undertaken by Amey TESC, and will be placed in next years' bid for funding should a viable CRM scheme be identified. Forecasted spend for 2015/16 CRM's is £350,000 plus £230,000 of carry overs from 14/15, £150,000 Quick Win schemes (small works that cost less than £5k where there's evidence of a problem but the solution is minor

and not worth putting on a bid and waiting a year for the funding) and £300,000 for a variable speed limit pilot – totalling a forecasted spend of £1,030,000.

- Outline design is progressing on new cycle routes and 20mph zones where these schemes can encourage more walking and cycling to contribute to wider public health outcomes. It is hoped that some 10 schemes will be implemented in 2016, subject to due process.
- Further educational and awareness raising measures, including a new all-encompassing *Share the Road* campaign and a range of campaigns from mobile phones to drug driving, to address emerging trends in data for *at risk* groups such as young drivers and vulnerable road users see [www.kentroadsafety.info](http://www.kentroadsafety.info)
- An additional *Licence to Kill* venue for students in years 12-13 to continue to focus education towards this key at risk group. The number of 17 to 24 year old KSI casualties recorded in Kent since the initiative was introduced has reduced and more notably (in the last 2 years) against a rising overall trend in Kent.

**Figure 4 Annual trend of 17-24 year old car occupants (passengers and drivers) killed or seriously injured in Kent and Medway**



## 4. Financial Implications

- 4.1 The Strategy includes a set of measures, presented in a Delivery Action Plan, which represents a refocusing of existing budgets and staff resources. Whilst there are no additional pressures on current budgets as a consequence of this report it is important to note that the case for prioritising additional funding in future spending plans is strong, where this will most likely impact on reducing risk of future casualties. The established average cost of dealing with a fatal crash is £1.9m and the average cost of dealing with a crash involving injury is £75,000 (Road Casualties Great Britain Annual, 2012). It should be noted that

these estimated medical and ambulance costs do not take into account any care that is needed beyond the first 18 months following a serious collision. Many of the serious injuries recorded in Kent will require significant amounts of long-term care as well as the provision of additional transportation and educational needs which would be payable by Kent County Council as the local authority.

## **5. The Strategic Statement and Corporate Objectives**

5.1 Improving road safety and reducing road casualties is in line with the KCC Strategic Statement 2015-2020; specifically outcome 2: Kent Communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life. The relevant themes in the Local Transport Plan for Kent 2011-2016 are '*a safer and healthier County*' and '*enjoying life in Kent*'. There are also links with the County Councils' Joint Health and Wellbeing Strategy (2013) in respect of our wider public health objectives.

## **6. Conclusions**

6.1 Death and injury on Kent's roads must continue to be tackled as effectively as possible by all agencies involved. Whilst the long term trend is down, the number of people killed and seriously injured on Kent's roads has increased in recent years in line with national trends. The County Council has produced a Road Casualty Reduction Strategy which highlights the need to act to improve road safety and sets out a series of interventions to press down on the likelihood of casualties from occurring in the future.

## **7. Recommendations**

**Recommendation:** Members are asked to review the key trend data and discuss the forward strategy outlined in this report

## **8. Background Documents**

7.1 Information about the national and Kent records of road casualties can be found at:

[www.gov.uk/government/collections/road-accidents-and-safety-statistics](http://www.gov.uk/government/collections/road-accidents-and-safety-statistics)

[www.kent.gov.uk/roads-and-travel/road-safety/crash-and-casualty-data](http://www.kent.gov.uk/roads-and-travel/road-safety/crash-and-casualty-data)

## **9. Contact details**

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## **Appendix 1: Road Traffic Injury Classification**

The road traffic collision statistics that are used by Kent County Council, are those collected by Kent Police in a system known as STATS19. This database covers road crashes involving injury occurring on the public highway (including footways) in which at least one road vehicle or a vehicle in collision with a pedestrian is involved which becomes known to the police within 30 days of its occurrence. Excluded from STATS19 are confirmed suicides; death from natural causes; injuries to pedestrians with no vehicle involvement (e.g. a fall on the pavement); and collisions in which no one is injured but a vehicle is damaged or crashes off the Highway (i.e. on private roads/car parks). The injuries that are recorded are currently categorised using the Department for Transport (DfT) definitions:

### **Fatal –**

A death that occurs in less than 30 day as a result of the crash

### **Serious –**

Broken neck or back

Severe head injury, unconscious, other head injury

Severe chest injury, any difficulty breathing

Internal injuries

Multiple severe injuries, unconscious

Loss of arm or leg (or part)

Other chest injury, not bruising

Deep penetrating wound/deep cuts/lacerations

Fracture

Crushing

Burns (excluding friction burns)

Concussion

Severe general shock requiring hospital treatment

Detention in hospital as an in-patient, either immediately or later

Injuries to casualties who die 30 or more days after the crash from injuries sustained in the collision

### **Slight –**

Whiplash or neck pain

Shallow cuts/lacerations/abrasions/ Bruising

Sprains and strains (not necessarily requiring medical treatment)

Slight shock requiring roadside attention sprains and minor lacerations

(Persons who are merely shaken and who have no other injury will not be included unless they receive or appear to need medical treatment)

N.B Where a person is injured in a road traffic collision and dies, but death is not deemed to be directly related to the injuries from the collision, casualty severity will be based on the initial injury (e.g. casualty admitted to hospital following a road traffic collision then contracts the MRSA virus).



## Appendix 2: Kent Casualty Trend Data

Personal injury collision and casualty statistics, based on STATS19 data provided by Kent Police, have been used to illustrate recent trends. Unless stated this section shows collision statistics for all Kent roads (excluding Medway and including Highways England roads).

Following on from the 2010 targets set by the Department for Transport (DfT) a new target has been adopted by the Casualty Reduction (CaRe) Group for reducing casualty figures in Kent.

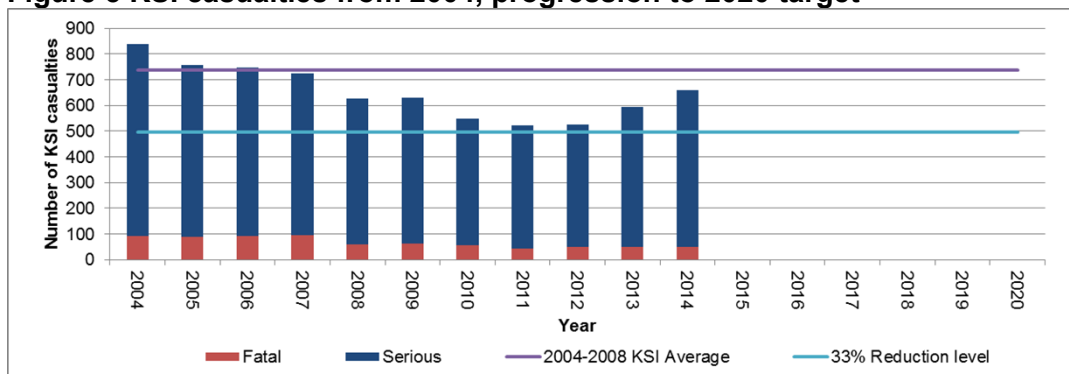
Compared with 2004/08 averages, by 31<sup>st</sup> December 2020 the targets are to reduce the numbers of:

- all those killed or seriously injured (KSI) on Kent's roads by 33%;
- children killed or seriously injured on Kent's roads by 40%.

**Table 2 Progress towards the 2020 targets**

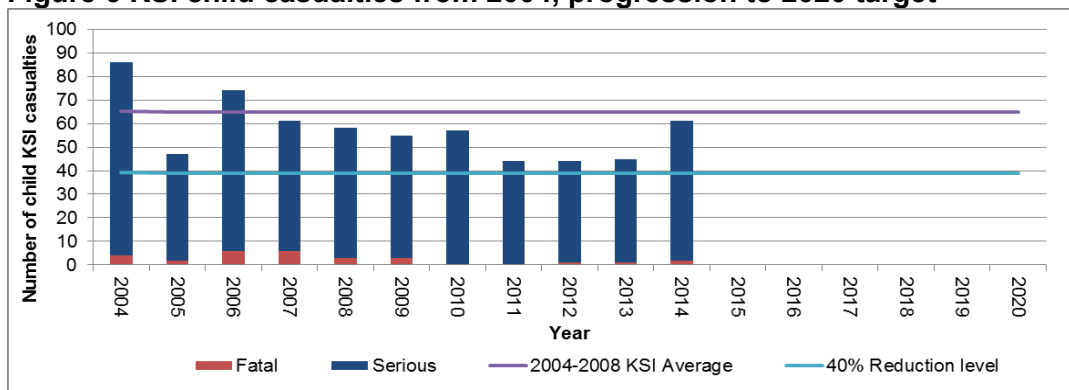
Kent Casualties	2020 Target	2004-08 Baseline	2012	2013	2014	2014 percentage change compared to baseline	2014 percentage change compared to 2013
Total KSI	495	739	524	594	658	-11%	11%
Child KSI	39	65	44	45	61	-6%	36%

**Figure 5 KSI casualties from 2004, progression to 2020 target**



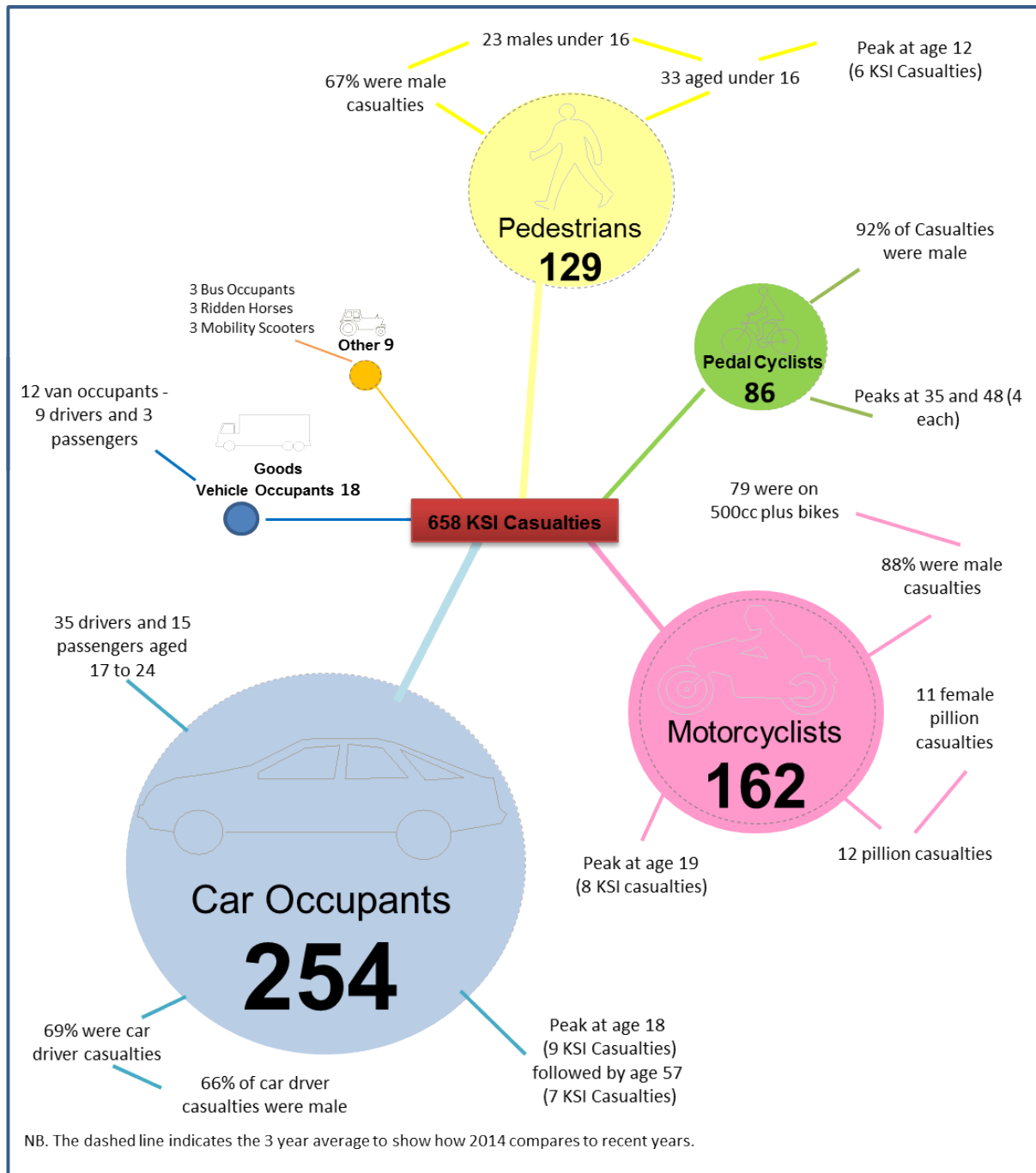
In Kent, 2014 recorded an increase in the number of killed or seriously injured casualties compared to the 2013 figures – from 594 to 658, this is a continuation of the increase recorded since 2012.

**Figure 6 KSI child casualties from 2004, progression to 2020 target**



After remaining fairly consistent since 2011, child KSI casualties have shown an increase from 45 in 2013 to 61 in 2014.

**Diagram 1 Summary of KSI casualties in Kent in 2014**



**Appendix 3: Kent Road Casualty Reduction Strategy Delivery Action Plan for 2015/16 (Grey Shading denotes complete/delivered)**

Activity	Primary Target Group	Estimated Reach 2015 / 16	Delivery Date
<b>Data and Research</b>			
Upgrading of KCC CRASH database to allow daily updates of incident records (currently monthly)	Internal	n/a	Police delayed new CRASH system to Feb 2016
Publishing of Kent Annual Trend Report	On line	n/a	Published Aug 2015
Piloting of IRAP VIDA review of road network to identify hazards for protection/ removal. Phase 2 review of non-casualty data to determine risk and identify interventions alongside traditional approach.	Internal	n/a	KCC Meeting with EuroRAP Nov 2015
Complete the annual cluster site analysis	Internal	n/a	Preliminary results Aug 2015 Full results Nov 2015
Launch of damage only crash logging system on <i>My Nearest</i> facility on kent.gov.uk	Public/ Internal	County wide	2016/17 (Await release of CRASH – Feb 2016)
Publishing of Casualty Profiles for Community Safety Partnerships (CSP)	To CSP members	n/a	Dec 15/Jan 16
<b>Education (Publicity)</b>			
Good Egg Guide - child seat fitting	Adults	500	(Annually – Apr-Mar)
Foreign Driver information	Adults	500,000	(Annually – Apr-Mar)
Ongoing updates campaign web site - www:kentroadsafety.org	Adults	7,000	(Annually – Apr-Mar)
Streetlights mean 30	Adults	1,250,000	(Annually – April)
Think Bike / Think Cyclist	25-50 year olds	500,000	(Annually – May)
Ghostlids campaign – motorcyclists	16-19 year olds	200,000	(Annually – May-Oct)
Kent Bikers campaign - motorcyclists	25-50 year olds	500,000	(Annually – May-Oct)
Mobile Phones campaign	17-34 year olds	700,000	(Annually – June)
Share the Road	17-50 year olds	700,000	(Annually – July)
Rural Speed campaign	17-50 year olds	850,000	(Annually – Aug)
Summer Drink Drive campaign	17-50 year olds	1,250,000	(Annually – Sept)
See the Hazards (Urban Speed) campaign	17-50 year olds	1,250,000	(Annually – Sept)
Drug Drive campaign	17-34 year olds	850,000	(Annually – Nov)

B-Viz campaign - encouraging young road users to be visible	9-14 year olds	31,700	(Annually – Nov)
Winter Drink Drive campaign	17-50 year olds	850,000	(Annually – Dec)
Speak Up campaign	16-24 year olds	1,250,000	(Annually – Feb)
Seatbelt campaign	17-34 year olds	850,000	(Annually – Mar)
<b>Education (Education and Training)</b>			
Driver Diversionary Schemes	Adults	40,000	Annually (Apr-Mar)
At Work driver training courses	Adults	500	Annually (Apr-Mar)
Non-offender (HASTE) Speed Awareness Course	Adults	150	Annually (Apr-Mar)
Driving Business Safely Workshops (4 per year)	Adults	20 businesses	Annually (Apr-Mar)
Roll out of Adult Cycle Training following successful bid by KCC for LSTF funding for Kent Connected	Adults	750	Annually (Apr-Mar)
Community Safety / Public Events	Adults & children	10,000	Annually (Apr-Mar)
Junior Road Safety Officer	5-11 year olds	12,500	Annually (Apr-Mar)
Young Driver Education	16-18 year olds	2,000	Annually (Apr-Mar)
Bikeability Cycle Training to be expanded following successful bid by KCC for LSTF funding for Kent Connected	Children (Yrs. 4-9)	6,740	Annually (Apr-Mar)
Support Kent Messenger Walk to School initiatives	Primary children	36,500 children in 178 schools	Annually (Apr-Mar)
Small Steps pedestrian training	Primary Yr. 2	1,500 children in 50 schools	Annually (Apr-Mar)
Safety in Action	10-11 year olds	5,000	Annually (Apr-Sept)
Licence to Kill Production to be expanded from 3 to 4 venues	16-18 year olds	8,000	Annually (Nov)
Smart Brothers Road Safety Show - <i>stop look listen think</i>	5-11 year olds	17,500	Annually (Jan-Mar)
Young Driver Theatre in Education	16-18 year olds	2,000	Annually (Feb)
<b>Enforcement</b>			
Enforcement at fixed camera sites	n/a	72 sites	On-going
Safety Camera site upgrading/ digitisation	n/a	Award of contract and delivery of first phase of upgrades at 10 sites	September 15 – March 16
Actions from bi-annual Operational Review	n/a	Monitoring sites for decommission/ downgrading	On-going

Implementation of Temporary Sites	n/a	Policies for temporary site mobile camera deployment agreed by KMSCP to support road work and Community Speed Watch sites and reactive following crash	11 Sites installed and currently being enforced
<b>Engineering</b>			
Implement a programme of Crash Reduction Measures (CRM)	n/a	56 Sites + reactive	(Annually – Apr-Mar)
Safety Inspections of the highway	n/a	8500 km of carriageway/foot way surveyed	(Annually – Apr-Mar)
Delivery of 20mph zones, subject to consultation	n/a	4 sites	(Annually – Apr-Mar)
Implement a programme of Integrated Transport Measures with road safety/ public health benefits including cycle routes, traffic calming, 20 mph zones and pedestrian crossings.	n/a	24 Sites + minor works	(Annually – Apr-Mar)
<b>Engagement</b>			
Highways Agency Strategic Meeting to reduce incidents on the Primary Road Network (HA Area 4 and 5)	n/a	n/a	(Annually – Apr-Mar)
Parish Seminars/ Joint Transportation Board Reports	n/a	n/a	(Annually – Apr-Mar)
CaRe Partnership Meetings (quarterly)	n/a	n/a	(Annually – Apr-Mar)
Kent Driver Diversionary Scheme Board Meetings (quarterly)	n/a	n/a	(Annually – Apr-Mar)
Kent & Medway Safety Camera Partnership Board Meetings (quarterly)	n/a	n/a	(Annually – Apr-Mar)
Community Safety Partnership Meetings	n/a	n/a	(Annually – Apr-Mar)