



Welsh Fire and Rescue Services Road Safety Strategy 2015 - 2020

South Wales
Fire and Rescue Service



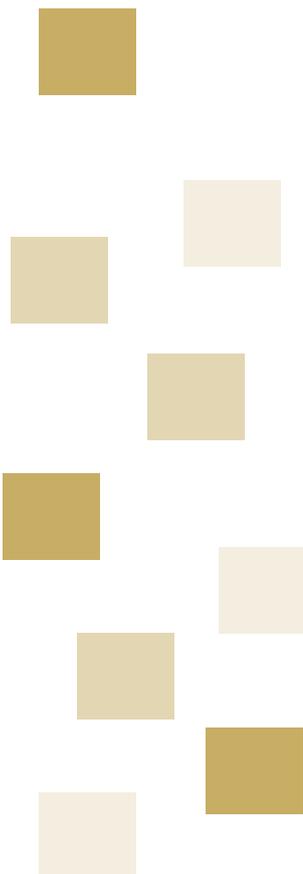
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GWASANAETH TÂN AC ACHUB
Canolbarth a Gorllewin Cymru
Mid and West Wales
FIRE AND RESCUE SERVICE



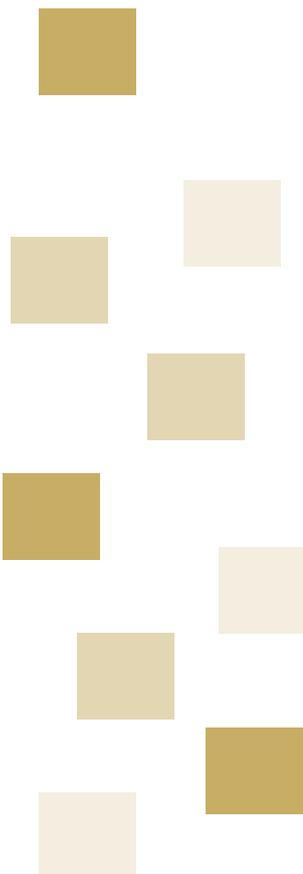
Gwasanaeth Tân ac Achub
Fire and Rescue Service

WORKING TOGETHER FOR A SAFER WALES



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Executive Summary

The Fire and Rescue Service (FRS) deals with the consequences of Road Traffic Collisions (RTC), and the impact they have on human life and our communities, on a daily basis. In fact, we are now called to rescue significantly more injured people from road traffic collisions than from fires.

In addition to the traumatic consequences of RTCs, there are wider social implications. The Department for Transport has calculated the economic value of preventing RTCs at £1.9m for each and every KSI incident.

The FRS, as an emergency response service, is regularly called upon to deal with the aftermath of RTCs utilising specialist equipment and highly trained firefighters. However, we want to play our part in preventing RTCs from occurring in the first place through effective education and interventions.

This Road Safety Strategy for 2015 – 2020 details how the three FRSs in Wales will work in partnership with other road safety organisations, professionals and advocates in order to reduce the number of people killed or seriously injured (KSI) on the roads of Wales.

The strategy sets out how the FRS will support the recommendations of the Welsh Government's (WG) Road Safety Framework for Wales and the challenging KSI reduction targets by 2020, whilst establishing the priorities and actions required to reduce fatalities and serious injuries on Welsh roads, with a clear focus on collaborative working with other road safety stakeholders.

The FRSs in Wales are currently undergoing a period of sustained and significant organisational change and like other public services are operating under substantial budgetary and resource constraints. This has not impacted on our commitment to reduce death and injury on our roads; however, it does mean that we must utilise our valuable resources for the maximum benefit when delivering road safety education in order to achieve our targets.

The reduction of deaths and serious injuries on our roads is a high priority but it is not achievable by the FRS working in isolation. Over the last 10 years, significant progress has been made to reduce the number of people KSI on Welsh roads. This has been achieved through collaborative working with road safety partners and other key stakeholders. This FRS will continue to further compliment the excellent work of our partners through the implementation of this strategy.

We recognise the importance of educating road users on the consequences of RTCs and understand the importance of working collaboratively with other road safety organisations in Wales to target the most vulnerable road users and deliver key road safety messages.

So through the co-ordinated implementation of this strategy we will support the excellent work of our partners to achieve further significant reductions. We recognise that no agency can be solely responsible for reducing the number and impact of RTCs. Consequently, the focus of this

Introduction

Road Safety directly involves all road users in Wales, whether they are a resident, visitor or someone simply passing through the Principality's road network. Roads can unfortunately sometimes prove to be a dangerous environment and for those involved in road traffic collisions, there are often devastating and tragic consequences. It is often traumatic for those first on the scene, the emergency services and innocent bystanders - road traffic collisions affect us all.

Road safety has improved considerably in recent years. However, in 2013, there were a total of 8,335 reported casualties of all severities. Within this total, 111 people were killed, 1,033 people were seriously injured and 7,191 people were slightly injured in road traffic collisions in Wales, clearly there's more work to be done.

Statistics show that poor driving and observation are the leading cause of collisions. The road environment has a much lower association with those killed and seriously injured (KSI) than driver behaviour, while vehicle defects appear to play little role at all. A disproportionate number of vulnerable road users, including young people and motorcyclists are KSI compared to other groups.

Not only do these incidents cost lives and cause immeasurable human suffering, but they have a significant economic impact on our communities. They cost the Welsh economy millions of pounds per year in attendance, recovery and investigation; in legal proceedings and insurances; in repairs to roads and carriageways; in delays to other road users; and in lost economic output. The Department for Transport recently estimated that the value to society in preventing fatal road casualties in Great Britain was over £1.9m per fatality.

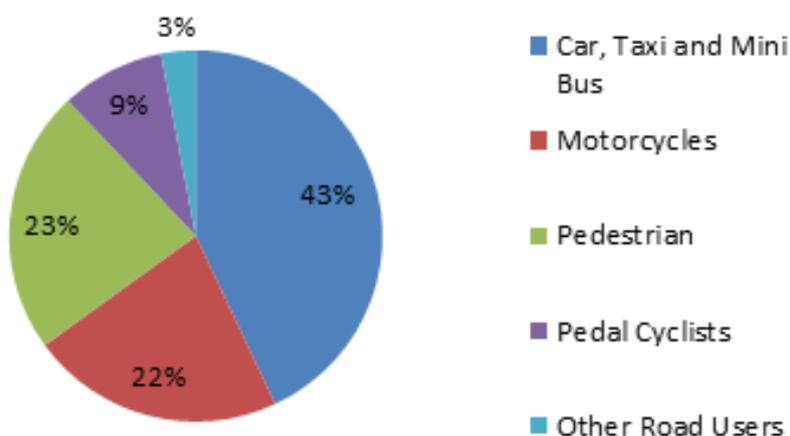
Responding to the Welsh Government's Road Safety Framework for Wales, this Welsh Fire and Rescue Services Road Safety Strategy provides a framework for the three Welsh FRS to communicate and implement their road safety commitments on a national and local level.

Where are we now?

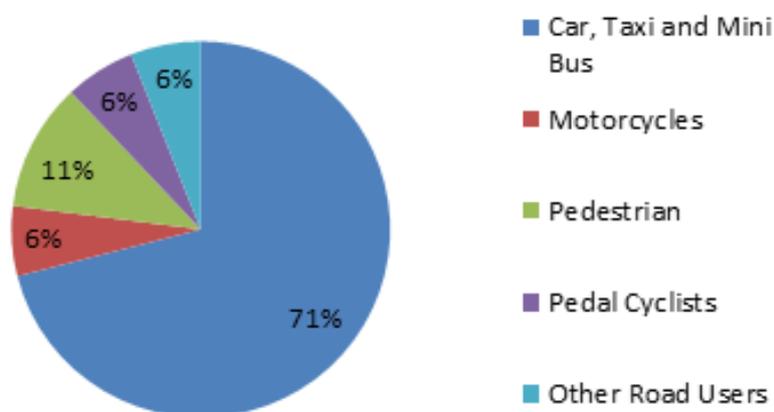
The work that we have done together with our partner agencies has meant that road safety in Wales has improved considerably in recent years. However in 2013, 111 people were killed, 1,033 were seriously injured and a further 7,191 people were slightly injured on Welsh Roads

Road Casualties in Wales				
Year	Killed	Seriously Injured	Slightly Injured	All Casualties
2004-08 Average	169	1,237	11,107	12,513
2009	125	1,096	9,133	10,354
2010	89	998	8,868	9,955
2011	121	1,126	8,159	9,406
2012	93	941	7,531	8,565
2013	111	1,033	7,191	8,335
% Reduction	-34%	-16%	-35%	-33%

Killed and Seriously Injured - 2013



Slight Casualties - 2013



Percentage of road users KSI & Slight Casualties 2013

What we want to achieve?

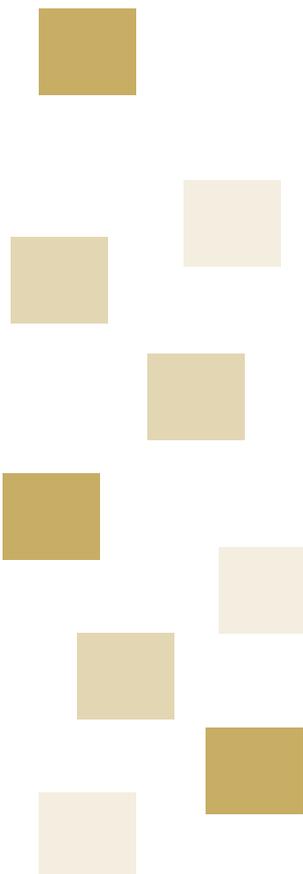
The Welsh Government's commitment to improving road safety and reducing the number of people KSI on Welsh roads is detailed in the Road Safety Framework for Wales. This document sets out the ambitious vision of:-

"A continued reduction in the number of people killed and seriously injured on Welsh roads, with the ultimate aspiration of no fatalities"

The Welsh Government Road Safety Framework for Wales proposes the following targets, compared to the average figures for Wales between 2004 and 2008 :-

- **A 40% reduction in the total number of people killed and seriously injured on Welsh roads by 2020, meaning 562 fewer killed and seriously injured casualties.**
- **A 25% reduction in the number of motorcyclists killed and seriously injured on Welsh roads by 2020, meaning 64 fewer motorcyclist killed and seriously injured casualties.**
- **A 40% reduction in the number of young people (aged 16-24) killed and seriously injured on Welsh roads by 2020, meaning 139 fewer young people killed and seriously injured casualties.**

This Road Safety Strategy sets out how the Welsh FRS will support this vision by working collaboratively with the Welsh Government and other key stakeholders to support a continuing improvement in road safety, using statistical and research evidence to direct their resources in the most effective way to target those who are most at risk of being KSI on Welsh roads.



How are we going to do it?

The All Wales Community Risk Reduction Committee provides a strategic forum which allows the FRS to exchange information, link to other professional and national bodies, and identify and share good practice.

In relation to this Strategy, The All Wales Community Risk Reduction Group will take a lead in promoting its implementation across Wales, and monitoring and evaluating its effectiveness through regular audits of programmes and activities delivered by the Welsh FRSs.

In doing so they will ensure that the Welsh FRSs continue to target their resources in such a way as to contribute to the overall Welsh Government reduction targets by:

- Developing and delivering a range of road safety initiatives in line with the principles of engagement, education and emergency response.
- Exchanging information on notable practice in order to inform the development and use of a common 'toolkit' of road safety programmes, enabling a consistent and coordinated approach to road safety throughout Wales.
- Adopt a common approach to data capture, analysis and reporting in line with the requirements and approaches of key partners.
- Increasing and improving the effectiveness of road safety education, training and publicity by means of ongoing review and evaluation.

Many of the collision hot spots and dangerous stretches of roads have been improved and the safety return on engineering interventions and vehicle safety systems is flattening out. To continue delivering road safety casualty reductions we need to use new approaches and our focus needs to re-position from making the roads safer to making people use them more safely. To do this we will develop: -

- Smarter data analysis, making use of new databases and information. This will enable us to understand what groups are most at risk and also how socio-demographic and lifestyle factors contribute.
- More targeted educational training programmes that result in behavioural change.
- Better co-ordination of educational work undertaken by the police, FRS and local authorities.
- Monitoring and evaluation of road safety interventions to establish which activities produce the greatest benefits.
- Strategies with the police that target motorists who deliberately choose to drive dangerously.
- Better and more co-ordinated working between key stakeholders and partner agencies to maintain and enhance the targeting of resources.

High Risk and Vulnerable Groups

The Welsh Government Road Safety Framework for Wales identifies a number of groups who are considered high risk or vulnerable:-

- Motorcyclists
- Young People
- Older Drivers
- Children
- Pedestrians
- Cycling
- Active Travel
- Deprived Communities
- Driving for Work
- Equestrian Road Users
- Road Workers

The three Welsh FRS will, where resources permit, continue to work with partners and other key stakeholders to support the national road safety agenda in relation to these groups. However, the main focus of the FRS must be maintained on those high risk groups, where the expertise and experience of the FRS can be utilised to deliver effective education activities and interventions.

We are very proud of our excellent track record in community based safety education. We have significantly reduced the amount of fire incidents and fire-related injuries over the last decade and by building upon this approach, we aspire to replicate the same level of success in reducing the numbers of those KSI on our roads by targeting high risk, vulnerable road users.

We will achieve this by delivering, and assisting partners with, local and national campaigns through educational intervention activities targeting high risk vulnerable groups. We will work together with partner organisations to utilise our highly respected workforce, who are already trained in a wide range of community safety engagement activities and are able to provide road safety education and advice. The FRS are particularly well-placed to work with others to deliver road safety education and awareness raising initiatives within local schools, colleges and communities because of our:

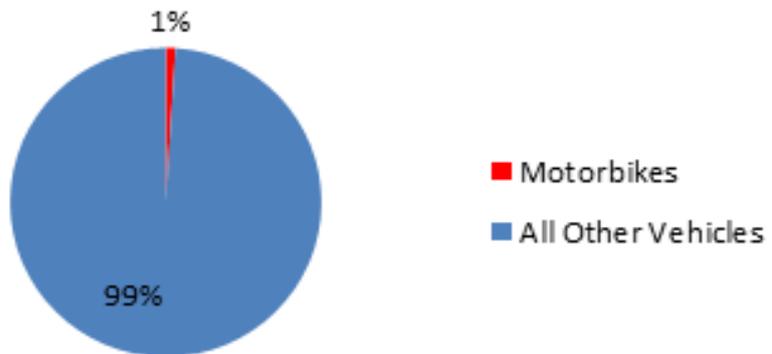
- Trusted brand imagery and societal standing within communities.
- Long established and productive links with local establishments and groups.
- Experience of dealing directly with the terrible aftermath of road crashes and therefore our ability to communicate the consequences of risk-taking on roads in a powerful and credible way.

In particular, by utilising the unique Fire and Rescue Service brand to deliver road safety messages to young people aged 16–24, we believe we can positively impact on this traditionally 'hard to influence' group. By targeting this age range we will also directly support and add value to wider youth inclusion work relating to children and young people.#

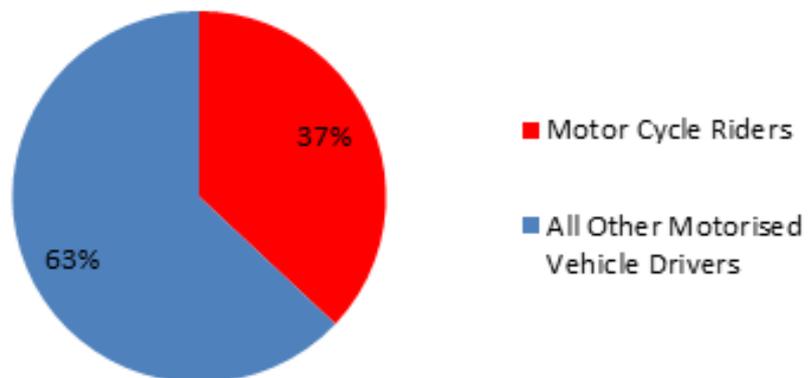
Motorcyclist

In 2011, despite only accounting for 1% of the road traffic in Wales, motorcyclists accounted for 37% of those KSI in motor vehicle road traffic collisions. This fact alone highlights the importance of trying to reduce the number of collisions involving motorcyclists. Motorcyclists are not necessarily at fault for collisions but their vulnerability means they are far more likely to be KSI.

Motor Vehicle Traffic - 2011

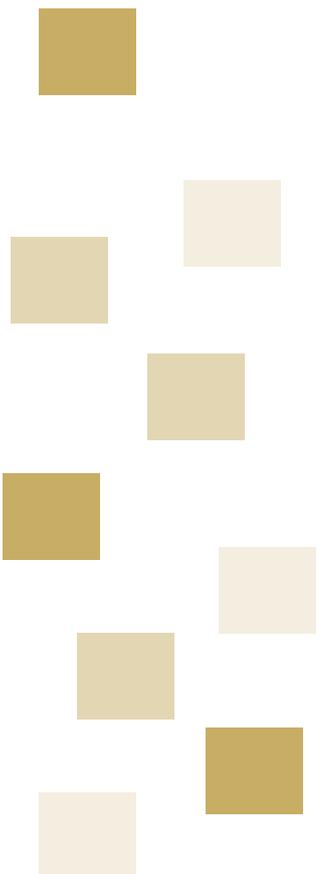


KSI Road Traffic Casualties - 2011



Motorcycles' share of motorised traffic volume compared with motorcyclists' share of motor vehicle driver KSI casualties.

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Although motorcyclist casualties have reduced in the last decade, they have not seen the significant reduction for other road user groups. Whilst a diverse range of motorcyclists are involved in collisions, a disproportionate number of these casualties are men, riding on rural roads in the drier months. To achieve the significant improvements we want, it is important to specifically target this group.

Currently, a large amount of work is done by a number of agencies to try and reduce motorcyclist casualties. The Welsh Government provides funding for advanced rider courses, publicity and enforcement across Wales. It is important to understand the existing activities that are having a positive effect on rider behaviour and whether they are targeting the right groups of riders who are those more likely to be involved in collisions.

In order to reduce the number of motorcyclists KSI on Welsh roads, we will work together with our partners and other key stakeholders to:

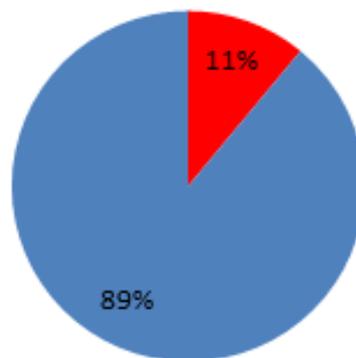
- Monitor and analyse statistical data to identify trends amongst different age groups, types of riders and the nature of collisions in order to target engagement interventions appropriately.
- Communicate with representatives of motorcycle groups to establish what motorcycle safety engagement activities, interventions and publicity will be most effective and ensure that these are adopted across Wales.
- Engage with 'hard to reach' motorcyclists, who are potentially more at risk.
- Evaluate the effectiveness of all existing motorcycle safety engagement activities and interventions and ensure evaluation is embedded into any newly developed programmes.
- Educate other motorists and raise the awareness of the vulnerable nature of motorcyclists.
- Support national campaigns.

Through the implementation of the above, we aim to contribute, along with our partners, to a reduction in the number of motorcyclists KSI on Welsh roads. This will be achieved through collaborative working with key stakeholders and partner agencies to engage with and deliver effective education interventions in order to improve the behaviours and attitudes of motorcyclists using Welsh roads.

Young People (16 - 24 Years Old)

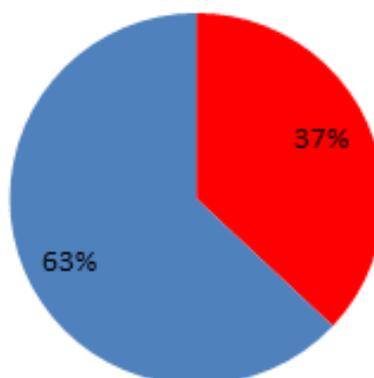
Young people are disproportionately at risk of being KSI on the roads and are statistically the most at-risk group, making up 11% of driving licence holders but 23% of casualties in 2011. Young people continue to be at proportionately greater risk than any other age group.

Driving Licence Holders - 2011



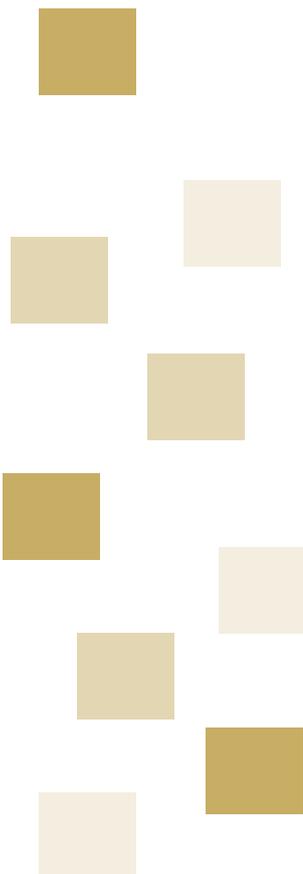
- Young People (16 - 24)
- All Other Licence Holders

KSI Road Traffic Casualties - 2011



- Young People (16 - 24)
- All Other Licence Holders

Young people's share of driving licences compared with young people's share of KSI casualties.



Young people's share of driving licences compared with young people's share of KSI casualties. Learning the necessary skills and attitudes to stay safe on the roads is an ongoing process. We will engage with young people before they start driving to raise road safety awareness and foster responsible behaviours and attitudes.

In order to reduce the number of young people KSI on Welsh roads, we will work together with our partners and other key stakeholders to:

- Monitor and analyse statistical data to identify notable trends amongst this group in order to target engagement interventions appropriately.
- Specifically target young people with a range of effective road safety education activities, interventions and publicity.
- Evaluate the effectiveness of all existing young driver engagement activities and interventions to ensure that we are communicating with this group in the most effective way.
- Supporting the accredited and established Welsh Baccalaureate qualification delivered by schools, colleges and training providers where road safety will be one of the featured topic areas for students.

Through the implementation of the above, we aim to contribute, along with our partners, to a reduction in the number of young people KSI on Welsh roads. This will be achieved through collaborative working with key stakeholders and partner agencies to engage with and deliver effective education interventions in order to improve the behaviours and attitudes of young people using Welsh roads.

Older Drivers (70+)

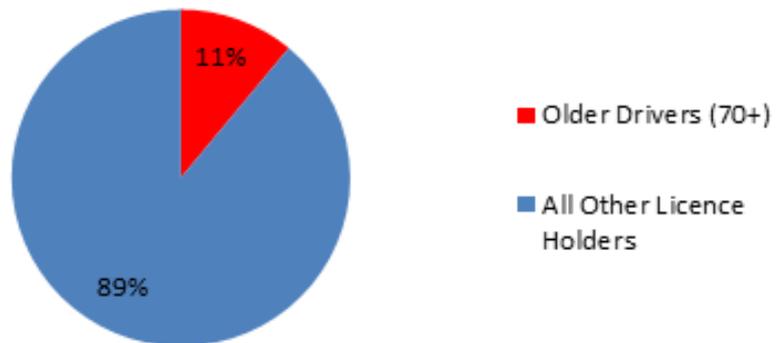
Wales has, and is projected to continue to have, the most aged population in the UK and this causes a number of challenges, including implications for road safety. Research shows that driving performance does reduce with increasing age, but that this is only significant over 80 years old.

The proportion of older drivers is rising and has not seen comparable reductions in casualties that other groups have.

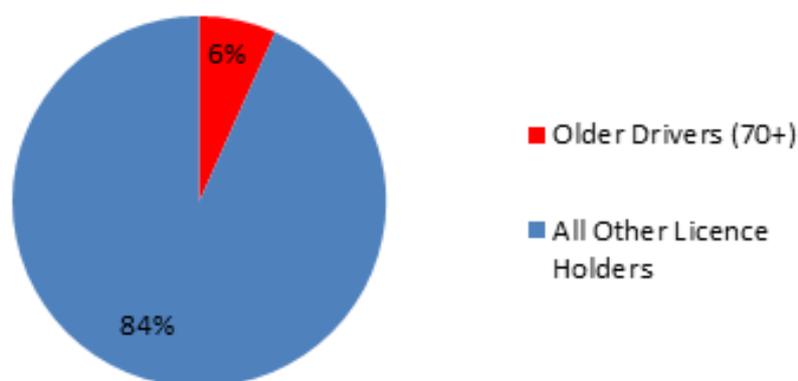
Older drivers have often held their licence for many years and the vast majority will not have undertaken any further training since passing their test, despite significant changes in driving conditions and, potentially, their own ability.

In 2011, around 1 in 20 drivers involved in road accidents in Wales were aged 70 or older.

Driving Licence Holders - 2011



KSI Road Traffic Casualties - 2011

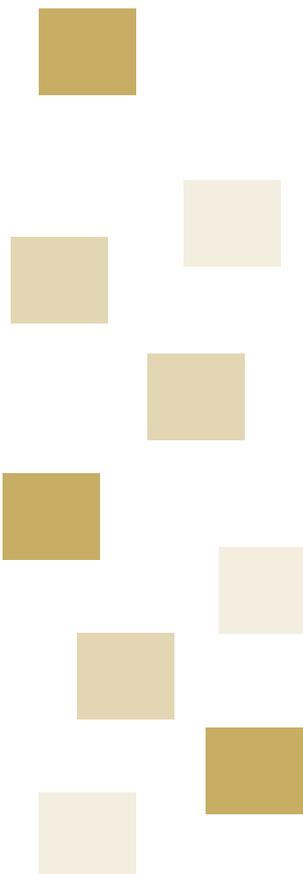


Older driver's share of driving licences compared with older driver's share of KSI casualties.

In order to reduce the number of older drivers KSI on Welsh roads, we will work together with our partners and other key stakeholders to:

- Monitor and analyse statistical data to identify notable trends amongst this group in order to target engagement interventions appropriately.
- Specifically target older drivers with a range of effective road safety education activities, interventions and publicity.
- Work with the voluntary sector representing the elderly in order to evaluate the effectiveness of all existing older driver engagement activities and interventions to ensure that we are communicating with this group in the most effective way.

Through the implementation of the above, we aim to contribute, along with our partners, to a reduction in the number of older people KSI on Welsh roads. This will be achieved through collaborative working with key stakeholders and partner agencies to engage with and deliver effective education interventions to raise the awareness and improve the driving skills of older people using Welsh roads.



The Way Forward

The Welsh FRS will work collaboratively with the Welsh Government and other key stakeholders to support a continuing improvement in road safety, using statistical and research evidence to direct their resources in the most effective way to reach those who are most at risk of being KSI on our roads.

Smarter Data Analysis

Effective road safety planning depends on reliable evidence of the real problems, and identification of both long and short term trends. Therefore, we need to understand when and where collisions occur, who is involved and what the consequences are. This will enable us to understand what groups are most at risk and also how socio-demographic and lifestyle factors contribute.

We will use data analysis systems from two main sources to gain an insight into crashes and the people involved with them. Firstly, road crash and casualty information for the whole nation from the Department for Transport and secondly, using socio-demographic data into the communities most at risk of becoming involved in crashes using the Mosaic Public Sector database. The data provides a detailed and accurate understanding of each citizen's location, their demographics, lifestyles and behaviours.

Education

We will work in partnership with key stakeholders and partner agencies to target and deliver a range of effective road safety education programmes, interventions and publicity to vulnerable, high risk road users. The Fire and Rescue Services are supporting the accredited and established Welsh Baccalaureate qualification delivered by schools, colleges and training providers. Road Safety will be one of the featured topic areas for students undertaking this qualification.

The FRS attend RTCs and witness not only the devastating consequences these incidents have on the people and communities involved, but also the impact on the FRS crews attending. We will utilise this experience within our education programmes to deliver realistic and direct messages that other road safety agencies cannot provide.

We will continue to communicate with road safety organisations and groups to establish what road safety engagement activities, interventions and publicity will be most effective and ensure that these are implemented across Wales.

We will evaluate the effectiveness of all existing road safety education and engagement interventions and further develop new road safety education and engagement programmes to ensure we continue to respond to research and data analysis, evaluation will be imbedded into any newly developed programme.

We will support the police and other partner agencies to target interventions that address:

- Drink / drug driving
- Not wearing a seat belt
- Speeding
- Careless driving, dangerous driving
- Driving while distracted

Response

In recent years, we have improved our capability to respond to road traffic collisions in a number of ways. We will continue to improve by:

- Providing the best rescue appliances and specialist equipment to that our emergency crews to ensure that they are best equipped to deal with road traffic collisions.
- Training our emergency crews in effective rescue techniques and trauma care, leading to safer and more effective casualty extrication.

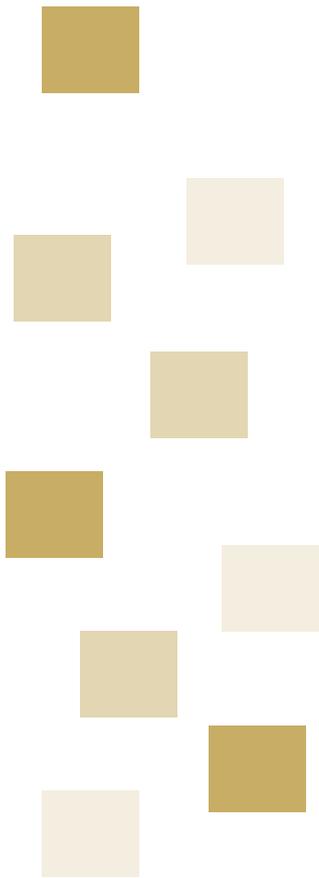
Monitoring and Evaluation

We will continue to monitor and analyse statistical data to identify notable trends amongst vulnerable groups in order to target education and engagement interventions appropriately.

Monitoring and evaluating our projects, in collaboration with our partners, will help us assess how well we are doing and aid continuous improvement. It is about asking what has happened, what has worked and what has not worked. To monitor the impact of programmes our evaluation will include changes in behaviour, attitudes, knowledge and / or skills. The knowledge we gain will enable us to create more effective programmes in the future and direct resources in the best way. Monitoring the progress and effectiveness of road safety programmes will be an integral part of any programme.

Review

This Strategy will be reviewed annually by the All Wales Community Risk Reduction Group to ensure that it continues to effectively contribute to the Road Safety Framework for Wales. This strategy has been subject to an Equality Impact Assessment which will be included in the review process.



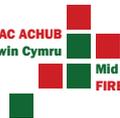


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