

County Durham & Darlington- Road Safety Strategy

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1. Introduction

- 1.1 This Road Safety Strategy has been developed in partnership between Durham County Council, Darlington Borough Council (the 'Councils'), Durham Constabulary and County Durham & Darlington Fire & Rescue Service. It provides a delivery framework for maintaining and improving road safety in County Durham and Darlington.
- 1.2 Road casualties have reduced in recent years which is to be welcomed. However, we need to continue to strive to reduce road casualties even further. Every fatality is a tragedy for the family and friends involved. Also, serious injuries can be life changing and far reaching in their consequences for all involved.
- 1.3 The human cost of road casualties can never be fully quantified. However, using the Department for Transport's methodology we can attach an economic cost to the prevention of road casualties in County Durham and Darlington and this is estimated at £89 million per annum which provides a further imperative to reduce road casualties.
- 1.4 This annual figure is based on the cost for the prevention of each road casualty classification as determined by the Department for Transport:
- Fatal Collision
 - Serious Collision
 - Slight Collision
- 1.5 The production of this Strategy provides all partners with a foundation from which road safety programmes can be designed, implemented and evaluated.

2. Strategy Objectives

- 2.1 The primary objectives of the Road Safety Strategy are:
- Provide a coordinated approach to data led programmes of road safety work
 - Maintain a downward trend in casualties and severity across all road user groups
 - Specifically target those road user groups over-represented in casualty statistics
 - Improve the safety of all highway users
 - Promote and encourage safer healthier modes of travel and contribute to carbon reduction and air quality
 - Reduce the burden that road casualties have on all agencies including the NHS.

3. Strategy Benefits

3.1 An effective Strategy can deliver significant benefits including:

- Saving lives and prevents (often life-changing) injuries
- Enabling people to live healthy and fuller lives
- Preventing emotional and psychological trauma associated with being involved directly in a road traffic collision
- Saving an immense amount of public money
- Reducing the burden on over-stretched public services, such as health and social care
- Supporting other public policies, such as improving health by helping and encouraging people to walk and cycle in a safer and attractive environment
- Helping to tackle health inequalities
- Improving community cohesion and quality of life of all road users.
- Reduce the environmental impact that motorised vehicles have on air quality.

4. Approach to Road Safety Delivery

4.1 Our approach to maintaining and improving road safety is based on a traditional 4 'E's' approach:

- **Education**
- **Engineering**
- **Enforcement**
- **Evaluation**

Education

4.2 This aspect of the Strategy will be addressed by:

- Targeted road safety education, training and campaigning in schools and colleges;
- Delivering safety campaigns within communities and neighbourhoods;
- Delivery of training schemes for vocational drivers including younger and older drivers;
- Engaging with businesses to promote a safer road user culture;
- Using a targeted approach to address the vulnerable road user population; and
- Promoting safer road use through community events, social media and websites.

Enforcement

4.3 Enforcement plays a key role in changing the behaviour of the driving population to instill a responsible attitude to driving. This aspect of the

Strategy will be achieved by:

- Durham Constabulary enforcing road traffic law enforcement with particular regard to speeding, drink/drug driving, mobile phones and driving and seat belts/restraints also known as the Fatal 4;
- Depriving criminals use of the road through intelligence led policing of uninsured vehicles and unlicensed and banned drivers;
- Ensuring compliance with all legislation in respect of vehicles and drivers in the commercial sector;
- Deterring illegal, dangerous and careless behaviour on the road;
- Identifying known offenders;
- Identifying the causation factors in crashes;
- Helping to educate, and change the attitudes and behaviour of road users through attendance on offender re-training courses;
- Preventing other forms of crime; and
- Identifying and removing dangerous vehicles.

Engineering

4.4 The delivery of quality infrastructure schemes that influences road user behaviour is a key aspect to sustained casualty reduction. This will be achieved by:

- The analysis of casualty data to establish those locations that will benefit from infrastructure improvements and traffic calming;
- The delivery of 20 mph projects at those communities with the greatest need;
- Implementing of low-level highway improvements and local safety schemes that encourage safer road use with particular reference to the vulnerable road user;
- Evaluating new developments to ensure that their design promotes slower speeds and a safer road environment for all road users;
- Implementation of safety audits; and
- Identifying proportionate and suitable strategies for reducing speeds and addressing community concerns. These include Community Speed Watch, Vehicle Activated Signs, mobile speed enforcement and the implementation of the 20s programme.

Evaluation

4.5 The partners will continue to monitor and evaluate collision statistics to ensure that all interventions are data and intelligence led.

4.6 Evaluation plays an integral part of this vision and Strategy and is integrated into every programme to establish the impact that the action has on casualty levels and road users. We will:

- Undertake annual casualty analysis to identify appropriate interventions;

- Measure the effectiveness of road safety initiatives through casualty data;
- Monitor casualty data by key road user group; and
- Record casualty data at an area level with particular reference to children and other vulnerable road users.

4.7 This Strategy outlines how education, training and publicity is used to maintain and improve road safety in County Durham and Darlington. However, this is not done in isolation of engineering and enforcement programmes where education can play a significant role in complementing such activities.

4.8 There is a correlation between the volume of traffic in the county as a whole and the number of accidents. The volume of traffic is driven by social economic factors such as population and economic activity. This helps to underline that there is a road safety benefit from sustainable transport initiatives to encourage modal shift from cars to public transport, cycling and walking.

5. Road Safety Partnerships

5.1 Partnership working is a vital ingredient for a successful road safety Strategy to ensure a joined-up approach and to raise public awareness of safety and sustainable transport. Road safety delivery agents, such as the Police, Fire and Rescue Services and Public Health agencies, all have a duty to help prevent road crashes and casualties.

5.2 In terms of governance of the Strategy, there is a strategic group to oversee delivery of intervention programmes, and an operational group responsible for actual delivery, coordination, monitoring and evaluation of road safety performance.

County Durham and Darlington Road Safety Partnership (Delivery Group)

5.3 This partnership is responsible for the coordination and delivery of road safety initiatives and projects aimed at encouraging safer road user behaviour and is made up of delivery representatives from the following organisations:

- Durham County Council;
- Durham Constabulary;
- Durham Police, Crime and Victim's Commissioner's Office;
- County Durham Fire & Rescue Service; and
- Highways England.
- Public Health

County Durham and Darlington Strategic Road Safety Partnership

5.4 This partnership is responsible for providing strategic direction, performance monitoring and resource allocation to the County Durham and Darlington Road Safety Partnership. The partnership consists of

senior and strategic representatives from the organisations represented in the delivery group.

Road Safety Great Britain – North East

- 5.6 Road Safety Great Britain North East (RSGB NE) is a regional casualty reduction partnership involving:
- 12 Local Authorities,
 - 3 Police Forces,
 - 4 Fire and Rescue Teams and
 - Highways England.
- 5.7 The remit of RSGB NE is to disseminate publicity and marketing to the whole NE region to promote safer road use. Staff from the delivery group represent the sub-region at RSGB NE meetings to demonstrate that a coordinated approach is taken when addressing road safety,
- 5.8 The partnership will continue to work with and support RSGB NE in the delivery of their campaigns and activities.
- 5.9 In addition, any national road safety campaigns delivered by the Department for Transport or via colleagues in the emergency services, will be supported by the partnership.

Future Partnership Development

- 5.10 A key element of the Strategy is to establish a methodology for engaging with existing and new partners and ensuring that training opportunities, education initiatives and publicity messages are cascaded to the widest possible audience.
- 5.11 To deliver the Strategy the partnership will strive to enhance working with all agencies with an interest in casualty reduction including:
- Emergency Services
 - Public Health
 - Community Groups
 - Educational Establishments
 - Businesses
 - Third Sector
 - Charities
- 5.12 In County Durham the work of the delivery partnership will feed into the wide Safer Durham Partnership for monitoring and reporting purposes.

6. Legal Framework for Implementation of the Strategy

6.1 While central government sets the regulatory framework for roads, vehicles and road users, and national road safety strategies, road safety delivery occurs primarily at the local level with Local Government being the lead delivery agent, working in partnership with many other agencies and stakeholders, predominantly with emergency services colleagues.

6.2 Local authorities have various statutory duties related to road safety:

The Road Traffic Act 1988 (Section 39) requires local authorities in Great Britain to:

- take steps both to reduce and prevent accidents
- prepare and carry out a programme of measures designed to promote road safety
- carry out studies into accidents arising out of the use of vehicles on roads or part of roads, other than trunk roads, within their area
- take such measures as appear to the authority to be appropriate to prevent such accidents

The Road Traffic Regulation Act 1984 (Section 122) requires local authorities in Great Britain to:

- to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians)

The Traffic Management Act 2004 (Section 16) requires local authorities in England and Wales to manage and maintain their road networks to:

- secure the expeditious movement of traffic on, and the efficient use of, their road networks
- avoid, eliminate or reduce road congestion or other disruption to the movement of traffic on
- their road network or a road network for which another authority is the traffic authority.

6.3 Durham and Darlington Fire and Rescue are a key emergency services partner in the delivery of road safety programmes.

The **Fire and Rescue Services Act 2004** sets out the responsibilities of Fire and Rescue Authorities (FRAs).

There are four key responsibilities for FRAs that they must ensure that they make provision for including:

- extinguishing fires in their area
- protecting life and property in the event of fires in their area
- rescuing and protecting people in the event of a road traffic collision, and

- rescuing and protecting people in the event of other emergencies.

FRA's also need to collect information to assess risk in their areas as well as protect the health and safety of their workers. The **Fire and Rescue Services Act 2004** also gives the Government responsibility for producing the Fire and Rescue National Framework which outlines the Government's high-level priorities and objectives for FRA's in England. The National Framework's priorities for FRA's are to:

- identify and assess the full range of foreseeable fire and rescue related risks their areas face, make provision for prevention and protection activities and respond to incidents appropriately
- work in partnership with their communities and a wide range of partners locally and nationally to deliver their service
- be accountable to communities for the service they provide.

6.4 In terms of the Police, The National Police Chiefs' Council takes responsibility for the writing and dissemination of policies in respect of road safety, casualty reduction, policing of traffic, drugs, alcohol and victim support. Other policies are determined by the chief constable.

7. Casualty Statistics

7.1 Collision data and the associated injuries are recorded by Durham Constabulary onto STATS 19 and reported to Durham County Council and Darlington Borough Council for recording, analysis and monitoring purposes.

7.2 There are factors, some positive and some negative, that affect road safety that are largely outside of the influence of the partners and these include:

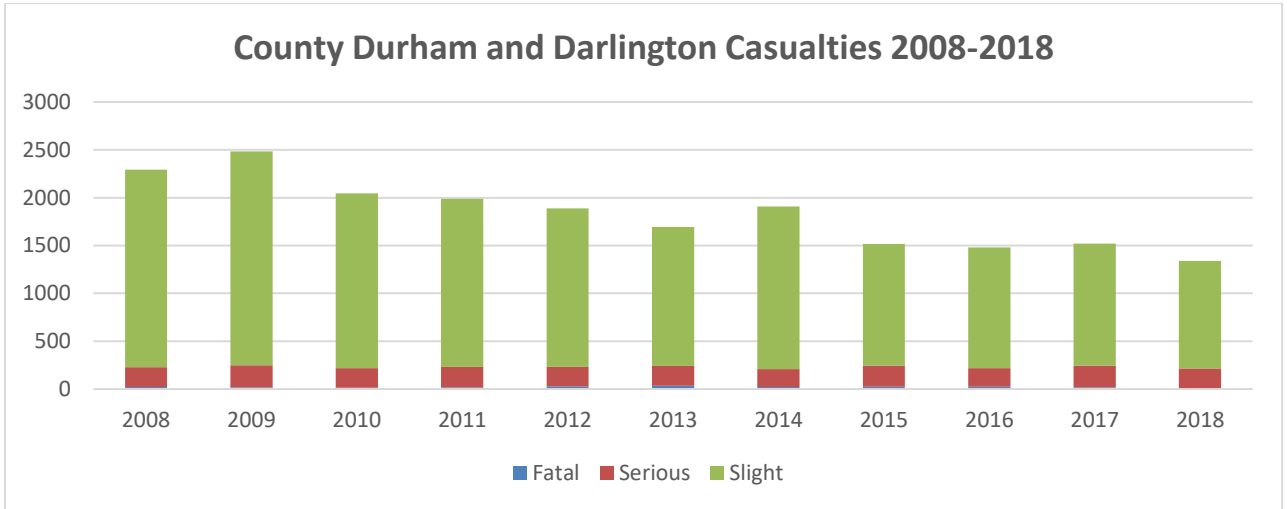
- traffic volumes; and
- Improvements in motor vehicle safety; and
- Costs of car ownership.

7.3 For the purposes of the Strategy casualties will be reported across the Durham Constabulary area (County Durham and Darlington Councils) and individually for local reporting as Durham County Council and Darlington Borough Council.

All Casualties by Severity in the Durham Constabulary Area (County Durham and Darlington.)

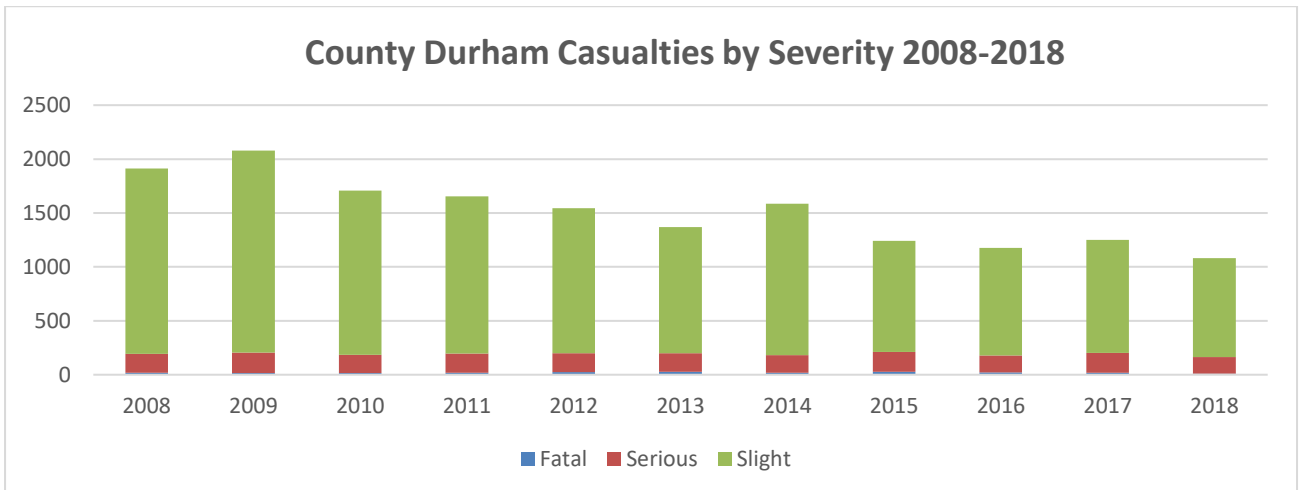
7.4 The following table details road casualties by severity over the last 10 years as reported by Durham Constabulary:

Casualty Severity	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	20	18	16	19	27	34	20	26	24	19	11
Serious	207	230	201	213	206	207	188	218	193	227	204
Slight	2067	2237	1827	1757	1655	1452	1699	1272	1263	1275	1125
Total	2294	2485	2044	1989	1888	1693	1907	1516	1480	1521	1340



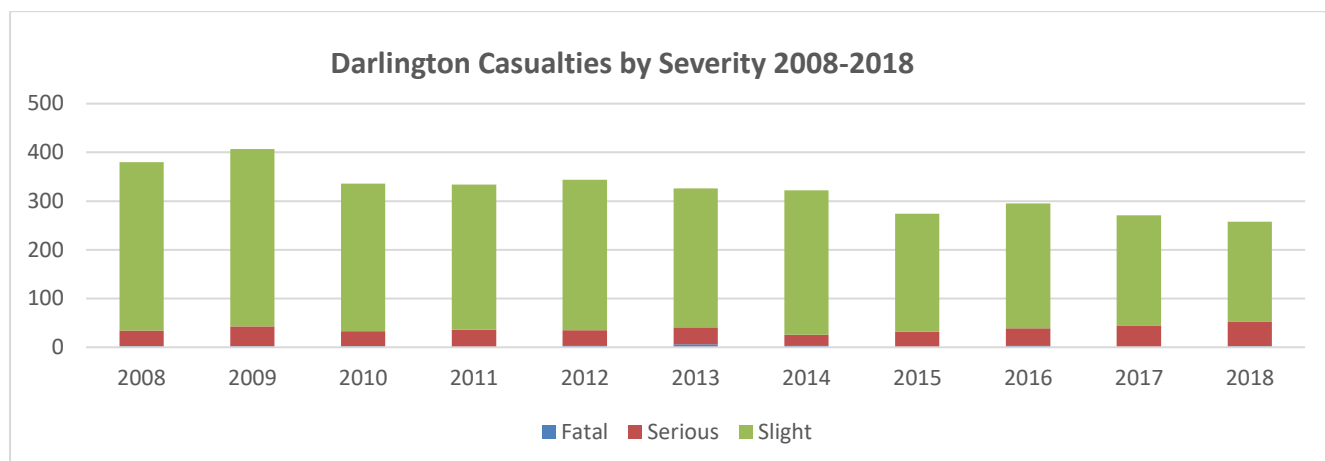
County Durham Casualties by Severity 2008 – 2018

Casualty Severity	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	18	16	14	19	24	28	17	26	21	18	9
Serious	175	189	170	177	174	172	165	186	157	183	154
Slight	1721	1873	1524	1459	1346	1168	1403	1030	998	1049	919
Total	1914	2078	1708	1655	1544	1368	1585	1242	1176	1250	1082



Darlington Casualties by Severity 2008-2018

Casualty Severity	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	2	2	2	0	3	6	3	0	3	1	2
Serious	32	41	31	36	32	35	23	32	36	44	50
Slight	346	364	303	298	309	285	296	242	256	226	206
Total	380	407	336	334	344	326	322	274	295	271	258



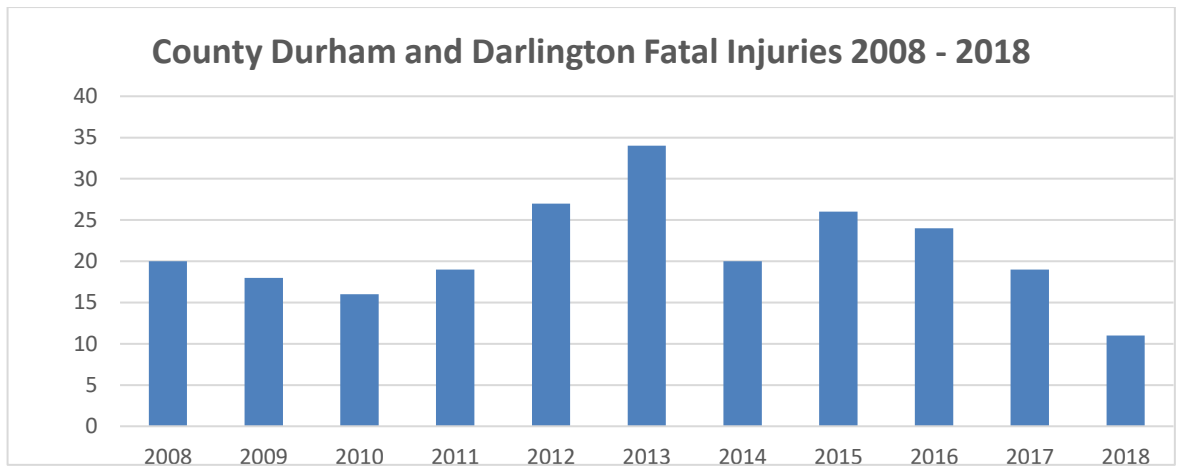
7.5 In the last 10 years Durham County Council and Darlington Borough Council has overseen:

- A 40% reduction in all recorded injury collisions;
- A 20% reduction in serious injuries; and
- A 49% reduction in slight recorded injuries.

7.6 Whilst these figures are encouraging, we must not be complacent as we strive to achieve further casualty reduction gains. By continued strategic working with our partners in a targeted and intelligence led approach, we will maintain the downward trend of casualties on the highway network in County Durham and Darlington.

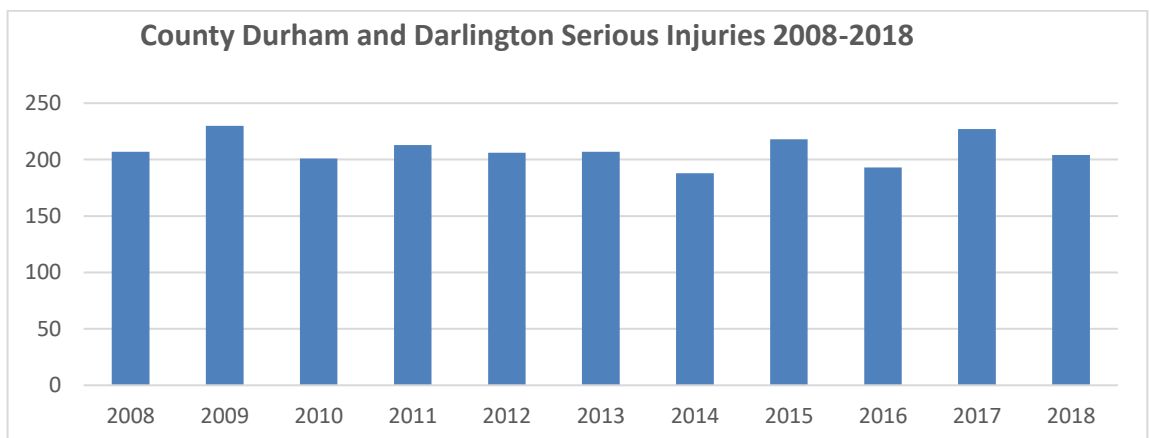
Fatal Injury Collisions

7.7 Fatal injury collisions continue to be an area for concern. Despite the 2018 total being the lowest on record, every fatality is one too many. The Council will continue to investigate the circumstances involved in all fatalities and identify appropriate engineering, enforcement and education solutions that maintain a downward trend.



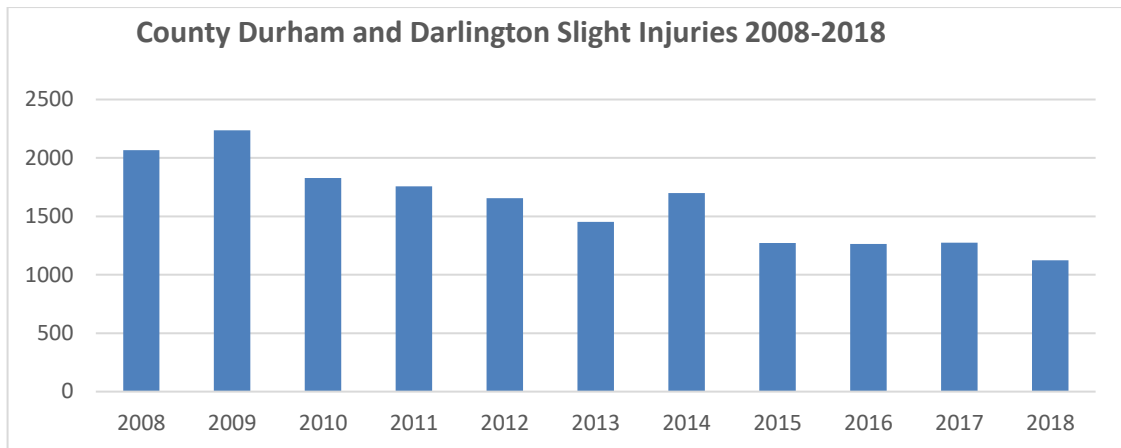
Serious Injury Collisions

7.8 Serious injuries have not shown the same level of decline as other injury classes. The Councils are committed to reducing levels and to maintain a downward trend through targeted interventions



Slight Injury Collisions

7.9 The 49% reduction in slight injuries is encouraging however there is still work to be done and we will continue to target its road safety delivery in those communities where casualties continue to be a concern.



Casualties by Road User Group

7.10 The following table details how County Durham and Darlington's 2008-2018 road casualties are split by road user group:

Road User Group	Total	Percentage
Car	13339	66%
Bus, Minibus or Coach	1141	6%
Goods Vehicle	724	4%
Motorcycle	1382	7%
Pedal Cycle	1142	6%
Pedestrian	2286	11%
Other	135	1%

7.11 The data shows that in the last 10 years:

- Car occupants constitute 66% of all injuries;
- Pedestrians account for 11% of all injuries;
- Motorcyclists account for 7%;
- Pedal cyclists account for 6%; and
- Buses and goods vehicle account for 6% and 4% respectively.

7.12 There is a significant amount of work required to address casualties involving car drivers and passengers. This is referenced in the delivery plan.

7.13 This Strategy will provide a focus on those areas where the risk is greatest and where our vulnerable road users are over-represented in casualty data.

Causation Factors

7.14 The principle causes of injury collisions in the County Durham and Darlington partnership area in the last 10 years are listed below:

Causation Factor	Percentage
Fail to Look	50%
Speeding	15%
Drink Driving	6%
Distraction	5%
No Seatbelt	5%
Drink/Drug Driving	7%

7.15 There is merit in concentrating on addressing observational skills amongst all road users in order to address the impact that 'fail to look' causation factors have on half of all injury collisions.

Casualty Age Groups

Casualty Age Group	Percentage
Under 17	14%
17-24	21%
25-34	18%
35-44	15%
45-44	14%
55-64	9%
Over 64	9%

7.16 An area where the partnership will concentrate initiatives is a focus on the younger and novice driver. Over one fifth of all injury collisions involve a person aged between 17-24. These casualties are predominantly as drivers and passengers.

Fatal 4

7.17 The fatal four are series of risk-taking behaviours the most common causes of road accidents that can often result in serious injuries and fatalities.

Fatal 4 Risk	Percentage of Injuries
Speeding	35%
Distraction/Fail to Look	34%
Drink/Drugs	15%
No Seatbelt	26%

Child Casualties

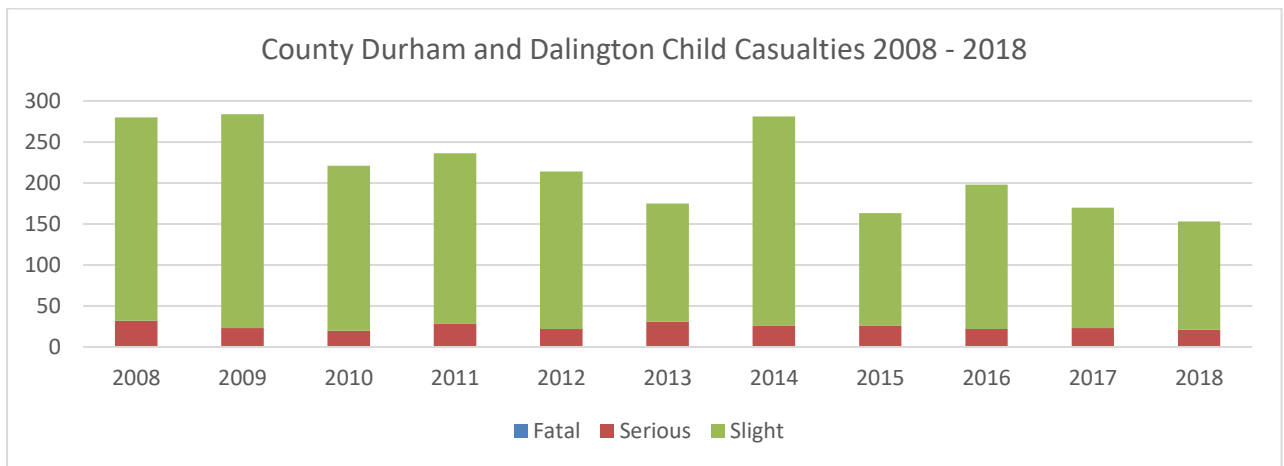
7.18 Child casualties, as vulnerable road users, continue to be a key target group in County Durham and Darlington.

7.19 A considerable amount of effort and resources are allocated to protecting our children and to encourage safer road use. The Councils,

and their partners, will continue to develop schemes that directly engage with pupils and parents to help formulate positive actions and attitudes to road safety.

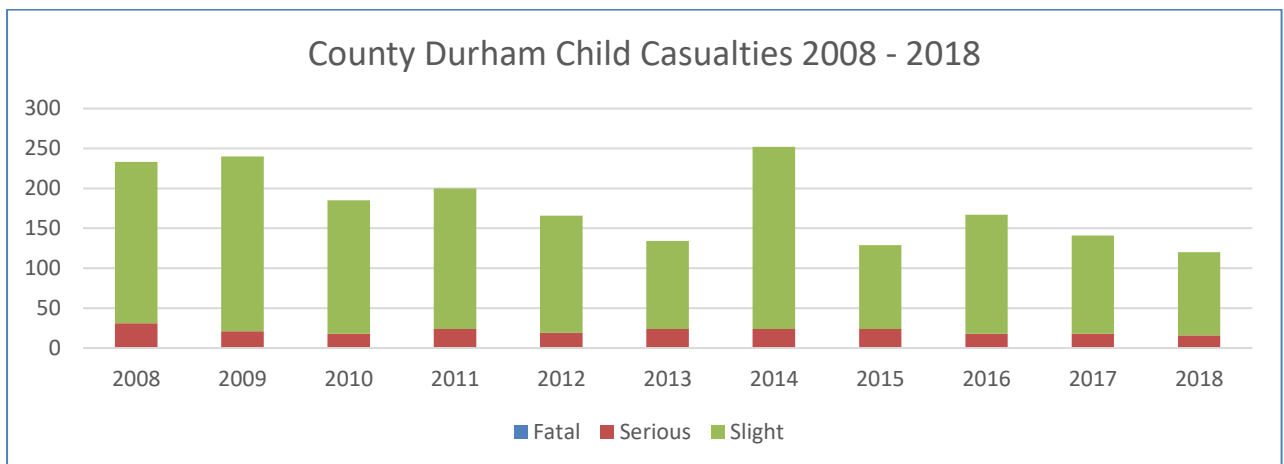
County Durham and Darlington Child Casualties 2008 – 2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	0	0	0	1	1	1	0	1	0	0	0
Serious	32	23	20	27	21	30	26	25	22	23	21
Slight	248	261	201	208	192	144	255	137	176	147	132
Total	280	284	221	236	214	175	281	163	198	170	153



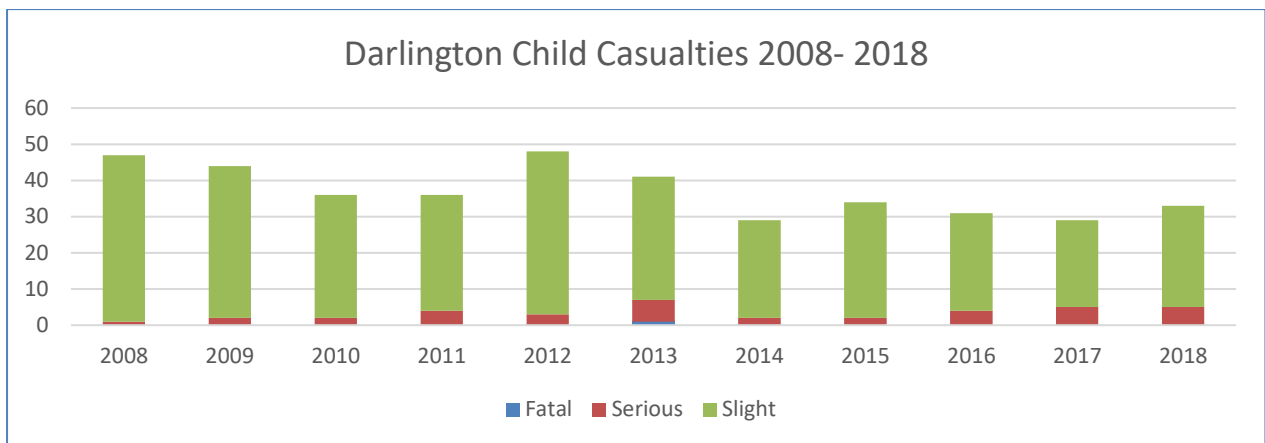
County Durham Child Casualties 2008 – 2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	0	0	0	1	1	0	0	1	0	0	0
Serious	31	21	18	23	18	24	24	23	18	18	16
Slight	202	219	167	176	147	110	228	105	149	123	104
Total	233	240	185	200	166	134	252	129	167	141	120



Darlington Child Casualties 2008 – 2018

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatal	0	0	0	0	0	1	0	0	0	0	0
Serious	1	2	2	4	3	6	2	2	4	5	5
Slight	46	42	34	32	45	34	27	32	27	24	28
Total	47	44	36	36	48	41	29	34	31	29	33



Factors influencing crash severity and occurrence

7.20 Road traffic collisions resulting in injury can occur in a number of areas. This Strategy aims to try and educate road users to address some of the key factors that can influence road user behaviour and attitude to safety.

- Inappropriate and excessive speed
- Presence of alcohol, medicinal or recreational drugs as a driver/pedestrian.
- Driver/rider fatigue
- Failure to look properly as a driver/rider and pedestrian
- Failure to wear a seatbelt or use a suitable restraint
- Being a young male driver with passengers in vehicle
- Being a vulnerable road user i.e. a cyclist, young person older road user in urban and residential areas
- Travelling in the hours of darkness, particularly as a young/novice driver
- Helmet not worn as a cyclist or powered two-wheeler
- Poor vehicle maintenance
- Poor eyesight of road users

7.21 Therefore, it is imperative that the action and delivery plan addresses the factors that influence a crash risk and ultimately the severity of injury.

8. The Cost of Injury Prevention in County Durham and Darlington

8.1 The Department for Transport place a society cost for the prevention of collisions and casualties. This cost includes lost output, emergency services costs, human costs, medical costs, property damage and insurance.

8.2 The average value for the prevention of each casualty, based on 2018 figures, is detailed below:

		£ (2018 prices)
Accident/casualty type	Cost per casualty	Cost per accident
Fatal	1,958,303	2,196,534
Serious	220,058	251,458
Slight	16,964	26,087
Average for all severities	70,791	98,232
Damage only	-	2,344

8.3 The total value of the prevention of all injuries and collisions in County Durham and Darlington in 2018 was as follows:

	Casualties	Value £'000s	Collisions	Value £'000s
Killed	21	39,740	21	44,664
Seriously Injured	157	33,386	144	35,104
Slightly Injured	998	16,360	639	16,403
Total	1,176	89,486	804	96,171

8.4 This Strategy aims to further reduce the financial burden that is placed on society as a result of road traffic collisions that result in injury.

9. Delivery Plan

9.1 The Strategy relies on a coordinated approach to deliver a safer environment where key road user groups and risk-taking behaviours will be addressed through the delivery plan. **See Appendix 1.**

9.2 The following Delivery plan details some of the key activities and interventions targeted at specific road user groups and will be implemented over a three-year period from 2020-2023.

9.3 How success will be achieved

- Working in partnership and using the different strengths of agencies to provide a co-ordinated approach to delivery of road safety.
- Smarter data analysis of road traffic collisions.

- Behaviour change is a key element of the success of the Strategy and our programmes will focus on the psychological aspect of changing road user behaviour.
- Communication and use of social media are fundamental to the Strategy and having a strong focus on the use of these tools will ensure that messages are communicated to the widest possible audience.
- Having enforcement campaigns backed with education programmes can deliver significant wider casualty benefits.

10. Annual Reporting

10.1 Annual reports will be issued to all partners that details the performance of the partnership in respect of meeting the delivery plan and addressing the safety of key road safety groups. This report will include evidence of the following:

- Number of schools or colleges visited, and audience reach
- Number of children trained
- Number and detail of campaigns delivered, and potential audience reach
- Number of community/neighbourhood events and potential audience reach
- Number of clients attending offender retraining schemes by course type offered by the police

1. County Durham and Darlington Delivery Plan 2020-2023.

APPENDIX 1

	1.1 Children	1.2 Older Road Users	1.3 Pedestrians	1.4 At Work Drivers	1.5 Car Drivers/Passengers	1.6 Two-Wheelers	1.7 Young Drivers
Strategic Aim	<p>All children using the roads in the County Durham and Darlington to do so in an environment where road traffic does not cause distress, distraction or danger.</p> <p>Through active engagement children and parents to receive, training, education, encouragement, information and resources that encourage safe and active travel.</p>	<p>To improve the safety and independence of all older road users as pedestrians, passengers, drivers and riders.</p>	<p>Reducing the fear and barriers experienced by pedestrians in using the highway network.</p> <p>To improve safety and increase accessibility for all pedestrians.</p> <p>To educate, engage and encourage safer choices when using the road network. Highlight the vulnerability and the importance of pedestrian safety to the driving population.</p>	<p>To reduce the impact that ‘at work’ collisions have on both company business and the strategic road network.</p> <p>To encourage businesses to adopt policies procedures and training that improve safety and compliance with health and safety legislation.</p>	<p>To create a safer environment for drivers and passengers through the promotion of safer speeds, seatbelt wearing and discouraging risk taking behaviour.</p> <p>Encourage all drivers to share road space responsibly with other road users with particular reference to the vulnerable road user.</p>	<p>To reduce and highlight the vulnerability of riders of powered two wheelers and cyclists on the road network.</p> <p>To encourage safe riding practices to all riders through education, training and encouragement.</p> <p>Encourage other road users to share the road space responsibly.</p>	<p>To reduce the unacceptable levels of death and serious injury faced by young/inexperienced drivers on our roads.</p> <p>To encourage safer driving practices amongst young drivers through education, training and encouragement, particularly in respect of the fatal four risk taking behaviours and the impact that peer pressure has on a driver.</p>
What we know	<p>There has been excellent progress both locally and nationally in reducing child casualties.</p> <p>However, children are still one of the most important groups to focus road safety work on and represent 14% of all injuries. Children from disadvantaged backgrounds pose a higher road safety risk than those from more affluent areas.</p>	<p>Whilst statistically older people are amongst the safest road users, the number of injuries has not decreased at as fast a rate as for other age groups over recent years.</p> <p>With an aging population, older road user injuries will become more of an issue in the future. They currently represent 9% of all injury collisions.</p>	<p>After car occupants, pedestrians are the largest casualty group. This is especially clear in town centres and other urban areas.</p> <p>Two of the biggest causes around pedestrian injuries are the pedestrian themselves failing to look properly and being impaired by alcohol.</p> <p>Pedestrian represent approximately 11% of all injury collisions.</p>	<p>Two in five injuries were from collisions that involved a vehicle that was either commuting or driving for work.</p> <p>Given that business travel only accounts for 9% of miles travelled it accounts for a far higher number of casualties than we would expect.</p>	<p>Car passengers and drivers provide the greatest challenge and numbers involved in collisions.</p> <p>The Fatal 4 and observational causation factors play a significant part in a high percentage of collisions.</p> <p>Drivers and passengers represent 66% of all reported injuries in County Durham and Darlington.</p>	<p>Whilst there has been a lot of good work done to reduce motorcyclist and cyclist injuries around the country, motorcyclists still account for some of the highest rates of casualties per mile travelled.</p> <p>Many incidents involve loss of control or an observation-based collision where the rider simply hasn’t been seen by the driver.</p> <p>Riders represent 13% of all injuries.</p>	<p>Regionally and locally road traffic collisions are still one of the leading causes of death for this age group.</p> <p>Locally, young drivers are the most likely age group to be both involved and injured in a collision despite making up one of the smallest proportions of licence holders.</p>
What we will do	<ul style="list-style-type: none"> Promote safer road user behaviour through social media. Highlight to drivers the ‘Look Out for Each Other’ message. Promote the ‘Be safe be seen’ message during dark nights. Implement the Junior Road Safety Officer scheme. Where required deliver school gate parking campaigns and programmes. Deliver child pedestrian training where required. Deliver Bikeability cycle training scheme. 	<ul style="list-style-type: none"> Promote Safer Driving with Age courses across the County Durham and Darlington region. Highlight the health issues associated with an ageing driver population through community events. Identify opportunities to deliver partnership events that encourages independence. Highlight the impact that prescription drugs can have on driving ability. Highlight the vulnerability of age and its effect on road user ability. 	<ul style="list-style-type: none"> Promote safer road user behaviour through social media. Highlight to drivers the ‘Look Out for Each Other’ message. Highlight to pedestrians their vulnerability, particularly around the night-time economy. Highlight to drivers the need to look out for pedestrians under the influence of alcohol. Promote the benefits of slower speeds in neighbourhoods, schools and shopping areas. 	<ul style="list-style-type: none"> Promote safer road user behaviour with specific reference to mobile phones, seatbelts, distractions, speeding etc. Encourage business to engage/invest/promote driver training. Highlight to drivers the ‘Look Out for Each Other’ message. Encourage businesses to sign up for Highway England ‘Driving for Better Business’ Assist companies in the development of work-related road safety policies and training. 	<ul style="list-style-type: none"> Promote safer road user behaviour through social media. Highlight to drivers and riders the ‘Look Out for Each Other’ message. Encourage seatbelt/child restraint wearing. Delivery of child seat fitting workshops. Development of parent road safety classes in partnership with Public Health and emergency services partners. 	<ul style="list-style-type: none"> Promote safer road user behaviour through social media. Highlight to drivers and riders the ‘Look Out for Each Other’ message. Rural riding campaigns aimed at leisure bikers supported by Highways England resources. Erection of biker warning signs at key locations across County Durham and Darlington. Lower power machines – highlight the benefits of safety clothing, gloves, helmet etc. Promote the health and environmental benefits of cycling. Highlight ‘close pass’ initiatives. Highlight the benefits of protective clothing and cycle helmet wearing. 	<ul style="list-style-type: none"> Promote safer road user behaviour through social media. Highlight the Fatal 4 and the impact that risk taking behaviour has on young drivers. Encourage further training. Promote attendance at young person/driver and rider events. Deliver events in communities to highlight the vulnerability of young drivers. Attendance at events using the driving simulator. Engagement with Modern Apprentices in industry and businesses with a development programme.

2. Fatal 4 Road User Behaviours – Delivery Plan 2020-2023

	2.1 Speed	2.2 Drink/Drugs	2.3 Distraction	2.4 Seatbelts/Restraints
Strategic Aim	<p>Reduce the impact that inappropriate/excess speed has on communities.</p> <p>Achieve habitual compliance through encouragement, education and enforcement.</p>	<p>Reduce the serious harm and trauma caused by drivers under the influence of drink and drugs.</p> <p>Achieve habitual compliance through encouragement, education and enforcement.</p>	<p>Reduce the impact that distraction/inattention has on all road users.</p> <p>Achieve habitual compliance through encouragement, education and enforcement.</p>	<p>To reduce the impact that non-seatbelt wearing has upon the survivability and severity of injuries sustained in road traffic collisions.</p> <p>Achieve habitual compliance through encouragement, education and enforcement.</p>
What we know	<p>Most people, on most roads, most of the time do not break the speed limit. This is a marked change from 15 years ago when the Department for the Environment, Transport and the Regions stated that around two thirds of people regularly exceeded 30mph urban speed limits.</p> <p>However, whilst things have come a long way, excessive and illegal speeding still accounts for 15% of injuries on the roads in County Durham and Darlington areas.</p> <p>Evidence suggests that a 1mph reduction in average speeds results in an average 5% reduction in collisions.</p>	<p>Drink driving is an issue that has not gone away, despite the amount of work that has been done on it over the last 50 years.</p> <p>On our roads there are still around 13% of people injured from collisions that involve a drink/drug driver or as a pedestrian.</p> <p>Drug driving is a relatively newer issue, with the recent change in the enforcement law making it much easier to detect and prosecute.</p> <p>Different drugs impair driving in different ways, for example, cannabis slows a person's reaction times, while cocaine leads to over-confidence.</p>	<p>Distraction is a growing issue for drivers given the proliferation of ways to become distracted while driving over the last 20 years.</p> <p>While the older issue of talking on a mobile phone while driving is still relevant, a more dangerous trend has been using a phone for texting and social media while driving, which not only takes attention away from the road (as when making a phone call), but also takes people's eyes away from the road as well.</p> <p>People using a phone while driving are around four times more likely to be involved in a collision and show similar reaction times to drink drivers.</p> <p>Observational based causation factors account for 50% of all injuries.</p>	<p>There is decades of evidence that wearing a seatbelt while in a vehicle will reduce the risk of death or serious injury.</p> <p>Despite this, there are still around 5% of people injured on County Durham and Darlington roads who were not wearing a seatbelt.</p> <p>In a collision, a person is twice as likely to die when not wearing a seatbelt, with young people having the lowest seatbelt wearing rates combined with the highest casualty rate. There is evidence that people are less likely to wear seatbelts on short or familiar journeys, but the data shows that these are the types of journey that people are most likely to be injured whilst making.</p>
What we will do	<ul style="list-style-type: none"> Promote the benefits of slower speeds in respect of compliance with the law, fuel savings, and the contribution to safer communities. Highlight the dangers of illegal and inappropriate speed in communities and on rural roads and the risk of injury and harm. Deliver key messages to Modern Apprentices in industry and in businesses. Highlight the impact that speeding and penalty points has on a young/novice driver. Discourage speeding at pre-driver and young driver events. 	<ul style="list-style-type: none"> Promote the safety benefits of compliance with the law and choosing alternative and safer travel choices. Highlight the dangers of driving while under the influence of drink/drugs – illegal and prescribed. Deliver key messages to Modern Apprentices in industry and in businesses. Highlight the impact that peer pressure has on driving ability. Discourage drink/drug driving at pre-driver and young driver events. 	<ul style="list-style-type: none"> Promote the benefits of compliance with the law, reducing risk and encouraging safer driver behaviour that contributes to safer communities. Highlight the danger of driving while distracted whether through mobile phones, carrying passengers, music, outside the vehicle influences or peer pressure. Deliver key messages to Modern Apprentices in industry and in businesses. Discourage distraction driving at pre-driver and young driver events. 	<ul style="list-style-type: none"> Promote the benefits of wearing seatbelts and the impact that peer pressure has on car occupants. Highlight the danger of driving while not wearing a seatbelt or carrying adult passengers not wearing seatbelts, or children inappropriately restrained. Deliver key messages to Modern Apprentices in industry and in businesses. Promote seatbelt wearing through pre-driver and young driver events.