

Road Casualties in Wiltshire and Swindon

The thirteenth joint report ~ 2011

(Based on 2010 data)

Wiltshire Council works closely with its road safety partners to reduce road casualties and to promote, educate and improve road safety in the county.

Road Casualties in Wiltshire and Swindon the Thirteenth Joint Report.

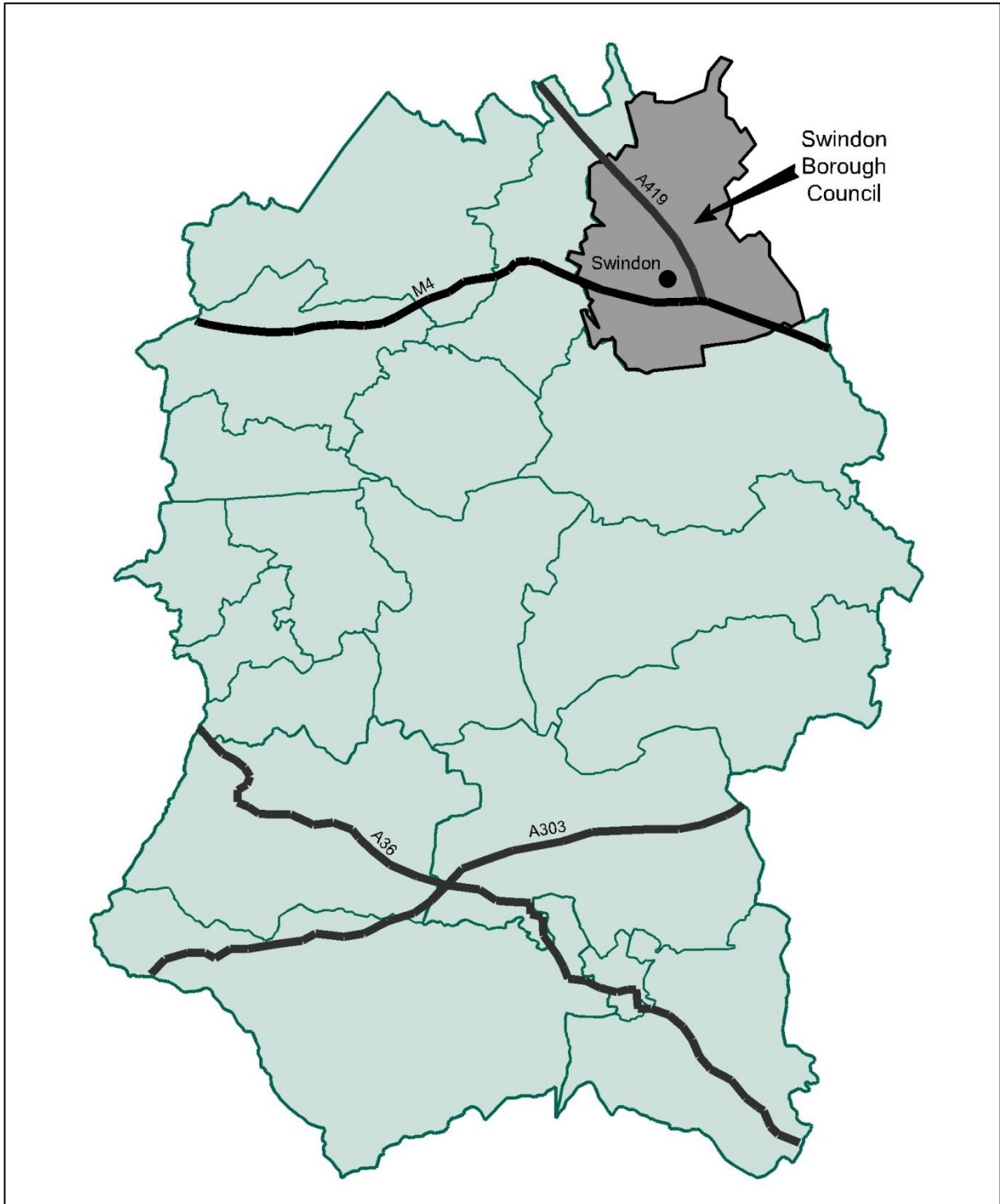
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The joint authority working group acknowledges the assistance of the Mouchel Group in the compilation of the report.




The thirteenth joint report includes local and national data from 2010

Plan showing Wiltshire County and Swindon Borough Council and Trunk roads.



Map and data from 2009

Key

-  County area
-  Swindon Borough Council
-  Trunk roads/motorway (responsibility of the Highway Agency)

1. Summary

This is the thirteenth report highlighting the progress of Wiltshire and Swindon road safety partners towards reaching the year end 2010 government road traffic casualty reduction targets set out in "Tomorrow's Roads – Safer for Everyone"

The partnership currently comprises representatives of Wiltshire Council, Wiltshire police, Swindon Borough Council, the Highways Agency, the Health Authority and Wiltshire Fire and Rescue Service, who are all working together to achieve the government's targets of:

- A 40% reduction in the number of people killed and seriously injured in road collisions
- A 50% reduction in the number of children killed and seriously injured in road collisions
- A 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicles kilometres.

Across the partnership area there were 1279 road traffic collisions in 2010 which resulted in 1770 casualties, 28 of which were fatalities. The overall cost of these casualties to the community is estimated to be £116 million.

The partnership area includes all roads under the control of Wiltshire Council and Swindon Borough Council, together with the M4 and the Trunk roads that are the responsibility of the Highways Agency.

At the end of 2010 overall casualty levels decreased and the targets for reduction set by government for 2010 were achieved by the Partnership.

The road safety partners now need to continue to work hard together to maintain and improve on the targets already attained.

The reductions that can be seen have been achieved by the partners undertaking activities to help prevent and reduce casualties set out in the road safety strategy shown in 'Appendix A' and work in these areas continues.

2. 2010 Collision and casualty data

The collision and casualty data for each of the highway authorities for 2010 are set out in table 2.1

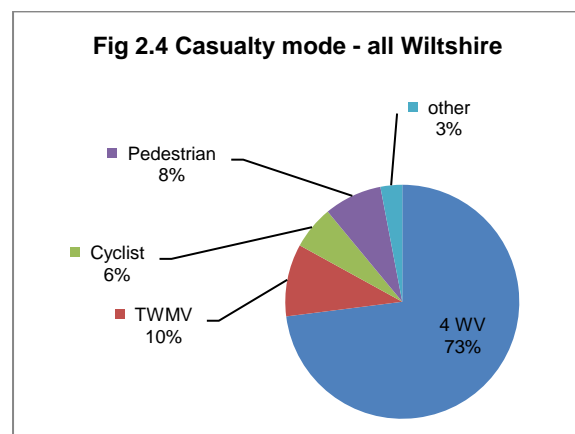
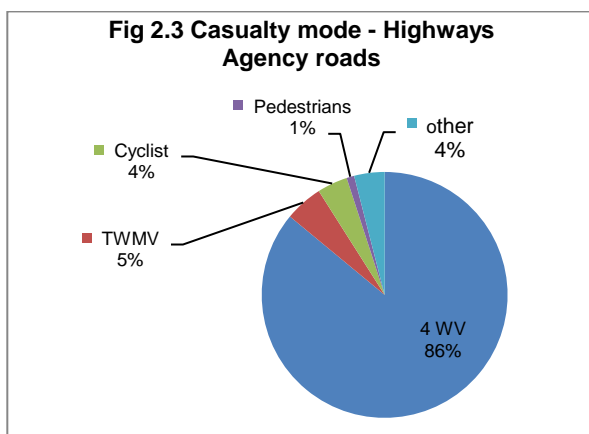
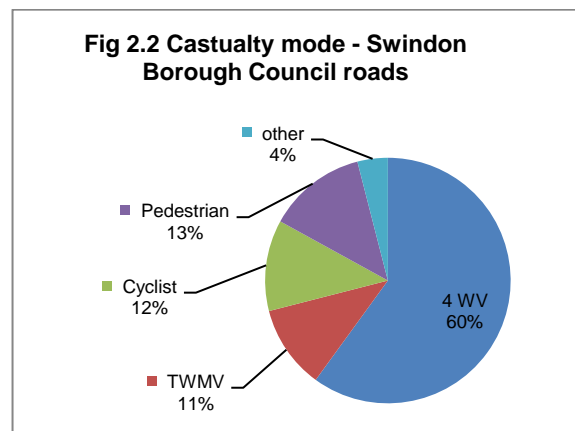
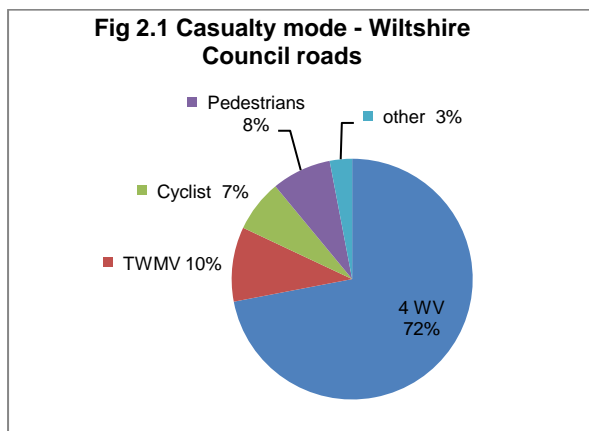
Table 2.1 Wiltshire collisions and casualties for 2010 by the highway authority.

Highway Responsibility	Collisions				Casualties			
	Fatal	Serious	Slight	Total	Fatal	Serious	Slight	Total
Wiltshire Council roads	18	141	585	744	21	164	857	1042 59%
Swindon Borough Council Roads	2	48	300	350	2	53	389	444 25%
Highway Agency (M4 and Trunk)	8	38	139	185	8	44	232	284 16%
All Roads in Wiltshire and Swindon	28	227	1024	1279	31	261	1478	1770

Note: the % figures are related to the overall casualty total of 1770

The higher proportion of collisions and casualties on local authority roads reflects the fact that they have responsibility for the majority of the highway network.

Figures 2.1 to 2.4 illustrate the road users casualty types for the three authorities and all Wiltshire.

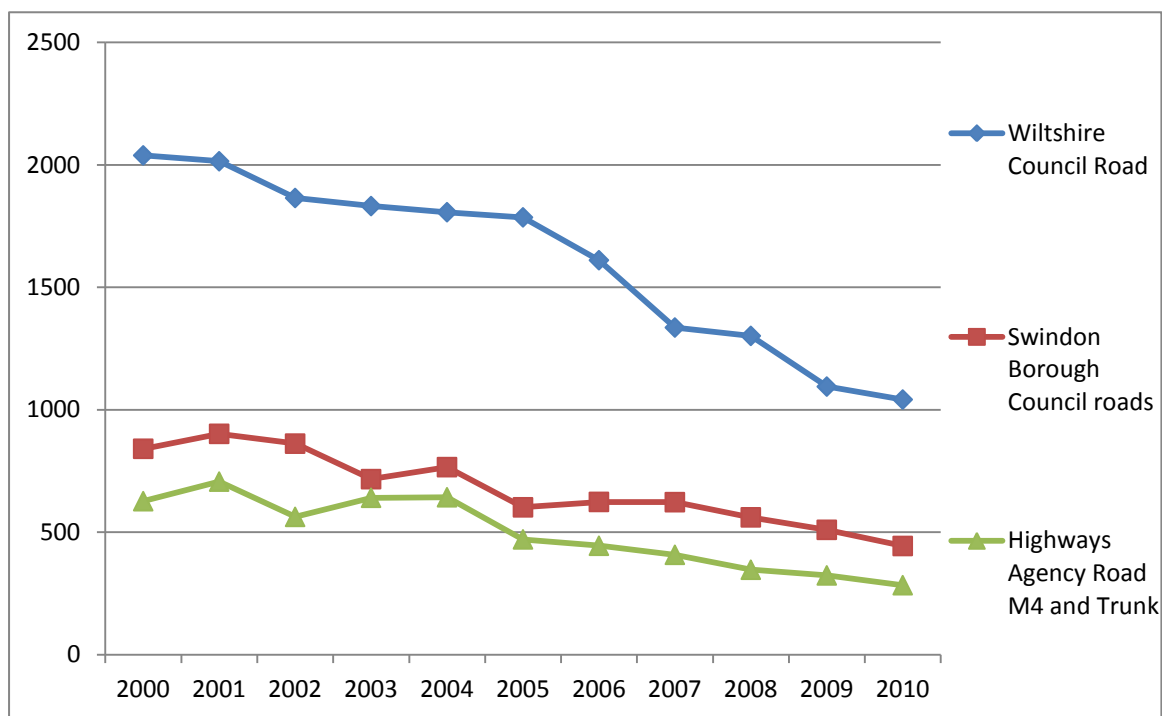


T W M V – Two wheeled motor vehicles (Scooters and motorcycles)
 4 W V – Motor vehicles with four or more wheels

The trend in road casualties for each highway authority compared with the 1994-98 government baseline is shown in fig 2.5 below.

Note: Data from 2004 reflects change in A420 status from a highways Agency trunk road, to a Swindon Borough Road.

Fig 2.5 All casualties by highway authorities 2000 – 2010



The department for transport calculates the financial cost to communities of road traffic casualties. Table 2.2 below shows these costs for each highway authority.

Table 2.2 Costs of the road traffic collision casualties in Wiltshire 2010

Severity of injury	Cost per casualty (£)	Cost of casualties (£)			
		Wiltshire Council	Swindon Borough Council	Highway Agency M4 and Trunk	All County
Fatal	1,585,510	33,295,710	3,171,020	12,684,080	49,150,810
Serious	178,160	29,218,240	9,442,480	7,839,040	46,499,760
Slight	13,740	11,775,180	5,344,860	3,187,680	20,307,720
Total cost of all casualties in Wiltshire					115,958,290
Mean cost of a road traffic collision	47,740				

The base costs per casualty are as quoted in 'Road Casualties in Great Britain' 2010

3. Targets and performance

Table 3.1, 3.3 and 3.4 below show the progress at the end of 2010 towards the casualty reduction targets set by the government.

Target 1 – Reduce killed and seriously injured casualties by 40%

Table 3.1 Wiltshire killed and seriously injured casualties (KSI) in 2010 by highway authority

Highway authority	Overall people killed and seriously injured casualties (KSI)			
	1994-98	2010	% Change	2010 Target (40% saving)
Wiltshire Council	315	185	- 41	189
Swindon Borough Council	98	55	- 43	58
Highway Agency	87	52	- 40	52
All roads in Wiltshire and Swindon	500	292	- 40	292
Great Britain*	47.6	24.5	- 49	28.6

*GB casualties in thousands

The 'Audit Commission' compares the performance of similar authorities for monitoring purposes. Table 3.2 below shows the reduction Wiltshire achieved for killed and seriously injured casualties against similar authorities. It also shows the regional and national reductions.

Table 3.2 2010 Killed and seriously injured casualties in comparator areas, south west region and Great Britain, compared with 1994-98 average.

Highway authority	Killed and seriously injured casualties		
	1994-98 Average	2010	% Change
Berkshire	332	250	- 25
Buckinghamshire	407	295	- 27
Gloucestershire	360	187	- 48
Oxfordshire	385	395	+ 3
All roads in Wiltshire and Swindon	487	292	- 40
South west region	3262	1960	- 40
Great Britain	47,656	24,510	- 49

Trends since 2000 are illustrated in figures 3.1 to 3.4, below.

Fig 3.1 Killed and seriously injured casualties on all Wiltshire and Swindon roads

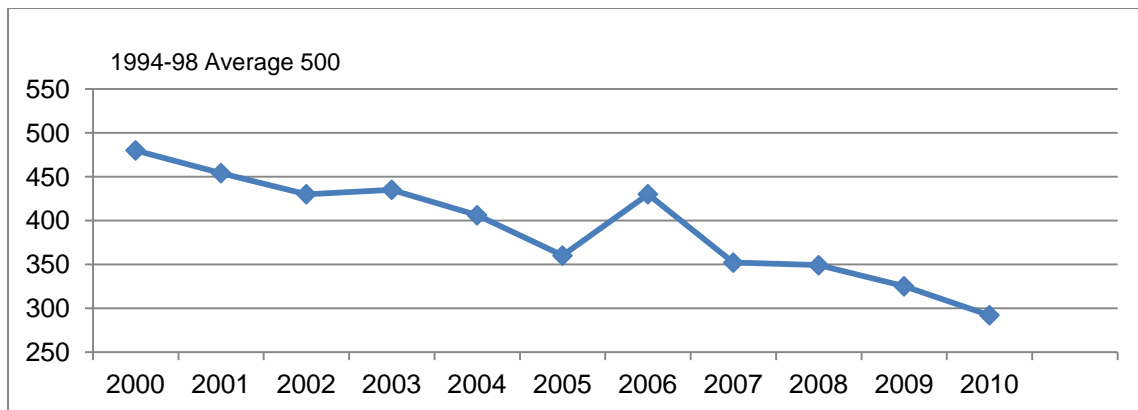


Fig 3.2 Killed and seriously injured casualties on Wiltshire Council roads

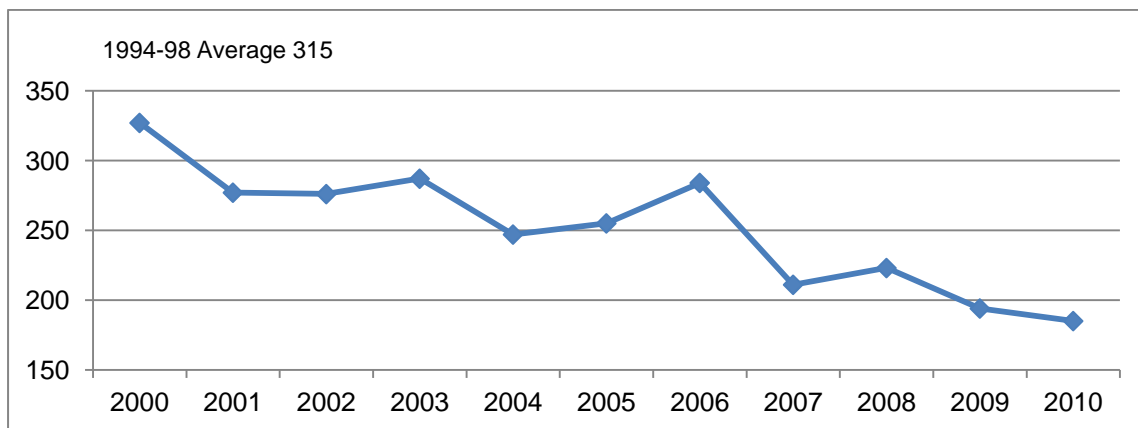


Fig 3.3 Killed and seriously injured casualties on Swindon Borough roads

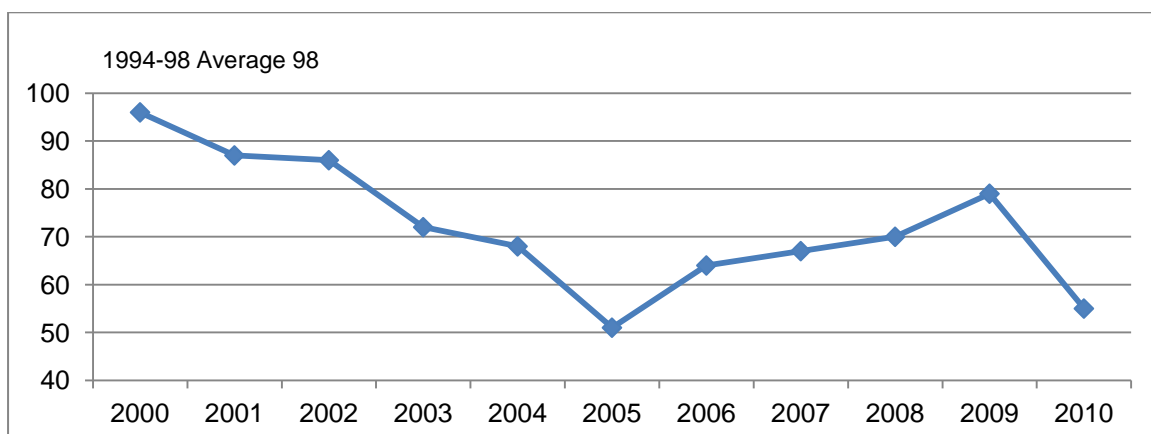
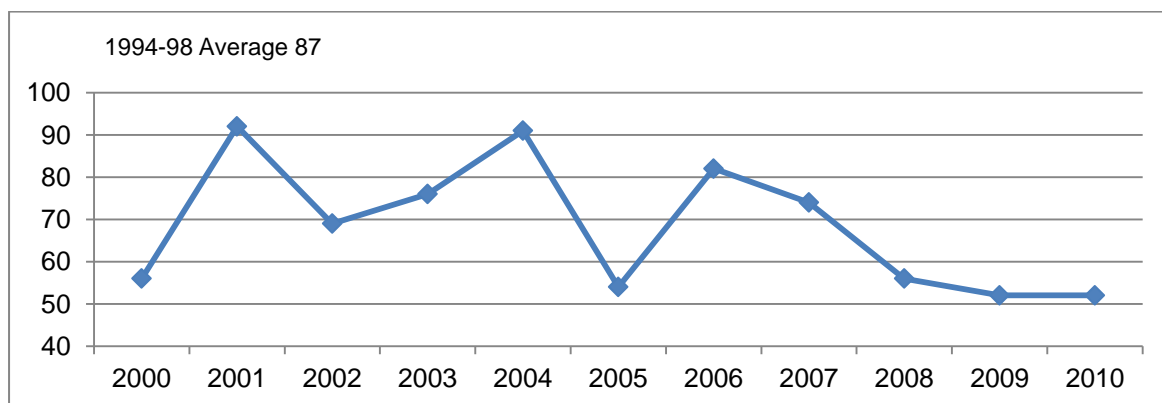


Fig 3.4 Killed and seriously injured casualties on Highway Agency roads



Target 2- Reduce killed and seriously injured (KSI) child casualties by 50%

Table 3.3 Child (0-15 years) casualties killed and seriously injured in 2010 within Wiltshire’s highway authorities.

Highway authority	Child (0-15 year casualties killed and seriously injured			
	1994-98 Average	2010	% Change	2010 Target (50% Saving)
Wiltshire Council	31	16	- 48	16
Swindon Borough Council	17	8	-50	8
Highways Agency	3	3	0	2
All roads in Wiltshire and Swindon	51	27	-46	25
Great Britain	6860	2502	-64	3430

The trends in child casualties by highways authorities are shown in figures 3.5 to 3.7. The casualty numbers for Highways Agency roads (motorway and trunk) are very low and it is felt that the inclusion of a chart would be meaningless.

Fig 3.5 All child casualties killed and seriously injured in Wiltshire

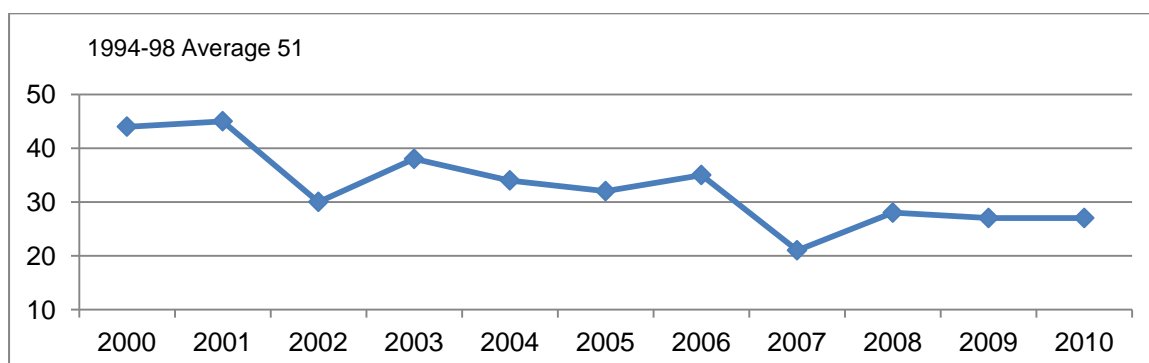


Fig 3.6 Child casualties killed and seriously injured on Wiltshire Council roads

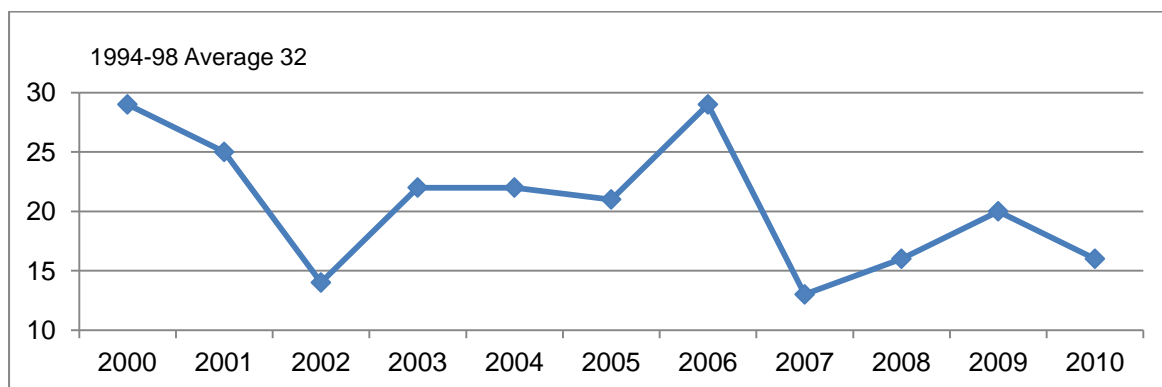
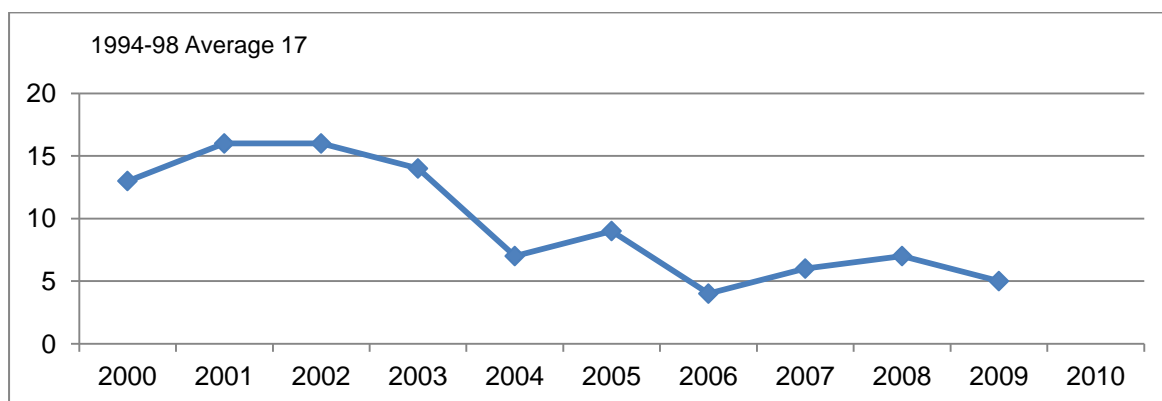


Fig 3.7 Child casualties killed and seriously injured on Swindon Borough roads



Target 3 – Reduce slightly injured casualties by 10%

Table 3.4 Slightly injured casualties in 2010 by highways authority

Highway authority	Slightly injured casualties		
	1994-98 Average	2010	% Change
Wiltshire Council	1,783	857	- 52
Swindon Borough Council	736	389	- 40
Highways Agency	470	232	- 51
All roads in Wiltshire and Swindon	2,989	1478	- 49
South west region	20,830	15,049	- 28
Great Britain	272,272	184,138	- 32

The trends in slightly injured casualties by highways authorities are shown in figures 3.8 to 3.11.

Fig 3.8 All slightly injured casualties on roads in Wiltshire and Swindon

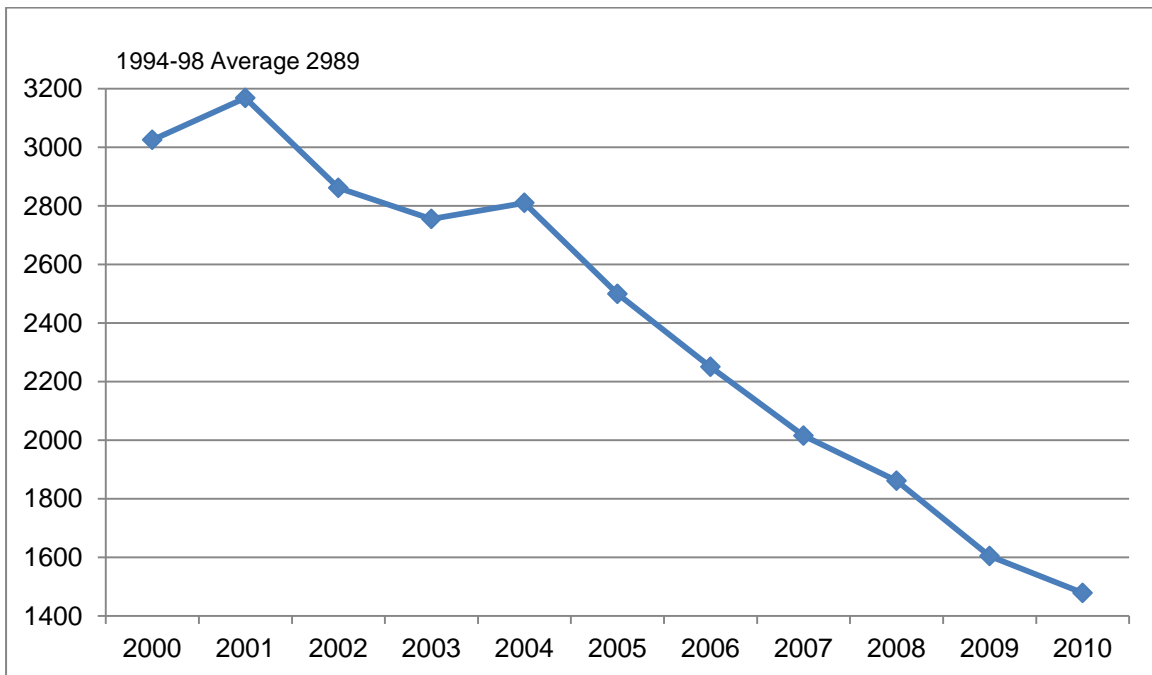


Fig 3.9 Slightly injured casualties on Wiltshire Council roads

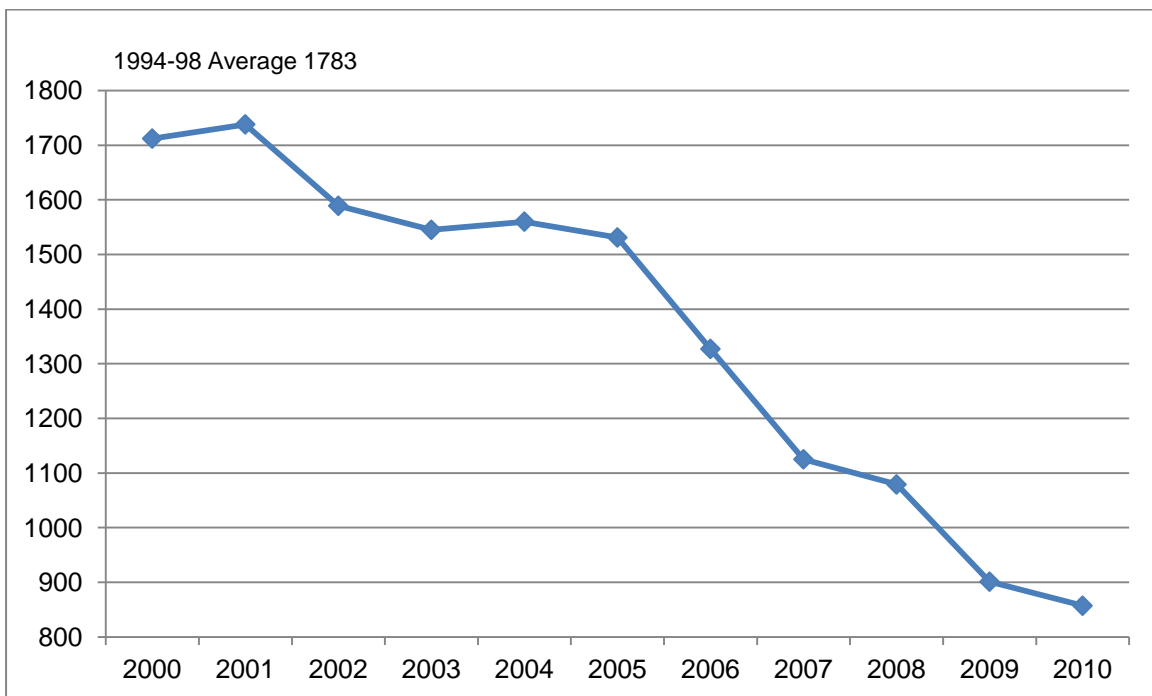


Fig 3.10 Slightly injured casualties on Swindon Borough road

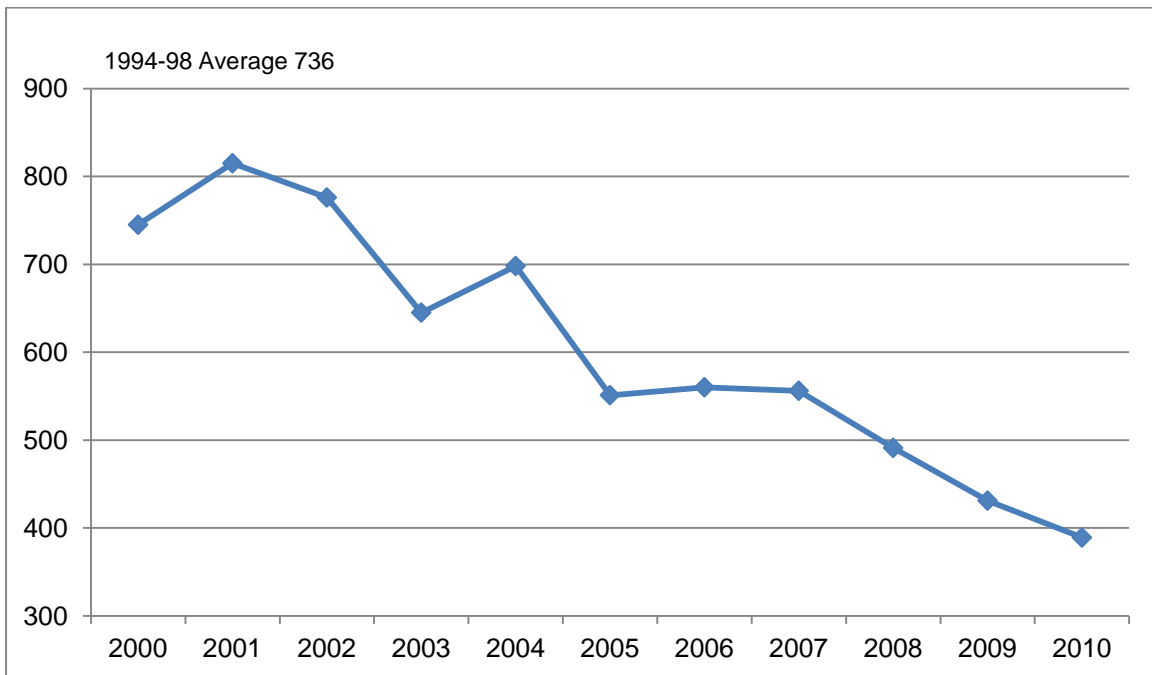
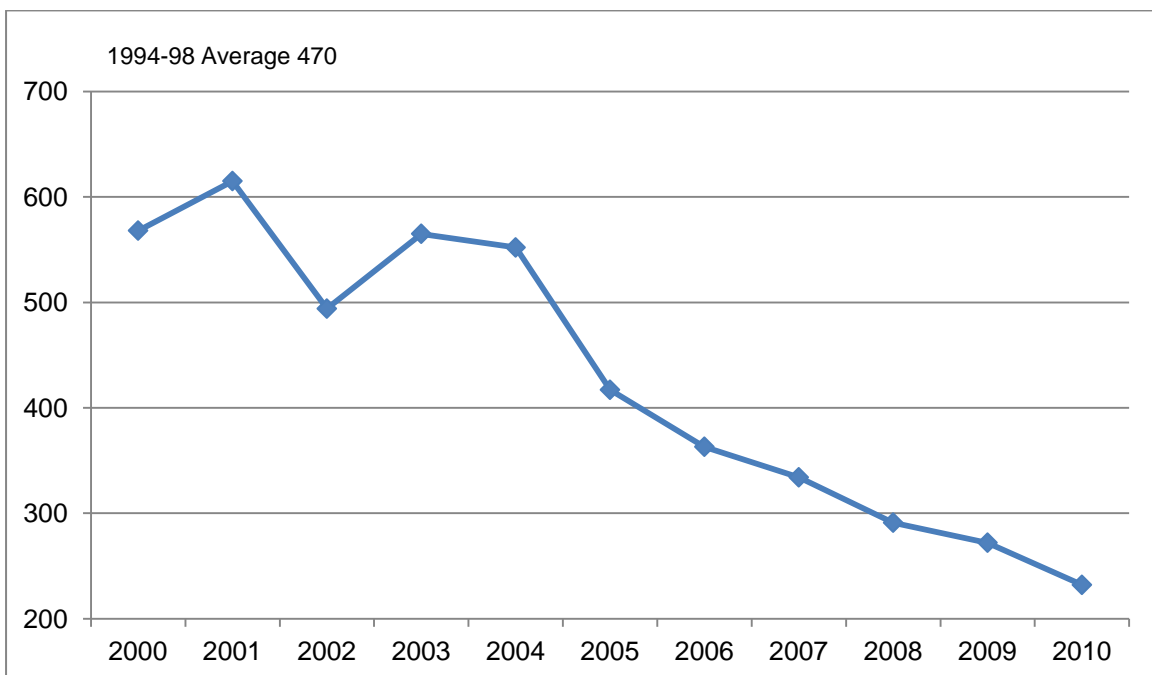


Fig 3.11 Slightly injured casualties on Highway Agency roads (M4 and Trunk)



Appendix A

Table A1 – road safety education, publicity and training

User group	Agency	By whom	Notes / Action
Pre-school education	WC, SBC, Police	RSO, RSPO, PCSO	In car safety advice given to hospital, antenatal clinics, nurseries, per-school, children's centres and county registrars and current DfT information leaflet issued. Relating to child car seat and seat belt law. National and local road safety publicity
Infant, junior and primary school	WC, SBC	RSO PSPO	Pedestrian training programme for key stage 1 and 2 Wiltshire programme "Walk Safe" for schools Wiltshire year 6 programme "Are You Street Wise?" "Junior Good Citizen" open to Year 6 children Training for school crossing patrollers Assessment of walking route to school Assessment of "Walking Bus" routes Training the volunteers for "Walking Buses" General road safety advice Assessment of parking and safety issues at schools School transport issues including seat belt advice and child in-car safety National and local road safety publicity
	RSO, DCE	Teachers RSPO	Curriculum support and resources made available for key stage 1 – 4
	WC, SBC	STPA, RSPO	School travel planning and road safety publicity
	WC, SBC	STPA, RSPO	Safer routes to school Taking action on school journeys
	WC, SBC	RSO, Health Promotion, PCSO, RSPO	Healthy School Plus. Wiltshire "Walk Safe" and cycle training linked to healthy schools plus.
Junior, Primary Schools	WC SBC	RSO, RSPO	Cycle training (Cycling Proficiency)
	WC	RSO, qualified Bikeability Instructors	Bikeability training level 1 and 2

Table A1 – Road safety education, publicity and training

User group	Agency	By whom	Notes / Action	
Secondary Schools	WC, SBC	RSO, RSPO	Secondary education programme for road safety	
			Pre-driving training	
	WC, SBC, Police, WF&RS, GWAS	WF&RS Police, RSO, GWAS	'Safe Drive Stay Alive' Programme delivered by joint emergency services to school (16-18 age group)	
	WC, SBC, Police, WF&RS, GWAS	WF&RS, RSO, GWAS	'Safe Exit' Programme delivered by joint emergency services (Years7-8)	
	WC	RSO, Qualified Bikeability Instructors	Bikeability Training levels 2 and 3	
	WC, SBC		RSO, RSPO	General road safety advice
			RSO,DCE,RSPO	Curriculum support and resources
			RSO	Assessment of safe routes to school
			RSO	Assessment of traffic, parking and safety issues at schools
			STPA	School transport issues and training for bus users
			STPA, RSPO	School travel plan, advice and road safety publicity
			RSO	Safer routes to school
			STPA, RSPO	Taking action on school journeys
			RSO, LPO	Under 17 car club – national club, supported by local road policing officers. Demonstration drivers on and off road, assessment of driving skill
WC, Mouchel, Police			BikeSafe Co-ordinator Police	Scooter rider road safety
Colleges, Further education	WC, SBC, Police,	RSO, WF&RS	'Safe Drive Stay Alive'	
		RSO, RSPO	Wiltshire partnership for the post 16 transport Drink and Drug driving campaigns	
			Seat belt campaigns	
			Mobile phone and driving campaigns	

Table A1 – Road Safety education, publicity and training

User group	Agency	By whom	Notes / Action
Older road users	WC, SBC	RSO, ADI, RSPO	Safe Driving with Age (SAGE) driving assessments and advice to help older drivers drive safely on the road. Advice on driving and highway code. National and local road safety publicity
Other road users; Scooter riders and motorcyclist	WC, SBC	RSO, PTW training organisation	We are proposing to adopt a scooter rider campaign which may use audience specific adverts and tailored information packs
Motorcyclists	WC, Mouchel, Police, SBC	RSO, Police motorcyclists	BikeSafe – the ‘Love to Ride... Ride to Live’ scheme supports the best practice initiative, targeting adults, new to or returning to high powered motorcycles and encourages further training.
Young drivers	WC	RSO, RSPO	Pilot educational programme in schools until 2010. This includes a two tier programme: a) B4U Drive Key Stage 3 and 4 (years 10-11) receive educational input about transport mode options, vehicle aspirations and travel choice cost comparison b) Y-DIE Aimed at key stage 4 (years 11-13) Three Modules in this section; 1) Vehicle ownership issues expanded 2) Small group practical drive sessions for full licence holders 3) Practical bad weather simulator session and special ‘Pass Plus’ option.
Drivers	WC, police	RSO, Police, CJU, ADI	‘National Driver Alertness Course’ drivers receive theory and practical training, in accordance with a national syllabus, to address driving concerns and bring about behavioural change as an alternative to prosecution for careless driving (around 400 drivers per year attend courses) referrals from both Wiltshire and Swindon.
	WC, SBC	RSO, ADI	‘Pass Plus’ to give newly qualified drivers better driving skills.
	WC	RSO, ADI	Minibus/MPV driving training and assessment
	WC	RSO, ADI	Taxi assessments
Adult cyclists	WC	Qualified Bikeability Instructors	Adult cyclist – training level 3 (National Standards) Cyclist training level 1 to 3 for health reason
Road safety advice	WC, SBC	RSO, RSPO	Advice given to uniformed organisations

Table A1 – Road Safety education, publicity and training

User group	Agency	By whom	Notes / Action
Publicity	WC, SBC	RSO, police, WF&RS, HA, RSPO	<p>National and local road safety campaigns in support of the DfT road safety calendar and other national and local campaigns. A partnership/multi agency calendar is being agreed to promote campaigns locally.</p> <p>Exhibitions and events throughout Wiltshire to promote road safety. Wiltshire Council road safety guide and other publicity materials and resources</p> <p>Motorway service areas exhibitions: eyesight screening, reaction tester.</p> <p>Presentation to various groups including military, further education colleges, public events. Use made of police crash car, crash bike and road safety trailer. Also support by ' Safety Camera Partnership'</p>
National Standard Instructor training	WC	DfT Accredited Instructor Training Organisation (ITO)	<p>Providing accredited training courses to train National standard/Bikeability cyclist instructors. Training provided in Wiltshire and national.</p>

Key to abbreviations

WC	Wiltshire Council
SBC	Swindon Borough Council
RSO	Road Safety Officer
RSPO	Road Safety Publicity Officer
ADI	Approved Driving Instructor
LPO	Local Police Officer
WF&RS	Wiltshire Fire and Rescue Service
STPA	School Travel Plan Advisor
WSSCP	Wiltshire and Swindon Safety Camera Partnership
DCE	Department for Children and Education
DfT	Department for Transport
CJU	Criminal Justice Unit
GWAS	Great Western Ambulance Service
HA	Highways Agency
PCSO	Police Community Support Officer
KSI	Killed and Seriously Injured
PTW	Powered Two Wheelers

Table A2 – Enforcement

Area of Action	Agency	By Whom	Comments
Drink drive all age groups 16 +	Police	All uniformed patrol officers	Enforcement of Drink drive legislation
Speed check all age groups 16 +	Police, WSSCP	Road policing officers, SUC	Targeted speed enforcement (hand held or safety cameras in association with WSSCP in accordance with Partnership Speed Management Strategy)
Vehicle checks - LGV/PVC operators and driver - car and light commercial vehicles and drivers	Police, VOSA, Customs and Excise, WC, SBC, Health and safety executive DfT and other	Roads Policing Officers support by other Police officers. Also enforcement officers from other agencies.	Both locally and in support of national operations e.g. 'Operation Mermaid'
Seat belt check all age groups	Police	All uniformed officers	Enforcement of seat belt legislation to compliment publicity campaigns.
Pedal cycle safety, cyclists – all ages	Police	All uniformed officers	Enforcement and educate as appropriate
Vehicle defect rectification scheme all drivers/riders	Police	All uniformed officers	Prosecution follows if scheme is not complied with.
Drug driving all age group 16 +	Police	Trained and authorised Police officers	Enforcement of drug driving legislation using drug recognition and field impairment testing techniques in accordance with DfT code of practice.
Other area of legislation – all age groups	Police	Roads Policing officers	Road safety partnership strategic assessment, national DfT road safety calendar, ACPO or European enforcement calendar e.g. eyesight testing of drivers, construction and use, lighting offences etc.

Key to Abbreviations

WC	Wiltshire Council
SBC	Swindon Borough Council
VOSA	Vehicles and Operator Services Agency
LGV	Large Goods Vehicles
DfT	Department for Transport
ACOP	Association of Chief Police Officers
FOM	Focus of Month
PCV	Passenger Carrying Vehicle

Table A3 – Highways engineering and maintenance

Area of Action	Agency	By Whom	Comments
Safety audits, highway improvements, major maintenance scheme, major development proposals	WC, Mouchel group, SBC, Halcrow, Police	Traffic, highway engineers, accident investigation engineers, qualified police officers	Schemes checked at various stages from design to implementation.
Improvement schemes, injury accident sites	WC, Mouchel group, SBC, Halcrow, Police	Traffic, highway engineers, qualified police officers	Monitoring of injury accident records used to identify sites/ routes for remedial treatment and bids to government for funding. Engineering measures are targeted at the sites with the worst accident problems
Traffic management injury accident sites	WC, Mouchel group, SBC, Halcrow, Police	Traffic, highway engineers, qualified police officers	As above in accordance with the highway authority policy
Highway maintenance programmes, injury accident sites, low skid resistance sites	WC, Mouchel group, SBC, Halcrow	Highway engineers	Routine and major maintenance programmes use accident data and SCRIM testing to identify sites for treatment, resurfacing etc.
Precautionary salting ice and snow	WC, Mouchel group, SBC, Halcrow	Highway engineers	During the winter month's coordinated precautionary salting system in operation. Approximately 25% of the total length of the county highways network is treated
Monitoring Speed	WC, Police, WSSCP sites	Suitably qualified persons	Monitor complaints and collision sites for excess speed to produce analysis and intelligence to target speed problems in accordance with the partnership speed management strategy.

Key of abbreviations

WC Wiltshire Council

SBC Swindon Borough Council

WSSCP Wiltshire and Swindon Safety Camera Partnership

SCRIM Sideway-force Coefficient Routine Investigation Machines

Further information

Further information on government policies, strategies and targets can be found at:

- ❖ Tomorrow's Roads – Safer For Everyone:
The second three year review 26 February 2007
www.dft.co.uk/pgr/roadsafety

- ❖ Changing Lanes
The Audit Commission 26 February 2007
www.auditcommission.gov.uk

- ❖ DfT A Safer Way
Consultation on making Britain's roads the safest in world April 2009
www.dft.gov.uk/consultations/closed/roadsafetyconsultation/

Information about Wiltshire Council service can be made available on request in other languages including BSL and formats such as **large print** and audio.

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01225 712500, or email customerservice@wiltshire.gov.uk