

**To:** Maidstone Joint Transportation Board  
**By:** Tim Read, Head of Highways & Transportation  
**Date:** 18<sup>th</sup> July 2012  
**Subject:** Road casualties in the Maidstone borough  
**Classification:** For Information

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**Summary:** This is an overview of road crash casualties in 2010 for the Maidstone borough and provides insight into Kent County Council's approach to delivering casualty reduction.

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### Background

1. From 2000 to 2010, in Kent there has been a 54% reduction in Killed or Seriously Injured (KSI) casualties (greatest reduction in the South East). In this time Maidstone has had a reduction in KSIs of 50%.
2. In 2010, the most recent available data, casualties were:

Kent	55 fatal	490 serious	5257 slight
Maidstone	4 fatal	46 serious	509 slight
3. Maidstone consistently records the highest number of personal injury crashes across all districts in Kent. In 2010 Maidstone recorded the highest number of KSI casualties (50); the second highest district was Canterbury (49).

### Road casualty profile for Maidstone

4. KCC has commissioned casualty reports for each of the 12 Community Safety Partnerships (CSP), to support local Strategic Assessment and Planning. The following information is taken from the Maidstone CSP report (Appendix 1) and covers the 5 years from 2006 to 2010, unless specified.
5. Similar to Kent, the main casualty reduction priorities for Maidstone are:
  - a. **Car Drivers** particular emphasis on those aged 17-21
  - b. **Powered 2 Wheelers (P2W):**
    - i. 16 year old moped riders
    - ii. 17 - 24 year old riders on all bike types
    - iii. 25-29 & 35-39 year old riders on bikes greater than 500cc.
  - c. **Pedestrians** particular emphasis on those aged 11 - 16
6. Of drivers/riders involved in KSI crashes in the borough, **53% had Maidstone borough home postcodes**. The next highest were "Outside of Kent" (12%), Medway (9%), Tonbridge & Malling (7%), Swale (6%) and Ashford (5%).
7. The peak for road crashes is the 'early morning' and 'evening' peak traffic flow times; **weekdays 8am – 9am and 3pm – 8pm**

8. According to 'contributory factors' completed by the attending Police Officer, **Driver/Rider Error** and **Behaviour** are significant causation factors in the majority of KSI crashes.
9. KCC carries out its 'cluster site analysis' to identify locations that consistently appear in crash data. This informs the Crash Remedial Measures (CRM) process and is reported through JTB. Additionally, the roads with the highest crash numbers are:  
**A229, A26, A20, A249 and A274** (KCC)  
**M2 and M20** (Highways Agency)

10. Key road user group KSIs for the last 3 years (2008-2010):

	2008	2009	2010	District average
Car occupants	38	29	16	17
Young Driver	29	14	10	10
P2W	16	14	20	10
Pedestrians	16	8	7	9
Cyclist	4	2	5	4
Child	3	5	2	4

### Action to reduce road casualties

11. Casualty reduction work is often referred to as 'The 3 E's' – Education, Engineering and Enforcement. KCC delivers Engineering and Education, the later in partnership with Kent Fire and Rescue Service. Appendix 1 includes an outline of the core casualty reduction activities delivered by 'The 3 E's'.
12. KCC's road safety team delivers three functions; *education*, *training* and *publicity* (Appendix 2). *Publicity* is used to provide strategic casualty reduction leadership through raising awareness, increasing knowledge, setting out core safety concerns and promoting key behaviours. Local *education* and *training* work consolidates these key messages and develops personal meaning for those who take part. It is these activities that benefit from partnering approaches to reach the widest audience.
13. Maidstone is frequently the focus for KCC *publicity* activity and associated public engagement. It is also a high priority area for the targeting of KCC *education* work in schools. However, although interventions are offered to schools, it is up to individual Head teachers as to whether they take them up.

### Member action

14. Members are asked to:
  - a. consider the current Maidstone borough casualty profile.
  - b. note current activity levels (Appendix 1 and 2)
  - c. support the on-going need for casualty reduction work

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#### Background documents:

Appendix 1 - Maidstone District Road Safety Profile, summary document  
 Appendix 2 - KCC Road Safety team's education, training and publicity plan, 2012/13  
 For further information please see "Review of personal injury crashes occurring on Kent roads in 2010" – [www.kent.gov.uk](http://www.kent.gov.uk), and search 'crash data'

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