



---

# Background/Introduction

---

The Kent Community Safety Agreement 2011-2014 sets out how partners in Kent will work together to address the key community safety priorities for the county, identifying the shared objectives and outcomes required to improve the lives of the people of Kent. At the local level, road safety has not been yet identified as a priority by all local district/borough Community Safety Partnerships (CSPs). It has, however, been highlighted at county-level as an issue that can benefit from a continued county focus. To support this priority and help the Kent and Medway CSPs to develop action plans, it was proposed that district road-casualty profiles were produced to provide an overview of potential priorities for each CSP.

This district profile has been broken down into the following sections:

**District priorities:** What are the specific road-casualty issues for your district?

**Road safety activity:** What is currently being done in your district by road safety partners, to contribute to casualty reduction (e.g. events, educational activity, police enforcement operations and other safety initiatives)?

**Gap analysis:** What identified issues (from district priorities) are currently not been covered by road safety activity. This analysis will focus on the apparent gap in addressing key road user groups or key casualty issues.

**Suggested focus areas:** What future road safety activities could be introduced in Maidstone to help further reduce road casualties in the District?

These four sections have been completed using data contained within the 'Supporting documentation' for Maidstone, supplied as an appendix report to this summary. If this document is not provided then it can be made available on request.

This summary document and the supporting documentation have been produced by Kent County Council and Kent Fire and Rescue Service in conjunction with Kent Police, Highways Agency and Medway Council. For any queries or further information please contact [steve.horton@kent.gov.uk](mailto:steve.horton@kent.gov.uk) or [ciaran.grimes@kent.fire-uk.org](mailto:ciaran.grimes@kent.fire-uk.org).



---

# District priorities

---

**NOTE: The majority of data used in this profile focuses on Killed or Seriously Injured (KSI) casualties. These represent the most serious life-changing and life-ending events and are events whose reduction will bring about the greatest community benefit.**

## Who are involved in crashes?

The following road user groups have been identified from the analysis as the main priorities in Maidstone:

**Car Drivers** particular emphasis on those aged **17-21**

**Powered 2 Wheelers (P2W)** **16 year old moped riders**

**17 - 24 year old riders on all bike types – mopeds; 50cc to 125cc; 125cc to 500cc and 500cc and above motorbikes.**

**25-29 & 35-39 year old riders using motorbikes greater than 500cc.**

Of all identifiable drivers and riders involved in crashes where someone was Killed or Serious Injured (KSI) in the Maidstone district, **53.4% had Maidstone district home postcodes.**

Although Car Drivers and Powered Two Wheelers have been identified as main priorities, the following road user groups still account for a significant proportion of the District KSI crashes and therefore will be looked at as part of this profile.

**Pedestrians** particular emphasis on those aged **11 - 16**

## Where do crashes occur?

The following routes have been identified as potential areas of focus for road safety activity aimed at all road users. These have been identified by looking at the number of crashes along each route, the proportion of crashes per kilometre and any crash cluster sites.

**Kent County Council** **A229, A26, A20, A249 and A274**  
**Highways Agency** **M2 & M20**

## Why do crashes occur?

Based on information provided by the attending Police Officer, the following factors have been identified from crash causation circumstances recorded in Maidstone; in particular those that showed the largest disparity to the Kent and Medway districts' average have been selected.

**Driver/Rider Error** and **Behaviour** factors

## When do crashes occur?

**Weekdays; 8am - 9am and 3pm - 8pm** The majority of **KSI and slight crashes** that are recorded during the week occur in the very early morning peak and the evening peak for traffic flow.

# Road safety campaigns

There is a significant level of road safety activity across organisations involved in the District Community Safety Partnership (CSP). The key to further reductions in road casualties is the co-ordination of current activity, the continuation of existing partnership activity and in identifying appropriate opportunities for future partnership working. The list below shows road safety activity that has been undertaken by KCC, Kent Police and KFRS in 2009-2011. Unfortunately it has not been possible to get data at a local level for Kent Police and KCC so the focus is on countywide campaigns. It is hoped that individual CSPs will be able to support initiatives on this campaign list. More detailed information about campaigns and each organisation's approach can be found in the supporting documentation. It should be noted that many campaigns are multi-agency and this list has been categorised by the lead agency only.

## KCC

### Kent County Council Road Safety Education Team

#### **Publicity activity:**

**B-Viz** ('Be Bright, Be Seen' for teenage pedestrians and cyclists)  
**Ditch the Distraction** (teenage pedestrians using iPods, mobile phones, etc.)  
**Don't Blow It** (Drink Drive with a football theme)  
**Christmas Drink Drive**  
**Rural Roads** (inappropriate speed on Rural Roads)  
**See The Hazards** (inappropriate speed in urban areas)  
**Ghost Lids** (motor scooter riders)  
**Ride With Attitude** (motorcyclists)  
**Speak Up** (17-24 year old car passengers)  
**Grow Up, Belt Up** (seat belts and young drivers)  
**Good Egg Guide** (parents with child restraints in cars)  
**Voicemail Saves Lives** (drivers using mobile phones)  
**Safe Text** (young drivers' texting)

#### **Core Education and Training activities:**

**Teddy Takes a Tumble** (Key stage 1, focuses on in-car safety.)  
**Small Steps** (Key stage 1, practical pedestrian training. Focused in areas of higher deprivation)  
**KentRider Safer Cycling Scheme** (all year 6 pupils)  
**Junior Road Safety Officer (JRSO) Scheme** (provides link between school community and Road Safety Team. Participating schools.)  
**Safety in Action** (Partnership event, safety scenarios presented to year 6 pupils)  
**Theatre in Education – Child Pedestrian Safety** (Key stage 1 and 2. Participating schools)  
**Young Driver Education** (Year 12/13 groups. Discussion groups around safer attitudes)  
**Theatre in Education – Young Driver Safety** (Year 12/13 students. Anti drink drive and anti drug drive plays)  
**Pass Plus** (Young, new drivers. Post-test driving skills)  
**Driver Diversion Courses** (KCC and Kent Police. Alternative to prosecution, currently including National Speed Awareness, National Driver Awareness and RIDE for motorcyclists)  
**Better Driving and Minibus Driving Courses** (Courses to support At Work Driver Safety)

### Kent County Council Highway Engineering

KCC Highway Engineers contribute to casualty reduction through improvements to the road environment, typically at locations that are identified as having a high level of crashes.

For a full list of Safety Camera's and Interactive Signs please see 'Supporting Information' document

## Kent Police

**Operation Mermaid** (National campaign to rid the roads of dangerous and poorly driven lorries, vans and other commercial vehicles. Stop and search.)

**Operation Tourist** (Tackles transport carrying people on a commercial basis; automated number plate recognition checks registrations against police database.)

**Operation Coachmen** (Inspects all transport arriving at a targeted school)

**Stammtisch** (Meetings with lorry drivers, to help improve safety and reduce criminal activity)

Association of Chief Police Officers Drink and Drugs (Month long drink and drug driving summer campaign and also a winter campaign)

**TISPOL Drink/Drugs** (Christmas drink and drug driving operation and a summer campaign)

**TISPOL Speed Campaign** (European wide anti speeding campaign, roadside officers and cameras)

**TISPOL Seatbelt Action** (European wide seatbelt enforcement campaign)

**TISPOL Operation Bus** (European wide focus on buses)

**CDG Operation** (Focus on the carriage of dangerous goods)

**SRN PACT Days** (Strategic Road Networks, Partners and Community Together)

**Operation Crassus** (National operation to identify stolen plant vehicles)

## Kent Fire & Rescue Service

**Rush** (Key stage 4, educate young people about the potential risks of being involved in an RTC)

Rush, in Maidstone, has been delivered in Oakwood Park Grammar School, Maidstone Grammar School, Cornwallis Academy, Maplesden Noakes School and Invicta Grammar School For Girls over the 2009/10 and 2010/11 period.

**Car'n'age** (Looks at issues that impair driving such as distraction, drink and drugs. Where possible students take part in mock extraction from damaged vehicle. Aimed at 16-25 year olds.)

In Maidstone Car'n'age has taken place at Hollingbourne Services in conjunction with road safety week on 26/11/2010.

**Carmageddon** (Multi-agency campaign including mock up of a serious RTC, taken to young people outside clubs, pubs etc.)

In Maidstone over the 2009/10 and 2010/11 period there have been two Carmageddons; one at Mid Kent College (15/09/2009) and the other at Lock Meadow (24/06/2010).

**Fire Bike** (Community safety tool aimed primarily at delivering bike road safety messages)

In 2009 in Maidstone the KFRS fire bike attended a Garden of England Motor Cycle Show (30/05/2009), a Hein Gericke Open Day (04/07/2009) and the County Show (17/07/2009).

**Licence to Kill** (Theatre education project, exploring the circumstances and consequences of a road traffic collision. Aimed at 16 to 18 year olds)

In Maidstone district there have been two Licence to Kill events at Mote Park Leisure Centre in 2009/10 and 2010/11. The first was on 13/11/2009 and was attended by 900 people and the second was on 12/11/2010 and was attended by 1,100 people.

Cornwallis Academy, Invicta Grammar School, Maidstone Grammar School, St Simon Stock Catholic School, Maplesden Noakes and Valley Park School have all attended Licence to Kill in 2011, sending over 650 students; Invicta Grammar School and Valley Park School also attended Licence to Kill in 2010.

**Jack and Jill Campaign** (Countywide campaign aimed at young drivers)

# Gap analysis

Road Safety activity is typically described as delivering The 3 'E's'; Education, Engineering and Enforcement. Kent County Council, as the Highway Authority in Kent, has a statutory duty for road safety under the Road Traffic Act. Both Kent Police and Kent Fire & Rescue Services have a statutory duty to attend road crashes, and contribute to crash prevention. In addition, a number of other organisations contribute to road safety through organised events and supporting activity.

*Enforcement* activity is delivered by Kent Police and focuses on driver behaviour issues associated with excessive speed, driving under impairment (e.g. alcohol, drugs, mobile phones, etc.) and anti-social driving (including Due Care). In addition to direct Police activity, the Kent & Medway Safety Camera Partnership provides speed enforcement activity on behalf of the partnership between Kent Police, Kent County Council, Medway Council, Highways Agency and Her Majesty's Court Services.

*Engineering* activity is delivered by Kent County Council's Highways department and seeks to improve the Highway, to provide a safer road environment.

*Education* is delivered by both the Kent County Council Road Safety team and Kent Fire & Rescue Service, and focuses on affecting driver awareness, knowledge and attitude to alter behaviour.

Often the most effective road safety interventions draw together at least 2 of the 3 E's', e.g. Enforcement of Drink Drive laws combined with a strong Education campaign. The following table looks at the issues previously identified under 'Key Points' and identifies initiatives falling into each of the 3 'E's' impacting upon these issues. This highlights those issues which are not currently being targeted.

<b>RS Issue</b>	<b>Education</b>	<b>Enforcement</b>	<b>Engineering</b>
<b>Car Drivers (All Ages)</b>	Don't Blow It Christmas Drink Drive Rural Roads See The Hazards Better Driving courses	TISPOL Drink/Drugs TISPOL Speed Campaign TISPOL Seatbelt Action SRN PACT Days	
<b>Car Drivers (17 – 21)</b>	Speak up Grow up/Belt up Safe Text Licence to kill Theatre in Education Pass Plus Carmageddon	Operation Coachmen	
<b>16 year old moped riders</b>	Ghostlids Ride with Attitude Firebike	TISPOL Speed Campaign	
<b>Ages 17-24 using all types of motorbike</b>	Ghostlids Ride with Attitude Firebike	TISPOL Speed Campaign	
<b>Ages 25-29 &amp; 35-39 using motorbikes greater than 500cc</b>	Ride with Attitude Firebike	TISPOL Speed Campaign	
<b>Pedestrians (11 to 16 year olds)</b>	B-Viz Ditch the Distraction Theatre in Education Junior Road Safety Officer (JRSO) Safety in Action		

## Maidstone Road Safety Profile - Summary

Driver/Rider Error and Behavioural factors	Driver Diversion schemes Better Driving courses	TISPOL Speed Campaign	
<b>KCC</b> <b>A229, A26, A20, A249 and A274</b>		<b>Safety Camera Sites:</b>  A229 Loose Road, Near Plains Avenue; A229 Hayle Road outside College Road; A26 Tonbridge Road near Milton Street; A20 London Road near Palmer Road; A249 Sittingbourne Road, Detling; A274 Sutton Road Willington Street; A229 between Cobtree Rbt & Chatham; A249 between Chalky Road & Rumstead Lane; A229 Loose Road	<b>Interactive Speed Signs:</b>  A274 Sutton Valance (north) A229 Staplehurst (south) (The Quarter) A274 Headcorn (north) (Mill Bank) A20 Harrietsham (east) A20 Bearsted A26 Barming (west) (Cedar Drive) A229 Linton Hill, (south of Linton) A20 London Road, Addington A20 Bearsted Eastbound. A229 Angley Road, Cranbrook A229 Station Road, Staplehurst A229 Linton Hill, Southbound A20 Harrietsham (E) A249 Sittingbourne Road  CRM Identification
<b>HA</b> <b>M2 &amp; M20</b>		M20 Jcts 4 to 7 Controlled Motorways	M20 Resurfacing from Jct 3 to Jct 10

---

## Suggested focus areas

---

The gap analysis table in the previous section highlights the large amount of work which has been carried out locally in Maidstone and strategically across Kent. Please note that further initiatives may have been carried out at a local level, e.g. local Police activity, and should be explored by the relevant CSP.

The following recommendations highlight areas where additional activities may prove beneficial. This list is not exhaustive and should be supplemented by local knowledge and identified initiatives.

- Following the 2009 to 2011 Cluster site analysis – further liaison with KCC Highway Engineers would be beneficial to discuss possible improvements to the road environment in Maidstone. For those locations where remedial measures are not possible, identify possible programmes of education/enforcement.
- Identify local Police initiatives to target powered two wheelers including the work of the Police motorbike team
- Identify where crashes have occurred on the A26 and A229 and encourage route based education/enforcement.
- As no specific local information was available for KCC education activity, check that the various KCC schemes targeting young car drivers, motorcyclists and pedestrians have been available within Maidstone. If not, or only available in a limited way, then investigate how these events could be introduced or expanded into more schools / colleges.
- A large amount of work has already been recommended in Maidstone following the formation of the casualty reduction working group, it is suggested that the initiatives from this group be reviewed by the Maidstone CSP.