

**Discussion 1: Does KCC have the right policies in place and will our approach using statistical evidence deliver casualty reduction?**

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
1.01	20mph not only reduces consequences of "accidents" but allows greater reaction period to avoid "accidents". 20 should replace 30 as default limit	Agreed that speed is a key factor in crashes occurring and their severity. Agreed that in the right locations 20mph zones are effective, but zones need to be self enforcing in order to be effective as per latest DfT guidance. <b>See Kent's new policy on 20mph zones. Section B1 here:</b> <a href="https://democracy.kent.gov.uk/ieListDocuments.aspx?CId=749&amp;Mid=4911">https://democracy.kent.gov.uk/ieListDocuments.aspx?CId=749&amp;Mid=4911</a>	-
1.02	Many road accidents on rural roads. Need to lower speed limit to 40/50mph	Speed limits are set according to DfT Guidelines and need to be appropriate to the road environment to be effective.	-
1.03	Accident statistics for cyclists are vastly better in Holland than the UK. Despite helmets not being worn in Holland. 20mph limits are widespread in Holland.	TRL published a comprehensive report which provides a good summary of findings: <a href="http://www.trl.co.uk/online_store/reports_publications/trl_reports/cat_road_user_safety/report_the_potential_for_cycle_helmets_to_prevent_injury_a_review_of_the_evidence.htm">http://www.trl.co.uk/online_store/reports_publications/trl_reports/cat_road_user_safety/report_the_potential_for_cycle_helmets_to_prevent_injury_a_review_of_the_evidence.htm</a> We would advocate wearing a "correctly fitted" cycle helmet and we have made it mandatory for all our cycle training. The evidence suggests that wearing a helmet will provide protection in the event of a head injury (Amaros et al 2012). However, it is suggested that a helmet will only provide protection if the injury is to the part of the head covered by the helmet and the helmet is correctly fitted etc. The estimate appears to be that helmets may provide protection in 10-20% of cases and may prevent 10-16% of fatalities. However, as the report highlights, there are numerous confounding factors that make an analysis problematic. Clearly, cycle helmet use is a good idea. However, there is an opinion that there is a risk of "blaming the victim". Prevention is better than cure and, where possible, we need to work towards providing safer cycling facilities, training and education that contribute to preventing injuries and fatalities occurring in the first place.	See section 4 Action A4.1 regarding setting targets for pedal cyclists.
1.04	20mph limits are generally achieving about 1.5 to 2mph reduction in speeds. This equates to a 9 to 10% reduction in casualties using the 6% figure. Based on expenses involved with KSIs why isn't more done to encourage 20mph.	There is indeed an argument to spend more on Casualty Reduction Measures. KCC spends 20% of small schemes budget on reducing casualties. 500 roads are covered by 20mph limits.	
1.05	20mph zones not limits. Most cyclists drive cars as well. Streets should be about people first, not passing traffic.	Agreed that zones are effective and limits in the absence of engineering measures are not. Residential areas do need to be designed for low speeds and people as per Kent Design Guide ( <a href="http://www.kent.gov.uk/community_and_living/regeneration_and_economy/kent_design_initiative/about_the_guide.aspx">http://www.kent.gov.uk/community_and_living/regeneration_and_economy/kent_design_initiative/about_the_guide.aspx</a> ).	
1.06	Urban minor roads are different but moving vehicles is still the primary purpose of all roads (always was). 20mph limits have become obsessions. Not always right.	The primary purpose of roads is to move people and goods as efficiently and safely as possible but roads also pass through places where people live. Residential areas need to be designed for low speeds and people as per Kent Design Guide. It is important to follow a balanced approach.	
1.07	Quote Anne Marie Penny Slide gone Recommendation to keep kinetic energy in collision below 25mph i.e. 20MPH.	Agreed speed is a key factor - see 1.01 above.	
1.08	20mph zone health issue? Driving at 20mph does not allow vehicle antipollution devices to work?	This was discussed as part of Kent's new policy on 20mph zones. Section B1 Paragraphs 7 & 8 here: <a href="https://democracy.kent.gov.uk/ieListDocuments.aspx?CId=749&amp;Mid=4911">https://democracy.kent.gov.uk/ieListDocuments.aspx?CId=749&amp;Mid=4911</a>	
1.09	Why are KSI all lumped together. We need separate figures.	KCC, like many other LA's group killed and seriously injured casualties together for long term analysis and targets as these are the most life changing events and because to look at fatalities in isolation would not be a statistically significant given the lower number recorded each year on Kent's Roads. They are also the most accurately recorded collisions as they are attended in the majority of cases by Police officers rather than reported by members of the public and therefore we can be more confident in the location and quality of the records we base our targets on. However, It should be noted that more weight is given to fatal collisions and Kent Police through the Serious Crash Investigation Unit (SCIU) investigate each occurrence supported by KCC	Section 4. Points 4.9 and Action A4.1
1.10	If focus is to reduce KSI then with reduced funds data analysis and focused actions should be targeted at this.	In the majority of cases this is where casualty reduction work is focussed by KCC and this will be encompassed in the Casualty Reduction Strategy. For engineering purposes (including the cluster site analysis) we do include slight collisions as we rank those sites with the highest number of collisions, fatal, serious or slight.	Section 4. Road Casualty Targets
1.11	What about collisions that are not reported by police! Do insurance companies give data?	KCC are investigating whether insurance companies can provide information, and if they can, how we can best use that data. An outcome of the Strategy will be to use wider sources of data to inform Road Safety.	Section 3 - Action A3.2
1.12	NO RISK is not an option	There is always risk. We need to strike a balance	-
1.13	Forms for reporting accidents online for use by the public, not only at police stations.	This would be an excellent idea if it could be regulated by Kent Police and this may be something that they would consider alongside the introduction of their new CRASH system.	Outside of remit on CRS
1.14	Impact and value of data systems needs to be reviewed, sometimes the time and energy spent collecting/collating/analysing data outweighs the impact and more time and money could be spent on education and road improvements using top level data to measure impact.	All aspects of casualty reduction interventions are data led, analysis of the recurring and up and coming trends and locations feed in to all areas of Road Safety to ensure that funds are allocated to areas that will have the most effect.	3 E's sections 6,7 and 8
1.15	Self-congratulating on stats alone is a recipe for complacency.	KCC is encouraged by the general downward trend in road casualties on its network. It is intended that the new Strategy will maintain our focus to continue to contribute to casualty reduction.	Section 4. Road Casualty Targets

1.16	A dangerous road does not exist (a media thing) it may be poorly engineered, poorly maintained, subject to weather, but NOT dangerous itself. It is the user that makes the road environment dangerous/hazardous.	This point is valid and was highlighted in the presentations by Steve Horton, Andy Corcoran and Lee Burchill that Driver Behaviour is responsible for the largest proportion of crashes on Kent's Roads.	See Figure in Section 6 on "Factors involved in a crash"
1.17	Non-motorised users – cyclists, walkers and horse riders – stop using roads as they become too dangerous. So less casualties will be result of supressed demand not improved safety.	Agreed this is a concern which we are aiming to address by considering risk and how to minimise it. KCC recognises the need to develop safer cycling and walking routes to contribute to sustainable transport and wider public health objectives.	The Casualty Reduction Strategy and consultation will look to investigate how to reflect this.
1.18	Respond to danger spots, with recurring crashes before fatalities – not as a consequence of.	Annual cluster site analysis takes into account all severity personal injury collisions. Andy Corcoran's presentation detailed how Cluster sites are established and monitored.	Section 8 Action A8.1

**Discussion 2: Does KCC have the right approach to using education techniques and engineering measures to deliver casualty reduction?**

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
2.01	How far can KCC education techniques be linked to the statutory safe guarding agenda so that it is given a higher profile rather than an opt in.	The Safeguarding Agenda is a key area and we are working with Education colleagues to promote this through Head Teachers Briefings.	Engagement and Partnership Working Section 9
2.02	Target elderly. Complicated junctions confuse them and they lose their confidence – if they stop driving they can become isolated and their world shrinks.	There is an opportunity to support independence and safer road use through the promotion of safer use of the network, although no specific plans are in place; we await the further research being carried out at the moment.	
2.03	People forget how to drive on a roundabout. How about snappy messages on national TV just reminding people how to navigate their way onto and off the junction.	There is a valid argument to suggest when new schemes (whether roundabouts or crossing facilities, etc.) are implemented a general approach to promoting its use across the local area could have benefit. However, TV advertising for this, similar to the old Government Public Information films, would come with significant cost implications and would draw resource away from more specific casualty reduction work.	
2.04	Try to get local media e.g. KM to report actual causes of crashes to educate others rather than allowing local speculation “my road is the most dangerous”. The aim of this would be to raise awareness to whole communities of road safety, and causes of crashes.	The importance of media engagement to communicate issues and appreciated. KCC regularly engages with Kent mediwa covering casualty reduction information and initiatives.	Engagement and Partnership Working Section 9
2.05	How about education around going through lights when red and even orange.	Another excellent message for a Public Information approach (similar to roundabout use above) but the casualty reduction benefit for this is less than for other well defined messages (drink, speed, mobile phones, etc.) so currently the priority will not go to a traffic light use campaign. Outside of the Strategy we are looking at reviewing Red Light enforcement.	
2.06	The education programmes for speed offenders should be delivered in schools to 16/17 year olds so that they are educated before they offend! The training is very good.	KCC offers to all secondary schools (with a sixth form) participation in a Young Driver Education programme - 4 sessions focusing on the key crash causation issues. Additionally KCC delivers 3 weeks of theatre work in secondary schools to highlight specific crash issues - and we work with our partners on the Licence to Kill programme that delivers impactful presentations from crash survivors. KCC also runs campaigns aimed at 'young drivers and their passengers' and these often are used in the education courses for those students just below this age. The Speed Awareness programme is 'owned' nationally by the Association of Chief Police Officers and cannot be changed or delivered for anyone outside of the 'offender' bracket. However, KCC is developing a course for drivers who have not been caught speeding, along similar lines to Speed Awareness.	
2.07	Young drivers need more education in secondary schools to make them more aware when driving. Just because some young drivers drive a certain way, it doesn't mean that we all do.	See 2.06 for info. We have no control over take up of on young driver education delivered by KCC and cannot insist on school participation. Whilst we get into around 50% of all sixth forms through our work, it could be that partner agencies also access some of the schools we do not reach. Our partnership group CARE (CAssualty REduction) comprising highway authorities and emergency services, work to coordinate this coverage.	See Section 9 on Engagement and Partnership Working
2.08	Road awareness/safety tests compulsory for horse riders and cart drivers and cyclists using public highways.	All road users should be encouraged to develop themselves as safer road users. Whilst regulation can bring many benefits there are concerns (especially amongst healthy practitioners) that if some activities like cycling became regulated, it might affect the level of take up. We recognise more cycling can bring many health benefits for society.	
2.09	Are any of the educational initiatives targeted at groups of people with disabilities?	KCC engages with Kent wide as well as local disability groups. Work has been carried out in schools that include disabled children. Drivers with disabilities are catered for on Speed Awareness Courses in terms of access. We don't have substantial intelligence about crash causation factors for people with disability to identify if its a casualty priority. We hope to address any 'access to the network governed by perception of safety' issues through our wider road safety work.	
2.10	We are all road users. Road user training needed by all – starting at school.	Agreed, everyone would benefit in some way from specific road user group training - and indeed crossing over to other road user groups to develop empathy for those we mix with. KCC are looking to develop a 'self-help' booklet for parents to be supported in developing their children as safer road users.	
2.11	Study into paint (lining) technology to improve longevity and reduce costs – more for less.	Part of the KCC/Amey Technical User Group discussions	
2.12	Review and assess different barrier technology to create a safer environment – include reduced/optimised maintenance initiative.	Part of the KCC/Amey Technical User Group discussions	
2.13	Look at technology to increase periods between maintenance – to reduce the need for road closures or restrictions – hazards reduction.	Part of the KCC/Amey Technical User Group discussions	
2.14	We are looking at optimising working methods to reduce the disruption caused whilst we undertake work – hazard reduction	Part of the KCC/Amey Technical User Group discussions	
2.15	We are looking at solutions to reduce disruption caused by maintenance works.	Part of the KCC/Amey Technical User Group discussions	
2.16	Eliminate/reduce hazards caused by road works – information signing	Part of the KCC/Amey Technical User Group discussions	
2.17	Road surfaces and repairs – textured banding to repairs – improved surface for cyclists/motorcyclists.	Part of the KCC/Amey Technical User Group discussions	
2.18	KCC technical review group – products, process, equipment. We are developing initiatives to do more for less! 15% to 20%	Part of the KCC/Amey Technical User Group discussions	
2.19	Consider need for adequate parking when building new schools, EYFS settings.	Parking provision needs to be made in context of the school travel plan and the development planning process. The journey to school by car is an important contributor to morning peak congestion. KCC is supporting initiatives to give parents a viable and healthier alternative including Kent Freedom pass, Walking buses and Bikeability Cycle Training.	
2.20	Look at recycling initiatives to extend the repair and improvement of roads and footways – “Bang for our buck”	Part of the KCC/Amey Technical User Group discussions	
2.21	Technical Review Group – Ideas welcome: dean.benson@amey.co.uk	Part of the KCC/Amey Technical User Group discussions	

2.22	Is excessive traffic calming/street furniture an obstruction of public highway?	The level of traffic calming will depend on the objectives of the scheme and the speed reduction required.	Engineering Section 8 Point 8.7
2.23	Use of 85percentile on all Kent's roads would allow speed limits to be set at the correct level and avoid lot of pointless argument.	Speed limits are set in accordance with DfT Guidance which includes mean speeds.	
2.24	Schools don't want cars by gates or adjacent roads? Where space available provide proper pick up/drop off points.	KCC has supported a number of schools to develop and promote park and stride initiatives for parents in the context of school travel plans.	
2.25	Non-motorised users – walkers, cyclists and horse riders need off road “behind the hedge” paths and safe crossing places so that they can travel from place to place without danger to themselves or inconvenience to others.	Agreed. KCC is developing these routes as highway space permits	

**Discussion 3: How can KCC work more effectively with its partners, stakeholders and the public to deliver casualty reduction?**

Point Ref	Post It Comment	Officer Response	Draft Strategy Section
3.01	Offer RRM courses for companies	The KCC HASTE speed awareness and driving skills course for non-offenders will look to target companies for take up, as opposed to targeting the public, although it will be accessible to public groups.	Education Section 6 Point 6.8 and Action A6.3
3.02	You need to partner with disability organisations to get an understanding of the views of disabled people. E.G. Demarcation between footways and cycle paths.	KCC engages with local disabled access groups on schemes and with Kent wide groups such as Centre for Independent Living on policy. Shared use cycle/footways are a last resort. KCC uses DfT policy notes 01/12, 02/08 covering Inclusive Mobility Standards.	
3.03	Get RoSPA advanced drivers and IAM involved in education – re training of violators we can help with school education etc.	KCC does promote such organisations and many of the road safety team have benefitted from such training. Casual staff are used to support education programmes in schools and are always looking to supplement this panel with appropriate people. Please email <a href="mailto:steve.horton@kent.gov.uk">steve.horton@kent.gov.uk</a> if you are interested in helping.	
3.04	Consider setting up a Crime stoppers style reporting system for anti-social and dangerous driving. (See Sussex version <a href="http://www.operationcrackdown.org">www.operationcrackdown.org</a> ). This is proving helpful in addressing drivers before they are involved in crashes. Community Speedwatch data is now being linked into the same database to link the data together.	Noted. This will be investigated with Kent Police.	
3.05	Scheme to allow motorcycles to use bus lanes in Kent, as in some parts of London.	KCC is considering its policy in the light of the London policy change which will apply to new bus lanes and be retrofitted as funding allows.	
3.06	'Locals' probably know better than KCC what junctions etc. are more difficult to use. How do we access their views?	The annual Kent residents tracker survey now includes a specific question asking respondents to identify areas of safety concern. KCC has a database identifying where people have raised issues and is considering how to include this in prioritising according to risk.	Section 3 point 3.6 and Action A3.2
3.07	Cycle training thoughts: Cycle to work scheme – government support for training of users, cycle purchases, 1% tax towards training.	Noted. KCC runs Bikeability cycle training for young people and is piloting adult cycle training targeting businesses.	
3.08	If KCC does not have the resources to go into all schools and promote road safety, could knowledgeable volunteers be used?	KCC employs and trains appropriate casual staff to support our work. If you are interested, please email <a href="mailto:steve.horton@kent.gov.uk">steve.horton@kent.gov.uk</a>	
3.09	Work in partnership with Gypsy Traveller Unit when developing new Traveller sites to ensure safe access. Too often these sites are on small country lanes without lighting or footpaths.	Noted. Please speak to relevant Highways and Transportation contacts and engage through the Planning Process for new developments which includes a safety and access assessment.	See Section 9 on Engagement and Partnership Working
3.10	Driver awareness following an offence is good instead of points. However, Insurance companies still load premiums.	KCC are engaging with the Insurance Sector in respect of developing a speed awareness and driving skills course, HASTE, which we ultimately hope will lead to reduced premiums.	Education Section 6 Point 6.8 and Action A6.3