

Keeping an eye on
Maidstone

REGENERATION AND SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

FIT FOR THE ROAD

MAIDSTONE ROAD SAFETY REVIEW

Published 2009

Death fears over school

FRESH details of "terrifying near-misses" have come to light as the campaign for a safe school crossing is stepped up.

Parents want a safe crossing where their children cross a dangerous section of Maiden Road to get to Staplehurst Primary School.

Campaigner Peggy Hearn warned: "One day it is going to be too late."

She fears the narrow pavement, speeding motorists and a bend in the road where the central bollards are, means it is only a matter of time before a fatality.

Mrs Hearn, a pre-school parent, has been told: "You have to leave out to see round the corner where there's a bend in the road. The walking school bus has been told it's too dangerous to cross there and has to walk up the road - in the point where we think there should be a zebra crossing."

"We have had some terrifying near-misses."

Mrs Hearn said the pavement is not wide enough for mothers to manoeuvre their buggies as they prepare to cross. They push the wheels into the road and then have to

back up by de-shouldering the car.

She said: "I have been told by the police that it is too dangerous to stop the car in the middle of the road."

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Collision Injury

A PROBABLY fatal collision between a car and a lorry in Broad Lane, West Park, at about 9.30am on Wednesday.

The car, a Ford Fiesta, was travelling in the wrong direction when it collided with the lorry.

The lorry was travelling in the correct direction.

The car driver was injured and is being treated in hospital.

The lorry driver was not injured.

The police are investigating the collision.

Driver trapped

A DRIVER was trapped in a car which had overturned on its side on a road near Staplehurst on Wednesday.

The car was a Ford Fiesta and was travelling in the wrong direction when it overturned.

The driver was a woman and was not injured.

The police are investigating the accident.

Crash forces evacuation

VEHICLES on a main road in Maidstone had to be evacuated after a car crashed into a bus.

The accident happened on the A226 near Clapper Lane. It involved a white Ford Transit and a red bus.

The bus was carrying 15 children and a teacher.

The car was travelling in the wrong direction when it crashed into the bus.

The police are investigating the accident.

Justice Goodwin, of Maidstone Road, said: "Police told us to leave the house, so I grabbed my puppy and my car."

She said: "I was very lucky to escape."

Driver accused

A TEENAGER has been charged with death by dangerous driving after an accident in which he crashed into a car.

The teenager, Charles Arnold, of Lower Road, West Park, has been charged with death by dangerous driving.

The accident happened on the A226 near Clapper Lane. It involved a white Ford Transit and a red bus.

The bus was carrying 15 children and a teacher.

The car was travelling in the wrong direction when it crashed into the bus.

The police are investigating the accident.

A274 tops accident list

ROADS of the A274 are more likely to be seriously injured than any other road in Maidstone.

Figures for 2007 show the road from the Whitland junction to the Whitland junction via Langley, Sutton Valence and Maidstone, is the town's most dangerous road.

The road has 12 accidents in 2007, compared with 11 on the A226 and 10 on the A274.

Woman facing drink-drive charge

A 32-year-old woman has been charged with drink-driving after an accident at the junction of Cranbrook Road and Bell Road in Staplehurst.

The woman, who is named, was charged with drink-driving.

The accident happened on the A226 near Clapper Lane. It involved a white Ford Transit and a red bus.

The bus was carrying 15 children and a teacher.

The car was travelling in the wrong direction when it crashed into the bus.

The police are investigating the accident.

Protest goes

A PROTEST was held in Maidstone on Wednesday to mark the 10th anniversary of the death of a woman who was killed in a car accident.

The woman, who is named, was killed in a car accident on the A226 near Clapper Lane.

The accident happened on the A226 near Clapper Lane. It involved a white Ford Transit and a red bus.

The bus was carrying 15 children and a teacher.

The car was travelling in the wrong direction when it crashed into the bus.

The police are investigating the accident.

Woman to be charged over motorcycle death

A WOMAN involved in a motorcycle accident which caused the death of a man is to be charged with death by dangerous driving.

The woman, who is named, was charged with death by dangerous driving.

The accident happened on the A226 near Clapper Lane. It involved a white Ford Transit and a red bus.

The bus was carrying 15 children and a teacher.

The car was travelling in the wrong direction when it crashed into the bus.

The police are investigating the accident.

Working Group Membership:

Councillor Mike FitzGerald (Chairman);
Councillor Clive English; and
Councillor Richard Thick.

Supported by Esther Bell, Overview and Scrutiny Officer.

This report is available in alternative formats. For further information about this service please contact the Scrutiny Section on 01622 602463.

The report is also available on the Council's website:

www.digitalmaidstone.co.uk/osc

Contents

Executive Summary	4
Actions	6
Recommendations.....	7
Terms of Reference	10
Parliamentary Advisory Council for Transport Safety	11
Kent County Council.....	15
Kent Police Road Policing Unit.....	19
Kent Fire and Rescue Services.....	27
Highways Agency	31
Maidstone Borough Council.....	41

Executive Summary

Following the release of the 2007 crash statistics depicting Maidstone's road safety as the poorest in Kent and concern from Members, the Regeneration and Sustainable Communities Overview and Scrutiny Committee set up a Road Safety Working Group to review national and local road safety issues.

Approximately 3000 people die on Britain's roads per year, equating to 12 plane loads of holiday makers. Nationally, around 250,000 people are involved in car crashes per year. Members identified that Maidstone had 456 reported car crashes in 2007; 63 of these were serious and 9 were fatal. Members were informed that the Police visited crash incident scenes and found that last year's crashes were neither preventable nor predictable. Members found that Maidstone did not have any crash cluster sites. The Police indicated that a trend had emerged in Maidstone, with fatal crashes occurring on rural roads and involving young males. Both national and county data followed this trend. Whilst the review considered data and numbers, it should be remembered that every figure contained within the statistics relates to real people, and incidences of a Killed or Seriously Injured crash had serious implications for many people in Maidstone.

Members identified that the common causes of crashes were clearly attributable to the road user, noting that the road itself could not cause a crash. Inappropriate speeds, impairment through drugs, alcohol and mobile phone usage were found to be the attributing causes of the majority of crashes. They also identified that not wearing a seatbelt impacted on the seriousness of the crash, noting that 58% of those who were unbelted may have survived had they been belted. The ultimate aim of the review was to improve road safety in the Borough by considering how to reduce impairment, reduce speeds and encourage the use of seatbelts. All of the agencies Members approached welcomed the Council's interest in road safety and asked that the Council support them by actively promoting road safety in the Borough. Members agreed the Council should promote road safety in advertisements around the Borough on Council owned sites, among its own staff and by lobbying central Government.

The use of breathalysers had been a key development in improving road safety. It was considered a main driver behind the reduction in road deaths as it had dissuaded people to drive whilst intoxicated. Members therefore felt this could be decreased further by reducing the blood alcohol limit and by allowing the Police to breathalyse more drivers using intelligence-led breath testing. Members also noted that one in three young drivers had a crash within their first year of driving, predominantly as a result of distraction. The Committee therefore advocated compulsory road safety education to newly qualified drivers within a year of passing their test.

The Committee agreed that the Council should ensure road safety was promoted amongst its own staff; this was particularly important in light of the Corporate Manslaughter Act. This commitment would also serve as an example to other employers in Maidstone. Research indicates that 30% of all road crashes leading

to fatality involve someone driving in the course of their work. The Committee considered various options to promote road safety amongst its officers and agreed that essential and casual car users should have a prerequisite to successfully complete the Council's Ivy Learning Management System's 'Vehicles' and 'Driving Skills & Highway Code' modules. Members noted the Council's Policy and Guidance for Managing Occupational Road Risks but found that awareness of the document and its associated forms had been lacking. Members therefore agreed that this policy document should be promoted to officers and a mechanism be put in place to ensure that the necessary forms are regularly updated as required¹. Additional methods to promote road safety in the organisation included the distribution of stake holder information bulletins, literature and the Highways Agency's car survival packs.

Members agreed that the Council should make a formal commitment to support partners in promoting road safety. They agreed that the Council should lead on an annual Road Safety Day, including hosting an event in the town centre where key stakeholders promoted road safety issues to members of the public and businesses. They also identified the use of the Borough Update, poster sites and Park and Ride buses to support local and national road safety campaigns in order to deliver a consistent road safety message to Maidstone's road users.

Other aspects in which the Council could assist in improving road safety were considered by the Committee, including promoting awareness amongst Parish Councils and requesting that they distribute the campaign in their newsletters. The success of speed-watch was also considered and Members agreed this should be further promoted amongst those Parish Councils who had not yet used speed-watch. Speed-watch had helped slow down vehicles by acting as a visible tool to remind drivers to watch their speed. It had also allowed information to be gathered to allow Police to undertake informed enforcement, if necessary, at a particular speed-watch site. Arrangements should also be encouraged amongst Parish Councils to share the equipment to reduce costs. Another outcome of Members' interviews was the plea from Highways Services for Parish Councillors to state the problem of a particular site rather than a potential solution to prevent unnecessary delays. This was in addition to the request from Kent Fire and Rescue Services for Parish Councils to inform their Education Team of sites where groups of young people with cars were gathering in order that they may educate them.

¹ Driving as work Permissions Form, Individuals Risk Assessment Form and Travelling at Work Risk Assessment

Actions

Improve road safety in Maidstone by:

- Encouraging drivers to cut speeds;
- Discouraging driving under impairment;
- Discouraging using mobile phones whilst driving; and
- Encouraging greater seatbelt usage.

This could be achieved by:

- Supporting partners;
- Promoting road safety amongst employees in Maidstone;
- Promoting Speed-Watch;
- Promoting compulsory road safety education; and
- Raising awareness amongst Parish Councils.



Recommendations

- a) The Cabinet Member support the Committee in lobbying Central Government to:
 - i. Lower the legal blood alcohol limit;
 - ii. The police be legally allowed to breathalyse more drivers using intelligence-led breath testing;
 - iii. Speed awareness training be made compulsory for all those caught speeding. The cost of this could be partially clawed back by bigger fines for repeat offenders;
 - iv. British Summer Time be maintained in England and Wales all year round;
 - v. Commencing compulsory road safety education for newly qualified drivers within a year of passing their test;
 - vi. Making the display of green 'P's (provisional) mandatory for the first year after a driver passing their driving test; and
 - vii. Making road safety education mandatory to the 14+ age group.
- b) The Council set an example to other employers in Maidstone by proactively improving road safety amongst its own work force by:
 - i. Successful completion of the Council's Ivy Learning Management System's 'Vehicles' and 'Driving Skills & Highway Code' modules be a prerequisite for essential and casual car users;
 - ii. Raising Manager's awareness of the Policy and Guidance for Managing Occupational Road Risk Policy and creating a mechanism to ensure personnel receive regular 'Driving at Work Permission', 'Individual Risk Assessment' and 'Travelling at Work – Risk Assessment' forms as required in the policy document;
 - iii. Circulating the Highways Agency's Driver Survival Packs to essential car users;
 - iv. Circulating the Highway's Agency's Hi-magazine around the Council offices; and
 - v. Including Road Safety information in the Council's staff newsletter.
- c) The Council make a formal commitment to support stakeholders in promoting Road Safety in the Borough by:
 - i. Supporting national and local road safety campaigns by advertising Maidstone Road User targeted messages. Possible positioning could include use of bill boards or on the back of Park and Ride buses to ensure message is advertised in town and rural areas;
 - ii. Leading on an annual Road Safety Day, including hosting an event in the Town Centre where key stakeholders promote road safety issues to the public and businesses;
 - iii. Using the Borough Update as a means of publicising the road safety message to residents, with input from Kent Police, Fire and Rescue Services and Kent and Medway Safety Camera Partnership;
 - iv. Engaging the producers of Town and Parish Council magazines and newsletters to promote the road safety message, for example by

- circulating the Kent and Medway Safety Camera Partnership publicity and information bulletins to Parish and Ward Councillors;
- v. Ensuring Police are consulted with regard to new large developments to identify potential road safety problems;
- vi. Undertaking more multi-agency road checks;
- vii. Having a single point of contact for organisations to notify the Council of road safety initiatives, such as the Police asking if the Council wants to be involved in a multi agency road checks; and
- viii. The KMSCP formalise the partnership with Maidstone Borough Council to ensure a two way commitment to improve road safety.

Recommendation to District and Parish Councils:

- d) District and Parish Councils refer to incidences as “crashes” rather than “accidents” in order to send a consistent message to road users;
- e) Contact Highways Services with the road safety problem of a particular site rather than a potential solution to prevent unnecessary delays; and
- f) Ward Members encourage Parish Councils to take part in speed-watch if they feel there is a speeding problem by sharing equipment across a group of Parish Councils and that for speed-watch equipment funding be sought from money from concurrent functions.

Recommendation to Parish Councils:

- g) Parish Councils be encouraged to notify the Fire and Rescue Education Team about areas where young people were gathering in cars; and
- h) KMSCP hold a briefing session with all Parish Council Chairs and clerks on road safety and their work.

Recommendation to Kent County Council:

- i) Road Safety score higher in the new Kent Highways Services prioritisation scheme replacing PIPKIN.

Recommendation to the Safer Maidstone Partnership:

- j) The Safer Maidstone Partnership consider road safety in order to create a safe environment for everyone in the Borough;
- k) The Safer Maidstone Partnership conduct local road safety risk analysis and that this analysis be fed into its Local Strategic Plan Action Plan to improve road safety; and
- l) All partners on the Safer Maidstone Partnership be urged to be actively involved in promoting road safety.

The Committee would like to thank the following witnesses who have contributed to this report:

- Katherine Barrett, Communications Officer, Kent and Medway Safety Camera Partnership
- Andy Corcoran, Transportation and Development Manager, Kent County Council Highways Services
- Felicity Drewitt, Deputy Team Leader for Area 4, Highways Agency
- Robert Gifford, Executive Director, Parliamentary Advisory Council for Transport Safety
- Steve Goulette, Assistant Director of Environmental Services of Maidstone Borough Council
- Steve Griffiths, Assistant Director Community Safety, Kent Fire and Rescue Services
- Steve Horton, Road Safety Operations Manager
- PC Jarvis, Road Officer for East Kent, Kent Police
- Alexa Kersting-Woods, Education Manager, Kent Fire and Rescue Services
- Mark Lamb, Senior Road Safety Officer, Balfour Beatty
- Martin Ostler, Road Safety Engineer (Passive), InterRoute
- Anne-Marie Penny, Road Safety Development Manager, Kent County Council
- Ian Procter, Road Safety Manager, Kent County Council and Chairman of the Kent and Medway Safety Camera Partnership
- Chris Rogers, Project Manager, Kent and Medway Safety Camera Partnership,
- Dr Guy Rollinson, Kent Police Road Intelligence Unit
- Stuart Skilton, Head of Community Safety, Kent Fire and Rescue Services
- Chief Inspector Roscoe Walford, Head of Roads Policing, Kent Police
- Inspector Geoff Wyatt, Kent Police

Terms of Reference

The Committee agreed that, by conducting this review, it would aim to meet the following objectives and desired outcomes:

- Identify the number of crashes in Maidstone in comparison to other Boroughs in Kent and England to establish whether Maidstone has a problem with road safety;
- Identify common causes of crashes and methods to improve road safety;
- Identify whether there are crash black spots in Maidstone;
- Establish the demographics of individuals involved in crashes in Maidstone and any contributory factors;
- Identify what actions can be taken to address black spots and improve road safety in Maidstone;
- Identify who is responsible for road safety in Maidstone and able to implement any recommendations to improve road safety in Maidstone; and
- Make Maidstone a safer place.



There are 3,000 deaths on our roads each year. That equates to a 9/11 every year or 12 plane loads of holiday makers

Recommendations

- Raise awareness of the importance of wearing seatbelts;
- The legal blood alcohol limit be lowered;
- The police be legally allowed to breathalyse more drivers using intelligence-led breath testing;
- Encourage more motorists to comply with the law to greatly increase the safety of the roads;
- British Summer Time be adopted all year round; and
- Raise awareness of the importance of police officers working with parish and district councils to coordinate speed enforcement work. If drivers complied with speed limits, the roads would be safer.

'Approximately 40% of the 1500 car occupants who died in vehicles last year were unbelted. 58% of these may have survived the crash had they been wearing a seatbelt.'

Robert Gifford, Executive Director of PACTS

Witness Session with Robert Gifford, Executive Director for PACTS

Mr Gifford explained that the Parliamentary Advisory Council for Transport Safety (PACTS) looked into all aspects of transport safety including road, rail, air, and water travel safety. PACTS was a registered charity that acted as a 'critical friend' to politicians and civil servants. Mr Gifford had acted as a special advisor on the report of the House of Commons Transport Committee: 'Ending the Scandal of Complacency: Road Safety beyond 2010'.

Mr Gifford provided the following information:

- It was unclear whether UK residents thought that 3000 people per year dying on Britain's roads was too high, or whether people viewed this as a relatively low number. A Councillor stated that in the 1950s approximately 5000 people per year died in car crashes while there was around one fifth of the number of cars on the roads. Mr Gifford clarified that the UK had the third best road safety record in Europe, behind only Sweden and the Netherlands;
- Around 250,000 people were involved in car crashes in the UK annually;
- In the UK more 17-25 year olds die in car crashes than in any other form of accidental death;
- In 1987 Peter Bottomley MP set a target to reduce all deaths and injuries on roads by one third by the year 2000. The target had been achieved with regard to the number of people killed or seriously injured (KSI) on roads in the UK. However, the target had not been achieved with regard to slight injuries.
- Mr Gifford detailed a number of reasons why the number of road casualties had been reduced:
 - The use of breathalysers had been a key development in road safety strategy. This was one of the main drivers behind the reduction in road deaths because it dissuaded people to drive vehicles when intoxicated;
 - While road humps were often unpopular with drivers, their introduction had also had an impact on the number of road crashes because it reduced the speeds at which vehicles could travel; and
 - Modern vehicles were now designed with safety in mind and this was due, in part, to pressure from consumers.
- It was believed that education campaigns had had a significant impact on people's driving habits, particularly around Christmas and the New Year. Drink drive and seatbelt campaigns were undertaken regularly. Members discussed some of the recent road safety short films that had been shown on television and Mr Gifford explained that some were only shown after the 9:00pm watershed time due to the graphic content that was considered unsuitable for children.

A Member explained that some members of the public were concerned that speed cameras were used to raise revenue instead of as a crash prevention measure. He mentioned that Swindon Council had removed speed cameras in the town and he asked for Mr Gifford's views on this. Mr Gifford stated that speed cameras were only located in places where there was a proven road safety concern due to the number or severity of car crashes. In order to work

effectively there had to be a deterrent for drivers not to break the speed limit.

Therefore they were painted yellow to make drivers aware of their presence. Mr Gifford explained that data collected since speed cameras had been introduced showed that approximately 100 lives per year had been saved as a direct result of speed cameras. He explained that the debate about speed cameras had become about the question of people's right to drive at what speed they wished. Sometimes

television presenters sensationalised the debate surrounding speed cameras and the publicity generated meant that both sides of the debate often didn't receive equal coverage in some sections of the media. Mr Gifford stated that there was a move towards cameras that measured average speeds over a specified distance instead of those that measured speed at a specific point on the road.

100 lives per year have been saved as a direct result of speed cameras

Robert Gifford, Executive Director of PACTS

A Councillor asked for Mr Gifford's views on street signage and wondered if this was sometimes a distraction for drivers. He cited the example of a town in the Netherlands that had removed all street signage in an effort to increase road safety. Mr Gifford explained that most places where street signage had been removed had not experienced any KSI casualties prior to removing the signs. He questioned whether the road signs had been removed for road safety reasons or to clean up the landscape for environmental reasons. He emphasised that many drivers relied on street signage to inform them of the road layout and this was particularly true of drivers who had a visual impairment.

Mr Gifford was asked what could be done to enhance road safety. He replied:

- Encouraging more motorists to comply with the law would greatly increase the safety of the roads;
- He emphasised the importance of wearing seatbelts. A study undertaken in Thames Valley showed that 92% of people wore seatbelts when sitting in the front of vehicles, while 70% wore seatbelts when seated in the back of a vehicle. Of all fatal crashes, only 65% of people travelling in a vehicle involved were wearing seatbelts;
- Of the 1500 car occupants who died in vehicles last year, approximately 600 were unbelted, of whom 350 might have survived the crash had they been wearing a seatbelt. Mr Gifford explained that many of these lives could have been saved if seatbelts had been worn;
- The legal blood alcohol limit should be lowered. In addition, the police should be legally allowed to breathalyse more drivers using intelligence-led breath testing;
- If drivers complied with speed limits the roads would be safer. Ten years ago 30% of people complied with speed limits; the number was now 50% so improvements had been made. It was important that police officers worked with parish and district councils to coordinate this work.

In response to a question, Mr Gifford stated that speed-activated signs had had a positive affect on drivers reducing speeds.

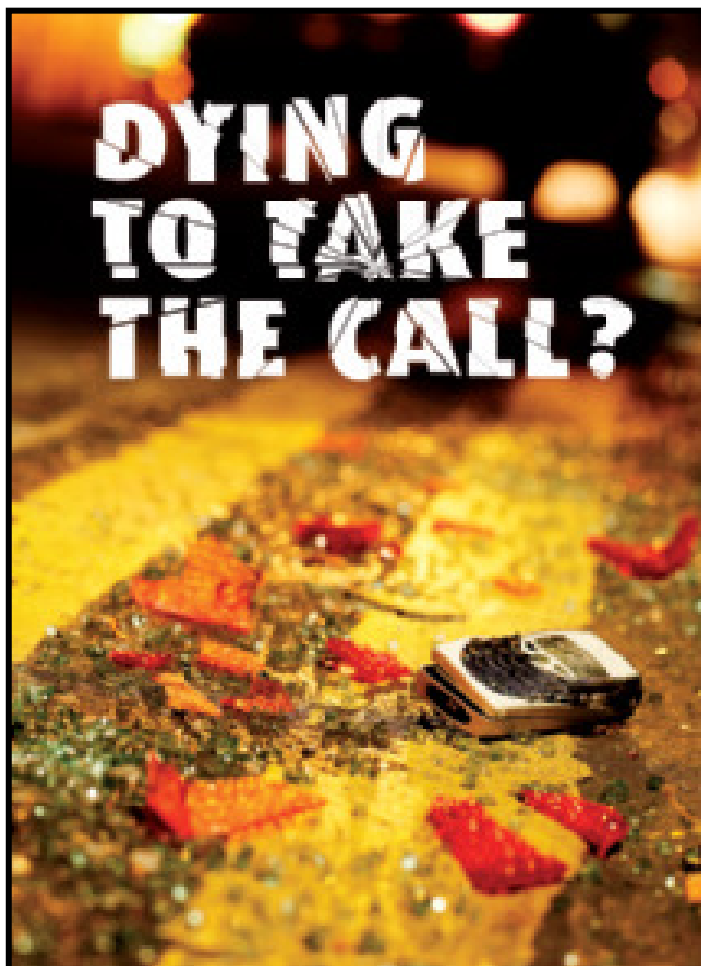
- Mr Gifford explained that the Department for Transport had recently undertaken a campaign to dissuade people from taking drugs and driving.

He said that if any limit for drug driving was set this could be seen as condoning the use of drugs.

- Members heard that in some countries in Europe, for example Sweden, new drivers had to spend one year learning to drive before they were allowed to take their driving test. This ensured that new drivers had sufficient driving experience prior to being able to drive alone.
- The Transport Research Laboratory conducted roadside surveys of seatbelt use twice each year and also surveys indicating the use of mobile phones by drivers. There was a strong correlation between those drivers who did not wear seatbelts and used mobile phones while at the wheel. Members heard that around 150,000 drivers per year are caught using mobile phones while driving. Mr Gifford stated that talking on a hands free kit while driving was also a significant distraction and he would favour a ban on this.
- Pressure had been put on car manufacturers to make vehicles less physically hostile to pedestrians so that on the risk of death or serious injury on contact was reduced.
- Pedestrians were less at risk of being hit by a vehicle in an urban area than they were ten years ago. Road safety measures such as chicanes and speed humps had helped ensure a speed reduction in built-up areas.

A Councillor explained that in October 1968 the UK did not turn the clocks back in March and kept British Summer Time (BST) all year round for three years. This meant that children walked home from school in daylight instead of in the dark and this meant they were more alert and reduced the risk of being hit by cars because they were more visible to drivers. When the experiment was adopted the numbers of KSIs was reduced substantially. Mr Gifford stated that he would support a return to the scheme, explaining that approximately 100 lives and 2000 KSIs last year could have been prevented if the evenings were lighter for one hour every day.

In response to a question, Mr Gifford stated that there was no evidence that elderly drivers caused a disproportionate number of crashes. He informed Members that Gloucestershire County Council had implemented a Safer Driving with Age programme, designed for older drivers and providing them with guidance and coaching necessary to continue driving for as long as it is safe to do so.



Recommendations to improve Road Safety

- Encourage drivers to cut speeds;
- Discourage drink driving;
- Encourage greater seatbelt usage;
- District and Parish Councils refer to incidences as "crashes" rather than accidents in order to send a consistent message to road users;
- The Council set an example and educate its own work force with regard to road safety, including mobile phones, seatbelts and appropriate scheduling of journey planning;
- Road Safety score higher in the new Kent Highways Services prioritisation scheme replacing PIPKIN; and
- Ward and Parish Councillors approach Highways Services Engineering with the problems rather than with their idea of a solution to prevent time spent on explaining why not a suitable solution.

Witness Session with Steve Horton, Road Safety Operations Manager and Anne-Marie Penny, Road Safety Development Manager, Kent County Council

Mr Horton and Ms Penny discussed the following:

- KCC had a statutory duty to focus on reducing casualties on roads in the county;
- There were twenty Officers in the road safety development team at KCC. The team focused on three key areas: education; training; and publicity. As part of this Officers worked with schools educating children on road safety. The engineering department at KCC was responsible for dealing with requests for changes to the road infrastructure such as road crossings;
- Work was coordinated under three headings – speed, impairment, and anti-social values (such as seatbelt-wearing and attitudes towards other road users);
- A team leader was responsible for coordinating work with each mode of transport;
- The aim of educating drivers about road safety also included improving safety for pedestrians and to reduce the chance of them being hit by vehicles;
- KCC worked with Kent Police, Fire and Rescue Services, district and parish councils in the county and Medway Council to coordinate road safety work;
- The three areas that would have the greatest impact on reducing the numbers of casualties on the roads were encouraging drivers to cut speeds, discouraging drink driving, and encouraging greater seatbelt usage;
- Ms Penny explained that speed was not always the main cause of crashes, although it was often a major factor. Mr Horton stated that vehicle speeds affected the severity of injuries suffered in crashes. By encouraging drivers to reduce speeds the numbers of KSIs would be reduced;
- Kent County Council's literature and training referred to "crashes" rather than "accidents". This was to emphasise the point that crashes are preventable and are often down to human error. Mr Horton explained that it would help if district and parish councils also referred to "crashes" in order to send a consistent message to road users;
- In answer to a question, Mr Horton explained that evidence of a road safety problem had to be provided in order for action to be taken, for example, a road crossing to be built or a speed camera erected. The evidence would usually be in the form of one or more KSIs;
- The vast majority of drivers could be encouraged to make safe decisions whilst driving. The road safety team worked to encourage these drivers to make sensible, rational choices. A minority of drivers violated the speed limits in the knowledge that they were wrong to do so;
- Town entry signs provided drivers with a sense of the speed limit and could help to encourage safe driving;

The Council should refer to crashes as 'crashes' rather than accidents – crashes are preventable and often down to human error

- A Councillor stated that road safety measures near the bottom of the prioritised road improvement projects list were unlikely to be taken forward because new projects that were treated as a higher priority took preference. He stated that the only way of meeting the lower priorities would be to increase the money available for such projects. Mr Horton explained that the local area teams could clarify the priorities in each district;
- Ms Penny explained that each new proposed scheme to alter a road structure was audited for its impact on the safety of the roads affected;
- Mr Horton stated that local area teams collected and analysed crash statistics so that officers were aware of any areas of major concern and crash hotspots;
- A Police Inspector stated that the Police employed Architectural Liaison Officers who analysed the road safety aspect of new developments. KCC advised local authorities on road safety considerations when large scale developments were planned via a Kent design guide;
- KCC was addressing the issue of Heavy Goods Vehicle (HGV) drivers driving on inappropriate roads and the area teams would have more information on this. One of the actions KCC was taking was distributing maps to HGV drivers at ports in the southeast. The maps showed appropriate/inappropriate roads for HGVs in Kent;
- A large percentage of car crashes occurred when people were driving either to or from work. A Police Inspector advised that the weather was also an important factor in the number of car crashes. There were more crashes when the sun was low as this caused visibility difficulties for drivers;
- Members agreed that it was important that the Council set an example to other employers by educating its own work force with regard to road safety. Areas to consider included the Council's policy and training on mobile phones, seatbelts and time allocation for journey times;
- In response to a question, Members heard that statistics on incidents of drug driving were not available. Mr Horton explained that KCC's contractor, Jacobs, analysed crash data and statistics and there was a wide range of data analysis tools available. He stated that the area teams dealt with local speed limits and analysed the visual clues;
- Ms Penny stated that approximately 70% of fatal motorcycle crashes were single-vehicle crashes and often took place on rural roads.

A large percentage of car crashes occurred when people were driving either to or from work and Members therefore felt it was important that the Council ensured its own work force was educated

Witness session with Andy Corcoran, Transportation and Development Manager, Highways Services, Kent County Council

- Mr Corcoran highlighted that although a lot of residents would like to see engineering solutions for road safety measures, they often did not like the associated impact – for example wanting a speed hump, but not wanting it outside their own house or with a street light. Other implications included noise, pollution and less parking;

- Despite campaigns for engineering measures outside schools, Mr Procter highlighted that crash statistics had not shown any of Maidstone's schools as having an issue with road safety;
- The importance of Parish and Ward Councillors presenting the *problem* to Kent Highways Services and asking for help rather than simply informing them of a solution was emphasised. Kent Highway Services engineers are experts and Mr Corcoran noted that many of the suggested solutions could lead to other problems that were bigger than the initial problem. Informing Kent Highways Services of the problem would also prevent officers from having to explain why the proposed solution may not be viable;
- Although there is always scope to improve highways, improvements are restricted by finances. He did however feel that improving road safety behaviour was the biggest long term goal;
- Engineering schemes are determined either as part on the Annual Programme or as a reaction to an incident. In considering the annual programme, cluster sites are identified and analysed to decide whether engineering solutions can be implemented to improve the safety of the cluster site. Bids are then submitted to request funding for the engineering solutions. It takes an average of 2 years for schemes to be designed and implemented once funding had been allocated;
- Sites identified by Parish and Ward Councillors are visited to determine the best course of action. Information is passed on to the relevant body if enforcement or education is suitable rather than engineering. If an inexpensive engineering solution is identified as the best approach, such as a sign or a line, it will be done more quickly than those schemes that are more expensive and require prioritisation within the annual schemes;
- The principle reason for the use of safety camera enforcement is to reduce crashes. Therefore, the 3 year personal injury crash record is analysed to assess each potential camera site. The policy for safety cameras is attached at Appendix A. An analysis of camera sites crash data is attached at Appendix B.

Kent Police Road Policing Unit



Recommendations to improve Road Safety

- Road safety education be mandatory to the 14+ age group;
- The Safer Maidstone Partnership consider road safety in order to create a safe environment for everyone in the Borough;
- The Council support national and local road safety campaigns – for example similar advertisements and posters as the litter campaign in Maidstone. Possible positioning could include use of bill boards or on the back of buses to ensure message is advertised in town and rural areas;
- The Borough Update be used to provide a road safety feature;
- Education of own work force, particularly essential/casual car users;
- The report be presented to the Local Strategic Partnership;
- The Group explore the benefits of multi-agency road checks;

Over 2,100 child pedestrians were seriously injured or killed in 2005, including 250 under the age of five. By comparison, an average of seven children are attacked and murdered each year by strangers

- Encourage Parish Councils to take part in speed-watch, possibly by sharing equipment;
- Ward Members encourage Parishes to use speed-watch if they feel there is a problem;
- The importance of police involvement in identifying possible road safety problems in new developments;
- Speed awareness training be made compulsory for all those caught speeding. The cost of this could be partially clawed back by bigger fines for repeat offenders; and
- The Council have a single point of contact for the Police to ask if the Council wants to be involved in multi agency road checks or other road safety initiatives.

Witness Session with Chief Inspector Walford, Head of Roads Policing and Dr Guy Rollinson, Road Intelligence Unit, Kent Police

Chief Inspector Walford and Dr Rollinson provided the following information:

- There were 150 Officers in the Kent Roads Policing Unit. 60 officers policed the motorways in Kent and supported the area Officers, while the Traffic Management Team assessed the transport infrastructure;
- The Roads Policing Unit's performance was not based on income generation. In fact, the speed cameras were judged to be successful if they did not generate an income as this meant they were having the desired affect of encouraging drivers to cut speeds;
- There were 95 fixed speed cameras and 7 mobile speed cameras throughout Kent. Locations at which fixed speed cameras were placed experienced a 58% decrease in KSIs;
- Chief Inspective Walford emphasised the importance of communicating consistently to residents the reasons for speed cameras being located in the area
- In 2007, 42,600 people were killed on roads in Europe and 1.6 million were hospitalised. In the same year 2,946 people were killed on UK roads, representing the lowest number for 80 years, while 28,000 people were seriously injured;
- Last year there were 95 deaths on roads in Kent and there were 802 KSIs and 6,433 injury crashes. Kent was one of the safest counties in south east England in which to drive and had achieved the Department for Transport target to cut the number of KSIs as a result of road traffic crashes by 2010 three years early;
- Kent Police was the second best performing force in its 'Most Similar' group, and was 13th out of 43 forces in England and Wales, and 18th of the 51 forces in Great Britain. This had been achieved despite a higher than national average increase over the same time in the number of vehicles and distances driven by those vehicles on the Kent's roads;
- There was a strong correlation between criminals and road crashes – people who had committed a crime in the past were much more likely to be involved in a car crash then others. Dr. Rollinson from the Kent Police Roads Intelligence Unit pointed out that people with four or more criminal convictions were eight times more likely to be involved in a car crash than other people.
- Delivering safer roads was based upon five strategic themes:
 1. Deny criminals use of the roads, by enforcing the law;
 2. Reduce road casualties;
 3. Tackle the threat of terrorism;
 4. Reduce anti-social use of the roads; and
 5. Enhance public confidence and reassurance by patrolling the roads.

Kent's Roads - 2007:

95 people died

802 people were killed or seriously injured

6,433 people reported being injured in a crash

The strategic aims were translated into deliverable tactics in the Roads Policing Strategy 2008, which incorporated a tactical delivery plan and performance framework;

- Kent commands the third longest motorway network in the country at 400km. Some half a million people travelled in vehicles in Kent each day, equating to approximately 16 million miles travelled per day;
- 85 to 90% of the UK's commercial vehicle movements to and from the European Continent travel through Kent, particularly through the port of Dover and the Channel Tunnel. 46% of the vehicles that entered Kent from across the Channel were foreign freight vehicles. The volume of traffic crossing the Channel via Kent was, until recently, expected to continue increasing significantly above the 3% national average predicted for traffic generally. However, Dr. Rollinson pointed out that the global economic downturn may lead to a slight reduction in the numbers of these vehicles;
- CI Walford provided details of the costs to the UK economy of each type of injury at different speeds (see table below). He explained that the figures took into account a loss of earnings and medical care, among other factors. He explained that Police investigations on site at each crime scene took a minimum of four hours to complete. The cost to the economy of shutting the M25 was £12 per vehicle per hour;

Road Type	<40mph	>40mph	Motorway	Average
Fatal	1,558,290	1,699,140	1,751,150	1,644,790
Serious Injury	179,210	206,700	213,540	188,920
Slight Injury	18,130	21,620	25,570	19,250
Damage Only	1,590	2,360	2,270	1,710

- Motorcyclists represented approximately 8% of the road users but 25% of road fatalities;
- Maidstone, Tonbridge and Malling and Tunbridge Wells had shown an upward trend in the number of injury road traffic collisions in 2005 -2007. Where as Ashford, Dartford and Swale had shown a downward trend. CI Walford stated that there was not an obvious explanation for the reduction;
- Killed and Seriously Injured Casualty data for Kent and Maidstone, broken down by month, is attached at Appendix C.
- A Roads Policing Crime and Disorder Reduction Partnership was being taken forward and the decision on whether to invite district councils to join

Motorcyclists represented approximately 1% of the road users, but 25% of road fatalities. The Highways Agency also advised that the number of people using motorcycles may increase as a result of the economic down turn and it was important these motorists were targeted.

the partnership or whether districts would purely be informed of the work of the partnership would have to be made. It was crucial that all partners sent out a consistent message with regards to driver behaviour and road safety;

- There were five key issues in helping the majority of responsible road users and cracking down on the reckless few:
 1. Speeding – encouraging drivers to comply with speed limits;
 2. Drink-driving – 450 people in the UK died last year due to this;
 3. Seat belt wearing – last year 402 deaths in the UK could have been prevented if seatbelts had been worn;
 4. Drug driving – including illegal drugs and prescription drugs; and
 5. Preventing careless driving.
- Last year 26,000 phone calls were made to the Kent Roads Policing Unit to report anti-social driving. Dr. Rollinson informed Members that the Police were only informed of approximately two thirds of injuries caused by road crashes;
- An event was organised by Kent Police, KCC, Kent Fire and Rescue, and Kent Ambulance Service where officers talked to 5,000 children about road safety and this had been a huge success. This project, 'Operation Carmageddon', was aimed at drivers between 17 and 24 years old and included a reconstruction of a serious road crash, as well as displays giving more information;
- Drivers who were caught speeding in a 30m.p.h. zone but were driving at less than 38m.p.h. had a choice between accepting three penalty points on their license or undergoing a speed awareness course. Drivers who were caught driving more than 38m.p.h in a 30m.p.h zone did not have that option and had to accept penalty points. The Committee recommends that speed awareness training be made compulsory to all drivers caught speeding.
- Dr. Rollinson informed Members that the Thames Valley Safer Roads Partnership had developed a Marketing Analysis and Segmentation Tools (MAST) project in order to analyse the road safety of different socio-demographic groups. This was based on the 'Mosaic Public Sector' program, which was a socio-demographic analysis tool that classified all 24 million UK households into 61 types and 11 groups. A bespoke report on Kent's crash socio-demographic data is attached at Appendix D. Using the MAST tool, Dr. Rollinson had identified that of all the drivers in Kent who had been involved in crashes, 60.4% did not live in the county. He had also found that 29.2% of those who were involved in crashes lived outside of the UK. The MAST tool gathered data to show which nationalities were over-represented in crash statistics. The top ten most over-represented nationalities were:
 1. Hungary (most over-represented);
 2. Romania;
 3. Lithuania;
 4. Ukraine;

60.4% of people involved in crashes in Kent did not live in the county. Only 29.2% of these involved people who did not live in the UK. It was therefore important to consider how to successfully educate both Kent's residents and beyond.

5. Albania;
6. Turkey;
7. Poland;
8. Czech Republic;
9. Russia; and
10. Pakistan.

- Dr. Rollinson informed Members that while the number of HGV crashes in Kent had risen it had not increased significantly. Many of the crashes involving Eastern European drivers involved cars, not HGVs.
- CI Walford informed Members that Kent Police worked closely with Dr. Rollinson in order to target the socio-demographic groups that were involved in the highest number of road crashes. He explained that Dr. Rollinson led the Kent Casualty Reduction Partnership (CaRe). This Partnership was responsible for identifying casualty reduction at both the strategic and tactical levels. The group had adopted the National Intelligence Model (NIM) approach and Dr. Rollinson and his team produced problem profiles that were discussed at the CaRe meetings, utilising the prevention, intelligence and enforcement principles.

Witness Session with Inspector Wyatt and PC Jarvis, Kent Police

Inspector Wyatt advised the group that he would provide a strategic overview and PC Jarvis, as a Road Officer for East Kent, would provide any information on working practices. Inspector Wyatt provided the following information to Members:

- Officers attended each road traffic incident scene within several days to identify whether or not the crash could have been predicted or prevented. He went through a list of fatal crashes that had occurred of Maidstone and highlighted that they could not have been predicted or prevented. The fatal crashes had predominantly occurred on rural roads and had involved young males. Both National and County data followed this trend, depicting young male drivers as the group most involved in fatal crash;
- He felt education was instrumental in enhancing road safety, highlighting the visible reaction of the younger age group to KCC's 'License to Kill?' event. License to Kill? was a theatre education project aimed at 16 – 18 year olds in Kent and Medway. It included presentations on people's experiences from the following: Police; Fire & Rescue; Ambulance; a mother of a child who had been killed; a man in his 20's who had been paralysed; and two death by dangerous driving offenders.
- He felt that road safety education should be mandatory to the 14+ age group. He also highlighted that peer pressure from children to parents could be effective in improving road safety e.g. the child asking the parent why they are using a mobile/not a seatbelt. However, he recognised that funding of this education could be an issue;
- He noted the importance of improving road safety, highlighting that people were more likely to die from road crashes than assaults. He also emphasised the great impact of deaths caused by crashes on the

All the agencies interviewed advocated road safety education starting at an earlier age.

community. He therefore felt that it was important that the Safer Maidstone Partnership consider road safety in order to create a safe environment for everyone in the Borough, highlighting that innocent people were dying as a result of road traffic crashes;

- Research had not been done on the outcome of the speed awareness training undertaken by adults who had been caught speeding. He advised that there had been a good take up of offenders opting to undertake the course;
- He felt that Maidstone Borough Council should support national and local road safety campaigns – for example similar advertisements and posters as the litter campaign in Maidstone. Possible positioning could be on bill boards or on the back of buses to ensure the message is advertised in rural areas. Kent County Council could provide the design work for signs and the Think! calendar could be used to inform the appropriate dates of national campaigns;
- Members suggested that the Borough Update could be used to provide a road safety feature. Inspector Wyatt advised that the Police could provide the article if they were given the deadline and the word count;
- He highlighted the importance of the Council ensuring the message of road safety was imparted to its own work force, particularly essential/casual car users, and setting an example to other employers in Maidstone. This was particularly important in light of the Corporate Manslaughter Act;
- He cited irregular and long shifts as factors of Killed and Seriously Injured crashes, attributing sleeping at the wheel in the early hours as a contributory factor;
- White Van Users did not have a disproportionate amount of crashes, despite receiving a disproportionate amount of complaints about road safety issues;
- The volume of the traffic in Maidstone has an impact on the number of crashes in Maidstone. He felt it useful to divide the number of KSI by the miles of roads and then compare this figure to rest of Kent;
- He did not feel that KSI in areas of deprivation represented a significant proportion of KSI in Maidstone. However he felt that there was a larger proportion of KSI of people on foot crossing roads. He considered that there was a problem in rural areas, shown by the high number of KSI in rural areas;
- The relationship with Highways Engineers was not as good as he would like, but he felt that continuity of responsibility would help build a working relationship. He highlighted that it was rare to have a response to engineering queries on the same day but recognised that budgets and timetable would dictate their responsiveness. He noted that residents got frustrated as a result of substantial work being undertaken to improve road engineering, such as the A249 roundabout, to find out there were insufficient budgets to make the changes;
- He advised that 350 arrests with regard to drink-driving had been made in the Maidstone Borough in 2008. The Police had undertaken targeted exercises near pubs and he noted that there had been a good response. However, he did not think that increased arrests meant that occasions of drink-driving had increased, as increased arrests was likely to be indicative of the police targeting drink-drivers. He felt that there may be

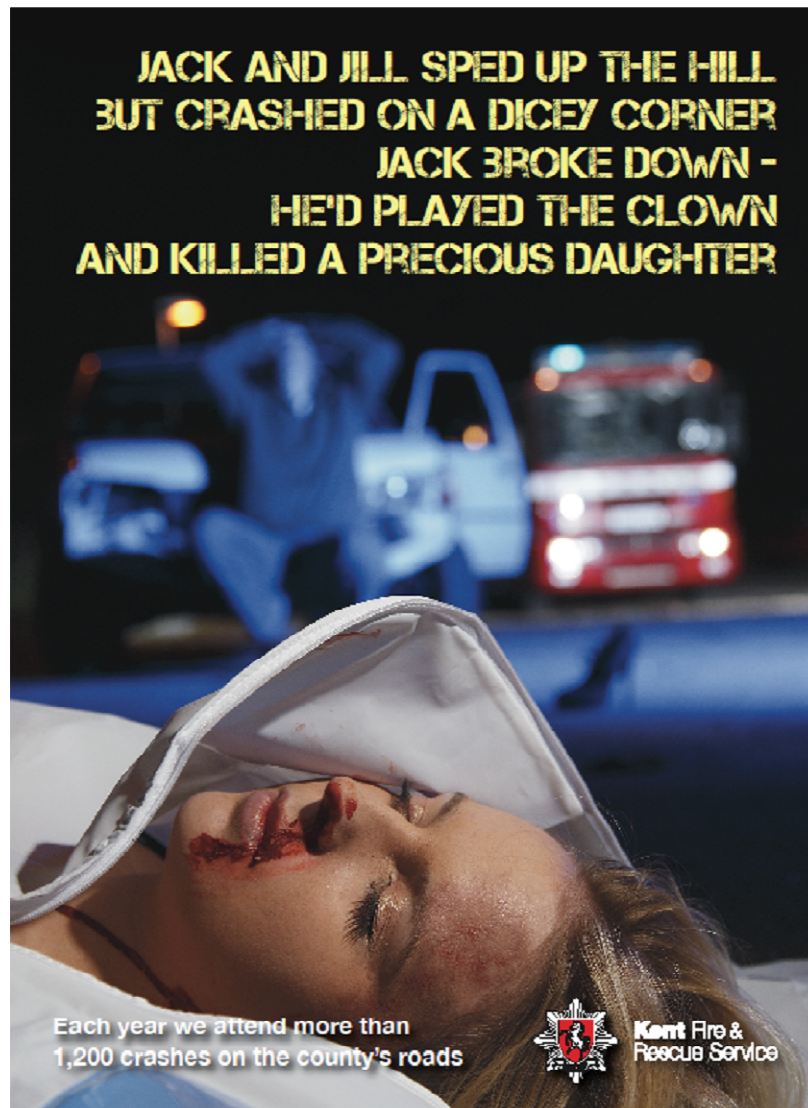
an issue of morning after driving and that it was important to continue to educate drivers of this. In response to a question he advised that a higher proportion of mature drivers were caught for drink-driving than younger drivers;

- He felt that a blanket approach to breath tests would act as a deterrent to drivers, however, currently police could only breath test drivers if they had a reason to do so;
- He suggested that it would be useful if Maidstone Borough Council took part in the multi-agency road checks, such as Environmental Services for waste carriers. These checks are intended to show drivers a high visibility police presence and convey the message that police and other partners would not tolerate crime or anti-social behaviour in the area;
- He suggested that Parish Councils be encouraged to use speed watch² if they were not already doing so. Speed-watch is high profile and shows the motorists and residents that the issue of speed is not being ignored. Strict health and safety guidelines were set out for using speed-watch to prevent crashes involving the people undertaking the speed-watch measurements. Once a Parish Council had identified a problem using speed watch, the Police would go out and target enforcement using the findings of speed watch. Members suggested that money from concurrent functions could possibly be used to fund required equipment. They also agreed that Ward Members should encourage Parishes to use speed-watch if they feel there is a problem;
- Mid Kent Police have 2 Police motorcycles and he advised that these sent out a very powerful message to motorcyclists. These were also used for speed enforcement;
- He stressed the importance of appropriate speed limits, ensuring they were not placed as a result of pressure. He felt that motorists should be allowed to drive at the high speed limits where it was appropriate, otherwise people become tempted to break the limit;
- He highlighted the importance of considering the bigger picture for traffic calming, including lights at junctions and maintenance of hedge-ways. And felt it important that the Police were consulted with regard to new developments;
- He would like a single point of contact to be able to ask if the Council wanted to be involved in initiatives such as joining in multi agency road checks or in road safety initiatives.

Nationally, almost two fifths of all road deaths occur on rural 'A' roads, with a further quarter on lesser rural roads.

*Advice about Local Road Safety Strategies –
Department for Transport*

² Speed Watch is a scheme that gives parish councils around the county a chance to record the speed of vehicles travelling through their area. A speed indication device is set up to measure how fast vehicles are moving within the lower speed limit. This is a sign that shows the driver their speed - but only if the vehicle is over the speed limit. The registration numbers of vehicles found to be speeding are then logged. If a driver is found to be speeding twice within a twelve-month period, the registered owner receives a warning letter from the police. If the same vehicle is caught three times, there is a further warning, and possibly follow-up action by police officers.



Recommendations to improve Road Safety

- Parish Councils be encouraged to notify Fire and Rescue Education with areas young people were gathering;
- Each District CDRP conduct local risk analysis;
- The local risk analysis be fed into each district LSP's action plan to improve road safety;
- Compulsory road safety education be provided to newly qualified drivers within a year of passing their test; and
- Circulate road safety literature to Parish Councils to include in their newsletters.

Witness Session with Steve Griffiths, Assistant Director of Community Safety, Stuart Skilton, Head of Community Safety and Alexa Kersting-Woods, Education Manager, Kent Fire and Rescue Services

The Fire and Rescue Services Act 2004 placed a duty on the Fire and Rescue Service to respond to road traffic collisions (RTCs), a duty which the 1974 Act did not recognise. However, this duty did not extend to preventative work aimed at reducing the number of Road Traffic Collision (RTC) incidents that occurred, although the Authority did have the power to undertake such work if this was deemed to be warranted.

The latest version of the Fire and Rescue National Framework 2008-11, in which the Government's expectation for Fire and Rescue Services in relation to road safety is set out, stated that:

"The number of people KSI on the roads remains a significant social problem. It can only be successfully tackled using a multi-agency approach, bringing together Government departments and, at a local level, the key service delivery agencies and interest groups."

- A number of representatives from the Fire and Rescue Service sat on the Maidstone Crime and Disorder Reduction Partnership (CDRP) and Maidstone Local Strategic Partnership (LSP). They highlighted that they were keen to move CDRP discussions on to prevention, including RTC prevention. They noted that the CDRP now focussed on community safety rather than just crime and since RTCs have a huge impact on communities they felt the CDRP should also focus on improving road safety. Members were advised that 2008/09 was the fourth year that Fire and Rescue had provided funding to the CDRP (£2,500) and they noted that they had highlighted the importance of RTC prevention work in their covering letter. They felt it would be particularly useful if each district CDRP undertook local risk analysis and for this work to be fed into each LSP's action plan to reduce road risks for areas/people most at risk.
- The Fire and Rescue Service identified that enforcement and engineering were being used to improve road safety by other agencies but felt that education was something that they could progress. They therefore concentrated their efforts at educating young people with regard to road safety due to the disproportionate numbers of young people being injured and their well-established and successful education programmes.
- They highlighted the importance of Agencies working together to improve road safety and felt that the Primary Care Trust could be more engaged in prevention work. They identified the significant hospital costs to the PCT of serious injuries arising from RTC, noting that fatalities cost an average of £1.5 million.

"Nationally, road deaths and serious injuries are disproportionately concentrated amongst men and within the 16-29 and 70+ age groups (with the younger age group being much more often blameworthy than the older age group)"

*Advice about Local Road Safety Strategies –
Department for Transport*

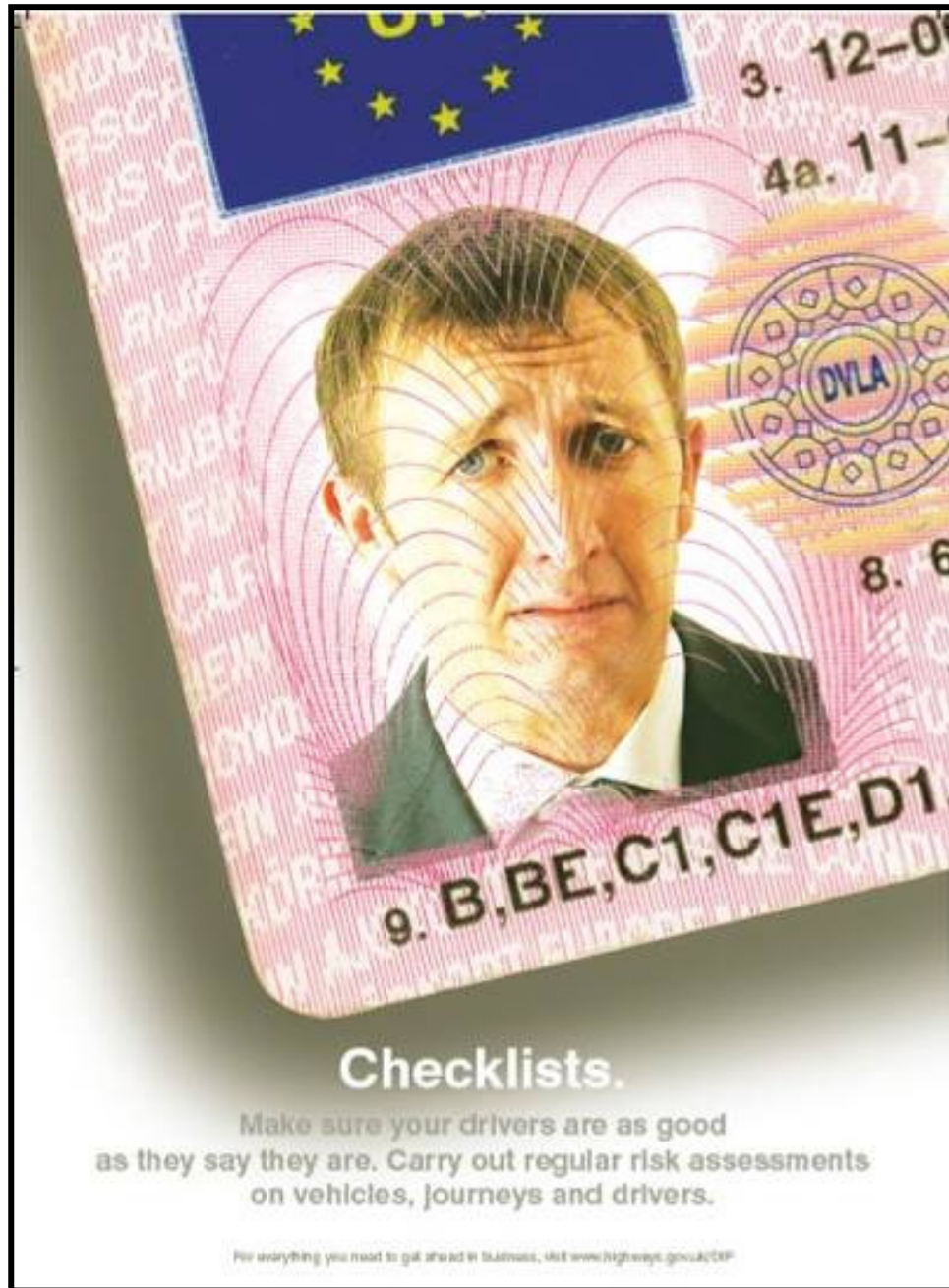
- They advised Members that they normally only attended crash scenes when people were trapped in vehicles or when there had been a fire (about a third of all recorded road crashes), highlighting that the Police was the investigatory authority.
- The schools in Maidstone were generally receptive to the KF&RS education programme. The programme was aimed at secondary school children. They noted that they had seen 97% of Maidstone's Key Stage 4 pupils last year. They felt educating as many young people as possible was particularly important as it was unlikely that every driver in the UK would be educated once past schooling age.
- They highlighted the importance of the community perceptions of F&RS as the 'friend' rather than the 'enforcers'. As part of the education programme, they visited spots where young people gathered in cars to educate young people with regard to road safety (Operation Carmageddon). Locations to visit were determined from intelligence received of where young people were gathering. They therefore wished to encourage Parish Councils to contact them with details of new areas young people were gathering.
- They informed Members that they had staged mock RTCs, with emergency response as if an actual crash had happened. They hoped to do more of these, including at Headcorn and at Lockmeadow. Headcorn had showed a peak in terms of crashes in rural areas.
- A recent addition to Operation Carmageddon involved Kent Police offering educational breathe test to people waiting to enter nearby clubs and pubs – around 70% had thought they would be safe to drive despite being over the limit. They advised that they tended to talk to people about the impact of impairment and veered away from discussing enforcement. They encouraged people to designate a driver on a night out, and to have an emergency taxi fund at home or to have an agreement with a parent that they come and collect them in case of emergencies ('Rush' Key Stage 4 education package).
- An ultimate aim would be for a road safety education centre that people would have to attend within a year of passing their test, with hard hitting road safety education. They noted that the supplemented pass plus course was offered in Kent, but it tended to be the responsible drivers who undertook this. They also highlighted that one in five drivers had a crash within their first year of driving. These were predominantly a result of distraction – mobiles/adrenalin.
- Technological advancements had included average speed cameras and also had enabled written warnings to be sent to people caught using a mobile phone or not using a seat belt whilst driving.
- In response to a question, they felt that 17 and 18 year olds typically wore seatbelts, but of those who did not, did so out of rebellion or from overcrowding in the back of cars. They also noted that the safety belt campaigns had reduced.
- They felt that the success of reducing the rate of injury and death was significant in light of increased road movement. A number of factors

*Those driving while using a mobile phone are
four more times more likely to crash*

Think! Road Safety

contributed to improved road safety, including car design, education, engineering etc.

- They highlighted the importance of people thinking about possible risks on the road to improve road safety, noting that if they think a place is safe, they will drive faster without thought, compared to areas thought to be unsafe.
- They had undertaken a risk mapping exercise and found that rural roads yielded a greater risk, highlighting possible contributory factors such as higher speeds, unlit areas, and an absence of pavements. They did not feel the foreign drivers presented a significant risk.
- Members noted the importance of publicising the road safety message and felt that Parish Councils should be provided information to put in their newsletters to empower the community.



Recommendations to improve Road Safety

- Circulate Hi-magazine around the Council office;
- The Council support the work of the Highways Agency by delivering the message to residents of the Borough; and
- The Council circulate the driver survival packs to essential users in order to promote road safety among its own fleet.

Witness Session with Martin Ostler, Road Safety Engineer (Interoute), Mark Lamb, Senior Road Safety Officer (Balfour Beatty) and Felicity Drewett, Deputy Team Leader for Area 4, Highways Agency

The Highways Agency is the executive agency of the Department for Transport. The Highways Agency is split over 14 areas in England. Their remit includes motorways, all purpose trunk roads and small sections of roads (no small roads in the Maidstone area);

What has the HA done to reduce casualties in the Maidstone Area?

- Programme of LNMS (Local Network Management Schemes £5-10 million maximum) works
- Programme of "Quick Wins" (Safety schemes/initiatives)
- Area Safety Action Plan (ASAP)
- Identifying "high risk" groups
- Working closely with our safety partners

What are the key issues?

- Driver behaviour
- "At risk" groups:
 - High numbers of international LGVs (or HGVs) using the network
 - Young drivers
 - Business drivers
 - Female drivers
 - Powered two wheelers (P2Ws)

- 90% of crashes were a result of human error, it was rare for the road surface to be at fault. Typical reasons for crashes included failing to look properly and excessive speed;
- It was important that the driver took responsibility for their own actions to ensure they got to their destination safely. This included recognising the need to stop for a break after 2 hours and ensuring everyone wears a seatbelt;
- It had taken 10 years for road safety education messages to have a noticeable impact on driver behaviour in Australia and therefore it was important to start road safety training from a young age;
- The Areas Safety Action Plan is a flexible forward looking plan based on identified cluster sites;
- One in three young drivers will have a crash in their first year of driving, although these are not necessarily serious or fatal;
- The business age group identified as a key issue is the 30 – 49 age group. The business drivers may be at more risk of crashing as a result of driver fatigue;
- Interesting to note that the number of females involved in crashes has increased, however this may be linked to the number of women in the business sector increasing, and therefore there being more women on the roads;
- Elderly drivers were also identified as a 'key issue' in Sussex. This was found to be a result of problems of depth

What are the demographics of those involved in RTCs?

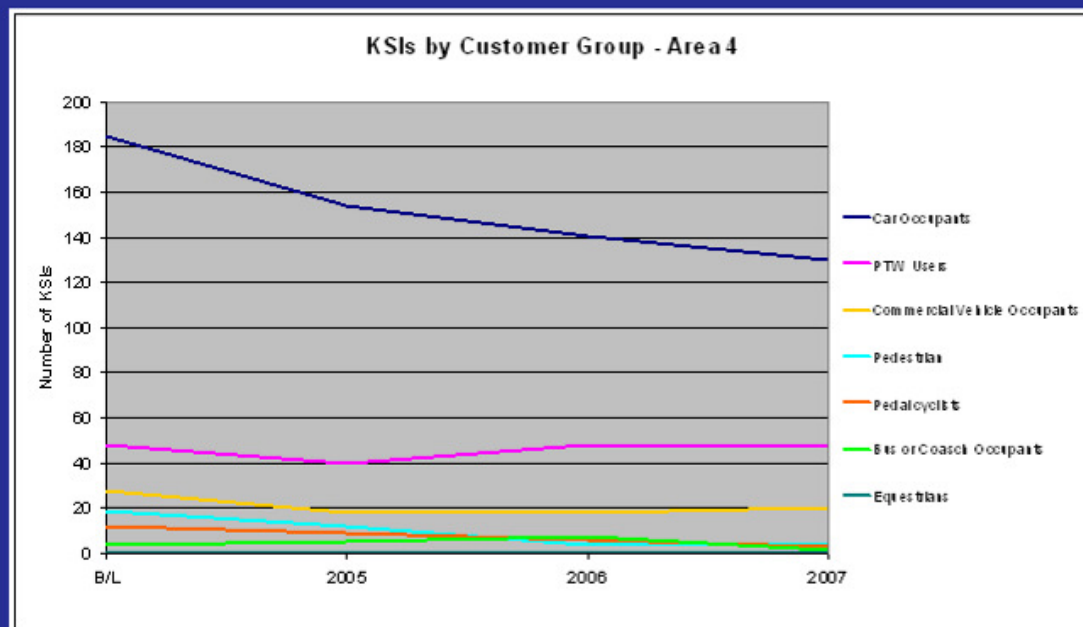
- Our intelligence comes from a number of sources, including the Kent CaRe partnership who provide data using MOSAIC.
- We are currently working with Martin Langham (formerly of Sussex University) to investigate pedestrian RTC (road traffic collision) data in Area 4; night-time collisions analysis; single vehicle collisions analysis.
- The RIU (Regional Intelligence Unit) at the HA.

perception at night or dusk. Important to increase awareness as the age of the population in Kent increases generally and as it becomes an increasingly popular retirement destination;

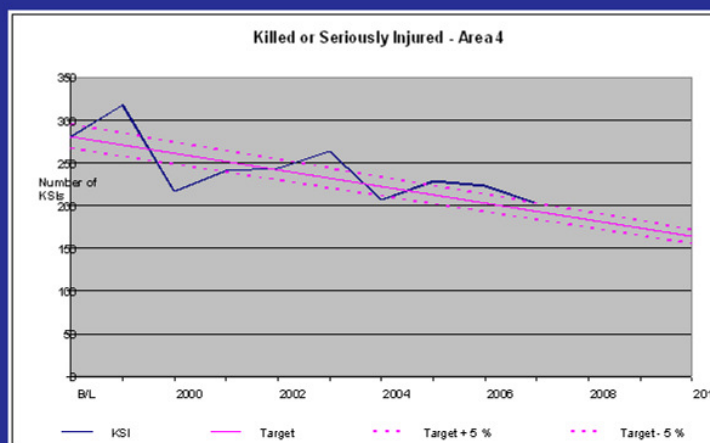
- It was thought that more people would be riding motorbikes as a result of the economic situation, as they are cheaper than cars. The new problem with bikers may therefore be from commuter bikers rather than 'born again bikers'.
- The number of people in Kent KSI (Killed and Serious Injured) had reduced. However, it was recognised that one big multi car crash would skew the results. They felt that the KSI trend was downwards as a result of education;

Is Kent's Safety Record (on Motorways & Trunk Roads) comparable to other counties?

Progress Towards Targets KSIs (Killed/Seriously Injured) by Customer Group



Progress Towards Targets KSI Casualties



Progress Towards Targets

KSI Casualties

(B/L = Baseline)

KSIs										
	B/L	1999	2000	2001	2002	2003	2004	2005	2006	2007
Area 4	281	318	217	241	244	264	207	229	223	202
Total Network	40,815	36,632	35,866	35,092	34,265	32,296	29,771	27,945	27,551	26,720
Change Compared to Baseline										
	B/L	1999	2000	2001	2002	2003	2004	2005	2006	2007
Area 4	0%	13%	-23%	-14%	-13%	-6%	-26%	-19%	-21%	-28%
Total Network	0%	-10%	-12%	-14%	-16%	-21%	-27%	-32%	-32%	-35%

- Every 12 minutes a person was hit on the hard shoulder, they had therefore produced safety packs to inform the driver of what to do in an emergency, in addition to supplying a reflective vest and silver survival blanket. Members felt as part of the Council setting a good example, the packs could be handed out to essential car users;
- They continue to evaluate the effectiveness of the work they had undertaken to ensure that they were providing the right message for the right people. This information also supports future fund

What initiatives is the HA undertaking to improve road Safety in Kent & Maidstone?

Our "Quick Wins Programme:

- Driver and motorcycle survival packs
- Additional lessons for newly qualified drivers (Medway only in 2009)
- Educational material for motorcycle dealerships
- Evaluation of Bike Safe training
- Evaluation of LGV CDs (Audio CDs)
- Continual distribution of Fresnel lenses

also

- M20 Controlled Motorway
- Ensure RTC damaged infrastructure is replaced in a 'passively safe' format. (Using safer materials eg. Lattix signs which are safer in the event of a vehicle collision)

Progress Towards Targets


KSIs by Customer Group

KSIs by Customer Group				
	B/L	2005	2006	2007
Car Occupants	184.6	154	141	130
P.T.W. Users	48.2	40	48	47
Commercial Vehicle Occupants	27.8	18	18	20
Pedestrian	18.6	12	4	4
Pedal cyclists	11.6	9	6	3
Bus or Coach Occupants	3.6	5	7	1
Equestrians	0	0	0	0

- requests;
- One in seven crashes on the M20 involve foreign registered drivers. Information CDs were therefore distributed to freight drivers across Europe;
- They were awaiting the start date from the Department of Transport of the M20 controlled motorway;

What does ASAP do?

- It is a delivery plan designed to achieve and exceed the PSA safety targets.
- It is programmed over a 3-5 year period.
- It aims to reduce casualties in Area 4 on both motorways and all APTRs. (All Purpose Trunk Roads)




Area 4's ASAP (Area Safety Action Plan)

- Our ASAP has taken the issues and intelligence for Area 4 and derived solutions utilising our communications & education programme, quick wins, DIPs (Driver Information Programme) & LNMS safety schemes.

What does ASAP deliver?

- The ASAP deliverables are Engineering, Education, Enforcement, Engagement & Evaluation.
- They have been developed primarily from intelligence, tactical analysis & the annual RSS (Road Safety Statement)



What is the process for considering specific road safety measures? (Casualty Reduction Group)

- Via the CaRe Partnership
The purpose is to further reduce beyond the reach of individual participants, the number of casualties arising from road traffic in Kent & Medway.
CaRe Members include the HA, KCC, Kent FRS, Kent Police and Medway Council and other service delivery partners: KMSCP, VOSA, SECAS, KPA and the NHS.

How are permanent variable speed limits agreed and implemented?

- Via the DfT statutory processes.
- The M20 Controlled Motorway has its infrastructure in place and is currently having its statutory processes agreed.
- It is not expected to come into force until late 2009 at the earliest.

Has the HA identified any "Black Spots" (Cluster Sites) in Maidstone Borough?

- From RSS Statement :-
- 14 clusters identified
 - 6 recommended for further action
 - 3 removed because they are within 'Controlled Motorway' length
 - Remaining 4 ranked: 19th 23rd 24th and 27th
- Junction 8 ranked #1 in node (slip road) priority list – under current investigation

Is there a problem with RTCs involving road workers?

- We do not have a problem with the safety of our road workers but everyone needs to be constantly aware of the risks that they face working on our roads.
- We have a very thorough Health & Safety training programme that is constantly being updated for all our road workers and for staff who need to be out on the network.
- We actively support the aim of achieving 'zero harm' by 2012.

- They were currently identifying if any trends existed in the causes of crashes at junction 8 of the M20. They believe crashes here are linked to sudden movements of vehicles from one lane to another;

How close are we to achieving the Government's Casualty Reduction Targets?

- The HA has to reduce casualties on its network by 30% by 2010. In most categories we are working well towards achieving those targets.
- We recognise that we still need to do more for our "at risk" groups.

How we will make our network safer

- Use of collected intelligence to develop schemes and projects to maintain & improve the network.
- Use of watchman, customer communications (including HAILs), claims information (DCP).
- Use of T&C to identify future education programmes and initiatives and feed back into the programming process for the ASAP.
- Road Safety Audits at all 4 stages.

Partnership Working To Reduce Casualties

Delivering the 'Five Es' needs teamwork:

- Close working with all our partners and through casualty reduction partnerships: KMSCP (Kent & Medway Safety Camera Partnership) and Kent CaRe.
- Active involvement with and from the Traffic Officer Service.
- Road works and road worker safety is a priority. (No RIDDOR accidents for more than 100 days.)

Education, Education, Education

- **Programmed** to fit in with our Partners' themes (eg. Safety villages, "Licence to Kill?", motorcycle safety, Hi magazine, "Engage Your Brain") mirroring the DfT calendar.
- **Bespoke** at the request of individual schools



- They asked that the Council help them by supporting them in the work they do and taking the road safety message to residents in the Borough.
- Lit roads had been found to be safer, but the cost and environmental implications of lighting roads was recognised. However it was noted that LED technology had improved and that this technology was better on the environment and would also reduce work force risks of changing bulbs;
- Lattice road signs or tree fenders could be used to reduce KSI, if collisions had repeatedly occurred with these on rural roads;
- They asked that the Hi-magazine, aimed at females, be circulated around Council Offices

Delivering Solutions

- Problem profiles – understand what's really going on.
- LNMS schemes.
- Technology & innovations in engineering solutions.
- Our DIP programme – includes evaluation.
- Our 'Opportunities' programme.
- Partnership working.
- Road works and worker safety.

Our Priorities for 2008-09 & 09-10

- **Female Drivers** - over 34% of KSIs have been females.
- **Motorcyclists** - Cutting down KSIs for scooter riders and high performance bikes.
(11% of P2W casualties in Area 4 were riding high powered motorbikes, 25% of RTCs happening on Sundays).
- **LGV Collisions** - supporting ongoing campaigns resulting from Operation Lexicon and others.
- **Young Drivers** – 17% of RTCs involve young drivers.
- **Single Occupancy Collisions** - 32% of RTCs on our network involved vehicles with one occupant.
- **Reducing all casualties across our network.**



Recommendations to improve road safety

- The Public Relations Officer receive KMSCP (Kent and Medway Safety Camera Partnership) publicity and information bulletins, and that this information be circulated to staff, Parish and Ward Councillors;
- KMSCP utilise the Borough update as a means of publicising the road safety message to residents;
- KMSCP hold a briefing session with all Parish Council Chair and clerks on road safety and their work;
- Park and Ride Buses promote road safety by displaying advertisements for targeted Maidstone road users;
- The Kent and Medway Safety Camera Partnership formalise the partnership with Maidstone Borough Council to ensure a two way commitment to improve road safety; and
- Maidstone Borough Council sets an example to employers in Maidstone of raising the importance of fleet safety.

Witness Session with Ian Procter, Road Safety Manager, Kent County Council and Chairman of the Kent and Medway Safety Camera Partnership

- The Kent and Medway Safety Camera Partnership offices were intentionally based in the County Town, and unlike many other Safety Camera Partnerships, the address of the offices was provided to enable the public to visit;
- The Safety Camera Partnership worked towards improving speed management;
- The Borough of Maidstone had a greater number of crashes than other districts and Mr Procter advised that exposure to risk of a Road Traffic Collision was higher in Maidstone as a result of greater amounts of movement occurring on Maidstone's roads than in other Boroughs;
- The number of casualties in Maidstone had declined following the introduction of safety cameras. The reduction in KSI was as a result of a number of factors including a change in the public psyche and slower travelling vehicles;
- Characteristics of a crash and its causes were determined in order to identify appropriate solutions. He noted that the road itself did not cause a crash but rather the road user on it and therefore they could not build their way out of crashes with engineering solutions. Road user behaviour patterns were what required changing, in order that they made sensible choices when driving;
- He identified that the real challenge was to get people to believe that a crash could happen to them. He believed that if people thought that they could be involved in a crash, they would drive accordingly;
- He felt that satellite navigations although had many benefits, were also a big distraction to drivers;
- He highlighted the importance of long term plans for improving road safety, rather than 'fire fighting' problems as they arose. However, he acknowledged that the current financial climate may implicate on the extent of road safety work they would be able to undertake;
- The work done to improve road safety was based on an analysis of casualty figures. He felt it was important to raise the profile of both the personal and lawful consequences of using mobile phones when driving in order to increase the fear of detection;
- He highlighted the importance of not only an organisation making a strategic commitment, but for the organisations to put the commitment in to practice across the whole organisation;
- He would like to see:
 - Buses promoting road safety by displaying advertisements for targeted Maidstone road users, for example as had been carried out in Dover, Ashford and Gravesend in 2001;

The Maidstone Borough had a greater amount of traffic movement on its roads than other Districts in Kent

- The Kent and Medway Safety Camera Partnership to have a formal partnership with Maidstone Borough Council to ensure a two way commitment to improve road safety; and
- Maidstone Borough Council sets an example to employers in Maidstone of raising the importance of fleet safety.

Witness Session with Chris Rogers, Project Manager and Katherine Barrett, Communications Officer, Kent and Medway Safety Camera Partnership

- The KMSCP (Kent and Medway Safety Camera Partnership) advertised the reduction in casualties at camera sites. It targeted its education programme at motorcyclists, commuters and young drivers;
- The Department for Transport financially awarded those organisations that had improved road safety but therefore did not award those who had struggled to improve road safety;
- The mobile safety cameras had been used to record incidences of excessive speed, however they had a duty of care to not ignore other extreme offences. Medway had been trialling a seatbelt campaign using the mobile speed cameras. A European week long seat belt campaign was taking place and Mr Rogers noted that the Medway trial would be expanded to the whole county during this week. He highlighted that the cameras recorded clear images of the motorist which could be used to prosecute drivers not wearing seatbelts;
- They felt that most people knew that they should not use a mobile phone and to wear a seat belt, and therefore the KMSCP was raising the profile of the enforcement of these offences;
- Partnership working with the Police to improve road safety had increased following the introduction of the Police's road safety targets. They did not have formal incentives or resources to change camera films, but now actively sought methods to work together to improve road safety;
- It was noted that partnership with Ambulance Services was also improving and that they had been involved in 'License to Kill?' events;
- The number of speeding tickets that were sent out to drivers in Kent and Medway were logged by location in order to identify and analyse cluster sites. These statistics could be broken down by Parish;
- Average Speed cameras were very expensive. They noted their effectiveness in reducing speed, but also highlighted KMSCP's success in reducing casualties and speed in Kent without having used the average speed cameras. However, they agreed these could be used once their cost reduced;



- Enhancing the publicity of the road safety campaign was important. They highlighted some problems with engaging the press to report road safety information, noting that regular updates were sent out regarding the work of the Partnership, current campaigns and advice on safe driving, but were often not reported. They felt the Council could assist in engaging residents and asked that the publicity and information bulletins be circulated to Parish Councils to circulate to residents in their newsletters, as well as to Council staff. A Councillor suggested using the Borough update as a means of publicising the road safety message to residents; and
- KMSCP had previously given a presentation to a number of Parish Council Chairmen and Clerks in the Borough on the work of the partnership and the value of this work to road safety. Parish Councils had subsequently taken this information back to disseminate to their parishioners. Members agreed that it would be useful to hold an event again.



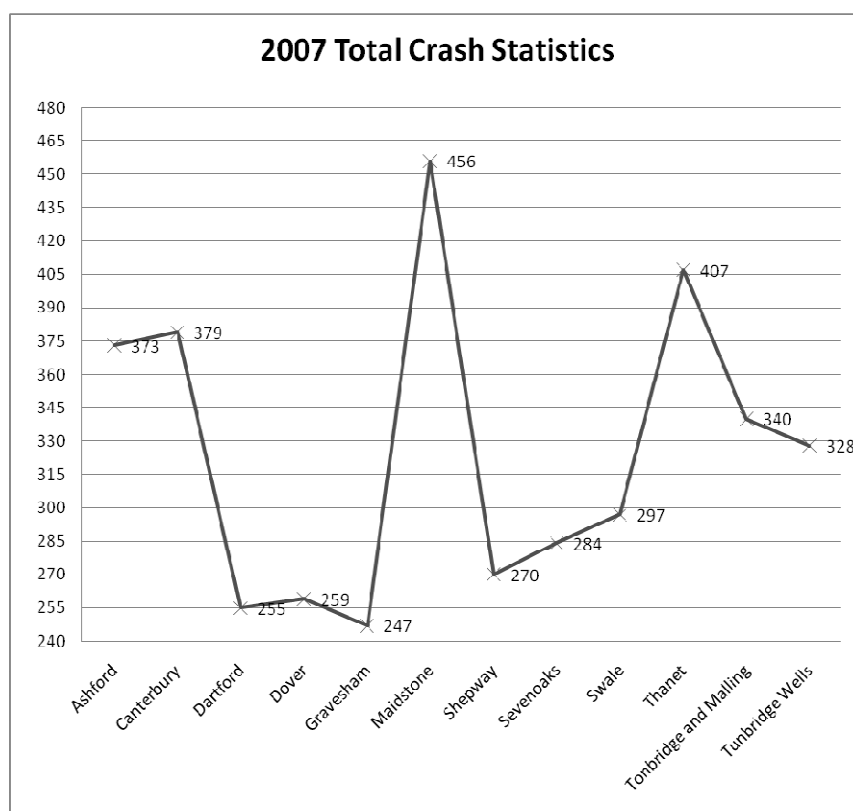
Recommendations to improve road safety:

- Successful completion of the IVY Road Safety Learning Module be a pre-requisite for essential and casual car user staff; and
- The Council lead on an annual road safety day, including hosting an event in the Town Centre where key stakeholders promoted road safety issues to members of the public and businesses.

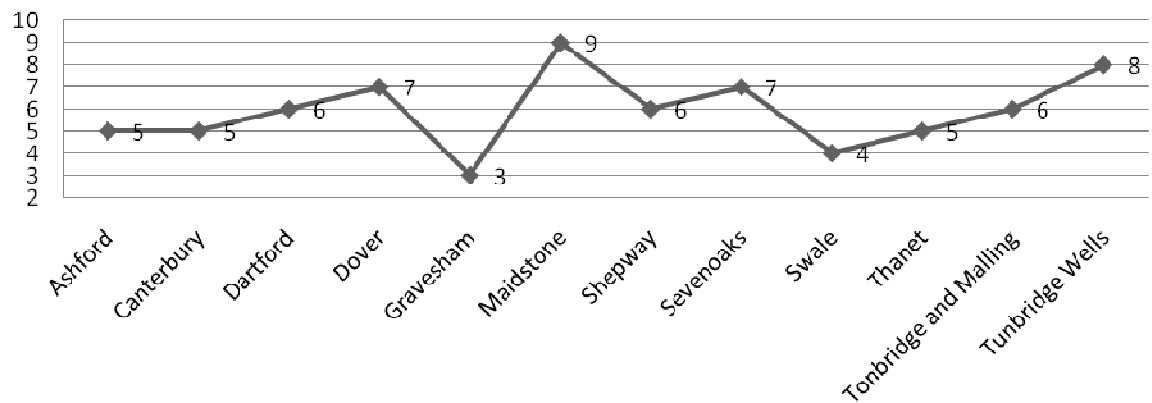
Interview with Steve Goulette, Assistant Director of Environmental Services,
Maidstone Borough Council

- A Members seminar had been held on road safety to raise awareness of Kent County Council's road safety work;
- He felt that physical remedies had little impact, considering that educating people to change behaviours was key;
- He highlighted that it was important to monitor the success of each scheme to ensure they remained effective. A clear measure would be a reduction in KSI, however he felt that reductions in speeds should also be used to measure the schemes success. He felt that it would be useful to receive feedback from Kent County Council on the success of its campaigns and the work they are doing;
- He noted that a lot of work had been undertaken to promote road safety in the Borough as a result of Maidstone having Kent's poorest road safety record. However he considered it was important to continue the work of improving road safety in Maidstone after road safety in the Borough had improved;
- He highlighted the IVY learning module on road safety and Members considered that completion of this learning module could be a pre-requisite of essential and casual car users in the Council. Members considered that it was important to ensure that the Council served as an advocate of promoting road safety in its own force; and
- The Council had previously been involved in multi-agency checks.

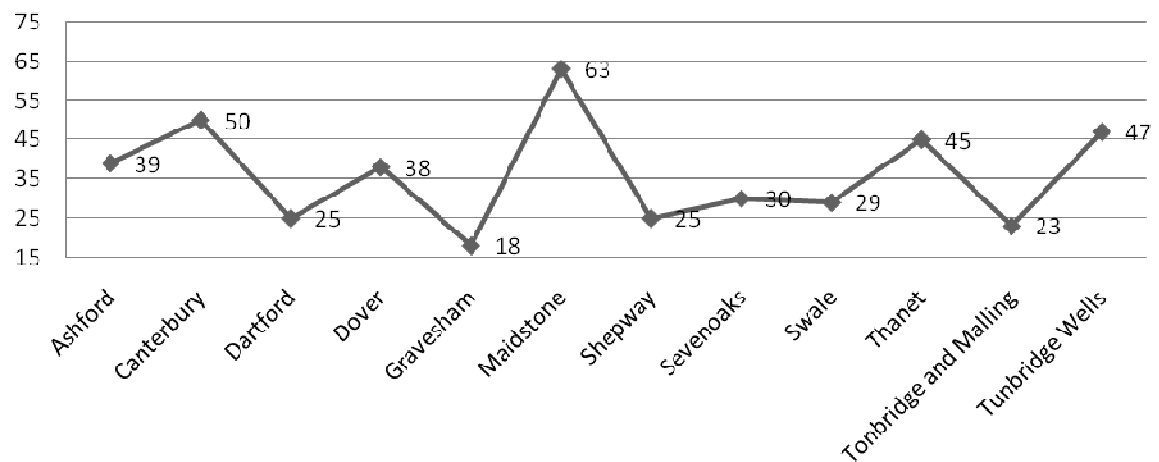
The following graphs shows Kent's 2007 Crash Statistics:



2007 Fatal Crash Statistics



Serious Crash Statistics



Safety Camera Policy

1. The principle reason for the use of safety camera enforcement is to reduce crashes. Therefore in each case the most current 3-year personal injury crash record should be carefully analysed to assess each case.
2. Consistent with the previous Department of Transport's (DfT) handbook all new potential camera sites must reach a minimum point score. This is 22/km in built up areas (roads subject to a 40mph speed limit or below), and 18/km in non-built up areas (roads subject to speed limits above and including 50mph). Where a minimum of 3 KSI (killed or Seriously Injury) crashes per km have been reported. The scoring system is 5 points for a KSI and 1 point for a slight injury crash.
3. Where dual carriageway roads are being considered each carriageway must be analysed and scored separately.
4. For routes between 5km and 20km the requirements are as follows:-
 - a) Within route concerned there should be a minimum of 3 existing sites or:-
 - b) For roads with an AADT (Annual Average Daily Total) of above 25,000 vehicles there should firstly be a minimum of 3KSI's /km in a three year study period, averaged along the length of road in question. Then a minimum points score of 22/km in built up areas and, 18/km in non built up areas, averaged along the length in question
 - c) For sites below 25,000 AADT at least 1 KSI/km averaged along the length in question, in the three year study period. Then a minimum points score of 8/km in built up areas and, 6km in non built up areas again averaged over the study length.
5. Having achieved the required score an analysis of the crash record should be carried out to confirm that speed related crashes are present and that it is clear that the introduction of a camera should result in a reduction in that type of collision. The level of speed related crashes could then be used to enhance the scheme's priority to ensure that funding is directed at the sites with the greatest savings potential.
6. Once a site has been selected for funding an assessment should be made as to the appropriate method of enforcement i.e. fixed or mobile.
7. For red light enforcement at signal controlled junctions the provision of a red light camera would require that: - at least three crashes on any one arm of the junction indicate that a 'failure to comply' with the signals was a contributory factor in the reported crash.
8. The use of safety cameras should be seen as a last resort measure once all other justifiable solutions have been exhausted.
9. The speed limit covered by a camera must be properly signed to ensure that enforcement can be carried out.
10. Site inspections should ensure that the loading and unloading of the camera can take place safely.
11. The selected location for mobile enforcement is easily accessible and there is space for enforcement to take place in a visible and safe manner.
12. Housing should be painted yellow.
13. All sites must be signed with sufficient signing to warn drivers of the presence of camera enforcement.

CF18 - A249 Sittingbourne Road, Detling (towards Maidstone)**SPEED DATA**

	Baseline	After Period	Difference
Speed Limit	50		
Mean	46		
%>sp limit	15		
%15mph>sp limit	0		
85th %ile	50		
Traffic flow	1000		

CRASH DATA

	Baseline		After Period		Difference	
	Crashes	Casualties	Crashes	Casualties	Crashes	Casualties
Fatal	1	1	0	0	-1	-1
Serious	2	4	1	1	-1	-3
Slight	6	18	4	5	-2	-13
Total	9	23	5	6	-1	-17

ACCIDENT SEVERITY (BASELINE)
(BASELINE 02.12.98-01.12.01)

	1999	2000	2001	Total
Fatal	1	0	0	1
Serious	1	0	1	2
Slight	2	4	0	6
Total	4	4	1	9

ACCIDENT SEVERITY UPTO 2007

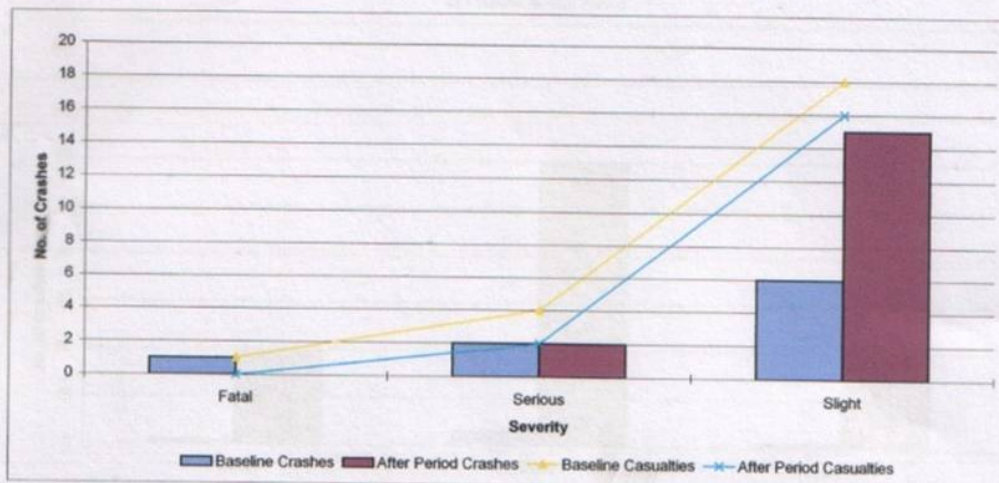
	2005	2006	2007	Total
Fatal	0	0	0	0
Serious	0	1	1	2
Slight	1	6	8	15
Total	1	7	9	17

CASUALTY SEVERITY (BASELINE)

	1999	2000	2001	Total
Fatal	1	0	0	1
Serious	3	0	1	4
Slight	9	8	1	18
Total	13	8	2	23

CASUALTY SEVERITY UP TO 2007

	2005	2006	2007	Total
Fatal	0	0	0	0
Serious	0	1	1	2
Slight	1	6	9	16
Total	1	7	10	18



NF27 - Willington Street

SPEED DATA

	Baseline	After Period	Difference
Speed Limit	30		
Mean	33		
%>sp limit	74		
%15mph>sp limit	2		
85th %ile	38		
Traffic flow	9388		

CRASH DATA

	Baseline		After Period		Difference	
	Crashes	Casualties	Crashes	Casualties	Crashes	Casualties
Fatal	2	2	0	0	-2	-2
Serious	2	2	2	2	0	0
Slight	9	17	9	13	0	-4
Total	13	21	11	15	-2	-6

CRASH SEVERITY (BASELINE)

(BASELINE 01.07.99-30.06.02)

	1999	2000	2001	2002	Total
Fatal	2	0	0	0	2
Serious	1	1	0	0	2
Slight	1	4	3	1	9
Total	4	5	3	1	13

CRASH SEVERITY UP TO 2007

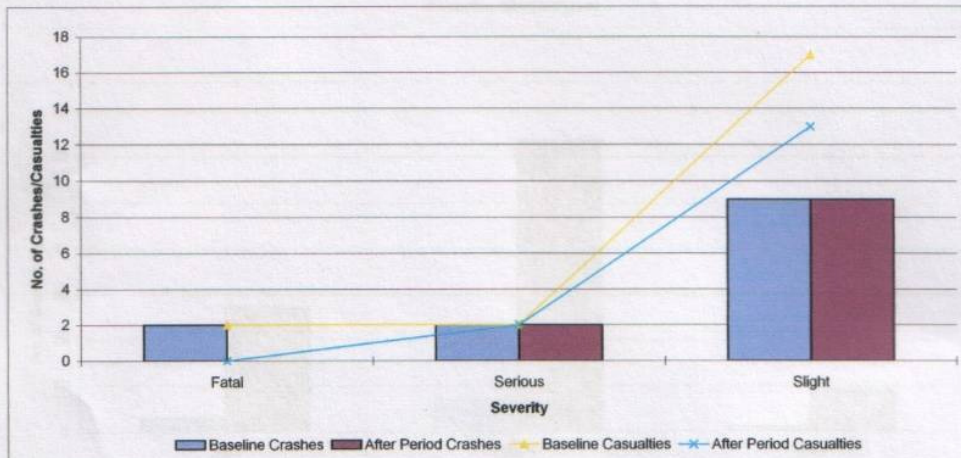
	2005	2006	2007	Total
Fatal	0	0	0	0
Serious	0	2	0	2
Slight	3	5	1	9
Total	3	7	1	11

CASUALTY SEVERITY (BASELINE)

	1999	2000	2001	2002	Total
Fatal	2	0	0	0	2
Serious	1	1	0	0	2
Slight	2	10	4	1	17
Total	5	11	4	1	21

CASUALTY SEVERITY UP TO 2007

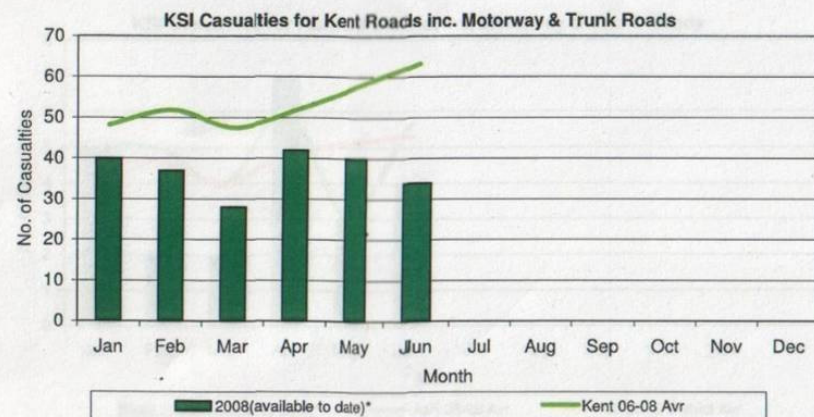
	2005	2006	2007	Total
Fatal	0	0	0	0
Serious	0	2	0	2
Slight	4	8	1	13
Total	4	10	1	15



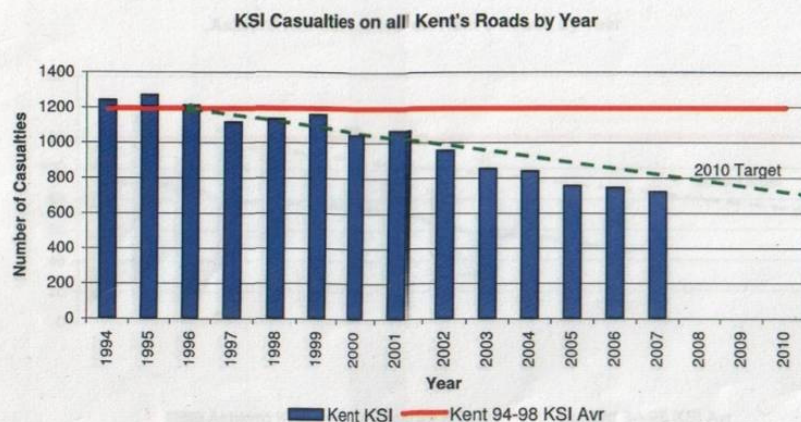
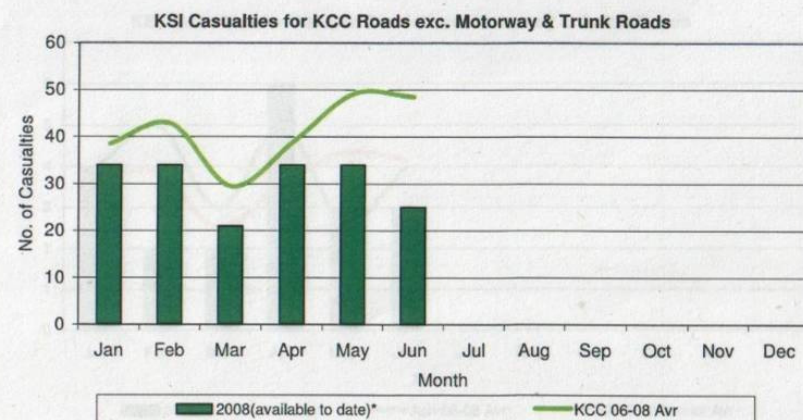
Killed & Seriously Injured (KSI) Casualties by month for Kent

Police

Kent KSI Casualties including Motorway & Trunk Roads	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2004	71	45	56	65	71	54	51	51	67	63	65	59	718
2005	77	42	45	57	64	70	84	49	60	78	67	64	757
2006	56	51	67	46	59	101	70	70	50	64	46	67	747
2007	49	68	48	68	74	55	63	72	52	59	65	50	723
05-07 Avr	61	54	53	57	66	75	72	64	54	67	59	60	742.3
2008(available to date)*	40	37	28	42	40	34							221
Kent 06-08 Avr	46	52	48	52	58	63							321
06-08 All District Avr	5	5	4	5	5	5							28



KCC KSI Casualties excluding Motorway & Trunk Roads	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2004	65	39	48	55	53	43	39	45	52	52	53	50	594
2005	61	31	37	53	57	59	67	42	50	68	55	49	629
2006	41	37	39	27	47	73	55	53	43	54	37	55	561
2007	41	58	29	56	67	48	41	59	44	48	51	44	586
05-07 Avr	48	42	35	45	57	60	54	51	46	57	48	49	592.0
2008(available to date)*	34	34	21	34	34	25							182
KCC 06-08 Avr	39	43	30	39	49	49							248
06-08 All District Avr	4	4	3	4	4	4							22



Kent KSI Casualties

Kent KSI Casualties	Target	Actual
94-98 Average		1196
2010 40% reduction	716	
2010 45% reduction	658	
Annual Average based on 36 months July 04 to June 07		741
Annual Average based on 36 months July 05 to June 08		698
% Change between 3yr Avrs		-6%
Jan to June 2008* Total		182

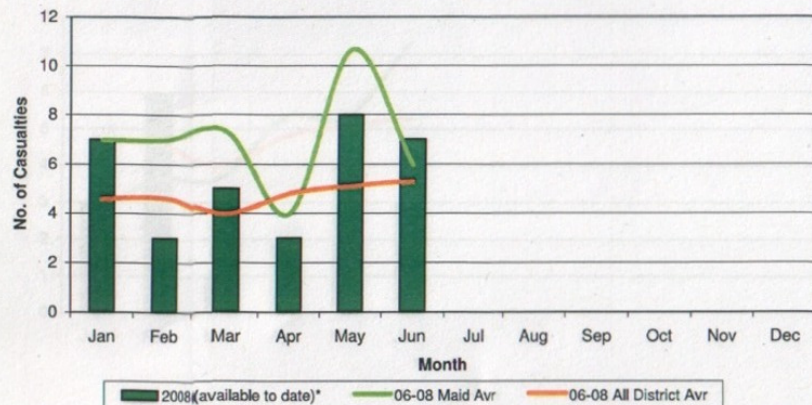
*N.B. All 2008 figures are liable to change. Latest month shown may change significantly

NI 47

People Killed or Seriously Injured (KSI) in road traffic crashes (includes crashes on Motorways and Trunk Roads). The percentage change in the number of people killed or seriously injured from one year to the next, using a 3 year rolling average. To give an indication of what these figures will be the percentage average for the 36 month period to the last available month for 2008 is compared with the equivalent 36 month period to 2007

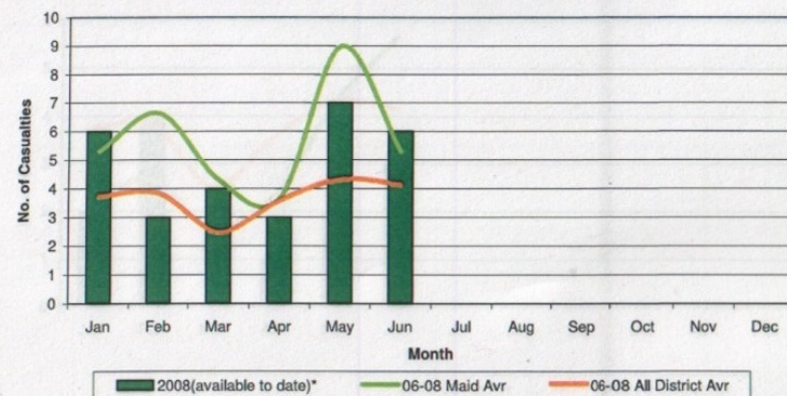
Maidstone KSI Casualties including Motorway & Trunk Roads	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2004	6	6	8	8	6	7	6	7	8	10	4	6	82
2005	8	3	13	16	7	6	8	2	2	5	7	2	79
2006	6	8	10	2	10	4	4	12	10	7	3	8	84
2007	8	10	7	7	14	7	2	14	5	10	5	8	97
05-07 Avr	7	7	10	8	10	6	5	9	6	7	5	6	86.7
2008(available to date)*	7	3	5	3	8	7							33
06-08 Maid Avr	7	7	7	4	11	6							42
06-08 All District Avr	5	5	4	5	5	5							28

KSI Casualties for Maidstone District inc. Motorway & Trunk Roads

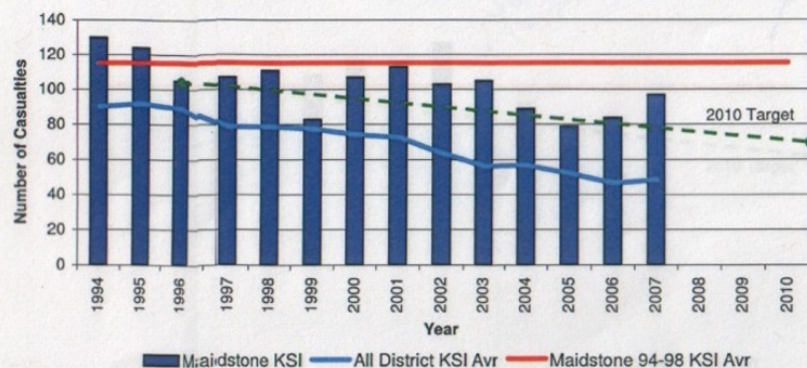


Maidstone KSI Casualties excluding Motorway & Trunk Roads	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2004	6	6	6	5	5	7	5	6	5	9	4	5	69
2005	8	3	11	14	7	5	7	2	2	5	6	2	72
2006	5	7	6	1	6	3	2	9	10	7	2	5	63
2007	5	10	3	7	14	7	2	14	5	8	4	8	87
05-07 Avr	6	7	7	7	9	5	4	8	6	7	4	5	74.0
2008(available to date)*	6	3	4	3	7	6							29
06-08 Maid Avr	5	7	4	4	9	5							34
06-08 All District Avr	4	4	3	4	4	4							22

KSI Casualties for Maidstone District exc. Motorway & Trunk Roads



Maidstone KSI Casualties on Kent's Roads by Year



Kent KSI Casualties

Maidstone District	Target	Actual
94-98 Average		115.4
2010 40% reduction	69.24	
2010 45% reduction	66.22	
Annual Average based on 36 months July 04 to June 07		86
Annual Average based on 36 months July 05 to June 08		80
% Change between 3yr Avrs		-7%
Jan to June 2008* Total		29

*N.B. All 2008 figures are liable to change. Latest month shown may change significantly

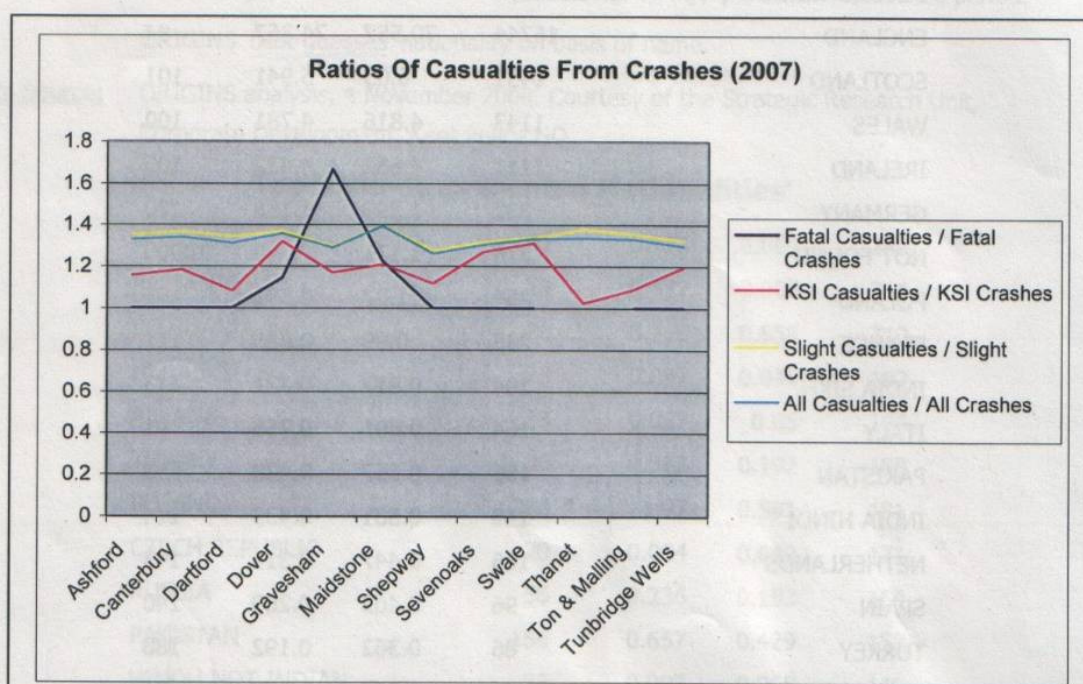
NI 47

People Killed or Seriously Injured (KSI) in road traffic crashes (includes crashes on Motorways and Trunk Roads). The percentage change in the number of people killed or seriously injured from one year to the next, using a 3 year rolling average. To give an indication of what these figures will be the percentage average for the 36 month period to the last available month for 2008 is compared with the equivalent 36 month period to 2007

Ratios of Casualties From Crashes by CDRP by Severity for 2007

The higher the ratio value the more casualties are generated by each crash.

2007	Fatal Casualties / Fatal Crashes	KSI Casualties / KSI Crashes	Slight Casualties / Slight Crashes	All Casualties / All Crashes
Ashford	1.0	1.154	1.353	1.327
Canterbury	1.0	1.18	1.367	1.338
Dartford	1.0	1.08	1.344	1.31
Dover	1.143	1.316	1.369	1.355
Gravesham	1.667	1.167	1.292	1.287
Maidstone	1.222	1.206	1.392	1.39
Shepway	1.0	1.115	1.276	1.259
Sevenoaks	1.0	1.267	1.316	1.303
Swale	1.0	1.31	1.337	1.33
Thanet	0.8 (?)	1.022	1.378	1.334
Ton & Malling	1.0	1.087	1.354	1.329
Tunbridge Wells	1.0	1.191	1.322	1.296
Average	1.069	1.175	1.342	1.322



Where Do People Crashing In Kent Live?

People crashing in Kent & Medway ...	All injury crashes 2005-7	Comments
Who live in Kent	18,289 (60.4%)	<ul style="list-style-type: none"> Population of Kent is 1,634,771. 0.37% of Kent's population suffer a reported injury crash in Kent every year. Between 0.7% and 1% of Kent's population is estimated to actually suffer an injury crash every year.
Who live in the UK but outside Kent	3,040 (10.1%)	
Who live outside the UK (eg, overseas residents)	8,848 (29.2%)	
Not captured (eg, parked, unattended, hit-and-run)	99 (0.3%)	
Total	30,276	
People living in Kent but crashing in the UK outside Kent	1,891	

Data source: MAST analysis (MOSAIC / STATS19), 14 November 2008. Courtesy of The Thames Valley Safer Roads Partnership.

What 'Nationalities' Were The People Crashing in Kent in 2007?

Origins	Count	Count %	Base %	Index
Selected View	ENGLAND			
ENGLAND	16744	70.557	74.367	94
SCOTLAND	1431	6.03	5.941	101
WALES	1143	4.816	4.781	100
IRELAND	1111	4.682	4.432	105
GERMANY	332	1.399	1.158	120
NOT FOUND	278	1.171	0	10000
POLAND	254	1.07	0.591	181
FRANCE	235	0.99	0.885	111
INDIA SIKH	194	0.817	0.721	113
ITALY	164	0.691	0.756	91
PAKISTAN	156	0.657	0.429	153
INDIA HINDI	119	0.501	0.439	114
NETHERLANDS	106	0.447	0.311	143
SPAIN	96	0.405	0.289	140
TURKEY	86	0.362	0.192	188
NORTHERN IRELAND	67	0.282	0.277	101

Bespoke Report for JOINT ROAD SAFETY WORKING GROUP

24 Nov 2008

NIGERIA	65	0.274	0.312	87
MUSLIM OTHER	57	0.24	0.166	144
RUSSIA	56	0.236	0.153	154
BANGLADESH MUSLIM	54	0.228	0.171	133
ENGLAND : CORNWALL	41	0.173	0.197	87
HUNGARY	41	0.173	0.069	250
DENMARK	40	0.169	0.187	90
PORTUGAL	40	0.169	0.131	129
INDIA PUNJABI	37	0.156	0.225	69
GREEK CYPRUS	31	0.131	0.152	86
JEWISH	30	0.126	0.093	135
ROMANIA	29	0.122	0.057	214
LITHUANIA	28	0.118	0.056	210
SRI LANKA	27	0.114	0.137	83
CHINESE CANTONESE	26	0.11	0.166	66
NORWAY	24	0.101	0.09	112
ALBANIA	23	0.097	0.05	194
HINDU NOT INDIAN	23	0.097	0.065	149
PAKISTANI KASHMIR	23	0.097	0.071	136
SWEDEN	23	0.097	0.098	98
UKRAINE	23	0.097	0.049	197
CZECH REPUBLIC	20	0.084	0.049	171

Notes: The data given above is not a complete list of all injury crashes in this time period.

ORIGINS 'best guesses' nationality on basis of name.

Data Source: ORIGINS analysis, 4 November 2008. Courtesy of the Strategic Research Unit, Corporate Development, Kent Police HQ.

Top 'Over-Represented Nationalities'

HUNGARY	41	0.173	0.069	250
ROMANIA	29	0.122	0.057	214
LITHUANIA	28	0.118	0.056	210
UKRAINE	23	0.097	0.049	197
ALBANIA	23	0.097	0.05	194
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SPAIN	96	0.405	0.289	140
PAKISTANI KASHMIR	23	0.097	0.071	136
JEWISH	30	0.126	0.093	135
BANGLADESH MUSLIM	54	0.228	0.171	133
PORTUGAL	40	0.169	0.131	129
GERMANY	332	1.399	1.158	120

Data Source: ORIGINS analysis, 4 November 2008. Courtesy of the Strategic Research Unit, Corporate Development, Kent Police HQ.

**Drivers / Riders Involved in Kent Crashes by MOSAIC Socio-Demographic
Category Against Kent Profile 2005-7**

Label	Group	Target	Target %	Base	Base %	Penetration %	Index
H46 - White Van Culture	46	1101	6.02%	91262	5.58%	1.21%	108
B13 - Burdened Optimists	13	1034	5.65%	79808	4.88%	1.30%	116
B12 - Middle Rung Families	12	1014	5.54%	75495	4.62%	1.34%	120
C15 - Close to Retirement	15	975	5.33%	80179	4.90%	1.22%	109
C17 - Small Time Business	17	939	5.13%	71886	4.40%	1.31%	117
D23 - Industrial Grit	23	919	5.02%	68107	4.17%	1.35%	121
H47 - New Town Materialism	47	891	4.87%	62903	3.85%	1.42%	127
K58 - Greenbelt Guardians	58	836	4.57%	58047	3.55%	1.44%	129
D21 - Respectable Rows	21	750	4.10%	70800	4.33%	1.06%	95
C18 - Sprawling Subtopia	18	704	3.85%	69116	4.23%	1.02%	91
J55 - Small Town Seniors	55	659	3.60%	61638	3.77%	1.07%	96
B11 - Families Making Good	11	635	3.47%	48123	2.94%	1.32%	118
A7 - Semi-Rural Seclusion	7	559	3.06%	50096	3.06%	1.12%	100
C16 - Conservative Values	16	467	2.55%	46615	2.85%	1.00%	90
A6 - High Technologists	6	462	2.53%	35862	2.19%	1.29%	115
D24 - Coronation Street	24	461	2.52%	37615	2.30%	1.23%	110
D25 - Town Centre Refuge	25	440	2.41%	45586	2.79%	0.97%	86
D22 - Affluent Blue Collar	22	424	2.32%	30492	1.87%	1.39%	124
B9 - Fledgling Nurseries	9	357	1.95%	29121	1.78%	1.23%	110
C19 - Original Suburbs	19	330	1.80%	36066	2.21%	0.91%	82
J53 - High Spending Elders	53	303	1.66%	33015	2.02%	0.92%	82
G41 - Families on Benefits	41	302	1.65%	24508	1.50%	1.23%	110
K59 - Parochial Villagers	59	275	1.50%	17473	1.07%	1.57%	141

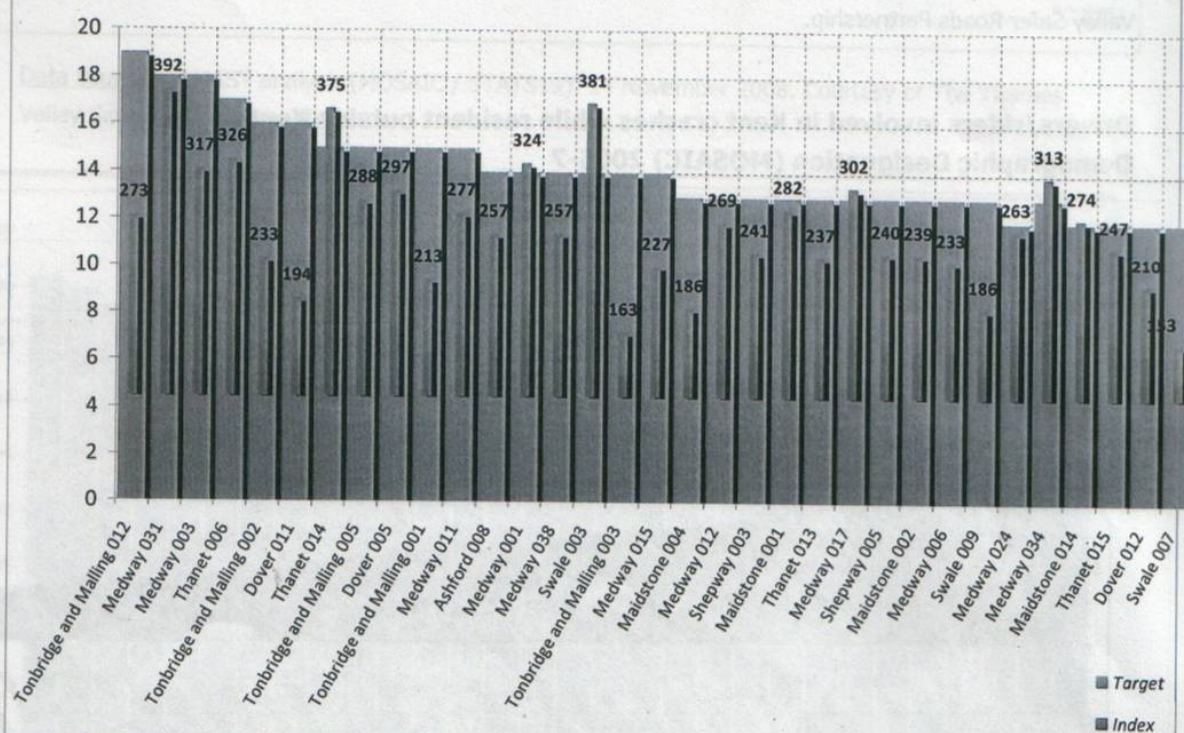
Bespoke Report for JOINT ROAD SAFETY WORKING GROUP

24 Nov 2008

J54 - Bungalow Retirement	54	271	1.48%	33054	2.02%	0.82%	73
F37 - Upper Floor Families	37	228	1.25%	22332	1.37%	1.02%	91
A4 - Golden Empty Nesters	4	222	1.21%	25917	1.59%	0.86%	77
H45 - Older Right to Buy	45	218	1.19%	22069	1.35%	0.99%	88
I49 - Low Income Elderly	49	218	1.19%	20446	1.25%	1.07%	95
A5 - Provincial Privilege	5	213	1.16%	25044	1.53%	0.85%	76
B10 - Upscale New Owners	10	198	1.08%	17904	1.10%	1.11%	99
H44 - Rustbelt Resilience	44	195	1.07%	14540	0.89%	1.34%	120
J52 - Childfree Serenity	52	182	1.00%	23659	1.45%	0.77%	69

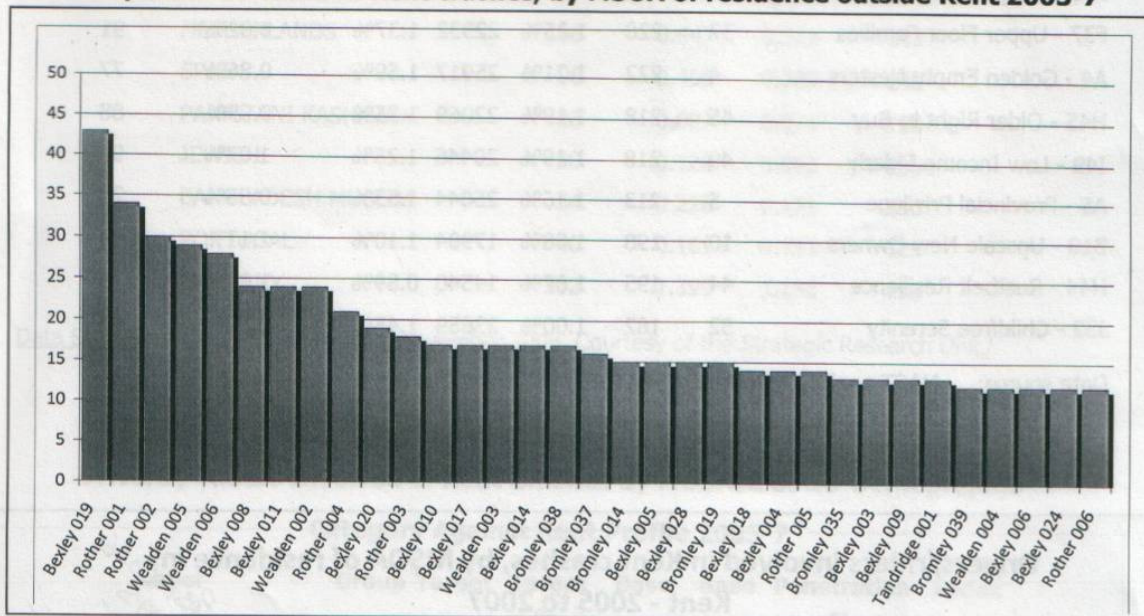
Data source: MAST analysis (MOSAIC / STATS19), 14 November 2008. Courtesy of The Thames Valley Safer Roads Partnership.

Drivers/riders involved in Kent crashes, by MSOA of residence in Kent - 2005 to 2007

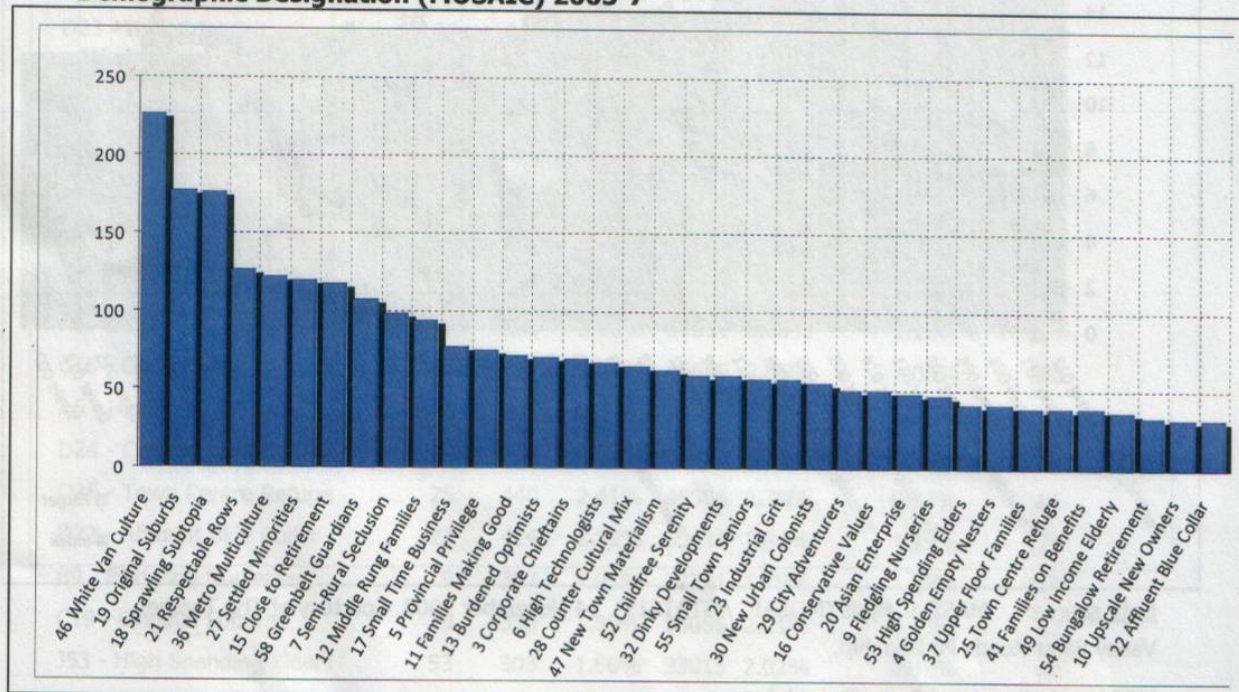


Data source: MAST analysis (MOSAIC / STATS19), 14 November 2008. Courtesy of The Thames Valley Safer Roads Partnership.

MSOA – Medium-level Super Output Area

Drivers/riders involved in Kent crashes, by MSOA of residence outside Kent 2005-7

Data source: MAST analysis (MOSAIC / STATS19), 14 November 2008. Courtesy of The Thames Valley Safer Roads Partnership.

Drivers/riders involved in Kent crashes while resident outside Kent by Socio-Demographic Designation (MOSAIC) 2005-7

Data source: MAST analysis (MOSAIC / STATS19), 14 November 2008. Courtesy of The Thames Valley Safer Roads Partnership.