

Road Safety GB

A graphic element consisting of two curved, brush-stroke-like lines. The top line is blue and the bottom line is red, both curving upwards from left to right.

James Gibson

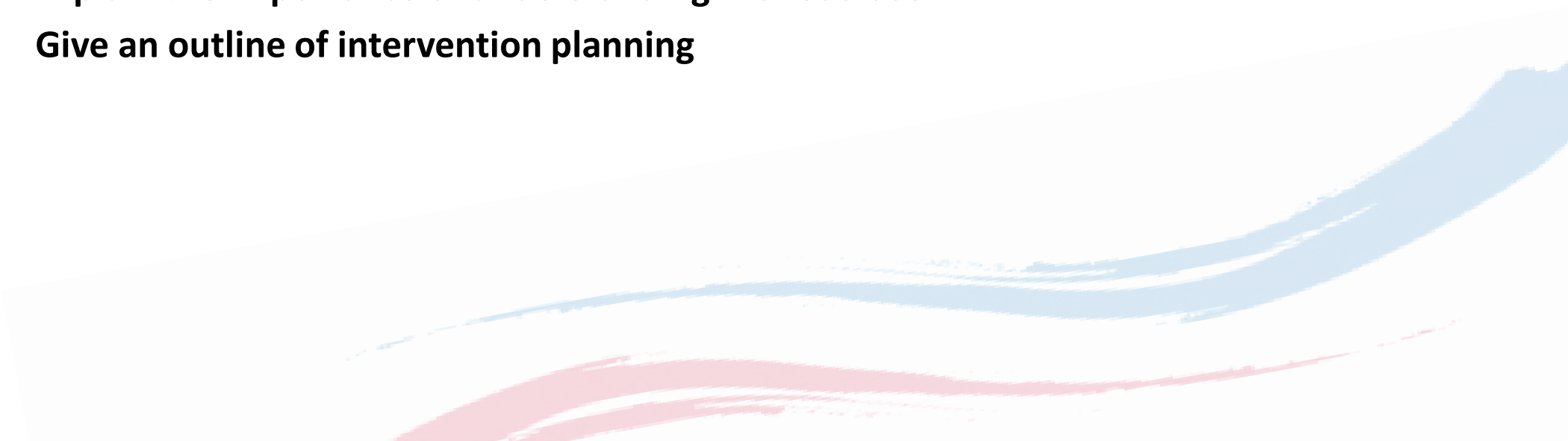
Executive Director

Presentation 01.07.2024

European Road Safety Summer School

A large, abstract graphic at the bottom of the slide. It features broad, sweeping brush strokes in shades of light blue and light red/pink, creating a sense of movement and depth.

Presentation:

- **Provide an overview of Road Safety GB**
 - **Explain what we do and what we offer**
 - **Provide links to information that can be accessed**
 - **Give general context to road safety in Great Britain**
 - **Explain the importance of understanding the road user**
 - **Give an outline of intervention planning**
- 



Membership Organisation

- Highway Authorities, Police, Fire & Corporate Members
- European members very welcome 😊

Strategic Partners

- DfT and national road safety publicity team THINK!
(delivering campaigns since 2000)



Potential of self-driving vehicles 'enormous'

The newly-announced Automated Vehicles Bill will set a rigorous safety framework for self-driving vehicles, with safety at its core, the Government says.

14:31 | 7 Nov



Project provides insight into how ANPR can improve road safety

A project has identified a number of ways the effective usage of Automatic Number Plate Recognition (ANPR) technology can improve road safety outcomes.

13:25 | 6 Nov | [Comments \(1\)](#)



TfL steps up preparations for strengthening HGV safety scheme

With one year to go until London's HGV



Funding to support crackdown on uninsured drivers

The Motor Insurers' Bureau (MIB) has



Southwark harnesses the power of e-cargo bikes

Southwark Council has launched a new e-cargo bike scheme, as it looks to



Staffordshire Police chooses Truvelo's mobile enforcement solution

Truvelo has secured a new contract



RSGB ACADEMY TRAINING COURSES

All courses listed below are delivered online unless stated otherwise. Click on the icons below for further information on individual courses.

**Behavioural Change
Course**
(two days)

**Road Safety
Practitioner
Foundation Course**
(four days)

**Designing Effective
Messaging**
(one day)

**Introduction to
Road Safety Delivery**
(one day + presentation)

**Road Safety Delivery
in a Primary School
Setting**
(one day)

**Introduction to
Statistics Course**
(one day)

The Ageing Driver

(ADI/PDI Training Course)

Limited number of FREE
places available - book now

Introduction to the needs of Older Road Users

(one day)

Behavioural Change Course for Highways Engineers

(one day)

Road Safety Evaluation Course

(two days)

Impairment - Drink & Drug Driving Course

(self-directed E-learning)

Media Training Course

(one day)

Human Factors in Road Safety Engineering

(two days)

Health and the Environment

(one day)

[Home](#)

[About](#)

[Submit knowledge](#)

[Help forum](#)

[Sign-up](#)

[Organisations](#)

[User guide](#)

[Contacts](#)

Search the Knowledge Centre

Explore the Knowledge Centre



Road users

[Children](#) | [Cyclists](#) | [Driving for work](#) | [Horse riders](#)



Road user behaviour

[Drink driving](#) | [Drug driving](#) | [Driver fatigue](#) |



Vehicles

[Alternatively fuelled vehicles](#) | [Autonomous](#)

[Home](#)[About](#)[Submit knowledge](#)[Help forum](#)[Sign-up](#)[Organisations](#)[User guide](#)[Contacts](#)[Road Safety Knowledge Centre](#) > [Drink Driving](#)

Drink Driving

Search this section



Archive by year

Select Year ▼

Recent uploads

Reported road casualties in Great Britain, involving illegal alcohol levels: 2021

Department for Transport (6.9.23)

Police Powers and Procedures: Breath Tests, year ending 31 December 2021

Home Office (14.12.22)

Reported road casualties in Great Britain, provisional estimates involving illegal

Search the Knowledge Centre

Recent Knowledge Centre uploads

Piloting a digital version of the Self-Administered Interview for Road Traffic Collisions: Modernising interview techniques

Swansea University (13.6.24)

Road Casualties Analysis (summary report)

Greater Manchester Fire & Rescue Service & Liverpool John Moores University (12.6.24)

Promoting safe overtaking of horses and cyclists with mindfulness techniques

National Road Safety Conference

350+ delegates, day and residential packages, conference dinner,
exhibition and sponsorship opportunities.



Hilton Birmingham Metropole Hotel
6-7 November 2024





WELCOME

WELCOME

WELCOME

NRSC2023

To the UK's largest dedicated road safety event

#NRSC2023



SAFESYSTEM

National Road Safety
Conference 2023

QT
Question Time

National Road Safety
Conference 2023

#NRSC2023



westcotec

westcotec

westcotec

'Speed cameras
great use
equipment
the performance
from
main
level

We firmly believe in building up to a high quality standard, then down to a price to ensure that the specifications are met and, in our case, exceeded.

Westcotec are proud to be accredited. The throughout brand themselves.

We work with every county individual parish council. Speedwatch groups and

In 2018, the founder of W

Westcotec has grown to become one of the industry leaders in Intelligent Traffic Safety and Smart City Solutions. We strive on innovation and endeavour to manufacture effective systems to suit any situation.

Our products are designed in house and manufactured in our workshop which is located in Dereham, Norfolk. The majority of the components we use are sourced locally where possible.

All Westcotec signs are built to exceed the latest standards: EN12369, CIE, UNCA, UNH, T03MS and TÜV certification are legal requirements for all fixed signs that are installed on the highway.

offer our portable signs with a THREE-YEAR WARRANTY. All of our fixed signs come with a SEVEN-YEAR WARRANTY. They are manufactured in the

westcotec

Bri
Bet

A FREE PROG

MISSION: To improve safety for work, by demonstrating the

iving

West



OLDER DRIVERS FORUM

“ Keeping older people on the road safely, for longer ”



Neil Colquhoun



Dr Turner Waddell

Fit to drive?

I drove along the A30 dual in the wrong direction. He told Neil Colquhoun.

ed at the scene.

Dr Waddell was blind in one eye and had a cataract in the other. He was sentenced to 18 months in prison by Careless Driving, sentenced and given a

Road SafetyGB

Working in partnership to promote safer road user behaviour

- Registered UK charity
- Local authority and corporate membership
- Training courses via RSGB Academy
- Road Safety Knowledge Centre
- National Road Safety Conference

org.uk

org.uk

nowledgecentre.org.uk

safetyconference.org.uk

The Ageing Driver

(ADI/PDI Training Course)

A CPD course for Approved Driving Instructors or Potential Driving Instructors wishing to work with older drivers.

A limited number of FREE training places are available - BOOK NOW!

Recommended by:

Funded by:



Road SafetyGB
academy
rsgbacademy.org.uk



Road Safety GB website links:

<https://roadsafetygb.org.uk/>

<https://rsgbacademy.org.uk/>

<https://www.roadsafetyknowledgecentre.org.uk/>

<https://nationalroadsafetyconference.org.uk/>

Corporate Membership

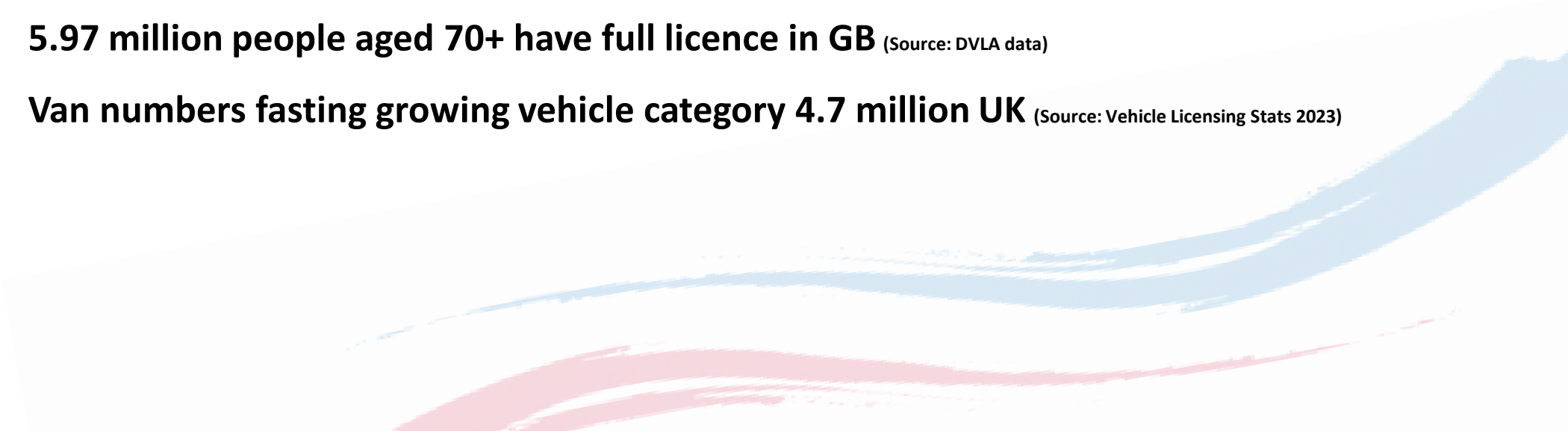
<https://roadsafetygb.org.uk/about-rsgb/rsgb-corporate-membership/>

Individual Membership

<https://rsgbacademy.org.uk/membership/>

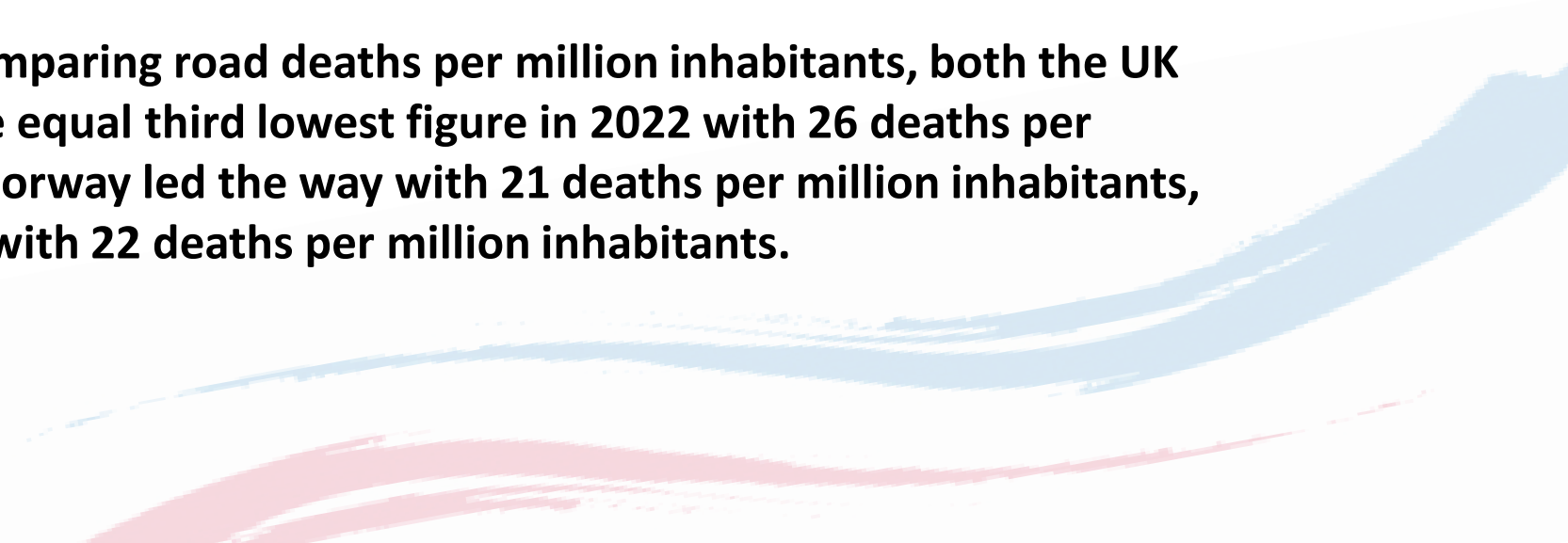


Headline interesting facts GB/UK

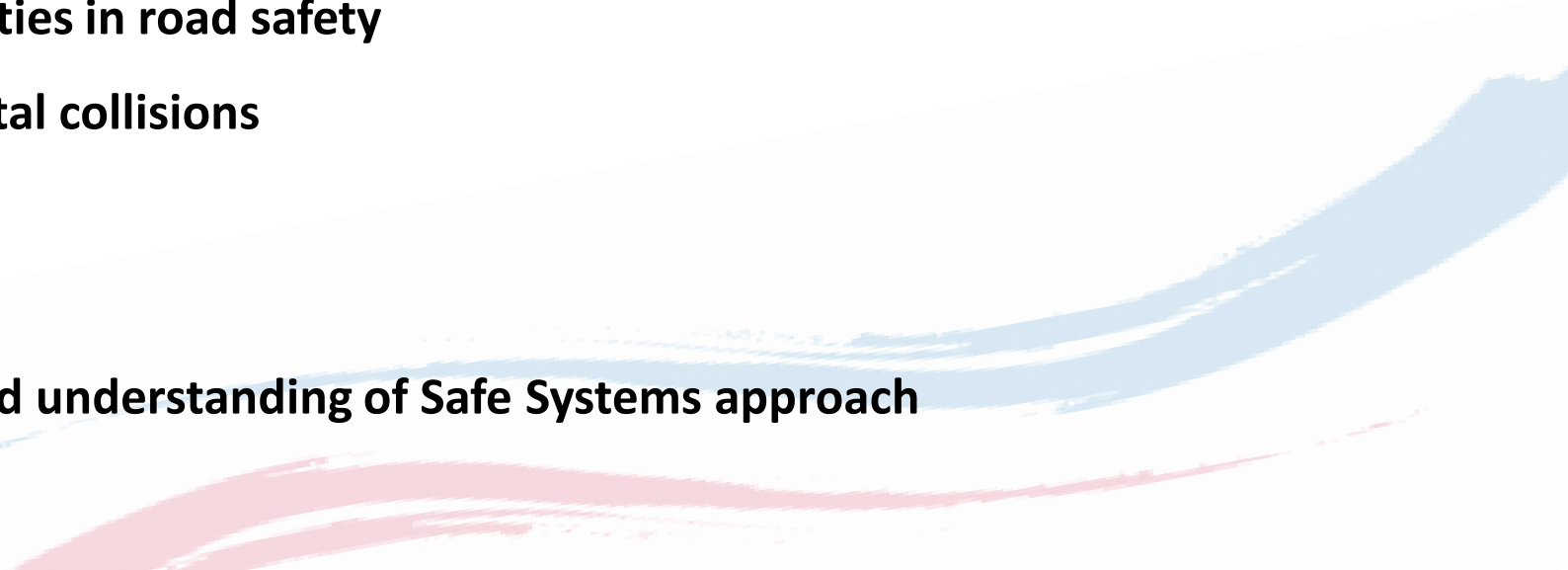
- **Population 67.6 million UK** (Source: Office for National Statistics Estimate 2022)
 - **41.2 million licensed vehicles UK** (Source: Vehicle Licensing Stats 2023)
 - **245,700 miles of road in GB** (Source: Road Lengths in GB 2023)
 - **330.8 billion vehicle miles driven GB** (Source: Road traffic estimates in GB 2023)
 - **Average vehicle age 9 years old** (Source: Vehicle Licensing Stats 2023)
 - **5.97 million people aged 70+ have full licence in GB** (Source: DVLA data)
 - **Van numbers fast growing vehicle category 4.7 million UK** (Source: Vehicle Licensing Stats 2023)
- 

Headline Casualty Figures GB 2023

(Estimated. Source: Reported road casualties GB, provisional results 2023)

- **1,645 fatalities, a decline of 4 per cent compared to 2022**
 - **29,643 killed or seriously injured (KSI) casualties, little change compared to 2022**
 - **132,063 casualties of all severities, a decline of 3 per cent compared to 2022**
 - **The European Transport Safety Council's Performance Index (PIN) programme enables comparisons of road safety progress between European countries to be made.**
 - **In absolute terms, comparing road deaths per million inhabitants, both the UK and Denmark had the equal third lowest figure in 2022 with 26 deaths per million inhabitants. Norway led the way with 21 deaths per million inhabitants, followed by Sweden with 22 deaths per million inhabitants.**
- 

Trends and emerging issues GB 2023

- Van numbers and miles driven have significantly increased
 - E-scooters – national trials continue to 2026
 - Food delivery significantly increased
 - Potholes/road maintenance
 - Young drivers and riders remain disproportionately high in casualty stats
 - Rural road speeds
 - Deprivation and inequalities in road safety
 - Lack of seatbelt use in fatal collisions
 - 20mph speed limits
 - Vehicle technology
 - Increasing knowledge and understanding of Safe Systems approach
- 

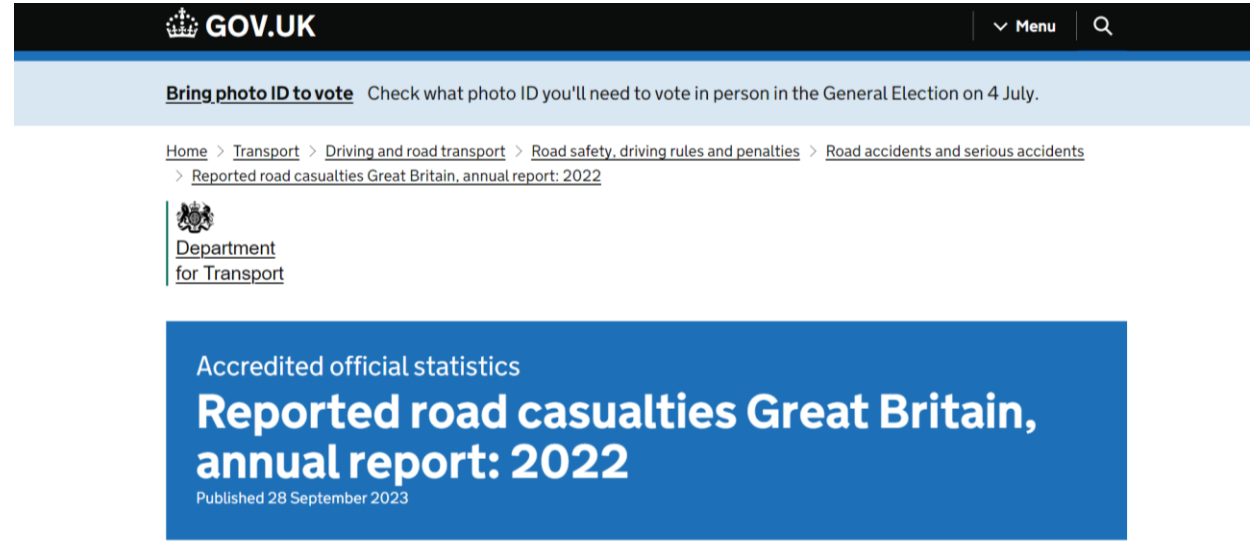
Understanding the road user

- Resources can be more stretched than ever
- Data is the key to specific targeting of interventions
- Intervention delivery requires careful planning
- Evaluation essential to allow future roll out



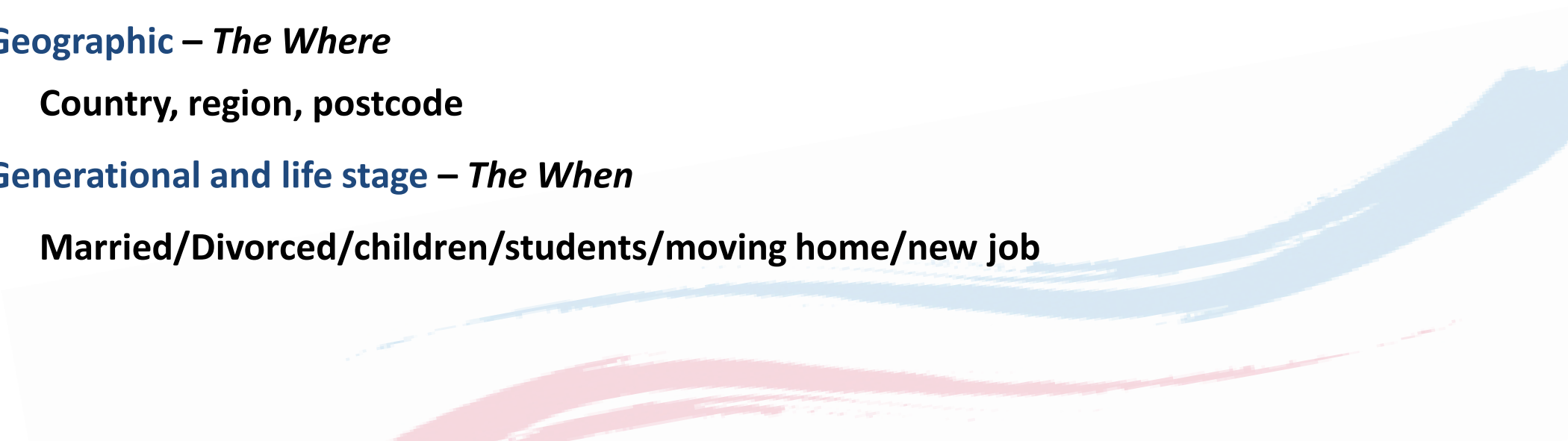
Data Sources

- **Police Data – (Stats 19)**
- Hospital Data
- Insurance Data
- Traffic counts data
- National Census
- Travel Survey Data
- CCTV Data
- Anti Social Behaviour reports
- Strava – or other web-based data
- Localised specific surveys – e.g. counts at a school
- Connected vehicle data



Targeted Messages

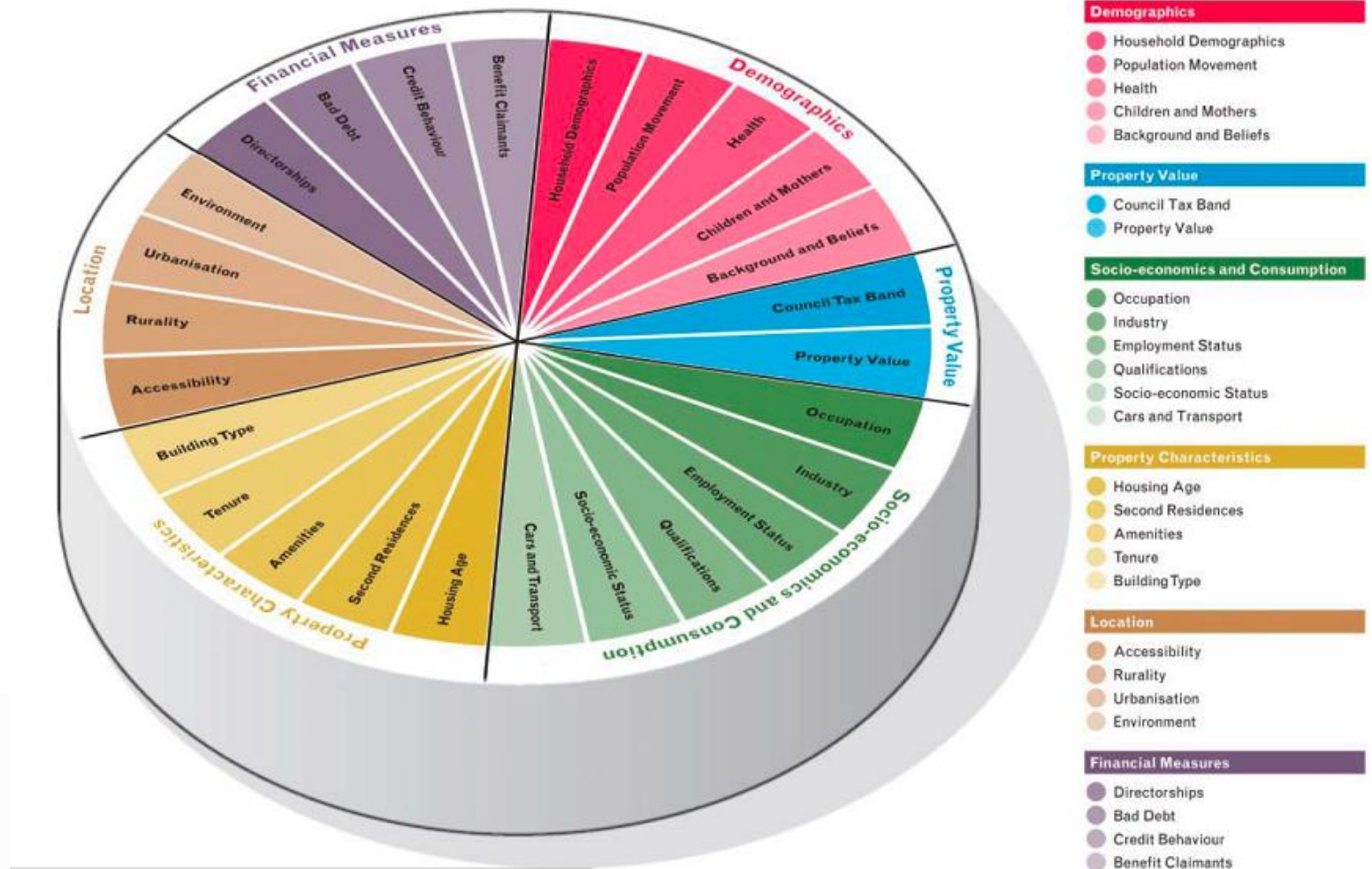
To reach, communicate and target our messages we need to look at:

- **Demographic – *The Who***
Age, gender, ethnicity, education, income
 - **Psychographic – *The Why***
Personality traits, beliefs, lifestyles, values
 - **Geographic – *The Where***
Country, region, postcode
 - **Generational and life stage – *The When***
Married/Divorced/children/students/moving home/new job
- 

UK has postcode tools like Mosaic

(Source: Mosaic)

Mosaic is a cross-channel consumer classification system which segments the population into 15 groups and 66 types that helps you to understand an individual's likely customer behaviour.



Intervention Planning Overview

- What are the broad processes to go through to plan an intervention?



Analyse Data



Identify Problem



Know Audience



Resources



Formulate Idea



Set SMART Goals



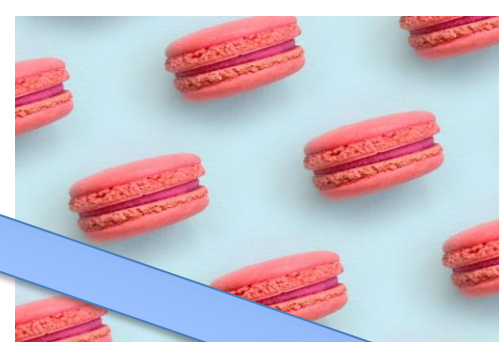
Trial, Test or Pilot



Evaluate



Positive Results



Rollout & Repeat



Mixed Results



Change Cycle



Thank you!

Any questions?

jamesgibson@roadsafetygb.org.uk



Road Safety GB

The logo for Road Safety GB features a stylized graphic of two wavy lines, one red and one blue, positioned below the text.