

# Casualty Trends

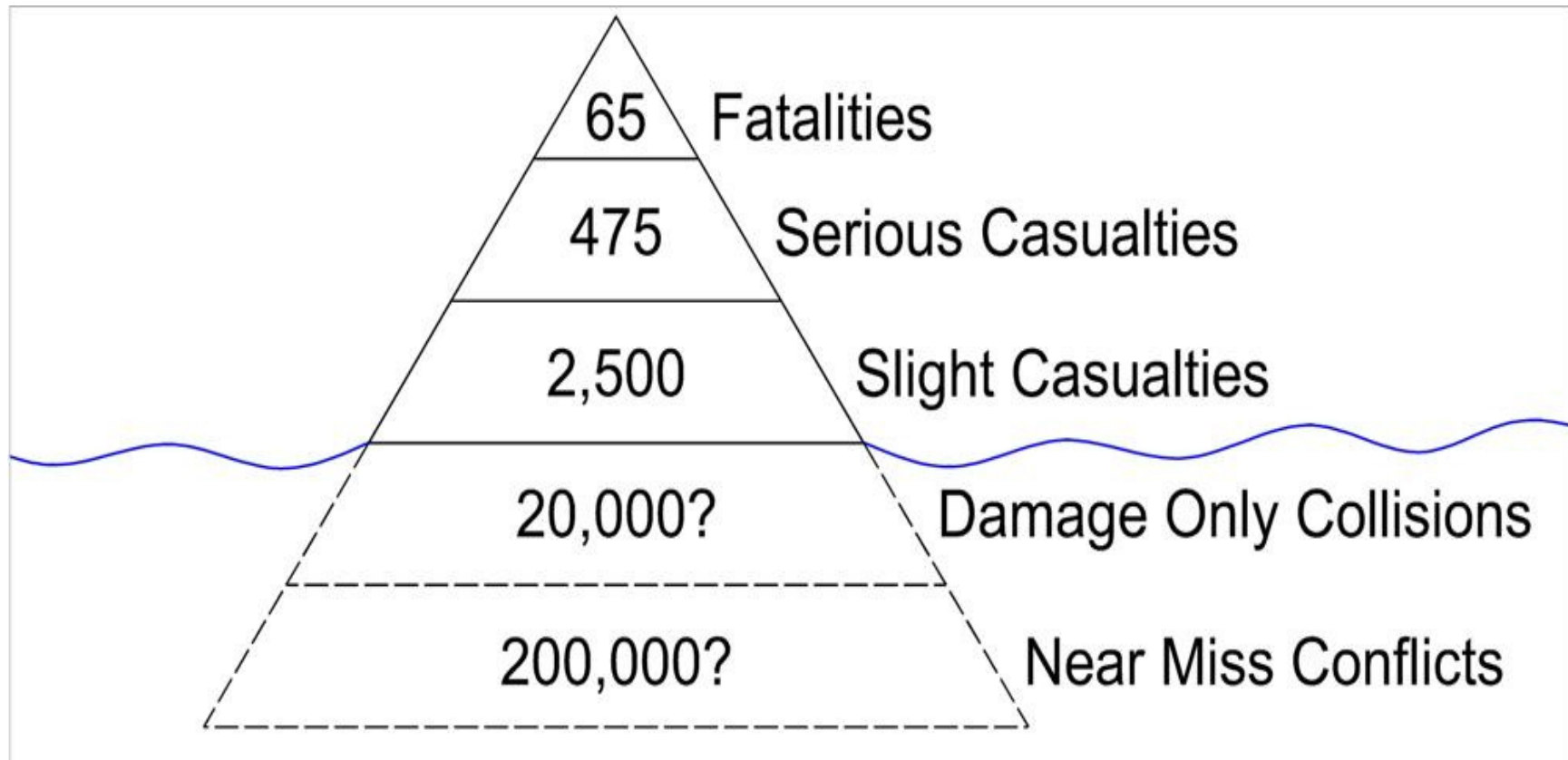
Dave Stephens

Highways Network Analysis & Safety

Norfolk County Council



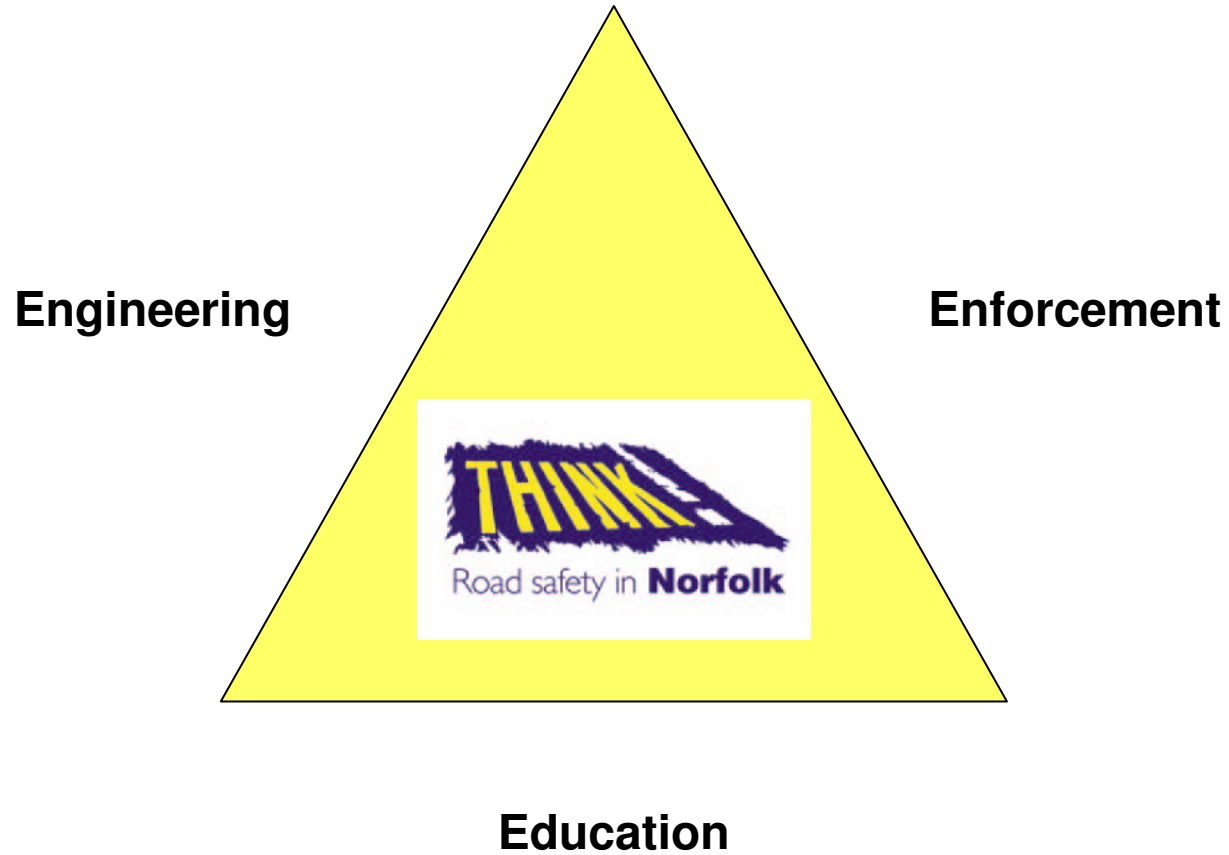
# Recorded Casualties – the tip of the iceberg



# What the data is showing

- ✓ The young driver
- ✓ The motorcyclist
- ✓ The older road user
- ✓ 'Cluster' sites

# The Casualty Reduction Triangle



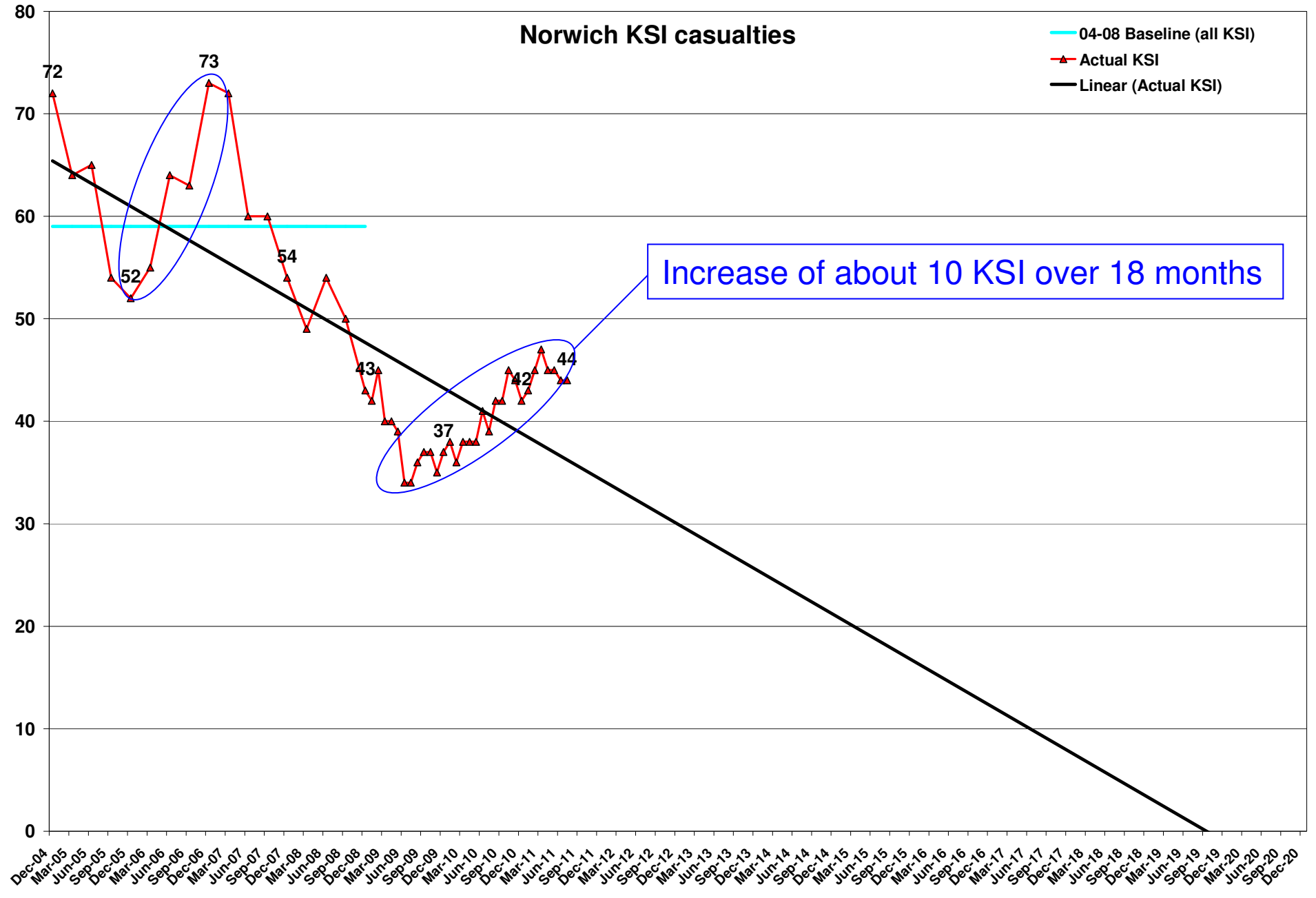
# Education, Training and Publicity

- ✓ Pedestrian Training – Year 1
- ✓ Cyclist Training – Year 4,5 & 6
- ✓ School visits – specific topics
- ✓ Pre-driver training – Year 11
- ✓ Theatre In Education – City College
- ✓ In Car Safety

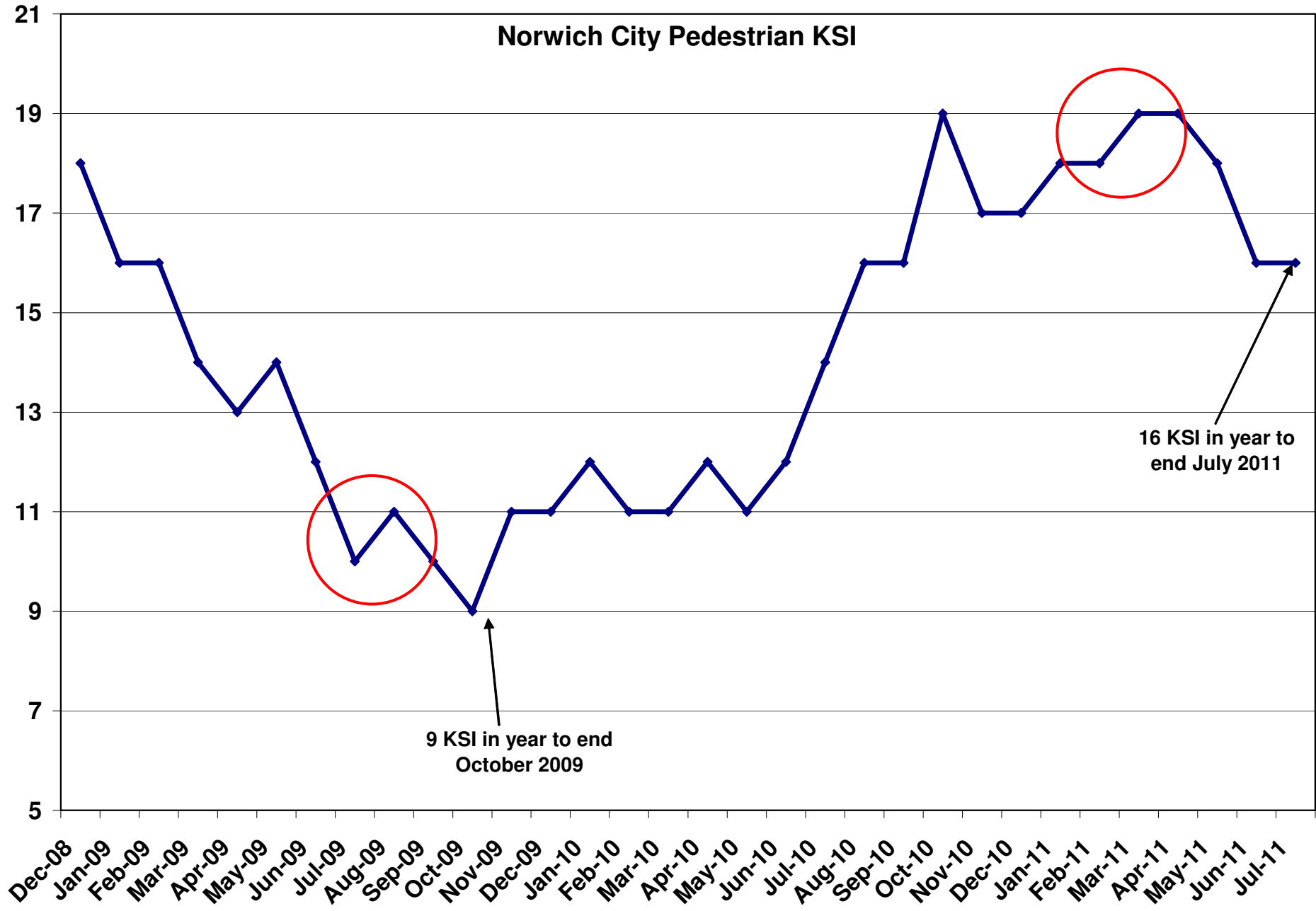


# Norwich KSI casualties

- 04-08 Baseline (all KSI)
- Actual KSI
- Linear (Actual KSI)



### Norwich City Pedestrian KSI





# Location of pedestrian accidents in Norwich in year to end July 2011

(green = slight, blue = serious)

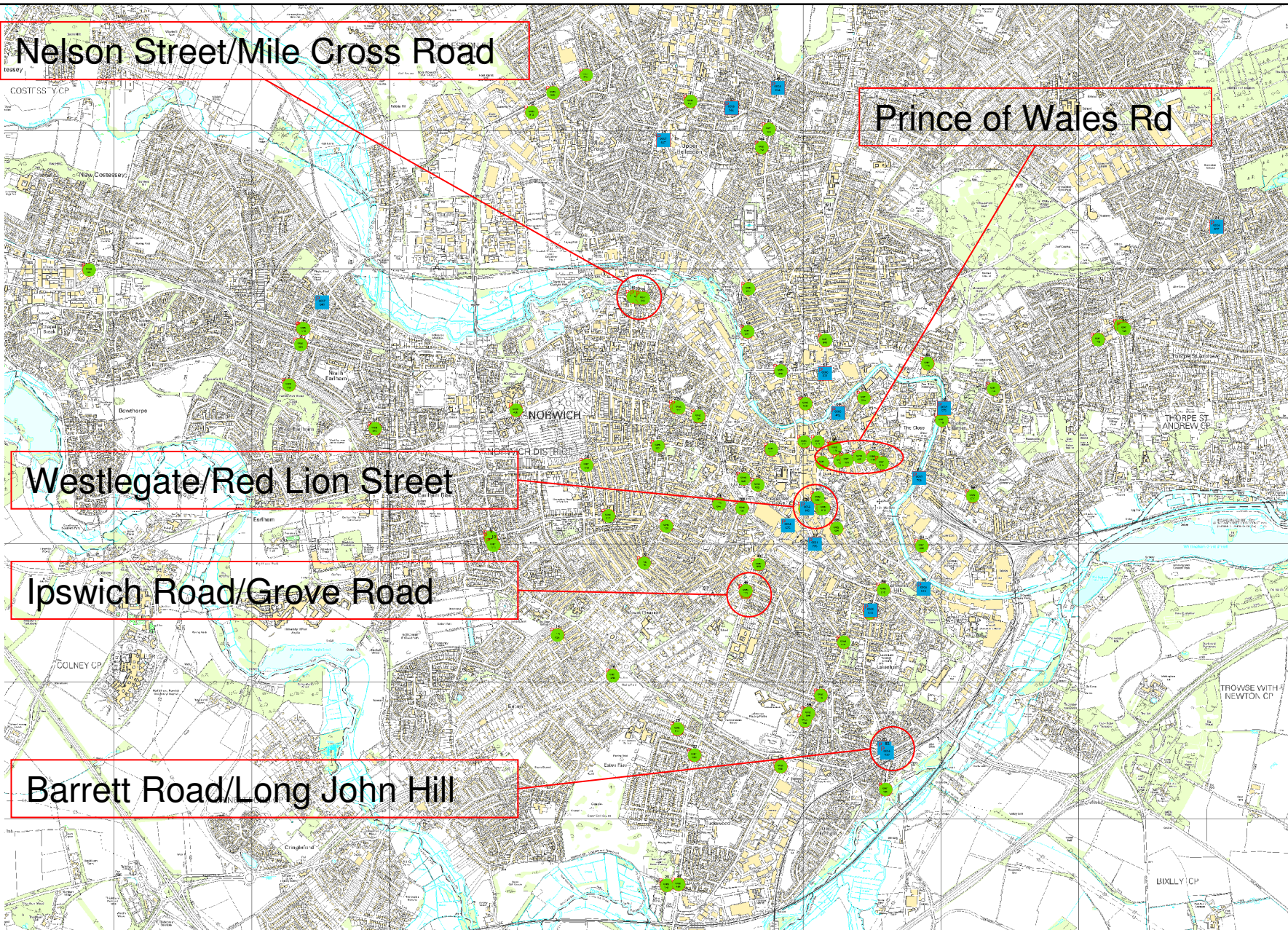
Nelson Street/Mile Cross Road

Prince of Wales Rd

Westlegate/Red Lion Street

Ipswich Road/Grove Road

Barrett Road/Long John Hill





# Summary

- ✓ Balanced approach to improving road safety
- ✓ Data-led approach to resourcing
- ✓ Trends remain downwards
- ✓ Increasing focus on District level data
- ✓ No cause to panic!

# Any Questions?

[dave.stephens@norfolk.gov.uk](mailto:dave.stephens@norfolk.gov.uk)

Julian Fonseka – Safety Data Analysis  
Richard Wiseman – Road Safety Officer  
David McLaughlin – Safety Cameras

