

Department of Transport's 'Strategic Framework for Road Safety'

Report by Assistant Director Highways

Summary

The Government, in May 2011, published its 'Strategic Framework for Road Safety'. This follows the previous Government's 2001 Road Safety Strategy "Tomorrow's Roads: Safer for Everyone" which set targets to reduce the number of people killed or seriously injured (KSIs) by 40% by the end of 2010 (from a 1994 -1998 baseline).

In Norfolk the Council agreed to 'stretch' this target to a 40% reduction by 2006 as part of Norfolk's Local Public Sector Agreement (LPSA), and then further stretched this in the Local Area Agreement (LAA) to achieve a 50% reduction by 2010. Norfolk achieved the Government target four years ahead of the 2010 deadline and both the LPSA and LAA targets, reducing KSIs by 59% by 2010 and achieving Beacon Council status for Road Safety.

The County Council already works in partnership with a number of public, private and 3rd sector organisations to reduce road casualties when using roads in Norfolk, and to increase public confidence that their journey will be safe. However while the Council's current approach accords with the strategic framework, there are some areas where it signals that the approach taken by the Council and its partners could be further developed to build on the currently successful approach. Namely:

- More community involvement in traffic management and safety matters
- Wider engagement with public health teams
- Consider more extensive use of restorative justice approaches
- Review the Council's speed management strategy after the Government issues its new guidance
- Explore scope to engage further with automotive and insurance industry
- Extend the role of the voluntary and community sectors

While the Government's new strategy may rightly encourage greater community involvement in road safety matters, the Council will need to be careful not to raise expectations about what it can fund going forward.

'Connecting Norfolk' the County Council's third Local Transport Plan (LTP) includes a target to reduce the number of KSIs by 33% by 2020. A minor modification is required to align the baseline used in the LTP to accord with the Government's new 'Road Safety Outcomes Framework'.

Recommendation

Members are invited to comment on the Government's new 'Strategic Framework for Road Safety' and the suggested County Council approach described in this report.

1. **Background**

- 1.1. The Government in May 2011 published its 'Strategic Framework for Road Safety'. This follows the previous Government's 2001 Road Safety Strategy "Tomorrow's Roads: Safer for Everyone" which ceased at the end of 2010.
- 1.2. As part of the previous Government's strategy targets were set to reduce road casualties by 40% by the end of 2010 (from a 1994 -1998 baseline). In Norfolk the Council also agreed to 'stretch' this target to a 40% reduction by 2006 as part of Norfolk's Local Public Sector Agreement and then further stretched this in the Local Area Agreement to achieve a 50% reduction by 2010. The Council, together with its partners, exceeded all targets set. Norfolk achieved the Government target four years ahead of the 2010 deadline. Norfolk achieved Beacon Council status for Road Safety and performs well in comparison with regional and national peer authorities.
- 1.3. At the end of December 2010 Norfolk's rolling twelve month KSI figure had reduced to 353, a 59% reduction from the 1994 - 98 baseline, resulting in 510 fewer people being killed or seriously injured on roads in Norfolk per year than was the case in 1994 – 1998 (Appendix 1).
- 1.4. 'Connecting Norfolk', our third Local Transport Plan, was formulated after the previous Government's strategy had ended, but before the new strategic framework had been released, and in the absence of any government guidance, along with many other local authorities, the Council set a new 2020 road safety target. In Norfolk this is to achieve a further 33% reduction in the number of KSIs from a new 2004 - 2008 baseline. This road safety target is included in the County Council Plan. Since December the KSI figure to the end of June 2011 has continued to reduce to 330 and we, working with our partners, remain on track to achieve our new target (Appendix 2).

2. **Strategic Framework for Road Safety**

- 2.1. The Government in publishing its new 'Strategic Framework for Road Safety' recognise that road deaths and injuries are a tragedy for all those affected, and as well as the human cost, impose a heavy economic burden. The strategic framework sets out the Government's Vision for Road Safety is to "ensure that Britain remains a world leader on road safety." In Norfolk, as in a number of places elsewhere nationally, there have been impressive improvements in road safety in recent years. The Government sets out that it is committed to ensuring that these trends are maintained, although there is recognition that, at least in the short term, their will be unavoidable constraints on public spending including for road safety infrastructure, as it's overarching priority, underpinning other aims, must be to restore the public finances and return the economy to sustainable and secure economic growth.
- 2.2. A copy of the Executive Summary from the strategic framework is attached as Appendix 3.

A full copy can be found at www.dft.gov.uk/pgr/roadsafety/strategicframework/

In summary the Key Themes are:-

- Making it easier for road users to do the right thing and going with the grain of human behaviour;
- Better education and training for children and learner and inexperienced

drivers;

- Remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points;
- Tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously;
- Extending this approach to cover all dangerous and careless offences, not just focusing on speeding;
- Take action based upon cost benefit analysis, including assessing the impact on business;
- More local and community decision making for decentralisation and providing local information to citizens to enable them to challenge priorities; and
- Supporting and building capability by working with the road safety community on better tools to support road safety professionals.

2.3. As part of the new framework the Government also proposed to introduce, and populate, a new monitoring regime called the 'Road Safety Outcomes Framework', a copy of which is attached as Appendix 4.

3. **Existing Arrangements**

3.1. The County Council already works in partnership with a number of public, private, 3rd sector organisations and individual volunteers to reduce the number of people killed and severity of injuries sustained when using roads in Norfolk, and to increase public confidence that their journey will be safe.

3.2. In developing the new strategic framework the Government considered views received in response to the 'Road Safety Compliance Consultation' (2009), 'A Safer Way: Consultation on making Britain's Roads the Safest in the World' (2009), and the results of two seminars facilitated by the Parliamentary Advisory Council for Transport Safety (PACTS). The Council and many of our partners contributed to these events and it is pleasing to see Norfolk's voice being heard as much of the approach already taken in Norfolk is reflected in the Government's new strategic framework.

3.3. The Council already has :-

3.4. **Data led approach** targeting resources to where they will have the most impact. Our research shows that in Norfolk the road users that are most disproportionately involved in collisions are motorcyclists, young drivers and older road users. Resources across our existing Road Casualty Reduction Group (RCRG) are targeted towards these road users.

3.5. **Cooperative working practices**, sharing resources, skills and ideas across the RCRG. The group also works with other parts of the Council that seek to increase sustainable or active travel in order to coordinate resource and 'join-up' delivery so that one intervention can cover the needs of other services.

3.6. **Balanced approach** where the philosophy is that road safety can be best improved through a broad range of intervention which includes:-

- Education and publicity campaigns delivered with and in many cases by local volunteers to change the attitudes that lead to risk taking behaviour on the

roads;

- Encouraging training to improve the skills of road users, in many cases providing skills that stay with children and young people and help them keep safe as they develop through life;
- Targeted enforcement and opportunities for appropriate educational / behavioural change courses as an alternative to fixed penalty notices for low level offences;
- Actively engaging local communities to influence how roads in their community are used. Examples of this are through influencing the setting of local speed limits, involvement in the delivery of road safety education and training or in carrying out community based enforcement – like Community Speedwatch or the deployment of Speed Activated Messaging (SAM / SAM2).
- Re-engineering the roads and pavements to improve safety, either through the planning process by the design of new development or through the design and maintenance standards used by the Council;
- Effective emergency response to road traffic collisions, and support for those dealing with incidents in order to reopen roads as soon as possible in order to minimise local disruption or the diversion of traffic onto unsuitable local roads.

4. **Opportunities to Change and Improve**

- 4.1. While the Council's current approach accords with the strategic framework, there are some areas where it signals that the approach taken by the Council and its partners could be further developed. A summary of the key implications is set out below.
- 4.2. **Community Involvement:** As set out earlier, in 3.6, local communities already actively influence how roads in their community are used. The framework does suggest that local communities and their representatives including councillors and parish councils should be actively involved in making decisions, not only about matters like speed limits but also other road safety measures such as enforcement, engineering schemes, traffic management etc.
- 4.3. **Public Health:** While Norfolk NHS is a member of the Council's existing partnership and has been effective in helping use data to identify the most vulnerable and target resources, there is much more experience and expertise within the public health arena that could potentially further help improve road safety.
- 4.4. Good links exist at a local level between health and road safety professionals. For instance in assisting older drivers to continue to drive safely (the Council's GOLD scheme) or new parents with child seat fitting. However, given the new duty the Council has in relation to public health, this is an area where there could be better strategic coordination, also involving those seeking to increase sustainable travel. It would help direct activity on the ground; remove barriers to enable better access to services or a more effective approach to specific marketing campaigns, perhaps extending the Council's existing use of social media and demographic and social data.
- 4.5. **Educational Measures:** The Council already supports and has developed a range of educational courses that are offered to people who have committed low level road traffic offences. Currently the Council provides, via a panel of independent Approved

Driving Instructors, the following courses:-

- Young Driver - this scheme of work is being revised to increase the appeal to the client group, the expectation is that it will become a workshop styled delivery.
- Older Driver - the GOLD scheme is continuing to grow and is regarded as an invaluable intervention by health professionals.
- Driver Development courses - are offered to businesses and organisations, in half day or one day format, with or without the skid avoidance module. This is the 'classic' fleet training intervention.
- Rider Training - we offer four separate interventions to appeal to as wide a range of the client group as possible, these are Safer Rider (the Constabulary delivered scheme), i2i Machine Control modules, Hugging Challenge and RoSPA. We also facilitate a pre-moped educational session in high schools.
- Assessment / Training - we offer assessment and training for full licence holders in all categories of vehicle.
- D1 Licence Training - to facilitate the licence acquisition for newly qualified teachers to drive minibuses.
- Specialist Training and Advice - including towing, disabled access and tail-lift training.
- Court Diversion Schemes - Nation Speed Awareness Course and National Driver Alertness Course.
- Occupational Road Risk - assistance to companies and organisations in creating and / or delivering 'Driving at Work' policies.
- Eco Safe Driving - provision of training for individuals, companies or organisations, promoting Co2 reduction via safer driving practices.

A full description of the courses provided can be found by viewing the Council's electronic brochure, devised to eliminate printing costs, at:-

http://www.norfolk.gov.uk/Travel_and_transport/Road_safety/Driver_and_Rider_Development/index.htm

- 4.6. While the Council has an extensive range of courses available given the over represented nature of casualties from people riding motorcycles or mopeds it may well prove advantageous to extend the range of restorative justice schemes promoted by Norfolk Constabulary to also include the 'Ride' scheme for those using powered two wheels (PTWs), and to create an effective community driven intervention for new riders of smaller PTWs.
- 4.7. **Road Safety Infrastructure:** A new economic toolkit is proposed by Government, supported by guidance to Local Authorities, to help us take account of economic factors when making our local investment decisions. The Government also proposes to revise and reissue the guidance on the setting of local speed limits in urban areas with the aim of increasing flexibility for local authorities.
- 4.8. While the Council has invested heavily over decades in traffic management and safety schemes to lower traffic speeds, which have significantly reduced the number and severity of road casualties many people still fear for the way in which the roads within their communities are used. In recognition that anti-social driving is a cause for

concern in communities across Norfolk the Council, as part of its Highways Service Plan, has already programmed a review of its 'Norfolk Speed Management Strategy' to be carried out in 2011/12. The timing and nature of the review should now be tailored to take into account the new guidance that will be issued by Government on the setting of local speed limits in urban areas.

- 4.9. **Role for Business:** The Council currently has good links with business and help companies, large and small, train and educate their employees who drive for work to travel safely, or in a more environmentally sensitive manner, which given the high cost of fuel also helps companies and individuals save money. To date however the Council has not sought to garner specific support for road safety from the automotive and insurance industry sectors which are well represented in Norfolk. Consideration should be given to exploring the contribution both sectors could play in helping the Council and its partners further improve road safety in the county. There may well be scope to involve business at the strategic level in supporting delivery using the strong 'brands' that exists or in delivery with particular road users groups.
- 4.10. **Role for Voluntary Sector:** The Council has long and extensive experience of working with individual volunteers to deliver road safety training and education. The Council currently delivers approximately 25% of its school based road safety training using volunteer instructors coordinated by Road Safety Officers and part-time Road Safety Community Assistants. There are plans to increase the amount of delivery using volunteers going forward. However while there is a good level of volunteer engagement by individuals there is less direct involvement by the voluntary, community and social enterprise sector. There is significant scope to develop the role for the voluntary sector such that it may provide the platform for it to play a leading role in delivering better road safety information.
- 4.11. **Targets:** Government does not propose to set new national targets for road safety, citing that in part this is because further 'central persuasion should not now be needed to highlight the importance of road safety.' Much of the premise of the strategic framework rests on helping the currently poorer performing local authorities raise their level of performance to match that of high performing authorities like Norfolk. Appendix 5 sets out the performance of local authorities nationally.
- 4.12. The Government suggests that if the impact of new car technology and of new road safety measures are what they expect then nationally we will see KSI's reduce by 40% by 2020 (from a 2005 – 2009 baseline). While the Government does not propose to set new national road safety targets it is recommended that we retain local targets, as set out in the County Council Plan and 'Connecting Norfolk'. We are suggesting a local target of a 33% reduction in KSIs would provide an appropriate focus for our casualty reduction work. A minor modification is required to align our baseline to the Government's 'Road Safety Outcomes Framework'. The effect of this is will be further reduce our KSI target in 2020 from 332 to 310 (interim 2015 target would also reduce from 400 to 379).

5. **Resource Implications**

- 5.1. **Finance :** None at this stage. All delivery will be within existing service budgets, although there may be scope to build upon the existing Norfolk Forward Transformation and Efficiency savings to further lower the cost of service delivery for the Council, and also potentially for our partners, though more effective use of the business and voluntary sectors and through more effective joint working with the NHS.

As part of the Council's budget setting process the Local Safety Schemes and Safe Routes to School budget reduced from £2.03m in 2010/11 to £0.2m in 2011/12 and the Traffic Management Programme (which funds changes to speed limits, waiting restrictions and traffic calming schemes) reduced from £0.3m in 2010/11 to £0.125m in 2011/12. While the Government's new strategy may rightly encourage greater community involvement in road safety matters, the Council will need to be careful not to raise expectations about what it can fund going forward. Since, other than as part of new development, the Council will not have the capacity to fund a major programme of changes to the road network.

5.2. **Staff** : None at this stage.

5.3. **Property** : None

5.4. **IT** : None

6. **Other Implications**

6.1. **Legal Implications** : None.

6.2. **Human Rights** : None.

6.3. **Equality Impact Assessment (EqIA)** : There is a full programme of Equality Impact Assessments covering all Environment, Transport and Development services, including Casualty Reduction. No issues were identified and none are envisaged as a result of this report.

6.4. **Communications** : Considerable work has been done to ensure that the Council's casualty reduction work, including publicity and marketing, is now part of a wider partnership approach. The County Council's communication team are fully integrated into the casualty reduction partnership providing publicity, marketing and public perception expertise.

6.5. **Health and Safety Implications** : None.

7. **Section 17 – Crime and Disorder Act**

7.1. Road safety problems can be symptomatic of not only poor quality road and street environments, but also of wider local problems such as anti-social behaviour and criminality. Tackling road safety, in particular empowering local communities to take more control in addressing local problems can not only help improve road safety but also reduce instances and the severity of anti-social or criminal behaviour.

8. **Conclusion**

8.1. The Government's 'Strategic Framework for Road Safety' is welcome and accords with much of what the Council already does with its partners that has been effective in significantly reducing the number and severity of road casualties in Norfolk.

8.2. There is scope to build on the Council's current successful approach as described in Section 4, to increase active community engagement and better integrate with the public health, business and the voluntary sectors.

Action Required

- (i) Members are invited to comment on the Government's new 'Strategic Framework for Road Safety' and the suggested County Council approach described in this report.

Background Papers

Officer Contact

If you have any questions about matters contained in this paper please get in touch with:

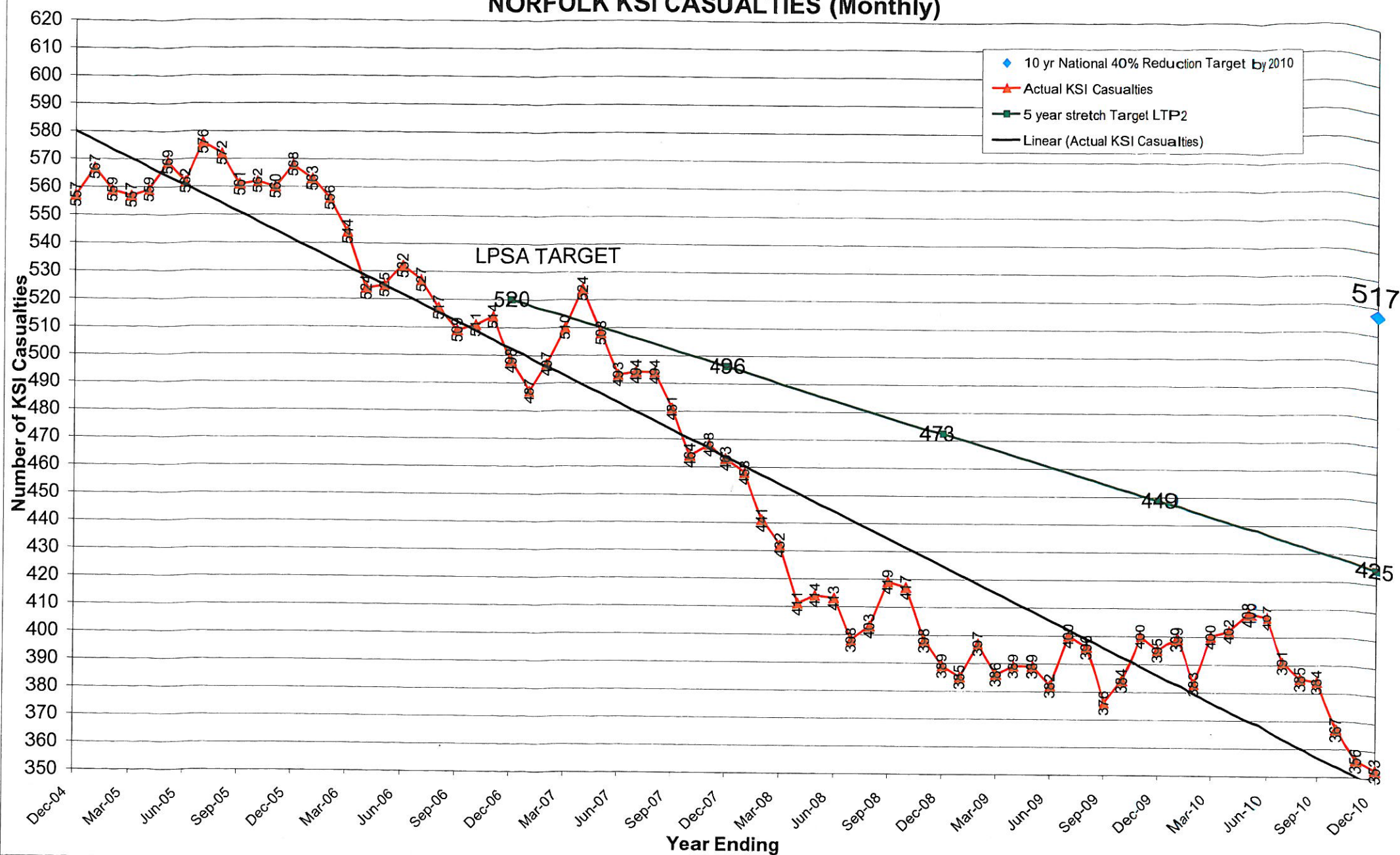
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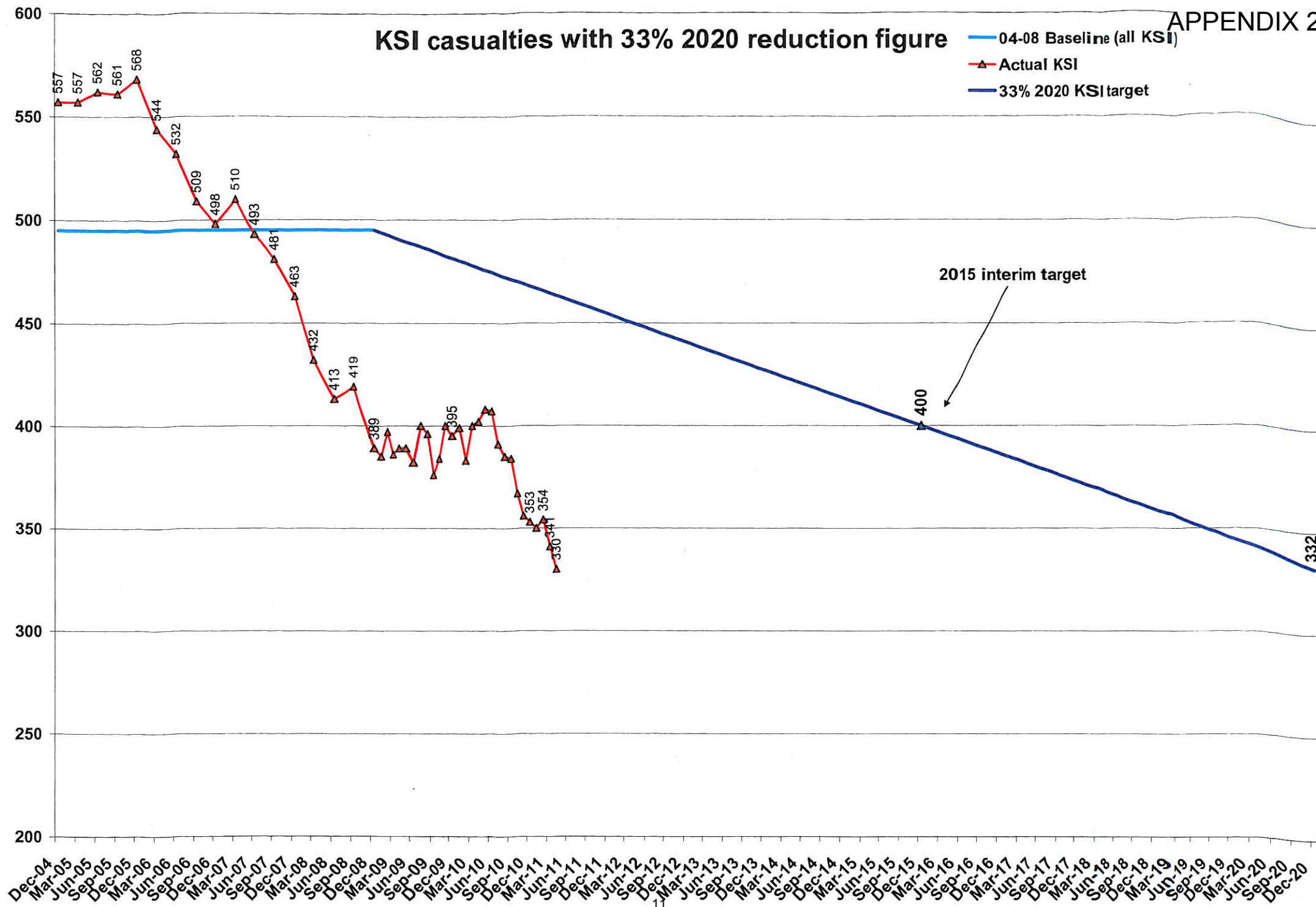
If you need this report in large print, audio, Braille, alternative format or in a different language please contact 0344 800 8020 and ask for Tim Edmunds or textphone 0344 800 8011 and we will do our best to help.

Target met - 59% reduction on baseline

NORFOLK KSI CASUALTIES (Monthly)



KSI casualties with 33% 2020 reduction figure



Executive summary

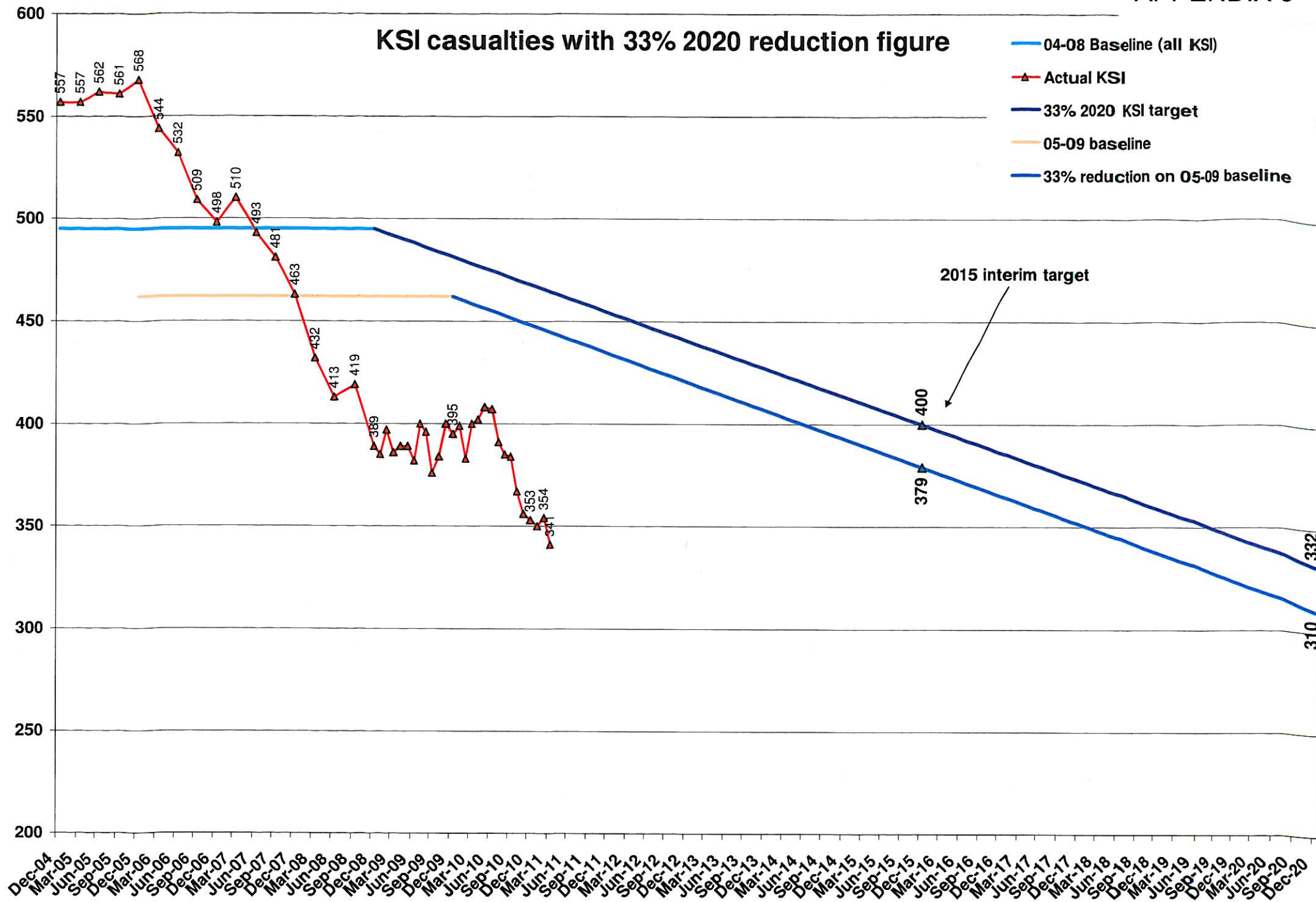
1. Road deaths are a tragedy for all affected while injuries can cause suffering, economic loss and life changing misfortune. Road collisions are the leading cause of death for young adults aged 15-24¹ and they account for over a quarter of deaths in the 15-19 age group². They also have a serious detrimental impact on the economy. The emergency and health costs along with the lost economic output are significant. The economic welfare costs are estimated at around £16 billion a year while insurance payouts for motoring claims alone are now over £12 billion a year. The impacts of collisions and incidents on congestion, reliability and resilience of the road network are also a major economic cost. This demonstrates that there is potentially a strong case for reducing the economic and the personal costs of fatalities and serious injuries on our roads.
2. Much of the harm and cost is avoidable and it is not an inevitable consequence of road transport. We believe that further measures can be taken that will provide high value for money but we are clear that improvements in road safety need to be robustly analysed, considering all costs and benefits, the pressures on spending and the opportunity cost.
3. The UK currently has amongst the safest roads in the world and we have seen significant decreases in our casualty figures. This is a testament to the work of service providers, the police, road safety professionals and not least to the responsible and safe approach of the majority of road users. However this is not a reason for complacency; it is a sign of what can be achieved with the right policies, actions and behaviours.
4. This document sets out the strategic framework for road safety and the package of policies that we believe will continue to reduce deaths and injuries on our roads. They are split between measures that we intend to take nationally and areas where the policy and delivery will reflect local priorities, circumstances and economic assessment. While we want decisions to be made locally, wherever possible, there is still a crucial role for national Government in providing leadership on road safety,

¹ Office for National Statistics, Register of deaths, 2007

² Reported Road Casualties Great Britain, Department for Transport, 2009, table 50

Annex B. Road Safety Outcomes Framework

- B.1** The Outcomes Framework is designed to help Government, local organisations and citizens to monitor the progress towards improving road safety and decreasing the number of fatalities and seriously injured casualties on Great British roads. We expect it to be used against the figures for individual local authorities so that their progress can be compared against the national picture.
- B.2** The following are proposed indicators for the strategic framework for road safety. The progress will be reported annually, with details published in Reported Road Casualties Great Britain. The form of presentation has yet to be decided but it is likely that this will include, where appropriate, use of rolling averages and percentage changes to monitor progress.
- B.3** We have identified 6 key indicators which relate to road deaths and will measure the key outcomes of the strategy at national level. These are:
- Number of road deaths (and rate per billion vehicle miles)
 - Rate of motorcyclist deaths per billion vehicle miles
 - Rate of car occupant deaths per billion vehicle miles
 - Rate of pedal cyclist deaths per billion vehicle miles
 - Rate of pedestrian deaths per billion miles walked
 - Number of deaths resulting from collisions involving drivers under 25
- B.4** At the local level, the number of road deaths is small and subject to fluctuation. For this reason we propose the following as key indicators:
- Number of killed or seriously injured casualties
 - Rate of killed or seriously injured casualties per million people
 - Rate of killed or seriously injured casualties per billion vehicle miles



B.5 Alongside this we propose a more comprehensive list of indicators, related to the key themes of the strategy – these are shown in the table. These are intended to monitor trends and patterns at the national level. This does not preclude monitoring at the local level, though this is not expected and in many cases will not be possible where local data are not available.

B.6 This is a long term strategy; where data required to monitor progress is not yet available but likely to be in the short-medium term, or the form of the indicator needs further consideration, the relevant indicator is marked as 'under development'.

Table 6.2 Indicators for the Road Safety Framework			
Area	Indicator	Sub groups/splits	Data source and issues
Casualties	Number of fatalities	- Age (children, young, other, elderly)	STATS19, including Index of Multiple Deprivation (10% most and 10% least deprived areas) to measure disadvantage.
	Number of serious injuries	- Car occupants	
		- HGV and LGV involvement (including left hand drive)	
		- Motorcyclists	
		- Pedal cyclists	
		- Pedestrians	
		- Disadvantage	
	Fatality rate per billion vehicle miles	- Car occupants	STATS19 and traffic data. Distance walked (for pedestrians) from National Travel Survey
		- Motorcyclists	
		- Pedal cyclists	
		- Pedestrians (based on distance walked)	
	Fatality rate per million population	- Age	STATS19 and population data.
		- Road user groups (as above)	

Table 6.1 Indicators for the Road Safety Framework (continued)			
Area	Indicator	Sub groups/splits	Data source and issues
	Number fatalities and KSI on the English trunk road network		STATS19
	Road deaths as percentage of all accidental deaths		STATS19 and mortality data
	Cost of road traffic casualties		DfT estimates (based on STATS19 data)
	Road casualties admitted to hospital	- all admissions - admissions for 2+ days	Hospital Episode Statistics (England only)
Learning to drive	Number of fatalities and KSIs in collisions involving drivers under the age of 25.		STATS19
	Number of fatal and KSI single vehicle collisions involving a young driver (aged 17-24)		STATS19
	Number and proportion of new drivers that pass their driving test on the first attempt		Indicator under development; DSA data
	Number and proportion of new car drivers taking enhanced training within 1 year of taking test (once new post test qualification available)		Indicator under development; DSA data
Remedial education	Number of people taking courses		NDORS data
Enforcement	Number and percentage of people killed and KSI in collisions with a driver over the legal blood alcohol limit		STATS19 data
	Proportion of drivers tested failing a breath test		Breath test results provided by police

Table 6.1 Indicators for the Road Safety Framework (continued)			
Area	Indicator	Sub groups/splits	Data source and issues
	Prevalence of drug-drive incidents/collisions		Indicator under development
	Percentage of fatalities and KSIs in collisions with excessive speed as a contributory factor		STATS19
	Proportion of vehicles exceeding speed limits	- vehicle type - road type	Vehicle speed data derived from automatic traffic counts
	Percentage of car occupants killed who were not wearing a seat belt		Indicator under development
	Number of motoring offences	- type of offence	Home Office/Ministry of Justice data
Vehicle Safety	Proportion of drivers injured among those involved in collisions by age of car (precise indicator to be developed)		Indicator under development
Perceptions of road safety	Whether people feel safe walking and cycling		Indicator under development; question to be include on attitudinal survey (e.g. Think! tracking)

delivering better driving standards and testing, enforcement, education, managing the strategic road infrastructure and through research and the collation and provision of public information to support local delivery.

5. At the same time local citizens have a central role in improving performance through their own responsible road use and in highlighting areas where they expect further improvement. We also need to continue to harness the efficiency and creativity of the private and voluntary sectors in making road use safer.
6. The proposed actions and approach to continuing to reduce death and injuries on our roads are underpinned by the Government's key principles. They reflect the commitment to supporting local decisions and to improving services to citizens. These are:
 - Across Government we are committed to ending decision making that is imposed from above and assumes that one size fits all.
 - As set out in the Spending Review we are freeing local authorities from central government control, letting them determine their own solutions that are tailored to the specific needs and priorities of their own communities.
 - Transparency – ensuring that information is made available to enable local citizens to get more involved in decisions, hold local service providers to account and assess the performance of their local authority against others.
 - Empowering and capability building – giving people the powers, tools and funding flexibility rather than imposing proscriptive and constraining central regulation.
7. The overarching priority, underpinning other aims, must be to restore the public finances and return the economy to sustainable and secure economic growth. This requires taking tough but unavoidable decisions to tackle the deficit, with an emphasis on fairness, efficiency and prioritisation.

Key Themes for Road Safety

8. The Government's approach translates into a number of key themes for road safety:
 - making it easier for road users to do the right thing and going with the grain of human behaviour;
 - better education and training for children and learner and inexperienced drivers;

- remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points;
 - tougher enforcement for the small minority of motorists who deliberately chose to drive dangerously;
 - extending this approach to cover all dangerous and careless offences, not just focusing upon speeding;
 - taking action based upon cost benefit analysis, including assessing the impact on business;
 - more local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities; and
 - supporting and building capability by working with the road safety community on better tools to support road safety professionals
9. To deliver decentralisation and empowerment we do not consider that local service deliverers need further central persuasion on the importance of road safety. We do not therefore believe that over-arching national targets or central diktat that constrains local ambitions and priorities are now the most effective way of improving road safety. We expect central and local government to continue to prioritise road safety and continue to seek improvements. Central government should be judged against the actions that we commit to in our Road Safety Action Plan. Equally, we expect local government and service providers to be judged against their actions.
10. We are moving to a more sophisticated method of monitoring progress through a Road Safety Outcomes Framework. This should help local authorities to assess and prioritise their action and show the impact of central Government measures.
11. The specific actions that the Government proposes to take forward include:

Improving Road Safety Together - Empowering Local Citizens and Local Service Providers

- Decentralising funding and removing targets and performance frameworks to create more room for local flexibility and innovation along with private sector and third sector delivery of road safety initiatives. We will also ensure that local authorities are clear that they can make full use of existing powers and flexibilities, for example in setting speed limits and speed enforcement. We will update the

speed guidance to reflect this and will provide guidance to local authorities on assessing the costs and benefits of new schemes.

- Supporting the provision of local information to the public to increase scope for challenge by showing the level of risk geographically, the comparative road safety performance of different areas and service providers for different groups and information on all safety cameras.
- Making the links with other local agendas, such as public health and sustainable travel and helping to remove barriers to increasing walking and cycling, such as the use of a new indicator on perceptions of road safety. We also recognise and will build upon synergies between safety, congestion and reliability, for example through the managed motorways programme.
- Supporting the development of better tools for road safety professionals by providing better signposting of key facts and evidence, synthesising and making research more accessible and working with road safety groups on identifying best practice resources. This will also help international road safety by making our expertise readily available to other countries.

Education – Developing Skills and Attitudes

- Developing a new post test vocational qualification – we will work with trainers, insurers and young drivers to ensure there is an effective successor to the Pass Plus scheme. This will help newly qualified drivers to gain the necessary attitudes and experience to be safe and responsible road users, with appropriate accreditation and assessment built into the process to ensure market confidence in the new qualification.
- Developing more targeted and effective marketing, building upon the best behavioural science. This will include using the opportunities where Government interacts with learner drivers to reinforce the links with safety and life long learning, for example by introducing film clips into the theory test and the introduction of a Road Safety Day.
- Continuing to improve the initial training for learner drivers and riders. We will also improve standards of driver training through better consumer information and ensuring driving and riding instructors have the right skills and qualifications.
- Increasing the range and use of educational courses that can be offered in the place of fixed penalty notices to develop safer and more responsible driving behaviour.
- Developing courses that courts can offer in the place of losing a licence, where this is considered a more effective intervention.

- Reforming the regime for re-testing disqualified drivers - including extending, and potentially mandating, the requirement for disqualified drivers to re-test before regaining their licence and developing special tests linked to remedial training. This will build on the current arrangements for drink-drivers.

Targeted Enforcement and Sanctions

- Introducing a fixed penalty offence for careless driving. This will enable the police to tackle offending efficiently, and offenders will be diverted to new educational improvement courses where these will be more effective. We will develop robust guidelines to ensure that the circumstances in which a fixed penalty notice is appropriate are clearly defined.
- Increasing the level of fixed penalty notices for traffic offences to bring the £60 charge into line with other fixed penalty notices, and considering increasing the fixed penalty notice charge for uninsured driving.
- Making full use of existing powers to seize vehicles through working with the police and within Government on the procedures.
- Taking account of Sir Peter North's report on Drink and Drug Driving Law and the subsequent report by the Transport Select Committee we will improve the enforcement of drink and drug driving legislation by:
 - removing the option for drivers who fail an evidential breath test by 40% or less to request a blood or urine test;
 - mandating the drink drive rehabilitation courses for disqualified drink drivers;
 - working to type-approve portable evidential digital breathalysers to make it possible for the police to get evidence at the roadside and other locations;
 - getting drug screening kit authorised for use in police stations and then on the road side; and
 - considering a new drug driving offence if the current offence of driving while impaired can not be made to work more effectively and the research on impairment and technology on detection allows this
- Working towards tightening enforcement against vehicles, where it is not possible to identify or trace the driver. This is a specific but not exclusive problem with some foreign vehicles. We will explore

innovative ways of recovering unpaid fines and will review enforcing against vehicles where we are not able to identify the driver.

12. We will also continue to look at ways to reduce uninsured and unlicensed driving which is a key issue in improving road safety. This will include measures, that will improve enforcement against unlicensed vehicles, such as the introduction of Continuous Insurance Enforcement, and measures that help to reduce the costs of motor insurance, including working with the insurers on new products and on access to the DVLA database to reduce fraud. While we believe we are making progress against uninsured drivers we are clear that this is an area that requires further work to arrive at a fully effective package of measures.
13. We will provide an economic toolkit and guidance to Local Authorities to help them take account of the same range of factors when setting local speed limits.
14. The Highways Agency will continue to work towards a safer and more reliable strategic road network through their work on maintenance, safety schemes, new capacity and working closely with local service providers. They will work with the police on reducing the congestion from road collisions by clearing incidents more quickly and efficiently.

The Vision for Road Safety

15. Our long-term vision is to ensure that Britain remains a world leader on road safety. There have been impressive improvements over previous decades and in recent years. We are committed to ensuring this trend is maintained. Alongside this our aim is to reduce the relatively high risk of some groups more quickly, such as for cyclists and children in deprived areas.
16. In the longer term, with improvements in technology, e.g. collision avoidance – which will continue to transform the way we drive and use roads and the ability of the system to protect all road users when things go wrong – allied with safer and better driving, we will see a very different world.
17. We will monitor our performance against the indicators in the Road Safety Outcomes Framework. We expect that the Government's actions, along with the key contributions from local authorities, service deliverers and local communities, will continue to deliver this downward trend and address the differential risks. On this basis we could see fatalities falling by around 37% to 1,770 by 2020 if we use the central projection. If from 2020 we assume that the low projection can be achieved with the variation in performances at the local authority level narrowing and

moving towards the level of the top performers then we would see deaths reducing by 57% to around 1,200 and KSIs falling below 10,000 with a reduction of 70% by 2030. This is set out in detail in Chapter 6. This is neither a target nor a hard forecast, but we are confident this can be realised if everyone plays their part. We want to encourage all road safety stakeholders to join together to support us in making this vision a reality.