

# **Regional Road Safety Strategic Group**

## **Regional Road Safety Annual Review**

March 2024

# Refreshed Regional Road Safety Strategy 2023-2030



Transport for  
West Midlands

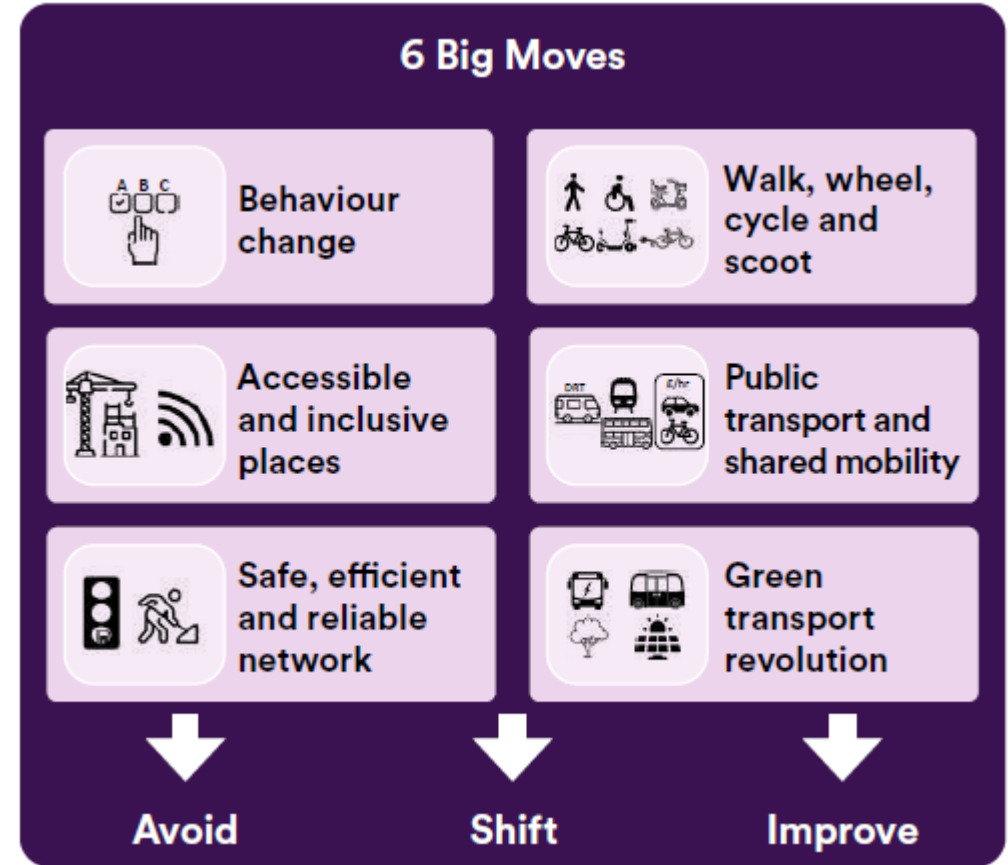
**Refreshed Regional  
Road Safety Strategy  
2023 – 2030**



Transport for  
West Midlands

[Refreshed Regional Road Safety  
Strategy 2023 – 2030 \(tfwm.org.uk\)](https://tfwm.org.uk)

# Broader Transport Policy



# Vision Zero Aspiration

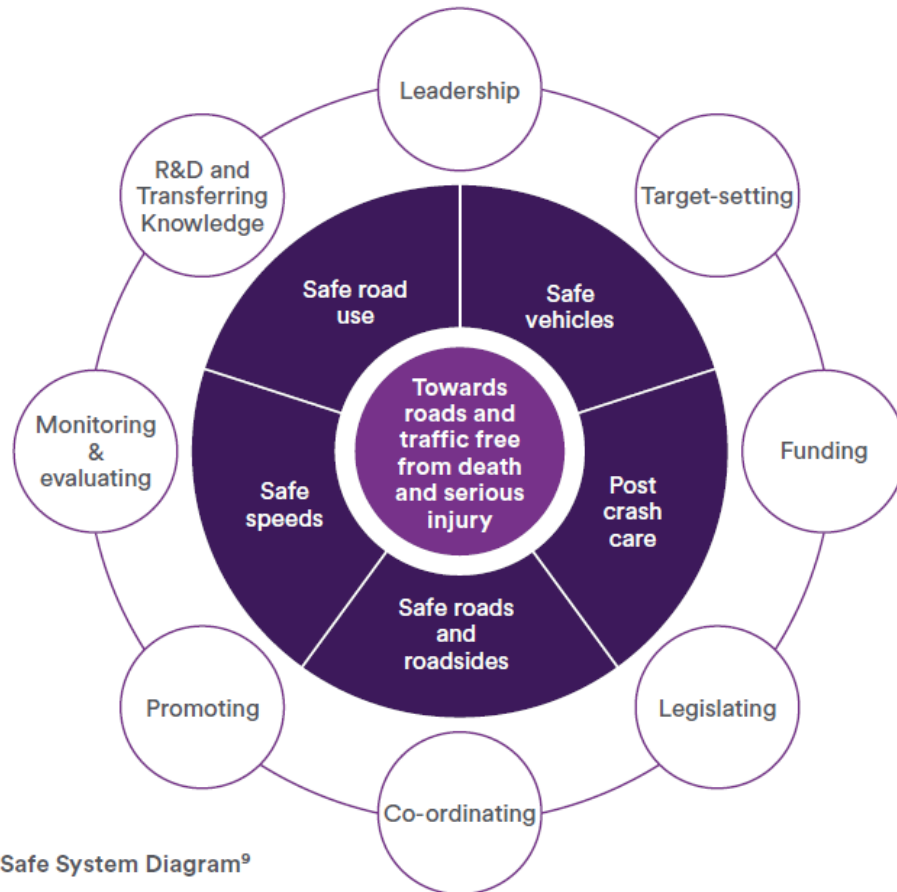


Figure 2: Safe System Diagram<sup>9</sup>

- West Midlands Combined Authority is committed to a goal of Vision Zero (VZ).
- No hard and fast date for achievement has been set – we do not believe that forecasts elsewhere are realistic or robust, although there is political pressure for a date.
- If external strategies fail to meet their VZ target date, this may reflect negatively on the industry as a whole.
- Unrealistic to achieve VZ within the current 2023-2030 Refreshed Regional Road Safety Strategy period.

# 2030 Target and Safety Performance Indicators

## Target 2030

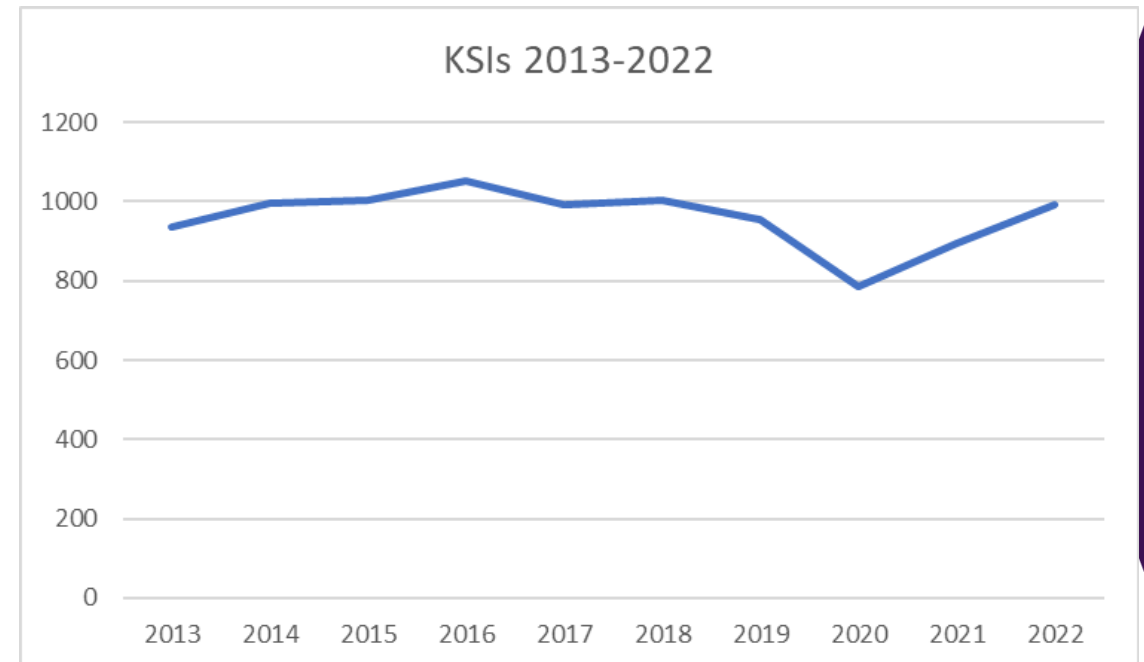
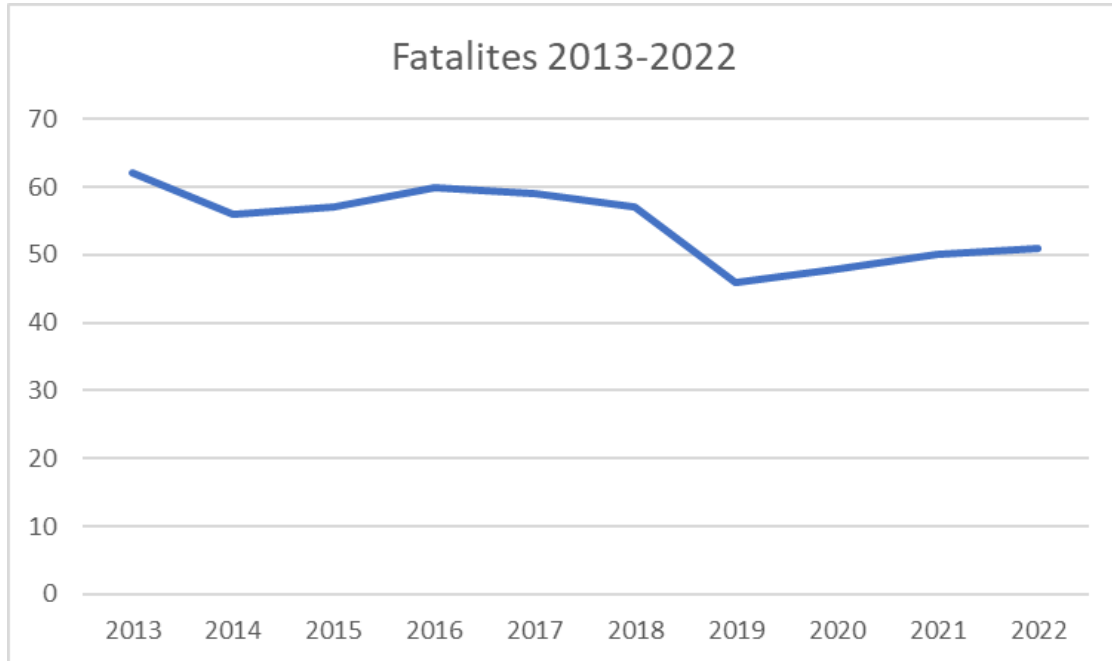
- 50% reduction in the number of killed and seriously injured on our roads.

Note: Unvalidated 2023 data showing a year on year 8% to 10% reduction in KSIs.

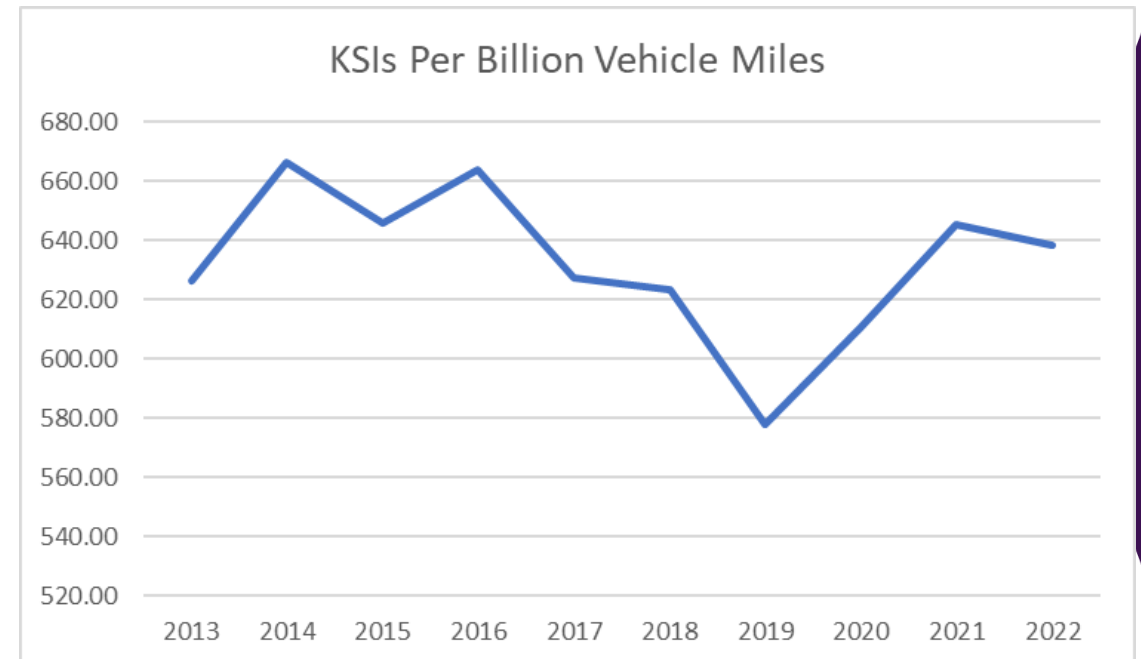
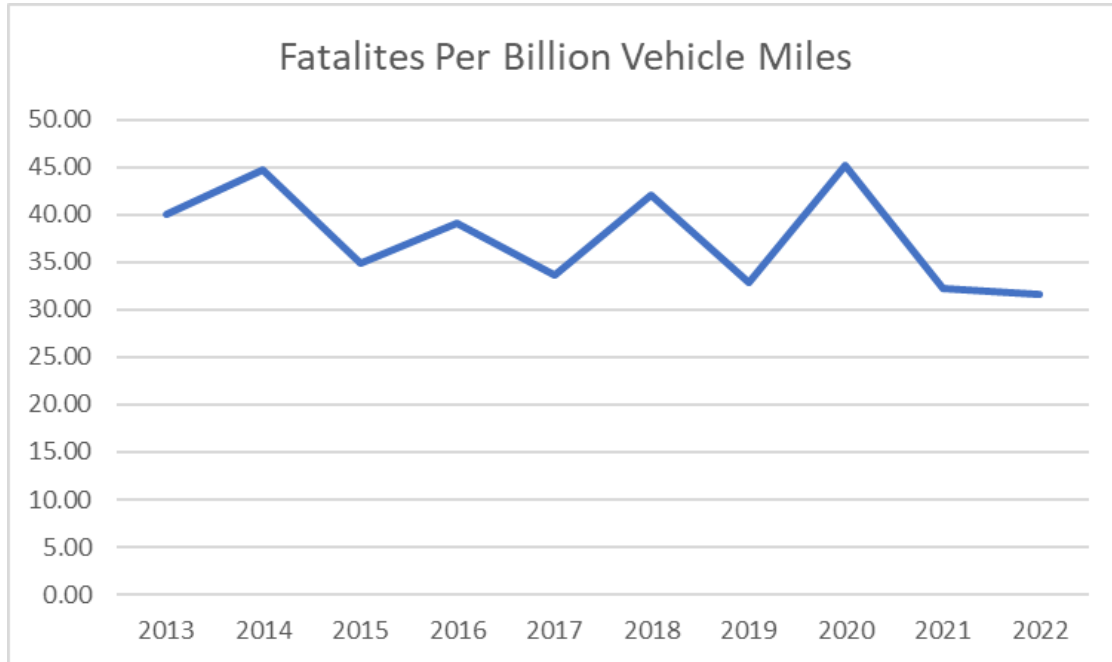
## Intermediate Outcome Indicators:

- Variance in fatal and serious incidents by strategy road user group;
- Variance in fatal and serious casualties by strategy road user group;
- Variance in the casualty rate per billion vehicle miles travelled; and
- Variances in societal cost of KSIs in the region.

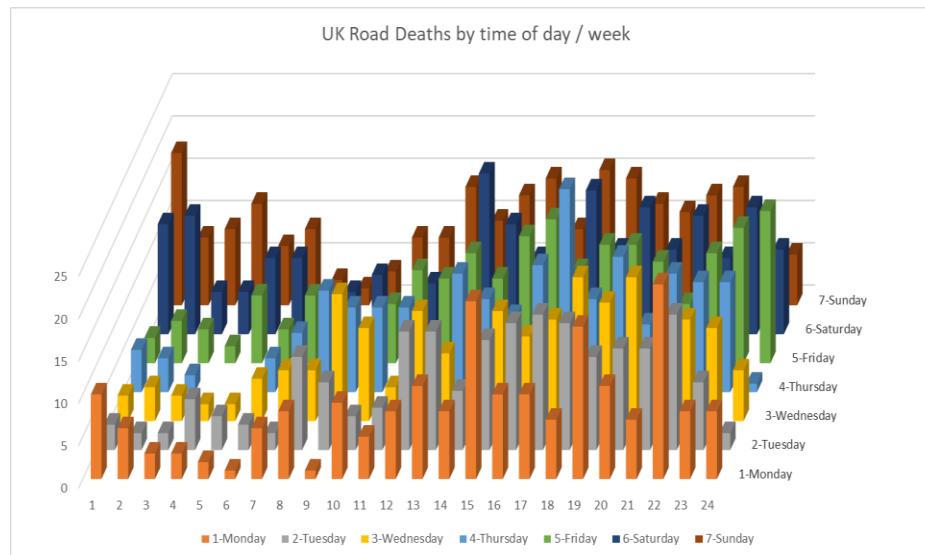
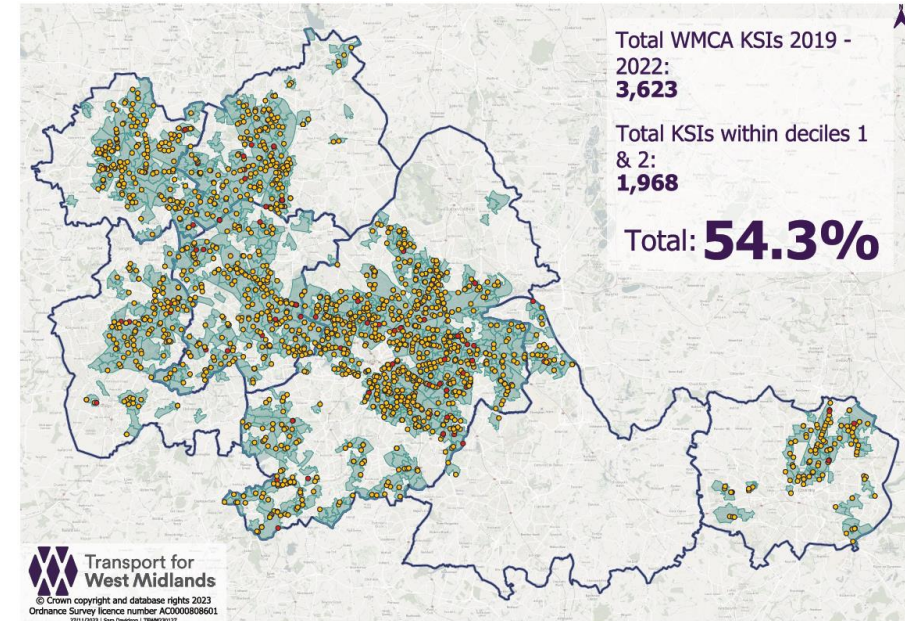
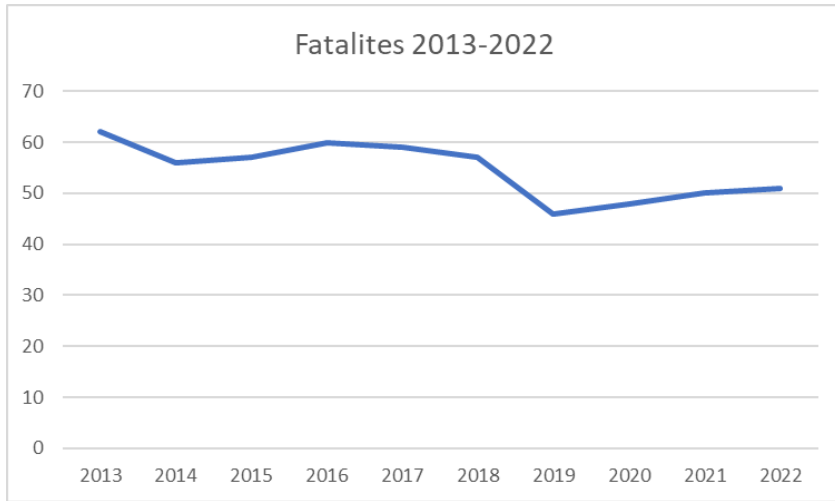
# 2013 vs 2022 KSI Data



# 2013 vs 2022 KSI Data (BVMT)



# Data Insights



## Areas of Deprivation (IMD 1 and 2)

- 33% of land mass
- 44% of all roads
- 54.3% of all KSIs

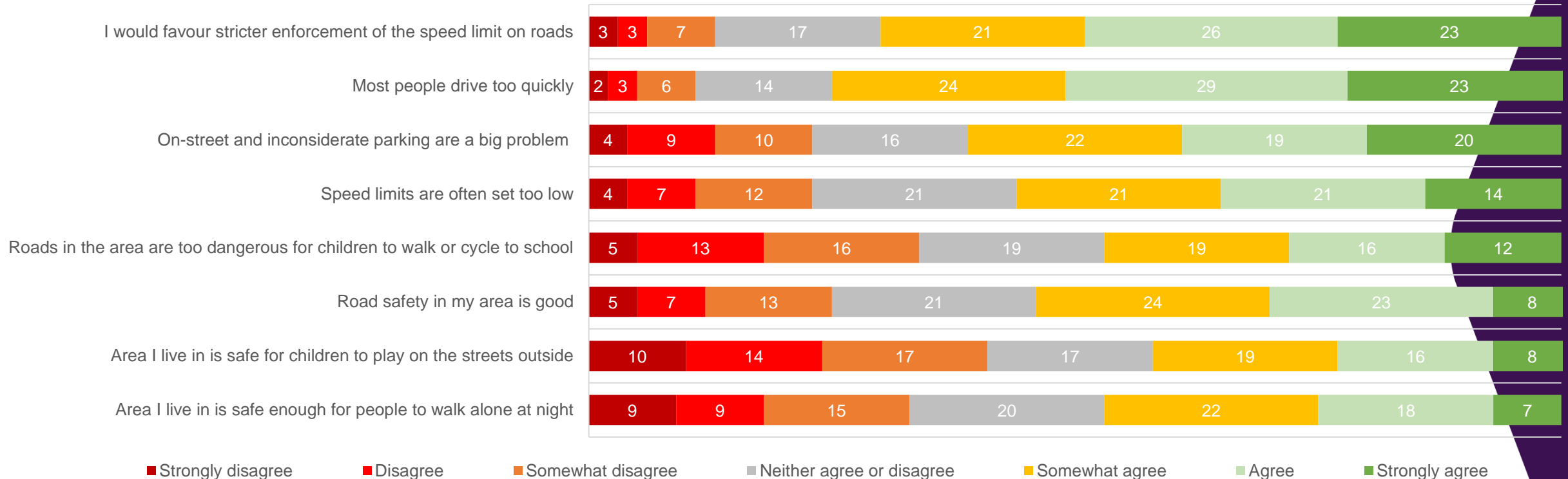


# Opinion Of Travel Safety In Local Area

When thinking about travel in their local area, residents were most likely to strongly agree/agree that most people drive too quickly (52%) and that they would favour stricter enforcement of speed limits (49%). There was also a moderate level of agreement that on street parking/inconsiderate parking was an issue (39%). They were least likely to agree that streets were safe for children to play in (24%) and/or that the area was safe to walk at night (25%).

When looking at perceptions of Road Safety, 31% of respondents strongly agreed/agreed that it was good in their area. A further 24% somewhat agreeing and a fifth (21%) having no opinion. Just 13% collectively strongly disagreed/disagreed with this statement.

Opinion Of Local Area Traffic And Travel



**Questions:** How far do you agree or disagree with the following statements? Base between 1957 and 1898 – Excludes no replies/Don't knows.

# Partnership and Engagement



The national charity for road crash victims



# Enforcement

## Moving Traffic Contraventions

- Support to all local authorities
- Birmingham, Coventry, Walsall Designation Orders secured June 2023
- All other authorities to receive Designation Orders in March 2024

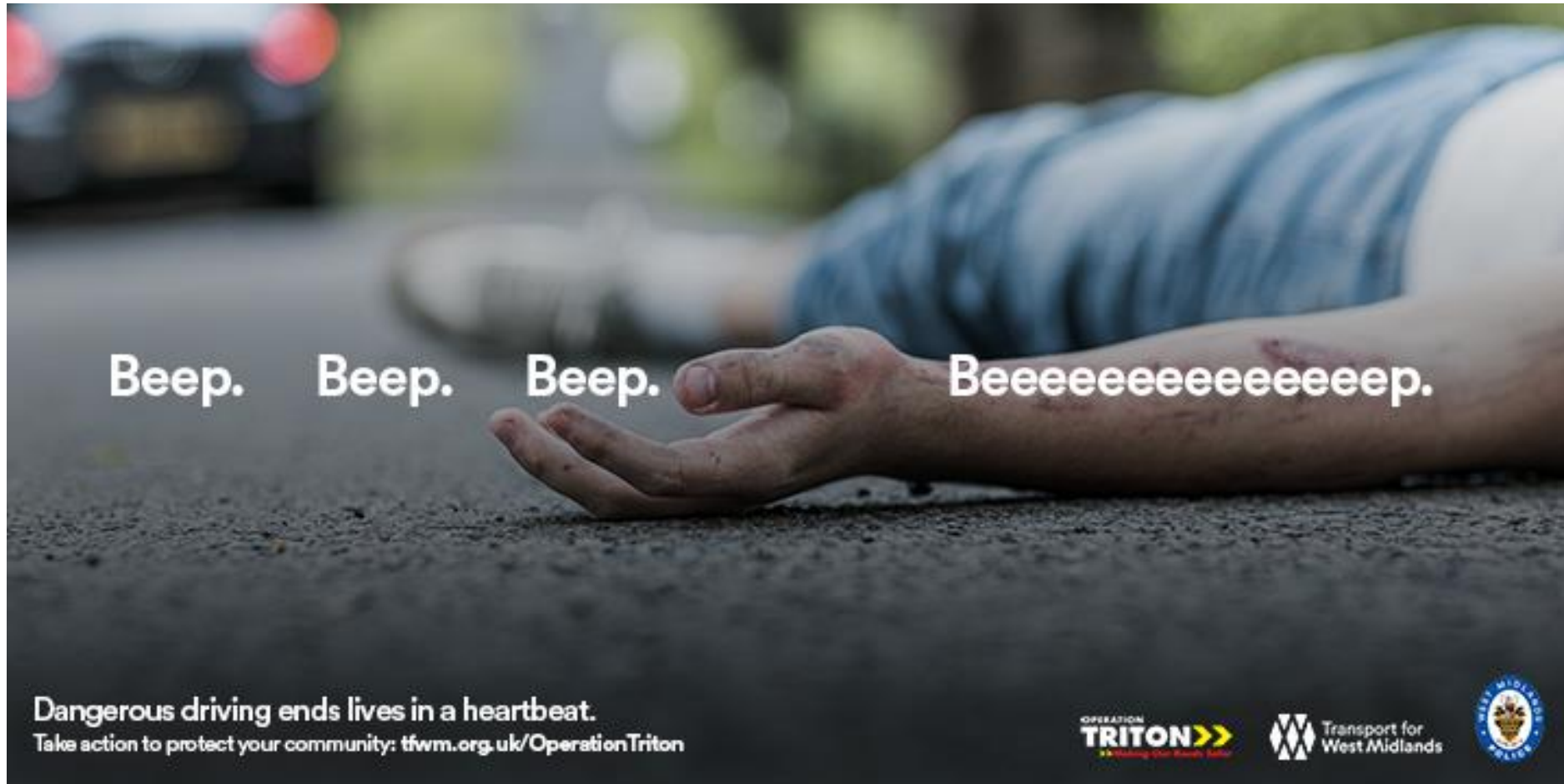


## Speed Enforcement

- Support in development of new partnership Working Agreement
- Effectiveness of speed cameras review
- Identifying potential for re-initiating spot speed cameras



# Collaborative Campaigns



# Fasten Up Your Future: Innovation










TikTok



Instagram



YouTube

<p>Boxing</p> 	<p>Life Goals</p> 	<p>Car Culture</p> 	
<p>Education</p>  <p>AMIR 21 - HE WAS ABOUT TO GRADUATE IF ONLY HE'D WORN HIS SEATBELT</p>	<p>Wedding</p>  <p>AISHA 16 - SHE NEVER ARRIVED AT HER COUSIN'S WEDDING IF ONLY SHE'D WORN HER SEATBELT</p>	<p>Info Only</p>  <p>WEAR YOUR SEATBELT ON EVERY CAR JOURNEY TO PROTECT YOURSELF FROM INJURY OR DEATH</p>	<p>Boxing - Belt</p>  <p>AHMED, 21 WON THE FIGHT, BUT LOST HIS FUTURE FASTEN UP YOUR FUTURE</p>
			<p>*non-tailored asset</p>
			<p>**not used in the evaluation</p>

# Innovation and Trials



# What Next?

- Road Safety Action Plan 2024-2030
- New Speed Enforcement Working Agreement
- New Speed Management Policy
- Community Champions
- Funding and Investment  
(Near miss predictive approach, areas of deprivation, urban road safety, seat belt compliance etc.)

