



Llywodraeth Cymru
Welsh Government

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Road Safety Framework for Wales

July 2013

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Foreword from the Minister for Economy, Science and Transport

Road traffic injuries happen every day on Welsh roads. They can potentially have tragic consequences for those involved and their families, but are almost entirely avoidable. I believe that we all have a responsibility to try and stop these unnecessary deaths and injuries.

Wales' roads are amongst the safest in the world and we can all be rightly proud of this. However, I do not think that we should settle for what has been achieved to date. That is why I am pleased to publish this Road Safety Framework for Wales. The Framework sets out the Welsh Government's priorities for road safety and focuses on casualty reduction, which should be at the heart of all road safety interventions.

I want all partners who are concerned with road safety to share in this Framework and work towards achieving the objectives within it. Working together I believe we can improve upon the progress made and ensure that everyone is safe on Welsh roads.



A handwritten signature in black ink, appearing to read 'Edwina Hart'.

Edwina Hart MBE CStJ AM
Minister for Economy, Science and Transport

1. Introduction

1. Any death or serious injury on Welsh roads should be avoidable. Nobody should assume that such incidents are an inevitable consequence of road transport, and all members of society have a contribution to make to reduce the likelihood of road traffic collisions. Each collision can potentially have tragic consequences for those involved and their families, and the economic impact is also well documented¹.

2. The Welsh Government is committed to improving road safety and reducing the number of people killed and seriously injured on Welsh roads. The Programme for Government includes a commitment to “target high-risk road users (motorcyclists, young drivers and vulnerable road users) through a combination of measures including education, engineering and enforcement”², and the National Transport Plan states that we will “continue to improve the safety of the road network, with special emphasis on reducing casualty rates of vulnerable users”³.

3. We are also committed to tackling poverty⁴ – understanding the links between road casualties and social deprivation, and seeking to address this.

4. There has been a great deal of progress in road safety in recent years, with the number of people killed and seriously injured falling considerably. However, we must avoid complacency and recognise that there is significant scope for further improvements.

5. We have developed the Road Safety Framework for Wales with the assistance of partners – taking their views on board and drawing on their expertise. We want this document to help all partners to deliver effective road safety interventions and target the right areas, in the right way, to reduce deaths and serious injuries in particular.

What do we want to achieve?

6. The outcome we want to see is that all people are safe on Welsh roads. We believe that all road safety activity undertaken by the Welsh Government and all partners should be concerned with achieving this outcome.

7. Our vision is:

“A continued reduction in the number of people killed and seriously injured on Welsh roads, with the ultimate aspiration of no fatalities.”

¹ The Accident Sub-Objective: TAG Unit 3.4.1, Department for Transport, April 2011 and ‘A valuation of road accidents and casualties in Great Britain in 2010’ in “Reported Road Casualties in GB: 2010 Annual Report” Department for Transport, September 2011

² <http://wales.gov.uk/about/programmeforgovernment/?lang=en>

³ <http://wales.gov.uk/topics/transport/publications/ntp/?lang=en>

⁴ <http://wales.gov.uk/topics/socialjustice/publications/tacklepovactionplan>

8. It may be unrealistic to achieve zero fatalities, but we should aspire to tackle avoidable deaths such as road traffic collisions and do all that we can to avert them.

9. This is not a target for casualty reduction and should not be considered as such. It reflects our view that road deaths should not be an acceptable consequence of travel. We view this ambitious vision as an acknowledgement of this and want all key partners to share in and work towards making it a reality.

How do we want to achieve this?

10. The most useful measure of progress in road safety is the number of people killed or seriously injured on Welsh roads.

11. We believe that targets in respect of road casualty reduction are the right way to measure achievements. A target-driven approach to road safety has become commonplace in recent years. People are familiar with this approach and there is national and international evidence that points to success.

12. Targets allow us to gauge progress over time towards our collective objectives and help to ensure accountability for public monies spent towards the achievement of these objectives. They also ensure that funding is focused in specific areas and on specific high risk groups.

13. There is widespread support for the principle of targets amongst our road safety partners, and we consider them to be challenging but achievable. We want all partners to focus on contributing to their success.

14. Our proposed targets, compared to the average figures for Wales between 2004-08, are:

- i. A 40% reduction in the total number of people killed and seriously injured on Welsh roads by 2020, meaning 562 fewer killed and seriously injured casualties.
- ii. A 25% reduction in the number of motorcyclists killed and seriously injured on Welsh roads by 2020, meaning 64 fewer motorcyclist killed and seriously injured casualties.
- iii. A 40% reduction in the number of young people⁵ (aged 16-24) killed and seriously injured on Welsh roads by 2020, meaning 139 fewer young people killed and seriously injured casualties.

15. We are targeting the total killed and seriously injured figure because it is important that all partners focus road safety activity on reducing these casualties for all road users. We have included specific targets for motorcyclists and young people because they are two of the most high risk groups of road users. The problems in respect of these groups are Wales-wide and broadly prevalent in all regions.

⁵ By 'young people' we mean all 16-24 year olds killed or seriously injured on the roads, including drivers, passengers, pedestrians, cyclists and motorcyclists. Broadly, all road users in this age group are disproportionately at risk of becoming involved in a road traffic collision.

16. The rationale behind these targets and indicators of interim progress towards successfully meeting them are at Annex A.

17. We will review progress towards the achievement of these targets in 2016 to ascertain the likelihood of success. If we are well on course to meet the targets, we will consider increasing the percentage casualty reduction we want to achieve.

18. We are not advocating the abandonment of spending on all other areas of road safety, but we expect all partners to focus on casualty reduction, and to consider what specific interventions will support these targets. It is appropriate that funding is directed to where the statistical and research evidence shows that it is needed most.

Casualty Data

19. Data on road casualties is derived from Stats19 forms completed by the police following road traffic collisions.

20. During the consultation on this document a number of respondents expressed reservations about accuracy of this data and the potential impact this has on the targets we are setting and wider analysis of road casualty statistics.

21. We know that there have been some issues and discrepancies with the data in recent years. We also acknowledge the operational difficulties the police face in collecting and verifying this information, although it is imperative that this is carried out.

22. We are committed to working with the police, NHS Cymru and other partners to ensure that data is accurate and we can all have confidence in it.

Current Situation

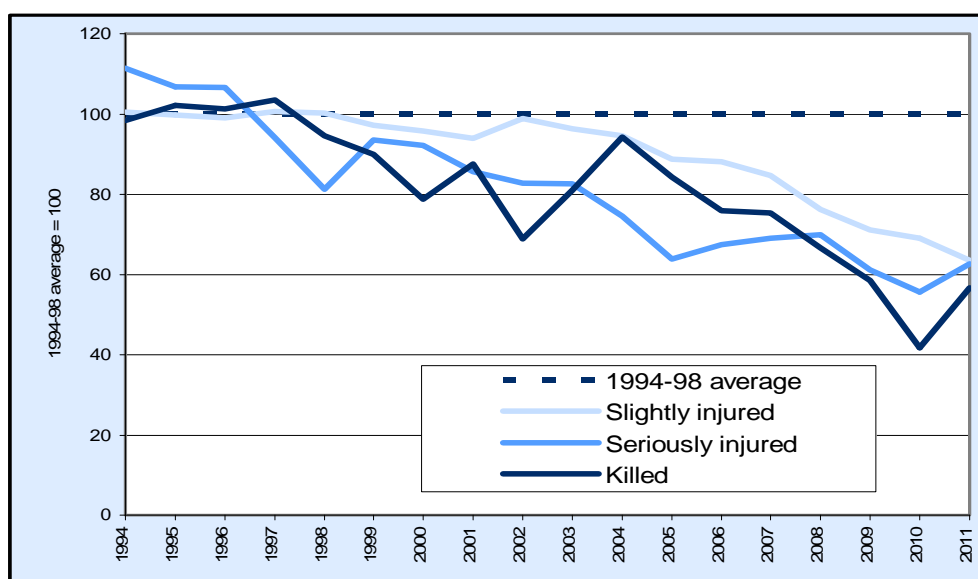
23. The previous targets for road casualty reduction were set in 2000. Figure 1 shows that by 2010 we had achieved and exceeded these targets, and this demonstrates the progress that has been made in road safety.

Figure 1 – Casualty targets to 2010 and achievements

Classification	2010 Target	Achievement
Total number of killed or seriously injured	40% reduction*	46% reduction*
Total number of children killed or seriously injured	50% reduction*	63% reduction*
Slight casualties per 100 million vehicle kilometres travelled	10% reduction*	40% reduction*

*than the average for 1994-98 baseline.

Figure 2 – Index of casualties by severity, Wales 1994-2011



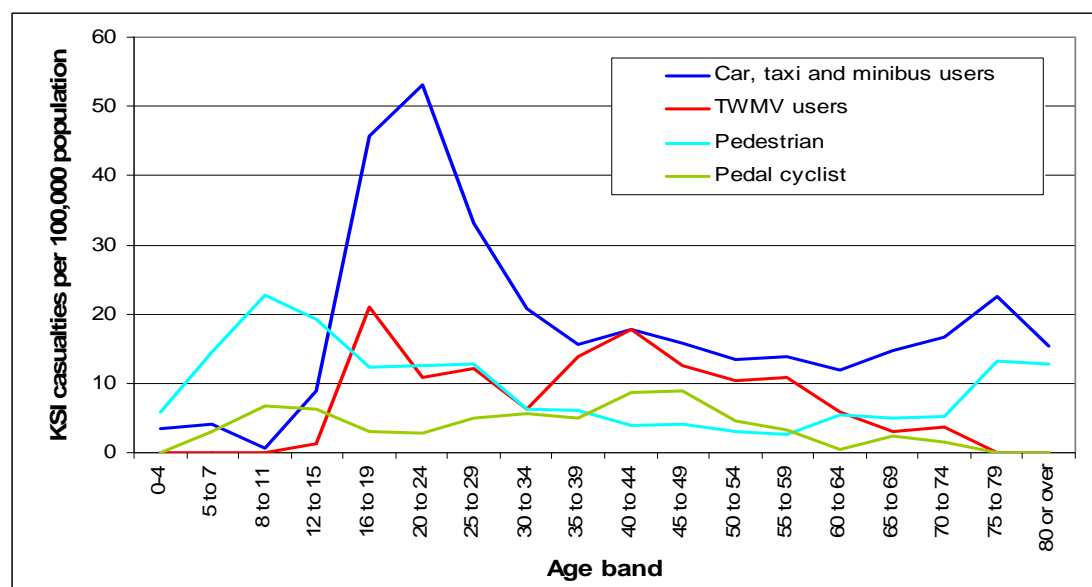
24. We cannot collectively settle for the improvements that have been made. Figure 2 illustrates the progress that has been made across all types of casualties, but also highlights the significant remaining numbers of casualties and the further scope for improvements.

Figure 3 - Proportion of total KSI casualties by broad groupings of contributory factors (CFs) associated with the road traffic collisions, Wales 2011

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25. Figure 3 demonstrates that poor observation or driving were the most important causation factors that led to collisions. This data, which is derived and interpreted from Stats19 forms, does not necessarily give a full picture of all factors that led to a collision. For example, without witnesses it can be impossible to know whether someone was looking at their mobile phone or how fast they were going. However, this does show us that human error is often the cause of collisions. We must examine how we can best prevent mistakes occurring, or mitigate the consequences, through education, training, engineering and enforcement.

Figure 4 – Rate of KSI casualties by age band and type of casualty: All casualties: Wales 2011



26. Figure 4 highlights the hugely disproportionate number of young people injured in road traffic collisions compared to other age groups, particularly in cars. It also shows the rise in casualty rates as people grow older, and the increased likelihood of two-wheeled motor vehicle (TWMV) casualties when people initially pass their test and during middle age.

2. High Risk and Vulnerable Groups

27. Discrete high risk and vulnerable groups should be specifically targeted by road safety interventions to reduce the number of collisions they are involved in.

28. We have made the distinction between high risk and vulnerable groups because motorcyclists and young people are at disproportionate statistical risk compared to others.

29. In this section we have identified some of those groups and the actions we believe are necessary to reduce vulnerability and casualties. We recognise that those groups considered 'high risk' or 'vulnerable' can change over time, but it is likely that the groups identified will continue to warrant attention.

30. The actions within this document are not exhaustive.

High Risk Groups

Motorcyclists

31. In 2011, despite only accounting for 1% of the road traffic in Wales, motorcyclists account for 37% of those killed or seriously injured in motor vehicle road traffic collisions. This fact alone highlights the importance of trying to reduce the number of collisions involving motorcyclists.

32. Although motorcyclist casualties have reduced in the last decade, they have not seen the significant falls of other road user groups. Clearly motorcyclists are physically more vulnerable than car users, but even taking this into account the statistics are worrying.

33. Motorcyclists are not necessarily at fault for collisions they are involved in, but their vulnerability means that they are far more likely to be seriously injured.

34. Whilst a diverse range of motorcyclists are involved in collisions, a disproportionate number of these casualties are men, riding on rural roads in the drier months⁶. To achieve the significant improvements we want, it is important to specifically target this group.

35. There are a significant number of young motorcyclist casualties – 16-19 year olds are the second largest group of motorcyclist casualties by age.

36. Currently, a large amount of work is done by a number of agencies to try and reduce motorcyclist casualties. The Welsh Government provides funding for advanced rider courses, publicity and enforcement across Wales. It is important to understand the existing activities that are having a positive effect on rider behaviour and whether they are targeting the right groups of riders who are those more likely to be involved in collisions.

⁶ 'Motorcyclist Casualties 2011', Welsh Government

We will:

- i. Introduce a specific target for a 25% reduction in the number of motorcyclists killed or seriously injured by 2020.
- ii. Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.
- iii. Continue to support interventions to achieve reductions in motorcyclist casualties.
- iv. Monitor the casualty trends amongst different age groups, types of riders and the nature of collisions, and make subsequent recommendations to target interventions appropriately.

We expect our partners to:

- v. Seek to engage with 'hard to reach' motorcyclists, who are potentially more at risk. As a first step, we expect partners to communicate with representatives of motorcycling groups and try to understand what actions will be most effective.
- vi. Evaluate the effectiveness of existing activities and build evaluation into any new activities that are developed.
- vii. Consider which communication methods are most appropriate for engaging with motorcyclists (whilst acknowledging the broad spectrum of people riding bikes) and ensure that these methods are adopted across Wales.
- viii. Highlight the vulnerable nature of motorcyclists to drivers.
- ix. Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.
- x. Specifically target enforcement at those riders who break the law.

Young Drivers and Passengers⁷ (16-24 years old)

37. Young drivers are disproportionately at risk of being killed or seriously injured on the roads and are the most at-risk age group (see Figure 4), making up 11% of driving licence holders but 23% of casualties in 2011.

38. It is encouraging that the number of young drivers involved in collisions has fallen significantly over the last decade (by 41% in 2011, based on the 1994-98 average). However, young people continue to be at proportionately greater risk than any other age group.

39. Evidence suggests that young people are more likely to be involved in a collision during the first six months after they pass their test due to a lack of experience.

⁷ Our target of a 40% reduction in young people fatal and serious injuries on the roads also includes other types of young road users, who are covered elsewhere in this document.

40. Young drivers are more inclined to drive inappropriately because of a lack of experience, when their peers are in the vehicle and/or at night time. Some have advocated the introduction of Graduated Driver Licensing – adding an intermediate phase between learner and full licences with potential restrictions to include passengers, night driving and engine size.

41. Young passengers should be able to distinguish between good and bad driving amongst their peers and make educated choices about who they travel with.

42. There is evidence to suggest that targeting learner and pre-learner drivers through education and training can help people develop better driving habits. We recognise the potential value of the learning and the impact it could have on young driver casualties, but we are also aware of the difficulties road safety professionals face in gaining access to this group through schools.

43. The Welsh Government currently supports a number of young driver interventions, including subsidising Pass Plus Cymru which is a voluntary post-test course involving practical and theoretical teaching. We also support targeted social and mainstream media campaigns through local authorities.

We will:

- i. Introduce a specific target for a 40% reduction in the number of young people killed or seriously injured in road traffic collisions by 2020.
- ii. Support local authorities and other bodies to help them gain access to young people through schools.
- iii. Examine the case for Graduated Driver Licensing in the context of devolved powers.
- iv. Engage with the insurance industry to explore incentivisation, the growing use of in-car technology and the best ways to reduce the risk of collisions.
- v. Continue to support interventions that are proven to achieve reductions in young people casualties.
- vi. Evaluate the effectiveness of Pass Plus Cymru and make any necessary changes to the scheme as a result.

We expect our partners to:

- vii. Specifically target young people in terms of education and, if appropriate, enforcement.
- viii. Evaluate the effectiveness of their young driver interventions and ensure that they are communicating with this group in the best way.
- ix. Target young passengers through education and publicity.

Vulnerable Groups

Older Drivers (70+ years old)

44. Wales has, and is projected to continue to have, the most aged population in the UK. This causes a number of challenges, including implications for road safety. Research shows that driving performance does reduce with increasing age, but that this is only significant over 80 years old⁸.

45. The proportion of older drivers is rising and has not seen comparable reductions in casualties that other groups have⁹.

46. Older drivers have often held their licence for many years and the vast majority will not have undertaken any further training since passing their test, despite significant changes in driving conditions and, potentially, their own ability.

47. Many older drivers will effectively self-regulate their driving as they get older – avoiding certain locations and not driving at certain times of the day/night.

48. However, there are proactive things we should do to help older drivers retain the independence a car gives them, whilst also ensuring that those continuing to drive do so safely. The Welsh Government currently funds older driver assessment schemes which aim to support this.

We will:

- i. Continue to support initiatives that target older drivers through voluntary training and ensure the take-up is maximised.
- ii. Seek to identify best practice amongst the existing older driver training schemes and recommend a consistent approach across Wales.

We expect partners to:

- iii. Specifically target older drivers through education.
- iv. Work with the voluntary sector representing the elderly and training providers to ensure that training is available for older people and properly evaluated to establish whether it is fit for purpose.

Children

49. Children are potentially amongst the most vulnerable road users because of their age and lack of experience in certain situations.

⁸ The Ageing Driver, Department for Transport, Research Compendium 2004/5

⁹ <http://wales.gov.uk/topics/statistics/headlines/transport2012/120703/?lang=en>

50. There has been a considerable reduction in the number of children being killed and seriously injured in Wales in the last decade. Whilst this is very positive, there is much that can be done to achieve further reductions.

51. The value of road safety education for children is well-documented, but we also want to ensure that the resources invested are achieving their objectives through robust evaluation.

52. The Welsh Government provides funding for numerous interventions, including Kerbcraft which is delivered across Wales and designed to teach 5 to 7 year olds pedestrian skills through practical road-side training.

53. We recognise the importance of having safe school transport for all learners. The safety record of dedicated school transport in Wales is very good – we must work to ensure that this remains the case.

54. Whilst a great deal of road safety education is delivered in primary schools, relatively little is done in secondary schools with those aged between 11-15 years old.

We will:

- i. Continue to fund education programmes for children that are proven to work.
- ii. Proceed with the introduction of compulsory seatbelts on all dedicated school transport in Wales by October 2014. As well as consider the introduction of statutory risk assessment for all school routes.
- iii. Support efforts to target 11-15 year olds with road safety education.

We expect partners to:

- iv. Develop and share best practice in respect of education programmes and activities, and collaborate with one another to ensure a consistency of approach where appropriate.
- v. Look for evidence of best practice across the UK and adopt a proven approach where applicable.

Pedestrians

55. The total number of pedestrian casualties has declined in recent years, but their vulnerability means they are more than twice as likely as car occupants to be killed or seriously injured when an incident occurs. Pedestrians accounted for 21% of those killed or seriously injured on the roads in 2011.

56. The risk of being killed or seriously injured as a pedestrian is highest amongst those aged 8-15. This risk then drops with age until rising sharply in those aged 75 and over.

57. The Welsh Government is committed to increasing the number of people walking because of the health and environmental benefits this can bring.

58. Pedestrians under the influence of alcohol are more likely to make errors of judgement and to behave in a manner that leads them to become involved in, or to cause, a road traffic accident. In 2011, 29% of fatal pedestrian casualties were impaired by alcohol, with those aged between 16 and 29 years old most at risk.

59. Research shows that reducing speed on the roads dramatically reduces the severity of collisions and encourages more people to walk. There are approximately 560 20mph speed limits and zones in Wales, many of which have been funded by the Welsh Government.

We will:

- i. Continue to provide funding to improve infrastructure to promote and encourage walking safely.
- ii. Monitor statistical information to ascertain whether alcohol impairment continues to be a significant and increasing contributory factor in pedestrian casualties, and consider what action can be taken to prevent this.

We expect partners to:

- iii. Consider introducing 20mph schemes where there is evidence to support them.
- iv. Make links with public health and charitable bodies that are concerned with alcohol-related issues and assess the ways in which we can work with them to reduce road casualties amongst pedestrians impaired by alcohol.

Cycling

60. The number and severity of collisions involving cyclists rose significantly in Wales in 2011. Whilst we should not look at a single year in isolation, this is disappointing and we must work to reduce this.

61. Research shows that reducing speed on the roads dramatically reduces the severity of collisions and encourages more people to cycle.

We will:

- i. Continue to provide funding to improve infrastructure to promote and encourage cycling safely.
- ii. Analyse the collisions involving cyclists and ascertain whether there are any underlying similarities, and take appropriate action as a result.
- iii. Continue to support children's cycle training and consider whether there is an evidence-base to support more adult cycle training.

We expect partners to:

- iv. Consider introducing 20mph schemes where there is evidence to support them.

Active Travel

62. Walking and cycling are collectively termed 'active travel'. We are committed to increasing active travel, but understand that this potentially carries with it a greater risk of involvement in a road traffic collision.

63. We want to minimise this risk by ensuring that there is appropriate infrastructure in place to promote active travel in a safe environment.

We will:

- i. Introduce the Active Travel Bill that will look to encourage people to walk and cycle more regularly, placing a duty on local authorities to map safe and appropriate walking and cycling routes, make enhancements for pedestrians and cyclists as part of new road schemes and make continuous improvements in walking and cycling. The Bill will also consider the safety implications and the infrastructure that must also be in place to support this.
- ii. Develop design guidance for walking and cycling infrastructure. This will become the standard which we will use and encourage local authorities to also adopt the guidance.

Deprived communities

64. Although we have seen a significant reduction in the number of children involved in road traffic collisions, research suggests that child pedestrians from the lowest socio-economic groups are over four times more likely to be killed or seriously injured on the roads. Up to 36% of collisions occurred in the most deprived areas of Wales in 2011.

65. Around three-quarters of children involved in collisions in deprived areas lived in those areas and were close to their homes. The majority of child pedestrian collisions take place away from schools.

66. The Welsh Government is committed to tackling poverty and child poverty, and to improving the lives of people living in poverty, as set out in the Tackling Poverty Action Plan.

67. We have provided local authorities with over £36 million through the Safe Routes in Communities Grant which aims to improve accessibility and safety in communities, and many schemes concerned with ensuring children can walk or cycle to school safely.

We will:

- i. Adapt the Safe Routes in Communities Grant assessment criteria to specifically target areas of social deprivation to support work in communities where it is needed most.
- ii. Ensure that the Active Travel Bill contributes to addressing poverty by offering people a viable and cheaper alternative to private transport.
- iii. Specifically analyse statistical information on collisions in deprived communities and use this information to inform the action we will take.

We expect partners to:

- iv. Allocate greater resources to deprived communities *if* there are more casualties occurring in these areas and/or amongst people who reside in these areas.

Driving for Work

68. Between a quarter and a third of all road deaths and injuries are incurred during work time. There is evidence that more workers are killed in at-work road collisions than in all other occupational accidents¹⁰.

69. Employers have a legal duty of care for employees and can be prosecuted for road traffic collisions that occur on work-related journeys. They should seek to minimise the risk to their workforce through their health and safety frameworks, risk assessment and any other practical measures that ensure road safety is actively championed.

70. Research suggests that car drivers with a higher proportion of journeys as part of work have a greater risk of injury collisions than other drivers of similar age, gender, annual mileage and percentage of mileage done on motorways. This is due to a susceptibility to fatigue and drowsiness, driving under time pressure and conducting potentially distracting in-car tasks such as eating and drinking.

We will:

- i. Work with employers and other organisations to highlight the risks of 'at work' road collisions.
- ii. Promote the importance of managing occupational road risk and ensure that the Welsh Government's policies and procedures are robust.
- iii. Engage with road user and safety organisations to encourage the management of occupational road risk.

¹⁰ Safety Culture and Work-Related Road Accidents, Department for Transport, 2004

- iv. Facilitate the establishment of a driving for work forum for companies with large numbers of drivers and trade organisations.

We expect partners to:

- v. Adopt robust occupational road risk policies.

Equestrian road users

71. Horses and their riders (as well as carriage drivers) are vulnerable on the road network. A collision between a horse and a vehicle can have life threatening consequences for the horse, rider and those in a vehicle.

72. There is evidence to suggest that the number of road traffic collisions involving horses is underreported in casualty data¹¹.

73. Horse riding is more prevalent (particularly on roads) in certain parts of the country. Rural areas have larger numbers of horse riders, who make a significant contribution to the rural economy.

We will:

- i. Work with representatives of the horse riding community to understand their road safety concerns and facilitate engagement with other partners.

We expect partners to:

- ii. Actively engage with the horse riding community and consider whether any road safety interventions should be introduced, where there are significant numbers of horse riders and/or road traffic collision involving horses.

Road Workers

74. There are many people working directly on Welsh roads everyday, including construction and road maintenance workers, breakdown services and emergency services.

75. Between 2005 and 2011 15 people were killed or seriously injured whilst working on a Welsh motorway or A road.

76. The Highways Agency in England has established the Road Workers Safety Forum which includes key stakeholders.

¹¹ NHS data suggests that there are significantly more horse riding road collisions than is recorded in Stats 19 data.

We will

- i. Continue to participate in Road Workers Safety Forum and share research studies and examples of good practice.
- ii. Consider replicating the Road Workers Safety Forum model at a Welsh level to provide similar benefits and initiatives aimed at reducing the risk to road workers both on our own networks and as examples of good / best practice on local networks.
- iii. Work closely with our own supply chains to encourage a risk managed approach to activities undertaken on our behalf.

3. Collision Causation

77. More than half of all road deaths are associated with one or more of the following causation factors.

Drink and Drug Driving

78. In 2011, around a third of car drivers killed in road collisions on Welsh roads were over the drink drive limit, whilst for every seven collisions where the driver was impaired by alcohol, there was around one collision where he/she was 'impaired by drugs', both illegal and medicinal.

79. There have been substantial reductions in the number of people convicted of drink driving in the last 20 years, as it has become more socially unacceptable amongst the majority of the population. The work of drink drive campaigns and enforcement play a significant role in this.

80. However, there remains a significant minority who break the law, putting themselves and others at risk. There is no evidence that this minority tend to drink drive during certain periods of the year

81. The Welsh Government is, in principle, in favour of reducing the drink drive limit as part of on-going efforts to combat the problem of drink driving.

82. For those who are convicted of a drink drive offence there is the option of attending the Drink Drive Rehabilitation Scheme, which has been proved to dramatically reduce the risk of reoffending¹².

83. The issue of drug driving is more complex, as there is no reliable testing equipment yet available. We note and support the UK Government's commitment to provide the police with appropriate tools to enforce this effectively.

We will:

- i. Press the UK Government to reduce the drink drive limit.
- ii. Seek powers from the UK Government to set drink drive limits in Wales.
- iii. Continue to support co-ordinated drink drive campaigns and enforcement activity.
- iv. Work with the police and other partners to maintain anti-drink drive activities throughout the year.
- v. Make changes to the Drink Drive Rehabilitation Scheme to maintain its high quality and ensure that the take-up of the course is high.

¹² TRL Report No 613: The Drink-Drive Rehabilitation Scheme: Evaluation and Monitoring – Final Report, LR Smith, G Buckle, M Keigan, S Butters & J Stone, September 2004

We expect partners to:

- vi. Continue to focus enforcement, education, training and publicity on drink and drug driving, and actively work to reduce the number of people breaking the law.
- vii. Support the evaluation of existing practices to determine their effectiveness in preventing drink driving.

Speed

84. In 2010 a total of 68,000 Fixed Penalty Notices were issued for speed limit offences in Wales. In addition, there were 10,000 speed limit offences dealt with by Magistrates' Courts.

85. There is overwhelming evidence that the frequency and severity of collisions rises with speed. We issued guidance to local authorities on the setting of local speed limits in 2009, stressing the importance of consistency and transparency in setting speed limits to encourage compliance.

86. The Wales Road Casualty Reduction Partnership are responsible for all mobile, fixed and red light camera enforcement sites. We work with the Partnership and other partners on targeted campaigns to remind people of their responsibility to drive within speed limits and the potential consequences of a failure to do so.

87. The Welsh Government is currently undertaking a review of all speed limits on the trunk road network to ensure that they are appropriate. We recommend that all local authorities do the same on their A and B roads by 2014.

We will:

- i. Continue to work with the Wales Road Casualty Reduction Partnership in targeting collision sites where inappropriate speed has been identified, and adopt a consistent approach to speed enforcement across Wales.
- ii. By 2014, implement any changes to speed limits on the trunk road network following the speed limit review.
- iii. Seek powers from the UK Government to set speed limits.

We expect partners to:

- iv. Adopt strategies to educate drivers about the dangers of inappropriate speed.
- v. Enforce the law in respect of speed limits, particularly at locations where excessive speed is commonplace and there is a history of road casualties.
- vi. Implement any changes to speed limits on their roads following the speed limit review.

Careless Driving

88. As demonstrated in Figure 3 (page xxx), careless or poor driving is a very significant contributory factor to road traffic collisions.

89. The UK Government has committed to the introduction of a fixed penalty notice for careless driving to enable more people to be offered rehabilitative education and to combat behaviour such as 'tailgating' or 'undertaking'. They have also indicated that the level of payment attached to fixed penalty notices will be raised, subject to detailed assessment.

We will:

- i. Support the UK Government's intention to adopt a fixed penalty notice for careless driving and raise the level of payment for these notices.
- ii. Support targeted national campaigns to raise awareness of careless driving and the associated safety implications.
- iii. Support the police in their efforts to enforce laws which, if ignored, can result in careless driving.

We expect partners to:

- iv. Evaluate the effectiveness of existing education methods around careless driving and distraction, and consider whether these are fit for purpose or in need of review.

Mobile Phones

90. It is illegal to use a hand held mobile phone or similar device whilst driving, but a minority of people continue to breach the law. There is anecdotal evidence to suggest that a significant number of collisions are caused by people being distracted by mobile phones and similar devices.

We will:

- i. Support campaigns that target people using mobile phones and other devices.
- ii. Press the police and UK Government to collect mobile phone usage information.

We expect partners to:

- iii. Continue to draw attention to the dangers of using a mobile phone whilst driving, targeting those groups most likely to do so.
- iv. Enforce the law around mobile phones through ongoing and targeted campaigns.

Seat Belts

91. Around one-third of car occupants killed in road collisions in Great Britain were not wearing seat belts, despite this being illegal and clearly contributing to the severity of injuries on the roads.

92. Most people wear a seat belt when travelling in a vehicle, but a minority continue to break the law, placing them at greater risk of injury.

We will:

- i. Support campaigns that target people using seat belts and other devices.

We expect partners to:

- ii. Enforce the law on the wearing of seat belts through ongoing and targeted enforcement.
- iii. Educate and encourage drivers to wear seat belts, particularly ensuring that children are properly restrained in vehicles.

4. Safer Roads

93. Highway authorities are encouraged to use the collision evidence available to develop engineering measures to positively affect road safety. We also encourage them to keep up to date with developments in road safety analysis and engineering solutions through sharing best practice at various existing forums and publications.

94. Road safety has been improved by treating specific sites at which there have been clusters of personal injury collisions. Subsequently, collisions are now more likely to be scattered along a route and less focused on specific locations. Highway authorities are best placed to identify which collision analysis option is most appropriate for specific parts of their network, be it cluster site analysis, mass action or area wide analysis, or route analysis.

Reactive and Proactive Analysis

95. The number of recorded personal injury collisions decreased from 9588 in 2000, to 6850 in 2010. Whilst highway authorities are still encouraged to use historical Stats19 data to identify collision trends which can be addressed through engineering measures, we encourage highway authorities to take a proactive approach to analysis.

96. Highway authorities are encouraged to link with the police in identifying damage only collisions which can supplement the personal injury collision data in identifying dominant trends and areas where engineering measures would be proactive in reducing the potential for an injury collision.

97. Both personal injury and damage only collision data should be used as evidence in analysis studies and schemes arising as part of bids for funding. Although the priority for funding will be for schemes which address a history of personal injury collisions.

We will:

- i. Support the delivery of road safety schemes on trunk roads and local roads where there is evidence of collisions.

We expect partners to:

- ii. Continue to analyse personal injury collisions to identify trends which may be addressed through engineering, enforcement or education.
- iii. Work together to identify locations where there is evidence of potential for an injury collision.

Route Analysis

98. Route analysis is the treating of a route as a whole. Treatment of a route can offer drivers travelling along a route consistency, such that they know the behaviour expected of them.

99. Route identification should involve consideration of the collision rate on various routes. Analysis of previous collisions is key to selecting the package of interventions.

100. Route safety is not restricted to the prevention of collisions; it also allows for some measures intended to reduce the severity of collision.

We will:

- i. Continue to address existing cluster sites on trunk roads and encourage local authorities to do the same on their network.
- ii. Adopt a route analysis approach to road safety on the trunk road network and recommend that local authorities do the same.
- iii. Produce guidance to support highways authorities adopting a route based approach.

We expect partners to:

- iv. Work together to identify and prioritise cluster site and route analysis on a regional basis and agree appropriate engineering, enforcement or education measures accordingly.

Passive Safety

101. In 2010, more than 30 people were killed or seriously injured in vehicles that left the carriageway and collided with street furniture. In the UK it is estimated that over 500 people are killed each year in collisions with roadside objects.

102. Passively safe 'crash friendly' signposts, lighting columns and traffic signal poles are now widely used on the Welsh trunk road network where speed limits are 50mph or greater. Passively safe street furniture is now the recommended alternative to conventional larger signposts, lighting columns and traffic signal poles safeguarded by safety barrier on the trunk road network.

103. The use of passively safe street furniture is proven to save lives and this is transferable to the wider application on the local road network.

104. Street furniture protected by safety barriers presents a particular risk to motorcyclists as the posts are a dangerous continuous obstacle for dismounted and sliding motorcyclist. Barriers and barrier products are now available which provide lower level screening and allow motorcyclists to slide along the barrier without hitting the posts.

105. It is also now possible to protect signs with padded crash cushions. These cushions have demonstrated their performance to protect motorcyclists in impacts with street furniture which would otherwise be serious or fatal.

We will:

- i. Encourage and promote the use of passively safe street furniture on the trunk road and local road networks.
- ii. Consider the use of motorcycle safe barriers, barrier products and padded crash cushions around street furniture at sites where there is a history of motorcycle collisions on the trunk road and local road networks.

We expect partners to:

- iii. Consider the use of passively safe safety fencing where risk assessment indicates that it would be of benefit in collision and casualty severity reduction.

Scheme Design

106. As part of the planning stage of any highway improvement or new road schemes on the trunk road network, we analyse the impact the scheme will have on collisions. We undertake Road Safety Impact Assessments and encourage local authorities to do the same as part of highway improvement schemes.

107. Engineers are encouraged to identify high risk and vulnerable groups (see Chapter 2) at specific locations or on routes through analysis of collisions and traffic flow make up to inform road safety engineering schemes.

108. Road Safety Audits evaluate highway improvement schemes during design and at the end of construction to identify potential road safety problems that may affect any users of the highway and suggest measures to mitigate those problems. Road Safety Audits are a standard requirement on all highway improvement schemes on the trunk road and motorway network in Wales.

109. The Design Manual for Roads and Bridges includes design standard and advice for undertaking Non-Motorised User Audits which encourages the consideration of the needs of pedestrians, cyclists and equestrians as part of the design of trunk road highway schemes.

110. Specific guidance is available from the Institution of Highway Incorporated Engineers on designing highway schemes with motorcyclists in mind.

111. We will introduce the Active Travel Bill and prepare a design guide for highway authorities to adopt as their design standards.

We will:

- i. Continue to apply the standards available on non-motorised user audits and Road Safety Audits on trunk road improvement schemes.
- ii. Encourage trunk road agents and local authorities to use guidance on designing for motorcyclists, cyclists and pedestrians.
- iii. The work to produce this national design standard for walking and cycling in Wales is ongoing and it is envisaged that the guidance will be finalised at the end of 2013.

We expect partners to:

- iv. Undertake Road Safety Impact Assessments as part of highway improvement schemes.
- v. Give due consideration to the benefits of Road Safety Audits on local highway schemes, and develop a policy on when they shall be undertaken.
- vi. Utilise guidance available on designing specifically for motorcyclists, cyclists and pedestrians.

5. How do we deliver effective road safety?

112. In this section we have set out the approach and governance arrangements that we believe will best support effective road safety in Wales.

Who are our partners?

113. Throughout this document we refer to ‘partners’. This refers to any groups or organisations who are concerned with road safety and reducing casualties. These groups come from across the public, private and third sectors. There are too many to refer individually to the multiple organisations involved in road safety within this document.

114. We are keen to work with organisations that contribute to improving road safety.

115. We have referred to actions on partners throughout this document. We expect organisations to tailor their activities to reflect the objectives set out in this document.

Working Flexibly

116. We must all look at some of the emerging trends in road traffic collisions to try and proactively address issues before they become a serious problem.

117. Whilst this document highlights a number of vulnerable groups and causation factors that we should all work together to address, it is not exhaustive. All partners should be prepared to work flexibly, although all activity should be based on robust data and focused on achieving casualty reductions. We must identify and respond to emerging vulnerable groups, unforeseen trends and technological changes that may impact on the delivery of effective road safety.

The UK Strategic Framework for Road Safety

118. In May 2011 the UK Government published its Strategic Framework for Road Safety¹³, which set out their approach to road safety and the actions they will take to reduce casualties.

119. Aspects of the UK Framework, particularly in areas which are non-devolved such as enforcement and sanctions, affect Wales. Among other things, the UK Framework has already or will:

- Introduce a new fixed penalty for careless driving.
- Increase the level of fixed penalty notices for traffic offences.
- Increase the range of educational courses available in place of fixed penalty notices.
- Reform the regime for re-testing disqualified drivers.
- Improve the enforcement of drink and drug driving through a range of measures, including the introduction of drug screening kits and consideration of a new drug driving offence.

¹³ <http://www.dft.gov.uk/publications/strategic-framework-for-road-safety/>

We will work closely with the UK Government to ensure that the changes introduced are as effective as possible.

120. The Welsh Government support and share the objective of reducing casualties with the UK Government and the other devolved administrations in Scotland and Northern Ireland. We will share good practice and collaborate on policies.

121. Some of the actions within this Delivery Plan complement UK Government proposals. However, we do have a Welsh approach to road safety delivery and this Plan reflects what best suits Wales.

Outcome-based approach

122. We fully recognise that the Welsh Government cannot achieve casualty reduction alone. We need all partners to work together, using their different resources and expertise, and adopting a similar approach to road safety interventions.

123. We expect all partners, including the Welsh Government, to target road safety interventions at the achievement of road casualty reductions. We believe all activity should be based on achieving this.

124. We support an outcome-based approach and its application to road safety.

125. We want to establish a focus on results – aligning processes and activities to the delivery of key outcomes (in road safety – casualty reduction). It emphasises the importance of focusing on impact and effectiveness, not how much is being done. So, for example, we should be asking:

- Training schemes – did we change people's behaviour? (not how many people were trained)
- Advertising campaigns – did the message resonate with target audience and persuade them to take different action?
- Engineering schemes – did we reduce or prevent casualties at that location? (not how many schemes have been completed)

126. We believe that this provides a common-sense approach to thinking through and focusing effort to address road safety issues, ensuring that decisions made are informed by an understanding of their potential impact on the key outcome of casualty reduction. Annex B highlights how Results Based Accountability™ can help us apply these principles to road safety.

127. We expect the Welsh Government and all partners involved in road safety, when considering undertaking education, publicity, training, engineering works or enforcement activity, to ask questions such as:

- *What evidence is there to support the intervention?*
- *What effect will the intervention have on casualty reduction?*
- *How will we evaluate the outcomes of the intervention?*

- *Does this represent the best option available?*

128. The Welsh Government will not fund any activity that is not based on evidence, subject to evaluation and focused on achieving casualty reduction.

Evidence and evaluation

129. It is important to recognise that some interventions will not work, and, as we all try to reduce casualties, inevitably some things will be more effective than others. If results are not forthcoming within a reasonable period, then changes should be made, or the activity abandoned. We can all learn lessons from both successful and unsuccessful activities, making sure we share our experiences with one another. We want to replicate successful approaches and avoid repeating mistakes.

130. All engineering/enforcement activity should be based on quantitative collision and casualty data and be evaluated to establish effectiveness in reducing casualties and collisions.

131. It is more difficult to ascertain the affect education has on casualty reduction. However, there are evaluation approaches that can be used and these should always be part of delivery. We support the use of the Department for Transport and the Royal Society for the Prevention of Accidents' (RoSPA's) E-valu-it Toolkit¹⁴ when developing education, training and publicity to help evaluate effectiveness. We would also encourage partners to use resources from across Wales, the UK and internationally that have been subject to evaluation and been proven to be effective. There are a number of resources for sharing results and evaluation in the UK which can support this¹⁵.

132. The 'three Es' (education, engineering and enforcement) remain central to reducing road casualties. The adoption of an outcome-based approach underpins this with evidence and evaluation.

Joint Delivery

133. Effective and meaningful joint delivery between key partners is fundamental to reducing casualties. In the current financial climate it is imperative that we use the resources we have to best effect. There are already examples of collaboration and partnership working in Wales. We believe that we can work together more efficiently and effectively to deliver better outcomes.

134. The nature of road safety intervention, where a number of bodies are involved in delivery, means that there remains some avoidable duplication of effort. We expect all partners to analyse their activities and look for ways to work together to share resources and good practice.

¹⁴ <https://www.roadsafetyevaluation.com/index.html>

¹⁵ For example the Road Safety Knowledge Centre (<http://www.roadsafetyknowledgecentre.org.uk>) and the European Road Safety Observatory (http://ec.europa.eu/transport/road_safety/specialist/index_en.htm)

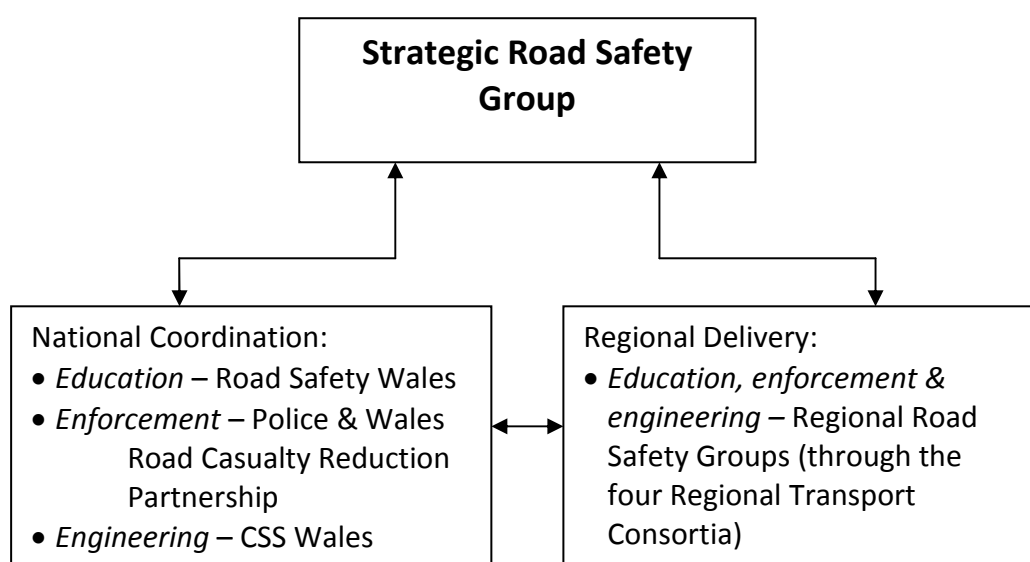
135. We want to adopt governance arrangements that best support collaboration; facilitating best practice, sharing expertise and avoiding unnecessary duplication.

Governance

136. Road safety is a complex area with multiple organisations, agencies, authorities, partnerships, lobbying groups and charities. All have an important role to play in delivering casualty reduction.

137. We want Wales to adopt a structure where partners are accountable for the policies and practices they adopt. Equally, we want to avoid excessive numbers of meetings and bureaucracy that stifles ‘doing the job’.

Figure 5 – Governance structure for road safety delivery in Wales



138. Figure 5 shows the structure we are proposing to adopt for road safety delivery in Wales. Roles and responsibilities in different areas of the structure are set out in detail at Annex C.

139. We have focused on key partners in Wales, but acknowledge the necessity of working closely with UK Government, other devolved administrations and other organisations with an interest in road safety. We *must* all work together if we are to achieve the desired outcome of significant and sustained casualty reduction.

140. The groups, agencies and areas of activity (education, engineering and enforcement) identified in Annex C are not mutually exclusive. All areas of road safety overlap and must work collaboratively – partners are expected to take the initiative and actively engage with each other.

141. We believe that the Strategic Road Safety Group should be responsible for coordinating the effective delivery of the actions within this plan and the strategic Welsh approach to road safety in general. The Group will also make

recommendations to groups/partners about the most effective means of delivering effective road safety, where appropriate.

142. We will review this structure periodically to ensure that it remains the most appropriate mechanism for road safety activities.

6. Present and future funding arrangements

143. The Welsh Government provides significant funding for road safety interventions to local authorities (through the Regional Transport Grant), the Wales Road Casualty Reduction Partnership, and the Royal Society for the Prevention of Accidents. The total value of this funding is over £120m since 2000, and we believe that it has made an important contribution to the reductions in casualty numbers we have seen in recent years.

144. This funding has been used for a wide range of interventions, which are undertaken and administered by our partners.

Figure 6 – examples of road safety interventions funded by the Welsh Government

Intervention	Description
Engineering:	
20mph zones/speed limits	There are approximately 560 20mph speed limits and zones in Wales, many of which have been funded by the Welsh Government via the Regional Transport Grant to local authorities.
Other traffic calming and safety measures	A range of traffic calming measures, junction and skid resistant surfacing improvements are funded through the Regional Transport Grant and undertaken by local authorities.
Local safety schemes	The Trunk Road Agents, who are responsible for maintaining the motorway and trunk road network on behalf of the Welsh Government, bid for funding to address collision cluster sites and review the safety of routes.
Enforcement:	
Speed cameras	Targeted at locations where there are significant road casualties to reduce speed and save lives.
Variable Speed Limits	Introduced on the M4 from junctions 24-28 to reduce congestion, make journeys safer and journey times more reliable.
Average speed cameras	Currently being introduced on the A465 Heads of the Valleys road between Hirwaun and Dowlais Top.
Traffic Officers	Patrolling the M4 and A55 in marked vehicles with police powers to stop, control and direct traffic – releasing police to tackle emergency responses.
Education:	
Motorcycle training	Courses such as BikeSafe and Dragon Rider which develop a rider's skill level and improve their safety on the roads.

Pass Plus Cymru	An enhanced version of the standard Pass Plus course, supported by the Driving Standards Agency. It's a short expert-led higher driving course designed to develop techniques, increase awareness and widen experience. It's available to young people in Wales for a maximum of £20 as the rest is covered by Welsh Government.
Primary School	Kerbcraft (teaching 5 to 7 year olds pedestrian skills through practical road-side training), Junior Road Safety Officers and Children's Traffic Club.
Older driver training	Free driver assessment course which looks at participants' driving habits and suggest ways of improving their skills.
Publicity/media campaigns	Supporting a number of targeted campaigns across different media channels, including social media.
National Cycle Training / Bikeability	A three stage training program on basic skills of balance and manoeuvring, to tailored training to allow children to confidently cycle on all roads in their local area.
Pre-driver training	'Mega Drive' is delivered to college-age students who will soon be planning on sitting their practical driving test, highlighting the potential hazards that come with driving on British roads.

145. Figure 6 demonstrates some examples of the work being done, but there is a lack of consistency in how the funding we provide is used. Road safety is often subject to different approaches in different regions and local authorities.

146. Interventions are best co-ordinated through the national and regional governance structures outlined in Annex B. The majority of interventions are delivered locally, but where funding is provided on a regional or national basis there are grounds for a more coordinated approach to ensure cost effectiveness and consistency.

147. The grant funding made available by Welsh Government should supplement and complement the road safety activities partners are already undertaking. It is not a substitute to allow partners to redirect funds to other areas unrelated to road safety.

We will:

- i. Continue to provide funding for road safety in Wales.
- ii. Consider the way in which grant funding is currently provided to local authorities and how it can be improved.
- iii. Consider prescribing in more detail the interventions we are willing to fund and the expectations on partners to rely on evidence, evaluation and collaboration.

We expect partners to:

- iv. Provide funding for road safety interventions.
- v. Focus Welsh Government funding they receive on contributing to the targets and vulnerable groups identified in this Plan.
- vi. Work together within regions and nationally to minimise administrative burdens and ensure consistency.

Annex A – Targets to 2020

The targets to be achieved by 2020, as compared with the average figures for Wales between 2004 and 2008, are a:

- 40% reduction in the total number of people killed and seriously injured (KSI) on Welsh roads;
- 25% reduction in the number of motorcyclists KSI, and a
- 40% reduction in the number of young people (aged 16 to 24) KSI.

Table 1 shows the road safety targets of the Welsh Government. We have included an interim target of where we expect casualty numbers to have reached by 2016 if we are to meet the 2020 target.

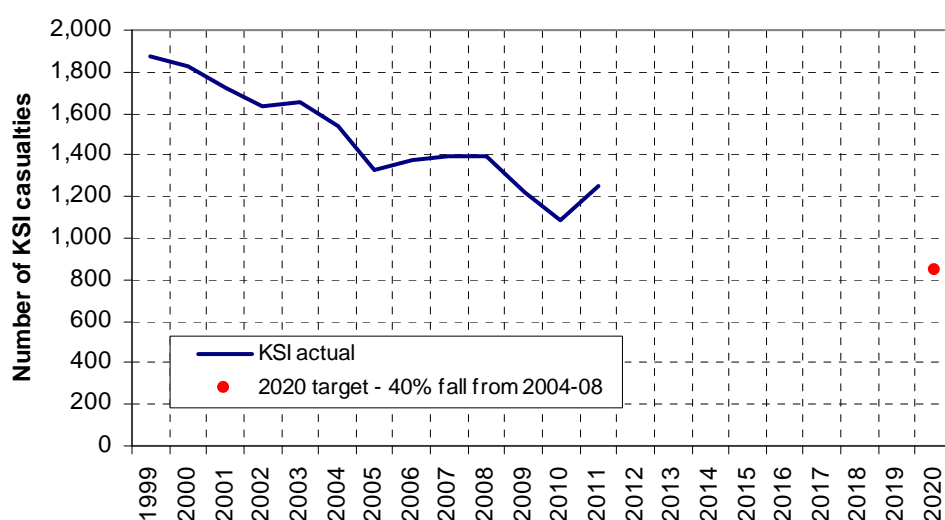
Table 1: Road safety targets for Wales up to 2020

Number of Killed and Seriously Injured (KSI) people

	Total KSI casualties	Motorcyclist KSI casualties	Young people KSI casualties
	<i>40% reduction</i>	<i>25% reduction</i>	<i>40% reduction</i>
Actual number			
2011	1,247	242	308
Interim target			
2016	982	214	276
Final target			
2020	844	193	238

Chart 1 shows recent changes in the total number of people killed and seriously injured (KSI) together with the 2020 target.

Chart 1: 2020 target for total KSI casualties on Welsh roads



Motorcyclists

Chart 2 shows why it is important to target motorcyclists by showing the greater risk of a motorcycle rider becoming a road traffic casualty. It compares the share of motorcycles (including scooters and mopeds) in motor vehicle traffic with the share of motorcycle rider KSI casualties in all motorised vehicle driver KSI casualties.

Chart 2: Motorcycles' share of motorised traffic volume compared with motorcyclists' share of motor vehicle driver KSI casualties

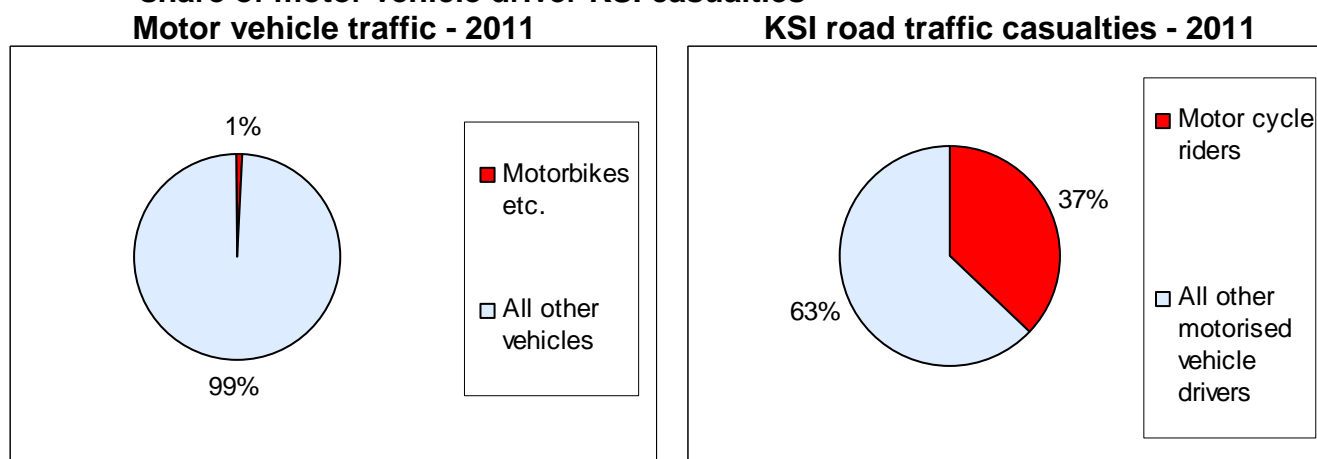
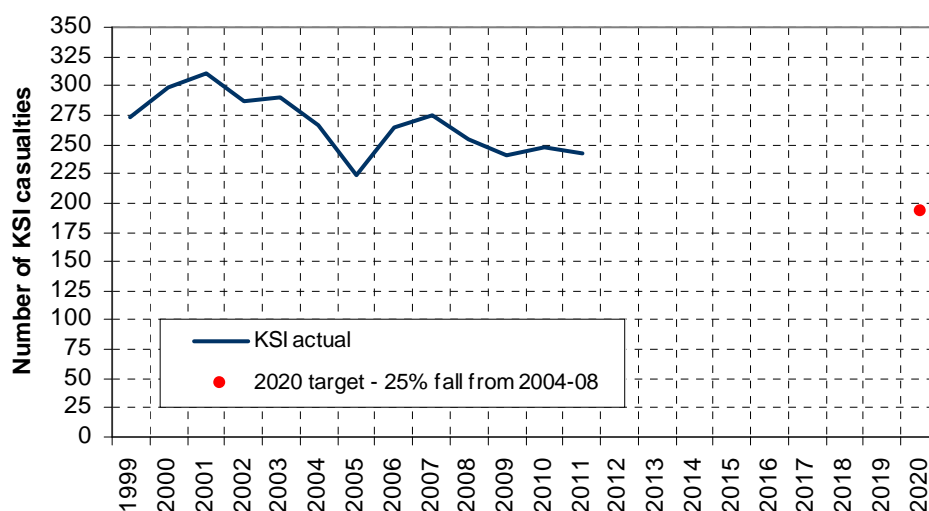


Chart 3 shows recent changes in the total number of motorcyclists killed and seriously injured (KSI) together with the 2020 target ("motorcyclists" are riders and passengers of motorcycles, mopeds, scooters and motorcycle combinations).

The number of KSI motorcyclist casualties has fallen only slowly since 1993, with the growth of motorcycling as a leisure pursuit.

Chart 3: 2020 target for motorcyclist KSI casualties on Welsh roads



Young people

Chart 4 below shows why it is important to target young people by comparing the share of young people (aged 16 to 24 inclusive) in the population of Wales, at 12%, with their 25% share of KSI road casualties.

Chart 4: Share of population and of KSI casualties, by broad age group: Wales, 2011

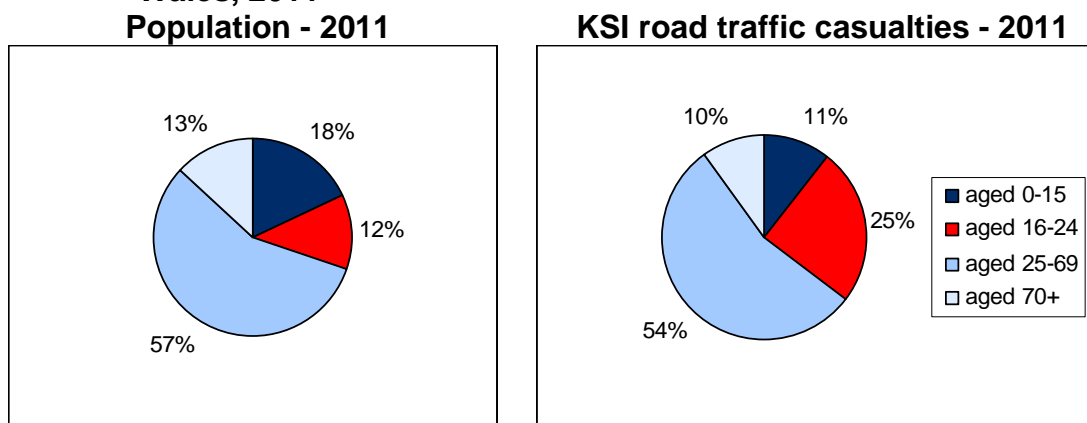
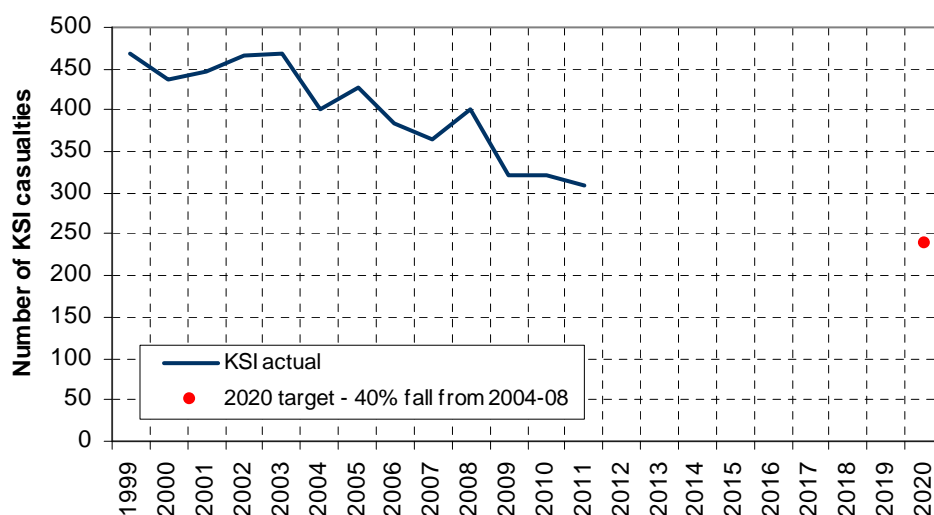


Chart 5 shows recent changes in the total number of young people killed and seriously injured (KSI) together with the 2020 target.

Chart 5: 2020 target for KSI young people casualties on Welsh roads



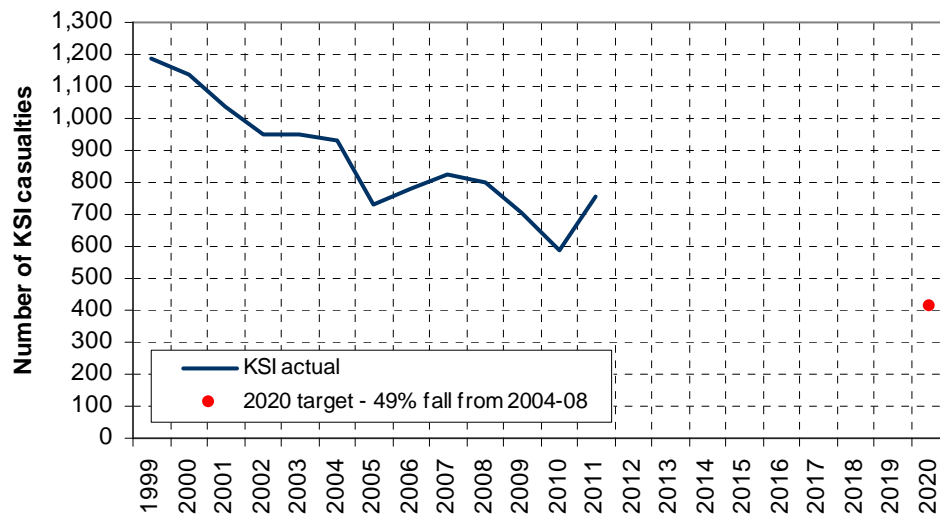
Other KSI road traffic casualties

With targets for 2020 of:

- (1) 25% reduction in the number of motorcyclists KSI, and
 - (2) 40% reduction in the number of young people (aged 16 to 24) KSI;
- then the residual group of KSI casualties will need to fall by 49% in order to meet the overarching target of a 40% reduction in the total number of people killed and seriously injured (KSI) on Welsh roads.

Chart 6 shows recent changes in the total number of KSI casualties, less young people (KSI) and less motorcyclists; together with the implicit 2020 target required to meet the overarching 40% reduction in KSI casualties.

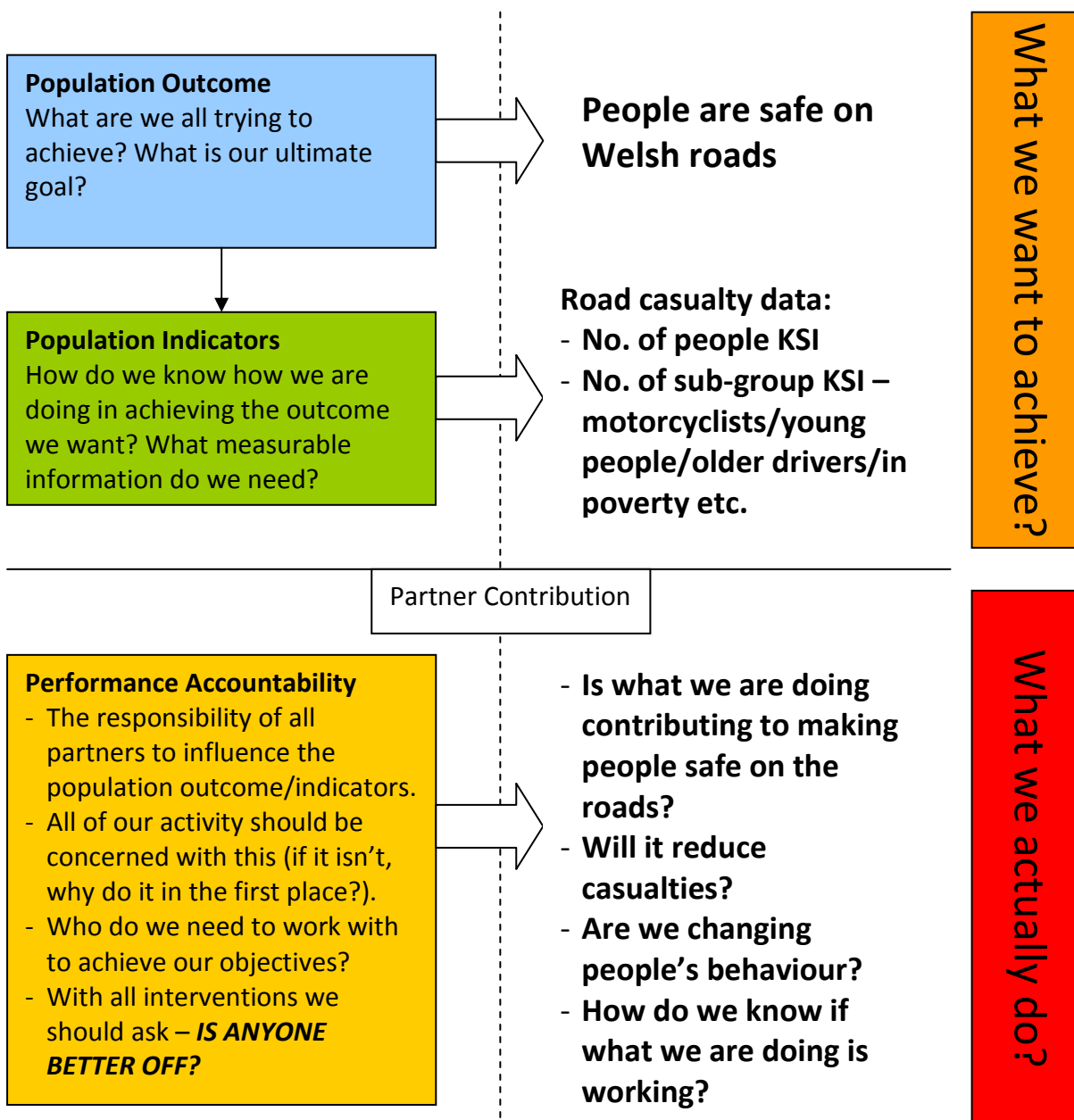
Chart 6: 2020 target for all other KSI casualties on Welsh roads



Annex B

Results Based Accountability (RBA) Model

This model will help all road safety professional understand the logic of RBA. The principle is that there is an over-arching objective that we all want to achieve (population outcome) and information that tells us how as a nation we are contributing to this (population indicators). These things are shared by everybody involved in road safety. The interventions we all undertake should all be contributing to positively influencing the indicators and overall outcome. Anything that is not doing this is should be abandoned.



ANNEX C – Governance Structure for Road Safety Delivery in Wales

Strategic Overview	Monitoring and Evaluation Group – led by Welsh Government Made up of: All key partners. Responsibilities: <ul style="list-style-type: none"> Establishing the strategic approach to all aspects of road safety in Wales. Ensuring that all partners adopt an outcome-based approach and hold them to account. Accountable for the implementation of the Road Safety Delivery Plan. Monitor and analyse road casualty data to ensure that the right groups are being targeted. Evaluate the effectiveness of activities to reduce road casualties – encouraging the sharing and adoption of good practice. 		
	Education	Enforcement	Engineering
National Delivery	Road Safety Wales – leadership shared by all partners (annually appointed Chair) Made up of: Local authorities, Welsh Government, Police, Fire, WRCRP, RoSPA, Welsh Ambulance Service. Responsibilities: <ul style="list-style-type: none"> Lead on the delivery of all national education, training and publicity. Ensuring that all national ETP is consistently delivered across the country and focused on an outcome based approach. Lead on the evaluation of all national ETP to ensure that is effective and making a contribution to casualty reduction. 	All Wales Strategic Roads Policing Joint Advisory Group – led by Police Authorities Made up of: Police, Fire, Welsh Government, WRCRP, ACPO, VOSA, HMRC, Welsh Ambulance Service, Road Safety Wales. Responsibilities: <ul style="list-style-type: none"> Overarching roads policing strategy. Sharing enforcement best practice. Identifying opportunities for joined-up enforcement activity targeting specific groups. Work with the Wales Road Casualty Reduction Partnership (WRCRP) on speed enforcement The WRCRP activity, including selection of sites and other interventions, will be on a strong casualty reduction evidence basis. 	CSS Wales – led by local authorities Made up of: Local authorities, Welsh Government, Trunk Road Agents, RoSPA Responsibilities: <ul style="list-style-type: none"> Sharing examples of engineering best practice and a consistency of approach to road safety schemes. Ensuring that engineering solutions are evidence based and evaluation of effectiveness is routinely undertaken. Ensuring a joined-up approach to road safety on the local and trunk road networks and an integrated delivery of casualty reduction.
Regional Delivery	Regional Road Safety Groups (through the four Regional Transport Consortia) – led by local authorities Made up of: Local Authorities, WRCRP, Welsh Government, Fire, Police, Ambulance Service, Trunk Road Agents Responsibilities: <i>Lead the regional collaborative delivery of road safety across education, engineering and enforcement.</i> <ul style="list-style-type: none"> Education delivery – properly targeted, consistently applied, evaluated and outcome focused. Enforcement – in conjunction with police and WRCRP, identify local issues and address these where the evidence base exists. Evaluate outcomes. Engineering – target collision clusters and consider route-based analysis, prioritise schemes on a regional basis and evaluate their effectiveness. 		

Annex D – Summary of Welsh Government Actions

The Welsh Government will begin work to deliver the actions:

- **Short term** – within one year of the Framework being published;
- **Medium term** – 1-3 years after being published;
- **Long term** – 3+ years.

Motorcyclists

Commitment	Short term	Medium term	Long term
Introduce a specific target for a 25% reduction in the number of motorcyclists killed or seriously injured by 2020.	✓		
Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.			✓
Continue to support interventions to achieve reductions in motorcyclist casualties.	✓		
Monitor the casualty trends amongst different age groups, types of riders and the nature of collisions, and make subsequent recommendations to target interventions appropriately.		✓	

Young People

Commitment	Short term	Medium term	Long term
Introduce a specific target for a 40% reduction in the number of young people killed or seriously injured in road traffic collisions by 2020.	✓		
Support local authorities and other bodies to help them gain access to young people through schools.		✓	
Examine the case for Graduated Driver Licensing in the context of devolved powers.			✓
Engage with the insurance industry to explore incentivisation, the growing use of in-car technology and the best ways to reduce the risk of collisions.		✓	
Continue to support interventions to achieve reductions in young people casualties.	✓		
Evaluate the effectiveness of Pass Plus Cymru and make any necessary changes to the scheme as a result.	✓		

Older Drivers

Commitment	Short term	Medium term	Long term
Continue to support initiatives that target older drivers through voluntary training and ensure the take-up is maximised.	✓		
Seek to identify best practice amongst the existing older driver training schemes and recommend a consistent approach across Wales.		✓	

Children

Commitment	Short term	Medium term	Long term
Continue to fund education programmes for children, although we will expect these to be evaluated to determine their effectiveness.	✓		
Proceed with the introduction of compulsory seatbelts on all dedicated school transport in Wales by October 2014. As well as		✓	

consider the introduction of statutory risk assessment for all school routes.			
Support efforts to target 11-15 year olds with road safety education.		✓	

Pedestrians

Commitment	Short term	Medium term	Long term
Continue to provide funding to improve infrastructure to promote and encourage walking safely.	✓		
Monitor statistical information to ascertain whether alcohol impairment continues to be a significant and increasing contributory factor in pedestrian casualties, and consider what action can be taken to prevent this.		✓	

Cycling

Commitment	Short term	Medium term	Long term
Continue to provide funding to improve infrastructure to promote and encourage cycling safely.	✓		
Analyse the collisions involving cyclists and ascertain whether there are any underlying similarities, and take appropriate action as a result.		✓	
Continue to support children's cycle training and consider whether there is an evidence-base to support more adult cycle training.		✓	

Active Travel

Commitment	Short term	Medium term	Long term
Introduce the Active Travel Bill that will look to encourage people to walk and cycle more regularly, placing a duty on local authorities to map safe and appropriate walking and cycling routes, make enhancements for pedestrians and cyclists as part of new road schemes and make continuous improvements in walking and cycling. The Bill will also consider the safety implications and the infrastructure that must also be in place to support this.	✓		
Develop design guidance for walking and cycling infrastructure. This will become the standard which we will use and encourage local authorities to also adopt the guidance.		✓	

Deprived Communities

Commitment	Short term	Medium term	Long term
Adapt the Safe Routes in Communities Grant to specifically target areas of social deprivation to support work in communities where it is needed most.	✓		
Ensure that the Active Travel Bill contributes to addressing poverty by offering people a viable and cheaper alternative to private transport.		✓	
Specifically analyse statistical information on collisions in deprived communities and use this information to inform the action we will take.		✓	

Driving for Work

Commitment	Short	Medium	Long
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	term	term	term
Work with employers and other organisations to highlight the risks of 'at work' road collisions.		✓	
Promote the importance of managing occupational road risk and ensure that the Welsh Government's policies and procedures are robust.		✓	
Engage with road user and safety organisations to encourage the management of occupational road risk.		✓	
Facilitate the establishment of a driving for work forum for companies with large numbers of drivers and trade organisations.	✓		

Equestrian road users

Commitment	Short term	Medium term	Long term
Work with representatives of the horse riding community to understand their road safety concerns and facilitate engagement with other partners.	✓		

Road Workers

Commitment	Short term	Medium term	Long term
Continue to participate in Road Workers Safety Forum and share research studies and examples of good practice.	✓		
Consider replicating the Road Workers Safety Forum model at a Welsh level to provide similar benefits and initiatives aimed at reducing the risk to road workers both on our own networks and as examples of good / best practice on local networks.		✓	
Work closely with our own supply chains to encourage a risk managed approach to activities undertaken on our behalf.		✓	

Drink and Drug Driving

Commitment	Short term	Medium term	Long term
Press the UK Government to reduce the drink drive limit.	✓		
Seek powers from the UK Government to set drink drive limits in Wales.			✓
Continue to support co-ordinated drink drive campaigns and enforcement activity.	✓		
Work with the police and other partners to maintain anti-drink drive activities throughout the year.		✓	
Make changes to the Drink Drive Rehabilitation Scheme to maintain its high quality and ensure that the take-up of the course is high.	✓		

Speed

Commitment	Short term	Medium term	Long term
Continue to work with the Wales Road Casualty Reduction Partnership in targeting collision sites where inappropriate speed has been identified, and adopt a consistent approach to speed enforcement across Wales.	✓		
By 2014, implement any changes to speed limits on the trunk road network following the speed limit review.		✓	
Seek powers from the UK Government to set speed limits.			✓

Careless Driving

Commitment	Short	Medium	Long
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	term	term	term
Support the UK Government's intention to adopt a fixed penalty notice for careless driving and raise the level of payment for these notices.	✓		
Support targeted national campaigns to raise awareness of careless driving and the associated safety implications.		✓	
Support the police in their efforts to enforce laws which, if ignored, can result in careless driving.	✓		

Mobile phones

Commitment	Short term	Medium term	Long term
Support campaigns that target people using mobile phones and other devices.	✓		
Press the police and UK Government to collect mobile phone usage information.		✓	

Seat belts

Commitment	Short term	Medium term	Long term
Support campaigns that target people using seat belts and other devices.	✓		

Reactive and Proactive Analysis

Commitment	Short term	Medium term	Long term
Support the delivery of road safety schemes on trunk roads and local roads where there is evidence of collisions	✓		

Route Analysis

Commitment	Short term	Medium term	Long term
Continue to address existing cluster sites on trunk roads and encourage local authorities to do the same on their network.	✓		
Adopt a route analysis approach to road safety on the trunk road network and recommend that local authorities do the same.		✓	
Produce guidance to support highways authorities adopting a route based approach.	✓		

Passive Safety

Commitment	Short term	Medium term	Long term
Encourage and promote the use of passively safe street furniture on the trunk road and local road networks.		✓	
Consider the use of motorcycle safe barriers, barrier products and padded crash cushions around street furniture at sites where there is a history of motorcycle accidents on the trunk road and local road networks.		✓	

Scheme Design

Commitment	Short term	Medium term	Long term
Continue to apply the standards available on non-motorised user audits and Road Safety Audits on trunk road improvement schemes.	✓		
Encourage trunk road agents and local authorities to use guidance on designing for motorcyclists, cyclists and pedestrians.		✓	

The work to produce this national design standard for walking and cycling in Wales is ongoing and it is envisaged that the guidance will be finalised at the end of 2013.		✓	
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Present and Future Funding Arrangements

Commitment	Short term	Medium term	Long term
Continue to provide funding for road safety in Wales.	✓		
Consider the way in which grant funding is currently provided to local authorities and how it can be improved.	✓		
Consider prescribing in more detail the interventions we are willing to fund and the expectations on partners to rely on evidence, evaluation and collaboration.	✓		