

EXECUTIVE SUMMARY

# TOWARDS 2030

MAKING OUR ROADS SAFER FOR ALL





## Vision

The Vision Zero Partnership is committed to a Safe System approach. Its structure and activities are based on the principles of Safe Systems and this Strategy<sup>1</sup> sets out how the partners will work together to achieve Vision Zero.

**No human being should be killed or seriously injured as the result of a road collision**

The Partnership is collectively working towards a long-term strategic goal of Vision Zero, where there are no deaths and serious injuries on the Partnership's roads. This is an ambitious goal and will need time and effort to be achievable. With this Strategy starting in 2020, the goal is to move towards **zero deaths or severe serious injuries in the Partnership area by 2040.**

<sup>1</sup> This document is a high-level summary of a full Strategy document, which sets out the detail and direction of the Partnership.

**ZERO**  
DEATHS OR  
SEVERE SERIOUS  
INJURIES  
IN THE PARTNERSHIP AREA BY  
**2040**





## Safe System Explanation

The Safe System is a concept in road safety which originated in Sweden and the Netherlands in the 1980s and 1990s.

There are four principles which are central to a Safe System:

1 People make mistakes that can lead to road collisions.

2 The human body has a known, limited physical ability to tolerate collision forces before harm occurs.

3 While individuals have a responsibility to act with care and within traffic laws, a shared responsibility exists with those who design, build, manage and use roads and vehicles to prevent collisions resulting in serious injury or death and to provide post-collision care.

4 All parts of the system must be strengthened in combination to multiply their effects, and road users are still protected if one part fails.

The Safe System requires a systematic, multi-disciplinary and multi-sectoral approach to address the safety needs of all users. It requires a proactive strategy which places road safety in the centre of road traffic system planning, design and operation and use. There are five components for action:

Safe People

Safe Vehicles

Safe Speeds

Safe Roads and Roadsides

Post collision response

The Safe System approach suits a multi-agency partnership well. It allows different organisations to lead on different components, playing to their strengths, core business and statutory duties.





## Targets

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Road safety targets are a useful tool for focusing activities and prioritising actions. Whilst the United Kingdom does not currently have national road safety targets, Highways England and local highways authorities and partnerships have adopted their own targets, to provide a goal to aim for and a means of checking progress.

There were 595 people killed or seriously injured (KSI) on Cambridgeshire and Peterborough's roads in 2009 and 467 KSI casualties in 2018. Between 2014 and 2018, there was an annual average of 469 KSI casualties.

The forecast suggests that there would be 329 people killed or seriously injured in Cambridgeshire and Peterborough in 2030, which of course depends on a large number of influencing factors – many of which are beyond the control of the Partnership. Despite this, the Partnership has adopted an ambitious aim to achieve a 50% reduction in KSI casualties by 2030: **a target of 234.**

**50%** REDUCTION  
IN KSI CASUALTIES  
BY **2030**  
**A TARGET OF 234**

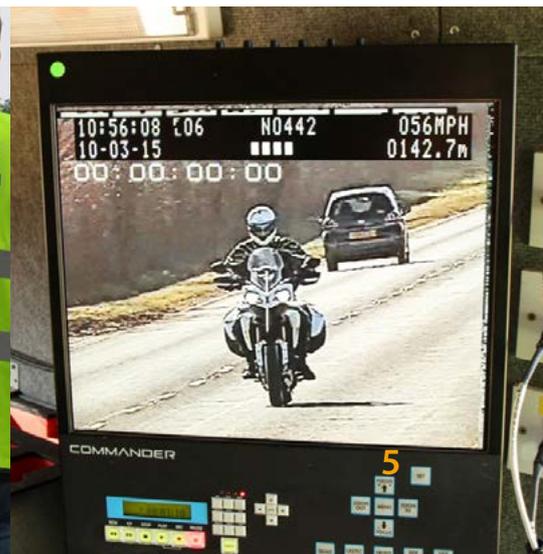
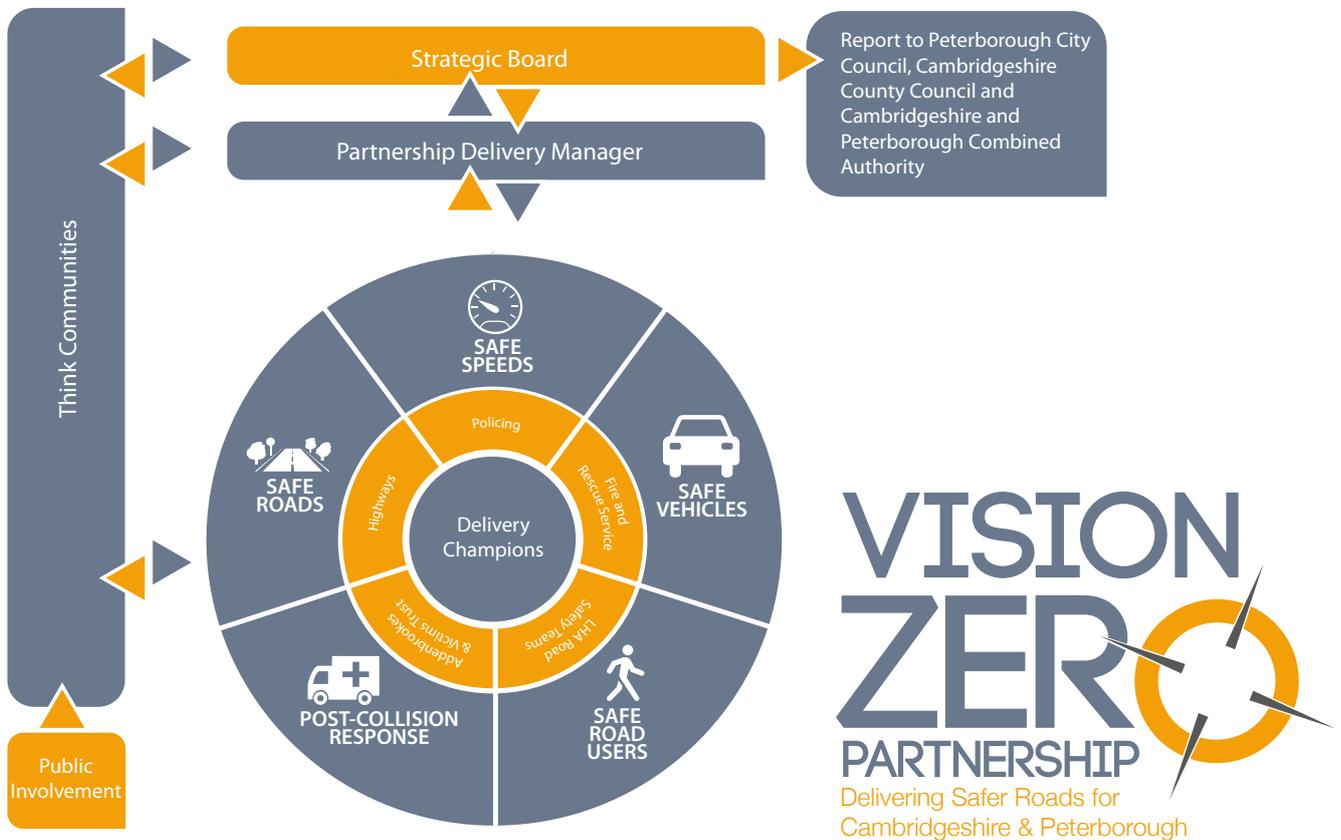
The overall vision, as detailed earlier, for the Vision Zero Partnership is to achieve Vision Zero, where no people are killed or severely seriously injured on the partnership's roads. This is the long-term goal. The adoption of local targets allows partners to measure progress towards that goal and identify where further work is necessary.



# Structure

The Vision Zero Partnership consists of the following organisations:

- Cambridgeshire County Council
- Cambridgeshire Constabulary
- Office of the Police & Crime Commissioner
- Cambridgeshire Fire & Rescue Service
- Peterborough City Council
- Highways England
- The Road Victims Trust
- Magpas Air Ambulance
- The Major Trauma Centre – Addenbrookes
- Public Health





## SAFE SYSTEM WORKSTREAMS

Day-to-day activities and partnership projects will be delivered by **Safe System Workstreams**, a new approach based on international best practice. The creation of these workstreams acknowledges the different skills and expertise of partner members, playing to their strengths and recognising the road safety activities delivered as part of core business, adding value through co-ordination of resources. It embeds the Safe System approach into working practices. Each Working Group will have a 'lead' organisation, responsible for co-ordinating efforts and reporting upwards, through a Partnership Delivery Manager (PDM) to the Strategic Board. The workstreams are represented in a circular relationship to demonstrate how all parts are needed to deliver the Safe System. The Strategic Board will report directly to Peterborough City Council and Cambridgeshire County Council's Highways Committees and the Cambridgeshire and Peterborough Combined Authority.

## PARTNERSHIP DELIVERY MANAGER

The PDM will oversee the work of the Safe Systems Workstreams and support delivery, ensuring co-ordination between activities. The role will include challenging the workstreams to ensure that evidence and data are at the core of intervention and activity design. The **Partnership Delivery Manager** will lead on the implementation of best practice, using the latest research and evaluation results to ensure an evidence-led approach. The expertise, knowledge and experience pooled in Safe Systems Workstreams will be dedicated to co-ordinated problem solving, ensuring that a range of evidence-led solutions are implemented, outcome-focused with reference to performance indicators and road safety targets.





# Safe System Workstreams



Each of the **5 workstreams** will own a 'Plan on a Page,' which will summarise their aims, objectives, data sets, performance indicators and progress. This document will provide the delivery structure and will be monitored and reported back to the Strategic Board via the PDM.





**Our Vision** - We want to reduce the number of collisions on our roads and therefore the number of people killed or seriously injured as a result and the subsequent impact on individuals, their families and the community. Our ultimate vision is for nobody to die on the roads of Cambridgeshire. The Partnership consists of the following organisations:

- Cambridgeshire County Council
- Peterborough City Council
- Cambridgeshire Constabulary (Response – local policing)
- Joint Protective Services (Roads Policing)
- Highways England
- Cambridgeshire Fire and Rescue Service
- East of England Ambulance Service
- Public Health - Lead Agency for Post Collision Response**
- Addenbrooke's Hospital
- Roads Victim's Trust - Lead Agency for Post Collision Response**

**What should we do?**

Work with the local health sector to identify local improvements in post-collision care.  
 Biker Down.  
 Promotion of location apps (what3words / RealRider)  
 Promotion of 1st aid training for vulnerable road user groups (cyclist / equestrian) on Biker Down model.  
 Timely crash investigation & prosecution.

Rapid reinstatement of the network.  
 Timely intervention with bereaved relatives.  
 Availability of support for PTSD etc.  
 All interventions will be based on evidence and data.  
 All interventions will be evaluated (where appropriate).  
 All interventions will be based on systems-thinking (working with partners and understanding the impact on other parts of the system).

**What do we want to achieve?**

The Partnership is collectively working towards a long-term strategic goal of Vision Zero, where there are no deaths and serious injuries on the Partnership's roads. This is an ambitious goal and will need time and effort to be achievable. With this Strategy starting in 2020, the goal is to achieve zero deaths or severe serious injuries in the Partnership area by 2040.  
 This Plan on a Page will be updated annually, to reflect changes in collision data, SPIs, survey data and research into the effectiveness of interventions. This allows the Partnership to respond dynamically to local needs and international best practice.  
 Innovation is also encouraged within the Partnership and with partners, allowing new interventions to be tried and tested, thinking about the current evidence base and how an understanding of the issue or the intervention's effectiveness could improve what is known about best practice.  
 Road Users must be given the best possible chance of survival and recovery following an incident on the road network. We will coordinate the immediate and longer term response to these incidents, promoting the best possible outcomes for the victims, their families, other parties and the wider community.

**What have we achieved?**

Proposed evaluation delivered in service plan year, to encompass qualitative outcomes above the numbers provided in KPI measurement.  
 Improved post collision response by the three emergency services.  
 Improved A&E response time for road collision victims.  
 Promotion & delivery of Biker Down and similar initiatives.  
 Improved network reinstatement rates.  
 Improved take up rate for the Road Victims Trust.

**What are we measuring? Safety Performance Indicators (SPI's)**

Measure	Target	Value	RAG
Post Collision Ambulance Category 1 Response Time	7 minutes mean	%	
Post Collision Ambulance Category 2 Response Time	18 minutes mean	%	
Post Collision Police Response Time			
Post Collision Fire & Rescue Urban Response Time	9 minutes	%	
Post Collision Fire & Rescue Rural Response Time	12 minutes	%	
Admit, transfer or discharge at least 95 per cent of A&E patients	Within 4 hours	%	
Percentage of emergency incidents attended by Highways within 2 hours	90%	%	
Road Victims Trust Take Up Rates	?	%	
Numbers of attendees of Biker Down courses	?	Number	

**What does the data tell us?**

Paramedic and/or ambulance response times  
 Police response times  
 Fire and rescue service response times  
 Number of collisions where the air ambulance or MAGPAS attended  
 Numbers of extractions from collisions (and methods used)  
 Waiting times at A&E  
 Network reinstatement rates  
 Length of time for legal processes  
 Numbers of road victim referral uptakes  
 Number of people training in first aid through Biker Down  
 Number of students receiving first aid in schools



## Think Communities

Think Communities has been developed through a collaboration between Cambridge City Council, Cambridgeshire Council, Peterborough City Council, Cambridgeshire Constabulary and the district councils of East Cambridgeshire, Fenland, Huntingdonshire and South Cambridgeshire.

It is a co-operation between those organisations to create a shared vision, approach and priorities for building Community Resilience across Cambridgeshire and Peterborough partner organisations.

This approach encourages an exchange between communities and Vision Zero Partnership partners, where both can work together to create healthy, safe communities. The approach is evidenced-led and is a two-way partnership, where partners are committed to work with communities to improve lives, whilst at the same time, empowering communities to identify and implement their own solutions.





## Working Towards Vision Zero

The new Strategy sets out how road safety stakeholders in the Vision Zero Partnership in Cambridgeshire and Peterborough intend to work with communities, road users and local, regional and national players to make the roads safer for all.

**INTERNATIONAL  
BEST PRACTICE**  
**EMBEDDING EVIDENCE  
AND DATA**  
**INTO ITS  
SAFE SYSTEM  
APPROACH**

### WORKING WITH **COMMUNITIES ROAD USERS LOCAL, REGIONAL AND NATIONAL PLAYERS**

The Partnership is leading the way in adopting international best practice and embedding evidence and data into its Safe System approach. There is no doubt that the targets and goal are ambitious. However, these ambitions reflect how committed the partners are to achieving Vision Zero.

