

# Traffic Safety Roads

The Graham Feest Consultancy  
*Incorporating the UK Road Safety Network*

October 2024



**OCTOBER IS  
TYRE SAFETY MONTH**

**CAUGHT  
IN THE  
A.C.T**



**Remember to ACT: Air Pressure, Condition, Tread**  
Check your tyres once a month, every month and before a long journey



# Traffic Safety Road

## TRAFFIC SAFETY ROADS (TSR)

collates a range of information and opinion from various sources. Whilst every effort is made to ensure its accuracy the Graham Feest Consultancy cannot be held responsible for any incorrect information provided from third parties or the views expressed by individuals.



*Celebrating 2024*



**GRAHAM FEEST** is a road

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**ACKNOWLEDGEMENT** is extended to the following principal sources of information along with the articles from individual contributors;

AA, ADI National Joint Council, Agilysis, ARRM, CIHT, Clearview Intelligence, Brake, DfT, DIA, DfBB, DVSA, eDriving, ETSC, Fleet News, GEM Motoring Assist, Intelligent Instructor, Hadstrong, Highways Magazine, Highways on Friday, IAM RoadSmart, IHE, IMTD, LAPV, LCRIG, LGA, Living Streets, Logistics UK, London Road Safety Council, MCIA, MSA, National Highways, PACTS, RAC, RHA, RoadPeace, RoadSafe, Road Safety GB, Road Safety Scotland, Roadpol, Road Safety Wales, RoSPA, SMMT, Sustrans, TfL, TRL, The RichWorks, Transport Scotland, TRL, Transport Network, UCL etc

Traffic Safety Roads is published by the  
Graham Feest Consultancy *incorporating the*  
UK Road Safety Network

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Edition 9 Issue 10 - No.101: October 2024

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Front Cover

October is tyre Safety Month

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## EDITORIAL

*Readers coming to my newsletter for the first time - I need to explain that the expression 50 20 10 refers to having personally spent 50 years in road safety, twenty years having had my own consultancy and then 10 years that my executive assistant, Victoria has been with me. This gives me time to reflect as I first became involved in my work in 1974 and so I am able to share with you my 50<sup>th</sup> Anniversary during 2024*

### HEALTH & SAFETY V ROAD SAFETY

I have had the privilege of delivering a series of workshops across 13 sites of a company in England during the last couple of months imparting a thirty-minute driver safety session to several hundred workers in groups of ten to fifteen and at times repeating myself ten times a day.

It has been a great joy to see a company fully engaged in health and safety practice with each of the sites shutting down their operation for the day whilst a series of helpful sessions on a variety of subjects are presented in the interests not just of Health and Safety but also in terms of staff, both manual and office talking about wellbeing. The company see the day as both informative and fun and they lay on lunch for all their workers with a goodie bag at the end ensuring that it is a day for them to remember.

For the most part my sessions followed the health and safety session which provided a good basis for me to link the two.

The Health & Safety Act is 50 years old this year and they have come a long way. Everyone has the right to expect to be safe in the workplace and to look after each other. The company are engaged in making bricks and tiles and only too aware of the environment they work in. Sadly, they have over the years had a small number of people who have lost their life generally being in conflict with moving plant equipment such as fork lift trucks etc where it has to be said human error has been involved and someone has made a mistake.

What comes out however is how the workforce engages in ensuring their workplace is as safe as it can be and they are not short of ideas and identifying parts of the factory and grounds where improvements can be made. I should say however the culture in the company over health and safety is a fine example to others and they expect the same of visitors to the site. There have been occasions where I have had to wear a hard hat and put on protective boots and most certainly wear an orange fluorescent jacket at all times just as the staff have to. In addition I had to do my "A level" induction at every site with a question paper to ensure I knew what to do.

What has all this got to do with being safe on the roads - well if you could just transfer the practices and attitudes from the workplace to the roads just think how much safer we could make our environment and its users. The Health and Safety at Work Act has achieved much in the last 50 years and it seems to have buy in from both companies and their workforce. We are all in the business of trying to reduce risks and harm caused when things go wrong. We are doing much to make our roads and kerbsides safer but need to get a mind set from people that they have in the workplace.

It was interesting to talk with them about speed whilst I did not ask directly who had been on a speed awareness course I could see in many instances their reaction which gave me the answer and some did admit to having attended a course two or three times as one senior member of staff announced that he was going on his third the following day!

I just hope some of the messages which I gave will stick for a while but I guess they don't get those constant reminders about using the road as they do about working on their sites

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## MORE POLICE OFFICERS?



The AA is calling on the Government to appoint 1,000 new roads police officers to improve road safety and help tackle wider crime.

As part of their manifesto, Labour pledged to recruit thousands of new police officers to tackle neighbourhood crime and the AA believes 1,000 of these new recruits should form part of the road traffic section of forces across the country.



The request, which was part of The AA's own Motoring Manifesto, follows analysis of the latest police workforce statistics released by the Home Office.

As of 31 March 2024, there were 4,215 traffic officers in England and Wales, a drop of 1,022 officers from the highest point on 31 March 2016 (5,237).

The AA says recruiting more traffic officers would increase the visibility of police on the roads.

In a poll of 11,469 drivers conducted last month, more than half (57%) felt that drivers could get away with careless driving due to a lack of police on the roads.

Similarly, more than two fifths of drivers said offences such as using a handheld phone behind the wheel (44%), drug driving (42%), not wearing a seatbelt (46%) and using a dangerous vehicle (43%) were going unpunished due to a reduced police presence.



## HELMET IMPACT PROTECTION EFFECTIVENESS RATING

Researchers at Imperial College London have developed a simple new cycle helmet safety rating system with simple-to-understand scores from 0-5, designed to help buyers select which helmet to buy and assist manufacturers in future helmet design. The system is based on extensive new safety testing experiments on medium-sized helmets at Imperial.

Testing on the UK's 30 most popular helmets, funded by The Road Safety Trust, revealed significant differences in performance with no link between the price of a helmet and the level of safety it provides the wearer. So, for example a helmet costing £130 did not perform better in tests than one costing £40.

People can check the rating of the adult cycle helmets tested to date on the helmet impact protection effectiveness rating at <https://www.hiperhelmets.org>



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## DAZZLING HEADLIGHTS



The welcomed Improved lighting on cars seems to be causing some drivers a problem with mainly complaining that they have been dazzled which has led to The Government has confirmed it is commissioning independent research into the issue of dazzling headlights.



Responding to a parliamentary question, roads minister Lilian Greenwood said: “The Government is in the process of commissioning independent research to better understand the root causes of headlamp glare and help identify potential countermeasures.”

The news has been welcomed by the RAC, who has long campaigned on the issue.

Rod Dennis, RAC road safety spokesman, said: “We are delighted to see a commitment from the new Government that independent research into the issue of dazzling headlights is being commissioned, especially with darker evenings now on the way.

“We hope it leads to a better understanding of what is a complex problem, but one that is undoubtedly affecting drivers up and down the country - in fact, more drivers have contacted us with their concerns about this topic than any other in recent times.

“We’ve worked hard over a number of years to raise this topic on drivers’ behalf and now look forward to supporting the Department for Transport in this piece of work.”

## DIRECT VISION REQUIREMENTS



Research from Loughborough University have strengthened the legislation around the minimum direct vision requirements for heavy goods vehicles (HGVs).

UNECE Regulation 167 aims to maximise the area around a vehicle cab which can be directly seen through the windows of the HGV - known as direct vision. This is particularly important when it comes to reducing collisions between HGVs and vulnerable road users.

Researchers from Loughborough University, funded by The Road Safety Trust, found potential problems with the regulation, first introduced in 2022, where manufacturers could enhance frontal visibility without genuinely improving safety.

Their work comprised multiple studies, which were conducted to explore different methods of defining frontal visibility volumes and then test their effectiveness. This led to the development of a more robust approach, which was put forward as an amendment to UNECE Regulation 167.

The final amendment proposed include a two-stage assessment of frontal visibility volumes, ensuring that vehicles meet both a general frontal visibility standard and specific visibility in the most critical zones directly in front of the vehicle. The amendment was successfully passed by the United Nations Economic Commission for Europe (UNECE) earlier this year, ensuring that the regulation maintains its effectiveness in improving road safety for vulnerable road users.

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## MOVING THE DISCUSSION AWAY FROM ROAD DEATH

*Steven Akerman from Brian Barr Solicitors, provides food for thought as to how even 'minor' collisions can have catastrophic consequences for those suffering injuries.*

We can understand the need not to speed and to drive carefully from the perspective of collisions at higher speeds. We appreciate the danger of being engaged in texting on one's mobile device as it relates to causing a serious collision. However, there can sometimes be scepticism around low impact and thankfully, 'minor' collisions where it seems like everything will be fine.



What do I mean by 'minor' collision? I am referring to those collisions where initially, both the collision itself and the injuries sustained, seem relatively straightforward. There is some damage to the car, say to the bumper, and some cosmetic damage that is easily repaired. Those involved seem fortunate enough to be suffering from nothing but a relatively modest whiplash injury, which should resolve itself within a few months to a year. Perhaps a couple of days off work is needed. Perhaps some physiotherapy. However, it is nothing more than an inconvenience in the grand scheme of things. To be certain, no one advocates that these collisions are no big deal, but when it comes to discussing road safety, the focus (understandably) is on the very severe collisions and catastrophic injuries involving paralysis, brain injury and death.

However, I believe there is also room to focus, to a degree, on the other end of the spectrum. As a solicitor dealing with patients suffering with chronic pain or subtle brain injuries, I see firsthand how 'minor' collisions can have catastrophic effects on the lives of those involved. Seemingly innocuous injuries can develop into extremely debilitating and life changing conditions.

An individual can initially suffer from a whiplash injury from a crash that occurred, at say 10-15mph, and expect to make a full recovery. However, I have experience of cases where not only can a person not recover, but such a collision can also lead to the development of a chronic pain condition such as fibromyalgia. This condition affects all aspects of one's life. Symptoms include widespread pain accompanied by fatigue, as well as memory and mood issues. Indeed, I had a client who initially suffered from a whiplash injury. However, over the intervening months and years, the pain became more widespread and radiated from the back into the neck, hip, spine, and legs along with severe headaches and disrupted sleep. This led to a diagnosis of fibromyalgia. The condition significantly impacted both the individuals professional and personal life - my client had to reduce their working hours and family had to provide ongoing care and assistance with everyday tasks such as cooking and cleaning. My client also had a hobby that they were looking to develop into a self-employed business, which was now looking more and more unlikely.

A life turned completely upside down by a 'minor' collision.

This is but one of many cases I deal with on a day-to-day basis. Lives are irrevocably damaged as a result of what some perceive as a 'minor' collision.

We should be mindful of the fact that collisions at all speeds and types can have serious and life changing consequences down the line. It is never 'safe' to pay a little less attention or to glance at mobile or simply not to concentrate on anything but the road and those around you. Doing so can have catastrophic consequences.

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## SILENT APPROACH OF EV'S

47% of pedestrians are concerned about how quiet electric vehicles (EVs) are according to a poll conducted by Venson Automotive Solutions who also found that more than 27% of respondents had been surprised by a plug-in car's almost silent approach.

Many groups raised fear over the dangers around silent approaches of EV's in the early days before the market for such vehicles became strong. Most pedestrians, consciously and unconsciously, use their ears to prepare them for the approach of vehicles which often leads to proper, more effective looking before crossing the road and for those with impaired sight or suffering from blindness, sound is an essential safety warning.

This led to the EU researching the issue and introducing regulations to protect vulnerable road users in particular.

49% of those surveyed by Venson said they think the running noise of an EV should be a standard one that all manufacturers must use.

37% of those surveyed feel that car buyers should be able to determine the noise their EV makes in transit which could be chosen from a predetermined list of regulated options from the manufacturer.

13% believed that manufacturers should be able to have their own standard but regulated noise that differentiates their brand.

Currently, when an EV is being driven at low speed or in reverse, a noise automatically starts which can vary from artificial bells and chimes to those that mimic engine sounds or tyres moving over gravel.

26% said they would prefer EVs to have a noise that mimics a traditional ICE engine. popular choice

21% of road users would choose was a continuous low-decibel sound.

Venson says that without tighter regulation and greater consistency on the artificial noises a plug-in vehicle the safety of vulnerable road users could continue to be put at risk. It highlights academic research, published by the British Medical Journal (BMJ), that found pedestrians may be twice as likely to be hit by an EV or hybrid car compared to petrol or diesel vehicles.

## PEDESTRIANISATION OF OXFORD STREET

The Government is set to give Sadiq Khan new powers to push through his long-desired proposal to make Oxford Street traffic free under its 'partnership approach to working with cities and mayors'.

The mayor's previous attempt to pedestrianise the road was blocked by Westminster City Council - which has developed its own £90m scheme to regenerate Oxford Street, without banning traffic. The council said its plans were 'ready to go' and contractors were already preparing the site when it was told about City Hall's plans just days ago.

Mr Khan will ask the Government to establish a mayoral development corporation to deliver his plans, which provides planning powers and enables him to overrule the local authority. Westminster chief executive Stuart Love said the council needed more detail on the scheme, including how long it would take and how residents' concerns would be addressed.

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## SCOTLAND'S NEW SPEEDING CAMPAIGN

The Scottish Government along with the Scottish Safety Camera Programme, is running a new campaign asking drivers to slow down to help reduce collisions and casualties. Speeding contributes to 1 in 5 deaths on Scotland's roads, the campaign notes that safety cameras play a crucial role in reducing speed and casualties, ultimately saving lives.

Global research shows that camera sites led to 42% less fatal or serious injuries over a four-year period, while fixed camera sites reduced the number of speeders by 70% in the same time period.

Nearly half (44%) of reported casualties on Scotland's roads take place on rural roads, however because speeds are higher on these roads, they account for almost three-quarters (74%) of road deaths.

Research shows fatal collisions caused by drivers travelling at 65mph could be halved if the drivers slowed down by just 5mph.



## YOUNG DRIVERS

A concerning pattern of poor habits was found in a survey of 1,000 full licence holders between the ages of 18 and 26 conducted by the road safety organisation IAM RoadSmart.

According to data from the Department of Transport (DfT), one in five drivers had a crash within a year of passing their driving test. An additional 5,000 persons were killed or gravely injured in a collision involving a young driver, underscoring the significance of giving your whole attention when operating a vehicle.

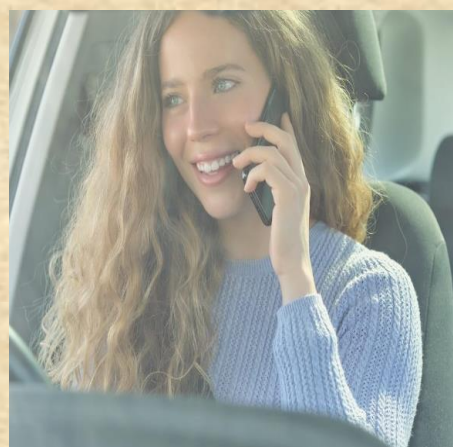
31% of young drivers who participated in a recent survey about their driving practices admitted to capturing photos or videos while operating a vehicle.

57% of those who openly acknowledged this went on to post it on social media.

41% of respondents had driven when fatigued, and almost 1 in 6 had texted while behind the wheel. A driver who uses a mobile phone while operating a vehicle faces a £200 fine and six points on their licence.

5% of young drivers have driven while impaired by drugs or alcohol.

It's important to highlight that, despite the findings, 90% of respondents said they always respect traffic laws.





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## NEW CHAIR OF TRANSPORT COMMITTEE

Ruth Cadbury has been elected as the chair of the Commons Transport Committee for the new Parliament, following a ballot of MPs.

She has been the Labour MP for Brentford and Isleworth since 2010 and has served two previous stints on the committee. She has also been a shadow minister.

Ms Cadbury described it as

‘a great honour’ to be elected by MPs from across the House of Commons. Transport touches every aspect of our lives, from getting to work to seeing our loved ones and ensuring we can buy the goods we need. Furthermore, the local transport challenges vary considerably across the country. Working cross-party, this Committee will continue to champion the sector and consumers across the country. I can’t wait to start working with my new colleagues on holding the Government and service providers to account.’



## MOTORCYCLING IN THE EU

There is a string emphasis with the EU about the Safety of Motorcyclists and their vulnerability with the acceptance that motorcycling is not just an efficient and cost-effective means of transportation but also a popular leisure activity for many riders. However, motorcyclists are among the most vulnerable road users and face significant risks. Despite making up only a small percentage of vehicles on the road, they account for a disproportionately high number of traffic fatalities. In 2022 alone, there were 3,361 motorcycle-related deaths in the EU.

While fatalities have decreased by 20.8% from 2011 to 2022, these numbers still highlight the persistent dangers motorcyclists face. Ensuring their safety is not just a matter of reducing statistics, it is about saving lives and preventing the profound grief that follows such tragedies.



Five infographics have been produced in order to highlight the concerns in the EU with the support of the European Traffic Safety Council and the European Charter

## TRANSPORT TRAFFIC SAFETY ROADS 2024

Have you booked your place for Transport Traffic Safety Roads Conference in Cardiff on 21<sup>st</sup> October 2024. To do so got to <https://www.grahamfeest.com/gfc-events/transport-traffic-safety-roads-2024/cardiff-2024/>

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## LITHIUM-ION BATTERIES

New research has found that last year UK fire services attended almost three fires a day linked to lithium-ion batteries, which are now common in electric vehicles, bikes and scooters.

Freedom of Information requests from business insurer QBE found a 46% jump in the number of fires linked to the batteries in 2023 compared with 2022. The data suggests that almost a third (29%) of lithium-ion fires involved e-bikes - accounting for 270 recorded fires in 2023, up from 158 in 2022: an increase of more than 70%.

Fires involving electric buses increased by 22% last year while blazes involving electric trucks quadrupled. Fires involving e-scooters rose by 7% (117 to 125).

The data also shows that fires involving electric cars increased by 33% from 89 nationally in 2022 to 118 in 2023; however, there are now around 1.2 million zero-emission fully battery electric cars on UK roads.



The London Fire Brigade recorded the highest number of lithium-ion fires last year (378), followed by Lancashire Fire and Rescue Service (70) and Avon Fire and Rescue Service, which covers Bath and Bristol (57). Greater Manchester reported fewer lithium-ion fires (24) and West Sussex (25).

## LOW BRIDGE COLLISIONS

1,500 to 2,000 incidents in which buses and trucks collide with low bridges happen every year in the UK, costing millions of pounds in repairs, traffic delays, train derailments as well as significant vehicle repair costs and service interruptions. Network Rail has estimated these incidents cost them about £23 million per year in inspections, bridge repairs and compensation for delayed trains.

Thankfully, forward thinking technology companies and training providers have come up with a range of alert systems and modules to help bus and truck drivers avoid such catastrophic situations.

Bus operator Stagecoach has rolled out low bridge detection functionality across its nationwide fleet of double decker buses, equating to more than 4000 vehicles in a £4m project. Using a simple traffic-light-like LED system on the dashboard, the intelligent GreenRoad system uses GPS vehicle location data and mapping services to alert the driver to nearby low bridges, in the form of an in-cab alert.



Also, XPO Logistics has successfully used VUE's Low Bridge Alerting System (LBAS) during day and night distribution runs from its depot in Bury St Edmunds, Suffolk. The VUE Low Bridge Alerting System uses telematics to automatically warn a truck driver when low bridges pose a strike risk along the route.



## TAILGATERS

A significant number of drivers do not provide adequate space when following learner drivers, according to recent research conducted by the AA Driving School. The survey revealed that 13% of drivers admitted to not leaving sufficient space in front of them when trailing a car displaying L plates, with 2% confessing to tailgating learners.

The findings highlight that younger drivers are more likely to engage in this risky behaviour compared to their older counterparts. Specifically, fewer young drivers report leaving extra space when following a learner, and they are more prone to tailgating.

Additionally, the research showed that 25% of respondents are more inclined to overtake a learner driver, with this tendency being more prevalent among younger drivers. In Northern Ireland, almost half (49%) of drivers admitted they would be likely to overtake a learner, making it the region with the highest incidence of this behaviour.

The AA Driving School's findings echo a similar survey conducted five years ago, indicating that attitudes towards learner drivers have not significantly improved over time. The research serves as a reminder of the need for continued awareness and education around safe driving practices, particularly in relation to inexperienced drivers.

The AA Driving School also explored driver attitudes towards newly qualified drivers displaying P plates. Nearly a third (28%) of drivers admitted to not leaving extra space or tailgating those with P plates. Furthermore, 14% of drivers confessed to getting impatient when following a learner driver, and 18% admitted to changing routes to avoid them.

Despite these concerns, the survey also highlighted positive behaviours, with two-thirds of drivers indicating they would give way to learner drivers.



## CRASHING ON TEST

The Driver and Vehicle Standards Agency received a Freedom of Information request from the transport policy and the RAC Foundation, which sought the annual number of road collisions that happened during driving tests between 2020 and 2023.

According to the data, 1,488 student crashes occurred during practical tests throughout the course of the four years. The 538 recorded occurrences, last year showed the highest number of collisions during driving tests in a calendar year and in 16 per cent (85) of these crashes, at least one person sustained injuries.



Over the course of the four-year period, 247 crashes—or 17% of all crashes—involved injuries to persons who were taking driving tests. It is uncertain how many of the 1,488 collisions were the fault of the driver with the provisional licence because the DVSA's figures do not allocate responsibility.

We do know, however, that if the typical number of driving examinations had been administered in 2020 and 2021, the numbers would have been higher.

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## ENFORCING THE LAW BY USING BUSES

Police officers in Cambridge with the support of Stagecoach who provided the bus and driver have been using buses as part of a crackdown on drivers using mobile phones.



Officers from the Cambridge City Neighbourhood team spent a couple of hours aboard a sight-seeing double decker bus on the lookout for drivers using their mobile phones at the wheel.

Three drivers were stopped and given tickets which carry a minimum penalty of a £200 fine and six penalty points while many others were given words of advice.

## ON LINE GAMING TO CHANGE ATTITUDES

West Mercia's police and crime commissioner, John Campion has earmarked £72,327 for a two-year MORSE youth scheme, which aims to improve road safety by giving 1:1 support to children and young people convicted of driving offences. The project will be delivered by the West Mercia Youth Justice Service (WMYJS) in partnership with Your Support Services (YSS). Under the project, online gaming activity will be used to appeal to 12 to 17-year-olds to help identify and reduce impulsive thinking.

## JOURNEYS

New Government statistics show it's clear many people feel they have no viable alternatives to the car for the trips they need to make has been highlighted by the RAC.

The National Travel Survey data, published on 28<sup>th</sup> August, shows while 81% of journeys under one mile in length in 2023 were made by foot, 17% were made by car or van.

For journeys between one and five miles, 69% were made by car or van, compared to 19% by foot and 6% by bus. Between five and ten

miles, 83% of journeys were made by car or van. The survey results remain similar to 2022.

The data also shows most trips are relatively short. In 2023, 25% of trips were under one mile, and 71% under five miles. These proportions of short trips were broadly consistent with 2022 and 2019.

## JUST IN TIME

Rotherham Council is installing automatic number plate recognition (ANPR) cameras at five 'key sites' under new powers to enforce moving traffic offences. The highway authority said the cameras will allow enforcement against drivers who are putting themselves and others at risk by driving through pedestrian zones and making other illegal manoeuvres.

It said motorists have ignored restrictions at the sites for a number of years, with police officers previously needed on site to catch offenders. The enforcement powers under Part 6 of the Traffic Management Act (2004) were not available to English councils outside London until 2022, when the previous government invited authorities to apply on a case by case basis, before freezing the rollout to new authorities earlier this year.

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## MOTORCYCLING ACROSS THE WORLD



iRAP (the International Road Assessment Programme) is the umbrella programme for Road Assessment Programmes (RAPs) worldwide that are working to save lives. Like many life-saving charities working in the public health arena, they use a robust, evidence-based approach to prevent unnecessary deaths and suffering. The Risk Mapping, Star Rating, Safer Roads Investment Plans and Policy and Performance Tracking tools are helping partners across the world.



Worldwide, the use of Powered Two Wheelers (PTW) is growing rapidly and as a result PTW users are estimated to be the largest group being killed on the world's roads. It is estimated that PTW users suffer almost 7 million deaths and injuries each year on the world's roads.

A newly updated report draws on safety assessments performed around the world using the standardized iRAP methodology to provide invaluable insights into the standard of infrastructure provided for PTWs worldwide.

The interactive Powered Two Wheelers and Road Infrastructure Safety report includes data for almost 500,000km of roads that have flows of PTWs in more than 80 countries. The report enables users to filter the data by country, region, area type, flow and speed.



The report highlights the often-perilous state of roads for PTWs, with less than a third (29%) of roads where PTWs are present being rated 3-stars or better (out of 5 stars). The percentage rated 3-stars or better drops to 20% for roads where speed limits are greater than 60km/h - speeds at which risk of death and serious injury are amplified.

The report provides invaluable insights into the opportunities for safety improvements:

Just 22% of intersections have protected turn lanes (such as roundabouts) and less than half of intersections (47%) have street lighting.

Only 16% of roads have paved shoulders, which often allow motorcycles to be passed by 4-wheeled vehicles without leaving the main roadway in rural areas.

Just 29% of roads are divided, which is a significant factor in head-on crashes.

Only 17% of roadsides are safe, which is a significant factor in run-off road trauma.

Less than 1% of roads have dedicated motorcycle carriageways, such as those found in Ouagadougou, and South East Asia.

PTW are particularly sensitive to the road surface, but 29% of the roads assessed do not have good pavement condition and skid resistance.

Vehicle operating speeds are at or below speed limits on only 41% of roads, indicating a need for better efforts to ensure compliance.

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## BUSINESS DRIVERS AND MOBILE PHONES

A video, developed to help reduce the use of hands-free phones by business drivers, aims to debunk the myth that it is safer than using a hand-held device.

Despite being legal, research studies have demonstrated that hands-free calls can be just as distracting as hand-held calls while driving.

As a result, an increasing number of companies are bringing in policies to ban both hand-held and hands-free calls while driving for work - but face an uphill task in convincing drivers to adhere to such policy.

Grounded in behavioural change theory, the video, which was funded by The Road Safety Trust, was developed and produced by the Kier Group, Kier Foundation and Nottingham Trent University and has been rolled out by the Kier Group to its staff.



The project used a survey of 400-plus company drivers and a focus group of experts to identify current 'myths' that people who drive for work rely on to justify hands-free use while driving, and to then create a road safety video that debunks them.

The myths included: hands-free is legal, so it must be safe; driving is 'dead time'; hands-free is safe because your eyes are on the road and hands are on the wheel; and hands-free is no different to talking to a passenger.

The video, created in collaboration with Esitu Solutions, was evaluated in a study that compared mobile phone use, and attitudes towards mobile phone use (both hand-held and hands-free), for a group of drivers who watched the video and a control group who watched a road safety video unrelated to phone use. Analysis demonstrated clear improvements in safety-related attitudes regarding mobile phone use while driving in the intervention group compared to the control group.

When asked directly whether the myth-busting video had changed their understanding of the dangers of mobile phones, 95% said that their knowledge of the dangers of mobile phone use had increased, while 80% said that they would limit or completely avoid hands-free mobile phone use while driving in the future.

The video is available on The Road Safety Trust website <https://www.roadsafetytrust.org.uk>

## TYRE SAFETY MONTH

October is Tyre Safety Month, and is TyreSafe's flagship campaign dedicated to raising awareness about the critical role tyres play in road safety. With an overarching goal of reducing the number of tyre-related incidents on our roads, Tyre Safety Month has become an annual fixture, bringing attention to the importance of regular tyre maintenance.

More information about the campaign this year is available at <https://www.tyresafe.org/campaigns/tyre-safety-month/>