

# **2020 vision – the next iAM RoadSmart Manifesto**

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**Today's session will be about:**

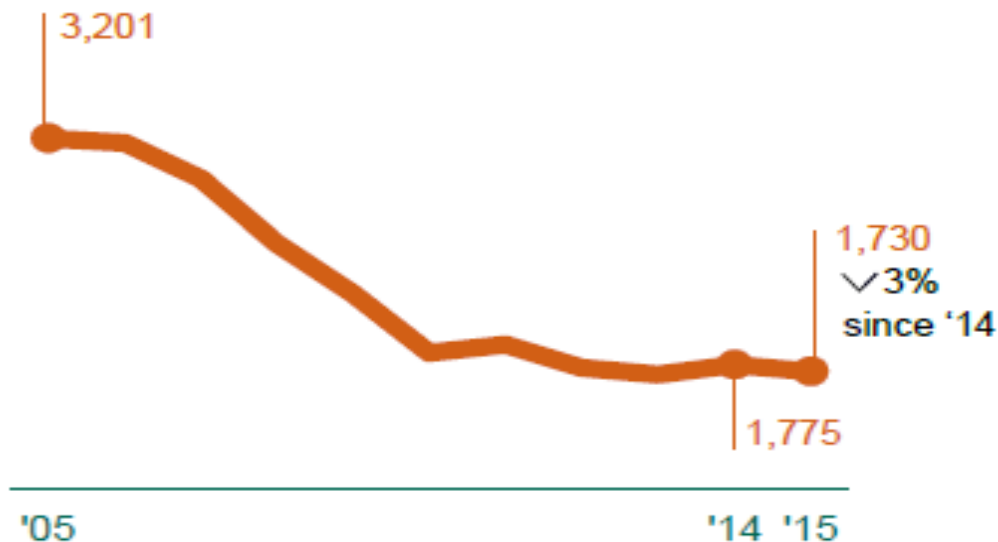
- ☛ **The current road safety scene in numbers**
- ☛ **Developing the next IAM RoadSmart Manifesto**
- ☛ **Your ideas on research as we move into our next phase of development**



# The current Road Safety Situation

- 2015 deaths – 1730 – second lowest on record
- Fatalities almost halved in the last decade
- Traffic is rising again - 1.6 % last year
- UK is consistently in top three/four safest countries in the world – Norway/Malta/Sweden
  
- BUT – statistically the number of deaths has remained unchanged since 2011 – we are flat lining!

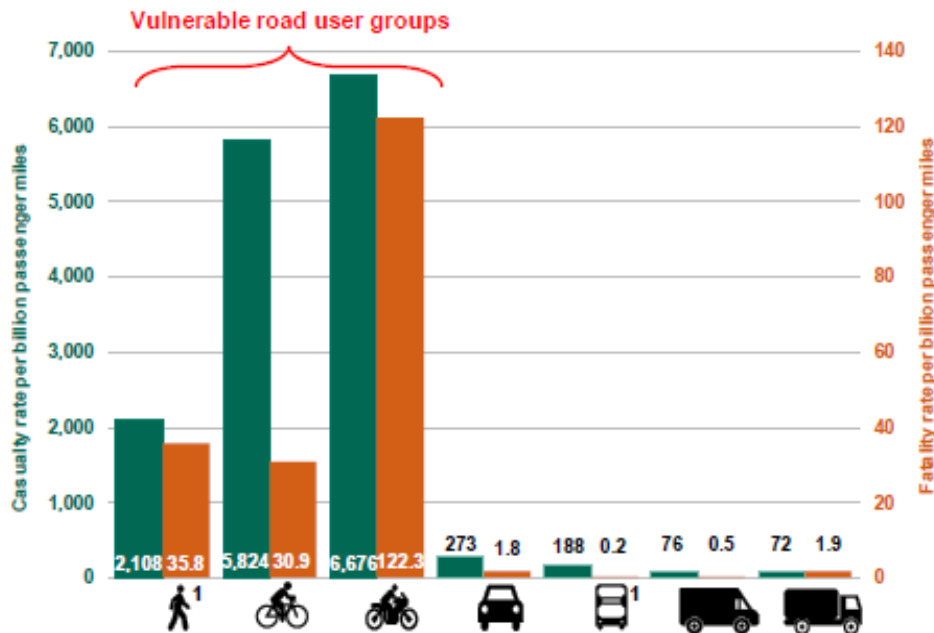
Fatalities in reported road accidents: GB, 2005-2015



# Not all good news.....

- Vulnerable groups now outnumber car occupants in overall terms
- Increases in serious biker injuries
- Older pedestrians a growing issue
- Van drivers showing an increase

Chart 2: Casualty and fatality rates per billion passenger miles by road user type: GB, 2014



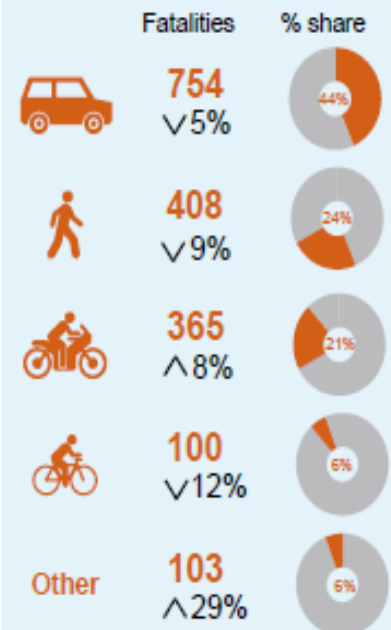
1. Pedestrian and bus passenger based on 2014 mileage figures scaled up for population growth.

## Useful links

National Travel Survey, 2014: [www.gov.uk/government/statistics/national-travel-survey-2014](http://www.gov.uk/government/statistics/national-travel-survey-2014)

Annual bus statistics: year ending March 2015: [www.gov.uk/government/statistics/annual-bus-statistics-year-ending-march-2015](http://www.gov.uk/government/statistics/annual-bus-statistics-year-ending-march-2015)

## Fatalities by road user type (compared with 2014)



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## Factors that effects road casualty numbers....

- The distance people travel (linked to the economy)
- The mix of transport modes used
- Behaviour of drivers, riders and pedestrians
- Mix of people using the roads
- External effects such as the weather
  
- Link between deaths on the road and the economy is now well proven
  
- Increase due to economy balanced by:
  - Safer Cars?
  - Safer Roads?
  - Safer Drivers?
  - New laws?
  
- Its all getting more complex to predict!!!!
  
- We still need to influence government

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# Past IAM RoadSmart Manifestos

Political parties start their manifesto process at least two/three years out from an election - next election will be in May 2020.

“A good manifesto should be about you, be short and be succinct”:

- Our 2010 Manifesto was four pages long – it had seven sections and was rather ‘wordy’
- Our 2015 Manifesto was two pages long but contained 8 sections and no less than 43 bullet points!!!
- A lot of the things we asked for have happened or are progressing but we need a sharper Manifesto for the next election
- We need your support and knowledge!



## IAM Election Manifesto

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The IAM's road safety manifesto – 2015 election

Road crashes still cost the UK economy £16 billion every year. No government can afford to be complacent about road safety, continuing to reduce the numbers killed and injured on our roads will be an even greater challenge in the future. The IAM is Britain's largest independent road safety charity and our work already delivers £128 million of financial benefit to society. The IAM's key road safety goals for the next parliament are laid out over the following pages.

# 2015 IAM RoadSmart Manifesto Themes

- Protecting the vulnerable
- Continuing driver and rider development is the key to safer roads
- Leadership is essential for sustainable road safety
- Motorcycling has a key role in transport policy
- Reducing young driver risk
- Driver risk management
- Keeping older drivers safer for longer
- Supporting the law abiding on our roads

What should we keep and what should we change?

What will be the key themes for 2020?



# What should we talk about in 2020?

- Young/new drivers
- Older drivers/ageing population
- Brexit
- Transition to driverless cars v freedom
- Environmental impact of emissions
- Cost of motoring esp insurance
- Protecting bikers, cyclists and pedestrians
- Growth of 20mph/car free zones
- Road investment/potholes/maintenance
- In car distraction
- New roadside technology
- Health and wellbeing
- Good business practice
- Enforcement and penalties
- And.....





# IAM RoadSmart Research

- **Still one of the few independent road safety research bodies in the UK**
- **Award winning research pedigree**
- **Publish 2/3 reports a year**
- **Looking into a new research award and conference on Human Behaviour in 2017**
- **Reports published this year include :**
  - **Value of accidents**
  - **Safety Culture Index 2**
  - **Evaluation of Advanced Driving**
  - **Web polls and bespoke surveys**
- **So what next??????**



**Thank you for listening**

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