Oxfordshire - Safe Roads through Vision Zero to 2030

January 2024

Document information

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Contents

1. Executive Summary

1a. Introduction

Vision Zero focuses on a whole safe system approach that starts with a simple premise - no human being should be killed or seriously injured as the result of a road collision; whichever mode of transport you are using. Whilst there has been a long-term downward trend in reported road collisions and injuries both nationally and in Oxfordshire, recent figures show road safety collisions and injuries are now on the increase, and we need to take a zero-tolerance attitude to having anyone else killed or seriously injured on Oxfordshire's roads.

Therefore, in order to improve road safety for all road users in Oxfordshire we will be adopting a Vision Zero approach that ensures that our need to travel does not compromise the well-being of ourselves or others. Road safety is a collective responsibility that involves all of us.

Our commitment to Vision Zero was confirmed by the County Council's Cabinet on 21st June 2022 [1]. Our Local Transport and Connectivity Plan (LTCP) adopted in July 2022, was a first step in supporting this commitment.

Following adoption of the LTCP, we formally launched our Vision Zero intent at a stakeholder summit on 24th November 2022. This strategy builds on the LTCP and Vision Zero work to date and outlines how we will achieve our Vision Zero target of zero fatalities and serious injuries from road collisions by 2050, with a 50% reduction by 2030.

1b. Road safety context

There are a number of key policies and strategies at the national and local level that provide context for our road safety work. Nationally, the Department for Transport (DfT) formulate and lead Road Safety strategy and policy across the UK. The key national strategies and legislation are:

- **Strategic Framework for Road Safety** (Strategic Framework for Road Safety) – Sets out the UK government's strategic framework for road safety and policies to reduce road deaths in Britain.
- **Road Safety Statement '*A Lifetime of Road Safety*'** (The road safety statement 2019: a lifetime of road safety) – Details the safer system approach and is supported by a two-year action plan.
- **Road Traffic Act 1998** (Road Traffic Act 1988) – The county council has a statutory duty under section 39 to take steps both to reduce and prevent collisions.
- **Highways Act 1980** (Highways Act 1980) – The county council has a duty to manage and maintain their road network under section 41.

This strategy aligns with and supports a number of Oxfordshire County Council strategies. These include:

- **Strategic Plan** (Our strategic plan 2022 - 2025 - Oxfordshire County Council) – Vision Zero supports and aligns with the council's corporate priorities.

[1]. (Vision Zero Nov22 Cabinet (oxfordshire.gov.uk).

- **Local Transport and Connectivity Plan (LTCP)** – The LTCP has road safety commitments and includes our Vision Zero policy and targets.
- **LTCP area and corridor travel plans** – The area and corridor travel plans will outline how the LTCP policies are delivered in specific geographic areas.
- **Active Travel Strategy** (Active Travel Strategy - Oxfordshire County Council) – The Active Travel Strategy focuses on encouraging and supporting active travel modes, including the delivery of our Local Cycling and Walking Infrastructure Plans (LCWIP). Vision Zero is as a necessary enabler and supports our ambitions around Active Travel across Oxfordshire.

Locally, we also conduct analysis of road safety data that we receive from Thames Valley Police[2]. Between 2017 and 2021, 128 people were killed on Oxfordshire roads, with 1127 seriously injured. During the COVID-19 pandemic there was a reduction in road collisions, but the 2022 trend is an upward one[3].

1c. Vision Zero background

Vision Zero is a safe system road safety concept that originated in Sweden in the 1990s. Vision Zero focuses on a whole safe system approach. This is rooted in the belief that every traffic death is a result of human failure.

By focusing on the safe system approach the aim is to create a comprehensive and holistic approach to making our streets, roads, and roadsides safer. This ensures Vision Zero is not just a technical solution but also encourages a cultural and behavioural shift towards a more human-based, compassionate, and inclusive approach to road safety.

The Vision Zero whole system approach encompasses 5 aspects:

- **Safe Roads and Roadside**: Designing roads and streets that are safe and forgiving, that are self-explaining, with features such as speed calming measures, clear signage, segregation of cyclists and vehicles where possible, and safe crossings. Restrictions and measures are supported with appropriate enforcement.
- **Safe Vehicles**: Encouraging the use of vehicles with advanced safety features that reduce the risk of collisions, such as automatic emergency braking systems, and lane departure warnings, which provide high levels of protection to vehicle occupants should a collision occur.
- **Safe Speeds**: Reducing vehicle speeds to levels that are safe for all road users, including pedestrians, cyclists, equestrians, motorcyclists, and motorists.
- **Safe Users**: Promoting safe behaviour changes by all road users through road safety education, enforcement, and community outreach. Improved road safety for road users also encourages mobility, and sustainable active travel mode shifts.
- **Post Collision Response**: Ensuring a holistic Post Collision Response that prioritises scene safety and stabilisation, from the initial first aid, all the way through to collision analysis and reviews, learning from investigations, and effective and long-term post collision care.

2. Road casualties | Oxfordshire County Council
3. Road casualties | Oxfordshire County Council

1d. Safe system strategy

This chapter includes further detail about each of the five safe system aspects. For each aspect of the safe system strategy, we have outlined our high-level aims. These are then supported by specific actions that we will be taking to work towards our delivery of Vision Zero. All of the actions are summarised in our action plan (Annex A) along with further detail about how they will be delivered, who will deliver them and how they align to our outcomes. The action plan is a living document so it will be updated as actions are completed and delivered, and as new priorities emerge.

The safe system strategy has been developed with input from our Vision Zero stakeholder steering group. The group includes a range of local and national road safety partners and represents all modes of transport. We would like to thank our stakeholders for sharing their knowledge and for their supporting input.

1e. Vision Zero committed delivery programme

The County Council has initially allocated £4m to support Vision Zero delivery for infrastructure improvements. This funded Vision Zero Delivery Programme plan (Annex B) will help to support delivery of the actions identified in the action plan.

1f. Local Targets and Performance monitoring

Our LTCP includes the overall Vision Zero target of zero road fatalities or serious injuries by 2050. This headline target sets our overall countywide ambition. However, it is recognised that for some high-density urban locations it should be possible to achieve our target before 2050. As such, specific targets for high-density urban environments have been identified within this strategy (Annex C).

It is also important to understand the ownership of actions and to measure our delivery success using performance indicators. The performance indicators identified within this strategy are a way to measure our Vision Zero performance going forward (Annex C).

2. Foreword

As your cabinet member for Transport Management, I very much welcome our commitment to Vision Zero, and fully support its holistic safe system approach. This Vision Zero Strategy underscores our aims to ensuring the safety and well-being of everyone who uses Oxfordshire's roads comes first.

Oxfordshire is experiencing a rise in road safety incidents, causing pain and loss within our communities. Every life lost on our roads is a tragedy, and we are resolute in our commitment to prevent such occurrences. Vision Zero is not just a strategy, it's a philosophy that declares injuries and fatalities on our roads is unacceptable. It challenges us to reimagine our roads, prioritise our vulnerable road users, and foster a culture of responsible transportation. Vision Zero aims to take us all further and ensure we all understand road use is not just about safety, it is about equity as well; we must ensure that we have a road network that is accessible and safe for everyone, regardless of age, ability, or mode of transport.

We are all road users, and we share responsibility to prioritise safety when using Oxfordshire roads. Vision Zero's safe system approach encompasses a wide range of approaches from road safety infrastructure improvements to data driven decision making, but positive behaviour changes are very much at the heart of the safe system. Public awareness and education are vital components, making Vision Zero a community-wide effort.

So, as we start our Vision Zero journey, we very much welcome your input, collaboration and support in making our roads safer, and together we can achieve our Vision Zero target of Zero road deaths and serious injuries by 2050.

I would like to thank all our Vision Zero Stakeholders who have contributed to this strategy, your knowledge and expertise have been invaluable.

Councillor Andrew Gant

Cabinet Member for Transport Management

3. Introduction

Vision Zero focuses on a whole system approach that starts with a simple premise - no human being should be killed or seriously injured as the result of a road collision. This is rooted in the belief that every traffic death reflects a failure in the system, and that none are acceptable. It provides a methodology to view all aspects of the system interacting with each other and road network risks, to prioritise road safety interventions.

It is heart-breaking when we learn of any tragic death or serious injury on Oxfordshire's highway network. Whilst there had been a long-term downward trend in reported collisions and injuries in the county, unfortunately recently there has been an upward trend. We need to take a zero-tolerance attitude to having anyone else killed or seriously injured.

Therefore, in order to improve road safety, we have adopted the Vision Zero approach. Our aim is to have a safer, healthier, and more equitable road transport mobility for all, where no one is killed or seriously injured in road traffic collisions.

Our commitment to Vision Zero was confirmed by the County Council's Cabinet on 21st June 2022. Our Local Transport and Connectivity Plan (LTCP), adopted in July 2022, was a first step in supporting this commitment.

The LTCP outlines our long-term vision for transport and travel in the county and the policies required to deliver this. The LTCP includes a Vision Zero policy that sets out that we will:

- Adopt the Vision Zero approach, which eliminates all fatalities and severe injuries on Oxfordshire's roads and streets; and to have safer, healthier, and more equitable mobility for all.
- Work closely with partners and stakeholders to take a whole system approach meaning working together on infrastructure, behaviour, technology and legislation to achieve this change.

Following adoption of the LTCP, we formally launched our Vision Zero programme at our stakeholder summit on 24th November 2022. This strategy builds on the LTCP and Vision Zero programme work to date and outlines how we will achieve our targets.

We do not underestimate the challenges of implementing Vision Zero. It is a challenge that requires political and social commitment, including technical expertise, and financial investment. The council have begun Oxfordshire's Vision Zero journey, and we are excited to share this journey with our residents, stakeholders, and road safety partners.

4. Road safety context

This chapter provides an overview of the road safety context both nationally and locally within Oxfordshire. This is helpful for understanding the laws, powers, and duties around road safety at the national and local level. The section also provides an overview of road safety data trends in Oxfordshire, to help provide an understanding of the current situation.

4a. National Context

Nationally, the Department for Transport (DfT) formulate and lead on road safety strategy and policy across the UK. The Strategic Framework for Road Safety (published in 2011 and updated in 2013 (DfT Strategic Framework for Road Safety) sets out the UK government's strategic framework for road safety and the package of policies to reduce road deaths across Britain. The Road Safety Statement 'A Lifetime of Road Safety' (DfT Road Safety Statement), details the safer system approach, supported by a two-year action plan aimed at addressing road safety issues throughout the lifetime of road users.

The DfT also support a host of road safety measures including the Safer Road Fund, focused on improving safety of the most dangerous roads in Britain, and it has recently launched the UK's first ever investigation branch [4] focused solely on road safety.

There is also national legislation that requires the County Council to conduct road safety work. The council has a statutory duty under section 39 of the Road Traffic Act 1988 to take steps both to reduce and prevent collisions. The council also has a duty to manage and maintain their road network under section 41 of the Highways Act 1980 [5].

Other Local Authorities who have taken a Vision Zero approach and adopted an associated Vision Zero strategy and action plan are:

- Transport For London
- Kent County Council
- Leeds City Council
- Gloucestershire County Council
- Liverpool City region
- Essex County Council

The Police have a key role in road safety. They actively enforce traffic laws, promote road safety, and contribute to the overall goal of reducing road fatalities and injuries.

The National Police Chief's Council (NPCC) issued their National Roads Policing Strategy in 2022 [6] which details their national road safety approach. The police have identified the four leading causes of road collisions on UK roads to be speeding, drink and drug driving, not wearing a seatbelt and distracted driving. These four leading

[4] Government launches country's first ever investigation branch focused on road safety - GOV.UK (www.gov.uk)
[5] Highways Act 1980 (legislation.gov.uk)
[6] NPCC National Roads Policy Strategy 2022 - 2025

causes of road collisions are all traffic offences and often referred to as 'The Fatal 4' [7].

Also, recently some police forces such as Devon and Cornwall, are also adding 'careless and inconsiderate driving', to the list of leading causes. Thames Valley Police are Oxfordshire's Police force, and they also provide an online portal for reporting road traffic incidents Report a road traffic incident | Thames Valley Police

4b. Oxfordshire Context

Vision Zero is a priority for the council, and aligns with the Council's corporate priorities, in particular:

- Put action at the heart of our work to address the climate emergency.
- Prioritising the health and wellbeing of our residents.
- Invest in an inclusive, integrated, and sustainable transport network.

This strategy also aligns with our LTCP, which has firm commitments around road safety and includes our Vision Zero policy and targets. Our LTCP enables Oxfordshire County Council to have a comprehensive and integrated approach to our transportation ambitions to improve overall mobility, sustainability, and safety, whilst also allowing its supporting strategies to have very focused aims.

Vision Zero will also form part of LTCP area and corridor travel plans. The area and corridor travel plans will outline how the LTCP policies are delivered in specific geographic areas. We will ensure Vision Zero is embedded as a key part of this process. Vision Zero has been included in our first area travel plan, the Central Oxfordshire Travel Plan https://www.oxfordshire.gov.uk/residents/roads-and-transport/connecting-oxfordshire/central-oxon-travel-plan), as action number 10.

Vision Zero is also seen as a necessary active travel enabler and supports our ambitions around active travel across Oxfordshire. Our Active Travel Strategy focuses on encouraging and supporting active travel modes (walking, wheeling, cycling), which are key to delivering our transport plans for the next 10 years. Active travel is a core component of schemes such as School Streets and Local Walking and Cycling Infrastructure improvements.

But whilst this Vision Zero Strategy aligns with several of our other strategies and policies, it is very much a core strategy which will enable a new and different approach to road safety be embedded at Oxfordshire County Council.

Geography and Place

In 2021 Oxfordshire had a population of 725,300[8], this is an increase of 71,500 (10.9%) since the last census in 2011. This level of increase was higher than the national average seen across England (6.6%). Between now and 2030, Oxfordshire's population is expected to rise from 725,300 to 853,500 residents. Although there is the expected population increase, it does not necessarily mean that there will be increase in road collisions or fatalities as a result. In 2015, DfT reported a 15% population

[7] House of Commons - Transport Committee - Road traffic law enforcement (parliament.uk)
[8] Office for National Statistics 2021 Census Census - Office for National Statistics (ons.gov.uk)

increase across the UK from 1940 to 2015, but a road fatality decrease of 63%over the same period[9].

Beyond the historic city of Oxford, the county has a thriving network of villages and market towns, with fast-growing towns from Banbury and Bicester in the north of the county to Witney in the west, and Didcot, Abingdon, and Henley in the south. In total there are 26 towns and 584 villages within Oxfordshire.

Other than most parts of the city of Oxford, Oxfordshire is currently 'parished' and there are 15 town councils, 233 parish councils and 68 parish meetings.

Within Oxfordshire there are over 2,600 miles of roads, 175 miles of cycleway routes including 4 National Cycling Network Routes (NCN's), and 2,646 miles of Public Rights of way.

4.57 billion vehicle miles were travelled on our roads across Oxfordshire in 2022[10] and there are around 325,000 vehicles registered within our local authority's area. Car ownership is also higher in Oxfordshire than the national average, with 84% of households having access to one or more cars or vans compared to 76% nationally.

Data Trends

Data on road traffic collisions resulting in death or personal injury is supplied to us by Thames Valley Police in accordance with the national data system on road collisions, as overseen by the DfT. This is sometimes referred to as killed or seriously injured (KSI) data.

This data is used to inform a wide range of the Council's work areas on road safety and road network improvements, including new developments and infrastructure. It is also used to provide an annual report of the road collision and road injury trends in the county, as well as an Oxfordshire comparison with our neighbouring authorities. The reports also detail the road safety data trends as seen nationally. These annual road safety and casualty reports can be accessed at https://www.oxfordshire.gov.uk/residents/roads-and-transport/road-safety/road-casualties

Each year on Oxfordshire's roads there are:

- An estimated 30,000 collisions of all types (including those resulting in injury and those only resulting in damage to vehicles / property).
- Approximately 1,250 reported injury collisions.
- Approximately 30 deaths, 245 serious injuries and nearly 1,250 slight injuries reported.

Many road collisions and near misses are however not reported to the police. It is therefore acknowledged that the actual number of collisions and injuries on our roads is considerably higher than those analysed, and this is one area of road safety data we are aiming to improve. The above estimate of 30,000 collisions per year in Oxfordshire is from information obtained by the police from insurance companies at the national level. The proportion of collisions included in the police reports appears to be reasonably stable, and a very similar picture is found in other areas outside the

[9] Factors affecting reported road casualties (publishing.service.gov.uk)
[10] Road traffic statistics - Local authority: Oxfordshire (dft.gov.uk)

county. The information therefore allows trends in road safety to be assessed with a good level of confidence.

This helps us to understand the extent of road safety incidents. The Council does also receive high level road safety injury data from our local NHS A&E services on the number of people they treat for injuries sustained in traffic collisions. This provides a further source of information that is used as part of the Council's road safety work.

There has over the longer term been a downward trend in reported collisions and injuries, reflecting a very wide range of factors such as road improvement schemes, improved vehicle safety and national and local measures to improve the training and skills of road users. However, despite a longer-term reduction, the number of road deaths and serious injuries has increased in recent years. The number of people killed or seriously injured (KSI) on Oxfordshire's roads increased between 2019 and 2022. The number of KSI did not fall significantly in the intermediate years of 2020 (225 KSI) and 2021 (243 KSI) despite lower traffic levels due to the COVID-19 pandemic.

Our latest 2022 road safety data indicates there was an increase in road collisions in 4 of our districts, Cherwell, Oxford, Vale of White Horse, and West Oxfordshire, with a slight decline in South Oxfordshire, as seen in the graph below:

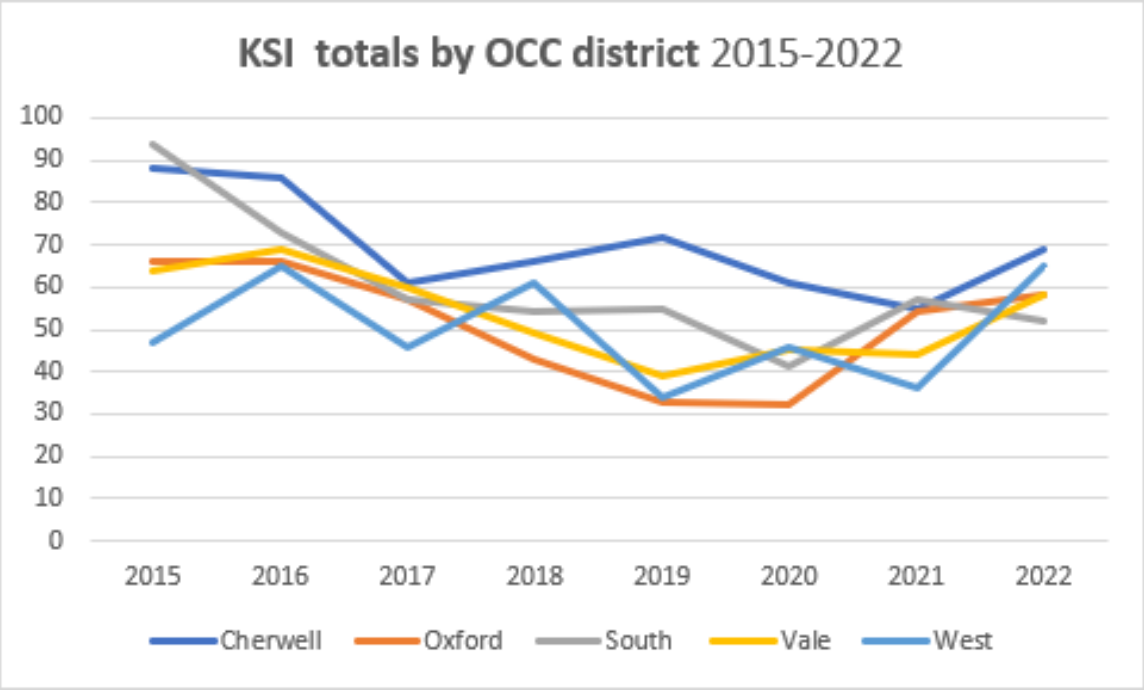


Image 1 – Graph showing Oxfordshire Road traffic casualty (KSI) totals by district from 2015 to 2022.

Our Vision Zero aim is to reduce all road fatalities and serious injuries to zero by 2050. The future trajectory graph below shows that an average KSI reduction of 19 fatalities and serious injuries per year is required to meet the 2030 target from the 2022 base data. From 2030 there would then need to be an average KSI reduction of 8 fatalities and serious injuries per year to meet our 2050 target. It should be noted that this is an indicative average reduction and not a projection.

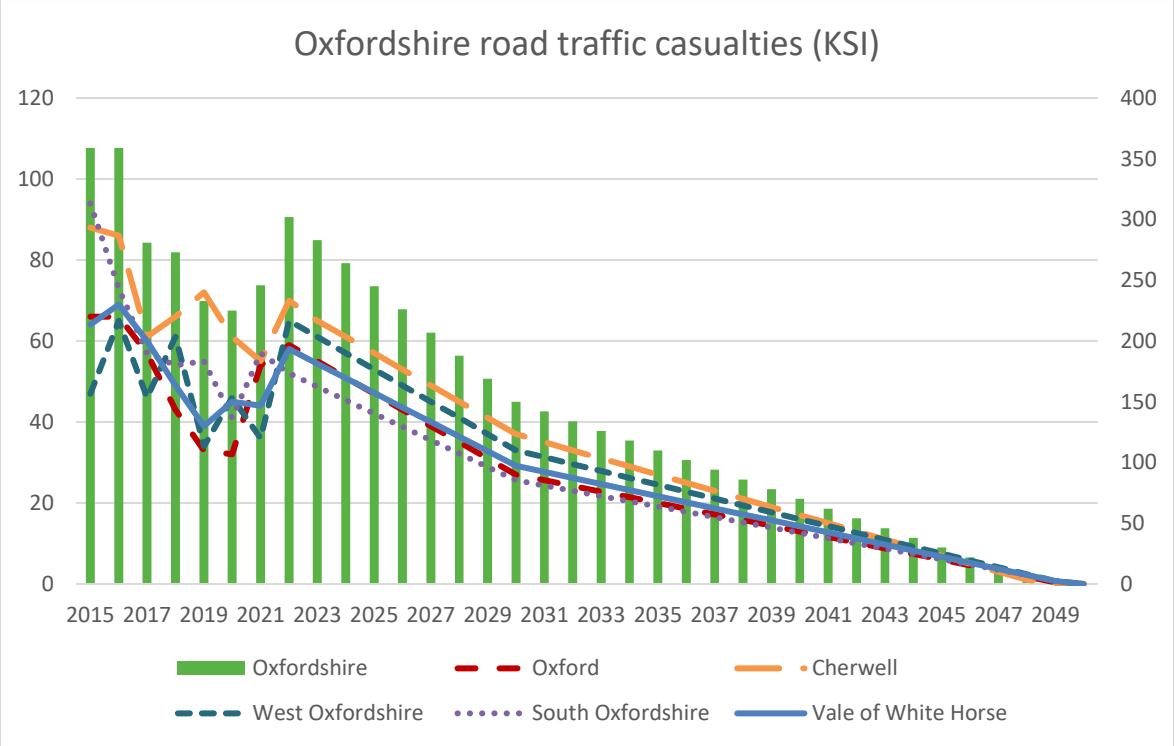


Image 2 – Graph showing Oxfordshire Road traffic casualty (KSI) reduction required per year to reach 2030 and 2050 targets from 2022 base (Oxfordshire shown on right axis, districts on left axis. This is showing an indicative average reduction.)

The road safety collision data outlined above is our key resource for many activities contributing to achieving Vision Zero including:

- The identification of road collision 'hot spots' as well as lengths of road, known as 'routes.' Routes are wider areas or sections of road with a poor collision record, which take into account the vehicle traffic flows and the level of pedestrian and cycle usage.
- The prioritisation of road and network maintenance measures to address collision high-risk 'hot spot' sites and routes.
- The provision of pedestrian, cycle, and road infrastructure improvements to reduce the type of collisions occurring at high-risk locations.
- The identification of road user behaviours and other factors that have contributed to collision hot-spots or routes where enforcement, road safety education and training, or road safety publicity can be directed to help reduce road safety risks.
- Advising the District Councils across Oxfordshire on the provision of road safety infrastructure as part of proposals for new housing developments that they consider through their local planning processes.
- The evaluation of the effectiveness of the above road safety interventions to shape future Vision Zero improvement work.
- Improvements to road safety infrastructure to include safer horse crossings and warning signs.

Additional data uses.

In addition to Oxfordshire's road safety data being used by us to deliver our road safety work, our partners who also use this road safety data include Thames Valley Police, as well as national government bodies such as the Road Safety Foundation, who operates the EuroRAP 2022 Data Portal[11].

This data portal shows the statistical risk of a fatal or serious injury road collision occurring on Britain's motorways and the national 'A' road network. However, the portal does not cover the 'B' road network, or several significant un-numbered roads. Approximately 60% of Britain's road fatalities occur the EuroRAP network, which covers approximately 54,000km of the road network, around an eighth of Britain's total road network.

Road Safety Risk

Road safety risk is calculated by comparing the frequency of road collisions resulting in death and serious injury, on every stretch of road, with how much traffic each road is carrying.

On Oxfordshire's roads between 2018 – 2020 our highest road safety risk roads were through Oxford City, with the medium risk roads being the A361 south from Banbury, the A4095 west from Bicester, and the A413 in North Oxford. These are shown on the map below, which has been taken from the EuroRAP 2022 Data Portal:

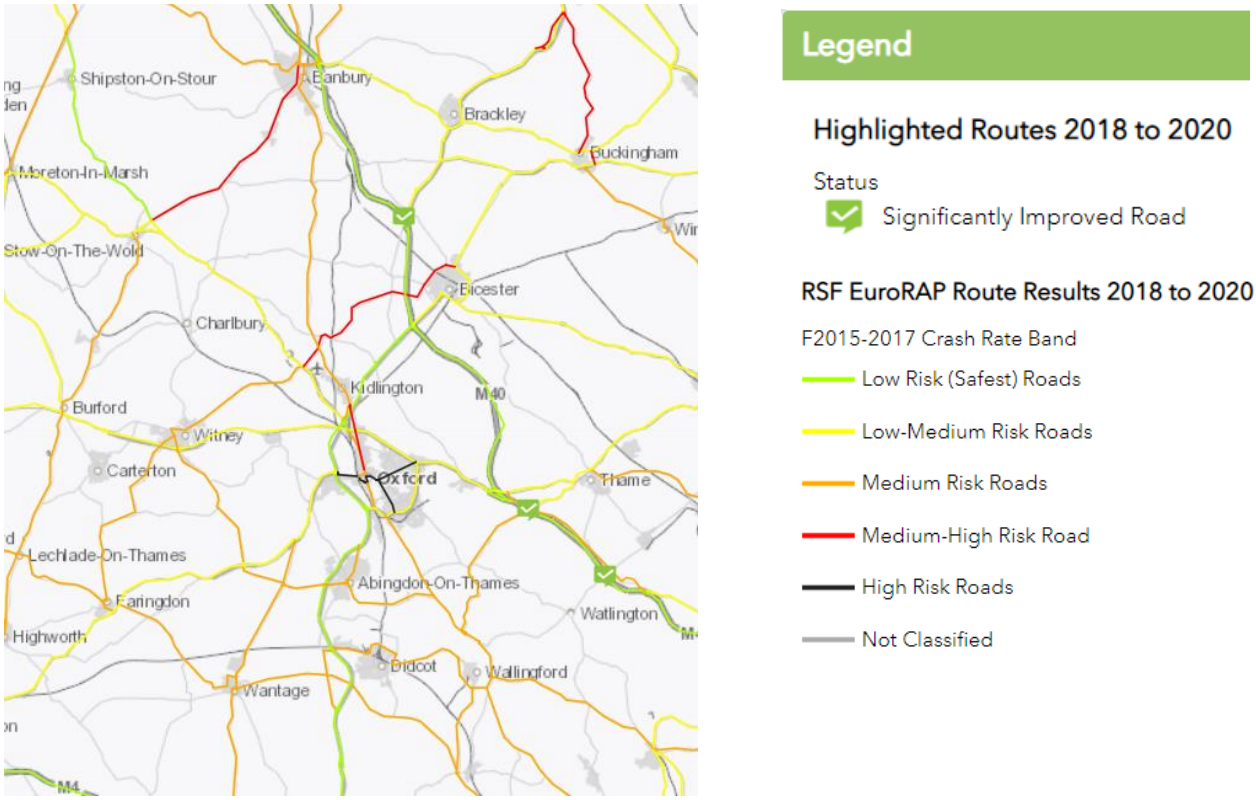


Image 3 – Image showing EuroRAP results for road safety High risk roads across Oxfordshire.

[11] RAP Tools - iRAP

It is important to note here that some of our higher risk routes are picked up by Road Safety Foundation EuroRAP 2022 portal, but not all of them have, and conversely not all the parts of the routes listed by Road Safety Foundation have above average risks.

What kills most on the roads

Road safety analysis has been previously carried out by Parliamentary Advisory Council for Transport Safety (PACTS)[12] to understand and show which mode of transport is associated with the number of road fatalities, including those of other road users. In 2021 PACTS produced a report 'What kills most on the roads'[13], which highlighted, using a grid graph, that cars are the vehicle type associated with the highest number of road safety fatalities.

Using PACTS grid graph layout, an analysis has been carried out on Oxfordshire's 2022 road safety data (Image 4 below) which shows cars as the mode of transport associated with the highest number of killed and seriously injured on Oxfordshire's roads. Having different ways in which to analyse road safety data provides opportunities to better understand the causes and consequences of road collisions, but we are mindful that the reasons for road collisions are very varied and complex, and this information does not remove the need for everyone to behave responsibly on Oxfordshire's roads.

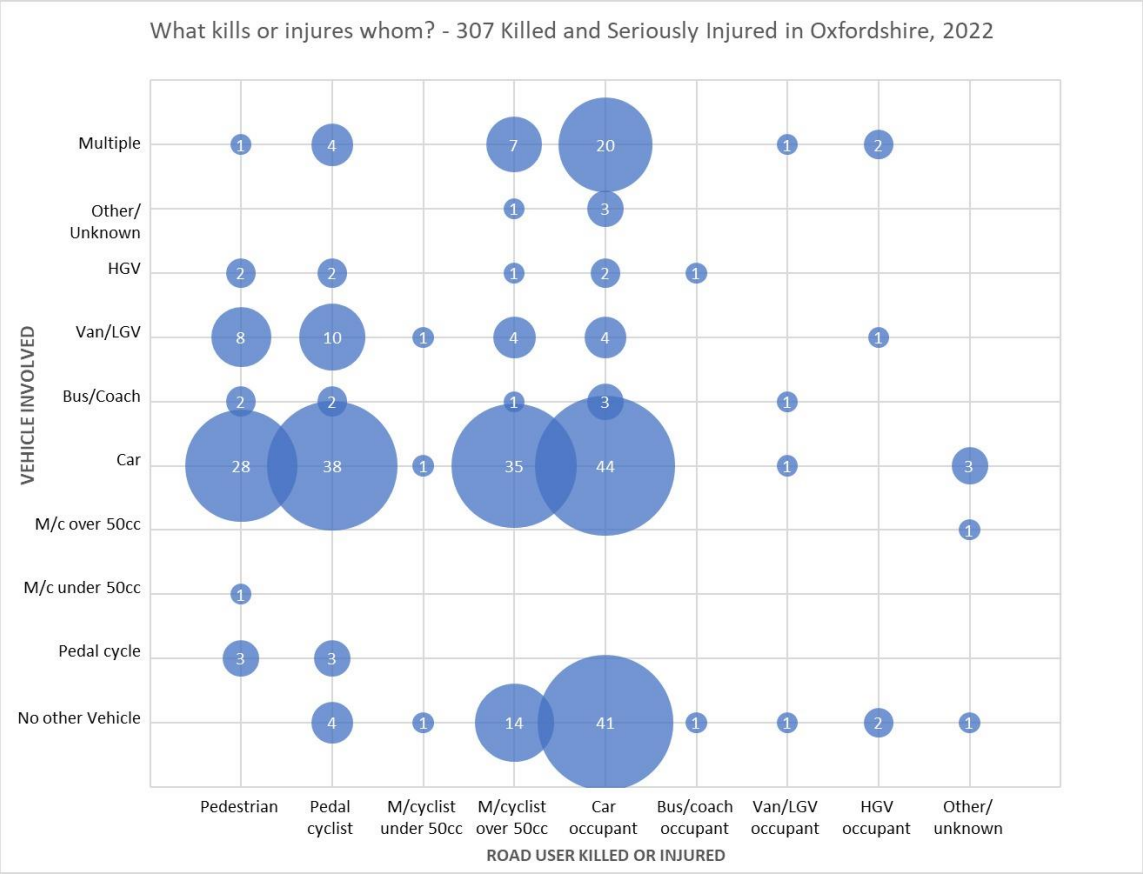


Image 4 – Grid Graph showing results for 2022's 'Killed and Seriously injured across Oxfordshire.

Hierarchy of Vulnerable Road Users

[12] The Parliamentary Advisory Council for Transport Safety - PACTS
[13] PACTS-What-kills-most-on-the-roads-Report-15.0.pdf

When reviewing road safety data, and when considering road safety improvements, it is key to understand and refer to the hierarchy of vulnerable road users, which places the road users most at risk in the event of a collision at the top of the hierarchy:

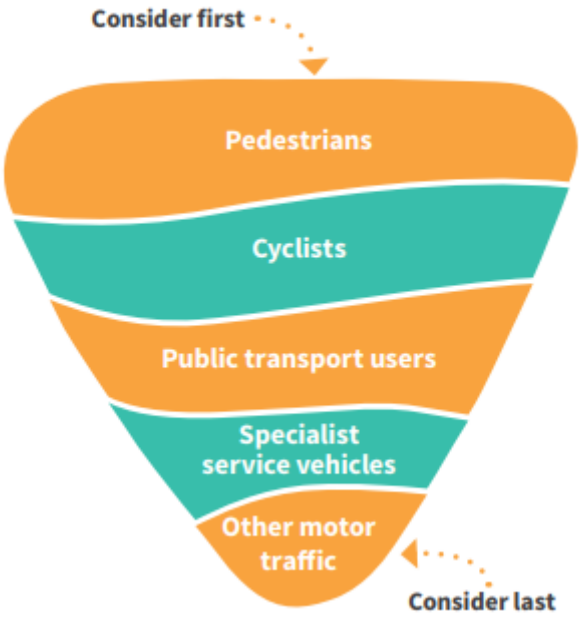


Image 5 – Image showing the OCC Road user hierarchy.

The importance of prioritising our most vulnerable road users cannot be underestimated. Following a national government public consultation on a review of the Highway Code to improve road safety for people walking, cycling and equestrians, the Highway Code has also been updated to ensure the hierarchy of vulnerable road users is considered by all road users. Regardless of our mode of travel, we must all take personal responsibility when using our roads and be considerate of our most vulnerable road users.

<u>Cost to society</u>

National Road Safety data figures detailed below in tables 1 and 2 indicate the burden of cost for road traffic injuries and deaths is disproportionately borne by vulnerable road users. Vision Zero recognises that all road users have the right to travel safely regardless of their mode of transport. In addition to saving lives, implementing Vision Zero will also bring about wider economic benefits by reducing the costs associated with road collisions (for the authority, local businesses, and the public health service), such as damage to infrastructure and lost productivity across Oxfordshire.

It is estimated that nationally, the total value of prevention of unreported injury collisions is around £19bn a year. The value of damage-only collisions is around £5bn a year and the total value of prevention of reported injury collisions at around £12bn a year. This gives a total estimate for all reported and unreported collisions of around £36bn per year.

The DfT has derived values for 2020 for the prevention of casualties sustained in road collisions nationally (table 1 below). The values are calculated using a “willingness to pay” approach, which in its broadest sense is the maximum amount a person would

be willing to pay, sacrifice or exchange in order to avoid something undesired occurring.

Tables 1 and 2 below show the total costs / amount per casualty severity and per road user. The values listed reflect not only the associated medical costs, but also the pain, grief and suffering of those involved, as well as any lost economic output.

Casualty Severity	*Casualty related costs (Inc lost output. Medical costs*	*Accident-related costs (inc police costs, damage to property / insurance/admin costs*	*Total Value*
Fatal	*£1,787,448*	*£27,504*	*£1,814,952*
Serious	*£201,699*	*£6,828*	*£208,527*
Slight	*£17,871*	*£3,376*	*£21,247*
Average (All)	*£79,500*	*£4,405*	*£83,905*
Damage only	*N/A*	*£1,854*	*£1,854*

Table 1 – 2020 average value of prevention per reported casualty and per reported road accident[14]

Road User	*Average value*
Pedestrian	*£98,810*
Pedal cyclist	*£60,374*
Bus and Coach occupants	*£42,294*
Goods vehicle occupants	*£57,739*
Car and taxi occupants	*£46,152*
Motorised two-wheeler rider and passenger	*£102,078*
All motor vehicles	*£54,580*
Average, all road users	*£60,981*

Table 2 – 2020 value of prevention per road casualty by class of road user (based on 2020 prices and values). (Note: that the estimated values shown above are shown here to highlight road safety's economic consequences).

[14] Reported road casualties Great Britain, annual report: 2021 - GOV.UK (www.gov.uk)

5. Vision Zero background

Vision Zero is a safe system road safety concept that originated in Sweden in the 1990s. It has gained global interest, being adopted in several countries and cities. For example, it has been adopted by New Zealand's government as well as in American cities such as New York, Seattle, and Denver.

Vision Zero also aligns and contributes with the global political commitment to improve road safety made through the Stockholm Declaration in 2020. Its wide-reaching universal goal being to eliminate all traffic fatalities and severe injuries, and the belief that even one death on the roads is unacceptable.

The Vision Zero approach to road safety has gained significant momentum in the UK in recent years. In 2018 Transport for London adopted Vision Zero as its road safety policy with a goal of eliminating all deaths and serious injuries from road collisions by 2041. Several UK cities, including Manchester, Edinburgh and Birmingham have also adopted Vision Zero policies.

In 2019, the DfT issued their refreshed road safety statement and 2-year action plan 'A Lifetime of Road Safety' (noted previously) which details their commitment to the idea that road deaths and casualties are not just the result of poor driving, but of the transport network system as a whole.

Vision Zero provides a way to deal with new mobility challenges in our busy modern world. It encourages modal shift in transport and supports travel accessibility for vulnerable road users. However, this Vision Zero strategy is not a guarantee that no deaths will occur, rather it is a comprehensive and evidence-based approach to reduce fatalities and severe injuries on our roads.

5a. Vision Zero safe system approach

Vision Zero focuses on a whole safe system approach. As highlighted previously, this is rooted in the belief that every traffic death reflects a human failure in the system. The Vision Zero safe system builds on and aims to go further and be more holistic than the four traditional road safety pillars of Engineering, Education, Engagement and Enforcement.

By focusing on the safe system approach the aim is to create a comprehensive and holistic approach to making our streets, roads, and roadsides safer. This ensures that Vision Zero is not just a technical solution, but also encourages a cultural shift towards a more human-based, compassionate, and inclusive approach to road safety.

There are four guiding principles are central to a Vision Zero Safe System:

- First, people are human and make mistakes that can lead to road collisions.
- Second, the human body has a known, limited physical ability to tolerate road collision forces before harm occurs.
- Third, 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.

- Fourth, 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 Vision Zero whole system approach encompasses 5 aspects:

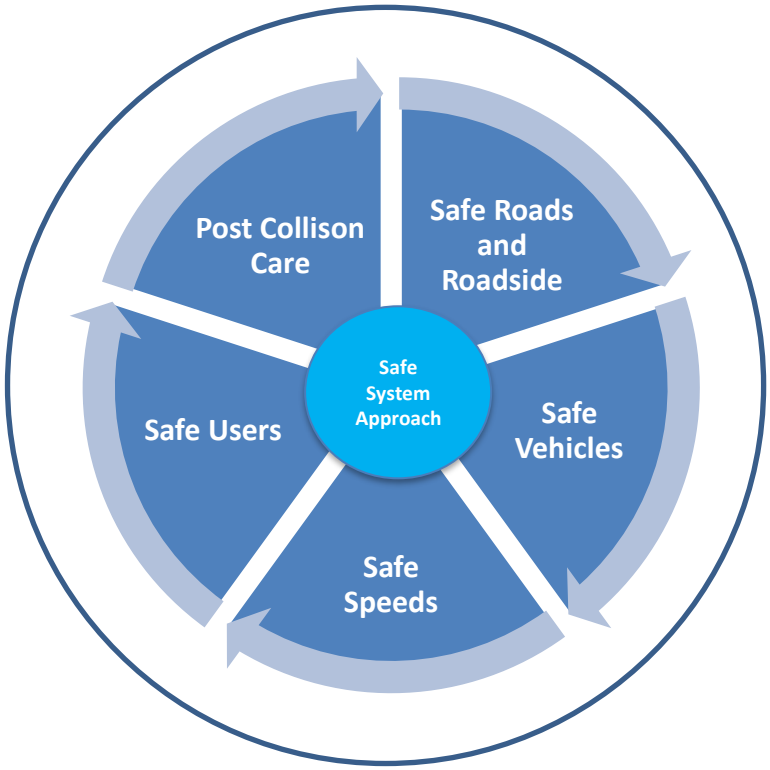


Image 6 - Vision Zero whole system approach, encompasses 5 aspects .

- Safe Roads and Roadside: Designing roads and streets that are safe and forgiving, that are self-explaining, with features such as speed calming measures, clear signage, safe crossings and segregation of cyclists and vehicles where possible. Restrictions and measures are supported with appropriate enforcement.

- Safe Vehicles: Encouraging the use of vehicles with advanced safety features, such as automatic emergency braking systems and lane departure warnings, as well as adherence to vehicle safety standards, i.e.: for HGVs and second-hand cars.

- Safe Speeds: Reducing vehicle speeds to levels that are safe for all road users, such as pedestrians, cyclists, equestrians, motorcyclists, and motorists, and ensuring road users travel at the safe speed for the road conditions.

- Safe Users: Promoting safe behaviours from all road users through education, enforcement, and community outreach.

- Post Collision Response: Ensuring a holistic Post Collision Response that prioritises scene safety and stabilisation, from the initial first aid, all the way

through to collision analysis and reviews, learning from investigations, and effective post collision care.

5b. Our Vision Zero ecosystem

The overall Vision Zero system and delivery plan is explained in the diagram below. We will review when road collision fatalities do occur (A), through the process of post collision analysis, and road safety data reviews, there is a diagnosis of the issues which caused the collision (B). Then through the process of completing the actions assigned (C) to each of the safe system approaches (D), there will be expected benefits and road safety improvements (E), which in turn will lead to reduced road collision fatalities (F). Reducing the numbers of journeys by motor vehicles in urban areas (and especially short driven journeys) will help lower the numbers of serious and fatal road collisions. (G).

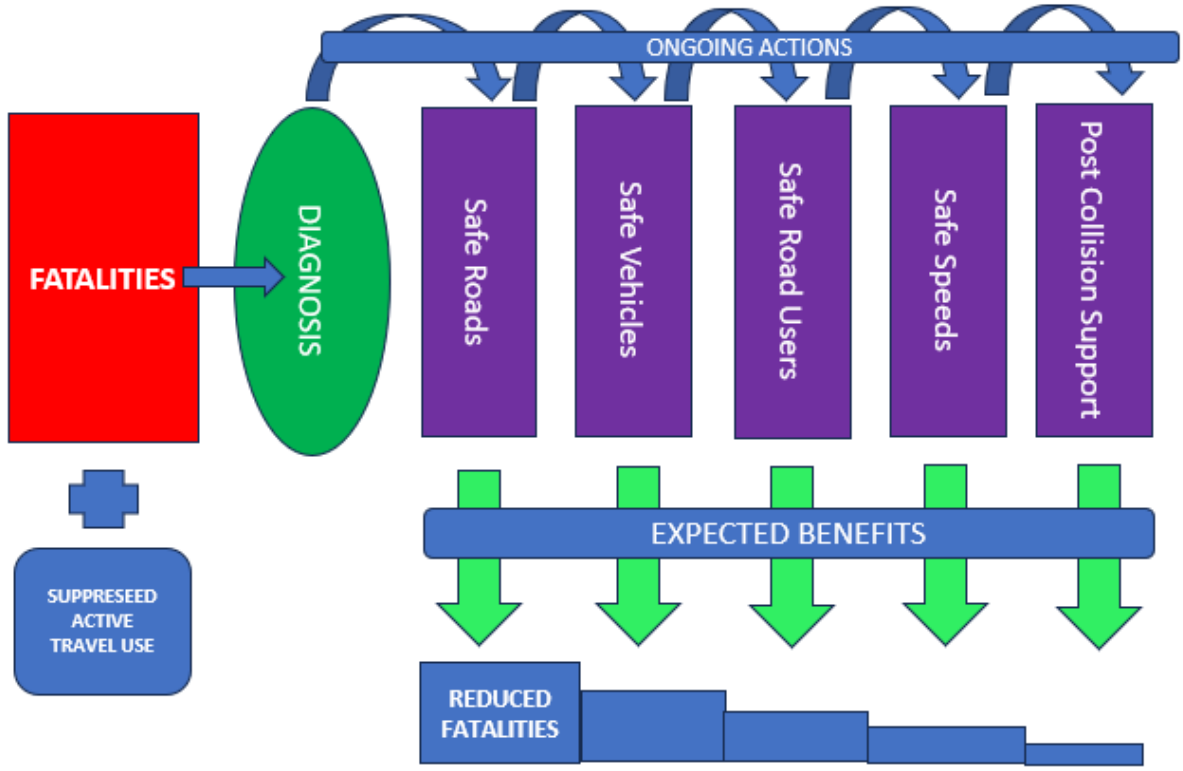


Image 7 – Image of OCC's Vision Zero Delivery Plan in a diagram

6. Safe System Strategy

Having outlined the background to Vision Zero and the safe system approach, this chapter includes further detail about each of the five aspects, our aims, and the actions that we will take to deliver each one.

For each aspect of the safe system strategy, we have outlined our high-level aims. These are then supported by specific actions that we will be taking to work towards delivery of Vision Zero. All of the actions are summarised in our action plan (Annex A) along with further detail about how they will be delivered, who will deliver them and the performance indicators which will measure our success (Annex C).

All our aims and actions have been developed with input from our Vision Zero stakeholder steering group. The group includes a range of local and national road safety partners, and all modes of transport are represented.

We held a workshop with our stakeholder steering group in July 2023 to discuss and capture suggestions for each aspect of the safe system strategy. The outputs of that workshop have directly influenced the following sections.

6a. Safe Roads and Roadside

Someone's chances of achieving a safe journey depend on factors such as their age, ability, and mode of travel. Through this workstream **we will design a road network that protects the most vulnerable road users and ensure it feels safe for those who are less confident using our roads, whilst providing active travel choices were possible and appropriate.**

A key ideal for creating safe roads is reducing the overall volume of vehicles on roads. For those who are using the roads, it is better to have vehicles that adhere to safety standards, with, where possible, the latest safety features; be that via new technology advancements or improved visibility.

National guidance recognises the benefit of road user segregation and careful consideration where different road users have to interact, such as at junctions or crossings. There are different opportunities for this segregation depending on whether we are implementing improvements to the existing road network, or the creation of brand-new infrastructure as part of road safety improvement developments. Road collisions often happen at junctions, crossings or where roads merge; **we will design a road network which follows our street design guidance, which enables safe junctions, crossings, and road connections.**

As part of this workstream it will be important to consider the perception of safety from different users' perspectives. Perception of safety is significant and is not always considered from each road user's point of view. Just because a road or roadside is 'safe' for one user, does not mean it is safe for all road users. Reducing the overall volume of vehicles on our roads, also reduces the potential for vehicles to cause harm.

It is also important when creating safe roads and roadsides to consider the 'Look but don't see' human element of road safety. This is where individuals may visually perceive information, such as road signs, road markings, and other road users, but fail to process or comprehend that information, leading to errors in judgment and decision making while driving or using the road. Addressing 'look but don't see' requires a multi-faceted approach that combines road safety education, as well as environmental and infrastructure improvements to create a safer road environment.

To create safe roads, paths, and streets the Council will;

- **Reduce the volume of vehicles in line with our LTCP aims through measures such as traffic restrictions, speed limit, and road layout changes.**
- **Segregate different modes of travel, as detailed in the Streets Design Guide [15], ensuring designs reflect the hierarchy of road users in all new developments, and when making changes to the existing highway, unless there are significant overriding reasons why this is not possible.**
- **Routinely review and assess road safety data received from Thames Valley Police and other sources to help inform highway design decision making. Also, to publish the road safety data and officers' analytical assessment of it on an annual basis.**
- **Increase prioritisation of highway and road works that will have a positive impact on road safety, particularly those related to active travel modes within the Highways Asset Management Plan.**
- **Ensure that highway inspections look at the differing safety impacts and consequences for different road users as part of the Council's risk-based highway inspection regime.**
- **Support the design and delivery of a safe network which priorities vulnerable road users and explore the use of a Healthy Streets approach in urban areas.**

<u>New Infrastructure and Developments</u>

A key way that we will deliver safe roads and safe roadsides is through the delivery of new infrastructure and housing developments. This will include delivering

[15] What is Healthy Streets? — Healthy Streets

interventions to specifically improve road and cycling safety or ensuring other schemes, such as active travel or public transport schemes, are designed safely for all road users, and apply Vision Zero principles and the hierarchy of vulnerable road users from the outset.

Local and national design guidance and polices are used and applied to all designs. Designing and engineering interventions to improve road safety can include features such as speed reduction measures, protected bike lanes and pedestrian crossings designed for vulnerable road users. And where and when appropriate, new housing developments will be supported to enable 20mph speed limits. **We will adopt a Safe System approach when developing new designs to ensure vulnerable road user safety, by using new design assessments such as iRAP (**iRAP - International Road Assessment Programme) **and Healthy Streets (**Healthy Streets | Making streets healthy places for everyone)**.**

Where we are making changes to existing infrastructure it is important to understand and be familiar with the infrastructure's history, usage, and constraints, along with any potential future use as this will help shape the design and deliver it in the most appropriate way. **We will continue to work with internal and external stakeholders to help shape designs and use local knowledge through engagement events to understand issues, using a lessons learnt approach, and looking beyond the design to learn from surrounding issues**. Scheme monitoring and road safety audits will be used to understand road users' perception of the scheme and whether it is operating as it is intended, or whether further improvements are required.

In order to ensure that new infrastructure is designed correctly it is essential that policy officers, designers and decision makers all have training and education about the importance of Vision Zero and the safe system approach. **We will therefore conduct safety system training for OCC officer decision makers and designers. Officers will also ensure safe system design standards and guidance are followed and met where possible on each scheme.**

To build on this, we are implementing a Vision Zero review process as part of each decision and design sign-off. This process will ensure that all decisions or designs demonstrate how they have considered Vision Zero and met Vision Zero principles.

In some cases, designs are sometimes required to make compromises due to funding availability. As part of a Vision Zero approach, **we will aim to look for additional funding streams to overcome this issue to ensure the necessary infrastructure can be delivered.** Additionally, designs can be affected by site constraints, such as a narrow highway with properties near to the side of the road for instance - this is something that often occurs when retrofitting schemes in medieval towns and cities. **We will commit to ensuring the design meets the safe system objectives and standards as practicably possible.**

Once new infrastructure has been delivered, **we will develop and implement safety reviews and monitoring to support the road safety audits which already take place**. This additional monitoring and review process will ensure that implemented schemes adhere to the Vision Zero concept and are delivering the benefits to road safety as intended. Assessments can then be made as to whether the infrastructure

requires any further amendments to deliver the full safety benefits. It will also provide data that can help improve future schemes as they come forward in a form of lessons learnt approach.

When designing new road infrastructure there are several OCC policies, guidelines, and procedures, such as the OCC Residential Street Design Guide, and walking and cycling design standards that officers and external stakeholders such as housing developers are required to follow. **We will review all OCC highway design policy, guidance, standards, and procedures to ensure alignment with the Vision Zero Strategy.**

Maintenance Programme

Maintenance plays an important role in achieving Vision Zero. Even if the infrastructure exists and is well designed, if it is not able to be used as intended or there are hazards making it hard to use or unsafe, then it will become a barrier to achieving Vision Zero.

We will therefore increase prioritisation of works that will have a positive impact on road safety and particularly those that relate to active travel modes within the Highways Asset Management Plan. For example, this may include greater prioritisation of surface defects or overgrown vegetation on cycle paths or equestrian routes where overgrown trees may affect different level sightlines.

We will also ensure that highway inspections look at the differing safety impacts and consequences for different users as part of the Council's risk-based highway inspection regime.

Safe Road and Roadside actions

Our actions to help deliver our 'Safe Road and Roadside' aims are identified below. Specific details relating to achieving these are within Annex A.

- **SR1 –** Commit to ensuring road designs meet the safe system objectives and design standards as practicably possible, and work with internal and external stakeholders to help shape designs.
- **SR2 -** Conduct OCC officer safe system training for decision makers, transport planners and designers.
- **SR3 –** Develop and Implement a Vision Zero safe system assessment tool aligned with our designs guidance at key decision stages including the design sign-off.
- **SR4 –** Explore all opportunities to increase funding available to help support and implement road safety infrastructure changes.
- **SR5 –** Develop additional and supporting road safety review and monitoring processes for implemented schemes to ensure they continue to deliver their Vision Zero road safety benefits as intended.
- **SR6 –** Review of OCC's Active Travel, Highway infrastructure Policies, guidance, and procedures to ensure alignment with Vision Zero strategy.
- **SR7 –** Increased prioritisation of works that will have a positive impact on road safety and particularly that relate to active travel modes within the Highways Asset Management Plan.

- **SR8 –** Ensure that highway inspections look at the differing safety impacts and consequences for different users as part of the Council's risk-based highway inspection regime.

6b. Safe Vehicles

Vehicle makers and national and international bodies overseeing the specification of vehicles have over many decades worked to lessen the risk of a vehicle being involved in a collision, and should one still occur, try to reduce the severity of injury sustained with technological advances. In recent years, there have been further growth in these technological improvements using digital advancements.

These technological developments are outside of the County Council's influence, however there are steps we can take to support the use of safer vehicles. **We will do this by:**

- **Supporting and enabling the use of safer vehicles to reduce the likelihood of collisions and the severity of collision outcome.**
- **Supporting adherence to vehicle safety standards, including speed limiting technology where possible.**
- **Raising awareness about responsibility for roadworthy vehicles for all road users.**
- **Supporting the enforcement of road safety offences, and the use of safe vehicle standards and legislation.**
- **Sharing the knowledge and learning about technological vehicle advancements, so that technology and design improvement features can help to prevent road collisions.**

<u>Private cars and vans</u>

The primary step we will take to support the use of safe cars and vans is through working with Thames Valley Police. Thames Valley Police are responsible for enforcing the safety of vehicles such as the use of seatbelts, presence of a valid MOT and road worthiness. **We will work with TVP to support the increased enforcement of safe vehicle use.**

Also, where possible, **we will share new or updated information about improvements in vehicle maintenance, and technical advances that help make vehicles safer to raise public awareness** about **safe vehicle use and help aid owner responsibility for maintaining roadworthy vehicles.**

<u>Buses and Public Service Vehicles</u>

Buses and Public Service Vehicles (PSV) are an important part of our transport system, and an increased number of bus journeys will be an essential part of delivering our LTCP vision and targets. It is important that we work to reduce the road danger posed by buses and PSV, particularly in urban areas where there is increased interaction between buses and vulnerable road users.

It is important to note that the bus and PSV network in Oxfordshire is primarily commercially operated. It will therefore be essential that we work closely with our bus operators to support the delivery of safe vehicle improvements within their buses and

fleet vehicles. We recently entered into a legally binding enhanced partnership with Oxfordshire's bus operators which will strengthen our joint working.

We will support the implementation of speed limiting technology to buses and Public Service vehicles. Implementation of this technology will also enable the safe speed workstream.

We will also work with the bus operators to increase the monitoring and enforcement of close passes. A close pass is when a vehicle passes too closely to a vulnerable road user. This may include encouraging measures such as the use of dash cameras in all buses so that incidents can be reviewed.

Freight vehicles

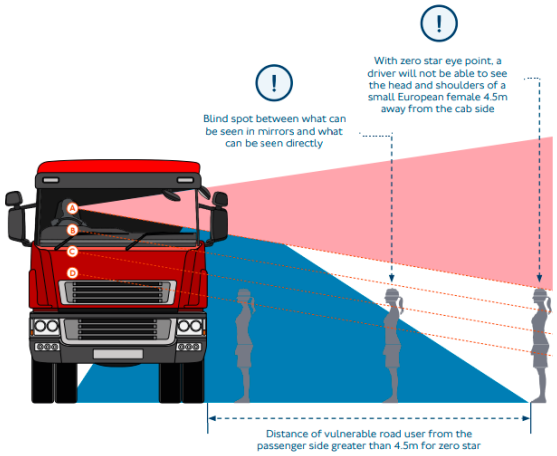
The freight system plays a critical role in supporting both the national and local economy and is a significant part of our financial sector. The efficient movement of goods is important to supporting Oxfordshire's economy and our residents' everyday lives.

However, action is needed to reduce the road danger posed by freight vehicles, particularly Heavy Goods Vehicles (HGVs). We know that freight vehicles are often cited as a safety concern by residents, and vulnerable road users and HGVs have been involved in a several recent road user fatalities in Oxfordshire. Action is particularly needed within our towns and villages where there is more risk due to the greater interaction between people, vulnerable road users and freight vehicles.

Our Freight and Logistics Strategy, adopted in July 2022, recognised the need to work with freight operators to improve road safety and contribute to our Vision Zero target. The strategy also included an action to reduce conflicts between freight vehicles and people walking and cycling. This strategy builds on the commitments already made in the Freight and Logistics Strategy.

As a first step **we will ensure safe freight vehicles are used within Oxfordshire.** In particular this includes looking into the implementation and use of a Direct Vison Standard for HGVs within Oxford and eventually across the whole of Oxfordshire for both our own fleet and that used by our contractors, along with requiring other organisations using the highway to.

The Direct Vision Standard (DVS) uses a star system to rate HGVs from zero (lowest) to five (highest), based on how much the driver can see directly through their cab windows. DVS is currently used in London as part of the HGV safety permit scheme. Permits are only granted if the vehicle meets the minimum DVS star rating. Vehicles that do not meet the minimum star rating are required to make safety improvements.



Category	Description
A	Zero star eye point
B	One star eye point
C	Three star eye point
D	Five star eye point

Image 8 – Image of Direct Vision Standard star rating boundaries[16]

It is important that we lead by example and so we will include minimum DVS standards for our own Council fleet and contracts. **Similarly, we will ensure that OCC and the Council's contractors and sub-contractors sign up to the Construction Logistics and Community Safety (CLOCS) standard.**

CLOCS is a national Standard that requires all stakeholders in construction to take responsibility for public health and road safety beyond the construction site. It demands collaborative action to prevent fatal or serious road collisions between vehicles servicing construction sites and other vulnerable road users.

We will gain accreditation through the Fleet Operator Recognition Scheme (FORS). FORS is a voluntary accreditation scheme for fleet operators that aims to improve standards and demonstrate which operators are achieving exemplary levels of best practice in safety, efficiency, and environmental protection. We will support the council's contractors and sub-contractors to sign up to FORS accreditation to their silver standard level.

We will support this work with engagement and communication to promote the uptake of DVS, CLOCS and FORS by our partners and key stakeholders throughout the county.

There is also the potential to reduce the freight vehicle road danger by reducing the number of vehicles in our urban areas. The Freight and Logistics Strategy outlines that we are primarily focusing on freight consolidation and are supporting to the uptake of cycle freight in our urban areas to achieve this. We are therefore delivering actions through the Freight and Logistics Strategy that will complement this Vision Zero workstream.

[16] Transport for London; HGV safety permit guidance for operators entering London

Bicycles

There are fewer safety features available on bicycles, however it is still important that we support people to check their bicycle on a regular basis to make sure it is safe to ride. We already deliver bike safety education and Bikeability[17] training through our Road Safety Education programme which is for both children in schools and for adults, and also have information about bicycle safety checks and maintenance on our 365 alive website. **We will continue to promote these resources and support similar bike safety education initiatives run by our partners and key stakeholders**.

Recently, we have seen a significant increase in the number of electric bicycles and scooters (E-bikes/E-Scooters). E-bikes are capable of travelling at greater speeds and accelerating more quickly than traditional bicycles. Currently, there is not enough data about E-bikes and E-scooters for us to assess or understand any road safety trends, but **we will continue to monitor their usage and analyse E-bike and E-scooter data as it becomes available**.

Safe Vehicles actions

The actions to help deliver 'Safe Vehicles' aims are identified below. Specific details relating to achieving these are within Annex A.

- **SV1 –** Work with Thames Valley Police to increase enforcement of Safe Vehicles
- **SV2 –** Produce vehicle maintenance and safe vehicle communications campaigns to raise public awareness, and to promote and publicise the benefits of new safety features in vehicles.
- **SV3 –** Work with the bus operators in Oxfordshire to raise awareness of Vision Zero and get their support for the safe system approach.
- **SV4 –** Work with the bus operators in Oxfordshire to implement speed limiting technology to their vehicles.
- **SV5 –** Work with stakeholders, the bus and PSV operators in Oxfordshire to increase the education, monitoring, and enforcement of close passes.
- **SV6 -** Investigate implementation of a Direct Vison Standard for HGVs within Oxford and future expansion to Oxfordshire.
- **SV7 -** Include minimum Direct Vision Standards in future Oxfordshire County Council's fleet and contracts.
- **SV8 -** Ensure that Oxfordshire County Council and the Council's contractors and sub-contractors sign up to the CLOCS standard.
- **SV9 -** Gain accreditation for Oxfordshire County Council through the FORS scheme and the Council's contractors and sub-contractors to also sign-up.
- **SV10 -** Engage with partners and key stakeholders throughout Oxfordshire to promote uptake of the Direct Vision Standard, CLOCS and FORS, and support freight alternatives such as cargo bikes.
- **SV11 –** Deliver bike safety education through our Road Safety Education programme and promote our bicycle maintenance resources.
- **SV12 –** Monitor e-bike and e-scooter usage and analyse their road safety related data as it becomes available.

[17] Cycle Training for Everyone - Deliver Safer Training | Bikeability

6c. Safe Speeds

Excessive or inappropriate speed is a major contributory factor to road casualties. Speeding is when drivers choose to exceed the speed limit or to drive too fast for the road or weather conditions. Lower speeds allow for road users to have more time to react to unexpected situations and reduce the severity of potential collisions. Within this chapter we will detail how by enabling safer speeds, we can support road safety improvements that enable safe speed behaviours.

Safe Speeds are determined through a combination of factors including, but not limited too, data analysis, road safety reviews, and consideration of local conditions. It is about ensuring that speed limit aligns with the safe operation of the road and its surroundings, and to provide a safe road environment that prioritises vulnerable road users.

To create Safe Speeds the council will;

- **Work with our partners, to address illegal, dangerous, and inappropriate speeds.**
- **Reduce speed limits, through targeted enforcement, and improve speed compliance through our road designs and safety education programme.**
- **Support safer speeds through improved vehicle designs and technological monitoring innovations.**
- **Work with TVP to support Community Speedwatch Programmes.**

<u>20mph speed limits</u>

A safe speed is one at which the human road user can withstand a collision without suffering death or life-changing injury. This will depend on the safety performance of the vehicle, the road infrastructure, the nature of the collision and other causation factors.

20mph is now generally accepted as the safe speed for streets used by people walking, cycling, or wheeling. At 20mph a pedestrian is likely to survive an impact with a motor vehicle whereas at 30mph the pedestrian is significantly more likely to be killed. Traffic speeds of around 20mph are also more conducive to walking and cycling and encourage active travel behaviour changes.

Image 9 – Image showing Likelihood of fatality or severe injury at different speeds[18]

[18] https://www.pacts.org.uk/wp-content/uploads/Lustre-Report-2023-Funded-by-the-RST.pdf

As part of our LTCP, we adopted a 20mph zone policy which states that we will promote 20mph as the default limit for roads through residential areas, villages, and retail areas.

Following adoption of the LTCP, we have commenced with delivery of our 20mph programme. This followed the implementation of five 20mph trial sites in 2021. As part of tranche 1 of the 20mph programme we have now delivered 20mph zones for 22% (51 out of 231) of Oxfordshire's town and parish councils. We will continue to deliver our 20mph programme and have a further 137 20mph zones planned as part of tranches 2 and 3. This will take the 20mph programme total to 82% of all Oxfordshire' town and parish councils having a 20mph zone.

We recognise that there have been some concerns and challenges with the roll out of the 20mph programme including needing to balance and recognise impacts on other Council priorities, such as the impact on bus journey times. We will continue to work with our bus operators to address these issues and secure their support for future 20mph programme delivery.

We will continue to deliver the LTCP policy to promote 20mph as the default limit for roads through Oxfordshire's residential areas, villages, and retail areas. We will also review this policy and explore further opportunities to enhance it.

Speed limit review

As the Highway Authority for Oxfordshire, OCC is responsible for the setting of all local speed limits across the road network throughout the county, excluding motorways and some trunk roads (within Oxfordshire this is only the A34 and the M40) Whilst we have a new policy in place for 20mph, we recognise there is a need to conduct a wider speed limit review across our road network.

We will conduct a wider speed limit review across our road network. This review will include considering routes with inconsistent speed limits and rural roads or roads between towns. It will be particularly important to review speed limits on roads that are on or near to our Strategic Active Travel Network (SATN) [19].

We will also explore whether there are opportunities for variable speed limits to be used as part of our network management function. Variable speed limits changes according to the current environmental and road conditions. Speed limits could therefore be reduced in hazardous road conditions such as the cold or wet.

Road design

We are aware that speed limits alone will not reduce vehicle speeds. Lower speed limits need to be accompanied by measures to improve compliance such as enforcement, road design improvements and road safety education.

We will therefore ensure that roads are self-explaining, with clear signage and road markings so that drivers will naturally drive at safer speeds. A key way this will be achieved is through ensuring roads are designed to support appropriate

[19] Strategic Active Travel Network (SATN): final draft consultation | Let's Talk Oxfordshire

speeds. As part of this process, we will consider the function of the road, and plan the speeds around this function.

We will also consider signage and road markings. Clear and clean signage helps to remind drivers of the speed limit and impact compliance. This will include exploring the use of speed indicator devices to encourage safer speed compliance. These are the 'flashing smiling face' matrix signs that show a driver's speed and a smiling face if they are driving below the speed limit.

Enforcement

As highlighted previously, speeding has been identified by the police as one of the 'Fatal 4' and enforcement is an important factor in improving speed limit compliance and encouraging Safe Speeds. Thames Valley Police are responsible for the enforcement of speed limits in Oxfordshire, **we will therefore work closely with the police to develop and support greater enforcement.**

A key way that speed limit compliance can be improved is through the deployment of average speed cameras. Average speed cameras calculate a vehicles average speed between two points. Vehicle speed is therefore measured over a length of road rather than at a single point like the traditional speed cameras. However, because of the way the work, they are not suitable for many types of roads and are instead mainly suitable for long stretches of road with limited junctions.

Due to the significant potential of average speed cameras to improve compliance and encourage Safe Speeds, we will work with partners to investigate their implementation and use in Oxfordshire.

Where speed cameras are not in place, some local areas operate community Speedwatch groups. Speedwatch groups are provided with a starter kit, including a speed detection device and training. Data captured by the volunteers is then sent onto the police for further processing. We already have a number of Speedwatch groups in Oxfordshire and will look to support existing groups and support the establishment of new groups.

Similarly, where speed cameras are not in place and there is evidence of no-compliance at high-risk locations, **we will explore with Thames Valley Police whether there is the potential for mobile speed cameras to be stationed.**

Monitoring

Improved speed monitoring and data analysis will be important to all the Vision Zero workstreams. It is particularly important for Safe Speeds due to the correlation between excessive speed and road casualties.

We will work to develop a Safe Speeds monitoring programme to understand more about areas with poor speed limit compliance. This understanding and learning will then be used to inform actions to improve speed limit compliance. Partnership working with Thames Valley Police will be essential to any monitoring programme.

In many cases the speed in a KSI report is not recorded and KSI causation factors are not always evidenced when it comes to speed. **We will therefore work with Thames Valley Police and other partners to collect and make KSI speed data available for analysis.**

Communication

Ongoing communications will be essential to support work on Safe Speeds. This will include Vision Zero campaigns to raise awareness of speeds impacts and create social acceptance around Safe Speeds. **We will also develop campaigns to raise awareness and understanding of the impacts of inappropriate speeds on vulnerable road users.**

Safe Speeds actions

The actions to help deliver our 'Safe Speeds' aims are identified below. Specific details relating to achieving these are within Annex A.

- **SS1 –** Continue to deliver the 20mph programme across Oxfordshire.
- **SS2 –** Engage with the bus operators regarding the 20mph programme and secure support for future delivery.
- **SS3 –** Review and explore opportunities to enhance the existing 20mph policy.
- **SS4 –** Conduct a review of all speed limits in Oxfordshire.
- **SS5 –** Explore opportunities for variable speed limits.
- **SS6 –** Ensure roads are designed to support appropriate speeds.
- **SS7 –** When designing new roads, we will consider the function of the road and plan speeds appropriately.
- **SS8 –** Consider signage and road markings to remind drivers of speed limits and encourage speed compliance when delivering new roads or speed limit changes.
- **SS9 –** Explore use of speed indicator devices.
- **SS10 –** Engage with Thames Valley Police to support greater speed limit enforcement.
- **SS11 –** Work with partners to investigate and develop the implementation of average speed cameras is Oxfordshire.
- **SS12 –** Support existing Speedwatch groups and the establishment of new Speedwatch groups.
- **SS13 –** Work with Thames Valley Police to explore speed limit enforcement through increased camera coverage resources for mobile cameras.
- **SS14 –** Work with partners to develop and implement a Safe Speeds monitoring programme.
- **SS15 –** Work with partners to include speed on KSI reports and provide speed evidence in KSI causation factors.
- **SS16 –** Develop and deliver Safe Speeds and 'Fatal 4' communication and Vision Zero marketing campaigns.

6d. Safe Users

Good behaviours and safe practices by all road users are essential for achieving Vison Zero. As detailed previously, when outlining the road user hierarchy, we must all take personal responsibility when using roads, and be considerate of our most vulnerable road users. **We will further support our road safety education programme and undertake media campaigns to promote and encourage the right road user**

behaviours, providing clear and up to date road safety advice. This will support and enhance road users' knowledge, so that all road users understand their vital role and responsibility in the delivery of road safety across Oxfordshire.

Gender, age, and ethnic backgrounds are all factors to consider in road safety, influencing both road users' involvement in road collisions, and the outcomes of collisions. Its crucial to approach safe users with a holistic perspective when considering specific road safety challenges, so that a safer environment is created for everyone.

Improving road safety and supporting the use of active travel and sustainable mobility are two topics that often go hand-in-hand. Real and perceived safety has a profound effect on travel mode choices, especially on walking and cycling, two of the most sustainable modes of travel.

Safety fears for instance, are often cited as a major barrier to the uptake of cycling, while conversely an active travel modal shift away from private motor vehicle use could significantly improve road safety in dense urban areas. Moreover, the health benefits of encouraging children to walk and cycle will make them healthier and help them live longer. There is therefore a strong link between road safety and health education on sustainable active travel mobility choices and road safety[20].

To create Safe Users the council will;

- **Provide an ethnically diverse and gender inclusive comprehensive Road Safety Education programme, which promotes behaviour change and supports continuous learning for all age groups.**
- **Align our road safety education to national road user campaigns, so that there is joined up learning linked to wider resources.**
- **Consider all road users point of view across the road user hierarchy so there is fair and equitable road access for all, which accounts for road users' perception of safety.**
- **Continue to work with our stakeholders, both internally and externally to ensure other strategy and policies such as active trave are aligned with our Vision Zero aims and ambitions.**

<u>Education</u>

Road safety education refers to teaching all road users, including drivers, motorcyclists,' pedestrians, equestrians, and cyclists about improving their own road safety use and practices, and supporting safer road use behaviours and practices. Road safety education is wide ranging across all modes of transport, and can include driver speed training programmes, pedestrian safety campaigns, Biker Down courses run for motorcyclists, as well as bike safety classes for children which is delivered across Oxfordshire's schools. It is the children of today who are our road users in the future. Education in schools and other supportive measures to encourage road safety within our younger generations will help positively change road user behaviours over the long term. These longer-term benefits of road safety education are critical to delivering Vision Zero.

[20] https://www.trafficsafetyeducation.eu/wp-content/uploads/LEARN-Flash-3-Linking-Education-on-Sustainable-Mobility-with-Traffic-Safety.pdf

The Council already deliver a number of road safety education courses and campaigns through our road safety programme led by our Fire and Rescue teams, the details of which can be found on our 365 alive website. Our Fire and Rescue teams are key experts in road safety and play an incredibly vital role in Oxfordshire's collision response. Their road safety education programme includes cycle training for children through our OCC cycle training and the DfT Bikeability programme. Bikeability is supported by DfT, and we liaise annually with the Bikeability Trust to secure funding to enable us to strive towards our goal to offer cycle training to each school across Oxfordshire.

The 365 alive website also provides a range of road safety information to help users think about how they can protect themselves and others form potential harm. It is important to recognise that whether a person is walking, cycling, riding a horse, riding a motorcycle, or driving a car, everyone has responsibility to keep themselves and others safe on the road.

Moving forward **we will continue to deliver our road safety education programmes and where possible expand and enhance them.** This will include exploring opportunities for specific road user education courses such as training for HGV drivers on blind spots on larger vehicles and how to safety share our roads with vulnerable road users.

OCC training and education

In order to demonstrate our commitment to Vision Zero and lead by example, there are opportunities for improved road safety education and training to create safe road users within the county council.

These include educating OCC drivers about the Highway Code, the FOR's and CLOC standards, and providing easy to access road safety resources, as well as requiring cycle training for all OCC drivers and increasing the quality of driving checks for OCC fleet drivers. **We will commit to implementing all of these steps to improve our OCC driver road safety education.**

Stakeholder engagement

Much of our work on road safety education and the development of Safe Users is done in partnership with our stakeholders. For example, we work closely with partners such as the Bikeability Trust, DfT and our neighbouring local authorities.

Moving forward there are opportunities to increase this stakeholder engagement and partnership working. This will include reaching out to our Vision Zero partners and stakeholders to learn about and promote other Vision Zero opportunities or resources.

There may also be opportunities to deliver joint events or campaigns with local partners such as Oxfordshire's universities, schools, charities, or local businesses. **We will also explore opportunities for joint public Vision Zero road safety events across the county.** This will also support the creation of culture of road safety, where road user issues and concerns can be discussed, acted upon and steps for improvements taken forward.

National considerations

There are some steps to improve road safety education and create Safe Users that are beyond the scope of the Council's influence and require action from national government.

Notable work in this area includes highway code understanding and graduated driving licensing. The Highway Code was updated in January 2022[21] and included some notable changes such as a hierarchy of road users and new guidance around walking, cycling, or riding in shared spaces. Whilst we can continue to promote the changes and raise awareness locally, **we will encourage the government to conduct more coordinated national campaigns.**

Graduated driving licenses put a set of restrictions on new drivers who have recently passed their driving test. These restrictions could include things such as driving curfew, lower alcohol limits, lower engine sizes and mandatory 'P' plates. Restrictions would then be removed after a successful completion of a 2-year probation period. Graduated driving licenses are already used in Ireland, Australia, and New Zealand.

We believe that graduated driving licenses would be a significant step towards the development of Safe Users and delivery of Vision Zero. Young people are the largest road casualty group in Oxfordshire. The highest number of casualties come from the 25-34 age group (220 casualties) and 16-24 age group (202 casualties). The single largest casualty group in Oxfordshire are males aged 16-24 (147 casualties).

We will therefore support the use of graduated driving licenses and engage with national partners to encourage their use at every opportunity.

Communication and Marketing

Communication is key to supporting work on road user education and behaviour change. It is important that we raise awareness about road safety, what work is being done to improve marketing our road safety educational resources.

We already promote road safety education primarily through the Oxfordshire Fire and Rescue Service, who promote monthly road safety themes that align with national road safety campaigns.

We will continue to communicate and market our road safety education programme and increase its reach. This will include creation of a coordinated Vision Zero communication and marketing campaign to support future delivery of this strategy.

Safe Users actions

The actions to help deliver our 'Safe Users' aims are identified below. Specific details relating to achieving these are within Annex A.

- **SU1 –** Explore opportunities to expand road safety education programmes for all road users, developing a diverse and inclusive road safety education programme for Oxfordshire's communities.

[21] The Highway Code: 8 changes you need to know from 29 January 2022 - GOV.UK (www.gov.uk)

- **SU2 -** Continue to promote and deliver road safety education programmes aligned with national road safety campaigns, so there is learning linked to wider resources.
- **SU3 –** Improve OCC driver education resources on the Highway Code, FOR's and CLOCS standards, and cycle training.
- **SU4 -** Improve the quality of driving checks for OCC drivers.
- **SU5 –** Engage with Vision Zero partners to establish Safe Users resources, for reporting unsafe driving, near-misses, or close-passes.
- **SU6 –** Engage with local partners and explore opportunities for joint public Vision Zero road safety events across the county.
- **SU7 –** Engage with and support the government to conduct public national awareness raising of changes to the Highway Code.
- **SU8 –** Support use of graduated driving licenses and engage with national partners to encourage their use.
- **SU9 –** Develop and deliver a wide-reaching diverse Vision Zero Safe User communication and marketing campaign for Oxfordshire communities.

6e. Post Collision Response and Learning

The emergency response following a road collision can make a significant difference to outcome severity. Early intervention, with the appropriate care and support can help victims and their families move forward with their lives following a collision, with improved health outcomes. **We will learn from the devastating harm road collisions cause, raise awareness of support services for road collision victims and others affected. We will also advocate for justice for victims of road collisions where there is crime or other culpability.**

Post collision learning is also based on the principles of continuous improvement. Learning from investigations and the identification of high-risk junctions or routes can lead to road safety infrastructure improvements that are supported by road user behavioural insights, such as the driver's actions leading up to the collision.

Risky behaviours such as careless or reckless driving or one of the 'Fatal 4 - 'drink and drug driving', 'the non-wearing of seat belts', 'excess speed' and 'driving whilst distracted' can evidence where there needs to be a change in a speed limit or the implementation of new technologies like digital enforcement systems.

Detailed within this chapter are our areas for focus to ensure our Post Collision Response and Learning **the council will;**

- **Provide guidance and advocate for those affected by road safety collisions so they can access long term post collision support for improved health outcomes.**
- **Support our first responders, both medical and non-medical so they are trained and able assist if and when they need to respond to a collision.**
- **Learn from incidents and use near miss data to proactively bring about road safety improvements before serious injury and fatal road safety incidents occur.**

First responder training

As part of this workstream **we will support first-responder training to non-medical emergency responders whose occupations frequently put them first at the scene of road traffic collisions; for example, professional drivers, including taxi drivers and public transport drivers. We will also continue to deliver the Biker Down training courses[22] run for motorcyclists by the Fire & Rescue Services. This is voluntary but very well attended by motorcyclists.**

In order to achieve this, **we will look at training opportunities for those employed by the Council and engage with partners such as the bus operators, district, and city councils whose drivers may also be at the scenes of road traffic collisions.**

Victim support

It is essential that road deaths and serious injuries are not just seen as a statistic but as a personal tragedy. Our appropriate road safety and healthcare partners work closely with those involved in road traffic collisions and their families, to help them through the post collision process, but we need to ensure the post collision process captures as much learning as possible so that lessons are learnt, and it informs a safer future. **We will engage with our partners, the NHS, Thames Valley Police and the Police and Crime Commissioner about the establishment of support groups for road collision victims.**

Post incident follow up currently focuses on medical and statistical aspects. In order to move away from this focus on statistics, follow up post collision analysis also needs to include other additional sources, such as surveys from those involved in the road collision that provide a more nuanced and holistic overview of their experience. Those involved in the road collision need support to be empowered to feedback on their experience of the process so that it can be improved. **We will work with our road safety partners to investigate and implement these victim support improvements.**

Collision investigation

Collision investigation is conducted by Thames Valley Police and our Oxfordshire Fire and Rescue service. These investigations provide important knowledge for the development of road danger reduction measures and helps bring justice for the victims of road collisions resulting from criminal negligence.

The Police collect and review the evidence from the scene of the collision and gather statements from those involved to identify if someone, or more than one person has committed a crime. Within the investigation, the Police prepare an accident data report which contains information about anyone fatally, seriously, or slightly injured in the collision. The data is shared with the Council and as the KSI data previously outlined. This data also gives information on road conditions and is used to investigate road infrastructure concerns.

Oxfordshire Fire and Rescue service will also review fatal collisions to monitor contributory causations and identify any road safety trends such as driver fatigue, stopping distances, or road surface issues.

[22] Biker Down | 365Alive

Owing to the importance of collision investigations, **we will establish closer involvement with the Police and enable improvements in a number of post collision investigation areas.** This includes establishing a process to explain why no further action is being taken by the police and conducting further collision investigation follow up, as outlined previously.

Near misses

Traditionally, we have waited until a road safety collision has occurred to respond and conduct an investigation into the collision cause. There may be opportunities to improve this and look pro-actively at near miss data and information to understand the flow of traffic at a junction for instance and review the causes of slight incidents before they become a serious or fatal collision. This could potentially inform future road safety interventions before serious or fatal road collisions occur.

In order to do this, **we will capture near miss data and information and share this with road safety partners for greater understanding. Where feasible, we will then work with partners to conduct near miss investigations.**

Data

As highlighted previously, it is important that we encourage a move away from solely medical based data when conducting post collision work. **We will therefore enable a move towards outcome focused reporting rather than focusing on KSI data.**

Whilst we are moving towards outcome focused reporting, some medical data and statistics will remain important. **We will work with Thames Valley Police to adopt the CRASH data portal so that data about serious injuries can be accessed and analysed sooner by the county council.**

Post Collison Response and Learning actions.

The actions to help deliver our 'Post Collision Response and Learning' aims are identified below. Specific details relating to achieving these are within Annex A.

- **PC1 –** Develop first-responder training with our road safety partners for non-medical emergency responders.
- **PC2 -** Be an advocate for justice for victims of road collisions where there is crime or other culpability.
- **PC3 –** Work with our Road Safety partners to improve road collision victim support and establish victim support groups.
- **PC4 –** Work with our road safety partners to incorporate new data collection methods during post incident follow up and support victims to feedback.
- **PC5 –** Establish closer involvement with Thames Valley Police and Road Safety Partners on collision investigations, and sharing both the collision investigation, and injury causations with the council, allowing learning on which areas of the safe system failed.
- **PC6 –** Support Thames Valley Police to make improvements to collision investigation reporting including establishing a process to explain why no further action is being taken by the police and conducting collision investigation follow ups if required.

- **PC7 –** Establish a near-miss data collection and sharing process with our road safety partners, and work with road safety partners to conduct near miss investigations and share learning.
- **PC8 –** Support Road Safety partners to move towards outcome focused post collision reporting.
- **PC9 –** Support Thames Valley Police to adopt and use the CRASH data portal.

6f. Partnerships

As highlighted previously and detailed within this chapter, partnership working is essential to delivering Vision Zero. For example, Oxfordshire's Fire and Rescue service have a number of national and local road safety partnerships across a wide range of stakeholders who support the delivery of the Road Safety across Oxfordshire; NFCC [23], Staywise [24], RSGB [25], IAM [26], RoSPA [27], TRL [28], to name a few.

Partnerships are a key element across all five of the Vision Zero aspects, as well as the bond between them. The Council does not have influence over all aspects of the Safe System Approach, and so it will be essential that we have support from and work closely with our national and local road safety partners.

We have therefore included it as a chapter due to its cross-cutting elements across all our Vision Zero work. **Our aims for our Partnership working are:**

- **To create an environment of continual learning, where Vision Zero and road safety knowledge is shared.**
- **Supportive and joined up Vision Zero campaigns and collaborations with our partners to maximise road safety awareness.**
- **Where appropriate we will work with our partners using a co-production approach, for instance when designing training packages or when designing new infrastructure and developments.**
- **Engage with our partners for the benefit of all Oxfordshire's road users and our Oxfordshire residents.**

<u>Thames Valley Police</u>

Our Fire and Rescue Service supports the countywide Safer Oxfordshire Partnership[29], which brings together a wide range of practitioners including Public Health, safeguarding, and Thames Valley Police. **We will look to maintain and develop this partnership with Thames Valley Police who have the critical role of law enforcement elements of Vision Zero.**

<u>Community and stakeholder engagement</u>

Engagement will also involve the local community, businesses and stakeholders in road safety discussions and processes. This can include public awareness marketing campaigns, stakeholder road safety meetings, workshops, and other forms of outreach to encourage community involvement and support for road safety initiatives. This will

[23] National Fire Chiefs Council - NFCC
[24] Home | StayWise
[25] Road Safety GB | Home
[26] IAM RoadSmart | UK Road Safety Charity | Advanced Driver & Rider Courses
[27] RoSPA – The Royal Society for the Prevention of Accidents - RoSPA
[28] TRL | THE FUTURE OF TRANSPORT
[29] Oxford Safer Communities Partnership | Oxford Safer Communities Partnership | Oxford City Council

also allow us to understand road safety issues from road user's perspectives, providing an understanding of road users perceptions of safety.

As outlined above, **we will work with our Vision Zero stakeholders, both local and national to build upon a co-production approach to new scheme designs, as those who are most affected by road safety improvements are well placed to help design them.**

We have collaborated and engaged with our Vision Zero stakeholders and partners to develop this strategy and action plan. This collaboration has helped to build partnerships, draw on insight and foster relationships to support our Vision Zero journey. These partnerships, engagement and shared responsibilities will be at the heart of the implementation of this strategy. **We will pursue a commitment from all partner organisations to pledge their support for Vision Zero and make their own commitments to help deliver this strategy.**

We will also develop stronger partnerships with our City and District councils, and Councillors, our local businesses, Oxfordshire's Universities, Colleges, and bus companies and other potential Vision Zero stakeholders such as local taxi and private hire companies. This proactive approach will allow for our Vision Zero strategy to continually develop into a more robust and inclusive document.

Partnerships actions

The actions to help deliver our 'Partnerships' aims are identified below. Specific details relating to achieving these are within Annex A.

- **PW1** – Develop and enhance our road safety partnership with Thames Valley Police through the Safer Oxfordshire Partnership
- **PW2 –** Engage with our communities and stakeholders in road safety learning, discussions and processes using a co-production approach where appropriate.
- **PW3 –** Pursue a commitment from all road safety partner organisations to pledge support for Vision Zero and to make their own commitments to help deliver the Vision Zero strategy.
- **PW4 –** Create and develop new partnerships to support the delivery of our Vision Zero strategy.

6g. Outcomes

Outcomes are the positive changes and results brought about by carrying out an action or activity. As detailed within this strategy, we have outlined what we are already doing, and the actions will be working on to deliver Vision Zero across Oxfordshire.

Our actions which form our Vision Zero outcomes are detailed in Annex A, with our overall outcomes shown below (Figure 9). Some of our outcomes are longer term than others, but all of them will support us in what we are aiming to achieve; our target of zero road safety serious incidents and fatalities by 2050.

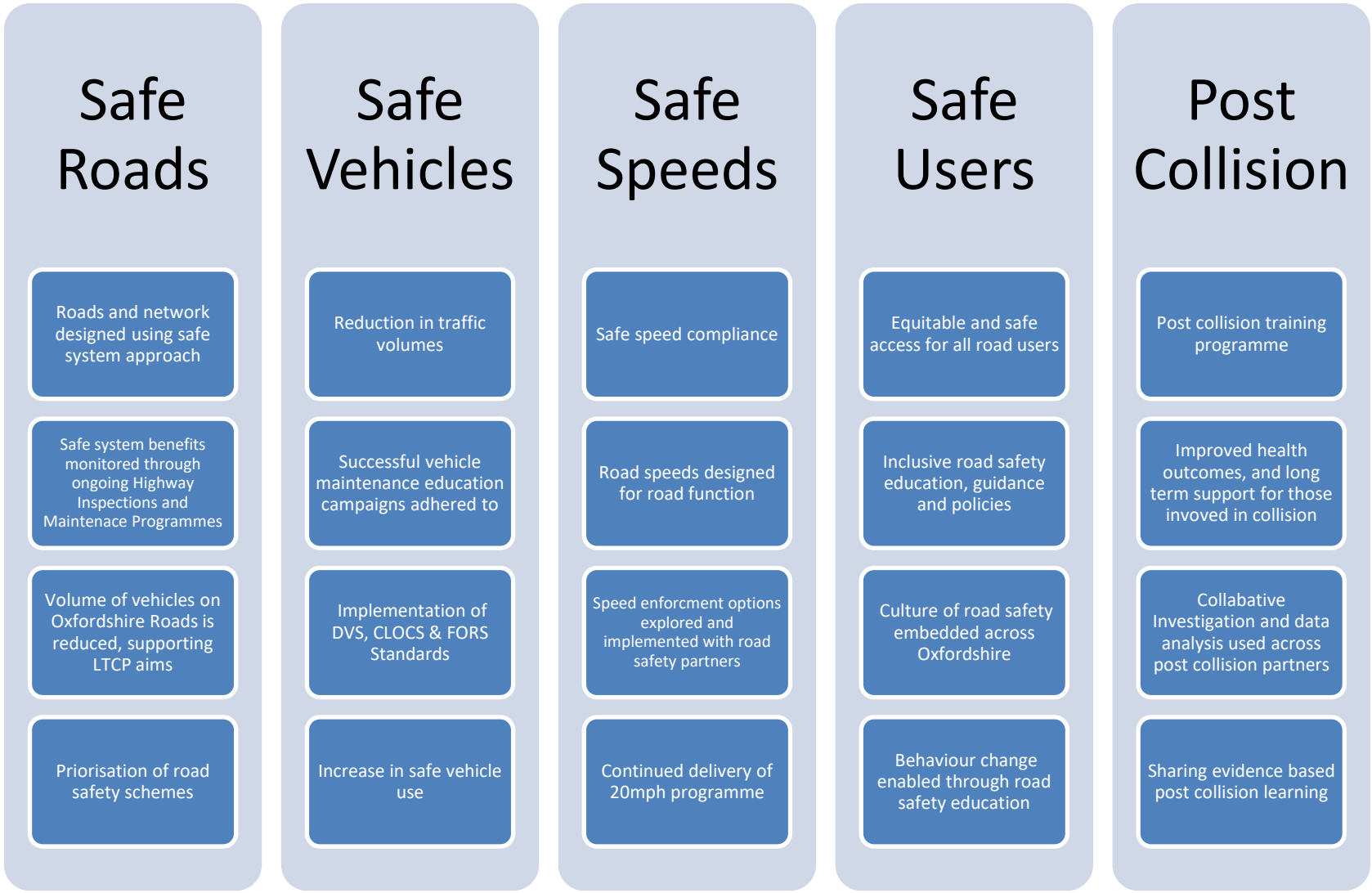


Image 10 – Image of table showing OCC's Vision Zero Outcomes

7. Annex A - Vision Zero Action Plan

This section provides the specific actions details that will be undertaken to deliver the commitments identified for each aspect of the Safe System Approach throughout the strategy. For each action we have defined what success will look like, including who is responsible for an action and a proposed timeframe for completion. This will be used for reporting and monitoring progress. The action plan is a living document so it will be updated as actions are delivered, as well as when new priorities and outcomes emerge. An annual review will also update on achievements and completed actions within that year.

The two key components of a strong action plan are foundational elements and actionable plans. These key components are underpinned by a process of continued community engagement, an attention to equity, supported by both quantifiable and qualitative data.

- Foundational elements are baseline of best practices for creating any strong plan of action.
- Actionable plans are needed and while every city and town in Oxfordshire is unique, there are certain established actions that are fundamental to achieving Vision Zero. This is important to ensure that any local actions follow the well-established Vision Zero actions.

The action plan also considers and is influenced by short-term interventions and a clear and collaborative data framework. Short term interventions are necessary to address KSI 'junction hotspots' or high-risk routes, especially those for vulnerable road users. A clear data framework ensures consistent use of good quality data, combining different data sources to enhance Vision Zero road safety understanding and an early warning of problem high risk road safety areas.

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
	Safe Roads				
SR1	Commit to ensuring road designs meet the safe system objectives and design standards as practicably possible, and work with internal and external stakeholders to help shape designs	1a / 1d / 3b / 4a	All OCC designers and external developers use the Vision Zero assessment checklist / Scheme Designs meet safe system objectives	Place Planning & Coordination Team Leader & Team Leader (Vision Zero)	Qtr. 1 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
SR2	Conduct OCC officer safe system training for decision makers, transport planners and designers.	1a / 4b	Safe system training programme set up and embedded (need to identify repeat training sessions if needed)	Director of Highways & Operations	Qtr. 3 2023
SR3	Develop and Implement a Vision Zero safe system assessment tool aligned with our designs guidance at key decision stages including the design sign-off.	1a / 4b	Schemes are designed and assessed using the Vision Zero assessment checklist	Place Planning & Coordination Team Leader	Qtr. 1 2024/5
SR4	Explore all opportunities to increase funding available to help support and implement road safety infrastructure changes.	1a / 1b / 1d	Fully funded business cases for Vision Zero schemes are approved	Team Leader (Vision Zero)	Qtr. 2 2024/5
SR5	Develop additional and supporting road safety review and monitoring processes for implemented schemes to ensure they continue to deliver their Vision Zero road safety benefits as intended.	1a / 1b / 1d	Reviews completed and new road infrastructure aligned with VZ safe system requirements	Team Leader (Vision Zero)	Qtr. 3 2024/5
SR6	Review of OCC's Active Travel, Highway infrastructure Policies, guidance, and procedures to ensure alignment with Vision Zero strategy.	1a / 1d / 4a 4c	Review completed and policies, guidance and procedures are aligned	Team Leader (Vision Zero) & Team Leader (Active Travel)	Qtr. 1 2024/5
SR7	Increased prioritisation of works that will have a positive impact on road safety and particularly that relate to active travel modes within the Highways Asset Management Plan.	1d	Scheme Priorisation processes embedded	Team Leader (Vision Zero)	Qtr. 2 2024/5
SR8	Ensure that highway inspections look at the differing safety impacts and consequences for different users as part of the Council's risk-based highway inspection regime.	1b	Highway Inspection includes covering safety reviews	Team Leader (Vision Zero)	Qtr. 4 2024/5
	Safer Vehicles				
SV1	Work with Thames Valley Police to increase enforcement of Safe Vehicles	2b / 2d / 4c / 5b	TVP data evidencing increased enforcement of Safe Vehicles	Team Leader (Vision Zero)	Qtr. 3 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
SV2	Produce vehicle maintenance and safe vehicle communications campaigns to raise public awareness, and to promote and publicise the benefits of new safety features in vehicles	2b / 4b	Delivery of Vision Zero Safe vehicle campaign. Evidence of safe vehicle improvements	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5
SV3	Work with the bus operators in Oxfordshire to raise awareness of Vision Zero and get their support for the safe system approach.	2b / 2d / 3c / 4d / 5c	Involvement of Bus operators in the delivery of Vision Zero Safe vehicle campaign	Team Leader (Vision Zero)	Qtr. 1 2024/5
SV4	Work with the bus operators in Oxfordshire to implement speed limiting technology to their vehicles.	2c / 2d / 3c	Bus operators encouraged and supported to install speed limiting technology	Team Leader (Vision Zero)	Qtr. 2 2024/5
SV5	Work with stakeholders, the bus and PSV operators in Oxfordshire to increase the education, monitoring, and enforcement of close passes.	3c / 4b / 4bc / 4d	Involvement of Bus / PSV operators in the delivery of close pass training, and ongoing monitoring and enforcement	Team Leader (Vision Zero), Head of Transport Policy & Road Safety Education Lead	Qtr. 3 2024/5
SV6	Investigate implementation of a Direct Vison Standard for HGVs within Oxford and future expansion to Oxfordshire.	2c / 2d	Direct Vison Standards implemented in HGVs within Oxfordshire	Head of Transport Policy & Team Leader (Vision Zero)	Qtr. 4 2024/5
SV7	Include minimum Direct Vision Standards in future Oxfordshire County Council's fleet and contracts.	2c / 2d	Direct Vison Standard implemented in HGVs within Oxfordshire	Team Leader (Vision Zero)	Qtr. 1 2025
SV8	Ensure that Oxfordshire County Council and the Council's contractors and sub-contractors sign up to the CLOCS standard.	2c / 2d	CLOCS implemented at OCC	Head of Transport Policy & Team Leader (Vision Zero)	Qtr. 4 2024/5
SV9	Gain accreditation for Oxfordshire County Council through the FORS scheme and the Council's contractors and sub-contractors to also sign-up.	2c / 2d	FORS implemented at OCC	Head of Transport Policy & Team Leader (Vision Zero)	Qtr. 4 2024/5
SV10	Engage with partners and key stakeholders throughout Oxfordshire to promote uptake of the Direct Vision Standard, CLOCS and FORS, and support freight alternatives such as cargo bikes.	2c / 2d	Direct Vision Standard, CLOCS and FORS promoted with partners across Oxfordshire	Head of Transport Policy & Team Leader (Vision Zero)	Qtr. 4 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
SV11	Deliver bike safety education through our Road Safety Education programme and promote our bicycle maintenance resources.	2b / 4b	Safer bikes in use / Use of bike across Oxfordshire journeys increase	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
SV12	Monitor e-bike and e-scooter usage and analyse their road safety related data as it becomes available.	2d / 3a / 3c	Reduced E-bike road safety incidents	Team Leader (Vision Zero)	Qtr. 2 2024/5
	Safer Speeds				
SS1	Continue to deliver the 20mph programme across Oxfordshire.	1b / 3a / 3b / 4c	Continued 20mph programme delivery across Oxfordshire	Team Leader (Vision Zero)	Qtr. 1 2024/5
SS2	Engage with the bus operators regarding the 20mph programme and secure support for future delivery.	3a / 3b / 4c	Continued 20mph programme delivery across Oxfordshire	Head of Transport Policy	Qtr. 2 2024/5
SS3	Review and explore opportunities to enhance the existing 20mph policy.	3a / 3b / 3c / 3d	Continued 20mph programme delivery across Oxfordshire	Head of Transport Policy	Qtr. 3 2024/5
SS4	Conduct a review of all speed limits in Oxfordshire.	3b / 3c	Comprehensive speed limit review results in clear understanding of speeds across network / links into SATN	Team Leader (Vision Zero)	Qtr. 4 2024/5
SS5	Explore opportunities for variable speed limits.	3b / 3c	Variable speed limits implemented if and where appropriate	Team Leader (Vision Zero)	Qtr. 1 2025
SS6	Ensure roads are designed to support appropriate speeds.	1a / 3a / 3b	Roads are designed for appropriate speed	Team Leader (Vision Zero)	Qtr. 1 2024/5
SS7	When designing new roads, we will consider the function of the road and plan speeds appropriately.	1a / 3b	Roads are designed for appropriate speed	Team Leader (Vision Zero)	Qtr. 1 2024/5
SS8	Consider signage and road markings to remind drivers of speed limits and encourage speed compliance when delivering new roads or speed limit changes.	1a / 1b / 3a / 3b / 3c	Roads are designed for appropriate speed	Team Leader (Vision Zero)	Qtr. 1 2024/5
SS9	Explore use of speed indicator devices.	3c	Speed indicator devices are implemented if / where appropriate	Team Leader (Vision Zero)	Qtr. 1 2025

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
SS10	Engage with Thames Valley Police to support greater speed limit enforcement.	3a / 3c	TVP enforcement of speed limits	Director of Highways & Operations	Qtr. 3 2024/5
SS11	Work with partners to investigate and develop the implementation of average speed cameras in Oxfordshire.	3a / 3c	Average speed cameras installed if / where appropriate	Director of Highways & Operations	Qtr. 4 2024/5
SS12	Support existing Speedwatch groups and the establishment of new Speedwatch groups.	3a / 3c	Expanded Speedwatch programme across Oxfordshire	Team Leader (Vision Zero)	Qtr. 3 2024/5
SS13	Work with Thames Valley Police to explore speed limit enforcement through increased camera coverage resources for mobile cameras.	3a / 3c	TVP enforcement of speed via rentable speed cameras if / where appropriate	Team Leader (Vision Zero)	Qtr. 3 2024/5
SS14	Work with partners to develop and implement a Safe Speeds monitoring programme.	3a / 3c	Development and implementation of Safe Speeds monitoring programme	Team Leader (Vision Zero)	Qtr. 4 2024/5
SS15	Work with partners to include speed on KSI reports and provide speed evidence in KSI causation factors.	3a / 3c / 5c / 5d	Greater use of speeding evidence in KSI reports	Team Leader (Vision Zero)	Qtr. 1 2025
SS16	Develop and deliver Safe Speeds and 'Fatal 4' communication and Vision Zero marketing campaigns.	3a / 4b / 4d	Safe Speeds and Fatal 4 campaigns delivered	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
	Safer Users				
SU1	Explore opportunities to expand road safety education programmes for all road users, developing a diverse and inclusive road safety education programme for Oxfordshire's communities.	4a / 4b / 4c	Expansion of Road Safety Education programme. New Road Safety Programme opportunities identified	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 2 2024/5
SU2	Continue to promote and deliver road safety education programmes aligned with national road safety campaigns, so there is learning linked to wider resources.	4b / 4c	Wider availability of Road Safety Campaign resources. Road Safety Education Programme promoted across Oxfordshire	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
SU3	Improve OCC driver education resources on the Highway Code, FOR's and CLOCS standards, and cycle training.	3c / 4a / 4c	Improved OCC Driver education resources available	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
SU4	Improve the quality of driving checks for OCC drivers.	3c / 4b / 4c	Updated OCC Driver checks put in place and embedded	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 2 2024/5
SU5	Engage with Vision Zero partners to establish Safe Users resources, for reporting unsafe driving, near-misses, or close-passes.	4b / 4d	VZ Events set up and delivered across Oxfordshire	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 3 2024/5
SU6	Engage with local partners and explore opportunities for joint public Vision Zero road safety events across the county.	4b / 4c / 4d	VZ Events set up and delivered across Oxfordshire	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5
SU7	Engage with and support the government to conduct public national awareness raising of changes to the Highway Code.	4a / 4b / 4c / 4d	Highway Code changes publicised	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5
SU8	Support use of graduated driving licenses and engage with national partners to encourage their use.	4b / 4c / 4d	Graduated licence use increased in Oxfordshire	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2025
SU9	Develop and deliver a wide-reaching diverse Vision Zero Safe User communication and marketing campaign for Oxfordshire communities.	4a / 4b / 4c / 4d	Vision Zero Marketing campaign delivered	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
	Post Collision				
PC1	Develop first-responder training with our road safety partners for non-medical emergency responders.	5a / 5b	Training developed and set up for non-medical responders	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2026
PC2	Be an advocate for justice for victims of road collisions where there is crime or other culpability.	4c / 5a / 5b / 5c / 5d	Improved road collision victim support processes set up across Oxfordshire	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
PC3	Work with our Road Safety partners to improve road collision victim support and establish victim support groups.	4c / 5a / 5b / 5c /5d	Road collision victim support groups set up	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 2 2024/5
PC4	Work with our road safety partners to incorporate new data collection methods during post incident follow up and support victims to feedback.	3c / 5c / 5d	Improved collision investigations and improved road safety data received	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 3 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
PC5	Establish closer involvement with Thames Valley Police and Road Safety Partners on collision investigations, and sharing both the collision investigation, and injury causations with the council, allowing learning on which areas of the safe system failed.	3c / 5c / 5d	Improved road collision victim support / Improved collision investigations / improved road safety data received	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 3 2024/5
PC6	Support Thames Valley Police to make improvements to collision investigation reporting including establishing a process to explain why no further action is being taken by the police and conducting collision investigation follow ups if required.	4a / 4b / 4c / 5c / 5d	Collision reporting improved. No further action processes set up	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5
PC7	Establish a near-miss data collection and sharing process with our road safety partners, and work with road safety partners to conduct near miss investigations and share learning.	4a / 4b / 4c / 5c / 5d	Near-miss investigation processes set up and sharing the learning with partners as appropriate	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 3 2024/5
PC8	Support Road Safety partners to move towards outcome focused post collision reporting.	5b / 5c / 5d	Improved health outcomes for those involved in road safety incidents.	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 4 2024/5
PC9	Support Thames Valley Police to adopt and use the CRASH data portal.	5c / 5d	Improved road safety data sharing	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 3 2024/5
Partnerships					
PW1	Develop and enhance our road safety partnership with Thames Valley Police through the Safer Oxfordshire Partnership	3c / 4c / 5c / 5d	Stronger road safety relationship with Thames Valley Police	Director of Highways & Operations	Qtr. 3 2024/5
PW2	Engage with our communities and stakeholders in road safety learning, discussions and processes using a co-production approach where appropriate.	1a / 4a / 4b / 4c / 4d	Co-production approach embedded / Vision Zero Marketing campaign delivered	Team Leader (Vision Zero) & Road Safety Education Lead	Qtr. 1 2024/5
PW3	Pursue a commitment from all road safety partner organisations to pledge support for Vision Zero and to make their own	3c / 4b / 4c / 4d / 5b	Pledged support agreed and advertised	Director of Highways & Operations	Qtr. 1 2024/5

Ref No.	Action	Linked to Outcome	Measure of Success	Who	Starting When
	commitments to help deliver the Vision Zero strategy.				
PW4	Create and develop new partnerships to support the delivery of our Vision Zero strategy.	3c / 4b / 4c / 4d / 5b	New VZ partners identified	Director of Highways & Operations	Qtr. 1 2024/5

Table 3 – Vision Zero Strategy Actions

8. Annex B - Vision Zero committed delivery programme

The Council allocated £4m to Vision Zero delivery as part of the 2023/24 budget. This funding will be used to begin delivering Vision Zero in Oxfordshire and demonstrates the Council's commitment to Vision Zero.

The funded Vision Zero delivery programme is made up of five programmes, which will have specific schemes developed in line with scope and focus; these are identified in the table below. These programmes will help to support delivery of the actions identified in the action plan; however, additional funding may be required to deliver some actions in future years.

Funding splits have been identified based on views regarding the likely costs of interventions and expected value of investment needed to make a difference.

Programme	Scope and Focus	Allocation
Vision Zero Programme Budget	To develop VZ Schemes designs.	£0.12m
Cycle Safety and Connectivity	To improve the safety and attractiveness of the cycle network across Oxfordshire, both on and off-highway routes. This will cover improvements to existing infrastructure as well as potential creation of new. Scheme identification will be through a review of our cycle network utilising information such as that within LCWIPs, local knowledge and safety data available.	£0.8m
Corridor/Strategic Road Safety Improvements	To help address known safety concerns along key strategic corridors within Oxford. Schemes will be identified through road safety data, post collision reviews, and information and work completed in preparation of LTCP corridor strategies.	£0.5m
Junction incident hot spots (cluster sites)	To improve existing junction/s that have a history of incidents that a change in design could help to mitigate. Scheme/s will be identified through road safety data and post collision reviews.	£1.58m

Speed Management Programme	To identify initiatives in collaboration with TVP to support adherence to speed limits. Initiatives may include pilots around average speed enforcement in particular and as a last resort traffic management measure. Focus to be shaped through road safety data and police intelligence. This should include data from local Speedwatch groups.	£0.4m
Safer Routes to School	This is investment in making walking routes to schools safer and more attractive. Links to the School Streets programme and issues identified in Home to School safer walking route assessments. Priority will be given to locations that are likely to provide the biggest benefit to the largest number of children.	£0.6m

Table 4: Vision Zero Programme £4m capital Funding allocation

9. Annex C - Local Targets and Performance monitoring

9a. Local Targets

The LTCP includes a set of countywide headline targets. These will help the Council to quantify progress made on delivering the LTCP's policies. The LTCP headline targets include the overall Vision Zero target to have zero road fatalities or serious injuries by 2050.

This headline target sets the overall countywide ambition; however, it is recognised that for high density population urban areas, due to the higher volume of road traffic, such as some town centres.

There will be a targeted aim to bring forward the zero target from 2050, to 2030, and reduce road fatalities and serious injuries in these areas to zero by 2030. One of the actions within this strategy is to review and develop the ways in which we can do this.

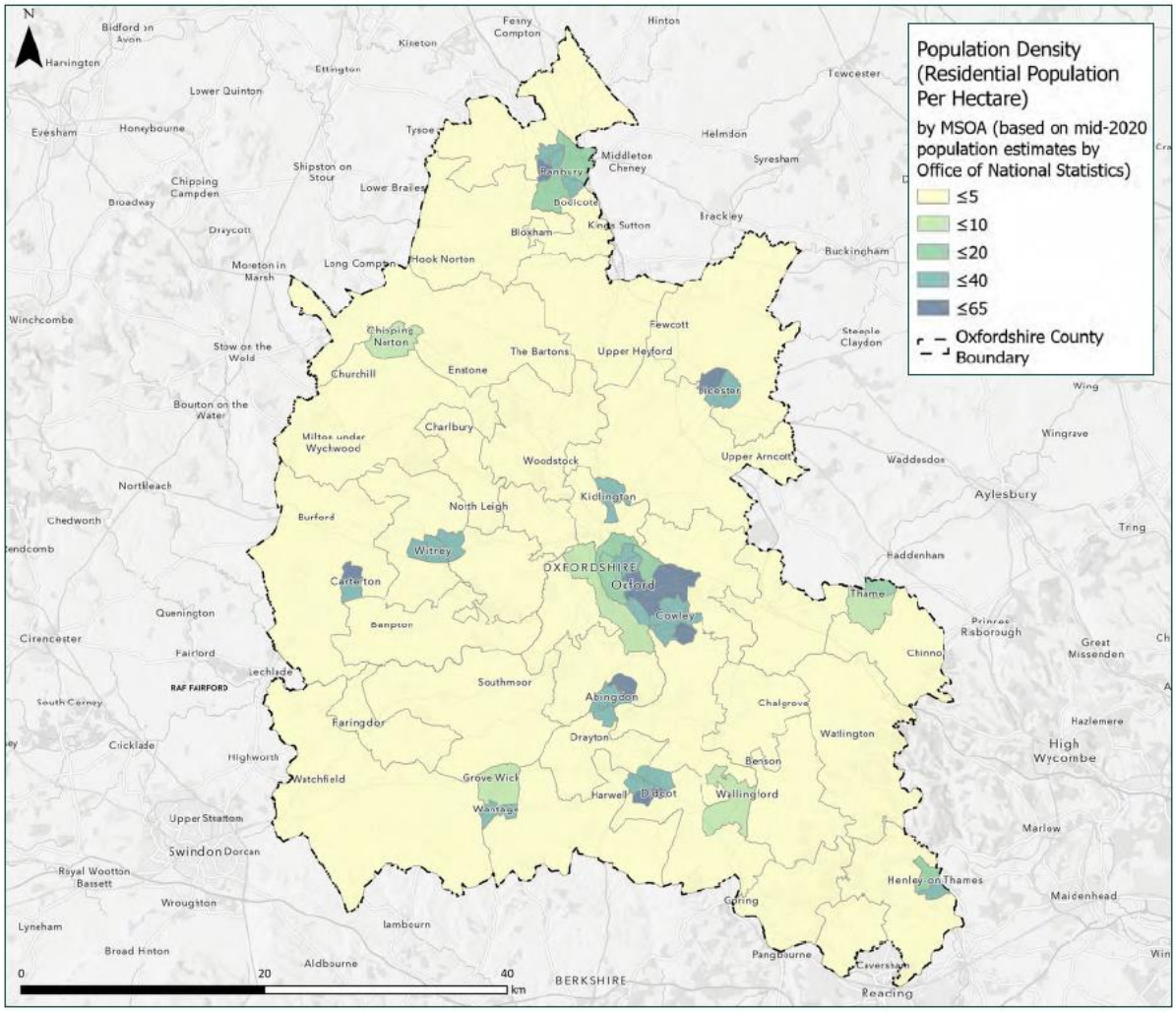


Image 11 – Image slowing Population density showing the urban areas in Oxfordshire using Middle Super Output Areas (MSOA) These higher population urban areas will be reviewed to develop plans to bring Vision Zero target of zero fatalists and serious injuries forward from 2050 to 2030.

9b. Performance indicators and monitoring

Performance indicators will help us track and assess our progress towards our Vision Zero target of zero fatalities and serious injuries, as well as providing valuable tools for measuring our outcomes and identifying any areas for improvement.

It is important to understand the impact of actions and success of Vision Zero through the use of Performance Indicators, as they will help inform decision making and evaluate its benefits.

- P1: Publish an annual report to report on progress on our Vision Zero Strategy actions and delivery of our Vision Zero targets.
- P2: KSI reduction of nineteen fatalities and serious injuries per year required to meet the 2030 target from the 2022 road safety KSI baseline data.

The following performance indicators are applied to each of the five safe system aspects to show performance in that particular area of the strategy.

Safe Roads

- P3: Number of roads designed using iRAP safety tool (RAP Tools - iRAP)
- P4: Number of Healthy Streets Design check assessments with scores of thirty or above, post Vision Zero road safety infrastructure scheme implementation. (What is Healthy Streets? — Healthy Streets)
- P5: Percentage of LTN 1/20 Junction Assessments scoring green, post Vision Zero road safety infrastructure scheme implementation.

Safe Vehicles

- P6: Percentage of new passenger cars with highest Euro NCAP safety rating registered in Oxfordshire. (Euro NCAP | How To Read The Stars / Euro NCAP | The Ratings Explained)
- P7: Percentage of CLOCS construction sites achieving CLOCS safety standards for their construction vehicles
- P8: Percentage of Council Fleet vehicles achieving FORS safety Standards

Safe Speeds

- P9: Percentage of traffic complying with speed limits on Oxfordshire's roads
- P10: Percentage of traffic complying with speed limits on 20mph roads
- P11 Reduction in the percentage of road safety incidents where speed is the main causation factor.

Safe Users

- P12: Reduction in the percentage of road safety incidents in Oxfordshire involving vulnerable road users from 2022 baseline figures.

Post Collision Response

- P13: Percentage of emergency medical services arriving at accident scene within 18 minutes of notification.