



Department  
for Transport

# World Bank Road Safety Capacity Workshop

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**Jessica Matthew**

Deputy Director, Road User Licensing, Insurance and Safety  
Department for Transport, Great Britain

[jessica.matthew@dft.gsi.gov.uk](mailto:jessica.matthew@dft.gsi.gov.uk)



# Summary

- The British road safety picture
- Who does what on road safety
- How does road safety policy get made?
- Two examples:
  - Guidance on speed
  - A new drug driving law
- And one of our adverts to end with

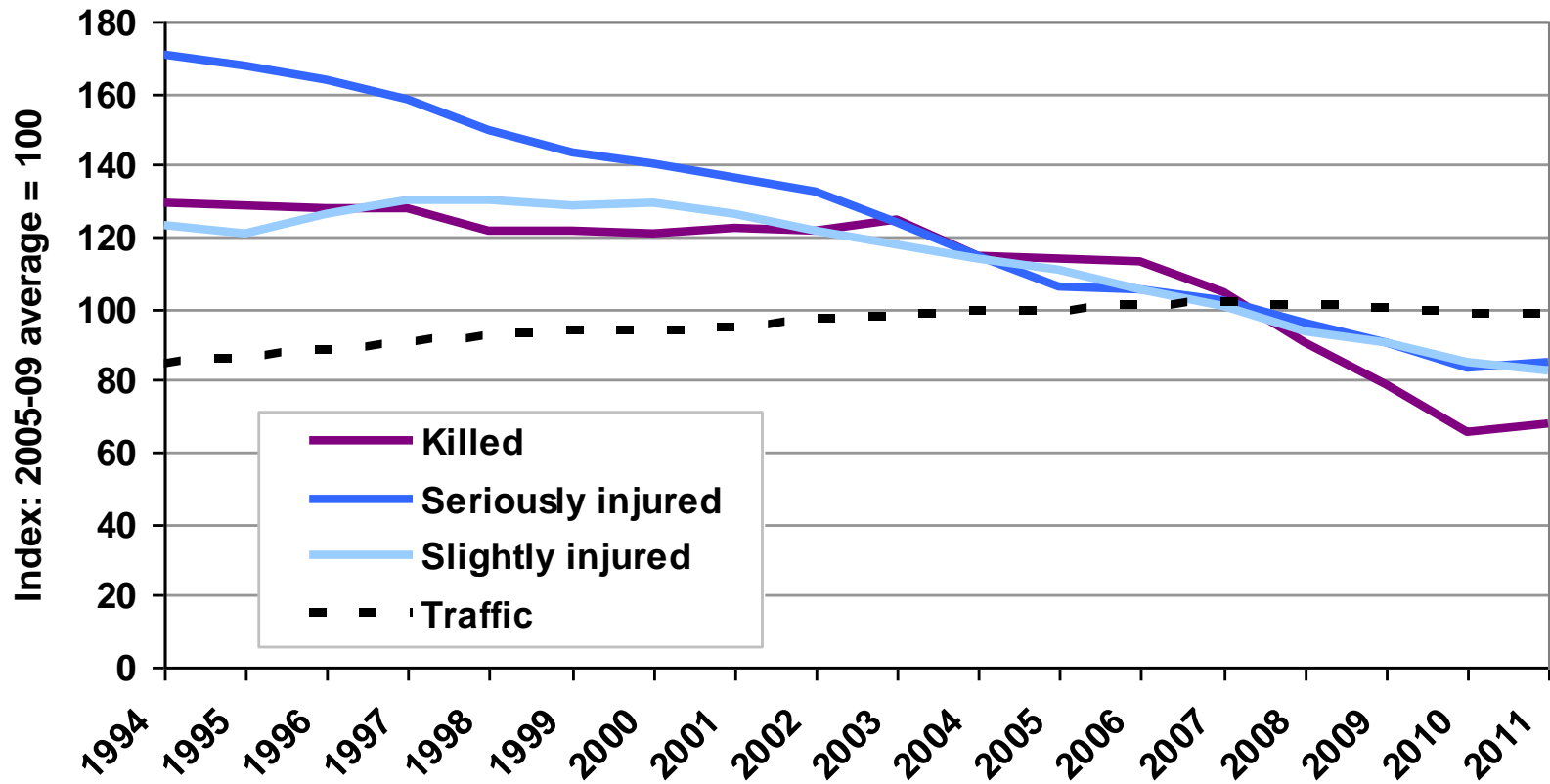


# Britain's record

- Britain's roads are amongst the safest in the world
- Recent years have seen significant decreases in casualties
- But nearly 2,000 people died in 2011 on the roads
- We want to make that lower



# Trends in road casualties



# Improving Road Safety – 3E's

Road safety about improving:

- Engineering
- Education
- Enforcement

Roles are split between different organisations

Many policies cover more than one of these areas



# Who does what? National Government

- Devises overall road safety policy
  - Sets statutory framework – the laws on what can be done on the road
  - Issues guidance to local authorities
  - Provides funding to local authorities and others
- 
- Operates strategic road network – motorways and main roads – about 10% of all roads
  - Runs driving tests and driver licensing
  - Advertising and educational material





# Who does what? Local government

- Build, design and operate local roads – 90% road network
- Set speed limits, in line national guidance
- May run educational campaigns



Photo: Manchester Town Hall, Wikimedia Commons

# Who does what? Police and Criminal justice system

## Police

- Enforce the law – eg on drink driving and speed
- On the spot fines – a fixed penalty notice – for minor offences
- Investigate collisions
- Provide data to central government



## Courts

Prosecutions, points on driving licences, fines, driving disqualifications, prisons sentences





# What is policy about?

Policy work:

*The Three-ring Circus*



## Ringmaster

*Can you marshal your evidence, arguments, witnesses and engage with your client?*

*Do you have a sense of what's politically saleable?*

**politics**

**evidence**

*• Do you know what you are talking about?*

*• Do you know what is really at the root of the problem?*

*Is it do-able?*

**DO-ABILITY**

# New guidance on speed





# New guidance on speed – why do it?

- Speed is important in road safety – some of main causes collisions are failure to control a vehicle or excessive speed.
- And streets are used for many different things – shopping, going to work, parking, walking, cycling, short journeys, long distance journeys, delivering goods – speed policy needs to strike a balance between these
- *Strategic Framework for Road Safety 2011* – overarching road safety policy of new Government - said we would update speed guidance
- Local authorities should take guidance into account when setting speed limits – but do not have to follow it

# New guidance on speed – how did we do it?

- Looked at evidence
- Working group with local authority representatives, pressure groups – allows ideas to be tested with the people who will have to put them into practice
- We try to make sure working group is balanced – eg has environmental and motoring organisations – but is not too big
- Consultation paper issued Summer 2012 – allows the public and interested bodies to feed in
- Final guidance issued January 2013
- Now need to make sure local authorities and others aware of the changes
- Unlikely to review again for at least 5 years, unless have evidence that there are problems



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# Drug driving





# New drug driving law – why do it?

- Some evidence that drug driving is a problem – perhaps 200 deaths a year
- Significant lobbying, following death of a young girl, and one of the Conservative Party's manifesto commitments
- Is a well established regime for drink driving, so desire to have something comparable

# Drug driving – how are we doing the legislation?

- Report by Sir Peter North in 2010, commissioned by Government, looking at evidence and options
- Overarching offence mirrors drink driving, currently going through Parliament
- Expert Panel, appointed by Government, to advise on what limits could be
- Government needs to consider that advice and propose limits
- Will be subject to consultation and debate in both Houses of Parliament
- And we will need to evaluate policy over years to come – did number of drug driving deaths fall?



# Drug driving - enforcement

- Police will need kit at the roadside and in police stations to see whether driver is over the limit
- This needs to be affordable and easy to use
- Home Office need to test and approve equipment before it can be used by the police
- Police representatives on project board, as well as civil servants



# Drug driving – education and information

- Offence will not become law until 2014
- Will then be media campaign, aimed at recreational drug users – **DON'T TAKE DRUGS AND DRIVE**
- Also need information to some people on medication – starting to work with drug companies, doctors and chemists



# Public acceptance

- Public acceptance critical to road safety: most people are road users
- Need to generate culture behaving safely
- One way doing that through media campaigns
- These are branded THINK! - do not carry Government branding
- Shock and awe sometimes used; but humour works too
- So going to end on one of our more light hearted adverts, aimed at getting car drivers to see motorcyclists as people



# Conclusion

- Road safety policy is tricky – it affects just about everyone
- Lots of organisations are involved and need to be brought with you – local government, the police
- But it can be a matter of life and death, so it is worth making the effort to get it right