

## Report of the Strategic Director Place to the meeting of The Executive to be held on 5<sup>th</sup> July 2022

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### **Subject:**

**Adoption of Vision Zero**

### **Summary statement:**

The West Yorkshire Safer Roads Executive, West Yorkshire Police and the Vision Zero Board have all signed up to progressing a Vision Zero Strategy towards Casualty Prevention. Partner agencies are being asked by the VZ Board to adopt the same Strategy at a district level to remove fatal incidents from the network with a multi-agency Whole Systems Approach.

### **EQUALITY & DIVERSITY:**

Driver behaviour is a particular problem in Bradford. Bradford also experiences the highest levels of accidents involving uninsured and un-taxed vehicles in the UK (Direct Line, 2019). Bradford also has the highest level of non-compliance issues around seat belt wearing. This leads to a disproportionate and over representation of casualties. An Equalities Impact Assessment will be made at a programme level and at a scheme level (Where required) to ensure fairness and parity.

Equality objectives – Vision Zero will assist with working with our partners and the district's many communities to understand and meet the needs of individuals and communities, and improve their opportunities, wellbeing and ability to live together productively.

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### **Portfolio:**

**Regeneration, Planning and Transport  
Overview & Scrutiny Area:**

**Regeneration and Environment**

## 1. SUMMARY

- 1.1 This report provides an overview of the current work in Bradford and the wider West Yorkshire region on the Vision Zero 2040 Strategy. The Strategy which is being progressed by the Combined Authority at present is designed to allow partner agencies to sign up to a joint vision in removing fatal and serious injuries from the road network. The ask of the Executive is to adopt the Principality of the Vision Zero Strategy and progress a local Bradford District Strategy and stakeholder consultation.

## 2. BACKGROUND

- 2.1 In the first three months from January to March, there have been 64 recorded killed and serious injuries on Bradford roads (Fig. 1). Not taking into account the 2021 (Pandemic year), this is the highest level of actual recorded KSIs in the last twenty years. Work is currently being progressed to understand the reason for this sudden uplift.

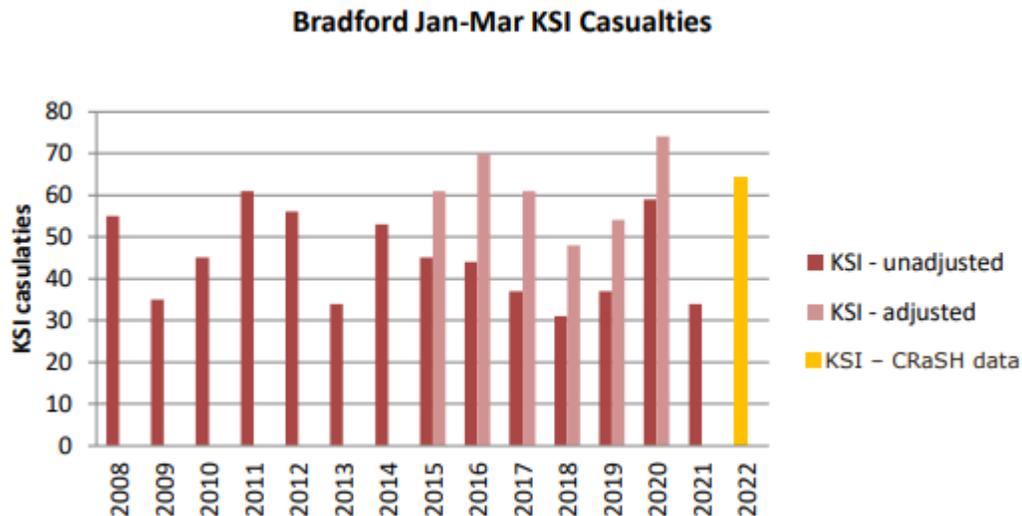


Fig 1: 1<sup>st</sup> Quarter KSIs in Bradford.

- 2.2 With Vision Zero, the council is setting out the principles of a whole systems approach to Safer Roads utilising multi-disciplinary partnership work and data sharing that reduces serious injury and death on the road network with the ultimate aim of removal of road death.
- 2.3 Since its inception in 1995 in Sweden, Vision Zero has revolutionised conventional thinking around road safety. The basic starting point for Vision Zero is from an ethical standpoint that no-one should be killed or suffer lifelong injury in a road traffic incident. According to Vision Zero the main problem is not that accidents occur it is instead whether the accidents lead to death or serious injury. Vision Zero stresses the fact that the road transport system is an entity in which the components such as roads, vehicles and users must be made to interact so that safety can be guaranteed.

- 2.4 Vision Zero now underpins the casualty prevention strategies of several governments in Western Europe and North America and is saving lives and preventing serious injury as part of long term strategies to eliminate road deaths.
- 2.5 West Yorkshire including the Combined Authority has collectively agreed the principality of the approach which includes aligning the safer roads capital investment from the Department for Transport with Vision Zero principles.
- 2.6 Bradford has particular problems around driver behaviour in parts of the district. Bradford also experiences the highest levels of accidents involving uninsured and un-taxed vehicles in the UK (Direct Line, 2019). Bradford also has particular non-compliance issues around seat belt wearing. This leads to a disproportionate and over representation in terms of numbers of casualties and the severity of the injury.
- 2.7 The aim now is to develop a suitable local strategy for Bradford that addresses these issues by utilising data sources from internal and external partners.
- 2.8 In 2021, there were 309 killed and serious injuries in Bradford. Public Health England have determined that all highway related injuries are preventable. The work under Vision Zero aims to realise this.
- 2.9 Road safety is a priority in the current Police and Crime Plan, reflecting the serious and persistent concerns of members of the public, councillors, and MPs. The Plan made a commitment to taking forward with partners the Vision Zero approach to tackling the unacceptable numbers of those being killed or seriously injured on West Yorkshire's roads. Although West Yorkshire has seen a decline in the numbers KSIs the decline in the numbers of vehicles on the roads during the COVID lockdowns is a significant factor. Of particular concern is the disproportionately large number of vulnerable road users KSI: pedestrians, cyclists, and children.

#### 2.10 Vision Zero Pillars

There are 5 key pillars set out in Vision Zero that have been collectively agreed at a West Yorkshire level. If adopted, All Safer Roads programmes will be aligned against these pillars:

**Safe Speeds:** We will encourage slower speeds to achieve safer and healthier journeys. We will maximise our impact on speed detection and compliance through data intelligence, design our streets to slow vehicles down, raise awareness about the benefits of safer speeds to change behaviour and advocate for new ways to enforce and deter speeding.

**Safe Vehicles:** Lead by example and procure safer vehicles to protect road users and drivers for our fleets. We will raise awareness about the benefits of safer vehicles and in-vehicle technology. We will enforce vehicle safety offences and support changes to vehicle standards to reduce severity and likelihood of collisions.

**Safe Roads:** We will reduce the dominance of motor vehicles to create streets that are safer for people and active travel by putting the needs of people before those of vehicles when designing infrastructure where possible, implement a connected

network of safer routes and make it easier for people to suggest improvements, report defects and other highway related issues.

**Safe Behaviours:** We will encourage safer behaviours on our streets by influence road user behaviour through targeted operations, communication, education and campaigns, engage with people to identify and tackle specific road safety issues and educate drivers and riders about the challenges faced by vulnerable road users.

**Post Collision Learning and Support:** We will support post-collision care and make changes to our systems as we learn. We will learn from collision investigation, share our findings and make changes to our systems, support people bereaved or suffering life changing injury through post collision care and advocate justice for victims of road collisions.

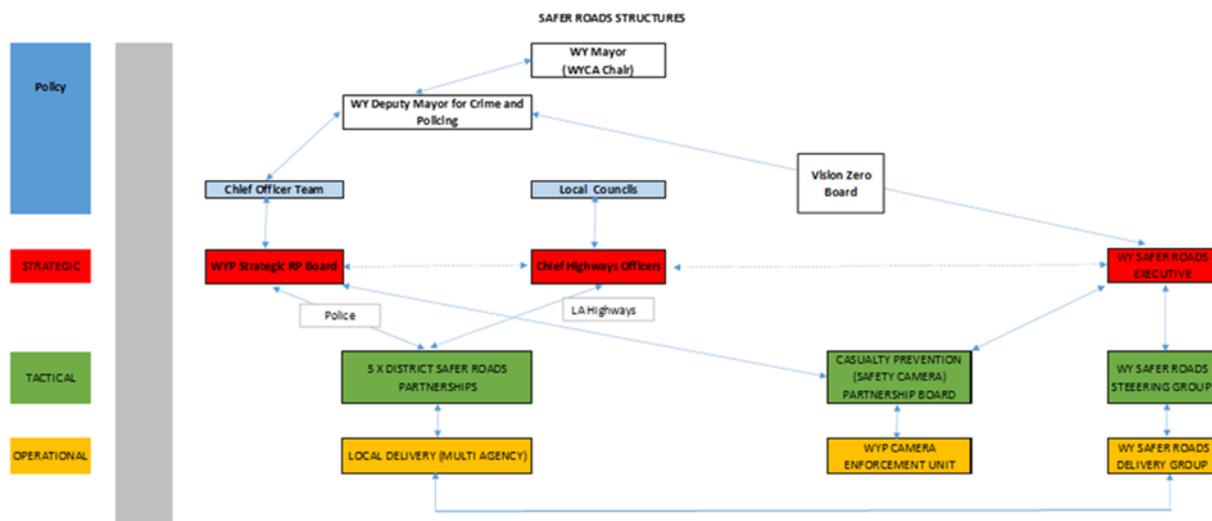


Fig.2: Road Safety Structures in West Yorkshire

Fig 2 shows the West Yorkshire Safer Roads structures and the installation of the Vision Zero Board which is a political body providing governance and direction for Safe Roads in West Yorkshire. This group is chaired by the West Yorkshire Deputy Mayor.

2.11 The Vision Zero principles can neatly align with our emerging Strategic Priorities:

**SP2: Spatial Priorities** - More efficient low carbon and active travel movement patterns to support a competitive economy, healthier lifestyles and a quality environment.

**SP3: Hierarchy of Settlements** - Develop new and improved active travel links between Local Growth Centres, Local Service Centres, Principal Towns and with Regional Cities of Bradford and Leeds.

SP4: Location of Development - A major changes to this policy related to a separation and reordering within the movement hierarchy to further emphasise the importance of active travel.

SP7: Planning for Sustainable Transport - The main principles, are Demand Reduction, Mode Shift/Structural change, efficiency/Consolidation and Technological/Electric.

SP10: Green Infrastructure - The District's Strategic Green and Blue Infrastructure network will be protected, maintained, and where appropriate, enhanced. Including multi-functional spaces, routes and assets for recreation, leisure, sustainable transport and biodiversity.

SP14: Making Great Places - Planning decisions as well as plans, development proposals and investment decisions should contribute to creating high quality places through providing a well-connected network of attractive green routes and spaces that are safe and easy to use and move around for all members of the community.

SP15: Creating Healthy Places - Places where people live, learn, play and work are vitally important to health and wellbeing. The neighbourhoods, homes, schools, streets, green and open spaces and workplaces that we work, live and socialise in have a significant influence on many factors that affect wellbeing including walking and cycling.

### **3. OTHER CONSIDERATIONS**

- 3.1 Planning, Highways and Transportation has strong links to other directorates such as Public Health and Education. The work around Vision Zero will strengthen links in other areas of the council and partner agencies.

### **4. FINANCIAL & RESOURCE APPRAISAL**

- 4.1 There are no immediate financial implications arising from the adoption of the Vision Zero strategy. Any costs for subsequent operational changes will be absorbed by PTH finances. Opportunities for savings will be explored through whole systems approach.

### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

- 5.1 Historically, Road Safety reports and capital investment into Road Safety have been devolved to the five district Area Committees. These programmes are financed from the Integrated Transport Block (Now CRSTS) monies provided by the Department for Transport. As some of this new strategy work will involve more than one Parliamentary Constituency, it is appropriate that these determinants are retained by the Council's Executive.

## **6. LEGAL APPRAISAL**

6.1 There are no legal issues arising from this report.

## **7. OTHER IMPLICATIONS**

### **7.1 SUSTAINABILITY IMPLICATIONS**

7.1.1 The DfT have a rolling programme of devolved Safer Roads funding. The current programme is five years and is worth approximately £5.5M over this period for Bradford. As this is a whole systems approach with multi agencies involved, links to wider priorities and budgets will be made over this period.

### **7.2 GREENHOUSE GAS EMISSIONS IMPACTS**

7.2.1 Vision Zero assists with the creation of green space and Active Travel Programmes that will encourage the reduction of car generated trips.

### **7.3 COMMUNITY SAFETY IMPLICATIONS**

7.3.1 The principality of Vision Zero will require community engagement for adoption. Community based stake holder meetings will take place around specific installations. The work the council does around Education, Training and Publicity in schools and communities will be further enhanced by the links to Social Services, Education and the Voluntary Sector.

### **7.4 HUMAN RIGHTS ACT**

7.4.1 There are no specific Human Rights Act issues arising from this report.

### **7.5 TRADE UNION**

7.5.1 There are no specific Trade Union Issues arising from this report.

### **7.6 WARD IMPLICATIONS**

7.6.1 The work around Vision Zero will be evidence based. Some Wards will have more emerging Safer Roads Priorities than others.

### **7.7 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)**

7.7.1 Specific ward based issues will still have Committee Reports for approval such as the annual Safer Roads budget report and the Road Safety ET&P Plan for the year.

### **7.8 IMPLICATIONS FOR CHILDREN AND YOUNG PEOPLE**

7.8.1 Some Programmes arising from the Vision Zero Work will be specifically targeted to improve the health and well-being of children and young people such as our school programmes around street behaviour and Bikeability.

## **7.9 ISSUES ARISING FROM PRIVACY IMPACT ASSESMENT**

- 7.9.1 Access to new data streams from the NHS (Hospital admissions data) and West Yorkshire Police (Anti-social behaviour data and car chase data) maybe post code specific. This data is important to identify which agencies need to be involved in providing a whole systems solution. This is currently an emerging picture and data streams have not been shared to date.

## **8. NOT FOR PUBLICATION DOCUMENTS**

- 8.1 None.

## **9. OPTIONS**

- 9.1 Bradford could choose to retain the existing method of casualty prevention which has historically been a post-collision response to accident locations.

## **10. RECOMMENDATIONS**

- 10.1 That the Executive note the content of the report;
- 10.2 That the Executive endorse and adopt Vision Zero formally in Bradford;
- 10.3 That the Executive agree to the development of a Vision Zero Strategy for Bradford referencing and underpinning the West Yorkshire Vision Zero Strategy.
- 10.4 That the Executive agrees the design and development of stakeholder events to develop a whole systems approach to casualty prevention.

## **11. APPENDICES**

- 11.1 Appendix 1: West Yorkshire Casualty Data First Quarter 2022.

## **12. BACKGROUND DOCUMENTS**

- 12.1 None.