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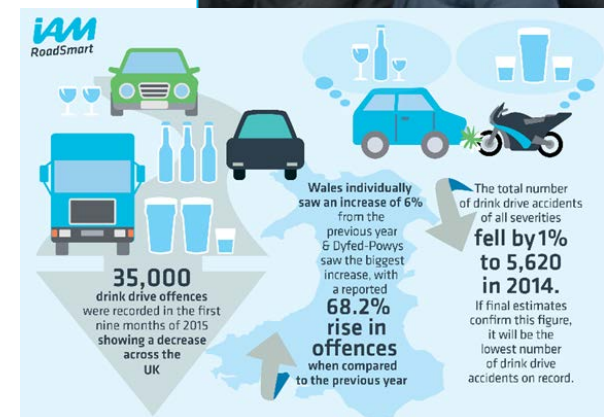


Who are IAM RoadSmart

The 5 key things the IAM is known for



- The go-to body for insight on human factors in road safety
- An organisation which responds to the needs of Road Users
- Expert advisors on how technology and driving aids will enhance and support driving skills
- The leading provider of high – quality, independent post – test training for drivers and riders
- A charity which has been driving road safety for 60 years





Pedestrian Safety in the UK

UK fatalities by road user type

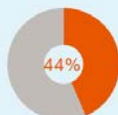
Fatalities by road user type (compared with 2014)



Fatalities % share



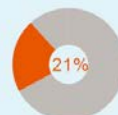
755
✓5%



409
✓8%



365
^8%



100
✓12%



Other

103
^29%



- In 2015 there were a total of 1730 people killed on our roads.
- 409 of these were pedestrians
- 8% less than in 2014



Pedestrian facts



- October to March are the higher months for pedestrian deaths



- Urban areas are where most pedestrians are killed or injured



- Pedestrians hit on rural roads are more likely to die



Why are pedestrians killed?

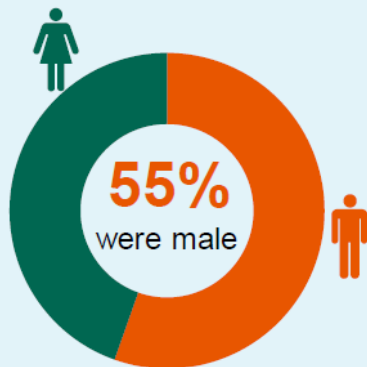



- Crossing the road masked by stationary vehicle
- Failed to look properly
- Misjudged speed or path of vehicle
- Misusing crossing
- Impaired by alcohol or drugs
- Careless or in a hurry
- Wearing dark clothing and not being seen at night


Male or Female – who is most at Risk?

Pedestrians make up 24% of all road deaths

24,073 pedestrian casualties of which



 **25%** occurred between 4pm and 7pm

 **4%** were aged 80 or over

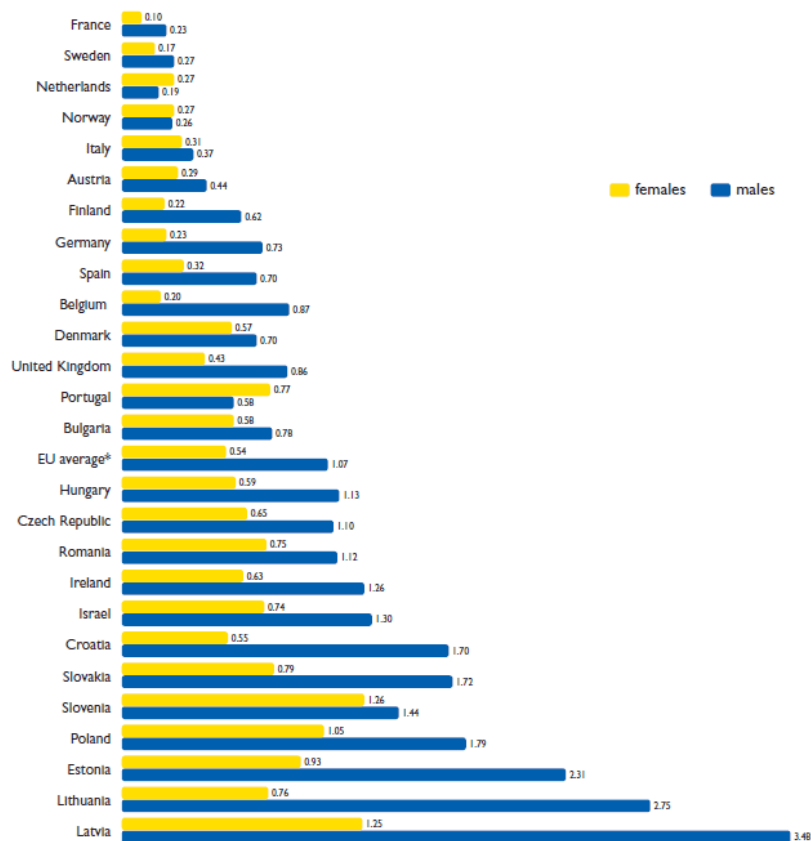
Almost equal split between male and female

Where do we rank on Pedestrian safety in Europe?



Pedestrian related deaths for children and adolescents

(Europe age standardised rate per 100 000 0-19 years by sex)



The UK has a peak in figures when children change from primary to secondary school

Source: WHO European Detailed Mortality Database (EDMD); 3 year averages for 2008-2010 or 2007-2009 or most recent three years of data; Cyprus, Iceland, Luxembourg and Malta excluded due to small numbers and resulting rate variability; Greece is excluded as ICD-9 codes do not allow breakdown of road traffic injuries so EU average presented represents remaining 26 countries of the EU.



Ways to cross the road

How do Pedestrians cross the road

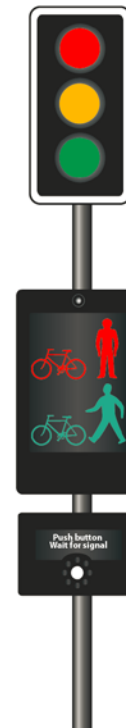
- In the UK we have 5 main different types of crossings



Zebra



Puffin



Toucan



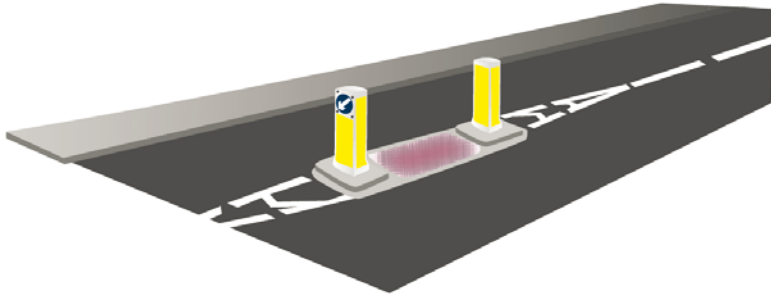
Pelican



Equestrian

How do Pedestrians cross the road

- We also have traffic islands and school crossing patrols



Keeping pedestrians safe and traffic flowing

- Very busy areas may have subways and footbridges





Pedestrian Safety in the UK



Pedestrian Safety

Barriers guiding
pedestrians to a
dedicated crossing
point





What do we do in the UK to help protect pedestrians

Tactile paving helps the blind or partially sighted to feel where to cross the road

The change in colour and feel can also indicate to other road users where there is a crossing point.



Blister



Corduroy



Ladder and tramline



Lozenge

Encouraging space for all

20 zones are meant to help road users share the space, encouraging more walking and cycling



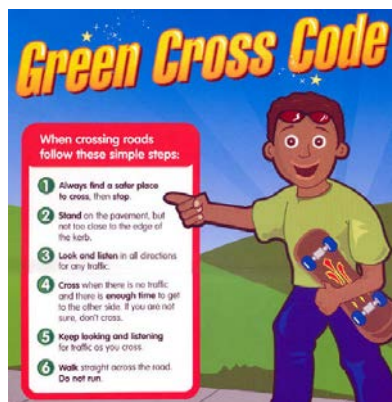
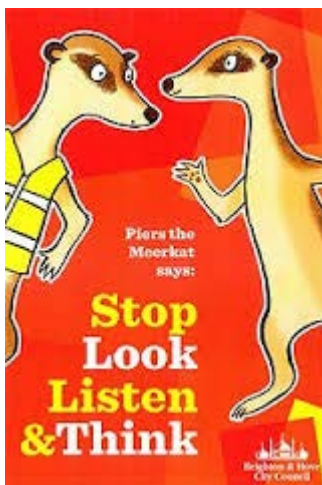
Just changing signs is not enough there needs to be other traffic calming measures to get driver to slow down and pay more attention





Local Government – What do they do for road safety?

Local councils and charities provide leaflets and training for children





Can street lighting make pedestrians feel safer?

Installing specific pedestrian lighting

- This has a great effect on perceptions of place; direct lighting of the footway and makes the street feel welcoming.
- Also reduces crime and 'fear of crime'.



Shared space

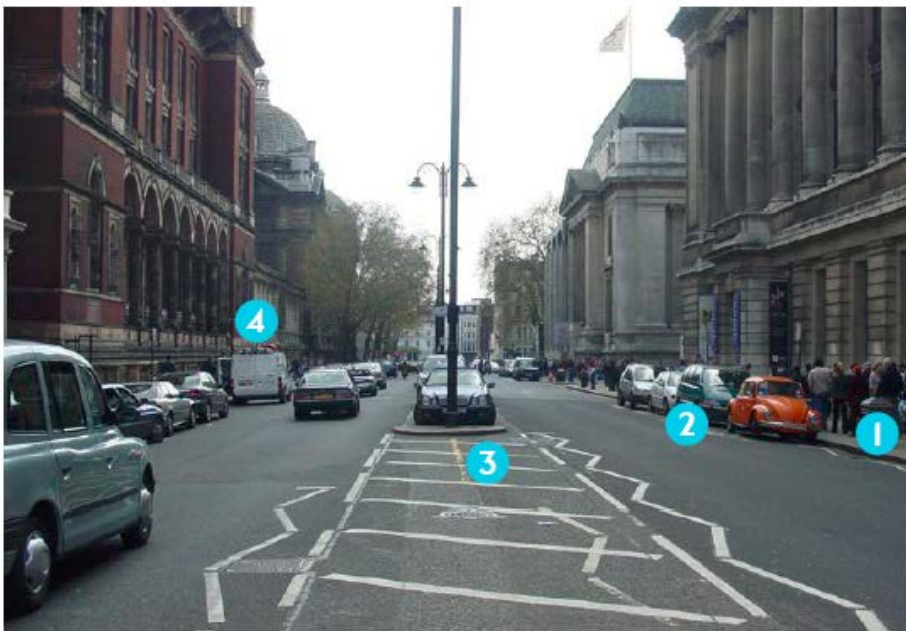




Shared space



Shared space



Before

1. Street furniture obstructs narrow footway
2. Car parking impedes crossings
3. Road markings create visual clutter
4. Material choice and design creates poor setting for historic building



After

1. Granite paving setts applied in bold pattern across entire area to create shared surface
2. Drainage channel, corduroy paving and bollards define shared space
3. Inspection covers seamlessly integrate with paving
4. Art, seating and car parking provided in street furniture zone
5. Street furniture and equipment use consistent colours

Redesigned space



Before

1. Multiple paving treatments create visual clutter
2. Paving tones conflict with architecture
3. Bollards restrict footways



After

1. Simple light grey granite paving provides simplified backdrop
2. Café planters tie laneways to railings in the main square
3. Utility covers consistently paved



What does the future hold for Pedestrians?



How can we safeguard pedestrians?



Enforcement

- Government
- Local councils
- Police

Engineering

- City Planners
- Road Engineers
- Car Makers

Education

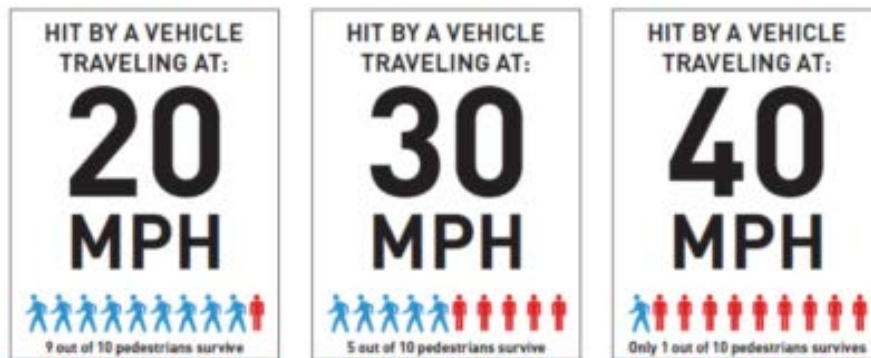
- Pedestrians
- Drivers
- Riders

We need a safe system where all involved work together

- Safer Roads
- Safer Vehicles
- Safer Road Users

Safe Systems

- Humans will make mistakes, and the human body has a limit to which it can absorb crash forces without suffering injury.



- Safety is a shared responsibility of all actors in a traffic system, not only that of a road user.
- All elements of the road traffic system should come together in an integrate safety chain in which the elements will combine to prevent a crash, or at least prevent serious injury, even if one or more elements fail.



What can we do to improve things?



The future of pavements?



Are phone walking lanes coming to a pavement near you?



Thank You

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