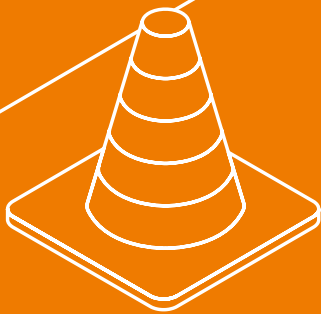


# West Yorkshire Vision Zero Strategy 2024 - 2027



West Yorkshire  
**VISION  
ZERO**  
No more road deaths 





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# Foreword



**Tracy Brabin,**  
Mayor of West Yorkshire

**West Yorkshire is home to 2.4 million residents and every one of them should be and feel safe on our roads. Roads are critical to many elements of life in West Yorkshire, and we need to ensure that they are safe places to be for all road users.**

In my previous role as MP for Batley and Spennings, I sadly sat in too many front rooms listening to heartbroken families, destroyed by the loss of a loved one due to irresponsible driving. And now, as the first woman Metro Mayor in the country with Police and Crime Commissioner powers, I am privileged to be in a position where I can influence not just the police service, but transport, businesses, and other services that can help to make our roads safe.

In the Police and Crime Plan, I recognise that road safety is a key priority for West Yorkshire, and I made the commitment to deliver an effective Vision Zero approach across all districts. Through the support of the Deputy Mayor in her role as the Chair of the Vision Zero Board, we will strive to reduce killed and seriously injured casualties on our roads to zero by 2040.

Together we can make the roads of West Yorkshire safe and stop the unacceptable number of preventable deaths and serious injuries.

**Tracy Brabin**  
Mayor of West Yorkshire





**Alison Lowe OBE**, Deputy Mayor for Policing and Crime for West Yorkshire

**My sister Debbie would have been 63 this year, had she not been killed by a speeding driver when she was just 3 years old.**

When someone is killed or seriously injured on our roads, the impact is immediate, but the pain and devastation for families and the wider community can last for decades. As Chair of the Mayor's Vision Zero Board, I am committed to ensuring we end the scourge of road death for all our communities across West Yorkshire.

By working together to bring about a safe system approach to this issue, we can address the Fatal Five causes of road death: speeding, careless driving, drug and alcohol use, mobile phone use, and not wearing a seat belt. By tackling these behaviours, alongside other aspects of the system, we can help to stop any other family experiencing the loss my family faced.

This strategy is a positive first step in a long and challenging journey to make our county safer for road users in West Yorkshire. We need to be bold and choose to do things differently than we have done before, with new data, new partners, and new approaches. Road death is not inevitable, and the Mayor and I will not tolerate a single death or serious injury on West Yorkshire's roads as being so.

Together, we will work with our partners and the public to make our streets safe and to end the number of killed or seriously injured in our county by 2040. We will accept no excuses.

**Alison Lowe OBE**  
Deputy Mayor for Policing and Crime for West Yorkshire

# Introduction

**As part of the consultation for the Mayor's Police and Crime Plan 2021-2024, the public identified road safety as one of their top issues within the Safer Places and Thriving Communities priority. The 2.4 million people of West Yorkshire travel for work, school, and leisure every day – and across Great Britain, 328 billion vehicle miles are travelled in a single year.<sup>[1]</sup> Road safety impacts on all of us.**

Vision Zero is a road safety aim to eliminate all traffic deaths and serious injuries, while increasing safe, healthy, equitable mobility for all in West Yorkshire. It advocates that no deaths or serious injuries are acceptable and argues for the joint responsibility of all road users for safety, alongside all those who plan, design, build, maintain, legislate, and enforce the transport system.

An objective to establish an effective Vision Zero approach across West Yorkshire was included in the Police and Crime Plan to reflect this concern. The West Yorkshire Combined Authority has committed to eliminating road deaths and serious injuries on the county's roads by 2040, alongside partners, and developing a regional strategy to push this forward. We aspire to create a well-connected region, linking the ambitions of local transport plans, our Climate and Environment Plan, and our Mass Transit Vision to create a safer, more sustainable, and innovative transport system for all.<sup>[2]</sup> As part of this work, the ambition to reduce casualty numbers, aspiring to 'zero tolerance' of transport-related deaths, was included in our Transport Strategy in

2017, with partners signing up to our Vision Zero ambition in 2019.<sup>[3]</sup> Since the adoption, the partnership has assessed each organisation's capacity to deliver and, in 2022, put in place a Vision Zero team to improve the coordination across the region.

We have consulted over 1,100 members of the public on their priorities for road safety, and collaborated with our partners to establish how we can deliver a transport system that means people can travel safely, regardless of their mode of choice. Based on this consultation, we have outlined areas of focus for each of the five pillars of a safe system approach: safe roads, safe road users, safe speeds, safe vehicles, and the post-collision response. The safe system is a road safety approach which prioritises life and health and suggests they should not be compromised by our need to travel. These principles are embedded within Vision Zero, which uses the five pillars of the approach to minimise risk across the road environment as a whole, working together to enhance one another's effectiveness. To achieve Vision Zero, organisations belonging

<sup>1</sup> [Reported road casualties Great Britain, annual report: 2022](#)

<sup>2</sup> [The West Yorkshire Plan - West Yorkshire Combined Authority](#)

<sup>3</sup> [West Yorkshire Transport Strategy 2040](#)





to the West Yorkshire Vision Zero Partnership (previously the West Yorkshire Safe Roads Partnership) have agreed to deliver together on these different aspects of the system, to provide a holistic approach that is forgiving of human error. While we accept that people make mistakes, and these mistakes may lead to crashes, we do not believe that those mistakes must inevitably result in tragedy – this is the safe system approach.

This strategy is an initial step on a long, complex, and challenging journey to achieving our Vision Zero ambition, which states our direction of travel in West Yorkshire. Delivering Vision Zero will require a step-change in culture and individual behaviour, but there will also be a need for organisational commitment to approaching road safety differently and giving financial backing to projects along the way. We recognise the state of public finances at this time; in order to deliver on our ambitions, we will innovate, work in partnership, and develop best practice to continue to reduce the human cost linked to victims of crashes.

The regional strategy will provide a consistent direction and shared vision for all responsible bodies to move towards over the next three years. Alongside reducing the significant harm caused to victims and their families, this will help us achieve our collective goals for a better connected, sustainable West Yorkshire, where people can choose how they travel without fear for their safety, access more places without the need for a car, and feel the benefits of better air quality where they live and work.





# National context

Great Britain has made huge progress over recent decades in reducing the number of people killed or injured in road traffic collisions. International comparisons in the Department for Transport's annual report for road casualties show Great Britain as having some of the safest roads in the world, with the [5th lowest fatality rate per million residents](#).<sup>[4]</sup> However, progress has slowed since 2010, and despite long-term reductions, crashes killed or seriously injured (KSI) 29,742 people in Great Britain in 2022. Approximately 5 people are killed on the country's roads every day. In addition to the human costs, the financial cost of all collisions in Great Britain in 2022 was over £43bn, with a quarter relating to KSI collisions (RAS4001, DfT, 2023).



In recent years, the Government has set out a number of policy documents recognising that the approach to road safety can be changed. [The Road Safety Statement 2019: A Lifetime of Road Safety](#) contained actions for Safer Vehicles, Speed, and Infrastructure – referencing the internationally recognised safe system approach.<sup>[5]</sup> Countries such as Norway and Sweden have successfully used this approach to improve road safety and now have the lowest fatality rates in the world. The Road Safety Statement acknowledges that road safety is not simply a matter of addressing poor driver behaviour but addressing the transport system as a whole.

The COVID-19 pandemic saw lowered casualty numbers, largely as a result of periods of lockdown leading to a reduction in road traffic in 2020 and 2021. At the same time, levels of walking, wheeling, and cycling in the country saw significant increases, highlighting the links between road safety and the country's ambitions for climate change, air quality, and public health.<sup>[6]</sup>

To build on the opportunities of changing travel habits, [Gear Change](#),<sup>[7]</sup> the [Net Zero Strategy: Build Back Greener](#),<sup>[8]</sup> and the [second cycling and walking investment strategy](#)<sup>[9]</sup> reiterated the Government's commitment to providing infrastructure for safer active travel, through funding for segregated cycle lanes, school streets, and low traffic neighbourhoods. These strategies recognise that our collective goals for improved public health and carbon reductions

<sup>4</sup> <https://www.gov.uk/government/statistics/reported-road-casualties-great-britain-annual-report-2022/reported-road-casualties-great-britain-annual-report-2022#international-comparisons>

<sup>5</sup> Department for Transport, 2019. [The Road Safety Statement 2019: A Lifetime of Road Safety](#).

<sup>6</sup> For an explanation of the term 'walking, wheeling, and cycling', see [Active Travel is walking, wheeling and cycling |Transport Scotland](#).

<sup>7</sup> Department for Transport, 2020. [Gear Change: a bold vision for cycling and walking](#).

<sup>8</sup> HM Government, 2021. [Net Zero Strategy: Build Back Greener](#).

<sup>9</sup> Department for Transport and Active Travel England, 2022. [The second cycling and walking investment strategy](#).

<sup>10</sup> Home Office, 2023. [Strategic Policing Requirement](#).

<sup>11</sup> National Police Chiefs' Council, 2022. [NPCC Roads Policing Strategy 2022-2025](#).





Approximately

**5** people are killed on the country's roads every day

Crashes killed or seriously injured

**29,742** people

in Great Britain in 2022

cannot be achieved without making transport safer for all modes, thus reducing reliance on the private car. Changes to the Highway Code and sentencing for dangerous driving offences have also emphasised the public's joint responsibility for keeping others safe.

In 2022, road casualties in Great Britain showed signs of a return to pre-pandemic levels. While there was a slight decrease in absolute casualty numbers, there was an increase in the rate of fatal and KSI casualties per billion vehicle miles travelled in reported collisions in 2022 compared to 2019. This suggests more serious injuries are occurring more frequently compared to the amount we travel. It is vital that action is taken to stop these trends.

Enforcement bodies have acknowledged the evolving landscape of transportation, incorporating new modes and technologies. They recognise the correlation between dangerous behaviour on the roads and other forms of criminal activity. In order to equip law enforcement agencies with the capability to address these challenges effectively, roads policing has been integrated as a cross-cutting capability in the [Strategic Policing Requirement](#).<sup>[10]</sup>

This focus follows the direction of the recent [NPCC Roads Policing Strategy 2022-2025](#), which highlights the challenges of new technologies, such as electric vehicles and micro-mobility, opportunities for vehicle features that can help prevent serious injuries and deaths, and new, innovative ways of capturing offences.<sup>[11]</sup>

Ultimately, while the strategy accepts the key role of policing, it emphasises that no single body can tackle these challenges alone. The Combined Authority will look to build on the foundations set nationally with a range of partners, including members of the West Yorkshire Vision Zero Partnership. Furthermore, we will aim to create stronger relationships with a broader range of organisations who can bring valuable insight to this work, such as the Driver and Vehicle Standards Agency (DVSA) and the NHS.

Across the country, road safety partnerships are renewing their focus on preventing death and serious injury by adopting Vision Zero strategies, bringing innovative ideas, new data, and cross-sector working. We want West Yorkshire to be a leader in our ambition to improve the health and safety of our communities, and we will learn from and share national best practice with other areas to make sure no one is left behind.

# Local context

**We are committed to working with partners to make roads safer for our region. Not only is road safety a key priority for the public, as identified in the Mayor’s [Police and Crime Plan](#),<sup>[12]</sup> but it is vital for achieving our ambitions to be a safe, sustainable, well-connected West Yorkshire. We sympathise with all those affected by road traffic collisions and are determined to learn from these to prevent others suffering in the same way.**

Crashes killed or seriously injured 1,413 people on West Yorkshire roads in 2022. This means, on average, 118 people suffered potentially life-changing or fatal injuries per month – all of whom have family and friends who were also impacted. This trauma extends to those who witness or respond to collisions, including emergency service workers, and the wider community.

This number of casualties is unacceptable, and it is increasing, rising by 27% from 1,114 in 2019. By comparison, across Great Britain, KSI casualties have declined by 3% since 2019.<sup>[13]</sup> Provisional data suggests, again, that the number of people killed or seriously injured in West Yorkshire rose in 2023 to 1,457. While this data has yet to be verified, it reinforces the urgency for making change.

The total number of casualties (including slight injuries) in West Yorkshire also increased by 19% from 4,786 in 2019 to 5,716 in 2022, while nationally casualties of all severities have declined by 12% since 2019.<sup>[14]</sup>

The upward trends in the number of people killed or seriously injured on West Yorkshire’s roads in recent years are deeply concerning, and we recognise that more people will become victims of preventable crashes if we do not take drastic action to address road danger in the region. Whilst partners have been working hard to improve road safety in West Yorkshire for some time, we must be more ambitious, not just to bring our progress back in line with the rest of the country, but to become a leader in road safety so that all our residents can travel, via any mode of transport, without fear of injury.



<sup>12</sup> West Yorkshire Combined Authority, 2021. [Police and Crime Plan 2021-2024](#).

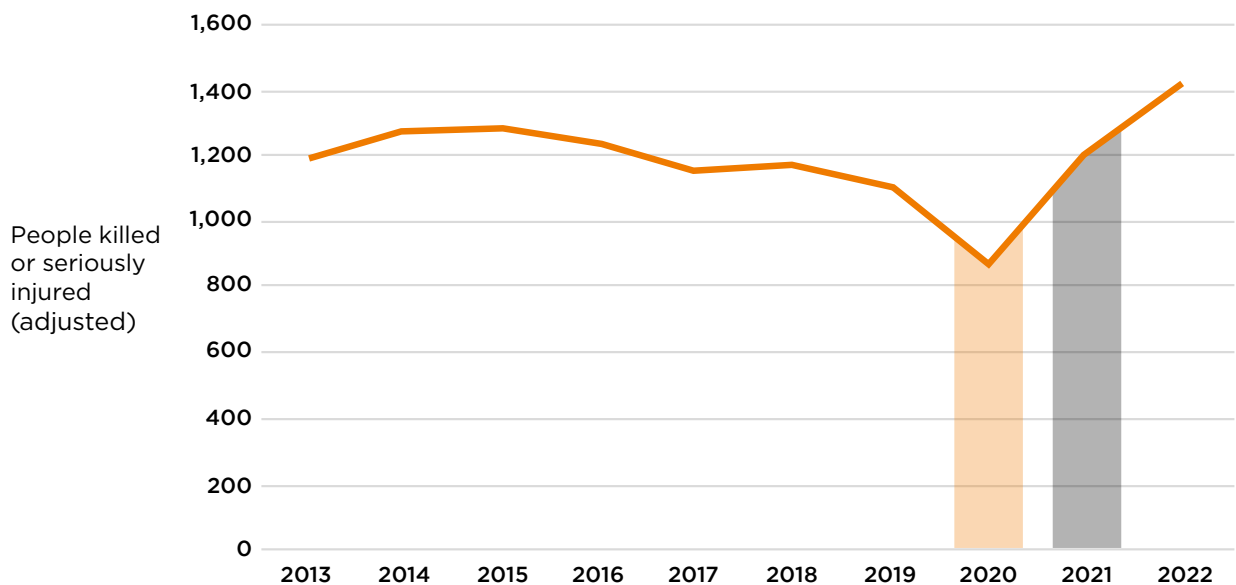
<sup>13</sup> Department for Transport, 2023. [Reported road casualties Great Britain, annual report: 2022](#)

<sup>14</sup> When recording a road traffic collision, the system used by police officers automatically categorises casualties as ‘killed’, ‘serious’, or ‘slight’ based on the injury type. Details of the classification system are available here: [Guide to severity adjustments for reported road casualties Great Britain](#).

# 1,457

people killed or seriously injured  
on West Yorkshire roads in 2023

Reported killed and seriously injured casualties,  
West Yorkshire, 2013 - 2022



The data for this year is influenced by periods of COVID-19 lockdown

The new CRASH reporting system was introduced in West Yorkshire in this period

## Benefits across our West Yorkshire ambitions

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Achieving mode shift so that a greater proportion of journeys are made by walking, cycling, and wheeling forms a key part of the transport aims in our [Climate and Environment Plan and the emerging Local Transport Plan](#).<sup>[15]</sup> An unsafe road system is a barrier to active travel, as well as to achieving our objectives for improved public health of clean air and increased physical activity.

We recognise that while cars can provide a vital source of independence for some, a transport system which is exclusively reliant on the private car may in fact limit options for those who are able to travel via other modes. A safe road system must balance the safety and mode choices of all road users.

This disparity may particularly affect those without access to a private car, such as users from more deprived backgrounds.

Changes towards safer, less-car dominated environments will provide us with an opportunity to reduce congestion, pollution, and noise for our residents. At the same time, giving people more choice of sustainable and reliable travel options will free up the roads for those who are unable to travel via active modes, improve accessibility for people living with disabilities, and relieve the burden of transport-related social exclusion for people with less access to key services and opportunities.<sup>[16]</sup>

Providing safe mobility and reducing the negative impacts of our transport system on health is also vital to tackling health inequalities linked to deprivation. A relationship between casualty risk and deprivation is seen nationally<sup>[17]</sup> and becoming increasingly understood at the local level, with organisations such as Transport for London recently reporting people from the 30 per cent most deprived home postcodes in London having nearly double the risk of being killed or injured of people from the least deprived 30 per cent.<sup>[18]</sup> In West Yorkshire, we are working to better understand this relationship and how we can reduce the undue burden of road danger for people living in more deprived areas.

Besides these issues, as well as the impact on the many victims whose lives are lost or dramatically changed by injury, the cost of KSI collisions in West Yorkshire (based on 2022 figures) in a single year is over £500m.<sup>[19]</sup> Reducing the number of preventable deaths and serious injuries for our region has clear benefits for us all.

<sup>15</sup> West Yorkshire Combined Authority, 2021. [West Yorkshire Climate and Environment Plan 2021-2024](#).

<sup>16</sup> Transport for the North, 2023. [Connecting Communities: The socially inclusive transport strategy for the North of England](#).

<sup>17</sup> Department for Transport, 2023. [Reported road casualties Great Britain: Casualties and deprivation](#)

<sup>18</sup> Transport for London, 2023. [New data shows people living in London's most deprived areas are twice as likely to be killed or seriously injured in road collisions](#)

<sup>19</sup> Based on DfT estimates of the [cost of prevention of road collisions and casualties](#).





## Our partnership

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The objective to create an effective Vision Zero Strategy forms part of the Police and Crime Plan, but it cannot be tackled by the Combined Authority or West Yorkshire Police alone, we all play our part. In the [West Yorkshire Transport Strategy 2040](#), we committed to working through the West Yorkshire Safe Roads Partnership (now Vision Zero) to deliver evidence-led highway design and road safety interventions to improve safety on the highway network, and to fund education, training and publicity programmes to improve road user behaviour and reduce casualty numbers, aspiring to 'zero tolerance' of transport-related deaths and serious injury.<sup>[20]</sup>

The West Yorkshire Vision Zero Partnership, including the five West Yorkshire local authorities of Bradford, Calderdale, Kirklees, Leeds and Wakefield, West Yorkshire Police, West Yorkshire Fire and Rescue Service, National Highways, and the Combined Authority, has been in place for a number of years. It is now led by the Vision Zero Board (chaired by the Deputy Mayor for Policing and Crime) which provides oversight and scrutiny of their work. The Board is attended by senior politicians, officers, and staff from each local authority and partner organisations to drive action across the region. Together, they have delivered evidence-led infrastructure changes, education programmes, and enforcement across the region - but in the context of increasing numbers of serious and fatal collisions, they recognised that a new approach was needed.

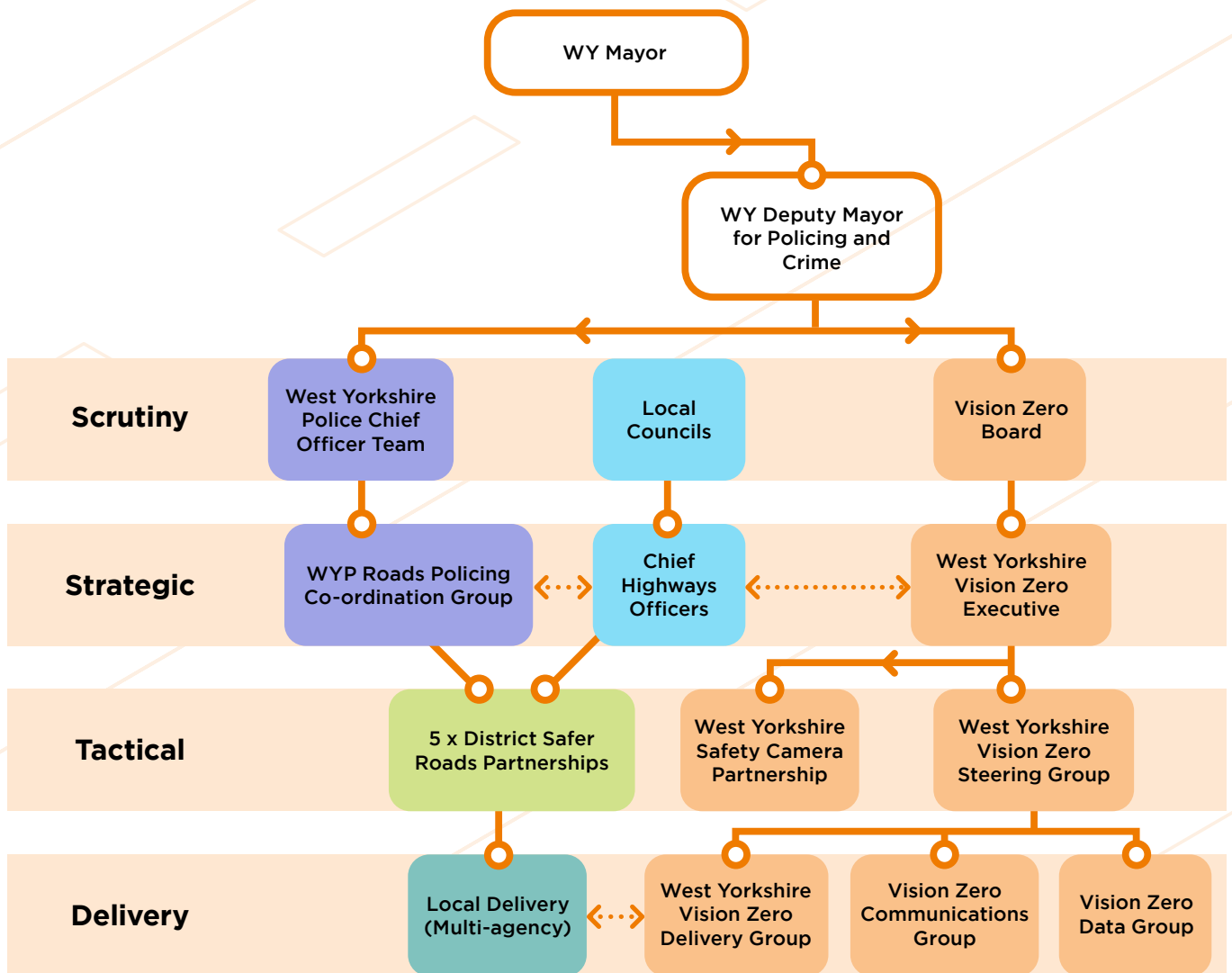
In April 2019, partners committed to adopting Vision Zero principles in West Yorkshire. This strategy is intended to provide a common direction for all five districts as we move forward on the significant work required to achieve our ambition. It is not intended to supersede any future local strategies or the Leeds City Council Vision Zero Strategy (published in 2022), but to provide consistency for West Yorkshire so all our residents can see the results. We recognise that, while each of the districts has its own individual geography and demography, there are shared key principles and priorities across the region which can help to shape future local strategies. In order to focus on our local strategy, we need support from National Government to aid partners towards this ambitious target.



<sup>20</sup> West Yorkshire Combined Authority, 2017. [Transport Strategy 2040](#).



# West Yorkshire Vision Zero Partnership Governance Structure



## Our priority groups

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Road traffic collisions killed 65 people in West Yorkshire in 2022, which was the highest number since 2018 (70). Provisional data suggests that a further 49 people died as the result of a collision in 2023. By comparison, across Great Britain, the number of fatalities recorded in 2022 was higher than in 2020 and 2021, but lower than any other year since 2013. The number of people killed and seriously injured and the number of casualties of all severities also rose in comparison to 2019.

In order to tackle these increases, we will use evidence to direct our efforts to protect groups who are at highest risk of being harmed and intervene with those most at risk of harming others. We will use the safe system approach to help improve every element of the road system they face: the roads and paths they use, the speeds they travel, the safety of their vehicles, their own behaviours on the roads, and our approach to responding and learning when collisions do take place.

<sup>21</sup> Figures from locally held data may contain slight differences with DfT figures.





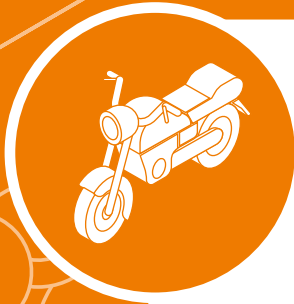
Whilst pedal cycle casualties are generally trending downwards, the number of pedal cycle fatalities in 2022 (9) was the highest since 1990 (14).



The number of people injured in collisions while walking (all severities of injury) increased 29% between 2019 (853) and 2022 (1,103). Pedestrian KSIs have increased by 12% from 333 in 2019 to 374 in 2022.



Crashes injured **660 children (including all severities of injury) in West Yorkshire in 2022**, most of whom were walking. The number of children killed or seriously injured rose 46% in 2022 (179) compared to 2019 (122).



**Motorcyclists** were one of the only road user groups (alongside cyclists) to experience fewer recorded KSI casualties in 2022 compared to 2019. However, motorcycle users still experience a much greater amount of harm from larger vehicles than they cause to others. Local data shows that while only 3 road users travelling in larger vehicles were injured in collisions with a motorcycle, 150 motorcyclists were killed or seriously injured in collisions with larger vehicles in 2022.<sup>[21]</sup> Of the 171 motorcycle riders or passengers killed or seriously injured in 2022, 28 were involved in collisions where no other vehicles were involved, suggesting further interventions for this group are needed as well as addressing conflict with other road user groups.



Crashes killed or seriously injured **633 people** travelling by car in West Yorkshire in 2022. This was the highest number of deaths and serious injuries among any road user group in West Yorkshire, with a **67% increase compared to 2019 (379)**.

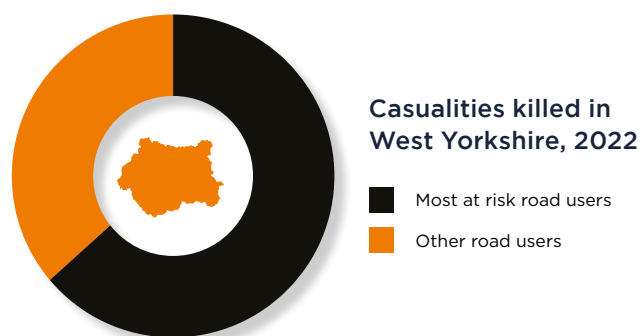
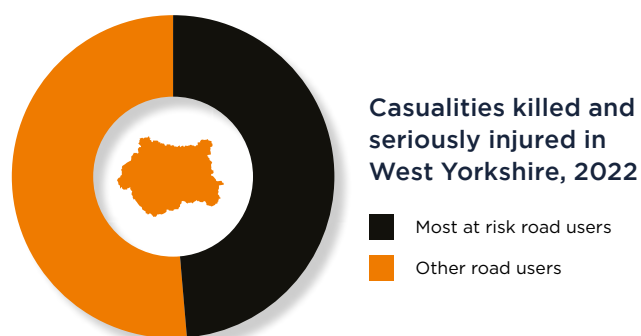
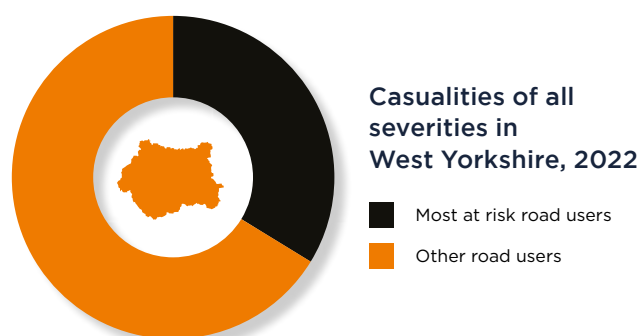
## Groups at most risk

In 2022, over a third of casualties were from our most at-risk groups, comprised of pedestrians (19%), cyclists (7%) and motorcyclists (7%) – those travelling outside the protection of a vehicle. These groups are more exposed to the force of a collision when crashes happen and, as a result, are more likely to experience a serious or fatal injury, accounting for 49% of all KSI casualties in 2022, and nearly two-thirds of deaths.

Local data from Public Health suggests, furthermore, that many casualties from these groups are not reported to the police, as this shows around 60% of hospital admissions are those injured while outside of a vehicle – a much higher proportion than is seen in the CRaSH data. National data also suggested that the rate of underreporting for non-fatal casualties is highest for cyclists, suggesting the extent of danger they face is not well understood.<sup>[22]</sup>

While they experience more harm from collisions, however, these groups are less likely to cause harm to others; local data shows that only 2.7% of road users killed or seriously injured in 2022 were harmed by cyclists or motorcyclists.

The number of most at-risk road users who were killed or seriously injured changed little between 2019 (691) and 2022 (689). We must improve the safety of these groups, who pose less danger to others on our roads but experience more harm, to make it easier for others to take up less dangerous modes of travel and reduce the disparity in health outcomes for those who don't have access to a vehicle.



<sup>22</sup> DfT, 2023. RAS4201: [National Travel Survey data on road casualties](#).







## Travelling by car

The majority of people injured in crashes in West Yorkshire in 2022 were travelling by car (61%), including slight casualties. This number has increased 22% since 2019, rising from 2,835 injuries to 3,466. There was an even greater increase of 67% in the number of car occupants with more severe types of injury, with 633 KSIs in 2022 compared to 379 in 2019.

Of 633 car occupants killed or seriously injured in 2022 (including those travelling in minivans and taxis), 118 were injured in single vehicle collisions, and 370 were injured in collisions with another car, minibus, or taxi. While we know these drivers pose significant risk to the most at-risk groups, we also see that those travelling by car experience most harm from other car drivers.

Over 90% of the public who responded to our survey told us they travel by car at least weekly; making journeys through this mode safer will thus have a huge impact for both those inside and outside of cars. One of the ways we will look to achieve this is tackling the ‘fatal five’ behaviours: drink/drug driving, speeding, failing to use a seatbelt, driver distraction, and careless/reckless driving. Data suggests that these factors contribute to the majority of road traffic collisions where people were killed or seriously injured in West Yorkshire. Careless or reckless driving alone is recorded as a contributory factor for more than half of these crashes.

We have seen higher rates of involvement in collisions across younger age groups and for male drivers/riders, for both collisions of all severities and, in particular, more serious

collisions. The rate of driver/rider involvement in KSI collisions in West Yorkshire in 2022 is highest for males aged 20-39, with involvement in fatal collisions highest in males aged 30-39. We will work to understand how we can improve our safety messaging for these groups to help create positive and lasting behaviour change (see Safe Behaviours).

Age	Male	Female	Total
0-15	8	1	4
16-19	170	32	103
20-29	218	74	146
30-39	200	60	127
40-49	132	57	94
50-59	128	56	92
60-69	82	26	54
70+	71	18	43
<b>Total</b>	<b>58</b>	<b>20</b>	<b>43</b>

Drivers/riders involved in KSI collisions, West Yorkshire 2022, by age and gender, per 100,000 residents (excludes parked vehicles and vehicles not coming into contact with another vehicle/casualty). Population data taken from ONS (2022)

Age	Male	Female	Total
0-15	0.4	0.0	0.2
16-19	3.4	3.5	3.4
20-29	11.1	1.9	6.4
30-39	13.5	1.2	7.1
40-49	4.8	1.3	3.1
50-59	11.2	0.6	5.9
60-69	6.8	1.7	4.2
70+	3.3	0.0	1.5
<b>Total</b>	<b>3.3</b>	<b>0.5</b>	<b>2.0</b>

Drivers/riders involved in fatal collisions, West Yorkshire 2022, by age and gender, per 100,000 residents (excludes parked vehicles and vehicles not coming into contact with another vehicle/casualty). Population data taken from ONS (2022)







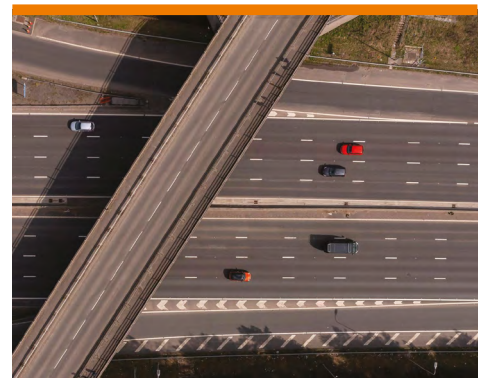
# The journey so far

**£25 million of the City Regional Sustainable Transport Settlement (CRSTS)** has been allocated to the Safer Roads programme. The **£830 million settlement** was made possible thanks to the West Yorkshire Mayoral devolution deal and is aimed at providing an integrated and inclusive transport network.



West Yorkshire Combined Authority has published the Bus Service Improvement Plan, which sets how they will achieve the ambitious vision for better buses in West Yorkshire, and provide a safe, convenient, integrated service for every part of the journey.

The **Transport Strategy 2040** encompasses a wide range of projects, all designed to deliver modern, world-class, well-connected, and reliable transport to enhance business success and people's lives. The development of the Local Transport Plan is underway to ensure continual improvement and safety for the transport network.



West Yorkshire Combined Authority are developing a Local Cycling and Walking Infrastructure Plan for each of the five partner council areas in West Yorkshire. The approach follows government guidance and builds on work to identify networks for walking and cycling already carried out by partners in the region.

The West Yorkshire Safety Camera Partnership launched updated deployment guidance in February 2023, allowing greater flexibility to deploy average speed, fixed, and mobile camera enforcement, and for communities to nominate sites of concern for mobile camera enforcement where there is evidence of noncompliance. In the first 12 months, camera vans were deployed to 37 sites of community concern.



In 2023, the **West Yorkshire Safety Camera Partnership** implemented the region's first average speed routes, situated in Leeds.

**Over 220,000 speeding offences** were detected by safety camera operations across West Yorkshire in 2023.



**Over 17,000 secondary school pupils** received road safety training in 2023/24 through a Theatre in Education project commissioned by the West Yorkshire Vision Zero Delivery Group.

The Mayor has provided Brake with **over £20,000 to support victims** in West Yorkshire through the National Road Victim Service.

Funding has been secured to provide a dedicated resource to support the Vision Zero ambition in West Yorkshire. The first two dedicated roles commenced activity in February 2023 to provide a focus to regional activity.

A baseline assessment of partnership operational readiness to adopt the five pillars of a safe system approach has been undertaken to support partners with their respective Vision Zero actions.

The **Vision Zero Partnership** operates at different levels within partner organisations from local delivery through to strategic level. The Vision Zero Board has been established to scrutinise progress and make sure action is delivered.



# External consultation

We know that road safety is a priority for the people of West Yorkshire, who travel around our region every day. From 31 July to 4 September 2023, we ran a survey to hear what issues were most important to them.

The survey followed the safe system framework, with questions about speed, vehicles, dangerous behaviours, the roads, and post-crash support, to make sure we understood all the issues affecting people's feelings of safety. This strategy is informed by the same approach as well as the views we received in the consultation.

A total of 1,165 people responded, with over 150 residents from each district – reflecting the concern around road danger across the region. We had responses from people who travel by car, foot, cycle, motorcycle, horse riding, and public transport – all of whom deserve to have their voices heard. We also engaged with residents at public events over the summer of 2023, asking questions about road safety concerns in their communities. This engagement built on the evidence from our annual Your Views survey, which has found that dangerous driving was a leading safety concern for residents in their local area for the past three years.<sup>[23]</sup>

- **65.8% of people who responded** said that they had **been affected by a road traffic collision**, either as a witness, victim, or as the friend or family member of a victim. Those affected highlighted the long-term impacts of crashes on their wellbeing, regardless of the type of injury, reporting fear of travelling on the roads, inability to work, long-term health impacts, and the need for therapy.
- Of the 561 people who provided an answer, **under half of those affected felt that the support they received was sufficient** for their needs.
- **65.6% of respondents** agreed that **reducing anti-social driving behaviours** was one of their top priorities, receiving the highest response.
- The public's next-highest ranked priorities were **suitable punishment for dangerous driving** (selected by 47.8%), **improving road maintenance** (37.9%), and **reducing speeds** (33.5%).



<sup>23</sup> [FAQs | Policing and Crime - Your Views survey](#)

<sup>24</sup> [Safety on the Roads of West Yorkshire](#)



		RESPONSE %	RESPONSE TOTAL
Reducing anti-social driving behaviours		65.58%	764
Suitable punishment for dangerous driving		47.81%	557
Improving road maintenance		37.94%	442
Reducing speeds		33.48%	390
Developing public transport infrastructure		23.00%	268
Availability and safety of public transport		18.88%	220
Supporting walking and cycling		18.37%	214
Safe road junctions		17.77%	207
Consideration of all road users		17.42%	203
Reducing traffic levels		11.24%	131
Vehicles using our roads are safe		10.64%	124
Safety around schools		9.61%	112

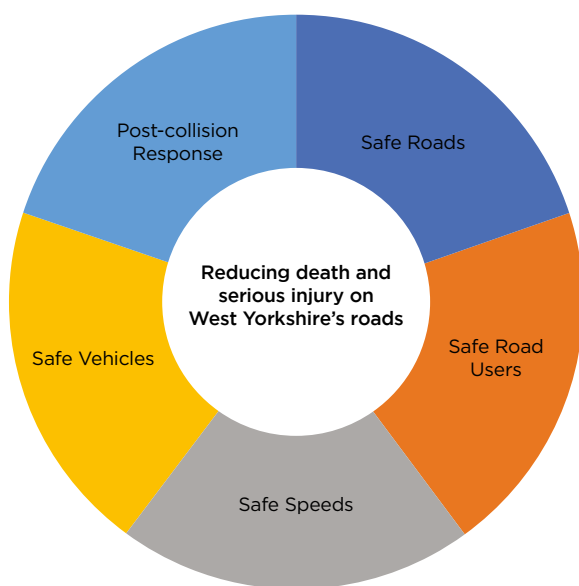
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We also asked the public to tell us what actions they wanted to see from the West Yorkshire Vision Zero Partnership to create a safe system for West Yorkshire. In the autumn of 2023, we brought together approximately 50 colleagues from over 20 different organisations to discuss the key priorities and cross-cutting themes derived from the public responses. Together, they worked through the opportunities and challenges for delivering the public’s priorities in the Vision

Zero strategy, agreed our cross-cutting themes, and heard insights from West Yorkshire Police and those with lived experience about the work that needs to be done to achieve our vision.

The feedback from the consultation survey and the event were collated to provide an outline of key priorities for the Vision Zero strategy. The results of the survey can be found online on our consultation platform, [Your Voice](#).<sup>[24]</sup>

# Safe systems



## Safe roads

Creating safe roads involves changes to the physical road environment to prevent collisions from happening or reduce their impact. Improvements to the existing transport network through maintenance to improve people's everyday travel is also part of this pillar, as well as delivering dedicated infrastructure that caters to the different needs of those walking, wheeling, and cycling. This includes bringing new technology to crossings and innovative road layouts that prioritise the movement of people over vehicles. We currently make safety improvements using funding such as the City Region Sustainable Transport Settlement.

The public's priorities for safe roads were segregated road space (13.5%), measures to separate pedestrians, cyclists, and other vehicles; maintenance (10.3%), to improve the quality of existing infrastructure and manage vegetation; cameras (7.5%), and speed reducing designs (7.1%), such as speed humps.

## Safe road users

We want all road users, regardless of how they travel, to know how to keep themselves safe and look out for others. This pillar relates to reducing dangerous behaviours on the roads to reduce the chance of a crash, both for those causing harm to others and those who are more at risk of injury.

The Vision Zero Delivery Group currently promotes safe behaviours of all road users through a range of interventions, including sessions with pre-driver age students, targeted media campaigns, car seat check events, and resources for local road safety teams. The districts also deliver initiatives locally such as Bikeability, pedestrian training, and cyclist and horse rider close pass initiatives in partnership with West Yorkshire Police and West Yorkshire Fire and Rescue Service.

The areas highlighted most frequently for the partnership to act on were enforcement (29.7%) through officer presence; criminal justice outcomes (17.7%) to deter people from committing crimes on the roads, education and awareness (12.1%) about risk, cameras (11.8%), and anti-social driving (7.0%) which was intimidating to residents.

<sup>25</sup> DfT, 2023. [Reported road casualties Great Britain, annual report: 2022](#)





## Safe speeds

Inappropriate speed contributes to around 25% of fatal crashes.<sup>[25]</sup> This pillar aims to address unsafe speeds on the roads to give people more time to react and reduce crash severity and injury. We believe it is important that vehicle speeds are appropriate to the conditions; especially in places where motorised vehicles are travelling in close proximity to those walking, wheeling, and cycling. The top areas identified by the public to tackle speeds were cameras (20.5%), enforcement (18.5%) on the road network, speed reducing designs (10.9%), reduced speed limits (8.3%), and education (7.4%).

## Safe vehicles

The vehicles people use to travel should be roadworthy and meet national regulations, so we know they are safe for people to use. New vehicle technology should be used to improve in-vehicle safety and promote safe local driving. Between our partners, we also recognise that we operate and manage a fleet of vehicles which should be maintained to the high standards we ask of the public.

Respondents believed that the partnership should consider increased vehicle checks (35.0%) by a number of different organisations, camera systems (12.6%), national legislation changes (11.4%), MOT compliance (8.9%), and speed limiters (8.0%) to encourage safe vehicles across the region.

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## Post-collision response

This pillar relates to the support and learning necessary after a crash has occurred. This requires close collaboration and data-sharing between emergency services, health, highways, local road safety teams, and more. While we will implement preventative measures with the aim that no one is seriously injured or killed in West Yorkshire, it is vital that we have systems in place to support victims when crashes do occur and use data from collisions to improve our working practices.

Over 40% of respondents gave no response to this question, highlighting that we must increase awareness of services available to those affected. Other priorities were quality of service (14.8%), highlighting the importance of following up with victims; data-informed improvements (7.7%); criminal justice outcomes (6.5%) for those responsible; and improving staff training and numbers (6.5%).

Our partners have also raised that there are significant mental health impacts for emergency service workers in West Yorkshire Police, West Yorkshire Fire and Rescue Service, and the NHS, who regularly witness the traumatic effects of collisions.

## What we will do next

Working together with our partners, we have used the public's responses to develop priority areas of work for each of the safe system pillars for the next three years, alongside four cross-cutting themes that should influence everything we deliver.

Our Vision Zero 2040 ambition will not be achieved overnight; this strategy includes short and medium-term objectives so that we can focus on our priorities and begin to make much-needed progress.

We will hold ourselves to account through the scrutiny of the Vision Zero Board to ensure we deliver our objectives in the strategy period, before reviewing the priorities and our data to make sure our work targets the most-needed areas. This will give us an opportunity to respond to feedback from the public on emerging issues, as our transport system is constantly changing with new travel modes, technology, and habits.



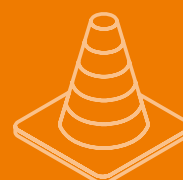
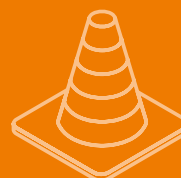
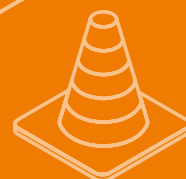
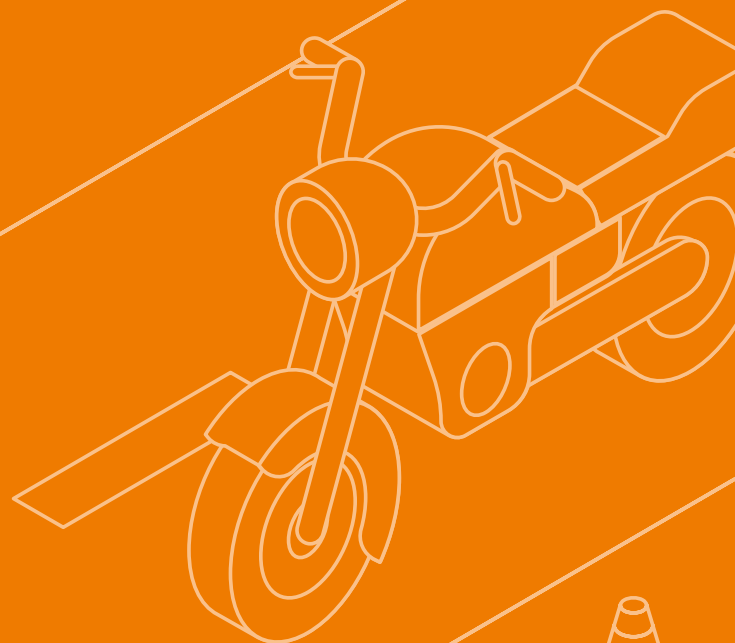
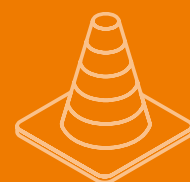




# Strategy On A Page

**Following consultation and engagement with both the public and partners, the following key areas were highlighted as the most significant priorities to focus on within our initial Vision Zero Strategy across the five pillars.**

These key priority areas have been reviewed and specific actions set for partners to address during the three-year strategy period. The actions have been structured to give partners the focus for the first 12 months of the strategy as well as medium-term goals. While we recognise that we cannot achieve all our goals for a safe system immediately, we believe these will allow us to make progress towards our ambitious aim to prevent deaths and serious injuries on our roads. We will review the strategy and our progress towards the end of the three years, allowing us to respond to emerging challenges and opportunities and making sure our focus is targeted in the right areas.



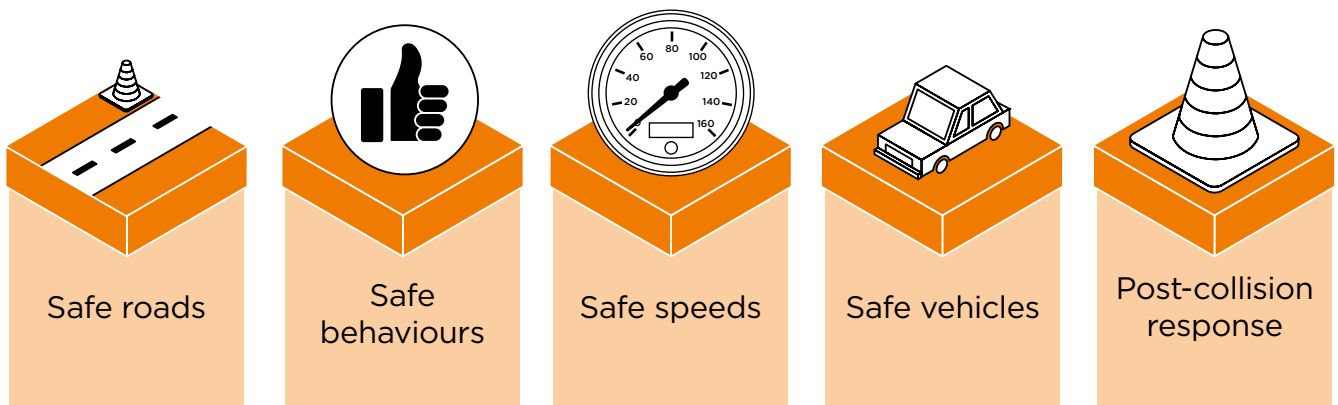
# Vision

Ultimate goal that we want to achieve

West Yorkshire: **No serious injury or death on our roads by 2040**

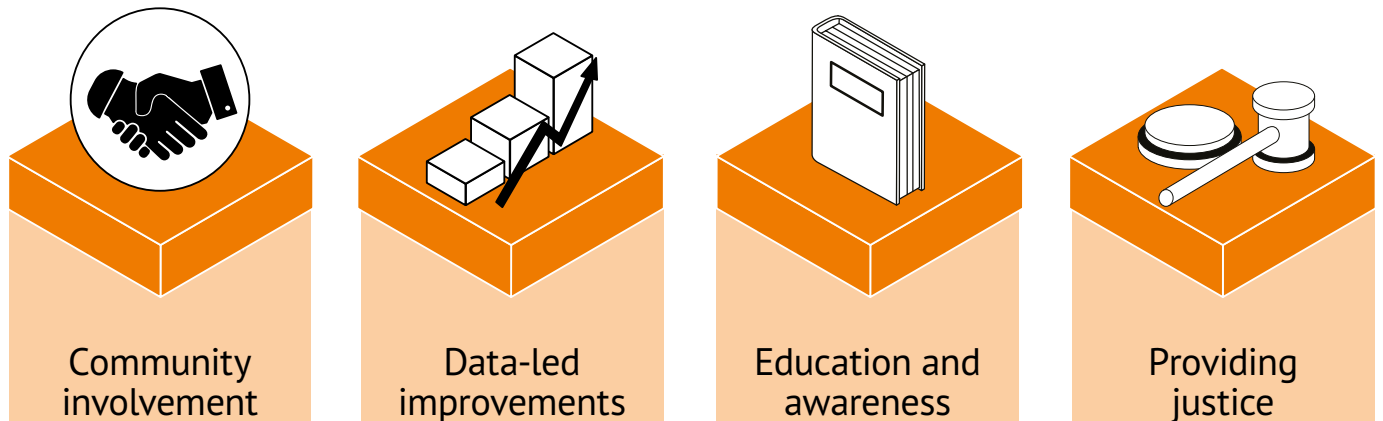
## Key themes

What we need to focus on



## Cross-cutting themes

Where we will put our energy



# Cross-cutting themes

During our consultation for this strategy, several key themes emerged from the responses around Vision Zero. These themes will influence partnership activity in each of the pillars of the safe system approach.

## Community involvement

During consultation, we saw a call from many residents to encourage greater community input to interventions in their local area. While the consultation we have done so far has been integral to shaping this strategy, it does not by any means capture the views of all residents, and it is vital we continue to build our understanding of those we have not yet heard from. We will involve communities in West Yorkshire to allow them to understand and influence initiatives where they live and travel, including road safety infrastructure, enforcement, and victim support.

Where research and engagement opportunities exist, we will work with community groups and their representatives to help form a sustainable and lasting partnership approach to Vision Zero, where residents feel informed about local safety concerns.



**Listen to communities who tell you where issues are and then work WITH communities to solve hot spots.**

**Safety on the Roads of West Yorkshire Survey 2023 respondent**

## Data-led improvements

Evidence is vital to understanding our road safety issues and assessing the performance of solutions, including qualitative data, quantitative data, and community insights. With the help of the Vision Zero Data Group, we will ensure that we use available evidence to influence our work, evaluate our initiatives to make sure we use resources effectively and explore new types of data to address any gaps in our knowledge.



**Ensure learning is shared widely across organisations involved in designing schemes for improving road safety. Good quality evaluation of implemented schemes should be undertaken and shared so the learning can be taken on-board by the relevant organisation.**

**Safety on the Roads of West Yorkshire Survey 2023 respondent**

Historically, the partnership has relied on casualty data from reported road traffic collisions to inform interventions. Vision Zero requires a new perspective on road safety which considers wider determinants of casualty risk than we have used before. Exploring additional sources of information to allow us to proactively tackle risk will mark the cultural shift we need to adopt Vision Zero principles. This will include evidence around links between deprivation and injury risk,





underlying causes of road user behaviour, and how new technologies can inform infrastructure solutions.

When we choose to prioritise particular interventions, those decisions will be informed by the data we have available, and we will encourage partners to share all relevant data to ensure we can see the bigger picture.

## Education and awareness

Behavioural change is a key aspect of Vision Zero, ensuring that road users are suitably informed to make safe decisions on our roads. We will ensure that we communicate effectively within our communities to influence knowledge and behaviours alike. We will consider a range of communication platforms to target different audiences and make efforts to engage with seldom-heard communities in the most suitable but cost-effective ways.



**More in the media about the dangers of speeding. I don't think people think of the consequences/risks enough.**

**Safety on the Roads of West Yorkshire Survey 2023 respondent**

We will enhance the road safety messages available via education settings and look to influence behaviours from an early stage to make lasting changes.

## Providing justice

Feedback during consultation focused very heavily on getting justice for victims following a collision or dangerous behaviour on our roads. Whilst some elements of the criminal justice system are influenced at a national level, we recognise our role in influencing national legislation to help ensure that the collective voice of West Yorkshire is heard.

We will ensure that we remain focused on the victims of tragedy on our roads to ensure both that we provide justice through our legal system and that we learn from experience to reduce future impact on our communities.



**Victims need to feel that criminal behaviour is punished appropriately. Killing someone with a vehicle should be seen as manslaughter or even murder and treated as such.**

**Safety on the Roads of West Yorkshire Survey 2023 respondent**

# Safe roads

## Key theme 1



**The transport system in West Yorkshire must be built with the needs of all our road users in mind: accessible, well-maintained, and with self-explanatory features that encourage safe use.**

### **Speed reducing and people first designs**

We want the places where our communities live, work, and play to be safe and accessible to all. We acknowledge the impacts that traffic-heavy environments can have on the wellbeing of groups such as children, people living with disabilities, older road users, and people living in areas of deprivation, whose needs are not well-served in the current road environment. This, in turn, can prevent them from accessing spaces and opportunities, isolating them within their communities.

We will make sure that the needs of those most at risk are prioritised in the design of spaces where both people and vehicles are moving. This includes further embedding the design principles of people-first guides like [Inclusive Mobility](#)<sup>[26]</sup> and [Manual for Streets](#)<sup>[27]</sup> and applying the user hierarchy through making junctions easier for those walking and wheeling, promotion of wider footways, and providing segregated space for different road users. The design of streets must reflect a place-based approach acknowledging potential community functions as well as mobility needs. Furthermore, they must reflect the diverse needs of the communities who use them, including people living with disabilities, children, and older people.

### **Maintenance**

Engagement with the public told us that maintenance of our existing roads could reduce impediments to the intended sight lines of drivers and riders, remove obstacles on pavements and cycle paths, and make it easier to navigate

<sup>26</sup> DfT, 2021. [Inclusive Mobility. A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure](#)

<sup>27</sup> DfT, 2007. [Designing and modifying residential streets](#); DfT, 2020. [Designing and modifying non-trunk roads and busy streets](#)



### Safety on the Roads of West Yorkshire Survey 2023 respondent

Put measures in roads that actually make people slow down (e.g. narrower junctions, bumps, and narrowed lanes). Some roads rely on limit signs alone but people can ignore these more easily.

junctions safely. Improving existing road layouts can help to encourage positive driving behaviour which is consistent with the road user hierarchy. We will encourage a coordinated approach to the upkeep of our road environment, so that seemingly minor issues do not develop into serious problems, taking advantage of industry developments which can improve the longevity of maintenance work.

## Cameras

While we will strive to design out risks, all road users are responsible for each other’s safety. We will embed camera technology into our network to reinforce that responsibility and tackle a culture of impunity amongst those who do not respect the laws on our roads. Cameras are not about raising revenue, they are a crucial tool for achieving behavioural change.

## Delivery objectives for safe roads

### Within 12 months

- Develop a more consistent approach to support maintenance of existing infrastructure (e.g. signing and lining, vegetation, footpaths, and cycle paths) for safety across the region.
- Use a data-led approach to support innovative speed camera enforcement, including through the promotion of the community concern site process.
- Contribute to and influence national dialogue around innovative road designs promoting safety.

### By the end of this strategy period

- Implement a region-wide approach to the development of the CRSTS Safe Roads Programme, using a preventative data-led approach.
- Standardise the approach to moving traffic offence enforcement powers across the region.
- Embed the principles of people first designs and Vision Zero in the Combined Authority’s review process for transport projects, as well as future strategies across our policy areas.
- Trial the use of innovative road designs and road markings for different road user groups.



# Safe behaviours

## Key theme 2



**West Yorkshire is home to 2.4 million people, and their choices matter when they travel around our region. We want our communities to understand the risks and consider the wellbeing of others when they travel. We recognise that creating a safer culture in West Yorkshire will require long-term interventions, so we will prioritise working with the groups that can make the most impact at the beginning of our Vision Zero journey.**

### **Engagement, education and awareness**

The safe system approach is a public health approach which focuses on prevention through a number of factors, such as education, that support positive behaviours. We must educate as many people as possible, through schools, workplaces, and other channels, to reduce the risk of dangerous behaviours. Going beyond educational settings is crucial to delivering our messages more widely; we will work to find the most effective ways of reaching those who cause the most harm on our roads, recognising they may not be in education.

We will embed the principles of behaviour change in all our engagement to create a culture of shared responsibility for road safety.



Anti social driving is frightening – young men particularly in high powered cars racing. Use of mobile phones whilst driving, tailgating.

## Anti-social driving and high-risk behaviours

We will look to raise awareness of the adverse impacts of inconsiderate, anti-social, and dangerous behaviour on people in West Yorkshire, such as the fatal five: speeding, drink and drug driving, distraction, careless or reckless driving, and not wearing a seatbelt. We believe prevention through education is powerful, but where education has not worked, robust enforcement must prevent dangerous road users causing harm to others. Dangerous behaviours can have intimidating effects on communities as well as increasing the risk of death or serious injury.

## Data-led enforcement

Data will drive the effectiveness of our partnership work to make the roads safer. We will support partners to use new sources of data in a targeted approach, and empower communities to report issues where they live, work, and travel. This will include the use of both criminal law and civil enforcement powers to tackle risky behaviours in the most appropriate way.

## Delivery objectives for safe behaviours

### Within 12 months

- Evaluate planned education, training, and publicity projects to ensure work is effective with our audiences.
- Engage with a wider range of partners as part of a public health approach which acknowledges the wider determinants of risk, to embed the principles of behavioural change across our communications and campaigns, using data to focus on our priority groups.
- Establish partnership campaigns and operations in each district, focusing on the fatal five offences, and communicate the outcomes of initiatives.

### By the end of this strategy period

- Embed new processes for partnership tasking, ensuring a data-led approach which includes problem profiles for issues such as vehicular anti-social behaviour including e-bikes and e-scooters.
- Identify and evaluate new avenues for education and training provision.
- Engage with Community Safety Partnerships to provide and enhance dedicated road safety operations across the districts, taking into account community intelligence.

# Safe speeds

## Key theme 3



**Unsafe speeds contribute to around one in four fatal collisions on roads across the country, but speed compliance in the region is a key challenge for our partners and communities.<sup>[28]</sup> Tackling attitudes around speeding and creating consistent limits and enforcement across our road network will help us to save lives and make everyone feel safer.**

Approximately two-thirds of KSI collisions in West Yorkshire occur in 30mph zones.

We want all drivers and riders to travel within the legal limit and at a speed appropriate to the conditions on West Yorkshire's roads. To move towards this, we will look to achieve a reduction in speeds travelled at our enforcement sites in comparison to baseline levels.

### **Reducing risk through speed limit reviews**

Drivers and riders rely on speed limits to judge the road and adapt their speeds. Roads with more pedestrians and cyclists present, such as near schools, residential areas, and town centres, should have appropriate limits that allow drivers and riders to react to their surroundings. Rural roads, where injuries are more likely to be serious or fatal than across urban roads, should also have limits that reflect the changeable conditions.<sup>[29]</sup>

The West Yorkshire Vision Zero Partnership will support local authorities to review their limits, consider community concerns about danger, and make sure they are appropriate to the hierarchy of users, consistent, and easily understood by all road users. We will support changes to speed limits with infrastructure changes where appropriate, making safe road use intuitive and reducing the need for enforcement.

<sup>28</sup> RoadPeace, 2023. [Pioneering data reveals best and worst areas in UK for speeding](#) RoadPeace.

<sup>29</sup> NFU Mutual, 2023. [Deadly danger lurking on scenic roads: NFU Mutual Rural Road Safety Report 2023](#).





Reducing speed limits is futile when people don't obey current speeds. Education, increasing awareness and working to change the culture of, in particular, young drivers.

## Education

Our partners, including local authority road safety teams, West Yorkshire Police, and West Yorkshire Fire and Rescue Service, currently raise awareness of the dangers of speed through schools, youth intervention programmes, and driver retraining courses. We will continue to increase the reach of this work, including within our workforces, and bolster it using data that gets to the heart of our speeding issues. The speed limit is a maximum, not a target; this message must be heard by drivers and riders in West Yorkshire.

## Data-led enforcement

The West Yorkshire Safety Camera Partnership has recently made changes to their deployment guidelines to adopt a more preventative and

flexible approach to speed enforcement. This means that no one must be killed or seriously injured at a location before it can be considered for speed enforcement; if there is evidence of speeding issues, the partnership will intervene to reduce the risk of a crash.

We will continue to gather data on areas of risk, including from our communities, to direct our activity tackling speeding. We will evaluate the impacts of interventions such as average speed cameras for improving compliance with the legal limits, to make sure we are having a demonstrable impact on user safety. Since the installation of inaugural average speed cameras in West Yorkshire, initial data shows a significant increase in compliance along the routes, leading to fewer driver violations. This is a positive for road users in West Yorkshire.

## Delivery objectives for safe speeds

### Within 12 months

- Deliver increased capacity for fixed, average, and mobile speed enforcement across the region.
- Develop and embed a consistent partnership approach to speed limit reviews, ensuring they are appropriate to the location, such as near schools.
- Review speed limits on sections of non-motorway roads currently signposted with the national speed limit, to ensure limits are appropriate.

### By the end of this strategy period

- Develop a data-led behaviour change campaign tackling unsafe speeds on the road network.
- Embed new processes for partnership enforcement, ensuring a data-led approach which includes developing a profile highlighting the problems of speeding.

# Safe vehicles

## Key theme 4



**Developments in in-vehicle technology such as the introduction of seatbelts,<sup>[30]</sup> air bags, power steering, and anti-lock braking systems have had transformative impacts on road safety in the past and, with fast-paced changes in the sector, will continue to shape our travel in the future. At the same time, the introduction of new modes such as e-scooter and e-bikes can bring challenges which we must respond to.**

While the introduction of new regulations to keep pace with these changes will happen at a national level, we must do all we can to make sure that vehicles on the roads of West Yorkshire are held to the highest legal standards.

### **Our fleets**

From buses to waste collection vehicles, taxis, and emergency response vehicles, the Combined Authority and its partners influence the management of several fleets operating across the region. To ensure we're maximising opportunities for increased public safety, we will review policies across the partnership to make sure our vehicles and drivers comply with the same standards we expect of the public. Where possible, we will explore improvements in our fleets that can reduce driver error and better protect people in the event of collisions.

### **Increased vehicle checks**

It is vital that vehicle users of all types understand what is safe and legal on the roads, and that those who flout the requirements face action. We will work in partnership with specialist organisations and the relevant enforcement agencies to promote and enforce vehicle safety, including strengthening partnership work with the DVSA.

<sup>30</sup> Road Safety Observatory, 2013. [Seat Belts Review for the Road Safety Observatory](#)



## Safety on the Roads of West Yorkshire Survey 2023 respondent

Every day I see overloaded vehicles, people riding motorbikes without safety helmets, cars pumping out visible fumes etc. - I never see any traffic police out policing it.

### Influence national legislation development and change

We recognise that a key driver of progress towards safe vehicles will happen at the level of central government, where legislative changes can be made. The Combined Authority and the West Yorkshire Vision Zero Partnership will remain engaged with regional and national groups to advocate for robust measures that support our Vision Zero ambition. This includes specific measures to improve the safety of vehicles but also encompasses policies to address other aspects of risk in the safe system, such as graduated driver licensing (GDL) and criminal justice measures.



### Delivery objectives for safe vehicles

#### Within 12 months

- Establish consistent fleet safety, training, and drug/alcohol policies across organisations in the West Yorkshire Vision Zero Partnership.
- Consider the monitoring of taxi and private hire vehicle compliance as part of partnership scrutiny work.
- Increase communications regarding vehicle standards and deliver increased enforcement through community awareness events and partnership working.

#### By the end of this strategy period

- Engage further organisations with the West Yorkshire Vision Zero Partnership work to provide a coordinated response to events and campaigns on vehicle standards.
- Contribute to and influence national dialogue on vehicle safety regulations.
- Explore opportunities to introduce a bus safety standard in West Yorkshire.



# Post-collision response

## Key theme 5



**While the post-collision response often appears as the final pillar in the safe systems approach, we believe that it must lead all our activity to achieve Vision Zero. Each year we have seen an unacceptable number of victims of collisions in West Yorkshire, who deserve to be supported and see improvements in the way we tackle road danger.**

Ultimately, the need to respond to crashes indicates that we have not yet created a safe system, and we will strengthen our work based on learning after every collision on our roads. This will take into consideration the location, circumstances, and those involved so that we can address all aspects of risk. In time, we hope we can prevent these tragedies – thus eliminating the need for this pillar.

### **Communicate outcomes and learning**

We understand that the trauma of collisions has widespread impacts not only on victims, their families, and friends, but for witnesses and communities, whose feelings of safety where they live and travel may be harmed. However, the

length of time taken for the investigation process often prevents communities from getting answers about the events that lead to crashes, leaving impressions that their concerns are not being listened to.

It is important to make sure that everyone in West Yorkshire feels safe and confident on our roads, and that we and our partners communicate to the public what we are doing to make the roads safer, and the challenges that we are facing. We will improve the way we work with communities after collisions to hear their concerns and reassure them that we are using data in our response. We will also work with local news outlets to encourage trauma-informed, unbiased reporting of collisions, that do not cause further harm to those bereaved after a crash. This should also include accurate reporting of criminal justice outcomes following a criminal investigation, where there may be opportunity for a deterrent effect.

### **Quality of service**

For those who responded to our consultation, one of the key drivers of victim satisfaction after being affected by a road traffic collision was the amount of follow-up they received during an investigation. We also know that a significant number of respondents were not aware of the support services available to victims.

It is vital that those affected by road death and serious injury have access to support that meets



When I was knocked off my bike and the driver drove away the immediate care I received from both the police and ambulance service was first class. However thereafter it was poor. I accept that during Covid things were difficult but I felt that I was not kept informed (things like what the driver had been charged with and why, when his court appearance would be; what my options were; detail what the sentence was that the guilty driver received etc etc). Even an automated system giving that information would have helped.

their needs. Many victims may not be aware that they require further support until some time has passed, meaning they miss initial offers from partners. We will review our provision and referral mechanisms to ensure that a greater proportion of victims can receive care.

### Criminal justice and victim care

Where illegal behaviours on the road have led to death or serious injury, the investigative process that victims must endure can be significantly lengthened. In these circumstances, a criminal

conviction and appropriate sentencing can be particularly important for those affected – as well as proving that causing danger on our roads is unacceptable.

West Yorkshire Police have dedicated teams who work hard to secure a conviction for those responsible for illegal behaviours that lead to crashes. We will continue to support their capacity for thorough investigations of road traffic collisions and press nationally for sentencing guidelines that reflect the seriousness of road crime.

## Delivery Objectives for Post-collision Response

### Within 12 months

- Evaluate the accessibility and awareness of victim support services for those affected by collisions.
- Establish a regional process to receive feedback from the Major Collision Enquiry Team following road traffic collisions, including between support services.
- Identify gaps in our evidence base on the causes of road traffic collisions and road danger in West Yorkshire, including behavioural factors and the wider determinants of risk.
- Enhance communications around the victims' journey following collisions.

### By the end of this strategy period

- Review victim satisfaction with our funded support services in West Yorkshire.
- Explore options to secure further funding for victim and witness support services.
- Provide local communities opportunities to engage with partners on progress and outcomes of Vision Zero work across the five pillars.
- Develop our knowledge of how we can implement a public health approach tackling the wider determinants of risk and engage a broad range of partners who can help to deliver a whole-system response.

# Target setting

While we believe that no death or serious injury on West Yorkshire roads is acceptable, and the only right number to aim for is zero, we recognise that we have an ambitious target which will not be achieved overnight.

We aim to achieve Vision Zero by 2040, as well as a 50% reduction by 2030, in line with the UN target for Improving Global Road Safety. The below table outlines these targets alongside a

25% reduction in KSIs by 2026. We and our partners will use these to hold ourselves accountable in making West Yorkshire's roads safer. We will also look to develop measurable indicators for each of the five pillars as part of our delivery plan, which will ensure we monitor activity in all areas of work towards the overall outcomes.

Targets for reduction in people killed and seriously injured in West Yorkshire				
	2022	2026 (25%)	2030 (50%)	2040 (100%)
<b>West Yorkshire</b>	1413	1078	707	0
<b>Bradford</b>	291	218	146	0
<b>Calderdale</b>	129	97	65	0
<b>Kirklees</b>	235	176	118	0
<b>Leeds</b>	556	417	278	0
<b>Wakefield</b>	202	152	101	0

This strategy aims to provide our partnership with direction for our efforts to reduce the number of victims killed and seriously injured on our roads. We will ensure that we review our performance against the above targets throughout the strategy period with the aim of making continuous improvement. We will also seek to deepen our understanding of the exposure risk for different road user groups, so

that we can reduce the disproportionality of harms experienced as well as the absolute number of victims.

Whilst the targets appear as numbers, we recognise the human tragedy of each and every serious or fatal collision.

**One death on our roads is one too many.**







# A thank you

We would like to thank all our partners who were involved in the creation of this strategy, participated in the consultation process, or attended the co-design event. We value your continued committed partnership working. We all have a vital role to improve the quality of life for the people of West Yorkshire and deliver this strategy.

We would also like to thank the road users of West Yorkshire who have given up their time to engage with us in the development of this strategy. Your views have heavily influenced the direction we are taking, and we look forward to working with you further as we move towards our Vision Zero.

## Organisations who attended the strategy consultation event:

Action for Yorkshire Transport

Bradford Metropolitan District Council

BRAKE Road Safety Charity

BUMPY LTD (Birstall Urban Motorcycle Project for Youth)

Community Links

GASPED (Giving Advice and Support for People in Emotional Distress)

Irwin Mitchell

Kirklees Metropolitan Borough Council

Leeds City Council

Motorcycle Action Group

National Highways

Parliamentary Advisory Council for Transport Safety (PACTS)

Reflections CIC

ROSPA (The Royal Society for the Prevention of Accidents) Advanced Drivers and Riders

Support and Care After Road Death or Injury (SCARD)

The Borough Council of Calderdale

The Council of the City of Wakefield

Wakefield Civic Society

West Yorkshire Fire and Rescue Service

West Yorkshire Police



# Note on the data



This document contains data on reported road traffic collisions in West Yorkshire. Data on reported collisions is recorded by West Yorkshire Police (WYP) and is held and analysed by Leeds City Council (LCC) for the West Yorkshire Vision Zero Partnership. Data is also available from the Department for Transport (DfT). The data provided by the DfT can differ from data held by LCC, as presented in this document. Whereas the DfT treats data from previous years as finalised (once the relevant annual process of validation has been undertaken), LCC operates a live database system, and records may be added or amended when errors are identified or when new information comes to light.

In April 2021, West Yorkshire Police adopted a new system for the recording of personal injury road traffic collisions. The system now being used, called CRASH, automatically assigns a severity classification to each casualty according to the injuries recorded by the reporting police officer, whereas the previous system allowed the reporting officer to specify the severity directly. Where CRASH and similar “injury-based” systems have been previously rolled out elsewhere in the country, there has generally been a significant increase in the proportion of reported casualties which are classified as serious. This seems to be being replicated across West Yorkshire. We will continue to review the data with colleagues at WYP and the West Yorkshire councils.

The CRASH system ensures a more consistent and accurate classification of severity but raises issues with presenting long term trends in the numbers of casualties of different severities. To address this, the DfT has published datasets in which the casualty and collision severities have been adjusted to account for the change to the new system, and the DfT recommends that the adjusted data be used when making long-term comparisons. The data presented in this document uses the adjusted data for collisions occurring prior to April 2021, which means that the proportion of serious injuries and serious casualties now being reported for this period is higher than has previously been reported.



Find out more and get involved with  
**West Yorkshire Vision Zero** by using the  
details below or by scanning the QR code.



**Email** [VisionZero@westyorks-ca.gov.uk](mailto:VisionZero@westyorks-ca.gov.uk)

**Web** [www.visionzerowy.co.uk](http://www.visionzerowy.co.uk)

**X, Facebook and Instagram** [@VisionZeroWY](https://www.instagram.com/VisionZeroWY)



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