



# Vision Zero

## The Road Safety Strategy for Kent

Consultation Report

30 year vision to 2050

Five year strategy 2021 – 2026

Delivering safer roads, towns and villages in Kent

[kent.gov.uk/visionzero](https://kent.gov.uk/visionzero)



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# 1. Introduction

The consultation on the draft Vision Zero Road Safety Strategy for Kent 2021 was undertaken to provide the opportunity for a wide range of people to comment on its proposals. Consultees were invited to provide their feedback via a questionnaire, which was available online and in hard copy on request. All the responses have been collated and considered in the analysis of the consultation's results.

This strategy is intended to replace the existing Road Casualty Reduction Strategy for Kent, which came to an end in 2020. Through partnership working, an evidence-led approach and by combining Safe Systems, engineering, education and enforcement, the draft Vision Zero Strategy plans to make Kent's roads, streets, towns and villages feel and be safer for all, with the aspiration of reducing road fatalities to zero by 2050.

The Environment and Transport Cabinet Committee considered the draft Vision Zero Road Safety Strategy for Kent 2021 on 19 January 2021, prior to commencing its public consultation. The consultation process lasted for seven weeks, from 26 January to 15 March 2021.

During the consultation period, four events were held with numerous stakeholders. Two of these events were in association with KALC (Kent Association of Local Councils), specifically for parish councillors and were attended by over 100 councillors from across Kent and nationally. An internal stakeholder event was attended by over 50 managers and representatives from a multitude of departments within Highways, Transport and Waste, as well as Public Health and other teams. An external stakeholder event was attended by 60 individuals representing some of the most important groups, partners, charities, businesses and organisations across Kent. These online events included a presentation on the strategy and offered participants the opportunity to ask questions and comment on its proposals.

The final version of the strategy, along with this consultation report and final Equality Impact Assessment will be presented to Cabinet Committee on 29 June 2021, when Members will be asked to recommend the Cabinet Member for Transport adopt the strategy as the Council's policy.

## 2. Executive summary

### Consultation profile

762 people completed either the paper or online consultation questionnaire. A further 19 individuals representing organisations responded by email with detailed comments and suggestions. Of the people who completed the consultation questionnaire, the majority (80%) responded as individuals representing themselves. The age profile of those answering is skewed towards an older age group compared to local area population statistics with 30% of respondents coming from the 65-74 age range. 6% of the respondents consider themselves to have a disability as defined under the Equality Act 2010, with most of these being physical or sensory impairments. On average, 85% of respondents drive at least twice a week or more under normal circumstances (i.e. prior to Covid 19) while 89% said they walk at least twice a week or more. Only 30% said they cycle at least twice a week or more.

There were four events/workshops hosted by KCC that attracted over 100 local councillors, 56 external stakeholders and over 40 internal professionals.

Response to proposals and actions in the strategy are supportive with high proportions supporting the main Vision Zero aims, the Safe Systems approach and Community CIRCLE. All of the specific strategic actions also received majority support.

### Vision Zero aims

- A high proportion (77%) agree with the Vision Zero aims – 52% strongly agree and 25% tend to agree. 5% strongly disagree and 13% tend to disagree.
- Most comments were positive. Many of the positive comments included:
  - Zero is the only figure and agreement with the proposals (55 mentions)
- Negative comments included:
  - Unrealistic targets (28 mentions)
  - Impossible to achieve and setting up to fail (17 mentions)
- There were 24 comments (and a number of comments in the emailed responses and events) suggesting the targets were not ambitious enough. These included:
  - 30 years is too long and should meet earlier targets similar to other organisations
  - There should be interim targets
  - Include serious injuries as well as fatalities

### Safe Systems

- A higher proportion agree with the Safe Systems approach at 81%; 15% disagreed and 9% strongly disagreed.
- The highest number of consultee comments were:
  - Driver education and behaviour change are a priority (36 mentions)
  - Enforcement is essential (16 mentions)

- Focus on cycling, walking and horse riding and vulnerable road users (14 mentions)

## Community CIRCLE

- A high proportion (76%) agree with the Community CIRCLE concept. The support is not as strong as seen with the Vision Zero aims and Safe Systems with 46% strongly agreeing and 25% tending to agree. 11% strongly disagree and 6% tend to disagree.
- Some of the more frequent comments were:
  - Needs engagement and active community involvement (24 mentions)
  - Use local knowledge (18 mentions)
  - Feeling of safety is important (8 mentions)
- There were comments expressing concern with community engagement. The more prevalent of these were:
  - Will be dominated by 'minority' groups with own agenda or bias (11 mentions)
  - Don't oversimplify communications (5 mentions)
  - Non-local, regular road users don't have a voice (4 mentions)

## Chapter One – Introduction actions

- Both actions in chapter one indicated similar strong support to the above key areas. Action 1 to 'Promote 'Vision Zero' objectives to stakeholders and the public' received 77% agreement and Action 2 to 'Collaborate with Highways, Transport and Waste, Public Health, Active Travel, Fleet, Education and other teams within KCC where road safety can help deliver objectives' received 84% agreement.

## Chapter Two – Data and Risk actions

- All three actions in Chapter Two received good support, ranging from 73-83% agreement.
- Action 4 to 'Align this risk score with factors such as community concerns on speed, air quality and noise to strengthen the case for carrying out an intervention' had less support than the other two with 73% agreeing and 18% disagreeing.
- Some of the more frequent comments raised the following concerns:
  - Minor incidents and near misses miss out and require community involvement (16 mentions)
  - Community concerns ignored until a fatality (10 mentions)

## Chapter Three – Safer Roads and Streets actions

- Within this chapter there was very strong support for all but one of the actions, ranging from 81%-88% agreement.

- In contrast, Action 9 to ‘Develop a Safer Powered Two-wheeler Programme’ received less support with 66% agreeing.
- The most prevalent comments raised from those who responded to this question were:
  - Educate all (30 mentions)
  - Walking and cycling should be a priority (26 mentions)
  - Need to listen to local concerns (23 mentions)
  - Reduce speed limits in towns and small villages (23 mentions)

## Chapter Four – Safer Speed actions

- Support for most of the actions in this chapter were good, ranging from 76%-84%.
- In contrast, Action 16 to ‘Research impacts of reducing the 60mph national speed limit. We will engage with rural communities, survey attitudes and evaluate impact on collisions and journey times. Findings to be presented to central Government to review potential of lowering national speed limit’ received less support with 67% agreeing.
- The more frequent responses were:
  - Limit restrictions to specific areas, not all (86 mentions)
  - Consistent speed camera enforcement required (81 mentions)

## Chapter Five – Safer Behaviours actions

- Support for the actions in this chapter was good, ranging from 61%-84% agreement.
- Action 23 to ‘Develop a support forum for those who have been affected by crashes’ received the least support with 61% in agreement. Interestingly, a high proportion, 21%, answered as neither agree nor disagree and 2% said they don’t know. Only 11% strongly disagreed with this action.
- Action 20 to ‘Create a 30-year communications plan to increase support for Vision Zero objectives’ also received slightly less support than the other actions with 67% in agreement.
- The most prevalent comments were:
  - Timeframe for communication plan is too long (70 mentions)
  - Drivers should receive more education (39 mentions) and ongoing training (29 mentions)

## Chapter Six – Safer Vehicles actions

- There was good support for the actions in this chapter, ranging from 66%-80% agreement.
- Action 30 to ‘Develop a rewards and training programme, using telematics to monitor the council’s Highways, Transport and Waste drivers and research opportunities to extend vehicle telematics to other KCC drivers and teams’ received the least support with 66% in agreement. 11% disagreed with this action.

- Some of the more frequent comments raised the following concerns:
  - KCC only thinking of themselves (32 mentions)
  - Technology worries (25 mentions)

## **Chapter Seven – Collision Response actions**

- Support for the actions in this chapter were extremely strong, ranging from 78%-90%.
- The most prevalent comments were:
  - KCC needs to work closely with partners (16 mentions)
  - Crash investigation should be a priority (12 mentions)

## **Chapter Eight – Governance and Monitoring actions**

- Three of the actions in this section received good support, ranging from 69%-78%.
- In contrast, Action 35 to 'Organise a national, high-profile launch event and form an expert steering group to advise on delivery and best practice' received the least support of any of the actions in the strategy with 56% in agreement. 16% strongly disagreed with this action.
- The more frequent responses were:
  - Community Speedwatch help (20 mentions)
  - More partnership and stakeholder co-operation (19 mentions)
- Some of the more negative comments raised were:
  - Funding and spending worries (20 mentions)
  - Vision Zero should not be a national launch (16 mentions)

## 3. Consultation process

### 3.1 Engagement with stakeholders

'Pre-consultation engagement was carried out with road safety, external and internal stakeholders to help support the development of the draft strategy.'

A wide range of stakeholder groups were identified for the consultation, including all levels of public authority in Kent. The following groups and organisations were invited to respond:

- British Horse Society
- Charities (including Involve, Age UK, CILK, Engaging Kent)
- County Councils (Essex, Sussex and Warwickshire)
- Cycling groups (including Cycling UK, Bikeability, Maidstone Cycling Forum, Let's Ride)
- Department for Transport
- District Councils in Kent
- Freight organisations (including Logistics UK, FORS (Fleet Operator Recognition Scheme), RHA (Road Haulage Assoc.))
- Highways England
- Kent Air Ambulance
- Kent Association of Local Councils (for Town and Parish Councils in Kent)
- Kent Ambulance Services
- Kent Chamber for Commerce
- Kent Fire and Rescue
- Kent Group of Advanced Motorists
- Kent Police
- Kent Ramblers
- Living Streets
- MAG (Motorcycle Action Group)
- Medway Council (a unitary authority)
- Members of Kent County Council
- Members of Parliament in Kent
- Network Rail
- Road Peace
- Road Safety GB
- Road Safety Support
- ROSPA (Royal Society for the Prevention of Accidents)
- Schools
- Vision Zero Foundation

In addition to the above, KCC is continually engaging with partners and bodies that aid KCC in delivering its policies and services to businesses and residents of the county. We will continue to engage on the draft Vision Zero Road Safety Strategy for Kent 2021 such as with bodies like the Kent and Medway Road Safety Partnership and receive feedback until we adopt the strategy.

### 3.2 Promotion

The consultation was hosted on Kent County Council's (KCC) consultation directory ([kent.gov.uk/visionzero](https://kent.gov.uk/visionzero)) and a link to the consultation was provided on the Road Safety webpage.

The consultation draft strategy and Equality Impact Assessment (EqIA) were both available to download from the consultation page in Word and PDF. Consultees could also access the online questionnaire and a Word version. Table 1 shows the number of times the consultation documents were downloaded.

Table 1 - Frequency of downloads of the draft Vision Zero Road Safety Strategy for Kent 2021 materials

Consultation Document	Downloads
Draft Vision Zero Strategy – PDF version (2.18 MB)	2,306
Draft Vision Zero Strategy – Word version (1.94 MB)	309
Vision Zero Executive Summary – PDF version (2.07 MB)	243
Vision Zero Executive Summary – Word version (2.38 MB)	119
Vision Zero Data Pack – PDF version (1.57 MB)	139
Vision Zero Data Pack – PowerPoint version (7.99 MB)	114
Equality Impact Assessment – PDF version (337 KB)	120
Equality Impact Assessment – Word version (258 KB)	46
Consultation questionnaire – Word version (168 KB)	204

A press release was issued on the launch of the consultation and an email was sent to 3,400 people who had registered with KCC's consultation directory and expressed an interest in being kept informed of consultations regarding general interest and traffic, transport and roads.

We promoted the consultation on KCC's social media channels and via the Road Safety channels to increase awareness and engagement in the consultation. The results of the organic social media can be found in Table 2. Facebook reached 24,822 people and engaged 353 users; Twitter created 27,843 impressions (the total number of times displayed) and 38 retweets, LinkedIn posts were shared 29,380 times and had 28,253 clicks. Instagram was less effective and reached 4,520 people and made 4,739 impressions.

Table 2 - Engagement levels with social media posts advertising the draft Vision Zero Strategy on organic social media channels

Facebook					
Reach	Comments	Reactions	Engaged users	Clicks	Shares
24,822	10	49	353	453	56
Twitter					
Impressions	Comments	Reactions		Clicks	Retweets
27,843	2	30		264	38
Instagram					
Impressions	Comments	Reactions	Engaged users	Reach	
4,739	1	57	44	4,520	
LinkedIn					
Impressions	Comments	Reactions		Clicks	Shares
2,521	1	22		13	1

The consultation was also promoted using paid for social media adverts on Facebook and LinkedIn. The posts shared were seen by 288,171 people and generated 11,590 clicks to the consultation directory. The breakdown of all social media responses is shown in Table 3. Facebook was much more effective in all categories, reaching 212,729 compared to 10,097 on LinkedIn; making 62,622 impressions compared to 2,723 and having 11,500 clicks compared to 90.

Table 3 - Engagement levels with social media posts advertising the draft Vision Zero Strategy using paid for channels

Media	Reach	Impressions	Clicks
Facebook	212,729	62,622	11,500
LinkedIn	10,097	2,723	90
Total	222,826	65,345	
Total Shared	288,171		11,590

### 3.3 Consultation timeline and key dates

The following timeline sets out the development process for the draft strategy and public consultation:

- 19 January 2021 – draft strategy considered by KCC's Environment and Transport Cabinet Committee
- 26 January 2021 – launch of public consultation

- 24 February 2021 – KALC event including presentation and discussion
- 25 February 2021 – internal and external stakeholder events including presentation and discussion
- 3 March 2021 – second KALC event
- 15 March 2021 - close of public consultation
- 16 March 2021 – all member briefing
- 17 March to 28 May – analysis, reporting and consideration of responses to inform development of the final strategy and the review and update of the EqIA
- 15 June 2021 – final version of strategy, consultation report and EqIA to be published on KCC website for Cabinet meeting on June 25
- 29 June 2021 – Environment and Transport Cabinet Committee to consider Vision Zero Strategy, consultation report and EqIA, and Members to be asked to recommend that the Cabinet Member adopt the strategy as KCC policy
- 2 July 2021 – final date for call-in of Cabinet Committee decision
- 9 July 2021 – planned adoption and publication on KCC website

### **3.4 Accessibility of strategy documents**

All documents supporting the consultation were available in accessible PDF and Word formats, and anyone requesting a hard copy of the strategy and consultation questionnaire would have been sent these by post [there were no requests for hard copies by post]. Contact details were provided for how people could request consultation material in alternative formats or languages and a telephone number and email address were provided to assist with any queries.

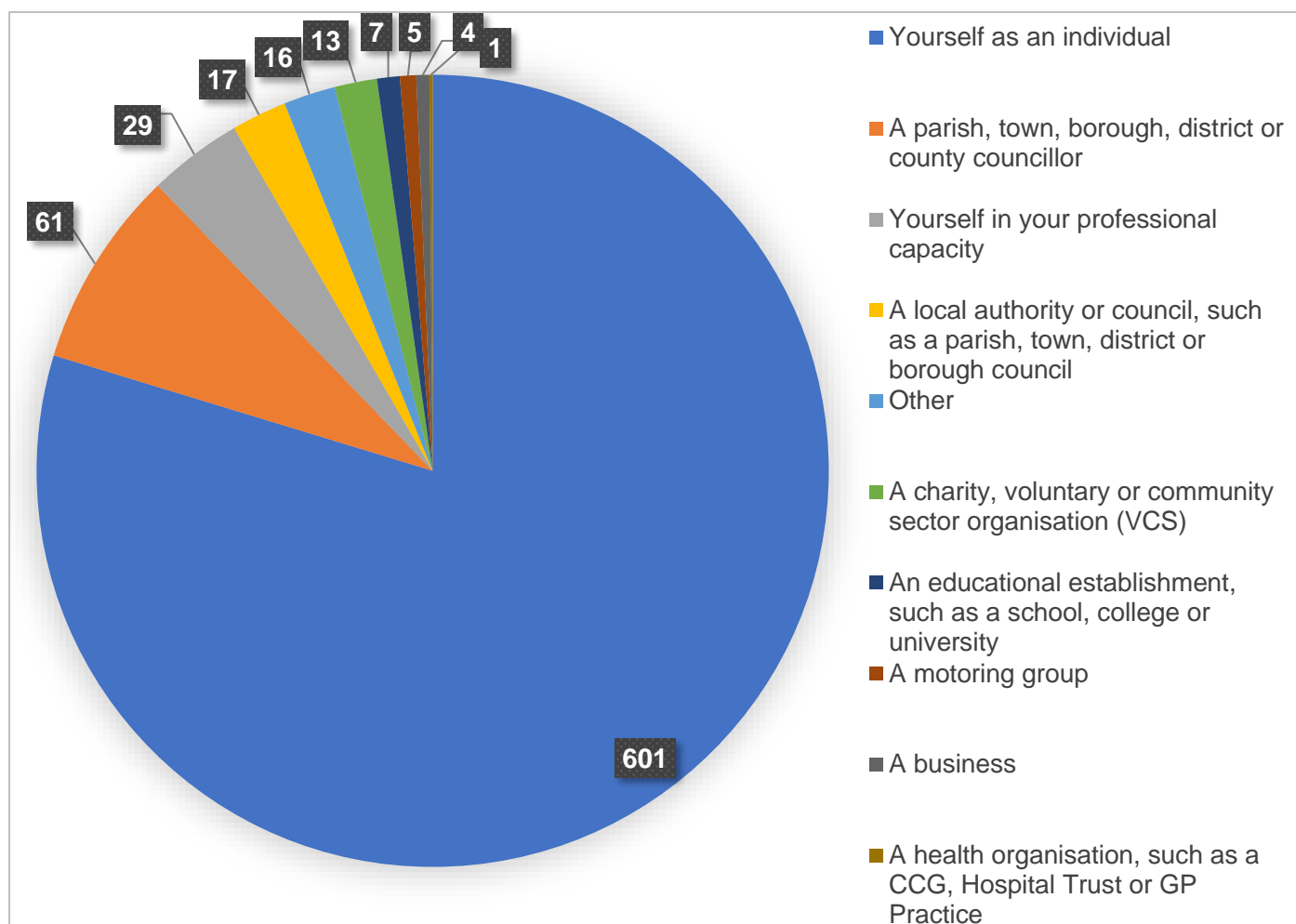
### **3.5 Who and how many responded?**

This section details the number of responses and comments for each of the questions. There was a total of 762 responses to the consultation questionnaire, of which 748 completed the online, 12 were by email and two were handwritten and posted. Not all the questions were answered by every respondent.

In addition to those responses submitted online, 23 responses were submitted by stakeholders in free-form prose such as letters or emails. These were mainly from organisations and parish councils. These responses have been analysed later in the report Chapter 15.

Question 1 asked responders to select from a list of responses, how they would be responding to the consultation. The consultation received responses from a range of organisations as well as individuals, as shown in Figure 1. The majority responded as individuals and parish/local councillors were also well represented.

Figure 1 – Responses to Q1. Are you responding as?



The 29 who responded in a professional capacity were from a variety of backgrounds including transport planners and consultants, cycling instructors, road safety trainers and engineers, HGV drivers, driving and motorcycle instructors, police officers, an occupational therapist, safer mobility officers, fleet managers and academics.

47 people responded to the questionnaire on behalf of organisations. Some of those represented were:

- 20s Plenty
- Air Ambulance Kent Surrey Sussex (KSS)
- British Horse Society
- Cycling groups (Thanet Cycle Forum, San Fairy Ann Cycling Club, Tenterden Cycling Strategy Steering Group, Spokes East Kent Cycle Campaign and Wheel Potential CIC)
- D.tec International Ltd
- Downs Farm Trust
- East Kent Advanced Motorcyclists affiliated to IAM RoadSmart
- GirlGuiding
- Hildenborough Community Speedwatch
- IAM RoadSmart
- Kent Community Rail Partnership
- Kent Group of Advanced Motorists
- Kent RoSPA Advanced Drivers

- Ramblers Association Parish Footpath Warden Tunbridge Wells Urban
- Road Safety Foundation
- Road Safety Support
- Schools (Folkestone Primary, The Malling School, Whitehill Primary School, Repton Manor Primary School / Ashford Oaks Primary, Herne CE Junior School)
- The Motorcycle Industry Association Ltd (MCIA)
- The Motorcycle Action Group (MAG)
- Traffic Commissioners for GB
- Truline - delivering on behalf of EVO Group/Banner
- Tunbridge Wells Liberal Democrats
- Culverden Conservative from Tunbridge Wells Borough Council
- VIP Transport Management Consultancy Ltd
- Wheels 2 Work (Kent)

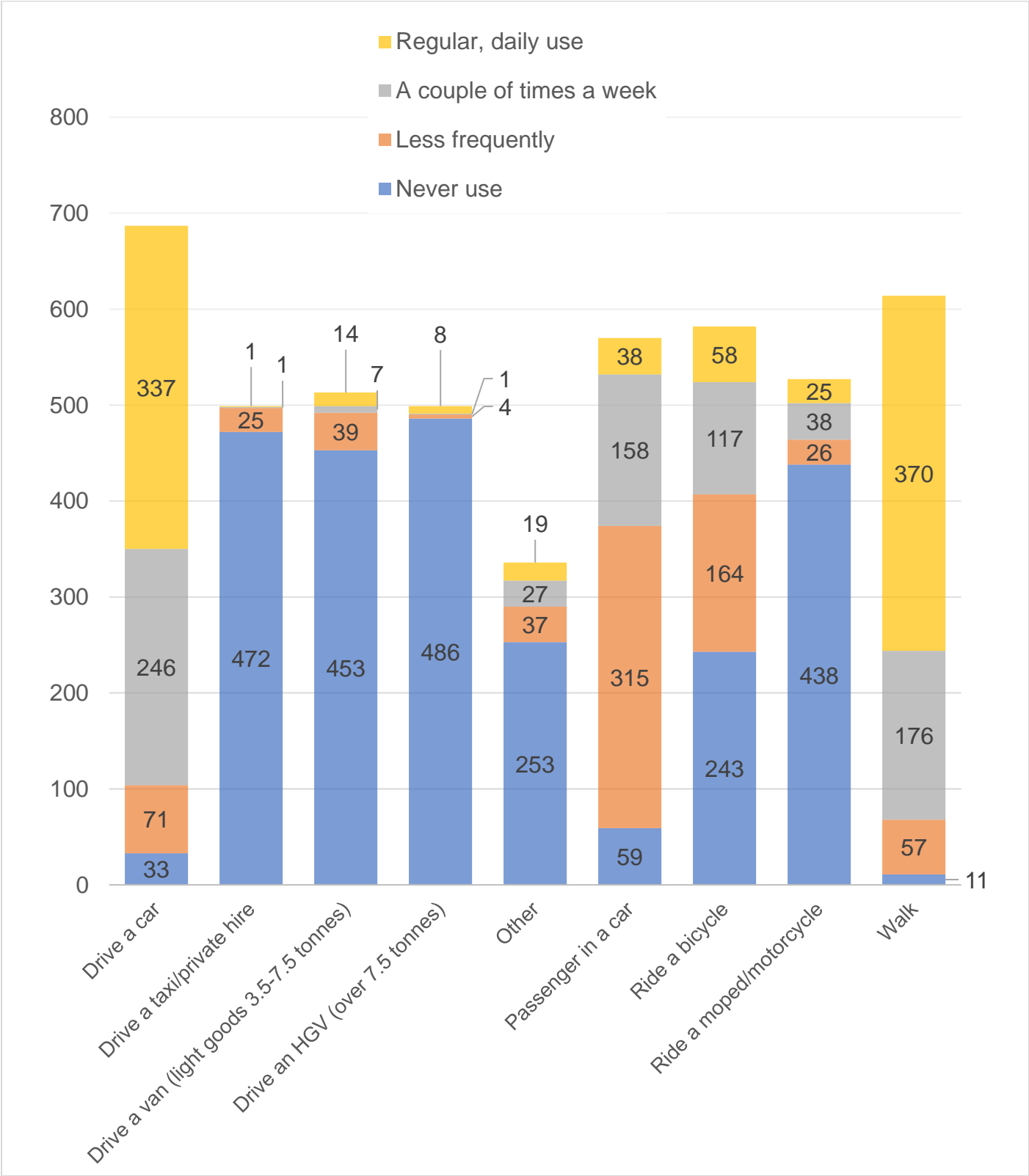
Question 2 asked responders to tell us the first five characters of their postcode. Three maps showing location in relation to agreement with Vision Zero, Safe Systems and Community CIRCLE can be found in Appendix 1.

### **3.6 Respondents' driving habits**

Question 3 of the consultation asked, 'Thinking about your normal travel habits prior to the Covid-19 pandemic, on average how often did you use the following methods of transport when travelling in your local area?' 756 people responded to this question. Those responding on behalf of organisations were not asked this question.

85% drive daily (49%) or at least twice a week (36%) and 89% walk daily (60%) or at least twice a week (29%), while only 30% ride a bicycle daily (10%) or at least twice a week (20%) in their local area.

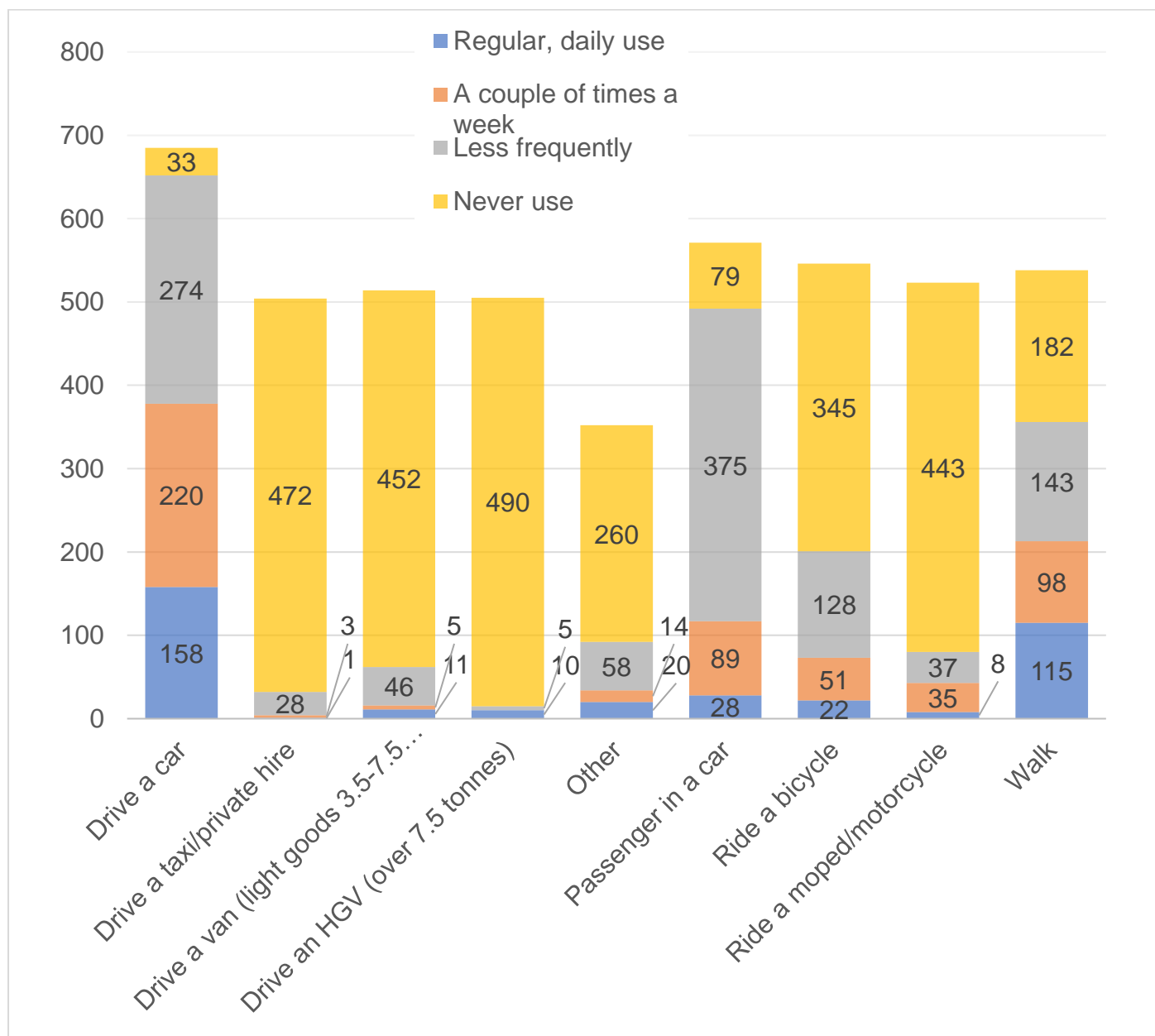
Figure 2 showing responses to Q3. Thinking about your normal travel habits prior to the Covid-19 pandemic, on average how often did you use the following methods of transport when travelling in your local area?



Question 4 of the consultation asked, ‘Thinking about your normal travel habits prior to the Covid-19 pandemic, on average how often did you use the following methods of transport for longer journeys (those outside your local area)?’ 756 people responded to this question. Those responding on behalf of organisations were not asked this question.

55% drive daily (23%) or at least twice a week (32%) and 39% walk daily (21%) or at least twice a week (18%), while only 13% ride a bicycle daily (4%) or at least twice a week (9%) in their local area.

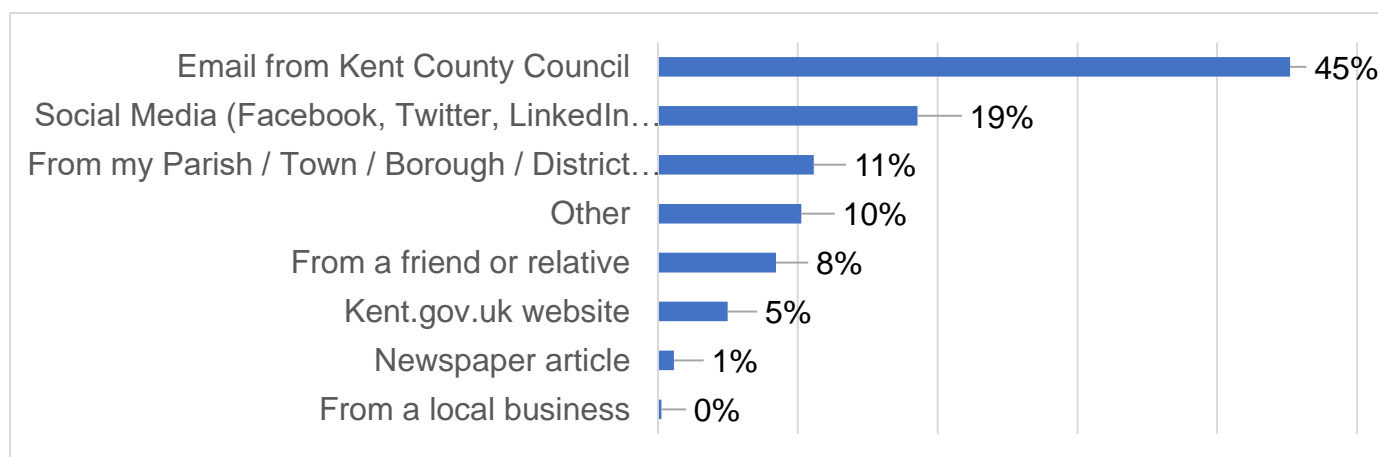
Figure 3 showing responses to Q4. Thinking about your normal travel habits prior to the Covid-19 pandemic, on average how often did you use the following methods of transport for longer journeys (those outside your local area)?



### 3.7 How respondents found out about the consultation

Question 5 asked, how did you find out about this consultation? Figure 4 shows the main method of finding out about the consultation was through an email from KCC (45%). 19% of responses came from Social media, and 11% from parish, town and borough councils.

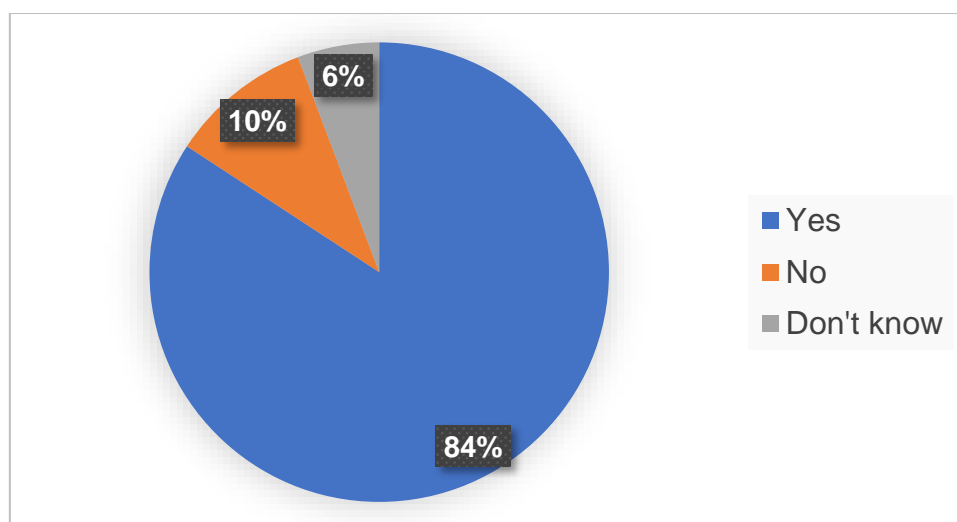
Figure 4 shows responses to Q5. how did you find out about this consultation?



### 3.8 Was the Vision Zero Strategy easy to understand?

Question 6 asked, Was the draft Vision Zero Road Safety Strategy easy to understand? Figure 5 shows 84% (630 of 748 who responded) thought the strategy was easy to understand, with 10% (75) thinking it was difficult to understand.

Figure 5 – responses to Q6. Was the draft Vision Zero Road Safety Strategy easy to understand?



Of the 307 responses providing a comment, 176 were relevant and 131 responses were not relevant to the question. Responses classified as 'not relevant' were done so for a variety of reasons, mainly because they didn't relate to the question asked, some were general grievances, some didn't relate to this strategy and some said things like, "see previous answer". A total of 15 themes were identified from the 176 responses. The frequency of themed responses is shown in Table 4.

Table 4 - Frequency of responses to Q6a by theme concerning how easy the strategy was to understand

Theme	Frequency of mention
Easy to understand/clear	60
Too long	49
Too many acronyms/buzzwords	20
Repetitive	11
Complicated	9
Didn't say enough about how it will be done/wasn't clear	8
Too many actions	4
It is detailed, which is good	4
Diagrams needs clarification, especially Vulnerability / Responsibility	3
Not enough stats/data confusing	3
Chapter number in title of headings on each page	1
Links to glossary in text would help	1
Needs more examples	1
Some surveys referenced are not included in appendix	1
Could state how long questionnaire will take	1

Under the theme, 'Easy to understand/clear', many of the respondents thought the document was clearly laid out, for example:

“Very clearly set out and perfectly easy to understand.”

“Straight forward language and sensible ideas.”

But others felt it was too long winded and the Executive Summary could be shortened, for example:

“Executive summary is too long.”

“Far too long winded, needs to have summary sections that you can then click on to the detailed area on the part.”

“A summary version for parents/carers and a child/young person version would be useful if not already in circulation.”

20 people thought there were too many buzzwords or 'management speak'.

“I understand the aim but there is too much jargon for the man in the street to take in all of it and words such as "pneumatic loops" or "five year behaviour delivery plan", I'm not sure what these mean.”

“The draft seems awash with buzz words and "MBA" terms and KPI's, all worthwhile and credible. The objectives are mostly clearly identified however the "path" seems generalist and not definitive.”

There was some concern the strategy had inconsistencies regarding whether the target includes just fatalities or fatalities and serious injuries, such as:

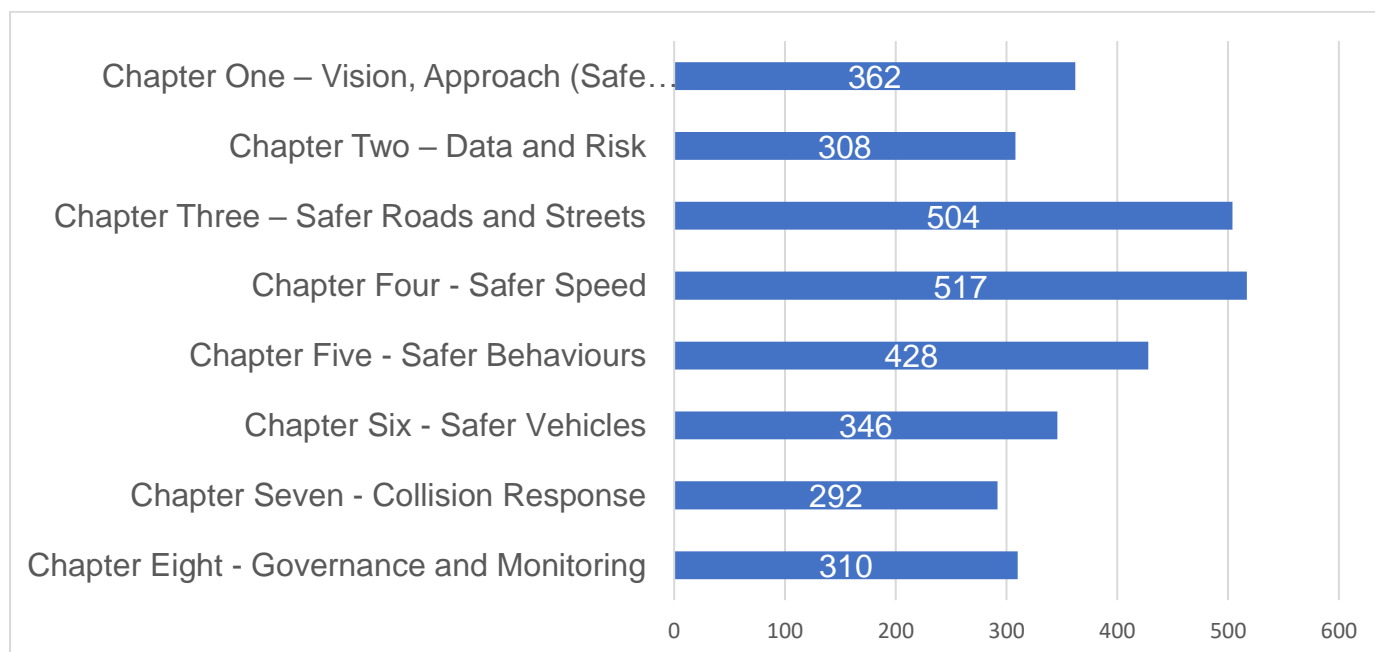
“Some inconsistencies in the strategy regarding what vision zero refers to - sometimes to fatalities, then later in the document fatal and most seriously injured. It also refers to severe injury and life-changing injury. Need clarity for monitoring success of targets.”

### 3.9 Which chapters respondents chose to respond to

Respondents were offered the opportunity to provide feedback on all or as many of the chapters as they liked. Figure 6 shows the chapters respondents chose to consult on. 756 respondents chose to answer this section; of these, 31% (236) chose to respond to all sections of the questionnaire. Chapter Four Safer Speed obtained the most responses with 68% of respondents completing it, followed closely by Safer Roads and Streets with 66% of respondents. 40% of respondents chose to respond to the Data and Risk chapter. The final three chapters also dropped off in terms of responses, this could be because they are less relevant to respondents or because of respondent fatigue.

It should be noted that Chapter One was originally called ‘Chapter One - Introduction’ (reflecting its name in the strategy) on the first day of the consultation when we received a high volume of responses; it was quickly changed to ‘Chapter One - Vision, Approach (Safe Systems) and Community Circle’ as we noticed not many people were choosing to respond to the Introduction. This could be the reason for the slightly low numbers of responses.

Figure 6 – chapters respondents chose to provide feedback on

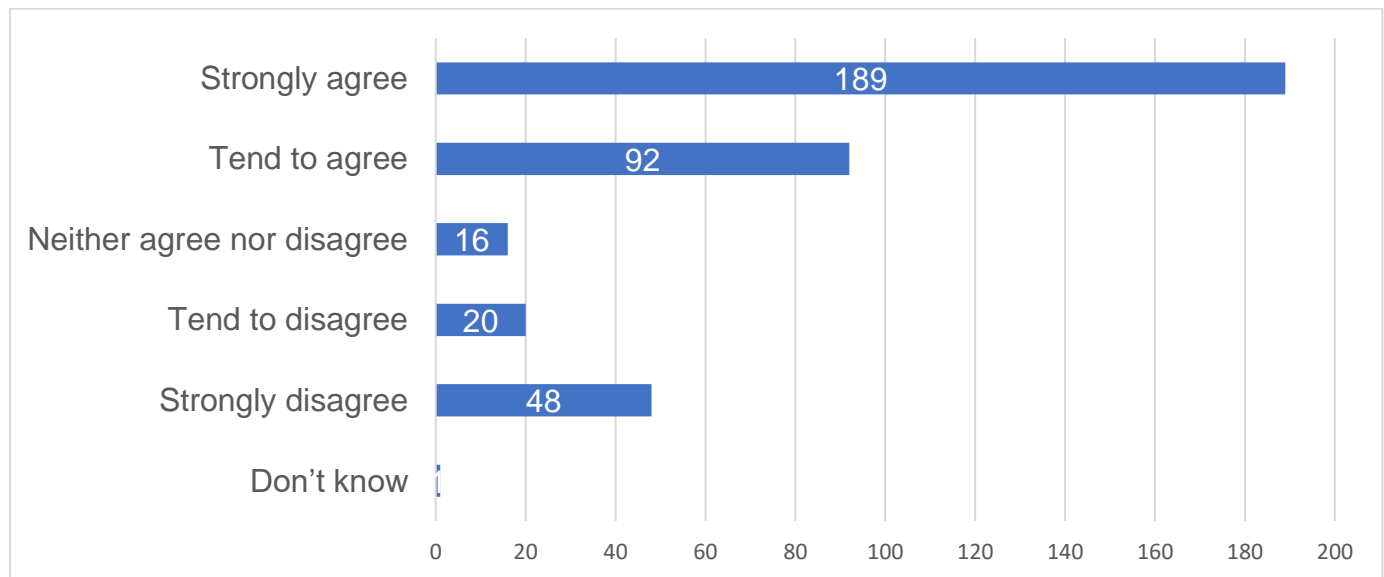


## 4. Chapter One - Vision, Approach (Safe Systems) and Community Circle responses

### 4.1 Question 7: Vision Zero aims

Question 7 asked, 'To what extent do you agree or disagree with Vision Zero?'. Figure 7 shows that there is high support for the stated ambitions of Vision Zero, with 77% of responses either strongly agreeing (52%) or tending to agree (25%) and only 18% stating they either strongly disagree (5%) or tend to disagree (13%).

Figure 7 – responses to Q7. To what extent do you agree or disagree with Vision Zero?



Of the 213 responses providing a comment, 188 were relevant and 25 responses were not relevant to the question. A total of 14 themes were identified. The frequency of themed responses is shown in Table 5.

Table 5 - Frequency of responses to Q7a to add any comments about the Vision Zero aims

Theme	Frequency of mention
Agree/zero the only figure/excellent	55
Unrealistic targets	28
Aspirational	26
Concerning timescale/unambitious/needs interim targets	24
Impossible/setting up to fail	17
Needs to consider behaviour/education	11
Difficult	6
It's public control/against freedoms	6
Shouldn't include 'as close to'	5
Needs to include injuries	3

Needs to consider public health and pollution more	3
Vision Zero ideology is flawed/ risk is always there	2
Anti-car	1
Needs to focus on shifting mode of transport i.e. walking/cycling	1

Of those who added comments many were positive about Vision Zero, citing it as the only figure to strive for. There were 55 incidences of agreement/only figure/excellent in the comments and many thought it was an aspirational target (26). For example:

“A target of zero deaths and injuries to people is what should be aimed for even if highly unlikely.”

“It is the correct aspiration for a Civil society. For too long the human impact of road deaths and serious injuries, not to mention the financial cost has been under-stated and tolerated.”

28 respondents thought the targets are unrealistic, while 17 thought they were impossible and another six thought them difficult. For example:

“Great concept, but unrealistic target.”

“‘Vision Zero’ lacks credibility. You obviously recognise that you do not control all of the factors that cause deaths on the roads and so Zero is impossible. Set yourself credible targets that can be achieved and give your project a title to suit.”

“Vision Zero is likely to be impossible but a good aim if realistic attitude to success is taken.”

There were 24 instances of the theme, ‘Concerning timescale/unambitious/needs interim targets’ where the comments generally felt that aiming for 2050 was too long and not ambitious enough based on other organisations.

“30 Years is too long, especially with an obese and ageing population, and the need to address environmental concerns. I would prefer KCC to aim for a more ambitious 15-20 year period. The cost saving alone from the 10 fewer years of fatalities and serious accidents should justify the investment.”

“30 years target is not Ambitious enough. The car is king on local roads, which is wrong, it needs to change quicker. Kent is way behind more forward-thinking London boroughs.”

Many respondents took the time to offer their own suggestions in this section. Frequent suggestions included:

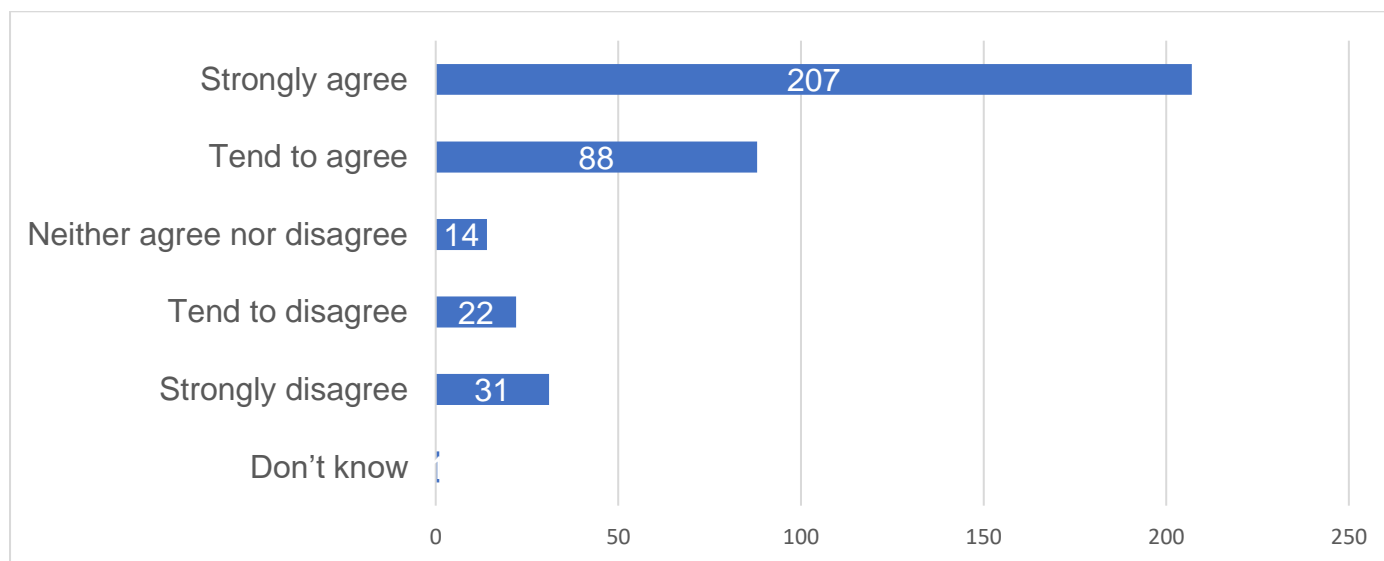
- Interim targets (starting in 2030) on the way to zero in 2050
- 20 years to zero instead of 30 years
- 'Softer' targets/measures for instance greater public satisfaction with road safety; improving trends for minor incidents (minor or no injuries involved); pedestrian accidents; lower traffic offences (from better enforcement) e.g. speeding
- Include serious injuries in targets

## 4.2 Question 8: Safe Systems

Question 8 asked, ‘To what extent do you agree or disagree that the Safe Systems approach is important to achieving better road safety outcomes for Kent?’ Figure 8 shows that there is very high support for the Safe Systems approach, with 81% of responses either strongly agreeing

(57%) or tending to agree (24%) and only 15% stating they either strongly (9%) or tend to disagree (6%).

Figure 8 – responses to Q8. To what extent do you agree or disagree that the Safe Systems approach is important to achieving better road safety outcomes for Kent?



Of the 185 responses providing a comment to Q8, 114 were relevant and 71 responses were not relevant to the question. Responses classified as 'not relevant' were done so for a variety of reasons, mainly because they didn't relate to the question asked, some were general grievances, some didn't relate to this strategy and some said things like, "see previous answer". A total of 16 themes were identified. The frequency of themed responses is shown in Table 6.

Table 6 - Frequency of responses to Q8a to add any comments to about the Safe Systems approach

Theme	Frequency of mention
Driver education and behaviour priority	36
Enforcement essential/lack of enforcement	16
Focus on cycling, walking and horse riding and vulnerable road users	14
Illogical restrictions on some roads/blanket speed limits	8
Holistic approach required/joint responsibility	8
Consider parking/impact of parking on accidents	6
Better freight rules/policies/delivery driver consideration	5
Improve 'new' junctions that don't work and older junctions	4
Too much for KCC, should be central government	4
Speed limits over emphasised	3
Change culture of road and traffic management/training	3

Consider motorbikes more in strategy	2
More action for minor collisions	2
Should be common practice	1
Publish causes of accidents	1
More communication with healthcare	1

The most frequent theme was ‘Driver education/behaviour priority/in media’ which reflects respondents’ desire for drivers’ behaviour to improve on the roads and that this is the major problem. There were also suggestions that the media should be used to educate. For example:

“It is not going to be easy to train and develop behaviours generated over many years of people using the highways. Social media needs to be used to inform and then change behaviours.”

“Safety of vehicles and roads can only take us so far so targeting driver behaviour and training is important to be included.”

The importance of enforcement was clear to see as 16 comments cited a current lack of enforcement or how essential enforcement will be moving forward. For example:

“Safe systems are key to achieving the goal of Vision Zero. Behaviour change cannot happen through education alone. There needs to be changes to infrastructure, there needs to be greater enforcement of road traffic laws.”

“But translating this into effective action is the issue that needs to be addressed. There needs to be more monitoring and enforcement particularly to the adherence to speed limits.”

14 respondents commented on ‘more focus on cycling, walking and horse riding and vulnerable road users’ within the strategy and some linked this with the need for improved road layouts and junctions to cater for these groups. For example:

“Again, I support the improvement of junctions where visibility is poor. One of the options already employed by the Council is to widen the footpath at junctions. This can solve the visibility issue unless errant drivers decide to use it as an extra parking space. Measures would need to be put in place to ensure that the widened junction is not compromised in this way.”

“It did not state clearly in detail how much road safety strategy is applied for Horse Riders, and also for people who need to use mobility as an occupation to improve their health.”

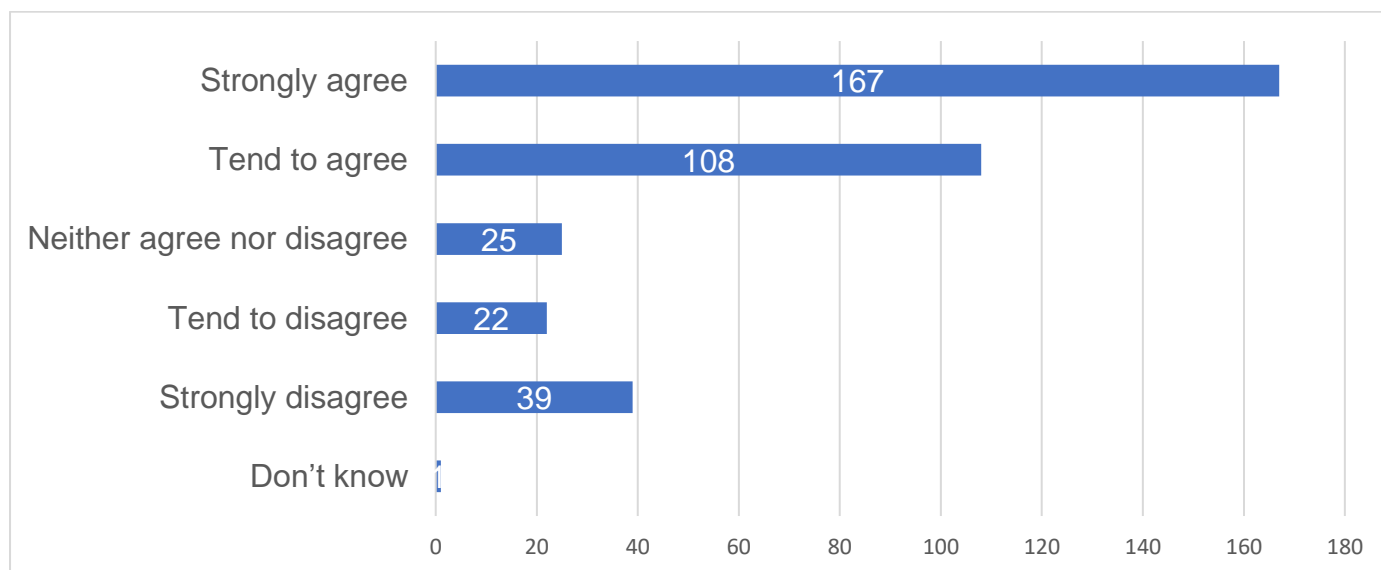
Some respondents agreed that a holistic approach is required and that we can’t focus on just one element of the Safe Systems. For example:

“It’s right that no one thing can achieve Vision Zero - there needs to be a holistic and collaborative approach to road safety.”

### 4.3 Community Circle

Question 9 asked, ‘To what extent do you agree or disagree with the Community Circle approach?’ Figure 9 shows there is strong support for the Community Circle approach, with 76% of responses either strongly agreeing (46%) or tending to agree (30%) and only 17% stating they either strongly (11%) or tend to disagree (6%).

Figure 9 - responses to Q9. To what extent do you agree or disagree with the Community Circle approach?



Of the 198 responses providing a comment, 102 were relevant and 96 responses were not relevant to the question. Responses classified as 'not relevant' were done so for a variety of reasons, mainly because they didn't relate to the question asked, some were general grievances, some didn't relate to this strategy and some said things like, "see previous answer". A total of 20 themes were identified. The frequency of themed responses is shown in Table 7.

Table 7 – Frequency of responses to Q9a to add any comments about Community Circle

Theme	Frequency of mention
Needs engagement/active community involvement	24
Use local knowledge	18
Will be dominated by 'minority' groups with own agenda/bias	11
Feeling of safety is important	8
Don't oversimplify communications/ensure it is promoted well	5
Engage all age groups	5
Unhappy using just casualty figures	4
Everyone is an 'expert'	4
Non-local, regular road users don't have a voice/may be the cause of the issues	4
Local speed checks/Community Speedwatch works	3
Good for compliant section of population/needs to target those who don't care	3
Bad past experience of community engagement/parish councils ignored	3
Raises expectations which won't be met	2

Infringes on freedoms/consider journey times impact	2
Current community engagement process is slow	1
More consultation and visiting of areas	1
Engage silent majority	1
Facility to report near misses	1
Not enough police to help	1
Reports of speeding are ignored by police	1

The two most common themes were 'Needs engagement/active community involvement' and 'Use local knowledge'. It should be noted these were mainly positive as only one of the comments from these themes came from someone who answered Q9 as disagreeing with the Community Circle approach.

“Local and targeted efforts are the only way to succeed in a project of this size, and community involvement is essential to ensure compliance.”

“The more you can do to engage with local special interest groups the better. There are many interest groups in most towns such as bicycle user groups and these groups can provide useful insight on local conditions, problems and often have devised possible solutions.”

“A critical success factor is the successful engagement of the public and communities.”

“Regular local community consultations on traffic/safety; the local community will 'know' the hotspots where there are higher risks well before this shows up on data from accidents; pro-active intervention to address safety issues at junctions, crossings, etc is probably the greatest action towards the overall strategy.”

Five of the respondents commented on how important it was to make sure the engagement is right; these have been grouped under the theme 'Don't oversimplify communications/ensure it is promoted well'. An example of this is:

“Don't oversimplify communications. Share the data and rationale. People just make it up when you don't.”

A significant number of respondents contributed comments under the theme 'Will be dominated by 'minority' groups with own agenda/bias'. Some also commented that 'Everyone is an 'expert''. Some examples of the comments:

“Community approach rarely arrives at the common view as those who get involved usually have extreme or biased views and lack the necessary understanding and open mindedness to come to good discussions.”

“Laudable but community involvement is invariably limited to a few factions within the community who have an axe to grind over a particular issue. You have to try to engage the silent majority who just want decent roads and transport.”

“The road users with most 'power' have the loudest voice.”

Engagement was an area of concern for some respondents whose comments came under the themes 'Engage all age groups', 'Engage the silent majority' and 'Good for compliant section of

population/Needs to target those who don't care'. Together these themes made up nine of the responses. For example:

“Keeping people on board is essential if everyone is to support initiatives. Researching the issues and communicating the rationale behind any changes/improvements should help to keep the community engaged and this also needs to be balanced with wider concerns about transport on a broader strategic approach.”

Three of the comments were themed under 'Non-local, regular road users don't have a voice/may be at fault'. Non-regular road users are a concern for some respondents who live in communities with 'through roads' and lots of passing traffic. This comment also provides a suggestion on who should be targeted:

“Whilst we agree with the majority of the community circle, we would like to see localised campaigns not only at casualty cluster sites but also by looking at where offenders come from (speed / distraction driving etc). They may be importing them from other areas. Therefore, only targeting a casualty site may mean the main culprits are not targeted effectively.”

## 4.4 Chapter One actions

Question 10 asked, 'To what extent do you agree or disagree with the actions for Chapter One?' Figure 10a shows there is good support for Action 1, with 77% of responses either strongly agreeing (54%) or tending to agree (23%) and only 17% stating they either strongly (12%) or tend to disagree (5%).

Figure 10a – responses to Q10. To what extent do you agree or disagree with the actions for Chapter One?

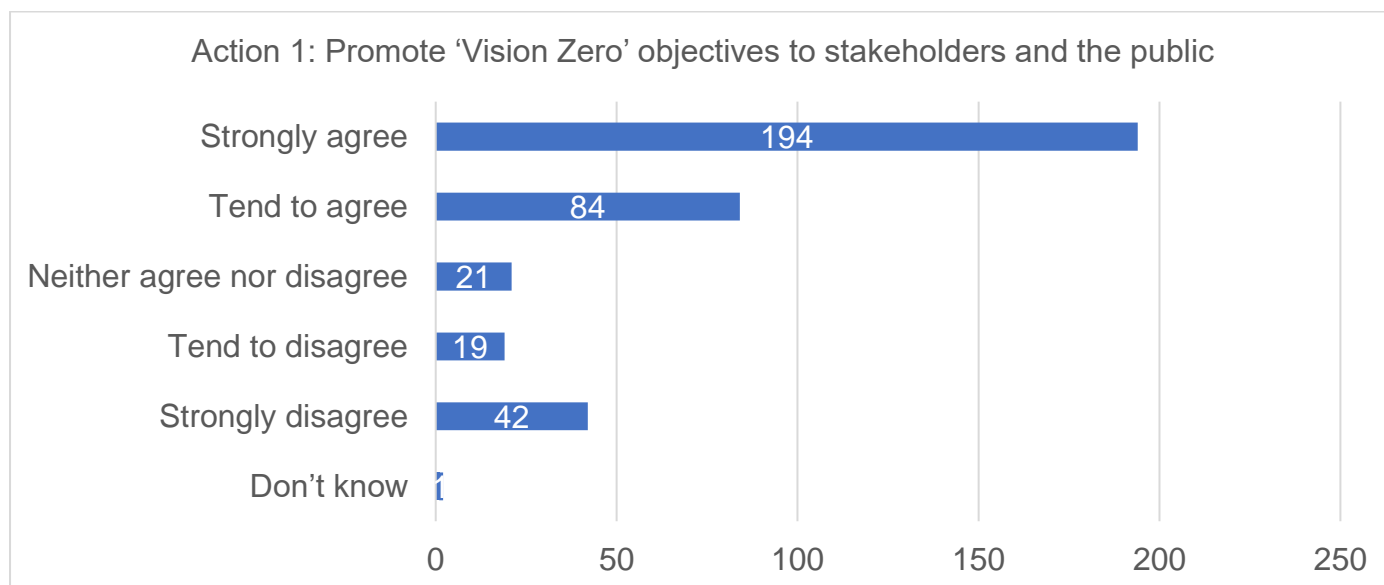
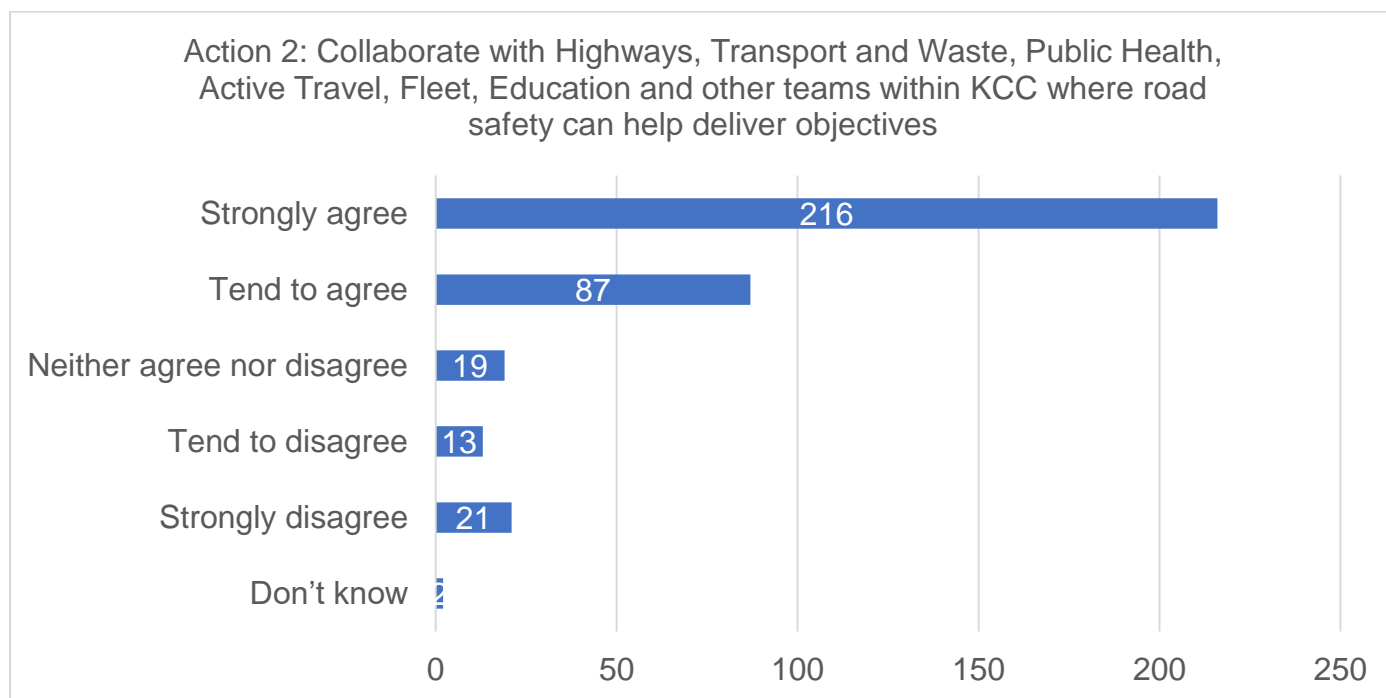


Figure 10b shows there is very strong support for Action 2, with 84% of responses either strongly agreeing (60%) or tending to agree (24%) and only 9% stating they either strongly (6%) or tend to disagree (3%).

Figure 10b – responses to Q10. To what extent do you agree or disagree with the actions for Chapter One?



Of the 129 responses providing a comment on the actions for Chapter One, 75 were relevant and 44 responses were not relevant to the question. A total of 14 themes were identified. The frequency of themed responses is shown in Table 8.

Table 8 – Frequency of responses to Question 10a to provide any comments on the actions for Chapter One

Theme	Frequency of mention
Agree with collaboration/include all user groups	29
Include local user groups/parishes	11
Include local authority planners/consider new housing areas	10
Signage to promote message/clear messaging and comms	5
Engage with Highways England and other outside organisations	3
Need to evidence things that have been done	3
KCC fleets should be exemplars	3
Aims should be shorter than 30 years	3
How can local concerns be communicated?	2
Engage with driving and other professionals	2
Public health aims extremely important	1
Why promote objectives?	1
Major investment should be made	1

Collaboration is over-ambitious	1
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The most common response was ‘Agree with collaboration/include all user groups’ with 29 respondents mentioning this. Most of these were positive, for example:

“Collaboration will be needed in order to push this initiative forward.”

“We completely agree with the above statements. Having ALL stakeholders involved in the process will help to contribute to the success of the strategy.”

There were sceptical responses regarding collaboration with partners, specifically Kent Police regarding enforcement:

“Collaboration means partners buying in, I will be really surprised about the context of levels of support you will receive from Kent Police around realistically being able to resource and support the level of enforcement you are going to need.”

“Item 2 suggests a huge amount of collaboration which, while ideal, may be over-ambitious and slow down real progress.”

11 comments suggested local user groups and parishes should be included in any plans. Most of these were positive about local collaboration, for example:

“It is important that the views of local residents are taken into account in any engagement.”

“Need to involve local bodies such as parish councils which have a close link to the needs of their communities.”

There were 10 responses grouped in the theme, ‘Include local authority planners/consider new housing areas’ where the respondents were mainly concerned about new builds and collaboration between planners and Highways teams. For example:

“Not helped by what appear to be ad hoc house building and planning processes. There needs to be much more joined up thinking regarding where new developments should take place, how they alleviate our already congested roads and how more sustainable means of transport can be achieved. One of the first criteria for new building should be how do the prospective residents get to shops, work and school without requiring their own motorised transport.”

“In our local parish, which we consider a typical Kent parish we are aware of housing developments where the Parish Council has had concerns about the implications for road safety but Kent Highways as a statutory consultee has stated that the current safety guidelines have been satisfied.”

## 4.5 Question 11: Chapter One responses

Q11. Is there anything else you would like to tell us about Chapter One? was answered 65 times. Of these responses, 42 were relevant and 23 responses were not relevant to the question. A total of 17 themes were identified. The frequency of themed responses is shown in Table 9.

Table 9 – frequency of responses to Q11. Is there anything else you would like to tell us about Chapter One?

Theme	Frequency of mention
Cycle routes as priority/cycling and walking priority	9
Communication is key	3
Re-route HGVs/freight	3
Enforcement of parking	3
Continuous training driver required/education	3
Public health important/key performance indicator KPI	2
Motorised traffic is faster and more efficient/onus shouldn't just be on drivers	2
Rural areas should be considered differently	2
Opposed to shared responsibility hierarchy	2
20 for all towns	2
Consideration of death reduction through cleaner air	1
Consider effect of vehicle size	1
Better road surfaces	1
Early consultation over projects	1
Equal responsibility	1
Risk should be managed	1
Remove speed bumps	1
Very little detail included regarding disabled people	1
No previous strategy to compare to	1
Community engagement needs to be explained better	1
Stakeholder involvement is critical	1

The most common theme when answering this question was, 'Cycle routes as priority/cycling and walking priority'. Active travel such as cycling and walking was clearly at the forefront of respondents' minds. For example:

"Making safe cycle routes has to be a priority, otherwise cycling will never become a default option in Kent, as it is in the Netherlands. You can't use the excuse that Kent is very urban or has old streets. Look at Amsterdam! There are many wider footpaths in Kent that ban cycles. Why? They could be made into dual cycle and pedestrian routes. And so many other footpaths that ban cycles could be dual use. I would hope we can educate cyclists and pedestrians how to coexist in the same space if there are no options to separate pedestrian and cyclist flows, to improve signs and encourage considerate behaviour."

“Accident reduction strategies should be seen as only one element in an overall approach which gives less priority on roads to motorised vehicles and greater priority and surface rights and space to pedestrians, cyclists and users of public transport.”

‘Enforcement of parking’ was a common theme with three respondents commenting on the need to enforce parking restrictions and the links to dangers on the road. For example:

“I would like to see enforcement of the Highway Code e.g. vehicles parking at or close to junctions is very dangerous as it impairs sight of the roads and vehicles travelling along them.”

‘Continuous driver training required/education’ and ‘Communication is key’ received three responses each; they are also common themes throughout the other questions on this chapter. A theme which hadn’t received many comments previously but came up in this question was ‘Re-route HGVs/freight’ where respondents want HGVs and other freight to be re-routed away from urban areas, villages and schools. For example:

“Worth exploring options with satellite navigation providers? I think a lot of time people are just going where Google tells them. HGVs could be re-routed away from roads with schools for example.”

“Managing freight movement, through freight traffic and keeping HGV freight away from urban area (in collaboration with Highways England) is very important.”

## 5. Chapter Two - Data and Risk

### 5.1 Question 12: Data and Risk actions

Figure 11a shows very strong support for formulating a risk score for Kent's highway network using personal injury collisions, road length and volume of traffic. 83% of responses either strongly agreed (43%) or tended to agree (40%). Only 11% of responses either strongly disagreed (6%) or tended to disagree (5%).

Figure 11a – responses to Q12. To what extent do you agree or disagree with the Data and Risk actions?

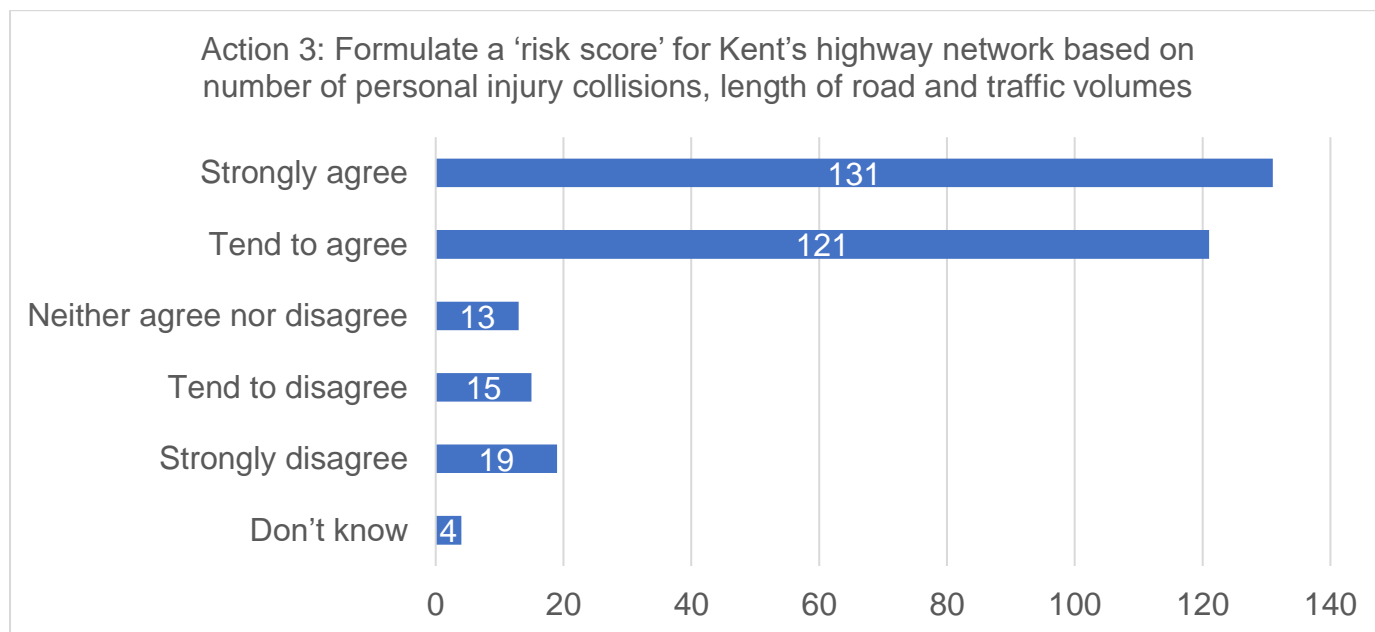


Figure 11b shows favourable support (74% in total) for aligning risk scores with concerns on speed, air quality and noise pollution with 51% of respondents strongly agreeing and 23% tending to agree. 5% of respondents tended to disagree and 13% strongly disagreed with the proposal.

Figure 11b – responses to Q12. To what extent do you agree or disagree with the Data and Risk actions?

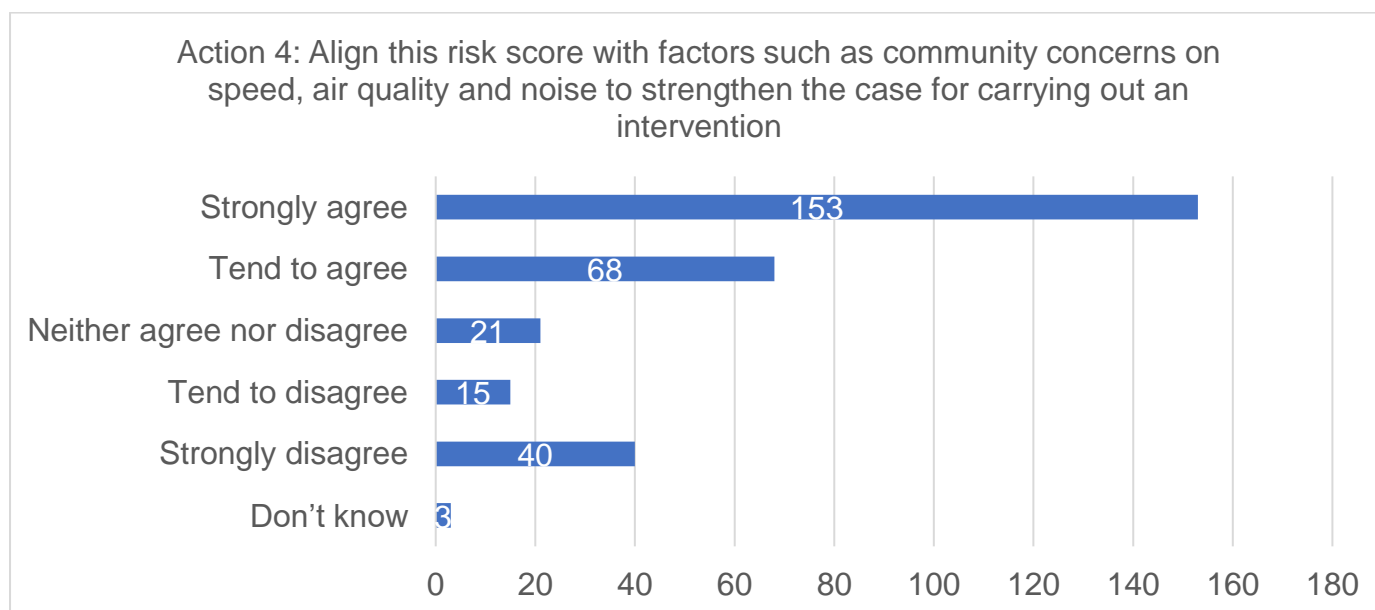
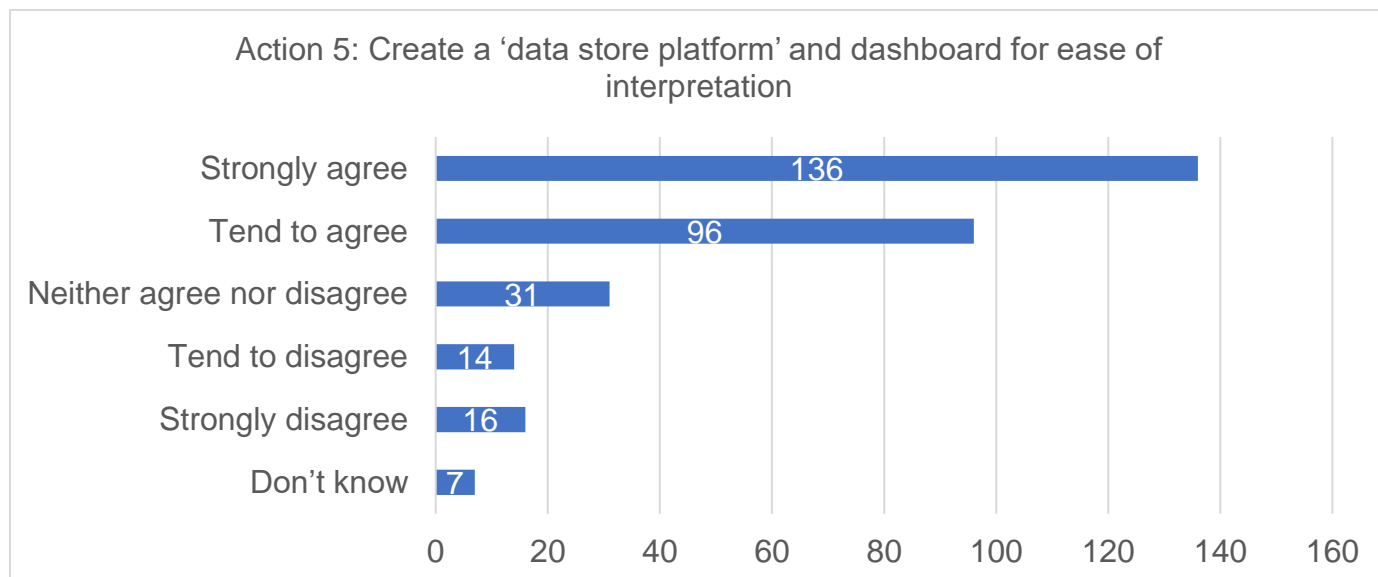


Figure 11c shows strong support for creating a 'data store platform'. 77% of respondents were in favour of this, 45% of which strongly agreed and 32% tended to agree. Only 10% of respondents disagreed (5% Strongly disagreed and 5% tended to disagree).

Figure 11c – responses to Q12. To what extent do you agree or disagree with the Data and Risk actions?



Q12a to provide any comments on the actions for Data and Risk was answered 167 times. Of these responses, 152 were relevant and 15 responses were not relevant to the question. A total of 67 themes were identified. The frequency of themed responses is shown in Table 10.

Table 10 – frequency of responses to Question 12a to provide any comments on the actions for Data and Risk

\*It should be noted that while all responses have been considered, only the top 24 themes have been included in the table below due to the broad range of responses.

Theme	Frequency of mention
Minor incidents/near misses miss out - require community involvement	16
Community concerns ignored until a fatality	10
Look at reducing risk for all road users	7
Community concerns need to be backed with evidence/common sense required/risk of biased opinions	7
Data is fine, the interpretation of it is the issue	6
Greater access to more in-depth crash data is needed	5
Data is more important than concerns	4
Each site/issue needs a review in its own right	4
Gain knowledge of local hotspots	4
Crash data does not compare with issues raised by communities	4

Air and noise pollution not relevant to casualty data	4
Vulnerable users don't use roads they think are dangerous	3
Observation in addition to data	3
Data collection needs to be rigorous	3
Data is key to drafting plans of action	3
Roads with disproportionate traffic/collision volumes need a risk rating	3
Make it visible to public for awareness and feedback	2
Identify causation factors in their own right	2
No explanation on how community involvement will be achieved	2
Community concerns should be placed above a data risk score to prioritise actions	2
Areas with a lower risk score should not be ignored	2
Incorporating other factors cannot be achieved with existing budgets or resources	2
Waste of time and money	2
Involve local councils	2

The three most common themes from Question 12 revolved around involving the community in providing information and highlighting risk in local areas. For example:

“If perception of safety is a barrier to adoption of walking and cycling, then you should also consider monitoring / modelling near misses. Ten near misses along a route to a school, for example, will quickly create a perception amongst parents that it is unsafe.”

“KCC need to listen to local people’s concerns over the provision of safe crossings and not wait until there is a death or serious injury before providing a crossing (which reinforces the message that the convenience of drivers is prioritised over the safety of pedestrians).”

Another concern from Question 12 was to look at reducing risk for all road users, particularly those who are categorised as vulnerable. For example:

“A KSI driven approach is too reactive, rather than proactive. This does not account for pedestrians or cyclists who may wish to make a journey but do not feel safe to do so. Active travel should be prioritised, and KCC should place more importance in providing safer walking and cycling routes, such as between homes, schools, town centres and workplaces.”

“KCC needs to pay more attention to the needs of walkers and other vulnerable road users on rural lanes and in villages. Concentrating too much on collision data may give too much priority to motorists.”

## 5.2 Question 13: Chapter Two responses

Q13. Is there anything else you would like to tell us about Chapter Two? was answered 47 times. Of these responses, 31 were relevant and 16 responses were not relevant to the question. A total of 24 themes were identified. The frequency of themed responses is shown in Table 11.

Table 11 – frequency of responses to Question 13. Is there anything else you would like to tell us about Chapter Two?

Theme	Frequency of mention
Interim assessments needed/target too far away	4
Consult/collaborate with external organisations	2
Not ambitious enough/arbitrary forecasts	2
Greater work/achievement is needed ASAP to meet 2026 and 2050 targets	2
More clarity needed on what/how/when data is collected	2
Anti-car	1
Look at other countries' approaches	1
More pollution and congestion	1
More consideration for rural roads/equestrians and agricultural vehicles	1
Air/noise pollution are irrelevant	1
Use qualitative data on a local level	1
Flawed	1
Cluster site analysis too specific for local areas	1
All solutions must be practical	1
Does not address cycling safety enough	1
Human factors should be strongly considered in risk analysis	1
Be creative with solutions and monitor effectiveness	1
Consult with locals on a regular basis	1
Education should be prioritised	1
Local surveys needed for risk scoring	1
Should include slight collisions	1
Reduce speed on narrow lanes	1
Does not include near miss data	1
Noise pollution should be considered	1

The top theme from Question 13 was the need to have regular reviews of how KCC is performing towards the targets for 2026 and 2050 and set interim targets between these years.

“Targets are a really good idea and we hope that everything goes to plan. However, we would also encourage you to outline what policy you have in place to monitor the targets and if you are not meeting the target how would you adapt the plan to get back on track?”

“A five-year percentage reduction that is constantly reviewed and updated is a far more logical approach.”

Some comments stated that the Vision is not ambitious enough and needs more work to achieve its target and receive better support from the public.

“Is a linear reduction appropriate? An immediate impact would get people on board.”

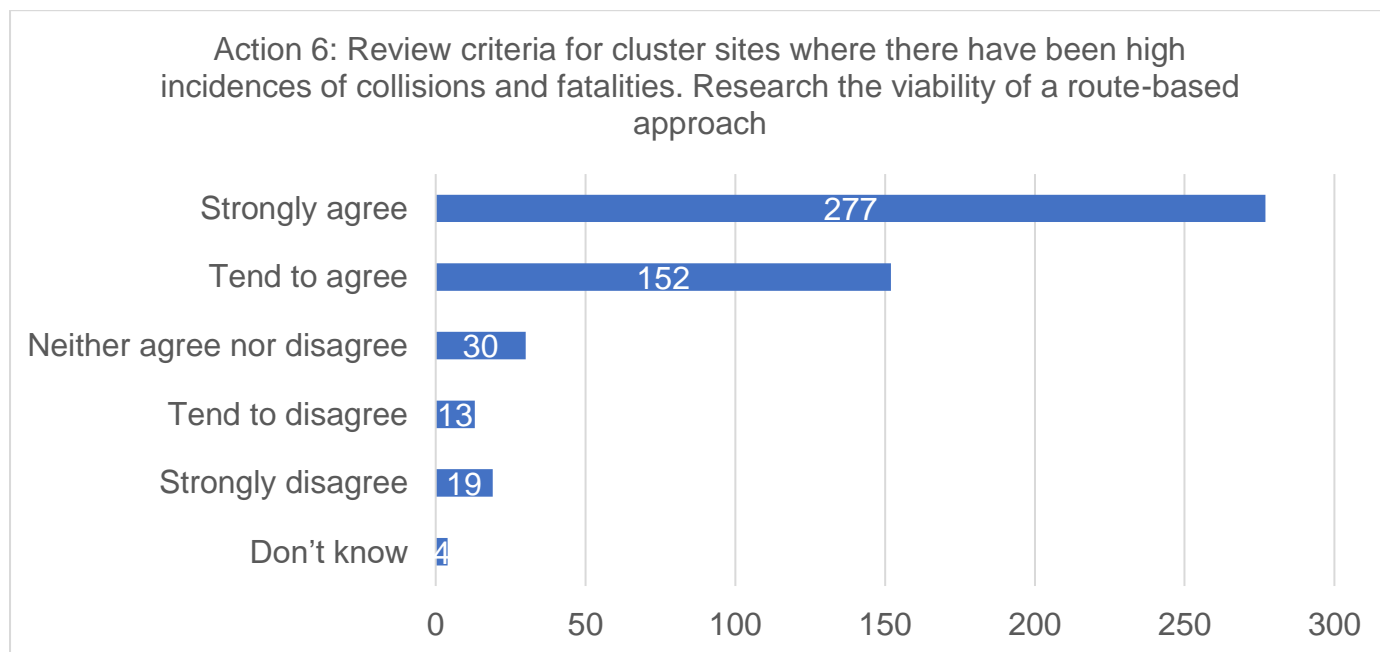
“The target of 36 by 2026 should also be considered carefully since it is unlikely that your path to Vision Zero by 2050 will be linear. Diminishing returns would be expected in later years, so greater achievement is necessary in earlier years.”

## 6. Chapter Three - Safer Roads and Streets

### 6.1 Question 14: Safer Roads and Streets actions

Figure 12a shows an overwhelming support for reviewing cluster sites and looking into a more route-based approach. 87% of respondents agreed with this idea, 56% and 31% strongly agreed and tended to agree respectively. Only 7% of respondents disagreed, with 4% strongly agreeing and 3% tending to disagree.

Figure 12a – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?



Much like the previous chart, Figure 12b shows very strong support for developing a Safer Junctions Programme for Kent's urban areas. 60% of respondents strongly agree and 26% tended to agree, while only 6% of respondents either strongly disagreed (3%) or tended to disagree (3%).

Figure 12b – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?

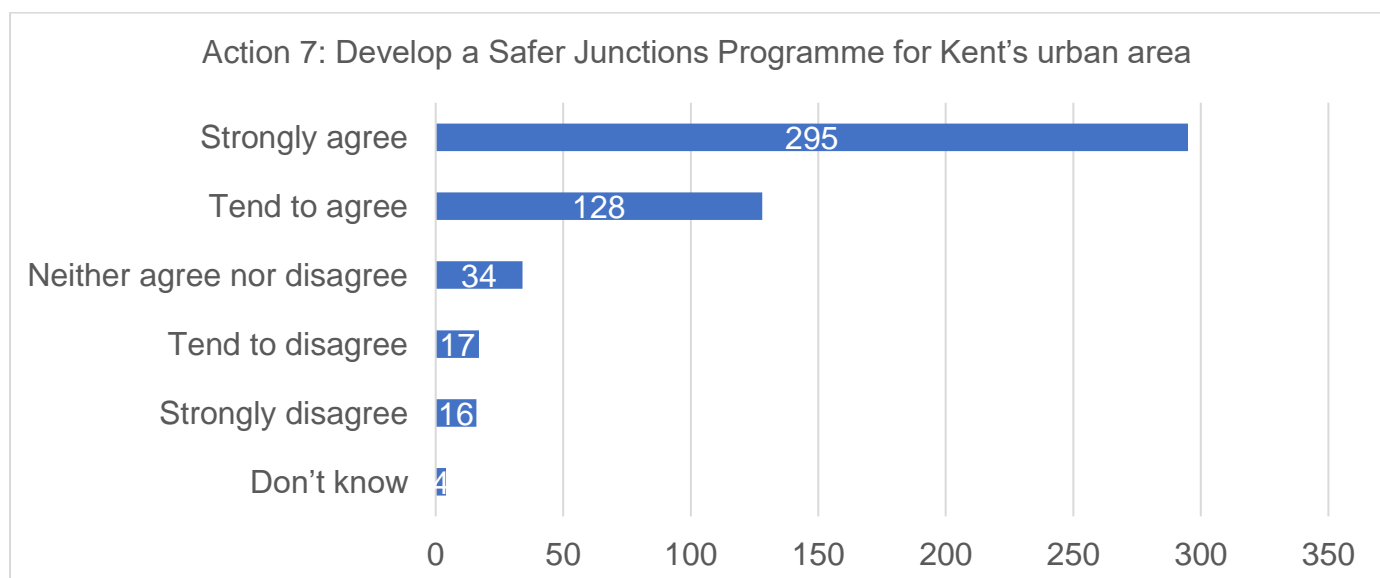
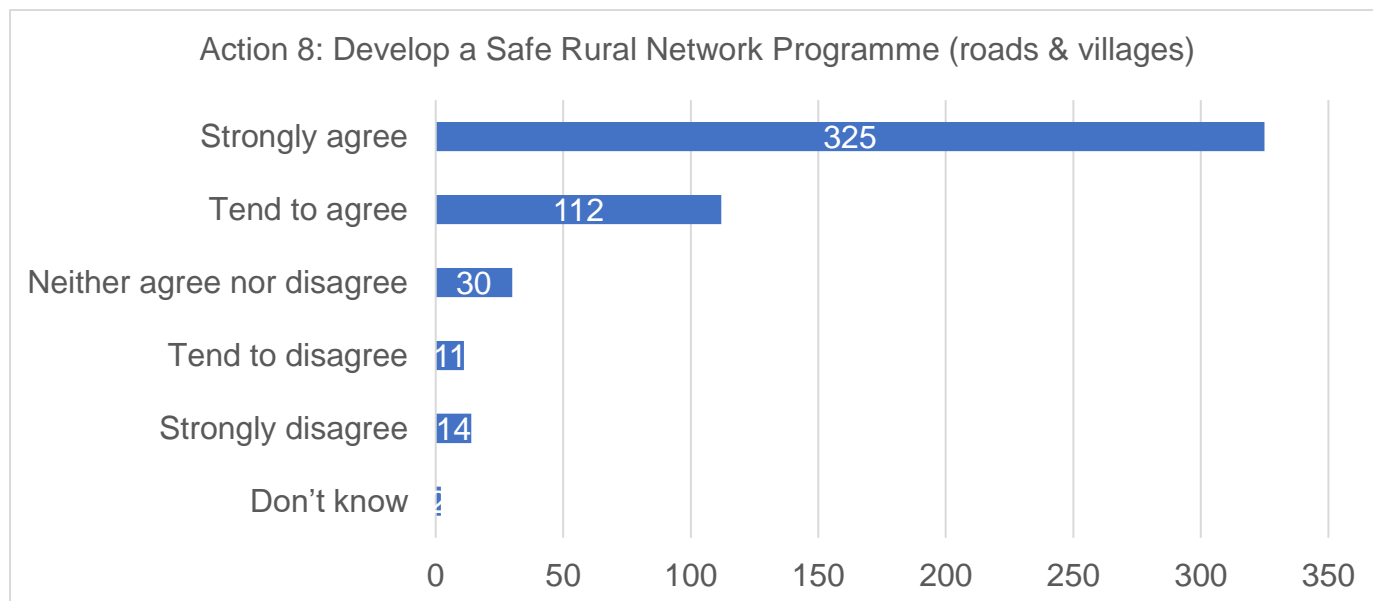


Figure 12c shows even stronger support for a Safe Rural Network Programme where, overall, 88% of respondents agreed with this approach – 66% of respondents strongly agreed and 22% tended to agree. Only 5% of respondents strongly disagreed (3%) or tended to disagree (2%).

Figure 12c – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?



Overall, Figure 12d shows strong support for a Safer Powered Two-wheeler Programme, with 67% of respondents in favour of this proposal, 47% and 27% strongly agreeing and tending to agree respectively. A sizeable number of respondents neither agreed nor disagreed (14%) and did not know their position on the matter (12%). 6% of respondents tend to disagree and 4% strongly disagree.

Figure 12d – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?

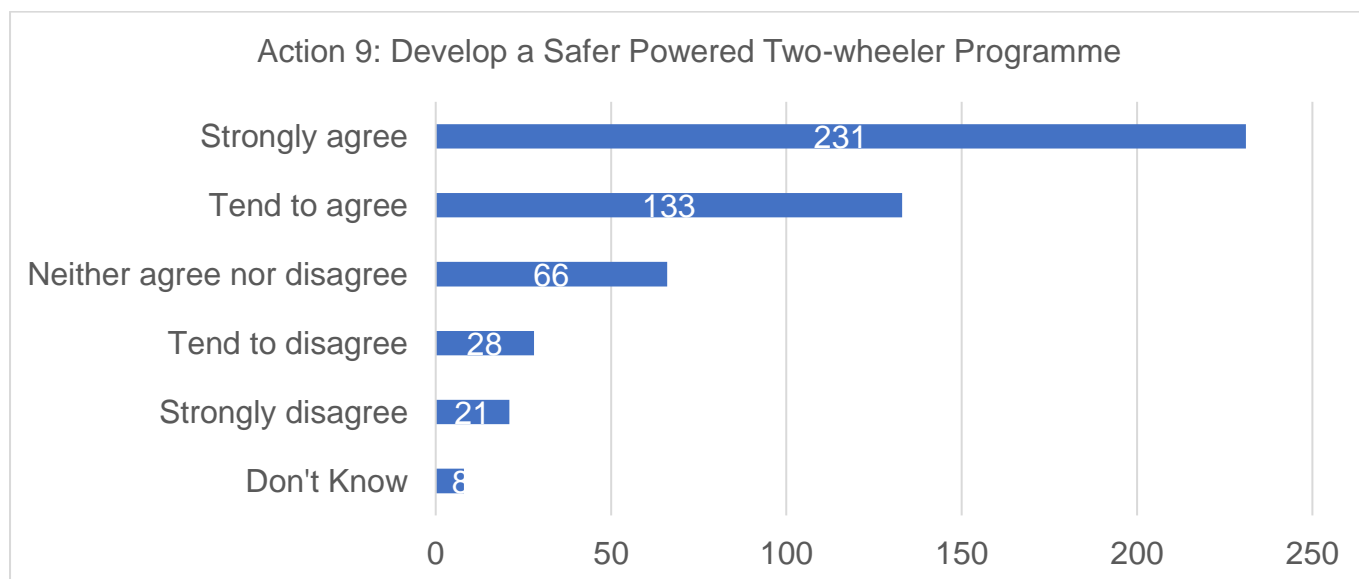


Figure 12e shows strong support for a Safer Walking and Cycling Programme. 64% strongly agreed with the programme and 20% tended to agree. Only 3% tended to disagree and 6% strongly disagreed.

Figure 12e – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?

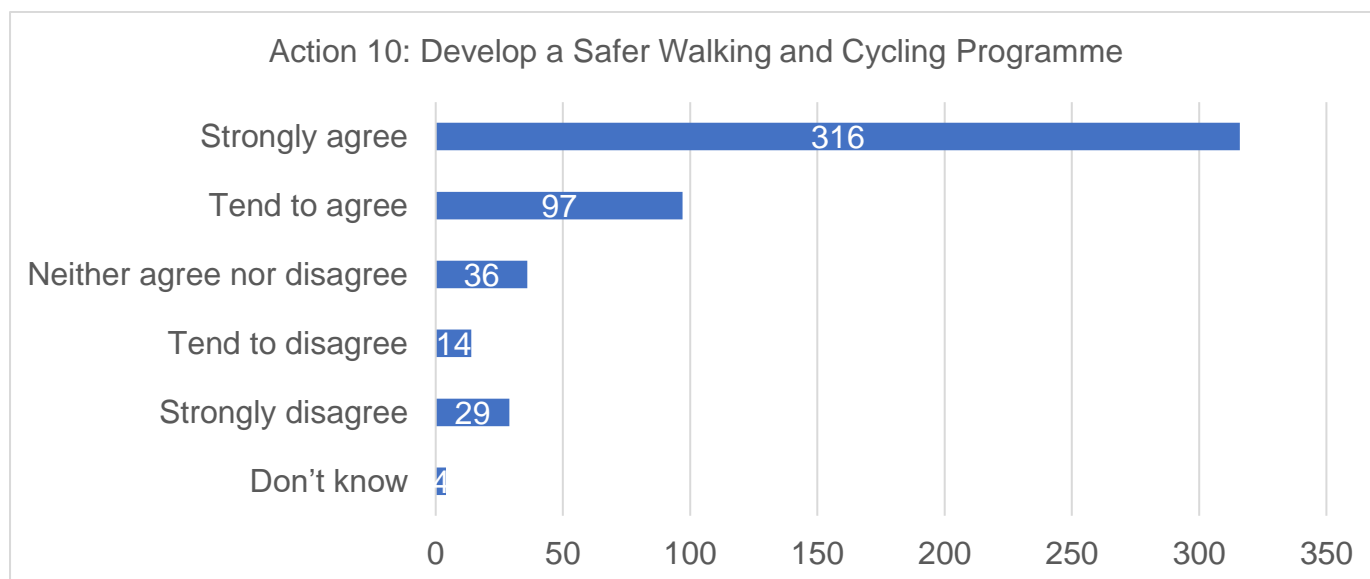
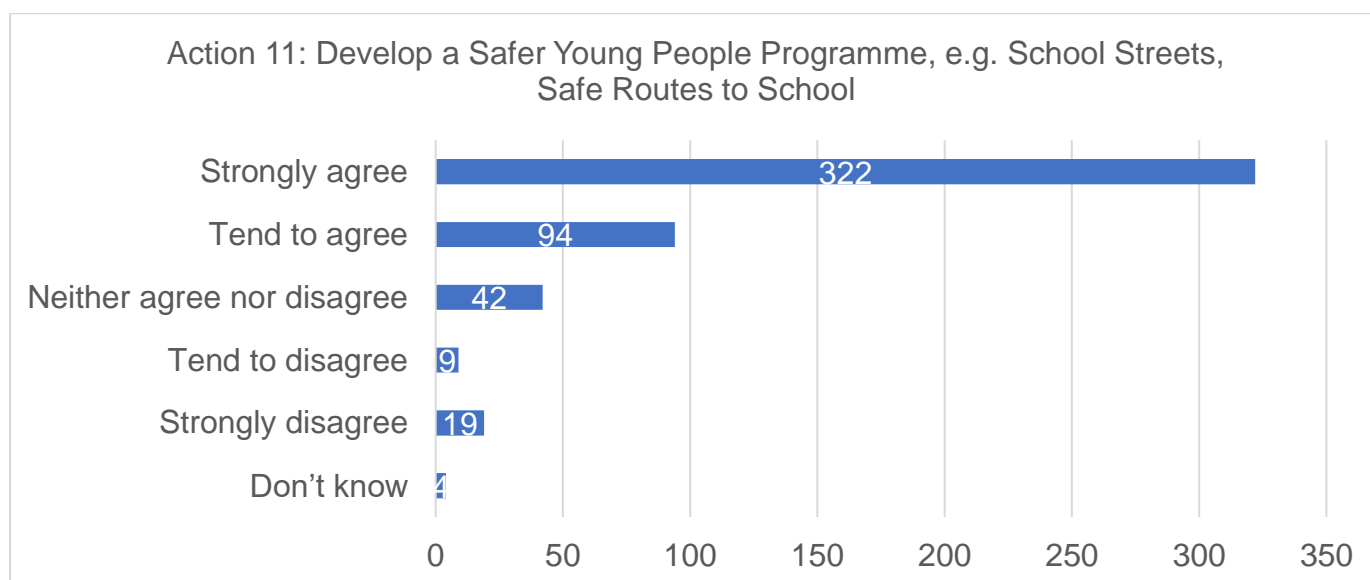


Figure 12f shows 85% of respondents agreeing with a Safer Young People Programme. 66% strongly agree with the idea and 21% tend to agree. Only 6% of respondents disagreed, 4% strongly.

Figure 12f – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?



Like the previous chart, Figure 12g shows 85% of respondents agreeing with establishing processes so Highways teams can better incorporate road safety and walking and cycling measures into maintenance programmes at low cost. 61% strongly agree and 24% tend to agree. 2% tended to disagree and 6% strongly disagreed.

Figure 12g – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?

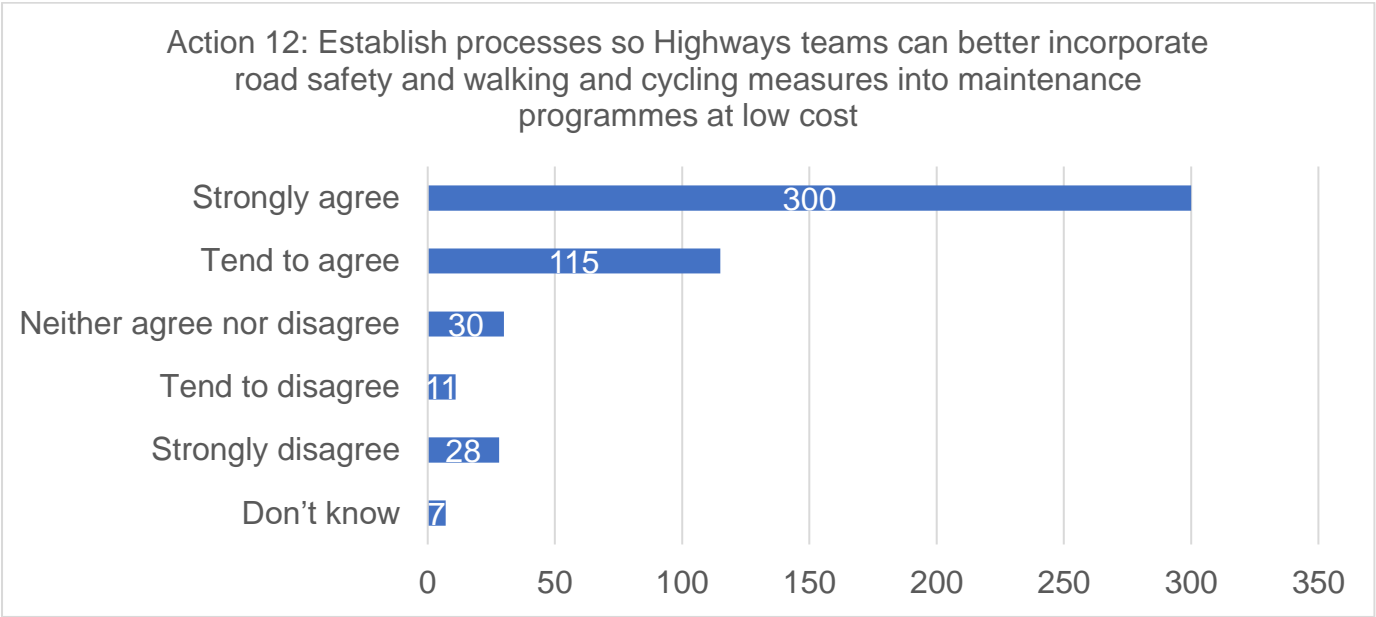
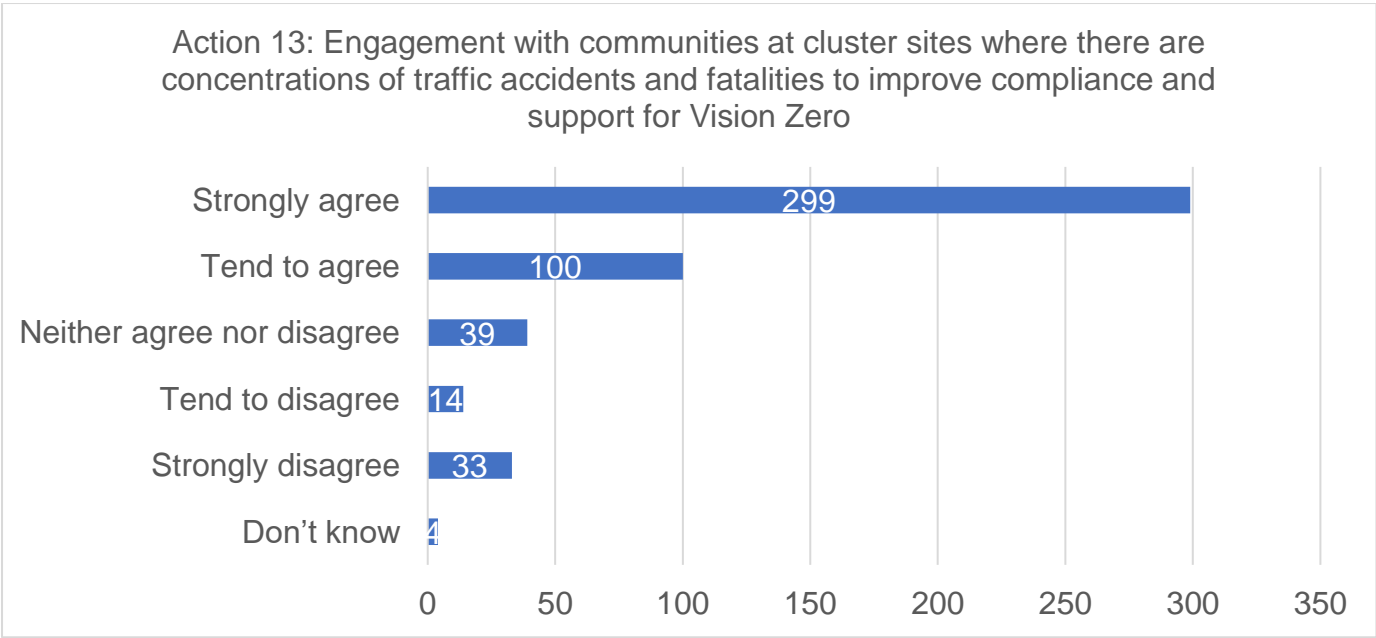


Figure 12h shows 61% of respondents strongly agreeing with community engagement at cluster sites and 20% tending to agree with this proposal3% of respondents tended to disagree while 7% strongly disagreed.

Figure 12h – responses to Q14. To what extent do you agree or disagree with the Safer Roads and Streets actions?



Of the 307 responses providing a comment on the actions for Safer Roads and Streets, there were a number of detailed responses. Some of which have been included in more than one theme; consequently, there are 314 mentions shown in table 12. A total of 63 themes were identified.

Table 12 - frequency of responses to Question 14a to provide any comments on the actions for Safer Roads and Streets

\*It should be noted that while all responses have been considered, only the top 41 themes have been included in the table below due to the broad range of responses.

Theme	Frequency of mention
Educate all	30
Walking and cycling should be a priority	26
Need to listen to local concerns	23
Reduce speed limits in towns and small villages	23
Other vulnerable road users e.g. horses to be considered	18
Highways and footpaths safe for all	17
More engagement needed with residents	15
Better/more enforcement	14
More cycle paths	9
Physical separation of walking/cycle lanes	9
Potholes need to be considered re safety	9
School streets increased/safer roads for schools	6
Consider e-bikes and scooters	6
Homeowners/businesses need better maintenance of their boundaries	6
Pavements feel unsafe	5
Control pavement parking/other parking	5
Don't cost cut	5
Ban smart motorways	5
Infrastructure needed before education	5
Cycle lanes unused	4
More footpaths	4
Identify alternate routes	3
Don't increase signage	3
Consultation with general public is vital	3
Re-promote walking buses	3
Motorcyclists always speed	3
All cycle lanes must be high quality in design to be safer	3

Challenge building development plans which don't offer provision for safer walking/cycling.	3
Improve sightlines/visibility	3
Shouldn't pressure people to walk/cycle	2
Control racing on public highways	2
Consider pollution	2
Over congested roads	2
Increase awareness of silent motorised vehicles	2
Cycle lanes are unsafe	2
Remove unnecessary street furniture	2
Targeted education for cyclists needs improvement	2
Cyclists/pedestrians need to take responsibility	2
Improved lighting needed	2
Near miss data needed	2
Safer Junctions needed in rural areas	2

Education was the key theme of Question 14 with a very high frequency of mentions, some of which suggested that children and young people should be the focus. For example:

“To achieve change with the aid of communities there must be an emphasis on education through schools and colleges.”

“I think the action should have a strong focus on safer walking and cycling, particularly for children and young people. There is a large opportunity to take holistic action and collaborate with the education services. Children should also be able to walk to school if they live close enough to one, however, I regularly hear of children being placed in a school far away from home. By considering location and transport as important entry criteria the amount of traffic could be reduced, particularly outside of schools.”

“Hazard perception training and vulnerability of other road users should be high on education agendas for all road user groups. Older age groups need further training; the current system of just passing a driving test is crazy.”

A large proportion of comments demonstrated a need to prioritise the safety of cyclists and pedestrians through infrastructure, traffic calming measures and increased enforcement. For example:

“I strongly encourage the urgent need to facilitate safer cycling by constructing motor vehicle proof barriers to segregate cycle lanes from motor vehicles on roads. This must be coupled with actual physical barriers e.g. humps on roads to reduce the speed of motor vehicles. Effective enforcement e.g. speed cameras, anti-speed traffic patrols, police presence where possible are all important considerations to make our roads much safer. There should be segregated cycle & walking lanes on country roads.”

“Safer walking and cycling needs to be addressed in collaboration with the local people who want to walk and cycle and appreciate where the dangers are. I used to commute by bicycle but no longer cycle on Kent roads - the traffic calming measures make roads too narrow for cars and lorries to pass at a safe distance. There need to be more facilities for securing bikes when we arrive at a destination such as town centres and beaches.”

Similar to Question 12, Question 14 received a sizeable number of comments calling for more engagement with local councils and communities as they are aware of the issues that occur in their areas.

“We consider this to be a vital part of the strategy and must be achieved to ensure the strategy is a success. These aims should be put together following consultation with local councils and local communities who have the greatest knowledge about issues in their area.”

“Highways teams need to work more locally, getting to know the area they cover and offering a consistent approach to Highways Management supporting local community relationships. Wilmington Parish Council have been extremely fortunate to have excellent relationships with our Highways Manager, but this has been a work in progress for many years on both sides.”

Vulnerable road users, particularly horse riders, were frequently mentioned as a group that needs greater consideration. 11 of the 18 comments specifically mentioned horse riders as a vulnerable group.

“I would like to see a commitment to reduce accidents with horses. Many drivers go too fast or pass too close. There is a lack of foresight, respect, and knowledge among some drivers. Please see the British Horse Society Dead Slow campaign for information. Some education on the topic and reduced speed limits on rural lanes would greatly help. These measures would also help to protect cyclists and walkers.”

“It is not just about children but about vulnerable folk (whether old or young) such as visually/aurally impaired, in wheelchairs etc.”

## 6.2 Question 15: Chapter Three responses

Of the 91 responses providing a comment or reason to Q15. Is there anything else you would like to tell us about Chapter Three? 86 responses were relevant and 5 responses were not relevant to the question. A total of 29 themes were identified. The frequency of themed responses is shown in Table 15.

Table 13 - frequency of responses to Question 15. Is there anything else you would like to tell us about Chapter Three?

Theme	Frequency of mention
Improve road and signage maintenance	13
More enforcement	10
More education	8
20mph for villages	5
Walking, cycling and schools should be priority	5
Dedicated shared cycle paths/footways	5

Consult public on schemes	4
Reduce speed on rural roads	4
Remove unnecessary signage	2
Some 20 limits illogical	2
Remove speed humps	2
Reduce traffic travelling through rural areas	2
Use historic data	2
Needs to be more inclusive of less commonly used vehicles e.g. mobility scooters	2
No mention of pedestrian crossings	2
Too many "low cost" solutions	2
Approach is reactive rather than proactive	2
Implement "tidal traffic control" during peak times	2
Focus should not be limited to cluster sites	2
More advertising and information	1
New junctions less safe	1
School Streets pushes parking issues elsewhere	1
Need Key Performance Indicators	1
More traffic calming measures needed	1
More enforcement on property owners re visibility issues	1
Reducing speed limits on single carriageways ineffective	1
Damage only / near miss data welcomed	1
Unrealistic	1
Anti-PTW Powered Two-wheeler	1

Improving road maintenance and signage was the most common theme of Question 15, particularly in rural areas which may not receive the attention they require.

“Rural roads are often more dangerous due to debris, mud and stones washed onto the roads after heavy rain. Highways should look closely at the suitability of drainage on both new and existing roads and assess workmanship. Huge potholes seem to open up after very short periods of wet and cold weather as well as recently repaired potholes, the quality of which must be addressed.”

“The conditions of road surfaces and markings is a significant factor in road safety. Investment in maintenance needs to be increased.”

More enforcement was the second most common theme of Question 15, closely followed by more education.

“For many years the safety design of cars has improved with lower bonnet lines, softer frontal impact areas, better tyres for poor conditions, better lighting and tighter MOT standards, yet the standard of driving has plummeted significantly. We have the vehicles we need for safer roads, we have better street lighting, road surfaces, vehicle testing yet an increasing number of drivers are nullifying all those improvements, safe in the knowledge they are unlikely to be punished for doing so.”

“Introduction of 20mph speed limits as the default in places where people live, work, go to school and play is the most rapid and cost-effective intervention possible to reduce the danger.”

“The key to road safety was and always has been education, bring back a school-based programme like the highly effective campaign stop look listen and the green cross code.”

Walking and cycling was again mentioned as a priority to be focused on with further comments suggesting the need for separate and safer routes as well as separating these road user groups from motorised traffic.

“Safe cycle and walking routes are necessary in rural areas where heavy traffic has increased in recent years.”

“The rural network will especially affect the cyclists. What is a 'quiet country lane' for a motorist can be a scary, dark, narrow highway with infrequent but fast-moving traffic for a cyclist or pedestrian. This is the key to trying to source suitable routes - dedicated shared footway / paths will work much better than trying simply to push cycles on to "quiet" or low use rural roads.”

## 7. Chapter Four – Safer Speed

### 7.1 Question 16: Safer Speed actions

Figure 13a shows there is fairly strong support for Action 14, with 76% of responses either strongly agreeing (58%) or tending to agree (18%) and 18% stating they either strongly disagree (15%) or tend to disagree (3%).

Figure 13a – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?

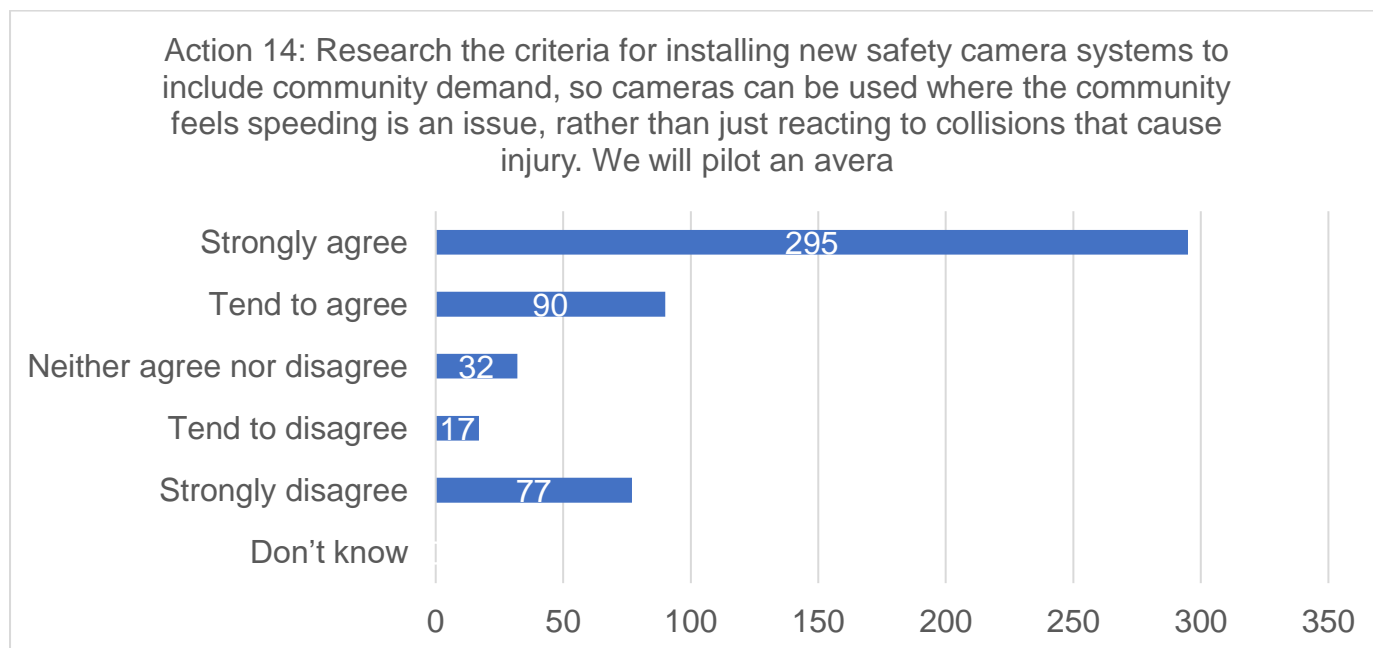


Figure 13b shows there is fairly strong support for Action 15, with 77% of responses either strongly agreeing (56%) or tending to agree (21%) and 16% stating they either strongly disagree (11%) or tend to disagree (5%).

Figure 13b – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?

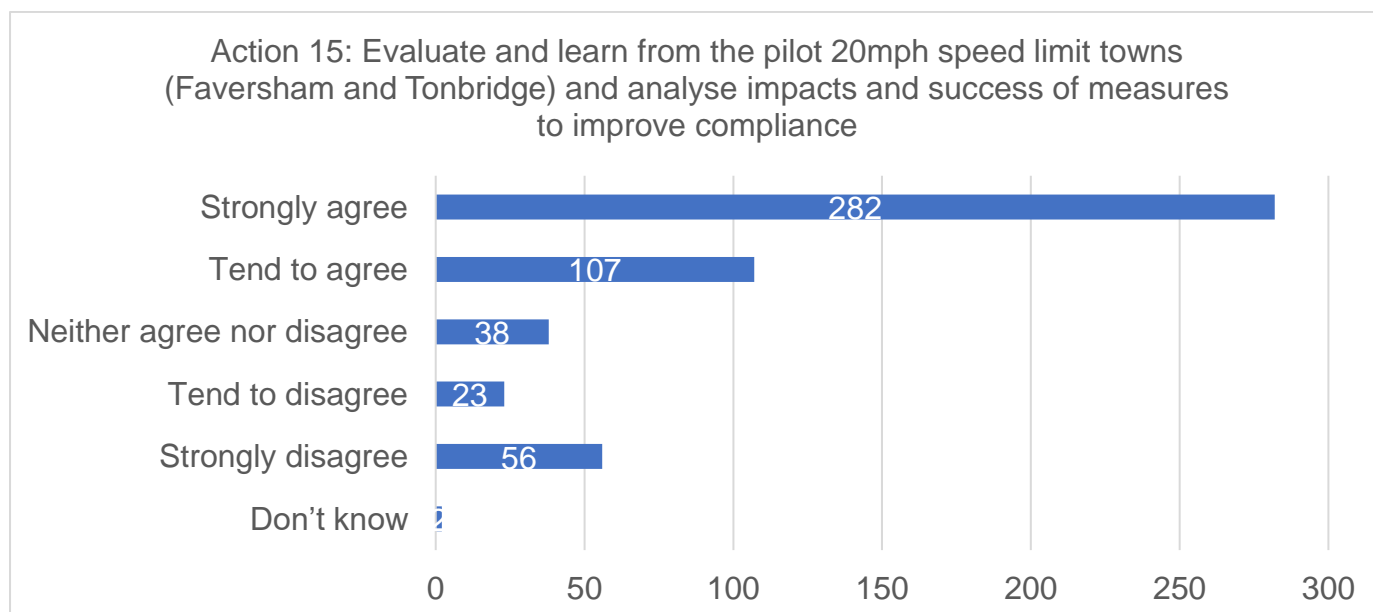


Figure 13c shows there is support for Action 16, with 67% of responses either strongly agreeing (48%) or tending to agree (19%) and a fairly high 27% stating they either strongly disagree (18%) or tend to disagree (9%).

Figure 13c – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?

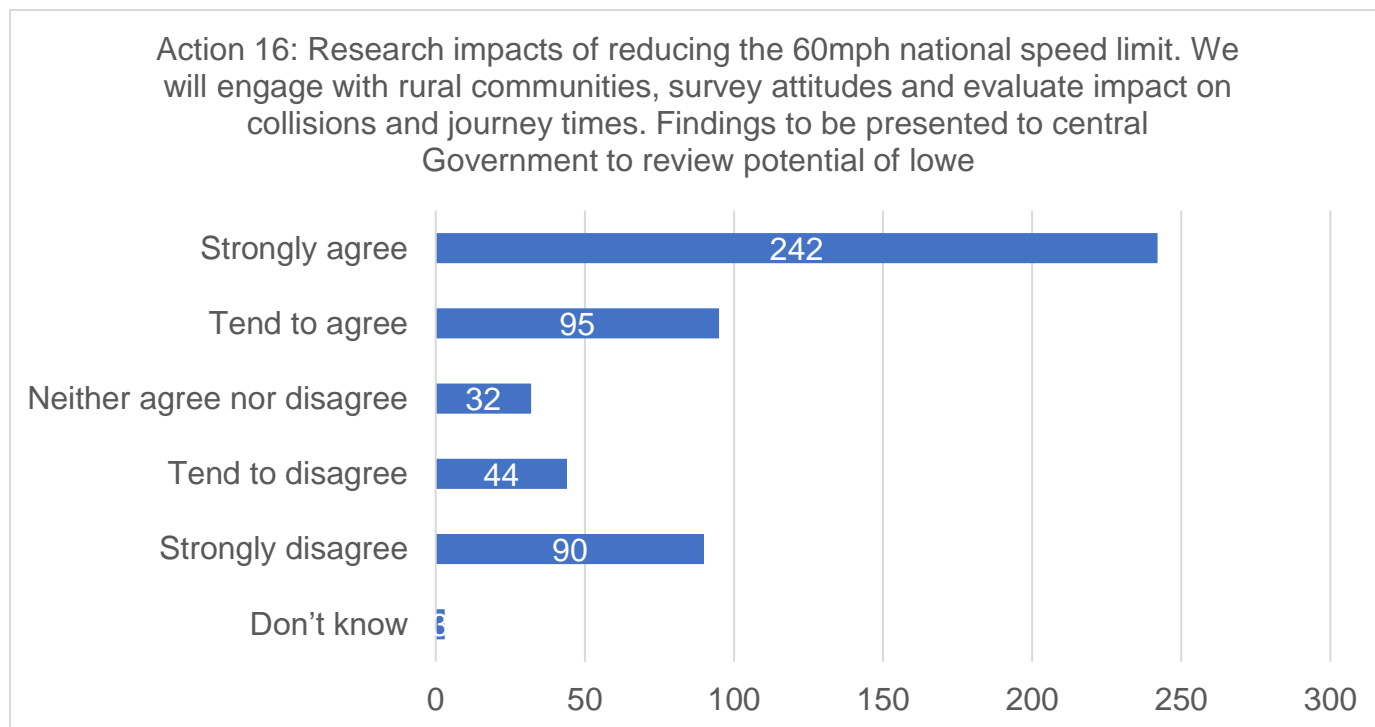


Figure 13d shows there is very strong support for Action 17, with 84% of responses either strongly agreeing (65%) or tending to agree (19%) and 10% stating they either strongly disagree (7%) or tend to disagree (3%).

Figure 13d – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?

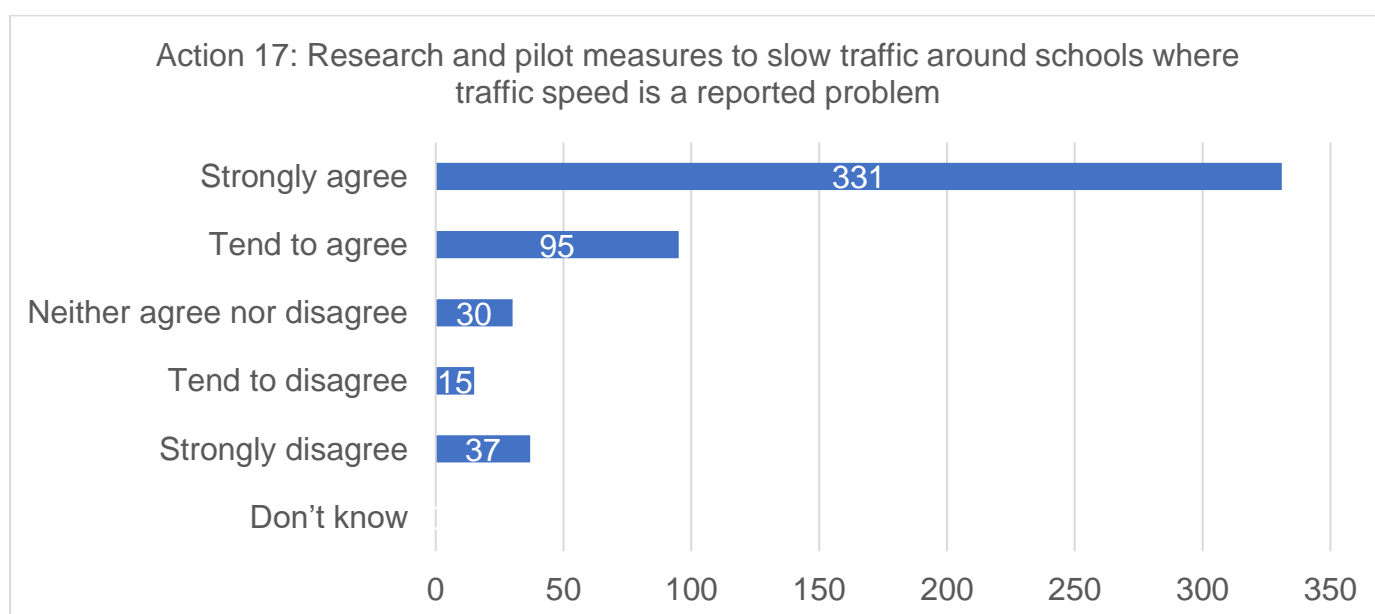


Figure 13e shows there is very strong support for Action 18, with 81% of responses either strongly agreeing (58%) or tending to agree (23%) and only 8% stating they either strongly disagree (6%) or tend to disagree (2%).

Figure 13e – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?

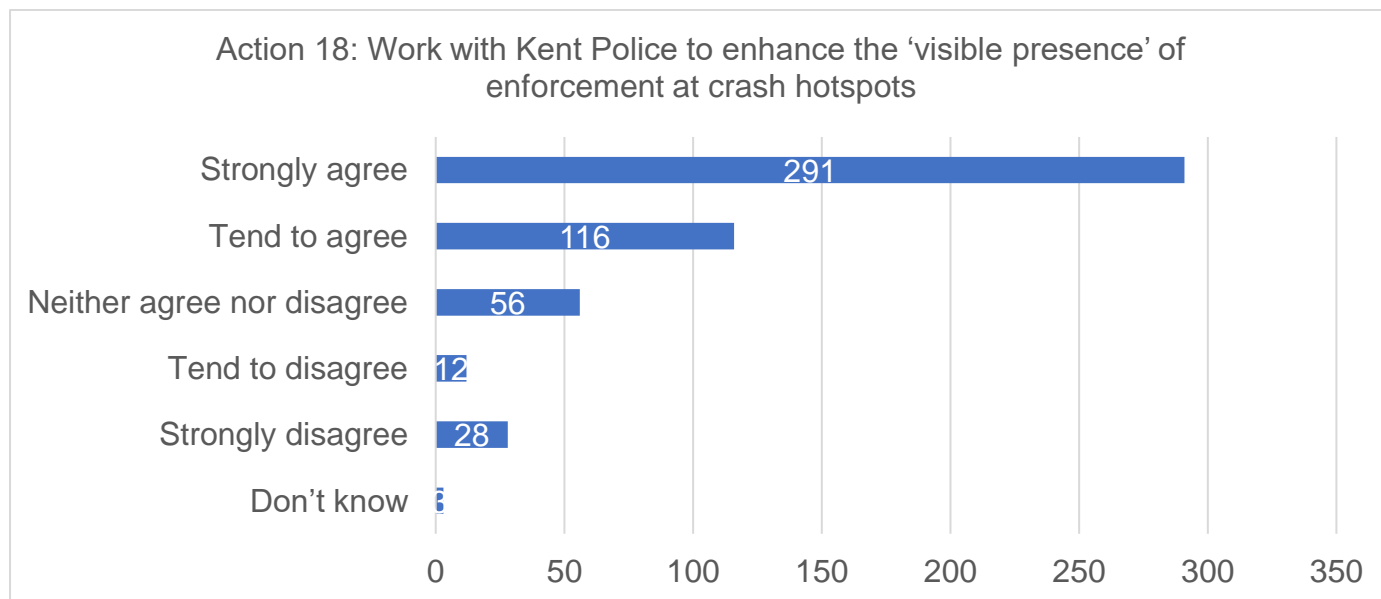
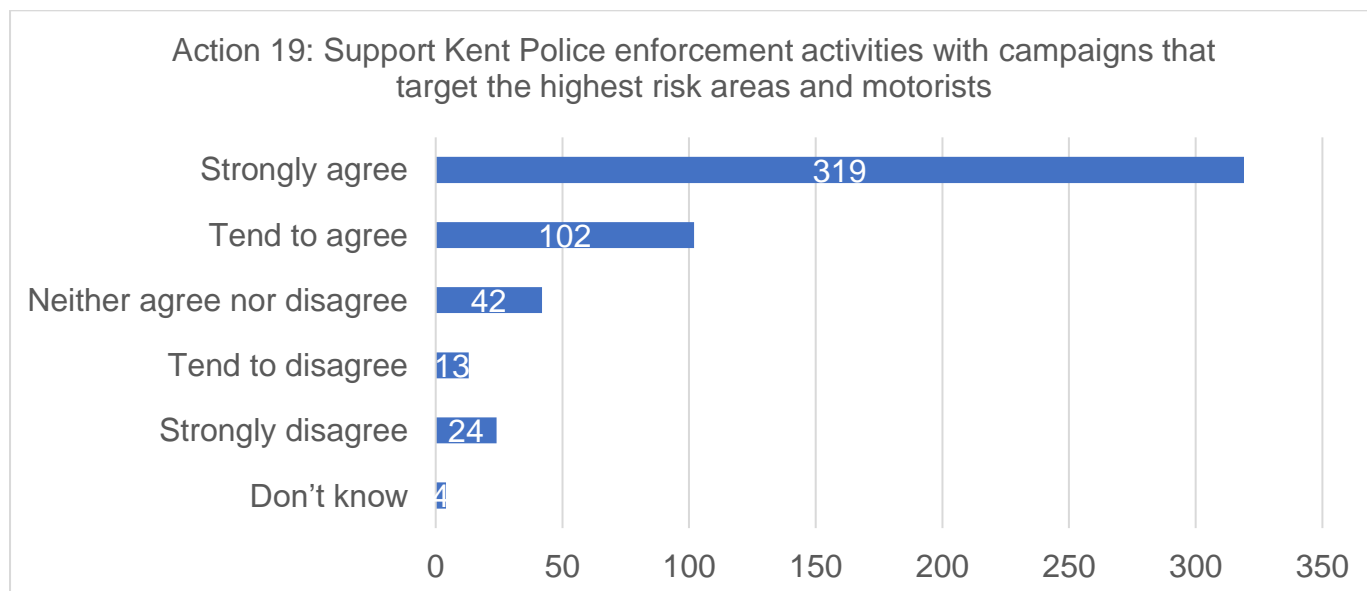


Figure 13f shows there is very strong support for Action 19, with 83% of responses either strongly agreeing (63%) or tending to agree (20%) and only 8% stating they either strongly disagree (5%) or tend to disagree (3%).

Figure 13f – responses to Q16. To what extent do you agree or disagree with the Safer Speed actions?



Of the 331 responses providing a comment on the actions for Safer Speed, there were a number of detailed responses. Some of which have been included in more than one theme; consequently, there are 372 mentions shown in table 14. A total of 12 themes were identified.

Table 14 – frequency of responses to Question 16a to provide any comments on the actions for Safer Speed

Theme	Frequency of mention
Limit restrictions to specific areas, not all	86
Consistent speed camera enforcement	81
Behaviour change required	73
Support targeted speed reductions using data	45
Support for 20mph limits	42
Does not support Safety Camera/Enforcement/limit reduction	27
More localised groups to monitor speed/traffic	21
Against 20 mph limits	12
Not speed, but lack of driver control	9
Consider infrastructure around new builds	9
Enforcement is tough	6
Will lead to distrust from public	6
Consider delivery vans/freight pressures	4
Consider Horse riders	4

The most common theme was concerning limiting speeds to a specific area (targeted areas such as schools and rural roads) which received 86 mentions. A need to enforce these actions was mentioned in a number of comments in this theme. Some examples are:

“I feel a blanket 20mph speed restriction across all roads approach is not good, rather target black spots. i.e. outside schools. I support speed camera technology to enforce current 30mph roads”

“personally i would like to see roads closed around schools between 8-9 and 3-4 depending on finish time. This would not only make safer spaces it would also improve air quality.20 mph zones need to be in all urban areas but only if it can be monitored and enforced”

A similar theme was ‘Support targeted speed reductions using data’ which had 45 mentions. The responses here were more focused on using data such as statistical hotspots to target enforcement rather than around specific areas. Examples are:

“I support the targeted approach, cameras and police presence should absolutely target areas that are statistical hotspots. But enforcement by community concerns will lead to needless and wasteful enforcement on many roads where there is no inherent risk.”

“I am fully behind the work proposed on hotspots, as to understand the reasons is the best route to resolving the issues. There is no point in having speed limits which cannot be enforced.”

“You need to concentrate on accident hot spots and not on general over-surveillance on roads just to make money from speed cameras. Identify WHY there is a hot spot and revise a junction, change signage, change traffic light priorities.”

'Consistent speed camera enforcement' was the second most frequent theme with 81 mentions. An example is:

"Speed camera enforcement needs to be consistent. At present it is a lottery that some offences won't be followed up leading to apathy on camera speed compliance"

As seen in the results of other questions, the other high frequency theme with 73 mentions was 'behaviour change required' in drivers. A significant number of the comments for this theme mentioned that with lowering speed limits there is a need for tougher enforcement and fear of detection. Behaviour change was mentioned in a vast number of comments pointing out that drivers flouted speed limits and a tougher approach to education was necessary to prevent this in the long term. Some examples are:

"Enforcing and punishing motorists is a deterrent but perhaps they need re-education about the dangers of speed to gain their cooperation"

"I don't think that the speed limit is usually the problem. Driver education, training and therefore compliance are the main issues. Further speed reduction on good open roads (from 60 to 50) don't necessarily improve safety. Many motorists either get confused as to the speed limit or will ignore the 50. Conversely when the speed limit increases there is no increase in speed thus frustrating following drivers and potentially causing hazardous overtakes. Good driver training results in better observation and compliance."

"Much work has been done with engineering methods over the last few decades and this is to be applauded but if we are really serious about a zero target then education to the masses is the real answer and the document is lacking in this respect. Policing has to be really visible, and that body needs to give this a much higher priority"

Of the comments that mentioned 20mph speed limits, 42 mentions were in support of 20mph limits and 12 were against the use of them. This equated to 77% of those who commented on 20mph limits supported them, which is slightly higher than the 67% support shown in figure 11b for Action 15: Evaluate and learn from the pilot 20mph speed limit towns (Faversham and Tonbridge) and analyse impacts and success of measures to improve compliance. Although they are supported, many thought enforcement of them is not good enough. Some examples of this are:

"the 20mph limit is a good idea, though Faversham seems to be ignored by a lot of drivers and there is no visible deterrent or enforcement."

"I was so pleased to see the 20mph limit for Tonbridge but a huge number of drivers are ignoring it. Even public service buses ignore the 20mph speed limit. When it was first introduced I felt the difference crossing the road when traffic was moving at or less than 20mph."

"I live in Tonbridge and think the 20mph speed limit has been a good thing, however enforcement is lax and it is regularly flouted. This makes it challenging to cross the road, as you would have plenty of time if the limit is obeyed but you can't be confident that it is being."

## 7.2 Question 17: Chapter Four responses

Of the 87 responses providing a comment to Q17. Is there anything else you would like to tell us about Chapter Four? 81 responses were relevant and 6 responses were not relevant. A total of 9 themes were identified. The frequency of themed responses is shown in Table 15.

Table 15 - frequency of responses to Question 17. Is there anything else you would like to tell us about Chapter Four?

Theme	Frequency of mention
Behaviour change required	26
Consistent speed camera enforcement	16
Limit restrictions to specific areas, not all	15
More localised groups to monitor speed/traffic	7
Support targeted speed reductions using data	5
Will lead to distrust from public	4
Does not support safety camera/enforcement/limit reduction	4
Not speed, but lack of driver control	3
Consider delivery vans/freight pressures	1

Echoing one of the main themes in comments for question 16, 'Behaviour change required' was mentioned in 26 further comments, the most significant topic of further comments. Many respondents felt that although they supported speed reduction and enforcement, the problem will ultimately be solved with a change in driver attitude towards speed and the education of a particular demographic of drivers. Some examples of this are:

“EDUCATION make young people learn earlier EDUCATION sponsor retraining for older drivers work with insurance companies to incentivise drivers to participate INDEPENDENT medical assessments and push for more medication to be added to the prohibited list to make it clear to drivers what they can or can not drive while taking campaign for drivers to undergo re training after a serious collision”

“Encourage better driving, don't fixate on speed.”

Enforcement was mentioned in a further 16 comments further evidencing a support of safety camera technology and police presence.

“Lowering the national speed limit will have very bad repercussions on many journeys carried out by responsible motorists but will have no effect on serial abusers of the speed limits.”

“The responsible go slow at schools and follow speed limits, the idiots do not care. Policing is what is essential.”

## 8. Chapter Five – Safer Behaviours

### 8.1 Question 18: Safer Behaviours actions

Figure 14a shows there is support for Action 20, with 68% of responses either strongly agreeing (35%) or tending to agree (33%) and 16% stating they either strongly disagree (10%) or tend to disagree (6%).

Figure 14a - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?

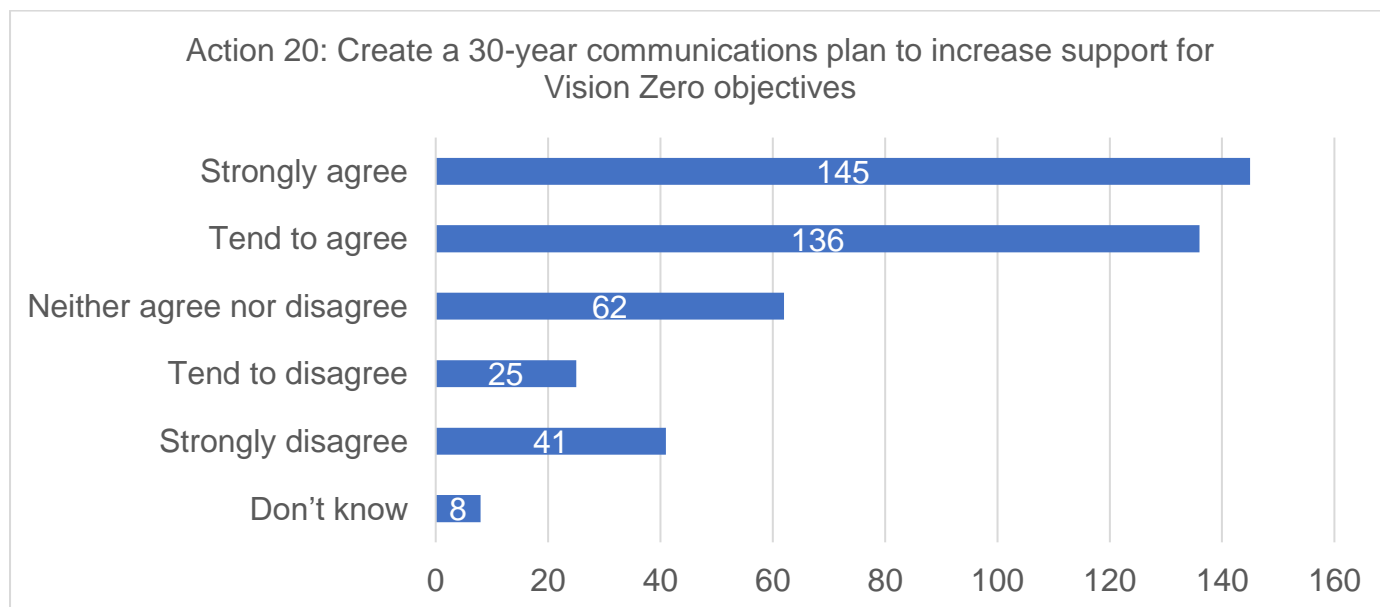


Figure 14b shows there is strong support for Action 21, with 79% of responses either strongly agreeing (53%) or tending to agree (26%) and only 11% stating they either strongly disagree (6%) or tend to disagree (5%).

Figure 14b - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?

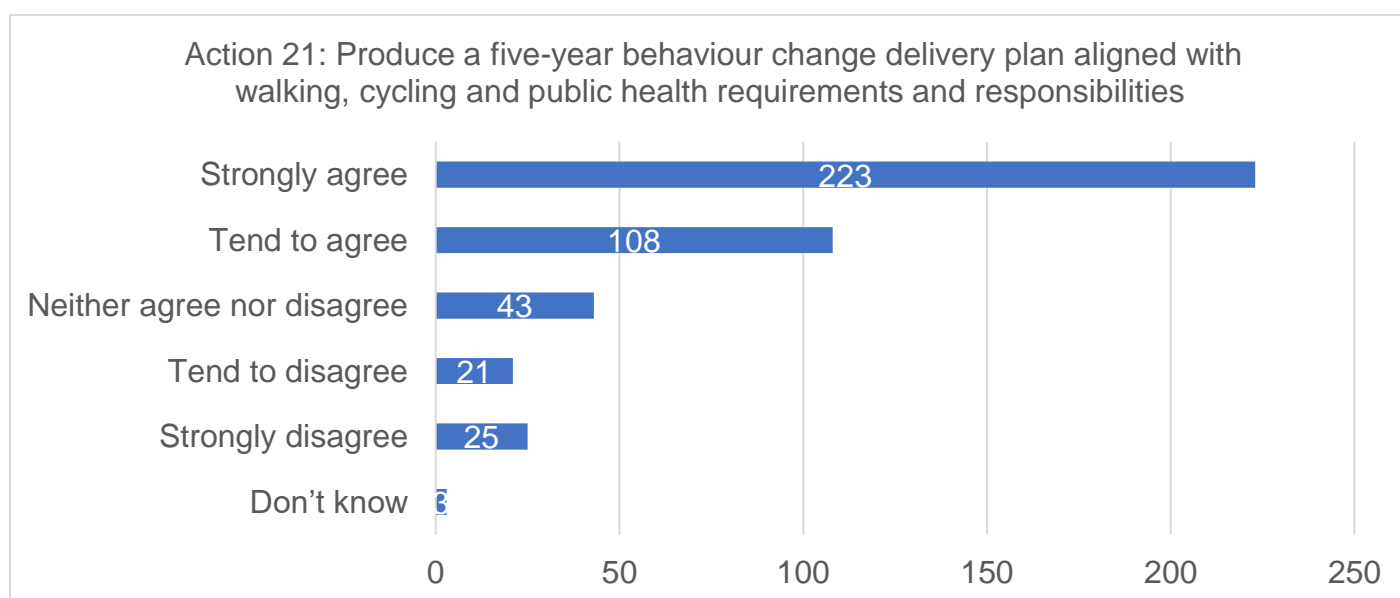


Figure 14c shows there is strong support for Action 22, with 73% of responses either strongly agreeing (49%) or tending to agree (34%) and only 7% stating they either strongly disagree (5%) or tend to disagree (2%).

Figure 14c - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?

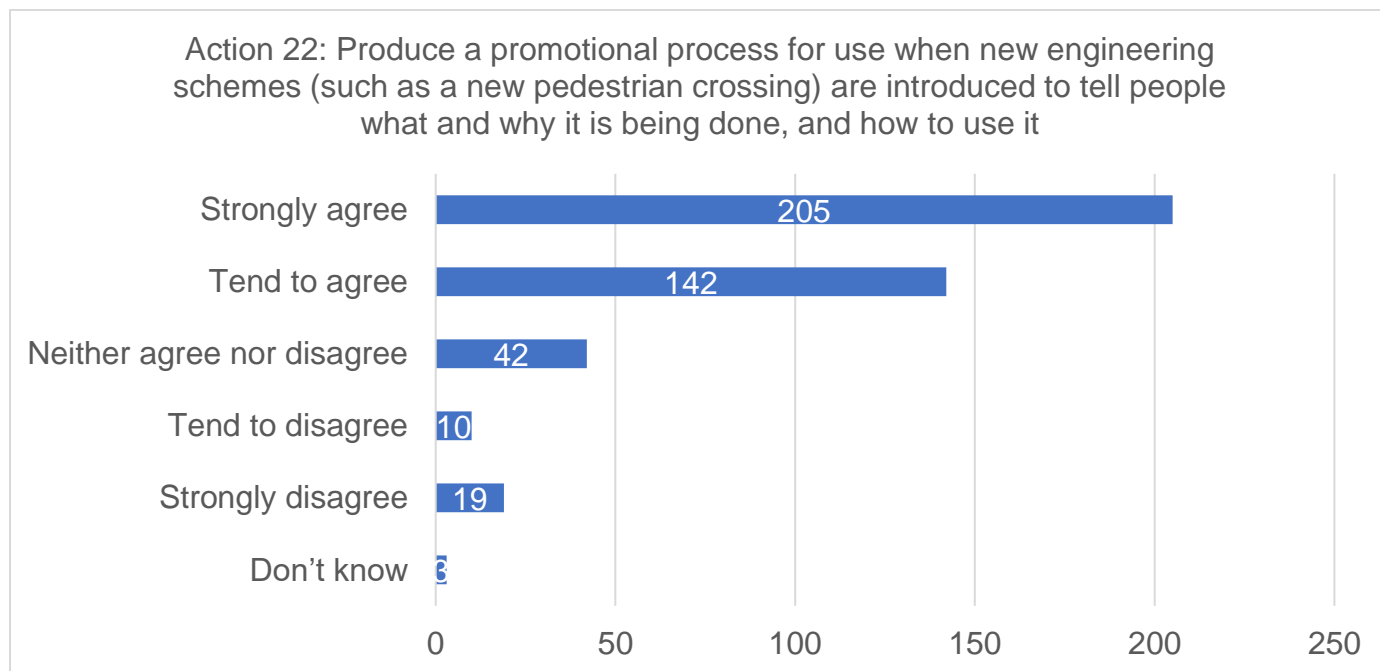


Figure 14d shows there is some support for Action 23, with 61% of responses either strongly agreeing (33%) or tending to agree (28%) and 15% stating they either strongly disagree (11%) or tend to disagree (4%). 88 (21%) responses neither agreed nor disagreed to this action.

Figure 14d - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?

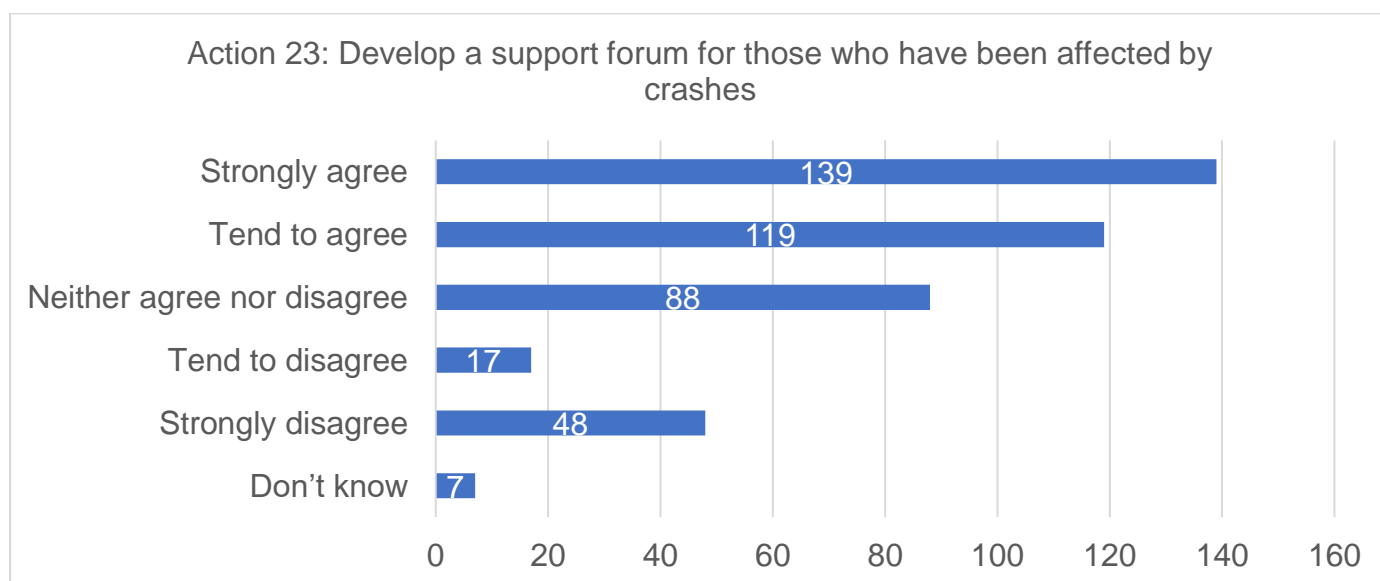


Figure 14e shows there is very strong support for Action 24, with 84% of responses either strongly agreeing (57%) or tending to agree (27%) and only 6% stating they either strongly disagree (3%) or tend to disagree (3%).

Figure 14e - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?

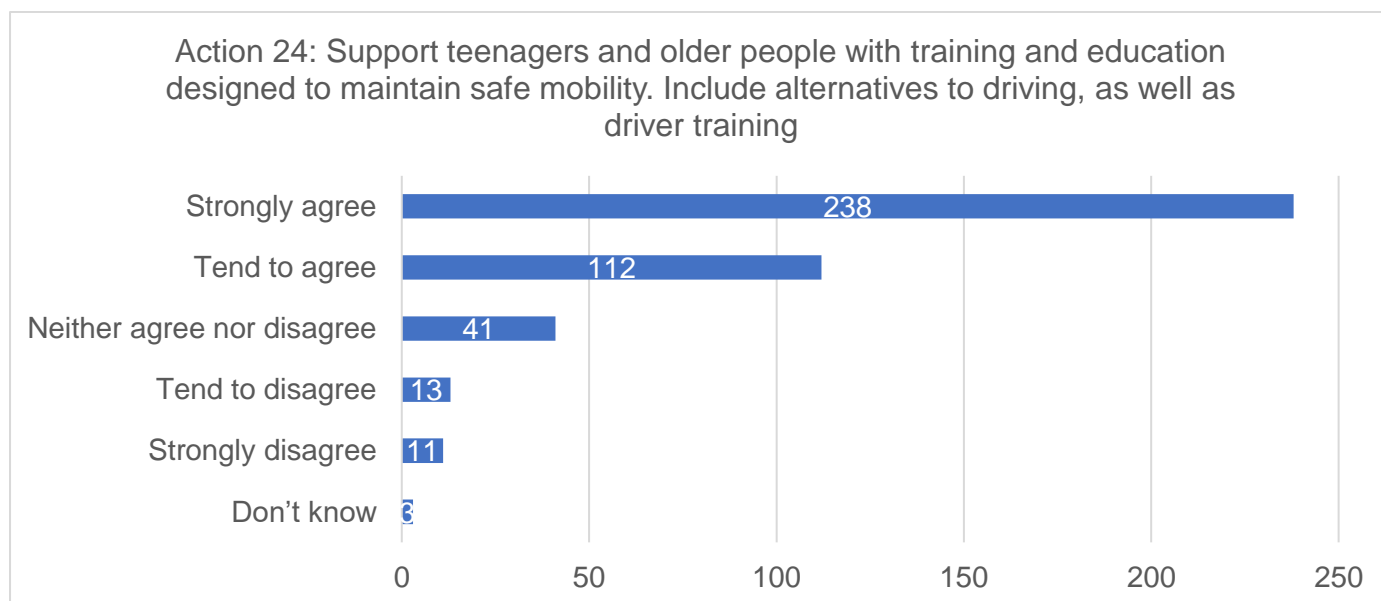
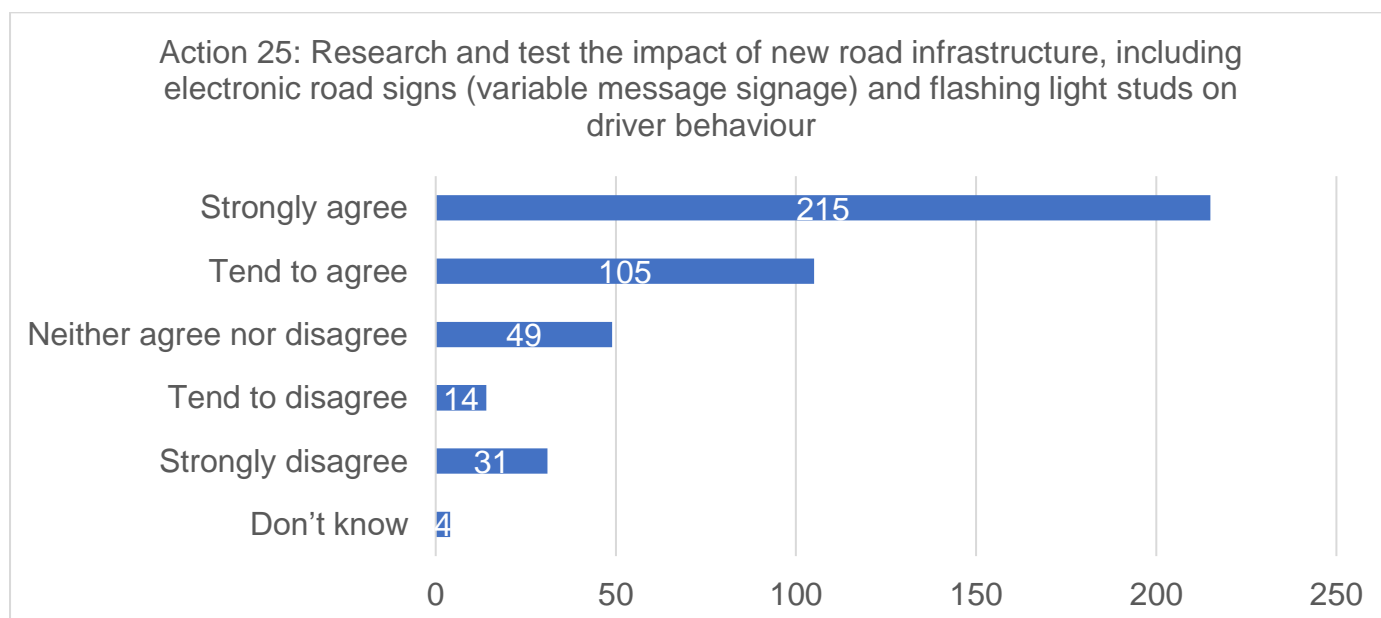


Figure 14f shows there is strong support for Action 25, with 76% of responses either strongly agreeing (51%) or tending to agree (25%) and 10% stating they either strongly disagree (7%) or tend to disagree (3%).

Figure 14f - responses to Q18. To what extent do you agree or disagree with the Safer Behaviours actions?



Q18a. Please provide any comments on the actions for Safer Behaviours, was answered 228 times. There were a number of detailed responses to this question, some of which have been

included in more than one theme; consequently, there are 303 mentions in table 16. A total of 21 themes were identified. The frequency of themed responses is shown in Table 16.

Table 16 - frequency of responses to Question 18a to provide any comments on the actions for Safer Behaviours

Theme	Frequency of mention
Timeframe issues, 30 years is too long, 5 years target would be better	70
Behaviour change, skills and education needed	39
Ongoing, continuous driver training for all ages and road user groups and training to understand strategy implementation	28
Road system improvements required such as new pedestrian crossings and systems for alternative travel	23
Cameras and enforcement needed	20
Alternatives to driving required such as improved bus and train links, public transport, cycling routes, walking for shorter trips	19
Signage/too much signage is a problem	14
Data reviews, evaluation of measures put in place and research needs to take place	14
Children and teenagers need education and behaviour change - start young	11
People should have personal accountability and responsibility	8
Consider other road users e.g. horse riders	7
Cyclists and pedestrians seen as negative, problematic this strategy is anti-car	6
Young people education in alternative modes of transport	5
Rural locations difficult, cars required due to limited public transport	5
Support forum already available through Brake. A support forum is needed	3
Invest in variable speed limits	3
Considerations needed for disabled road users	3
Issues with out of the area drivers	2
Extended training for those involved in accidents	2
Areas around schools should be priority	1
Adult cycling provision not acceptable	1
Combined cycling & pedestrians doesn't work	1

Even though there was support for Action 20 to create a 30-year communication plan with 68% either strongly agreeing or tending to agree, there were 70 mentions regarding the length of the communication plan being too long. Some also thought the 5-year behaviour change plan is too long and should be shortened. Some examples are:

“I don’t know if it’s really possible to have a 30-year communication plan? Wouldn’t you front-load this, to try and have the greatest possible impact now, tapering off communications and activities as the strategy succeeds and roads become safer?”

“30 year plan is unrealistic and allows for complacency and slow implementation. Plan should be reduced to a shorter time frame to encourage faster implementation and quicker action to be taken.”

“Sections 20 & 21 provide for 30 and 5-year plans respectively, aiming to communicate Vision Zero objectives and re-educate drivers, cyclist, public should be considerably shortened whilst intensified.”

There were alternative views as some thought five years is too short, for example:

“5 years to change walking/cycling behaviour seems a bit ridiculous. You have an ageing population who are never going to cycle on roads, couldn’t get their shopping, wouldn’t be safe etc. I’ve heard from people that some of the painted “cycle” lanes are considered dangerous by cyclists so they cycle on the road. Painting stuff does not make it work, don’t just try and “tick boxes”. Make road cyclists have insurance, take a proficiency test.”

The theme with the second most mentions (39) was ‘Behaviour change, skills and education needed.’ Some examples are:

“Education and communication is key to keeping every one on side for these changes. So investment in this area and training to help people be more aware could be essential.”

“Changing behaviours is the biggest issue - people need to be able to see "what is in it for me?" If there is pain but no gain they will be much less likely to support any endeavours.”

Some also considered training to be key for those involved in accidents, for example:

“Refresher training for those involved in collisions to educate and also to restore confidence and support.”

‘Ongoing, continuous driver training for all ages and road user groups and training to understand strategy implementation’ had the third most mentions (28) with some responders thinking drivers should undergo training beyond their driving tests. Some examples are:

“Ongoing driver training is key. Once the driving test is passed there is no requirement on the driver to maintain the basic skills achieved. Too many people see the driving test as the top level of driving skill only to be shown on “test day” and then they can relax a drive however they want with out regard for their own or others safety.”

“Many of us have been driving for long periods without further training and refreshers would benefit many (including myself) but in order for this to be achievable it needs funding.”

## 8.2 Question 19: Safer Behaviours responses

Of the 42 responses providing a comment to Q19. Is there anything else you would like to tell us about Chapter Five? 26 were relevant and 16 responses were not relevant to the question. A total of 19 themes were identified. The frequency of themed responses is shown in Table 17.

Table 17 - frequency of responses to Question 19. Is there anything else you would like to tell us about Chapter Five?

Theme	Frequency of mention
Educate drivers/behaviour improvement required	4
Signage comments e.g. simplify, multilingual	3
Target foreign drivers	3
Shared space is key	1
Cooperation from all is essential	1
Needs to be realistic, not 30 years	1
Roads need improving	1
More involvement with schools required	1
Driver training required	1
Target young people and males with training	1
Scale of speeding underestimated	1
Give new infrastructure time to work	1
Remove old vehicles from road	1
This is public control	1
No alternative to driving for older drivers	1
Mobile phone distractions need to be priority	1
Over housing has led to parking issues	1
Enforcement required	1
Cycling parking/infrastructure required	1

There were a number of responses similar to the those in question 18a and other previous questions with education and behaviour change occurring the most (4 times). Signage was the next most occurring theme (3 times). For example:

“There is a “information overload” - far too much street furniture, no evaluation of what is or is not needed, what is out of date, what needs updating, just stick up another pole and put a new sign on it. Too much information is not “digested” and is therefore ignored. Simplify. Place in the RIGHT place - not behind a tree or too far from a junction.”

“The existing variable message signage frequently encourages drivers to watch out for pedestrians and cyclists. I think this needs to be balanced with a message on the same sign (eg

the following week) encouraging pedestrians and cyclists to use responsible behaviour around roads. Even the most careful driver may not be able to stop in time (vehicle stopping distances) when pedestrians decide to take risks in crossing roads in front of oncoming traffic if the pedestrian misjudges the vehicle's speed, and I am concerned that by not balancing out the message to drivers with one to pedestrians/cyclists that pedestrians/cyclists can believe the entire responsibility for road safety lies with drivers, yet pedestrians/cyclists need to act responsibly too.

I also think that the existing messages on electronic signs to look out for motorbikes needs to be balanced with a message to bike users to take care and not take risks. Some actions I see taken by bike riders are very risky.”

## 9. Chapter Six – Safer Vehicles

### 9.1 Question 20: Safer Vehicles actions

Figure 15a shows there is strong support for Action 26, with 80% of responses either strongly agreeing (53%) or tending to agree (27%) and only 7% stating they either strongly disagree (5%) or tend to disagree (2%).

Figure 15a - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?

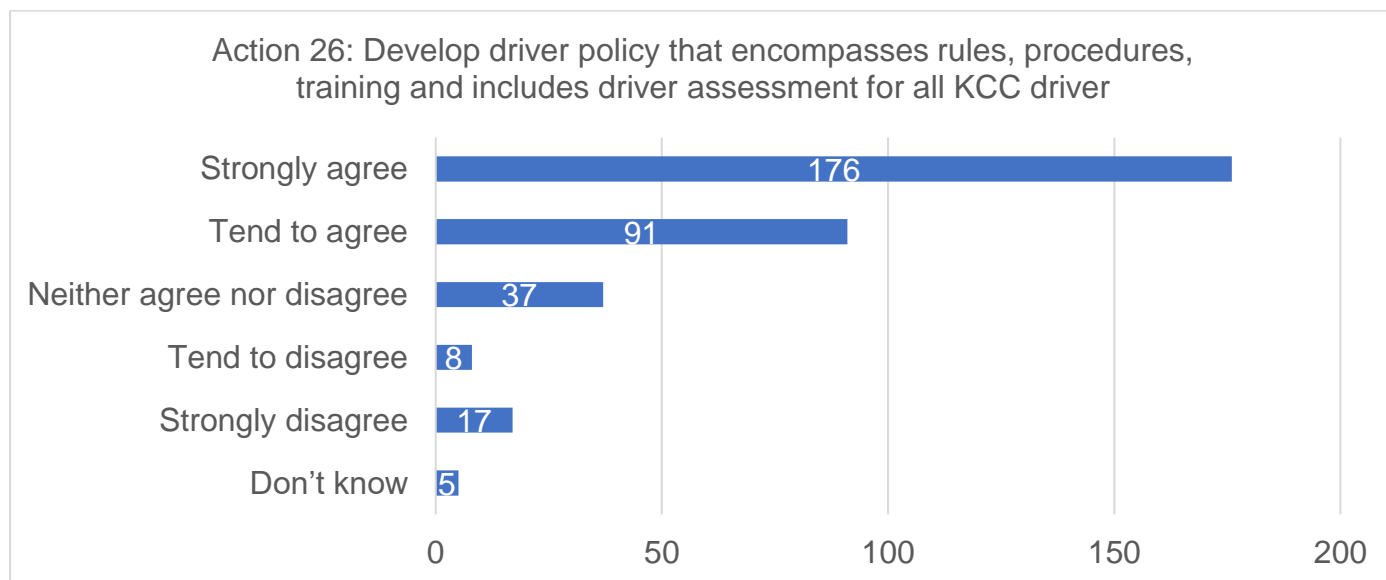


Figure 15b shows there is support for Action 27, with 67% of responses either strongly agreeing (43%) or tending to agree (24%) and 18% stating they either strongly disagree (13%) or tend to disagree (5%).

Figure 15b - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?

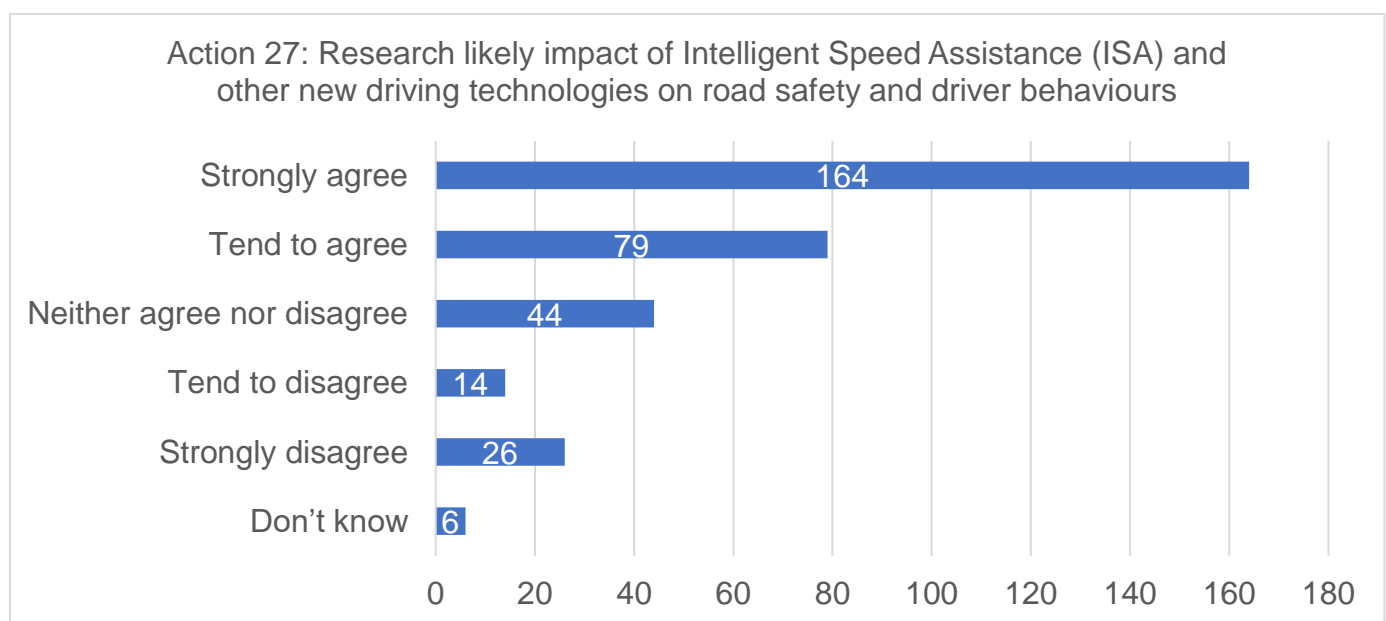


Figure 15c shows there is strong support for Action 28, with 76% of responses either strongly agreeing (52%) or tending to agree (24%) and 12% stating they either strongly disagree (10%) or tend to disagree (2%).

Figure 15c - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?

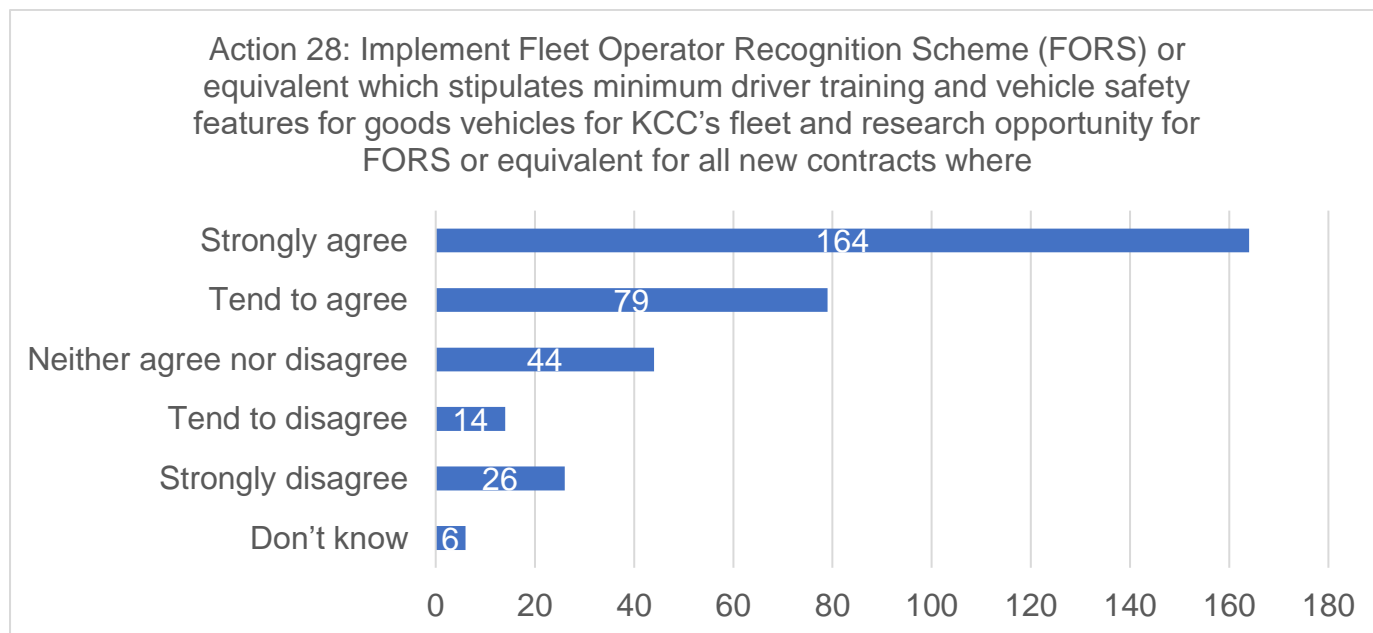


Figure 15d shows there is support for Action 29, with 69% of responses either strongly agreeing (41%) or tending to agree (28%) and 13% stating they either strongly disagree (10%) or tend to disagree (3%).

Figure 15d - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?

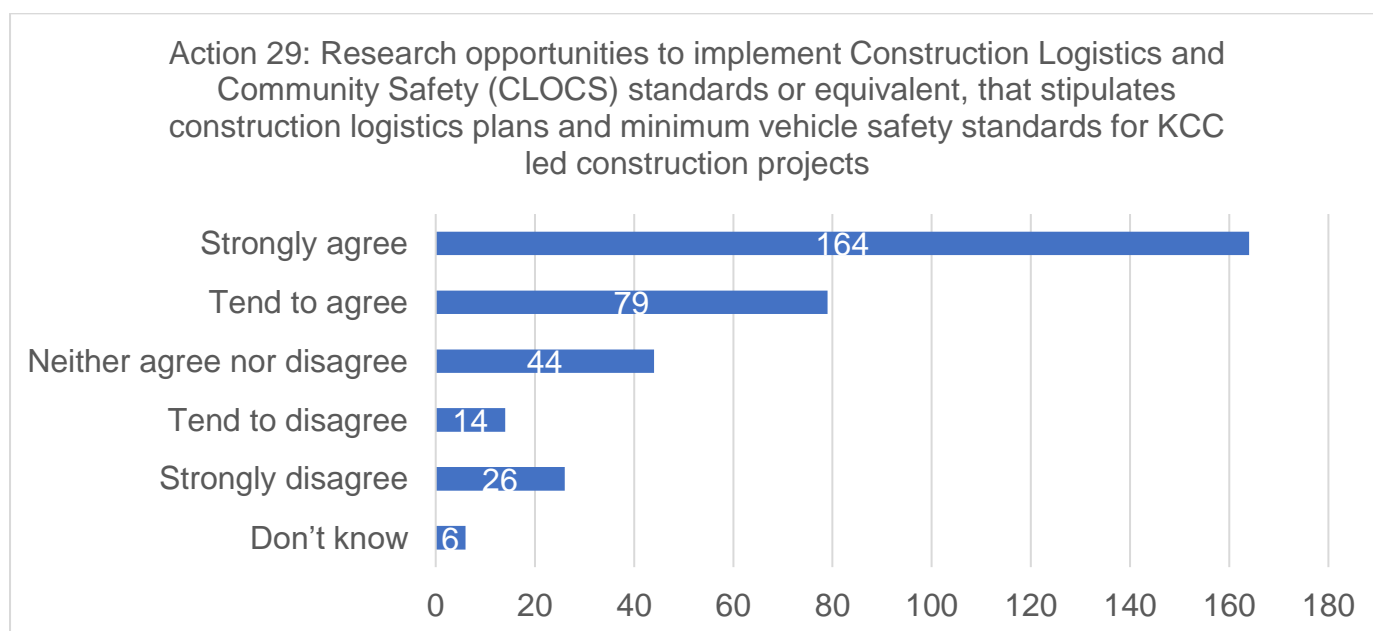


Figure 15e shows there is support for Action 30, with 66% of responses either strongly agreeing (41%) or tending to agree (25%) and 15% stating they either strongly disagree (11%) or tend to disagree (4%).

Figure 15e - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?

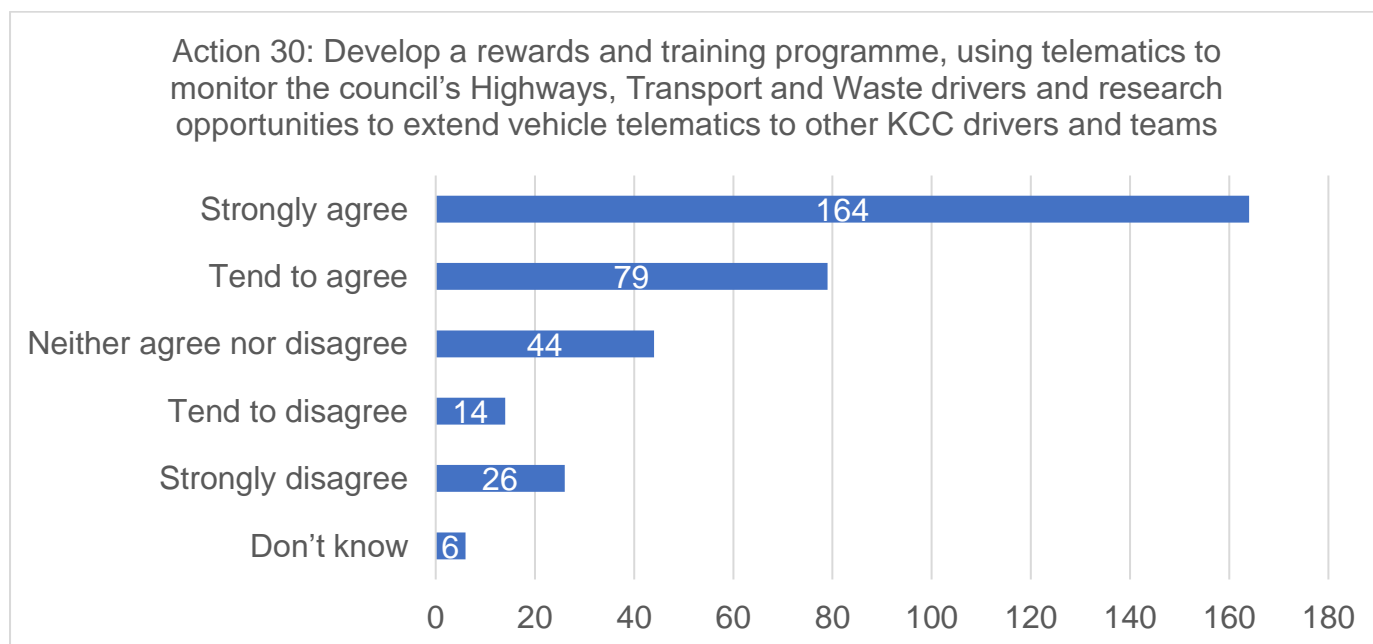
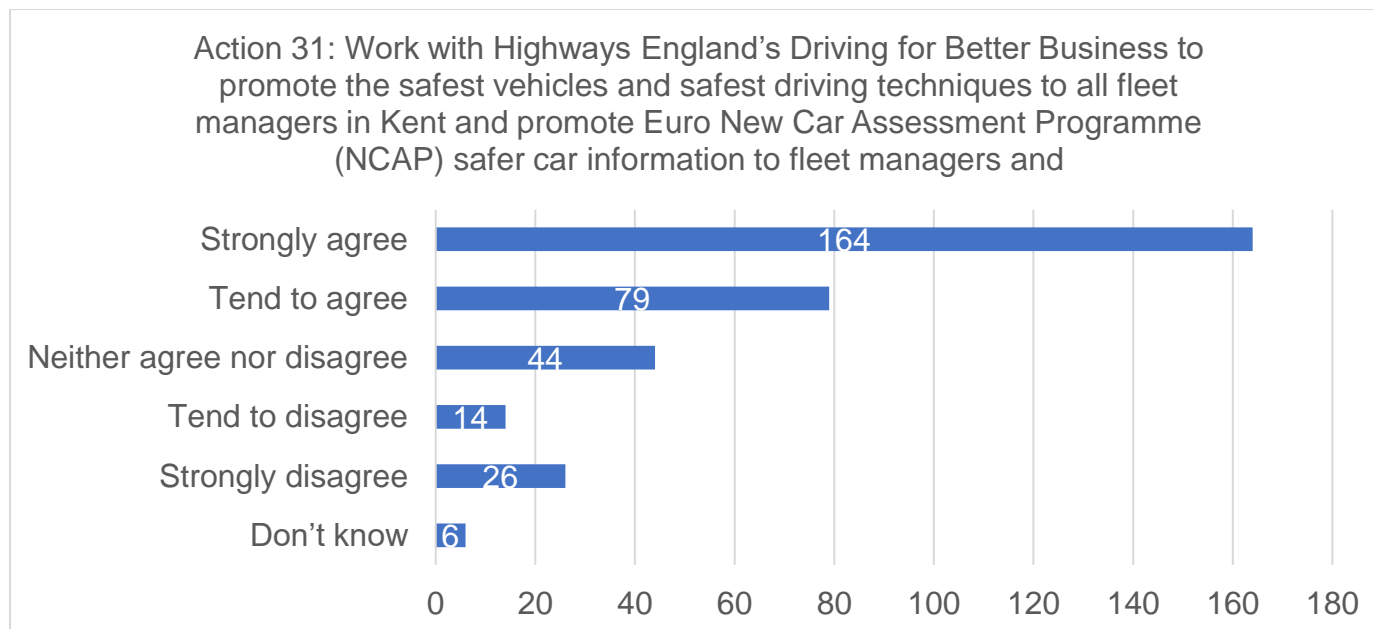


Figure 15f shows there is strong support for Action 31, with 73% of responses either strongly agreeing (49%) or tending to agree (24%) and 12% stating they either strongly disagree (8%) or tend to disagree (4%).

Figure 15f - responses to Q20. To what extent do you agree or disagree with the Safer Vehicles actions?



Of the 160 responses providing a comment on the actions for Safer Vehicles (Q20a), there were 156 relevant to the question. A total of 19 themes were identified. The frequency of themed responses is shown in Table 18.

Table 18 - frequency of responses to Q20a to provide any comments on the actions for Safer Vehicles

Theme	Frequency of mention
KCC only thinking about themselves	32
Technology worries	25
Complaints about Lorries/HGVs	21
Refresher driver courses	16
Funding/costs	13
Criticism of the use of Fleet Operator Recognition Scheme FORS	8
Supportive	7
Queries about missing partnership	6
Negative feedback about using telematics	5
Driving freedoms should not be limited due to the individual	4
Suggests more in-depth training	4
Cycling/ motorbike safety concerns	3
Technological innovation queries	2
Large farming equipment on rural roads	2
Suggestion on focusing on a young demographic	2
Disapproval of hiring individuals with driving convictions	1
Concerns raised by horse riders	1
Focus on the unsafe vehicles on the roads	1
Worries of the effect of congestion	1

A reoccurring criticism was that this part of Vision Zero was too heavily focused on KCC workers rather than the public (32), which gave the impression of it being a self-serving part of the strategy. For example:

“Why can't rules be enforced for all vehicles in Kent not only provided for KCC vehicles?”

“KCC fleet is a small proportion of vehicles on the road. Time and money would be better directed at infrastructure.”

Another concern that was repeatedly raised was the worry about an over reliance on technology (25), for example:

“Safer vehicles, yes. Beware of ill-thought-out AI (artificial intelligence) assisted vehicles. Many of these AI vehicles do not react to walkers’ cyclists and motorcyclist.”

“Remember the more technology there is in a car, the less the driver concentrates and thinks!”

Some of the comments (8) focused on FORS, and a belief in its unreliability:

“FORS has been criticised as not fit for purpose by the Office of the Traffic Commissioner and in my opinion is only in place as a money generating schema for Aecom and TfL. What we need is dialogue with manufacturers to build safe vehicles which will be suitable for road use across the country as a whole. Having different standards for different areas is unworkable and nonsensical. This goes for safety and emissions.”

## 9.2 Question 21: Chapter Six responses

Of the 35 responses providing a comment to Q21. ‘Is there anything else you would like to tell us about Chapter Six?’ there were 32 comments relevant to the question. A total of 12 themes were identified. The frequency of themed responses is shown in Table 19.

Table 19 - frequency of responses to Q21. Is there anything else you would like to tell us about Chapter Six?

Theme	Frequency of mention
Technology concerns	6
Raising issues with lorries/foreign vehicles/freights	6
Consultation needs to be more widespread	5
Concerns with vision zero as a whole, instead of an individual section of the strategy	4
Doubts about the partnerships succeeding	2
Concerns about costs and funding	2
Belief that KCC is just thinking about themselves	2
Claims that the strategy suggests unrealistic legislation	1
Concerns about highways England being subpar	1
Worries about issues caused by motorcycles/bikes	1
Beliefs that there is an issue with drivers age	1
Raising the point that individuals are dangerous, not roads.	1

In this table we once again see one of the common themes was people being concerned about the use of technology (6), for example:

“Technology can be a great asset but, it can also be a great danger. Cadence braking is no longer taught for example but it can be a lifesaver if the ABS gives out unexpectedly. I once had the ABS fail on a car with less than 50 miles on the clock.”

“We have safe roads, we have intelligent speed limits, we have safe vehicles, what we don't have is intelligent people using the vehicles on the road. Making all of the above hardware safer and increased human enforcement will not change the mind-set of the nut holding the steering wheel. It would be a total waste of money!”

Another common theme raised was that of lorries and HGV's (6):

"Delivery company's and taxes to take more care where they park so as not to be in way of other road users and pedestrians on pavements and their speed. More houses are being built and the big lorries associated with this are speeding round corners and on the roads just like the delivery vans , these big lorries are both scary as a pedestrian and driver."

"Do KCC also plan to inform fleet services of appropriate routes for domestic and visiting HGVs? HGVs, which are not stopping on the route, are frequently seen to be using unsuitable routes through villages as it is the most direct route from A to B, rather than using more appropriate A roads."

Some of the queries raised in this section also spoke about consultation and how it needs to be more widespread (5). For example:

"Advanced driver institutes exist with the skills and infrastructure to provide this, why not engage with them and form safe partnerships".

"this consultations needs to be shared to lots of location to get a true response so with all kinds of drivers in all areas of road use otherwise there is a serious danger that it will end up not being a true sample of the community"

# 10. Chapter Seven – Collision Response

## 10.1 Question 22: Collision Response actions

Figure 16a shows there is overwhelming support for Action 32, with 90% of responses either strongly agreeing (66%) or tending to agree (24%) and only 5% stating they either strongly disagree (3%) or tend to disagree (2%).

Figure 16a - responses to Q22. To what extent do you agree or disagree with the Collision Response actions?

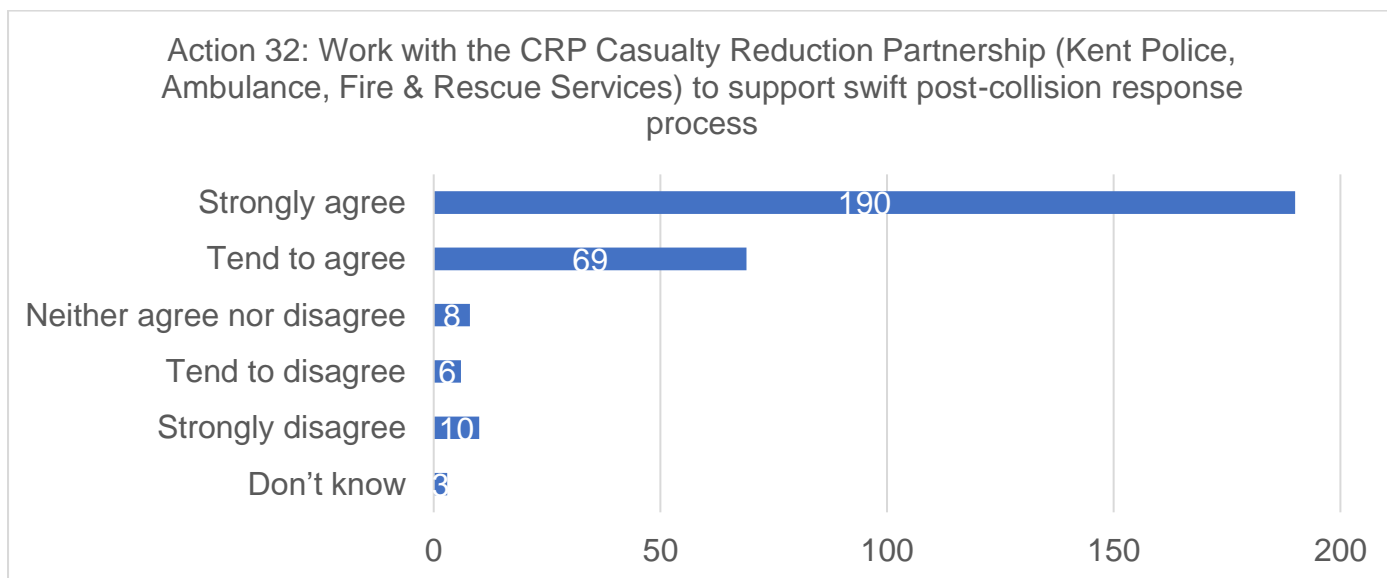


Figure 16b shows there is extremely strong support for Action 33, with 89% of responses either strongly agreeing (62%) or tending to agree (27%) and only 6% stating they either strongly disagree (3%) or tend to disagree (3%).

Figure 16b - responses to Q22. To what extent do you agree or disagree with the Collision Response actions?

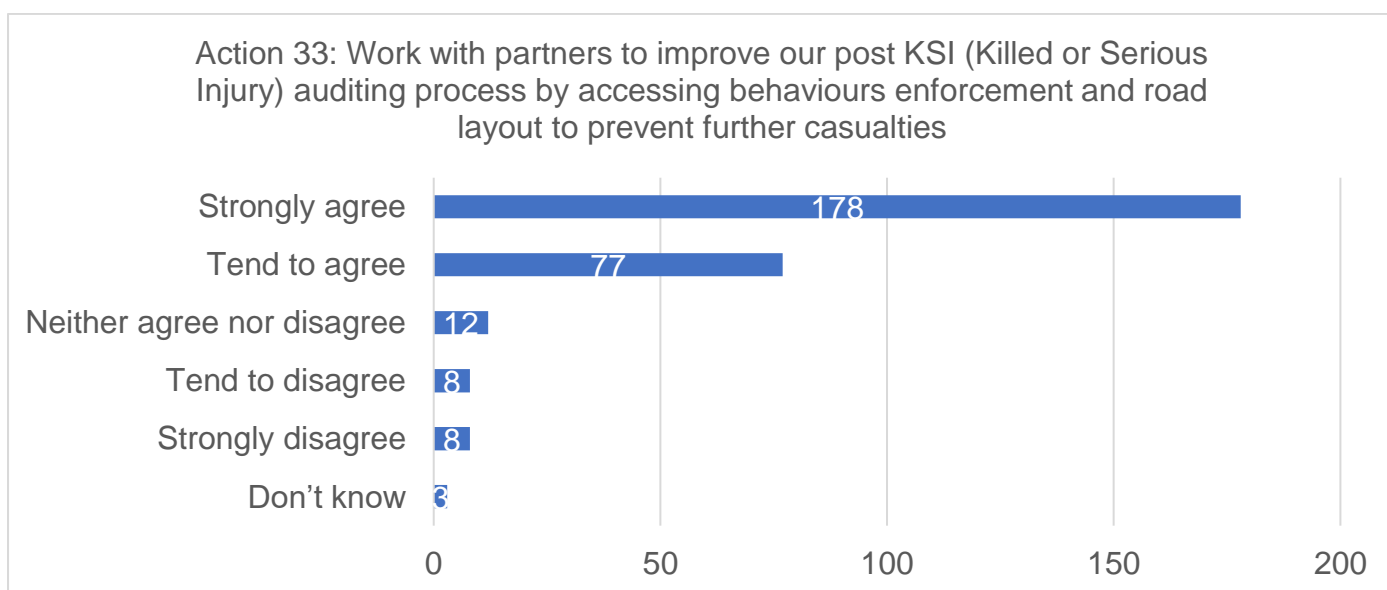
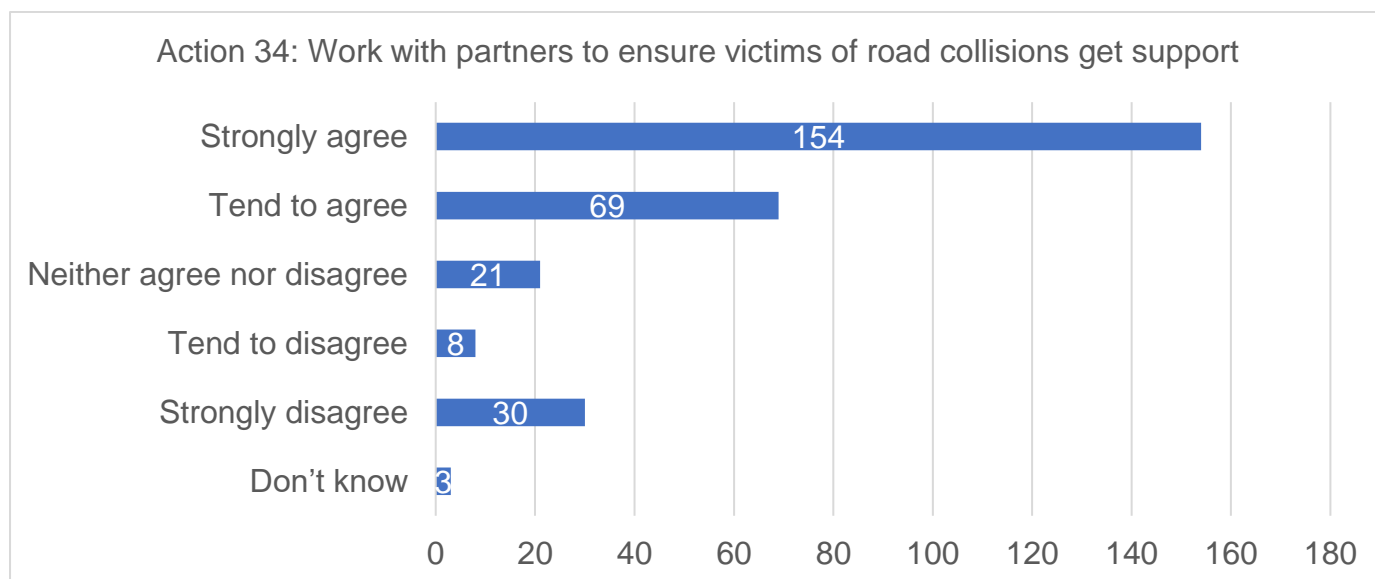


Figure 16c shows there is strong support for Action 34, with 78% of responses either strongly agreeing (54%) or tending to agree (24%) and 14% stating they either strongly disagree (11%) or tend to disagree (3%).

Figure 16c - responses to Q22. To what extent do you agree or disagree with the Collision Response actions?



Of the 95 responses providing a comment on the actions for Collision Response (Q22a), there were 73 comments relevant to the question. A total of 15 themes were identified. The frequency of themed responses is shown in Table 20.

Table 20 - frequency of responses to Q22a. to provide any comments on the actions for Collision Response

Theme	Frequency of mention
Stating that KCC needs to work with partners	16
Crash investigation should be a priority	12
Concerns raised about response times	7
Comments about how accident victims are affected/can affect the outcome.	7
Comments stating that they are happy with the suggestions	7
Queries that are KSI related	4
Suggestions about the removal of SMART motorways	4
Broad chapter 7 criticism	3
Traffic/road closure issues	3
Statements insisting that horse riders to be included	3
Country/public participation	2
Speed concerns	2

Near misses not being addressed	1
Suggestion that highways contractors should help with accident clean up	1
Complaints raised about delivery vans parking on the pavement	1

The highest frequency of comment raised was about KCC working more closely with those that they are partnered with (16), primarily first response teams who have a more intricate understanding of crashes and crash sites. Some examples are:

“As stated in previous answers a multi-faceted approach is required to meet this ambitious target and utilising the skills of the CRP seems a sensible approach. If localised responses are required then this could be facilitated through district/borough community safety partnerships (CSP).”

Working with partners, including the third sector would provide a support service to these victims which would support their recovery and reduce the ongoing impact that collisions can bring.”

“Having a road network where emergency vehicles can access accident sites more quickly to improve response times, accident management and transport to hospitals would improve outcomes for those injured in accidents”.

Queries and statements about crash investigation (12) were also raised in this section. Some examples are:

“Consideration of in-depth crash investigation of all fatal/serious crashes - working in partnership with the Police (as per the Road Crash Investigation Project - RCIP).”

“Swift is the operative word. Roads have been closed for too long after accidents. Yes accidents, no one intends a collision! It’s all supportable provided the objective is also to keep the traffic moving and avoid disruption which has its own dangers.”

There were also questions raised about response times after a crash (7). Some examples are:

“What are the response times at the moment for emergencies services to attend a fatal accident? It’s good if you can get them to improve it”.

“How do you consider that your imposition of 20mph speed limits will improve response times?”.

# 11. Chapter Eight – Governance and Monitoring

## 11.1 Question 24: Governance and Monitoring actions

Figure 17a shows there is mixed support for Action 35, with 56% of responses either strongly agreeing (31%) or tending to agree (25%) and 22% stating they either strongly disagree (16%) or tend to disagree (6%). This was the least supported action in the strategy.

Figure 17a - responses to Q24. To what extent do you agree or disagree with the Governance and Monitoring actions?

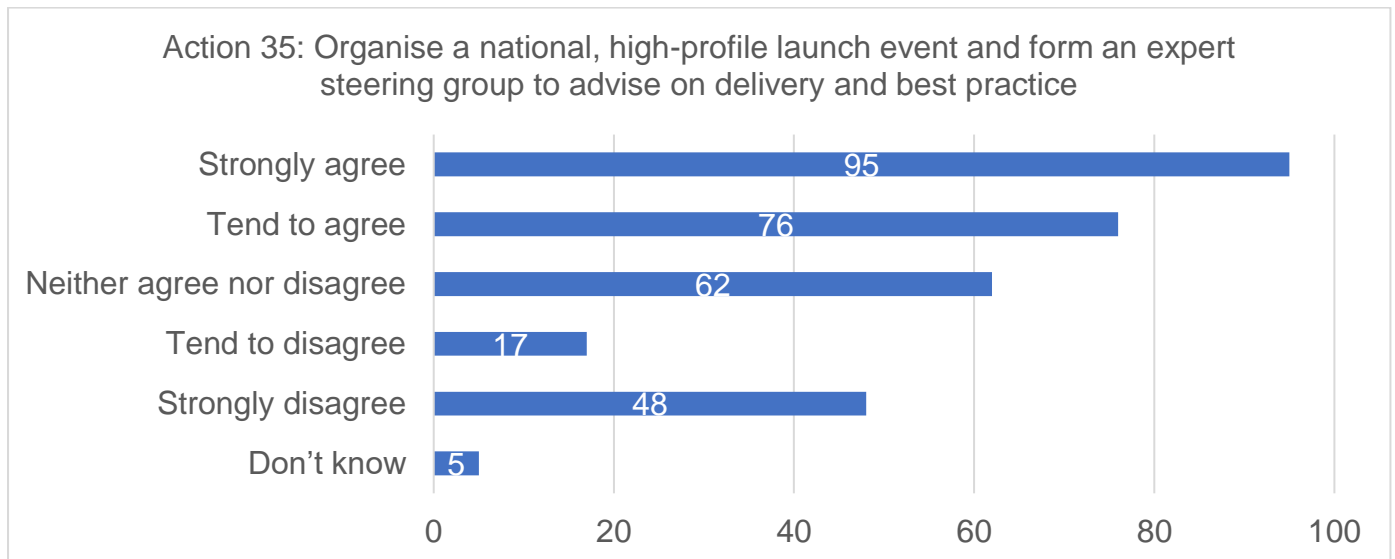


Figure 17b shows there is strong support for Action 36, with 78% of responses either strongly agreeing (48%) or tending to agree (30%) and 10% stating they either strongly disagree (8%) or tend to disagree (2%).

Figure 17b - responses to Q24. To what extent do you agree or disagree with the Governance and Monitoring actions?

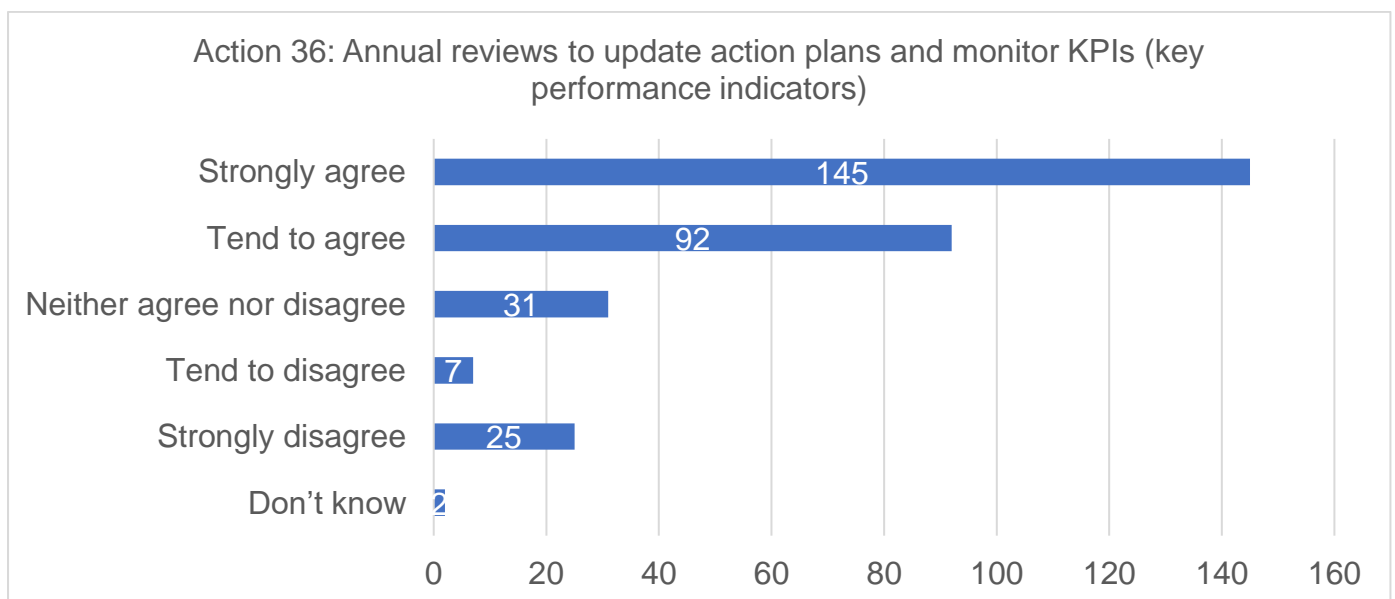


Figure 17c shows there is strong support for Action 37, with 78% of responses either strongly agreeing (47%) or tending to agree (29%) and only 6% stating they either strongly disagree (5%) or tend to disagree (1%).

Figure 17c - responses to Q24. To what extent do you agree or disagree with the Governance and Monitoring actions?

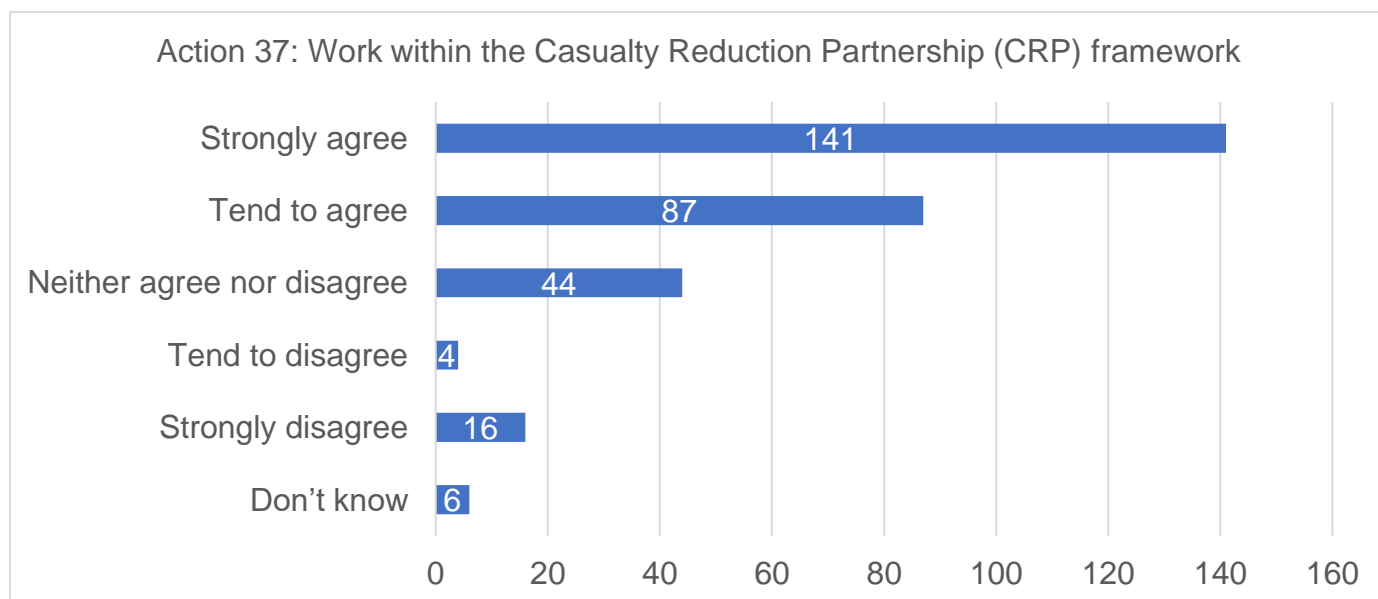
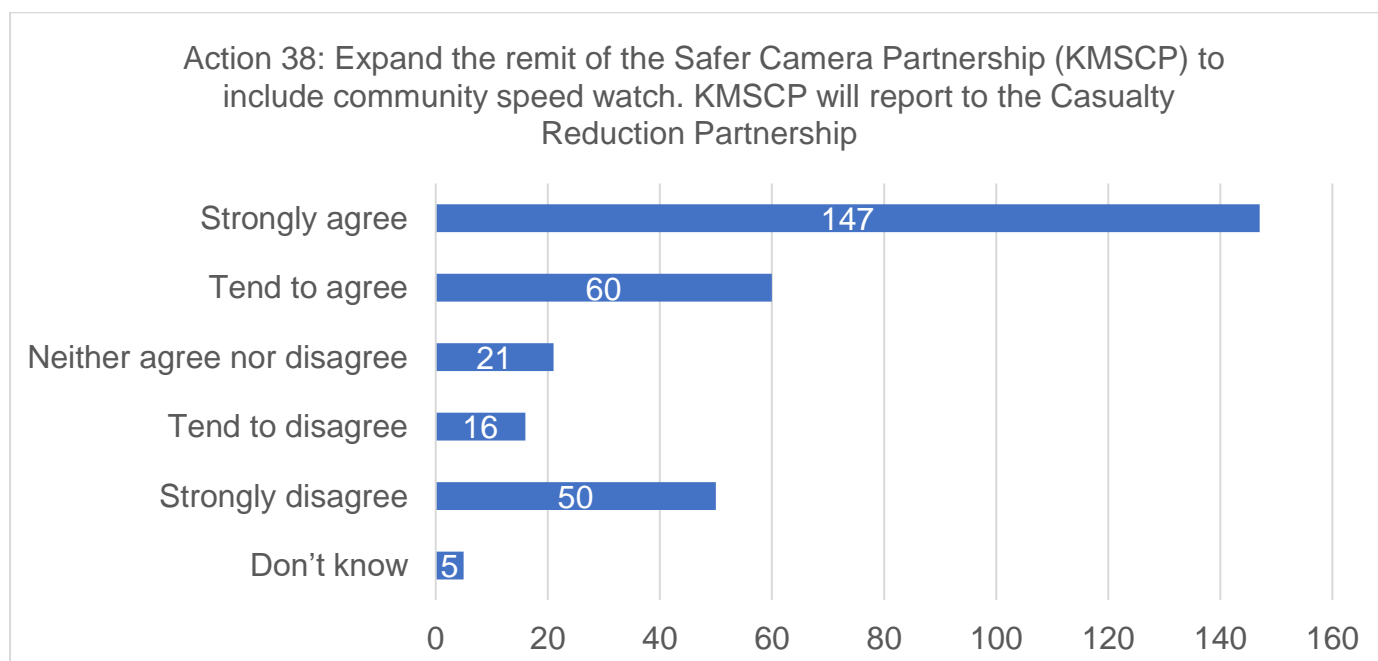


Figure 17d shows there is strong support for Action 38, with 69% of responses either strongly agreeing (49%) or tending to agree (20%) and 22% stating they either strongly disagree (17%) or tend to disagree (5%).

Figure 17d - responses to Q24. To what extent do you agree or disagree with the Governance and Monitoring actions?



Of the 115 respondents providing a comment on the actions for Governance and Monitoring (Q24a), there were 137 relevant to the question. A total of 16 themes were identified. The frequency of themed responses is shown in Table 21.

Table 21 - frequency of responses to Q24a. to provide any comments on the actions for Governance and Monitoring

Theme	Frequency of mention
Speed watch help/speeding queries	20
Funding and spending worries	20
More partnership/stakeholder co-operation	19
Comments stating Vision Zero should not be a national launch	16
Promote local initiatives/involve locals	14
Strongly evaluate KPI's	10
Speed camera queries	9
Supportive comments about the strategy	9
Public behaviour/responsibility	7
Keep the strategy simple	4
Concerns about excessive implementation of road laws	3
Queries of how this will affect horse riders	2
The strategy is too reliant on technology	1
Don't want KPI's involved with the strategy	1
Belief that there is no safety benefit with the policies	1
Problems raised with pavement parking	1

As we can see from Table 19, numerous responses (20) are about Speed Watch and tend to be very supportive of it, for example:

“More cooperation with speedwatch would be brilliant.”

“Community speedwatch needs to be allowed to operate in more areas and be managed more flexibly within the legal requirements. As volunteers we are all responsible grown-ups and do not need nannying by the police to the point where the only limited actions we can make are ineffective.”

However, there are also some comments displaying worry about funding and spending (20), which seems to be primarily caused by the suggestion of a national launch event (16), for example:

“high profile sounds expensive”.

“35 Who is paying for this? Who will benefit? What difference will it make? Why national? Actually holding an event after the hopefully adjusted proposals have been implemented and being able to demonstrate that the plan has made a difference is much more worthy of some form of publicity

than providing a platform to describe something that may not demonstrate any benefit. This proposal needs to be totally re-thought.”

## 11.2 Question 25: Chapter Eight responses

Of the 20 responses providing a comment or reason to Q25. ‘Is there anything else you would like to tell us about Chapter Eight?’ there were 12 comments relevant to the question. A total of 7 themes were identified. The frequency of themed responses is shown in Table 22.

Table 22 - frequency of responses to Q25. Is there anything else you would like to tell us about Chapter Eight?

Theme	Frequency of mention
Funding/cost concerns	4
Speed Watch queries	2
Supportive comments	2
Criticisms about the timescale of the strategy	1
Policy criticism	1
KPIs are flawed	1
Against community Speed Watch	1

Once again, a large part of the criticism for this chapter comes from funding/cost questions raised by the suggestion of a national launch, for example:

“‘High-profile launch event’? Sounds high-expense too. Who's paying?”

“There is no mention of costs (existing or potential) for any of the areas covered by the document.”

## 12. Any other comments

Question 26 asked responders if they had any other comments regarding the strategy. This question was answered 411 times and included many detailed responses with multiple points. From the 411 responses, 52 themes were identified, and 432 mentions placed into these themes.

Table 23 - frequency of responses to Q26. Finally, do you have any other comments to make on the draft strategy and Vision Zero?

Theme	Frequency of mention
Improve driver behaviour/education	47
Cycling/walking safety and convenience is important	39
More police /highways enforcement	34
Engage with communities	30
More focus on road infrastructure/traffic calming required	26
Dependent on funding/resources	23
20mph scheme is good	18
Re-direct HGVs from rural roads	14
Over-ambitious/unrealistic	14
Reduce speed on rural roads	13
Promote alternate methods of travel	12
Consider horse riders/enforcement	12
Promote/review progress of Vision Zero	9
Need to be proactive rather than reactive	9
Not ambitious enough	9
Reducing speed limits will be ineffective	9
Education in schools	8
Promote/provide better public transport	7
Include discussion of automated vehicles and new technologies etc	7
Provide a concise and easily accessible version of the Vision	7
Pavements too narrow	6
Remove SMART motorways	6
Signage needs updating	6
Waste of time/money	6
Improve safety outside schools	6

Anti-car	5
Must consider safety of pedestrians on shared footways	5
More speed limit monitoring	3
Remove cycle lanes	3
Don't aim to achieve zero fatalities	3
Vision encourages seeking more evidence for issues that have already been identified	3
Include near miss/damage only data	3
Consider cost/benefit balance	2
Forgetting people's need for independence by using cars	2
Cyclists should use pavements where there is minimal pedestrian footfall	2
Reduce congestion in villages	2
Need more bypasses around towns/villages	2
Include a parking policy as part of the Vision	2
Consider monitoring volume of traffic/length of road	2
Improve SMART motorways	1
P2W Powered Two-Wheeler (mopeds and motorbikes) use should be encouraged	1
Should not be too reliant on data to identify risk	1
Greater clarity needed on speed limits	1
Encourage dash cams	1
Speed limits should be variable	1
Engage with communities and residents but use data to inform decisions	1
Include deaths and injuries from air pollution in your KPIs	1
Well-being of HGV drivers not considered	1
Avoid using funds for more technology	1
Consider using hard-hitting advertising	1
Look towards green solutions	1
Use a common-sense approach	1

The most common response was 'Improve driver behaviour/education' with 47 respondents mentioning this. 8 respondents also mentioned the need for education in schools:

“I am pleased with the planned improvements within the strategy and support the initiative to educate and make our roads safer in Kent.”

“I think education is the key element, beginning at primary school. If the awareness is there at an early age, hopefully it will be carried through to adulthood.”

‘Cycling/walking safety and convenience’ was again a key area of concern, with 39 respondents stating that this should be a priority:

“The safety of children and members of the public while walking or cycling is imperative, and the health benefits vastly outweigh any negatives.”

“Parents will not give their children freedom and independence to travel unaccompanied, on foot or on bike, whilst the roads remain overcrowded with large vehicles travelling through small village centres and speed limits remain at 30mph and above. This will continue to affect children's progress, overall health and fitness as they move into adulthood.”

34 respondents mentioned the need for ‘more Police/highways enforcement’ to prevent dangerous driving:

“Please enforce current traffic laws and invest in Police manpower to enable this. Currently, there are so few traffic officers patrolling that habitually dangerous drivers have a sense that there is no sanction as they will not get caught.”

“A greater focus on widespread introduction of fixed and average speed cameras and policies limiting HGVs to suitable roads would be helpful.”

‘Engage with communities’ was another key theme of Question 26, where 30 respondents highlighting the need for collaboration with district, borough and parish councils, as well as transport companies, schools and residents:

“I feel communication with communities is essential to gain trust and allow a platform for discussion of plans, perhaps via the Parish councils, so communities have the facility to comment at the Parish Council meetings and any comments clarified and presented to the KCC in a formal "group" way. I am aware that you can never please everyone in these situations and financial constraints have a big impact on what can be achieved.”

“There needs to be a more joined up approach with KCC actively encouraging Parish and District Councils to communicate better with each other, and to engage other stakeholders such as schools and transport companies etc. to produce a solution that is best for all.”

‘More focus on road infrastructure/traffic calming required’ and ‘dependent on funding/resources’ received 26 and 23 mentions respectively, some of which were mentioned together:

“KCC has stated its promotion of Active Travel to make walking and cycling an attractive and realistic choice for short journeys. This and other Kent strategies need to be linked to the actual delivery of the necessary transport infrastructure. Design and investment on roads are currently prioritised on supporting motor traffic. To achieve this Safety Strategy and Active Travel the design and investment resources are needed.”

“In the present climate with massive cuts in government spending and increases in rates is there any hope of raising the funds to support such an ambitious target? It is better to focus on what the public perceive you should be doing with our rates by keeping the roads in good repair.”

## 13. Organisations' responses

In addition to the 19 organisations that emailed, there were 126 organisational responses through the consultation questionnaire. These responses have been included in the main analysis, but this section drills down into organisations responses in more detail.

These have been split into 2 groups:

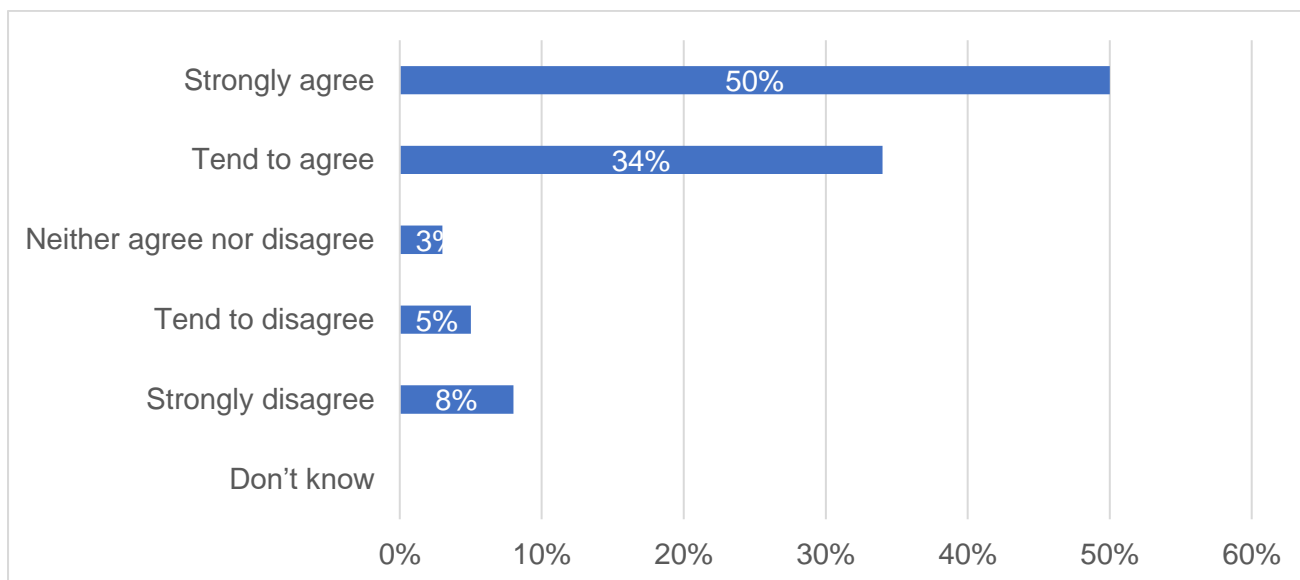
1. Stakeholders including charities, community and residents' groups, educational establishments, motoring groups and businesses
2. Local councils including parish, town, borough, district councils and councillors

### 13.1 Stakeholders' responses

#### 13.1.1 Stakeholders - Vision Zero objectives

Figure 18 shows 84% of stakeholders strongly support (50%) or tend to support (34%) the Vision Zero objectives. This is higher than 77% support seen from all respondents to the consultation.

Figure 18 showing stakeholders' support for Vision Zero objectives



Two organisations strongly disagree; one was an unnamed educational establishment which objected to the 30-year timeframe, the other was the Motorcycle Action Group who said:

“In general terms, the Motorcycle Action Group (MAG) supports efforts to improve road safety in a realistic and ethical manner. However, we are strongly opposed to the Vision Zero ideology... Whilst death and serious injury is not guaranteed, the risk is clear and apparent. The risk is accepted by all road users every time they use the road.”

Road Safety Support strongly agreed with the Vision Zero objectives, they said:

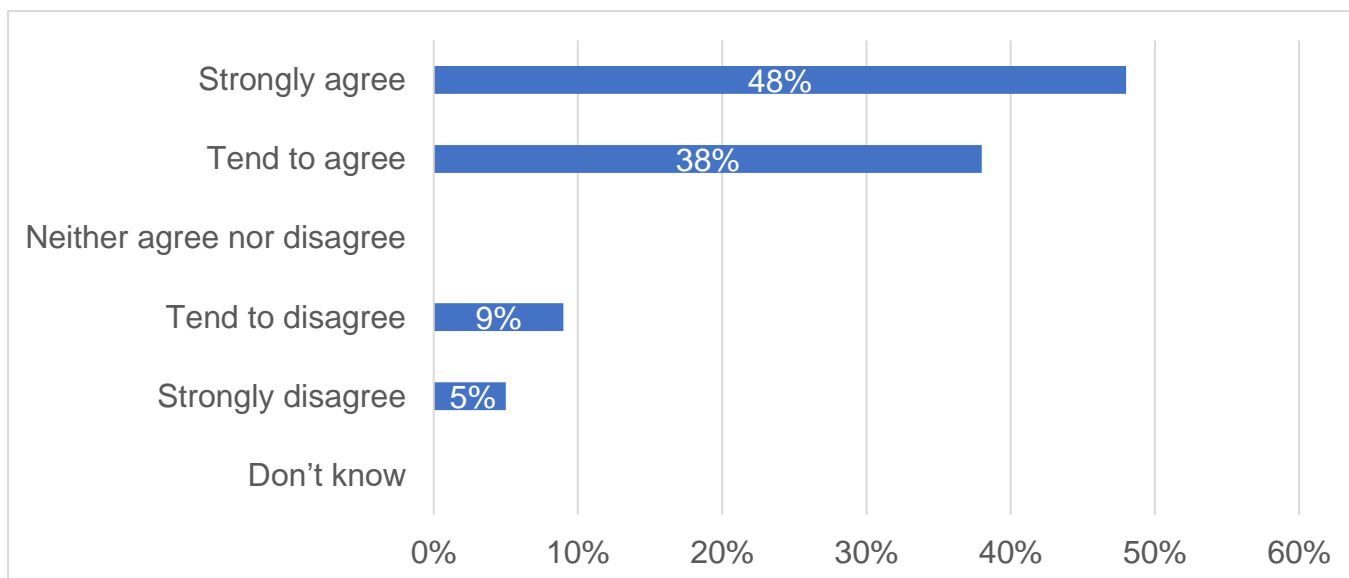
“Vision Zero is an ambitious strategy, which must be understood and shared by all stakeholders and members of the public.”

The Motorcycle Industry Association also strongly agrees with Vision Zero objectives.

### 13.1.2 Stakeholders - Safe Systems

86% of stakeholders support, strongly support (48%) or tend to support (38%) the Safe Systems approach with only one organisation strongly disagreeing and two organisations who tend to disagree. This is higher than 81% support seen from all respondents to the consultation.

Figure 19 – showing stakeholders' support for the Safe Systems approach



Only one stakeholder strongly disagreed with Safe Systems, this was the Motorcyclist Educators and Learners Association. Their objection was with a focus on Safe Vehicles. They said:

“by continuously putting new innovations into cars drivers become too complacent upon technology and this dumbs down the driving skill... in all reality we need better public transport we need less drivers passing easy tests the driving test needs to be staggered in size of vehicle and re-education to be compulsory for all , tighter rules on drug driving for prescription medication and mental assessments to ensure competency to drive”

Some of the comments from those who strongly agreed:

“Strongly agree with all of the above, as well as cultural change and what we can do in terms of helping to raise awareness of safe systems as a whole.” Air Ambulance Kent Surrey Sussex (KSS)

“Road maintenance - ensure footpaths and cycleways have equal priority with roadway. Near kerb maintenance (surface and cleanliness) is key to ensure safe passage of cyclists and avoid cyclists moving out.” San Fairy Ann Cycling Club

“The use of the Safe Systems Approach, as advocated by Vision Zero, is widely welcomed and agreed by motorcyclists, but again it must be delivered equally to all road user groups and refrain from being used as a tool to promote active travel.” Motorcycle Action Group

“Looking around County while safe systems might be the desired approach there are many, many examples where you are simply not following this strategy.” Unnamed motoring organisation

Some of the comments from groups who tend to agree with Safe Systems:

“There needs to be more monitoring and enforcement particularly to the adherence to speed limits.” Ramblers Association Parish Footpath Warden TW Urban

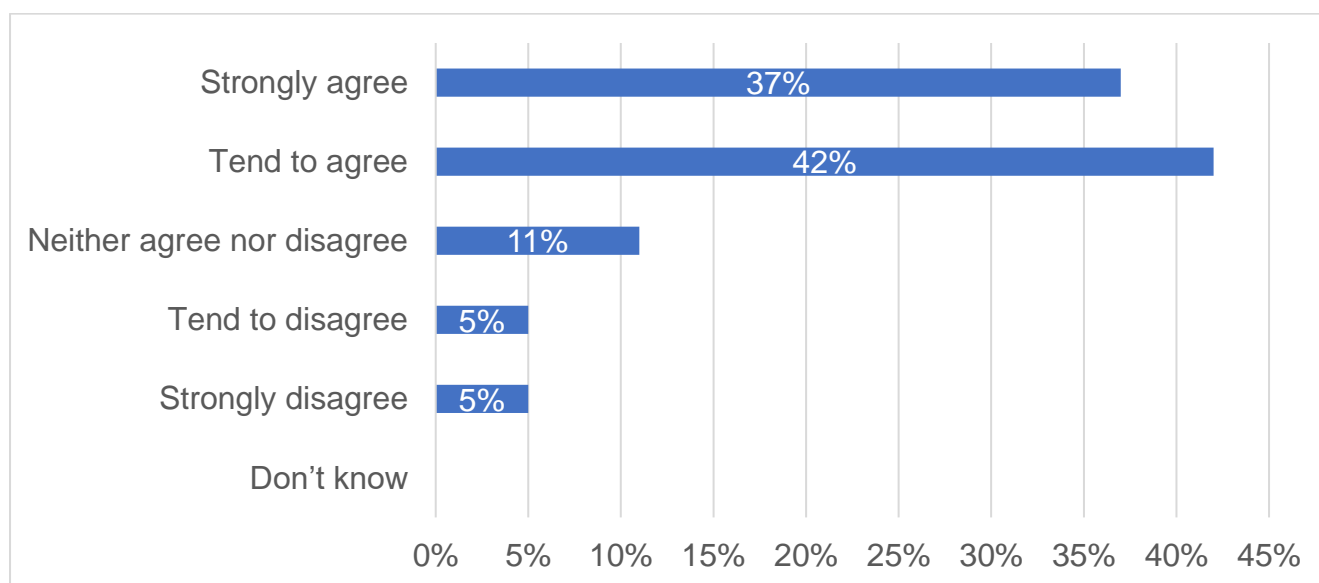
“You need to add in providing alternative provisions to get cyclists and horse riders off the roads”  
Downs Farm Trust

“Vehicles should already be safe and up to current national standards, so better enforcement of defect vehicles should be done. Educating the public that it is unacceptable to speed and drive defective vehicles should be done. Requires campaigning in much the same way that drink driving was.” Kent Group of Advanced Motorists

### 13.1.3 Stakeholders - Community CIRCLE

. 79% of stakeholders support, strongly support (37%) or tend to support (42%), Community CIRCLE with only one organisation strongly disagreeing and one tending to disagree. This is only just higher than 76% support seen from all respondents to the consultation.

Figure 20 - showing stakeholders' support for Community CIRCLE



There was one comment from the organisation that strongly disagreed:

“Feeling safe is subjective I’d prefer to stick to fact.” An unnamed educational establishment

There was one comment from the organisation who tend to disagree:

“I dislike manufacturing "acronyms" to define priorities” Residents Group against Swale Borough Local Plans to Urbanise Teynham

Some comments from those who strongly support the Community CIRCLE:

“Localising campaigns is an excellent idea to help create relevance. Campaigns must help to raise awareness of specific roads/junctions/behaviours to make it as relevant as possible to all road users.” Air Ambulance Kent Surrey Sussex (KSS)

“Please be aware that non-motorised users (especially horse riders will avoid places that they think are dangerous - low collision rate does not necessarily reflect safety or lack of need” British Horse Society

“Community liaison hugely important but hitherto it appears KCC has a go it alone approach and not constructively working with potential partners.” Unnamed motoring organisation

“How will this work? there aren't enough police to help. We have a Speedwatch in our village and during lockdown when we are not allowed to watch for speeding traffic is noticeably much faster.”  
Spokes East Kent Cycle Campaign and Wheel Potential CIC

Some comments from those who tend to agree with the Community CIRCLE:

“Some, but not all, motorcyclists consider themselves to be part of a motorcycling community. This community is not defined by geography but, rather, a shared passion for motorcycling. This community of individuals with shared interests and values feel that they are targeted and victimised by other communities, even when they are simultaneously members of that other community. The “Localise” element of the CIRCLE acronym thus needs to be treated with extreme care.” Motorcycle Action Group

“i do not think more speed cameras are the answer these often cause issues with sudden and harsh braking in strange areas but better signage is a key way forward and be prepared to spend the money on road repairs and redesign when needed” Motorcyclist Educators and Learners

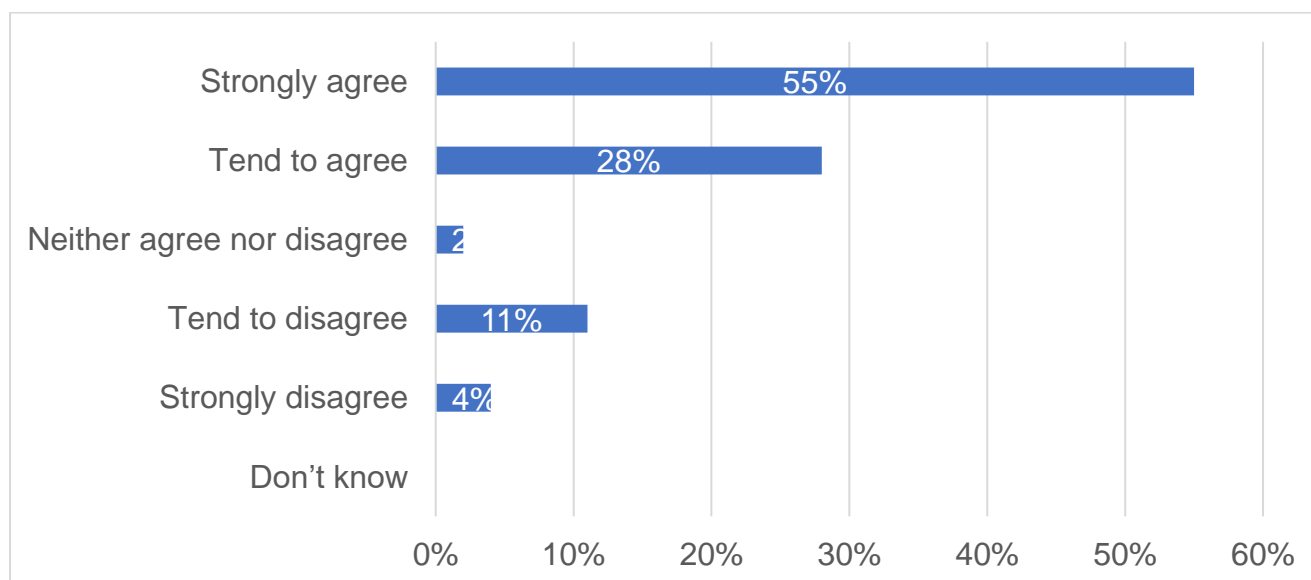
“Whilst we agree with the majority of the community circle we would like to see localised campaigns not only at casualty cluster sites but also by looking at where offenders come from (speed / distraction driving etc). They may be importing them from other areas. Therefore only targeting a casualty site may mean the main culprits are not targeted effectively.” Road Safety Support

## 13.2 Local councils

### 13.2.1 Local council - support for Vision Zero objectives

Figure 21 shows 83% of local councils strongly support (55%) or tend to support (28%) the Vision Zero objectives. This is higher than 77% support seen from all respondents to the consultation.

Figure 21 - showing local councils' support for Vision Zero objectives



There was one comment that strongly disagreed with the Vision Zero objectives:

“The policy focus is also too narrow. The public concern about traffic is not only related to the level of fatalities and injuries. ... the policy fails to recognise that air and noise pollution from traffic is equally important.” Hernhill Parish Council

The comments from those who tend to disagree were:

“Surely the aim is to reduce or eliminate road accidents and bad road behaviour to reduce harm and fatalities. Fatalities form a small proportion of the issue and are a small representation of outcome rather than a root cause.” Birchington Parish Council

“No mention of zero fatalities for dogs or horses. 30 years communicates a lack of ambition/ defeatism and is as unjustifiable as anything other than zero. seriously injured is as important as killed and should be included. i.e., minor/ fully recoverable injuries only should be tolerated.” Westwell Parish Council

“The aim is something that no one can disagree with, however the ways of achieving it are predominately aspirations rather than physical changes.” Ash Council

“Whilst admirable, zero is realistically unachievable. Whatever measures are in place, human error always plays a part. A more realistic objective is "close to zero".” Brenchley & Matfield Parish Council

“According to your chart the Kent road fatalities is already falling below the target rate.” Wyching Parish

Some of the comments from those who strongly agreed:

“Agree with KCC's holistic approach” Horsmonden Parish Council

“The Vision Zero is a comprehensive and encompassing strategy, it covers a number of important issues that Parish Councils actively support within the community” Wilmington Parish Council

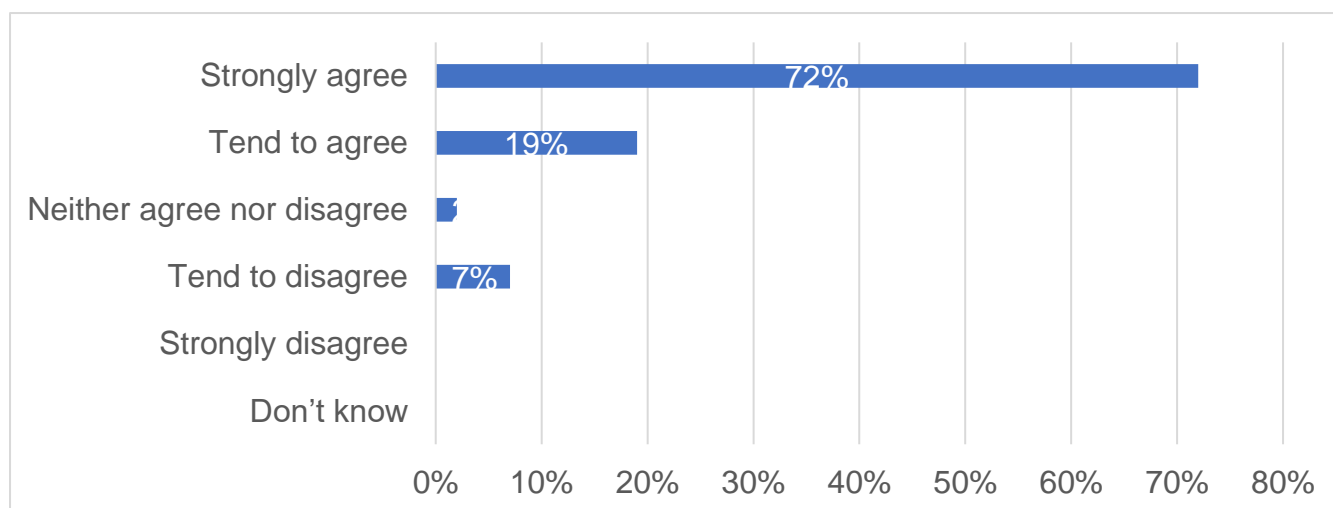
“As the strategy states the vision may not be possible but this should be the aim and needs to be supported by all the stakeholders and all users of the roads within the county.” Ashford Borough Council

“Everyone has the right to arrive home, to school, work or elsewhere - alive and safe” TWBC - Culverden Conservative

### **13.2.2 Local Councils - Safe Systems**

91% of Kent's local authorities that responded to the consultation either strongly agree (72%) or tend to agree (19%) with the Safe Systems approach. This is much higher than 81% support seen from all responders to the consultation. No council strongly disagrees compared to 9% of all respondents.

Figure 22 - showing local councils' support for the Safe Systems approach



The comments from those who tend to disagree are:

“The Safe Systems approach has a strong bias towards the role of individual choice as a central part of the strategy. To some degree, this is of course true but it does not appear to recognise that many parts of Kent are rural where there are limited options for alternatives unless the need for resource allocation is not only based on data that will always favour main routes and urban centres.” Ash Council

“If the fatalities rate is already below the target rate, why do we need your intervention?” Wyching Parish

“Do you have money for this.” Unnamed Parish Councillor

Some of the comments from those who strongly agreed were:

“We commended the document for imposing 20 mph speed limits to minimize accidents and would welcome 20MPH speed limits within our Area” Snodland Town Council

“All safety measures identified appear correct and the right way forward. Funding will be the issue.” Brenchley & Matfield Parish Council

“This approach emphasises that there are many different factors that influence road safety.” Horsmonden Parish Council

“We would encourage more integrated transport initiatives.” Sevenoaks Town Council

“Campaign to educate road users is key – should work with delivery drivers, hauliers on training. Accreditation scheme? Similar to London schemes?” Aylesham Parish Council

“Safe System is considered best practice in road safety according to the World Health Organisation (WHO)<sup>3</sup> and the Organisation of Economic Cooperation and Development (OECD)<sup>2</sup> and is therefore the most sensible approach to implement.” Ashford Borough Council

“Safety should be the number one priority - as it is with most major companies” TWBC - Culverden Conservative

Some of the comments from those who tend to agree were:

“Safe systems need appropriate monitoring and maintenance. It is no good providing an accident remedial system or facility if that system or facility is not maintained.” Borden Parish Council

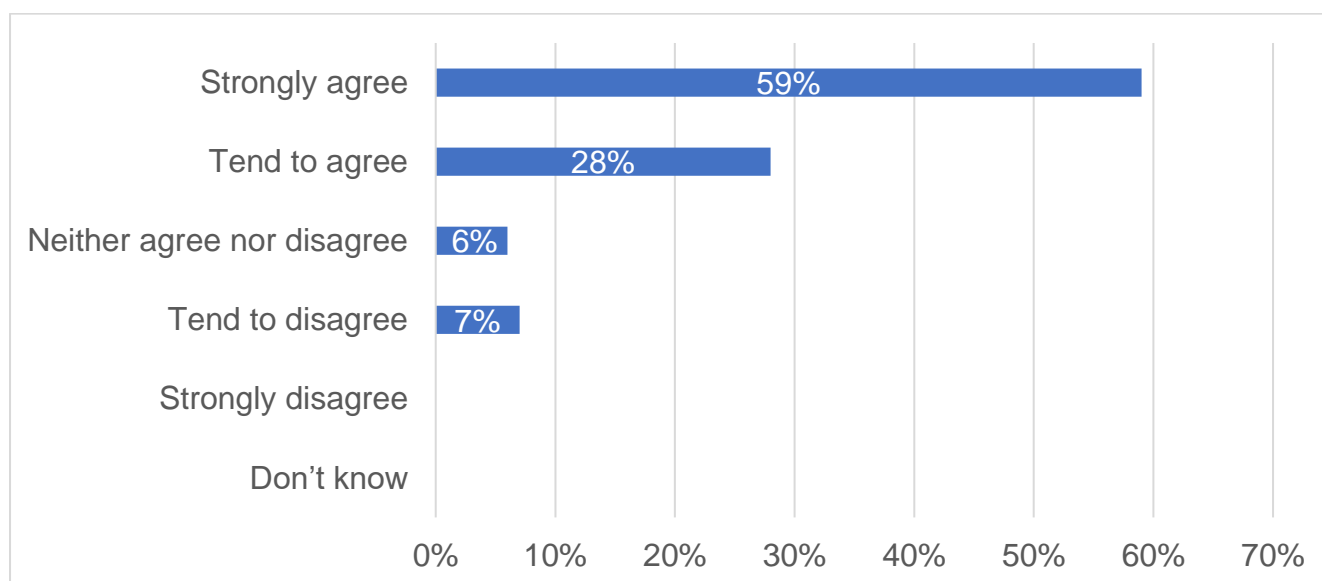
“From a parish perspective Safe Design and Safe speeds should be inseparable including enforcement.” Westwell Parish Council

“Good intentions, however, during a recent road improvement scheme the Parish council was consulted and our views regarding the widening of the road around our traffic islands, which helped with slowing down of larger vehicles, was ignored, the road was widened and the HGV now speed through the village.” Challock Parish Council

### 13.2.3 Local Councils - Community CIRCLE

87% of Kent's local councils that responded to the consultation strongly agree (59%) or tend to agree (28%) with Community CIRCLE. This is much higher than the 76% support seen from all respondents to the consultation. None strongly disagree compared to 11% of all respondents.

Figure 23 – showing local councils' support for Community CIRCLE



The comments from those who tend to disagree are:

“We find the concept of Community Circles confusing and not explained that clearly in the document. The concept of everyone working together is sound but a better way of getting that message across needs to be found.” Borden Parish Council

“Did you come up with the acronym first? Our Parish has been asking for something to be done about speeding on the Faversham Rd for years with zero support.” Wyching Parish

“Action tends to always lag behind the problem - there is a real problem with speeding and anti social driving in my area but nothing can be done until someone is injured or dies. This has to change.” Birchington Parish Council

The comments from those who strongly agree are:

“The Kent Highway Improvement Plans are a good start but there needs to be more two way interaction.” Coxheath Parish Council

“All of the above are worth trying.” Birchington Parish Councillor

“Engagement and education with the community will be vital for this approach to work. This approach relies on everybody taking responsibility for their own actions.” Meopham Parish Council

“Traffic speed on all roads and air quality at black spots are key issues.” Detling Parish Council

“We already know of 3 schools in Sheerness with problems regarding cars and the school run. We need a much more communal approach to solving the problem which we are hoping KCC will help us with.” Sheerness Town Council (Transport and Planning section)

The comments from those who tend to agree are:

"Localise campaigns to focus on casualty cluster sites" is good in principle but must be information-driven rather than driven by local anecdote or emotion. Objectivity depends on providing publicly - accessible, accurate accident information.” Frittenden Parish Council

“As I Parish Councillor this in principle sounds good but how will my parishes concerns be more important than our neighbouring. Also, what guidance and support will you give the parish council.”  
Local Parish Councillor

“The current process for responding to community concerns is arduous and extremely slow to deliver. Communities wait years to have reasonably small changes implemented. These changes usually relate to speed or known accident black spots. This lack of action has a very real impact on the day to day lives of residents. The process should be overhauled and response-time targets introduced.” Ightham Parish Council

**See Appendix 2 for charts showing responses to Actions 1-38 for organisations.**

## 14. Professionals' responses

29 people responded to the consultation as professionals, but it is clear many professionals responded as an organisation, via email or attended one of the events.

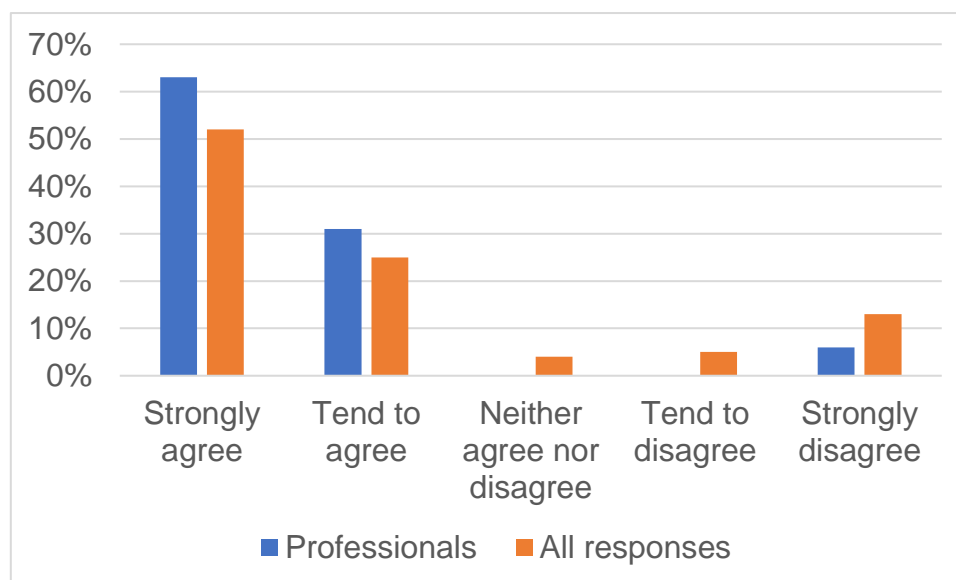
Their professions were:

- Academic / researcher
- Approved Driving Instructor and IAM RoadSmart Advanced Driver
- Area Manager for the Road Haulage Association
- BHS Accredited Professional Coach, also HCPC Occupational Therapist
- Bikeability Instructor
- Chartered Transport and Logistics Professional
- Cycle Training manager for Local authority
- Executive Director RoadSafe
- Fleet manager
- HGV driver
- KCC Safer Mobility Officer
- Motorcycle instructor
- Officer in Highways & Transportation, KCC
- Parish Clerk
- Police officer
- Professor of Social Psychology and researcher on driver behaviour
- Road risk consultant
- Road safety engineer and road safety auditor
- Road Safety professional
- Road Safety Trainer
- Schemes Project Manager in KCC SPD team
- School Crossing Patrol X 3
- Transport Consultant
- Transport Planner
- Transport professional
- Transport Professional and Local Government Technical representative
- Youth Worker

### 14.1 Professionals - Vision Zero objectives

Professionals showed stronger support for the Vision Zero objectives than all respondents with 63% strongly agreeing compared to 52% of all respondents and 31% tending to agree compared to 25% of all respondents. Only 6% of professionals strongly disagreed compared to 13% of all respondents.

Figure 24 – showing professionals’ support for Vision Zero objectives compared to all responses



Comment from the professional who strongly disagreed:

“It did not state clearly in detail how much road safety strategy is applied for Horse Riders, and also for people who need to use mobility as an occupation to improve their health.” British Horse Society (BHS) Accredited Professional Coach

Some of the comments from those who strongly agreed were:

“To reduce the impact of road deaths and loss of life on families and the environment is an incredible aim.” Transport Consultant

“I think 30 years is too long a target - so many things will change in this time. There needs to be a much shorter target. Climate change actions have set shorter targets. As have most businesses” Bikeability Instructor

“The fear of using the streets is suppressing use of Active modes. In the vision some reference needs to be made in the vision to increasing cycling and walking to (set target) whilst reducing fatalities to zero. Otherwise the strategy can be used to justify increased mode segregation.” Transport Planner

Some of the comments from those who tend to agree were:

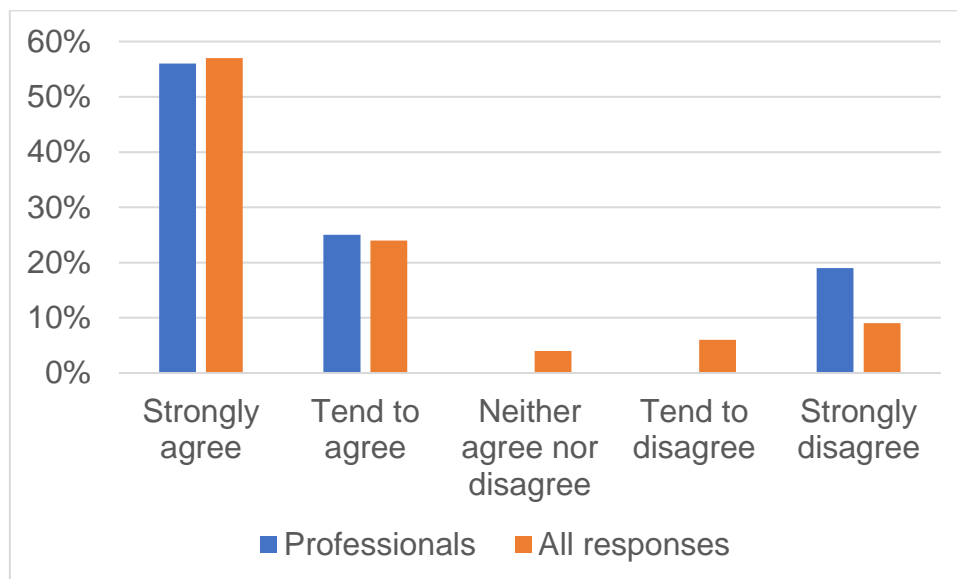
“The ambition of zero fatalities is something that all responsible members of the public should aspire to; however, in reality there are far too many variables that will affect the ability to achieve this ambition. Whilst there should be a target, this should be reflective of 'not setting organisations up to fail' or be carried away by (e.g. finance) trying to remedy a problem that does not actually exist and therefore waste precious resources. It is more appropriate to reflect that it should be as close to zero as possible, without actually putting any figures around this.” KCC Safer Mobility Officer

“No level of death caused by road collision is acceptable and in this sense vision zero is the only reasonable target.” KCC Schemes Project Manager

## 14.2 Professionals - Safe Systems

There was very little difference in support for Safe Systems between professionals and all respondents. 56% of professionals strongly agreed compared to 57% of all respondents. 25% of professionals tend to agree compared to 24% of all respondents. A higher percentage (19%) of professionals strongly disagreed with Safe Systems compared to 9% of all respondents.

Figure 25 - showing professionals' support for Safe Systems compared to all responses



Some comments from those who strongly disagreed:

“It misses the point. Less vehicles and substantially increased use of active travel modes in urban areas would dramatically reduce fatal accidents and justify the redesign of streets necessary. The safety strategy is far too narrow in its focus.” Transport Planner

“Safe street- you can design the perfect road, remove or add any perfect roadside furniture...and still have a driver who manages to crash! You cannot remove human error. Safe behaviours- you can educate, campaign, teach and hope individuals will learn- but it's their willingness to select those behaviours that make it successful- you won't achieve 100% buy in. Humans will be humans?! Safer vehicles- do there is a vast proportion of families on benefits and low income- this is extremely up achievable for them. Post collision response-sorry is this not what police do?

Whilst it's great to suggest to the public you'll help, you appear to have missed that these are investigations, with specialist teams - I'm not sure how accurate this is and think this is misleading public perception of what you will do.” Police Officer

Some comments from those who strongly agreed:

“Road collisions and casualties are actually rare and random events, usually brought about by a combination of factors. Hence the strategy need to be all encompassing to eradicate / minimise these factors right across the range. The obvious barrier is lack of resource / finance.” Cycle Training Manager for local authority

“Safety of vehicles and roads can only take us so far so targeting driver behaviour and training is important to be included.” Transport Consultant

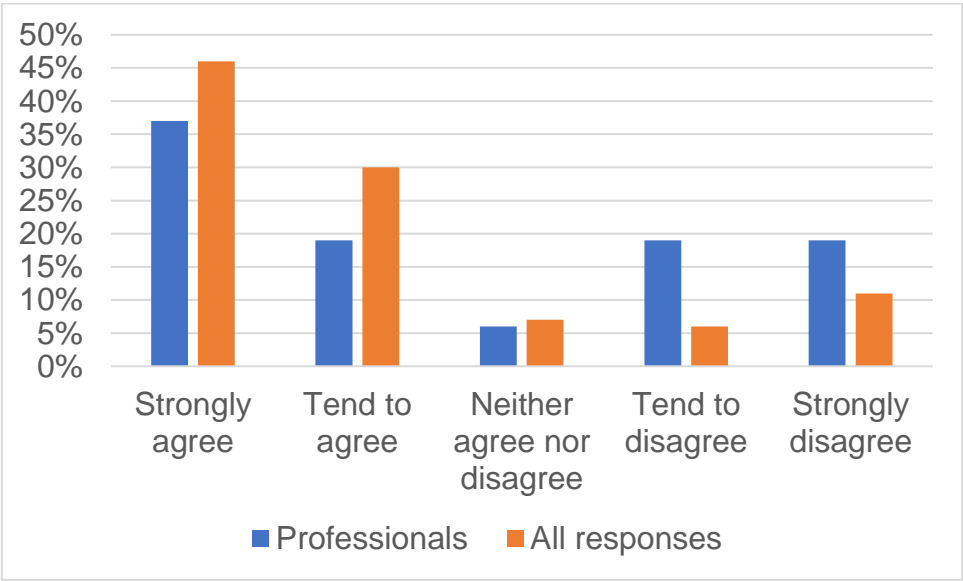
Some comments from those who tend to agree:

“The safe systems approach is again one that is appropriate but further indicates those variables that (locally) are very difficult to influence e.g. safe vehicles must be an international/national response and cannot be managed locally; changing of roads is questionable as vast majority of RTC's are the responsibility of the driver/rider/pedestrian and not because of the road; financial costs to achieve many of these systems must be considerable and probably beyond one or more of the organisations with responsibility to deliver.” KCC Safer Mobility Officer

### 14.3 Professionals - Community CIRCLE

Unlike the Vision Zero objectives and Safe Systems, professionals showed less support for Community CIRCLE. Only 37% strongly agreed compared to 46% of all respondents. 19% tend to agree compared to 30% of all respondents. Conversely, 19% tend to disagree compared to 6% of all respondents and 19% strongly disagree compared to 11% of all respondents.

Figure 26 - showing professionals' support for Community CIRCLE compared to all responses



Some comments from those who strongly disagreed:

“In honesty, public perception of what is wrong is often mismatched to reality of law. We went through a real neighbourhood driven response some years ago- and it was unrealistic, that’s with the support of specials, pcsos and community wardens. In the end, drastic decisions about what we will respond to has to made-in order that what we do is qualitative. You are going to expected to respond to perceptions...and will not be able to meet demand, which will result in typical failing to meet what you’ve set out to do. Or reverting to addressing only the things you can do based on data/evidence...” Police Officer

“Too narrow in its focus. Needs to be developed alongside strategic approach to encourage use of active modes. Putting in 20mph zones without investing properly in cycle infrastructure and promoting use of cycling (properly not just tokenism) will simply backfire and elicit negative feedback from local people.” Transport Planner

Some comments from those who tend to disagree:

“In my experience, community concerns from consultations are not representative of the actual issues and can be skewed away from the factors actually increasing risk. E.g. foreign lorry drivers blamed / potholes even in areas which can be proven not to have either issue. However, support

from communities is vital for the success of new initiatives, they just shouldn't be overly involved in the design.” Cycle Training Manager for local authority

Some comments from those who strongly agreed:

“All sounds very nice but needs to go further than cluster sites. People don't choose not to walk and cycle because of a particular site. They feel intimidated on most roads. Give them priority. When they press a pedestrian crossing button don't make them wait breathing in the fumes while motor vehicles keep moving to the next hold up- psychologically you are making them feel less important than all those people sitting (often singly) in their warm safe cars... set the lights to change straight away for those who walk (or cycle). Make the drivers think that maybe they could have walked that short journey. Pedestrians waiting too long decide to cross before their green light - more likelihood for a collision. Give pedestrians priority.” Bikeability Instructor

Some comments from those who tend to agree:

“The concept of ‘feeling safe’ as an aspiration is problematic. Firstly, it is difficult to assess objectively. Secondly, feeling unsafe can be a useful survival tool. When looking at fatal collisions in the last three years, the proportion of collisions that occurred when roads were wet was no higher than for all collisions. This could imply that, in wet conditions, drivers understand the risk of loss of control is higher and adapt their driving accordingly. If pedestrians feel unsafe, they take greater care before stepping out into the carriageway. If road users feel safe, they take greater risks and injuries are more likely. Sense of safety needs to be in proportion to the actual road risk.”  
Road safety engineer and road safety auditor

“Community engagement can be invaluable when promoting the reasons for change to bring about a greater level of understanding and subsequently compliance and acceptance of an engineering measure. Stating that community concerns need to be aligned with collision data is reassuring. Extent and purpose of community engagement needs expanding upon - with CRM's extensive community engagement in terms of approving and shaping options for improvement and ultimately identifying an 'acceptable' scheme could result in considerable delays in delivering intervention. KCC officers should be empowered to continue to identify solutions to casualty clusters and routes based upon their analysis of facts (including crash data), skills, experience, knowledge and qualifications.”

**Graphs comparing professionals with all respondents' responses to some of the actions have been included in Appendix 3.**

## 15. Emailed responses – non-questionnaire

There were 23 responses received by email to the Vision Zero inbox; these were predominantly from organisations. We also received a response from a team at Kent County Council, two disability campaigners and a driving instructor.

Of the emailed responses, all stated some level of support for Vision Zero objectives, apart from one which appeared opposed to Vision Zero and one which was unclear.

The organisations that responses by email can be split into seven categories:

- Road safety professional organisations
  - Action Vision Zero (AVZ)
  - Parliamentary Advisory Council for Transport Safety (PACTS)
  - Road Safe (RS)
  - Towards Zero Foundation (TZF)
- Regional government officials and organisations
  - Kent Association of Local Councils (KALC)
  - Kent Police and Crime Commissioner (CC)
  - Traffic Commissioners Office (TCO)
  - Transport for the South East (TfSE)
- Cycling groups
  - Maidstone Cycle Campaign Forum (MCCF)
  - Thanet Cycle Forum (TCF)
  - Tunbridge Wells Bug (TWB)
- Local councils
  - Ashford Borough Council (ABC)
  - Aylesford Parish Council. (APC)
  - Medway Council (MC)
- Disability groups and campaigners
  - Disability campaigner A
  - Disability campaigner B
  - Tunbridge Wells Action Group TWAG
- Freight and transport associations
  - Road Haulage Association (RHA)
  - Logistics UK (LUK)
  - Network Rail (NR)
- Residents' groups
  - Tunbridge Wells Town Forum

Organisations that responded by email were:

- Action Vision Zero
- Ashford Borough Council
- Aylesford Parish Council
- KALC (Kent Association of Local Councillors)

- Kent Police and Crime Commissioner
- Logistics UK
- Medway Council
- Maidstone Cycle Campaign Forum
- Network Rail
- PACTS (Parliamentary Advisory Council for Transport Safety)
- Road Haulage Association
- Road Safe
- Towards Zero Foundation
- Thanet Cycle Forum TW Bug
- Transport for the South East
- Traffic Commissioners Office
- Tunbridge Wells Action Group
- Tunbridge Wells Town Forum

These can be split into the following categories with number of responses:

- Road safety professional organisations – 4
- Regional government officials and organisations – 4
- Cycling groups – 3
- Local councils – 3
- Disability groups and campaigners – 3
- Freight and transport associations – 3
- Residents groups – 1

## 15.1 Road safety professional organisations

These organisations all support Vision Zero and Safe Systems and are nationally or internationally recognised experts in their fields. Their feedback is supportive and offers some excellent advice for how to improve the draft strategy.

- All four recommend Key Performance Indicators (KPIs) for measuring the success of the strategy, with three referencing the PACTS report suggesting KPIs measuring compliance levels to speed limits and number of vehicles meeting New Car Assessment Programme NCAP 5\* rating, rather than basing success on numbers killed or seriously injured. AVZ also recommends inclusion of numbers of people choosing to walk and cycle.
- All four suggested adopting the interim target of 50% reduction in fatal and serious injuries by 2030.
- PACTS, AVZ and TZF all welcome the integration of the road safety strategy with other strategies including Active Travel, Zero Emissions and Public Health.
- PACTS and Road Safe support community engagement. PACTS went further to propose trials of innovative low-cost traffic calming measures with community support.
- All four support linking safety technology to zero emission vehicles together with engagement of fleets and businesses.
- PACTS and AVZ suggest data analysis should focus on the vehicle involved, not just the victims of collisions.
- Three of the organisations propose that using communications to amplify the impacts of enforcement activities should be the main focus of the Safer Behaviours chapter, with PACTS and TZF proposing a focus on speed reduction.

- PACTS and AVZ suggest closer partnership with Public Transport Operators.
- PACTS and TZF suggest a focus on engineering measures, with TZF suggesting inclusion of thresholds of crash survivability.
- PACTS and TZF suggest expanding the Casualty Reduction Partnership to include NHS, Public Health, Active Travel and business representatives.

## 15.2 Regional government organisations

- All four organisations support Vision Zero and show strong support for community engagement.
- The Crime Commissioner suggests, “community deals with residents. To help with evidence, education, prevention and enforcement, KCC could implement a lower speed limit if a Speedwatch group was established.”
- The TCO notes caution for implementation of the proposed Fleet Operators Recognition Scheme for HGVs.

## 15.3 Cycling groups

- All three organisations supported Vision Zero and the Safe Systems approach.
- There was support for linking to active travel policy, specifically the recently published national guidance, ‘Gear Change’.
- All supported a road danger reduction approach, as opposed to just measuring casualties.
- All stressed that the strategy must include reduction in serious injuries as a KPI.
- Two referenced community engagement positively, but TWB noted this should not allow NIMBYs to prevent change. MCCF and TWB suggested a 50% reduction in fatalities by 2030.
- TCF and TWB suggested population wide strategies as opposed to cluster sites. They also suggested adoption of Vision Zero targets for new development sites in Kent.
- MCCF and TCF suggested road safety engineering schemes should include active travel objectives.

## 15.4 Local councils

- All three organisations supported Vision Zero and the Safe Systems approach.
- All supported links to public health and active travel.
- APC suggested “behaviour change plan involve engagement from localised Health and Wellbeing Boards supporting reducing obesity levels”.
- All supported community engagement. ABC noted, “community engagement must be meaningful and sustained.” APC noted, “Listen to the Local Community not only take into account the statistics”.
- ABC supported the proposal for Road Safety interventions to become preventative taking account of community concern, rather than just ‘reactive’ to where collisions have taken place.

## 15.5 Disability groups and campaigners

- All supported Vision Zero and a focus on safety. Disability campaigner A and TWAG had reservations about the safety of cycle routes for disabled people.

- All showed concern about e-scooter safety particularly e-scooters on pavements.
- All showed concern about cycles on pavements and proposed segregated cycle lanes.
- All expressed concern about adequate implementation of accessible design, especially drop kerbs.
- Disability campaigner A noted that disability groups could provide the council with expert advice.
- TWAG and disability campaigner B suggested that speed limits in villages should be 20mph.
- TWAG supported implementation of Autonomous Emergency Braking (AEB) for motor vehicles and urged greater speed of regulation for vehicles in Kent.
- Disability campaigner B noted the increase in speed and traffic and suggested more public transport.
- Disability campaigner B also noted disabled people should be remembered when considering School Streets.

## 15.6 Freight and transport associations

Two of the leading associations representing freight and fleet operators and drivers responded to and attended the stakeholder sessions. Network Rail responded to the consultation primarily with regard to the safety of level crossings.

Road Haulage Association (RHA)

Logistics UK (LUK)

Network Rail (NR)

- LUK specifically mention their support for Vision Zero objectives.
- RHA support road safety and Project EDWARD (Every Day Without A Road Death), and express support for Vision Zero.
- RHA and LUK both object to the proposal to implement FORS or equivalent for Kent's own fleet and for researching opportunities for implementation of similar requirements for fleet operators making deliveries to KCC.
- NR raise the issue of level crossings and a desire to work in partnership to make the points where the highway network meets the rail network as safe as possible.

## 15.7 Residents groups

Tunbridge Wells Town Forum were very supportive of the focus on engagement with communities, collaboration of road safety with active travel objectives such as more pedestrian crossings. They suggested behaviour change should be backed up by enforcement.

## 16. Kent Association of Local Councils (KALC) events

The following discussion points were taken from the KALC events held on 24 February and 3 March 2021. The events provided local council representatives the opportunity to answer questions, contribute ideas and participate in polls relating to the strategy. After scene setting presentations, participants were given three breakout sessions, followed by a feedback session to the entire group.

The questions posed were as follows:

Breakout 1:

- Vision Zero - Safe Systems approach – what do we think of it?

Breakout 2:

- What is the role of local councils in this process?
- How can we work with communities to achieve change?
- What other partners do we need to engage with?

Breakout 3:

- How should subjective (feeling safe and quality of life) and objective (casualty statistics) safety be measured?
- How do we manage expectation?

Responses:

The responses to the questions and polls from both events can be broken down into seven common themes, the first of which revolved around the Vision's targets and feasibility.

Interestingly, there were some conflicting opinions which either stated the proposals were too ambitious or not ambitious enough. Some comments suggested that 5-year interim targets need to be set to ensure the overarching aim of zero fatalities by 2050 is achieved, as well as working harder towards halving the number of deaths on Kent's roads by 2030. Conversely, some feedback stated that Kent Highways are at risk of overpromising objectives and underdelivering in performance, highlighting the importance of reviewing the available resources and prioritising key aspects of the Vision accordingly.

Other comments in this theme included:

- Use milestones and monitor progress to show what is and what is not working.
- Costs in the future without the Vision, such as post collision response and healthcare need to be put into perspective against the costs of implementing Vision Zero now to secure more funding and support.
- Sweden implemented an approach to have zero fatalities on focused roads which could be a method Kent Highways adopt.

The second key theme which came from the discussions is that Kent Highways needs to improve its communication and relationships with various stakeholders, particularly with parish councils. Like the consultation, it was suggested that working closer with parishes is a fundamental part of managing the project as local knowledge is paramount to identifying and mitigating high risk areas. The consensus is that KCC need to attend parish council meetings and build working relations with members, ensuring that there are clear channels of communication. It was also discussed

that county councillors need to be more responsible for road safety and work much closer with parishes and meet regularly with their elected representatives. Further to this, attendees also raised that Kent Highways should look to work with specific road user groups, such as cyclists and horse-riders, to receive feedback and develop ideas to improve their safety.

Other comments included:

- Specific groups within parishes that focus on traffic and transport matters need to be communicated with by Kent Highways
- What role do borough and district councils play in the Vision?
- A community flow chart would be useful so parishes know who to contact regarding specific issues.
- Special action groups can be used for feedback on road safety.
- Kent Highways attending KALC area committees as guest speakers could prove to be useful; this was well received in Swale.
- Kent Highways need to work with developers and consider the views of and impacts on nearby residents.

The third most common theme to come out of the events revolved around education and enforcement. The education aspect of this discussion had a more proactive approach as opposed to educating road users who have already committed an offence. It was agreed that targeting schools and colleges for more education around the matter should be a high priority to promote awareness of road safety to future road users. It was also discussed that current road users should have access to a “graduate driver course” or be legally required to take an “informal” driving test on a 10 yearly basis to refresh their skills and remain up to date with the Highway Code. Participants also acknowledged that all road users will make mistakes from time to time, and it is therefore necessary for the network to be designed in a way that mitigates the possibility of human error leading to serious or fatal collisions.

In terms of enforcement, talking points included increasing the number of double yellow lines to prevent on-street parking, implementing measures to prevent HGVs using unsuitable rural roads, and putting more focus on preventing speed. To identify the areas in which these problems occur, it was suggested that taking photographs would be an effective way to target the worst affected locations. It was generally agreed that Speedwatch does not prove to be entirely effective in preventing speeding vehicles and takes a lot of effort for little reward and engagement from Kent Police. To reduce speeding, Kent Police needs more presence in the county.

Other discussions points included:

- A rating system could be created to highlight potentially dangerous areas which are not classed as accident hotspots.
- More safety barriers need to be installed to prevent pedestrians taking risks and crossing roads in dangerous areas.
- Infrastructure needs to be built for vehicles other than cars.
- Vulnerable road users need to wear brighter and more reflective clothing on dark roads.
- Air and noise pollution and vehicle size are issues which should not be ignored; try reducing all speed limits by 10mph as a trial and review the results.

The next key theme revolved around schemes, forums and legislation. Again, it was mentioned that Speedwatch is not fully effective and needs more exposure and support. On a similar note, the Highway Improvement Plan process was said to be ineffective as communities need more

understanding and clarification over how they work and what to expect in return. There is also frustration over how long the process is for implementing new speed limits through the Joint Transportation Board, something which will need to be reviewed in line with the aims of Vision Zero. Other important points included criticism of the safety of SMART motorways, with participants acknowledging that this is a Highways England matter, and questions over the current legislation regarding parking on pavements and how it may need to be changed going forwards.

Much like the response to the questionnaire, there was strong support for collision reporting to be improved and broadened to include near miss and damage only collisions. This would enable Kent Highways to have a more proactive response to mitigating risk and preventing personal injury collisions. Kent Highways should not be fully reliant on the crash data it currently uses to prioritise locations for engineering or enforcement. It was suggested that parishioners should have access to an online portal to report these incidents, provided that there is clear definition as to what qualifies as a “near miss”. Conducting surveys was also suggested as a positive way to receive data from communities on how safe they feel in their area and to generate ideas to improve local roads, using parish newsletters and social media to promote this information.

A few points were made with regards to vehicle design and technology, highlighting that there needs to be a focus on vehicle intelligence to regulate speed and improve driver behaviour in future. Presently, more traditional methods should be used to control driver behaviour and safety, such as installing dashcams and black boxes to a greater number of vehicles. Despite the benefits of new technology in the future, there were concerns over the lack of sound electric vehicles make, meaning that there is potentially a greater risk for vulnerable road users in the coming years when these types of vehicles become more common. In addition, it was mentioned that rural roads are not suitably designed for traffic today, let alone in the future.

Lastly, two points were made regarding general safety and maintenance. There are huge costs to parish councils to improve safety and carry out regular maintenance of local roads to ensure they are fit for use, meaning that they need much greater financial support from KCC. Further to this, urban roads are prioritised too often compared to rural roads. Equal support and maintenance are required to achieve the desired outcome of this strategy.

## 17. Internal stakeholder event

The internal stakeholder event was attended by over 50 managers, team leaders and representatives from departments across KCC. The majority were from Highways, Transportation and Waste, with Public Health and other teams also represented.

Some of the key questions/points made regarding Vision Zero were:

- General agreement that Vision Zero is internationally recognised and the correct thing to do.
- Why is the target 2050? Is this too long considering the Highways England target is 2040? Should there be interim reviews/targets?
- Will there be a natural reduction over the next 30 years anyway due to technology and use?
- Is this going to promote more active travel and if so, is this going to create issues elsewhere?
- Are we looking at fatalities only, or is it including serious injuries?
- Member support will be critical. Do we have their support in making tough decisions that might not always be popular with some members of the public i.e., reducing speed limits in certain areas?
- PR and communications will be important.
- Is fear of being able to travel something we should try to address?
- Vision Zero needs to be a much higher-level approach rather than just Kent Highways.
- Vision Zero Strategy states: "It is Kent County Council's (KCC) ambition to make walking and cycling an attractive and realistic choice for short journeys. Alongside the health and wellbeing benefits of walking and cycling, we can also see improvements to air quality and benefits to the local economy." This could/should be strengthened to "It is KCC ambition to make walking and cycling the best and preferred option for short journeys by all parts of society that can travel by these means - with safety both real and perceived being the foundation of making it favoured by people."
- Strategy needs evidence base/examples of what has worked/good practice in Kent and elsewhere where others have been implementing vision zero and community engagement.

Some of the key points regarding community involvement were:

- Data collected by parishes needs follow-up.
- Localised campaigning to include the Road Safety and Schemes Teams.
- Everyone needs to know what is going on, so communication and marketing needs to be strong.
- Need to be careful how we use community responses, not promise too much we cannot deliver and that we are not just reacting to those with an agenda.
- What is the line between 'this is an accident waiting to happen' but there isn't an issue to be solved?
- We should publish all of our CRM Casualty Reduction Measure schemes we will be delivering on KCC's website, so the public are able to see.

Other comments:

- Telematics will be useful if used in appropriate network. Alternatively, some studies suggest an increase in accidents.

- Dates are required regarding actions.
- Should promote health benefits of active travel.
- Should we invest in things that make it easier for people to travel less?
- A risk-based approach is sensible.
- Technology will be critical, both in terms of communication and for targeting future campaigns e.g. pedestrians concentrating and in-car use of phones.
- We need to make the car the least attractive option and active travel the most attractive.
- Many of the parish councils and community are unaware of the good work being done in terms of education. Does this need to be publicised more?
- Engineering is very much at the forefront of what the parishes and public believe needs to be done to reduce and prevent crashes - we need a much more collaborative approach with education and enforcement - and sell that with the public too. We need some guidance to sense check requests and not allow this to become a floodgate for shopping lists so to speak. We still need to take the lead as professionals.”

## 18. External stakeholder event

The external stakeholder event was attended by 60 individuals from a wide variety of organisations. Among those involved were:

- 20s plenty
- ABD Association of British Drivers
- AECOM / FORS
- Age UK
- Air Ambulance
- Ambulance Service
- Atkins Global
- Bikeability
- British Horse Society
- Centre for Independent Living Kent (CILK)
- Cycling UK
- Engaging Kent
- Global Scaffolding
- Highways England
- Headteacher Sandhurst School
- Involve
- Journalist
- Kent Group of Advanced Motorists
- Kent Police
- Kent Fire and Rescue Service
- Lady Jane School
- Let's Ride
- Living Streets
- Logistics UK
- Motorcycle Action Group (MAG)
- Maidstone Cycling Forum
- Medway County Council
- Network Rail
- The Parliamentary Advisory Council for Transport Safety (PACTS)
- Kent and Medway Road Safety Partnership
- Peter Robinson Safety
- Road Haulage Association
- RMS Transport
- Road Safety Support
- RoadPeace
- Royal Tunbridge Wells and Area Access Group
- Royal Society for the Prevention of Accidents (ROSPA)
- Road Safety GB (RSGB)
- The Thinking Schools Academy Trust
- Vision Zero Foundation
- Warwickshire County Council

During the event there were three breakout sessions (with 6 breakout groups) with key questions that promoted discussion; these were recorded by allocated scribes. Breakout session 1 was based around Vision Zero, session 2 was based around stakeholders and engagement and session 3 focused on community engagement.

## 18.1 Breakout session 1 – Vision Zero targets

Feedback and comments from session 1 included:

- A consensus that zero is the correct target to aim for.
- 4 of the 6 breakout groups considered the 2050 target too far away and some thought it should be brought forward to 2040 in alignment with Highways England and TfL. One group commented, “[The targets need to be shorter in length and focused, incremental steps.](#)”
- The vision is aspirational but may be hard to achieve.

There was a range of responses from session 1 regarding proactive and preventative actions; some examples are:

- The group that included freight and motoring representatives (Group 1) commented, “[The proactive approach is sensible, but we should make sure our approach aligns with the national approach. Apply approaches which already exist in the construction industry e.g. checking vehicles as they enter and leave depots and work sites.](#)”
- The group that included walkers, cyclists and horse riders (Group 2) asked, “[How do we deal with safe speeds – would like to see a list of the difficult problems that we are looking to solve.](#)”
- The group that included charity and school representatives (Group 3) suggested, “Strategy should link in with cross cutting themes – sustainability, health, crime, safety, terrorism, shouldn’t view road safety in isolation” and they asked, “[how will the strategy be re-aligned if it goes off track?](#)” Suggesting “[monitoring and evaluation is key.](#)” They also commented that the challenges are reaching those who are not engaged and enforcement. They asked, “[How do we take on more difficult people to engage with – those that put people at risk?](#)”
- The group that included road safety representatives (Group 4) suggested policing is not enough, joined-up thinking is required, that behaviour change and community engagement are important. They also asked how we prioritise preventative measures and indicated vehicle technology improvements will assist in preventative and proactive results.
- The group that included emergency services (Group 5) offered similar comments to Group 4 in that education and behaviour change are essential, as well as community engagement. They also commented that average speed cameras have a high compliance rate.
- The group that included local government representatives (Group 6) suggested speeding has increased during the pandemic and enforcement hasn’t been good enough. Medway Council representatives commented that they are revising their strategy to align with KCC.

The final question in session 1 asked, ‘What types of preventative action do you think could be taken?’ Some of the responses were:

- Group 1 said prevention should happen through policing, education and behaviour change and that a national approach should be taken.
- Group 2 suggested cyclists and equestrians should be segregated to give them a safer route. They also said cars should be the ‘odd one out’ on the residential street.
- Group 4 recommended bringing in other partners e.g. LGA (Local Government Association), businesses and local MPs.

## 18.2 Breakout session 2 – stakeholders and engagement

The first question in breakout session 2 asked, ‘Which stakeholders and partner organisations should we work with?’

- Four of the six groups suggested schools should be worked closely with.
- Most of the stakeholders expressed a desire to work with KCC to achieve Vision Zero.
- Groups 3,4 and 6 suggested everyone should have a part to play.

Some of the other stakeholders suggested were:

- Active travel groups
- All local authorities, especially planning
- All road user groups i.e. motorcycles, cyclists
- Community and voluntary groups
- Delivery drivers
- Emergency services
- Employers
- Head injury charities
- Health and medical professionals
- Institute of Couriers
- Insurance companies
- Local access groups
- Local expertise i.e. bicycle user groups
- Motoring groups e.g. RSGB, Brake
- Network Rail
- Police and Crime Commissioner
- Pollution groups/organisations
- Residents in parishes via parish and town councils
- Safer neighbourhood teams
- Supermarkets
- Technology providers from satnav and telematics companies
- Traffic Commissioner
- Vulnerable road users e.g. British Horse Society
- Youth engagement

The second question in breakout session 2 asked, 'What role can each partner play?' The main responses were:

- Group 1 suggested getting satnav companies to advise and provide data on accident hotspot routes. They also spoke about road safety officers educating in schools.
- Group 2 indicated students in schools should be consulted on how they wish to travel to school.
- Group 3 said police should be catching more speeders and the community needs to own the responsibility.
- Group 4 suggested community PSOs can help to get road safety message across and the working of district Joint Transport Boards need to be improved.
- Group 5 commented that clear and consistent messaging and communication needs to take place that suits a variety of people. They also emphasised the need for partnership working as enforcement alone is not sufficient and it needs to be backed up by education and engagement.
- Group 6 indicated that a holistic approach is necessary and that all stakeholders need to be listened to and engaged with.

The final question in breakout session 2 asked, 'How can we enable these changes to take place?' Some of the responses were:

- Most of the groups agreed engagement, communication and building relationships early on with all groups is important.
- A couple of the groups suggested communication with vulnerable users such as horse riders and wheelchair users.
- Grass roots messaging at community level.
- Analyse and evaluate all available data.

### 18.3 Breakout session 3 – community engagement

The first question in session 3 asked, ‘What are the practical issues with community engagement on road safety?’ Some of the issues raised were:

- Highways England do not communicate with locals regarding motorways.
- How do we communicate with those passing through?
- Too many authorities mean the approach is not joined up.
- There is concern that he who shouts loudest is heard. Need an objective way of listening to the community.
- A few groups suggested people have different demands, attitudes and points of view.
- One group said that strategy documents and terminology are difficult for the public to understand. Another group also suggested language is a problem and ‘engineers speak’ should not be used.
- Only those engaged will respond.
- Scale of the problem is not understood (4 x more likely to be killed on the roads than be a victim of violent crime).
- Demographic is different in each town, district, borough.
- The target audience could be vast.
- Some people may be resistant.
- There are too many hoops to jump through for locals to make a point.

The second question asked, ‘How do we manage expectation?’ Some suggestions for managing expectations were:

- Carry out extensive training and education programmes with children and young people to establish good habits early.
- Better communication with Boroughs/Districts. Embed the message across Kent.
- Be clear on explanation of objectives we are trying to achieve.
- Need an objective way of listening to the community.
- Information needs to be provided in different formats.
- A clear, joined up process for communities to follow e.g. I have an issue with speed on my road, step 1 is x, step 2 is x. At the moment you will get a different answer depending on which agency you go to (Council, PCC, Police).
- Public perception/attitude surveys and tracking research – ask communities and use the data so that they can see their views have been listened to – feel valued. Carry out regularly so that this is fed in to/updated.
- Have community discussions which may help with changing people’s perceptions.
- When people ask for improvements/resources etc., make the requests and the outcomes public so people can see what has already been asked for and what the response was.
- Highlight positive voices.
- Give communities the ability to help themselves e.g. Community Speedwatch.

- If asked forcefully to deliver something, be honest up front and do not give false hope.
- Promote third party enforcement such as dashcam offence reporting.
- Be transparent and open, not defensive.
- Important to identify and understand who we want to engage with and how we can engage with them best.
- Identify pressures on the people we are interacting with.
- Ensure a consistent approach and that all parties involved understand what is happening.

The final question in breakout session 3 asked, 'How do we measure subjective and objective safety to prioritise interventions?' There were fewer responses to this question as groups spent longer discussing the previous sessions. Some suggestions were:

- Group 2 said we should be measuring people's perceptions of how they feel as a vulnerable road user.
- Group 5 discussed the difficulty in measuring individual's feelings (subjective). People perception is different, uses speeding as an example. People feel speeds are higher than the speed limit – when counts or speeds are detected they may be lower than the limit. They also agreed that a balance between subjective and objective would perhaps be a good model.
- Group 6 suggested to trust local people, look at decision making and additional funding and polls could be undertaken at parish level.

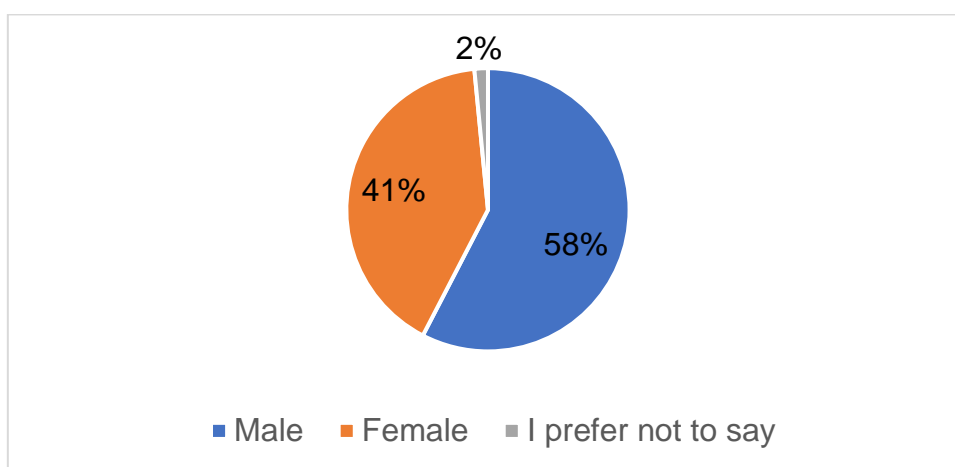
## 19. Equality analysis

This section of the report details the demographics of the respondents to the questionnaire. These questions were optional for respondents to answer and those respondents replying on behalf of an organisation were not required to answer them. A total of 513 respondents provided answers about their characteristics, a proportion of 74% of the total 690 online responses who could have responded in this section (not including those responding on behalf of organisations).

This section also provides feedback responders gave to a question about our published Equality Impact Assessment (EqIA).

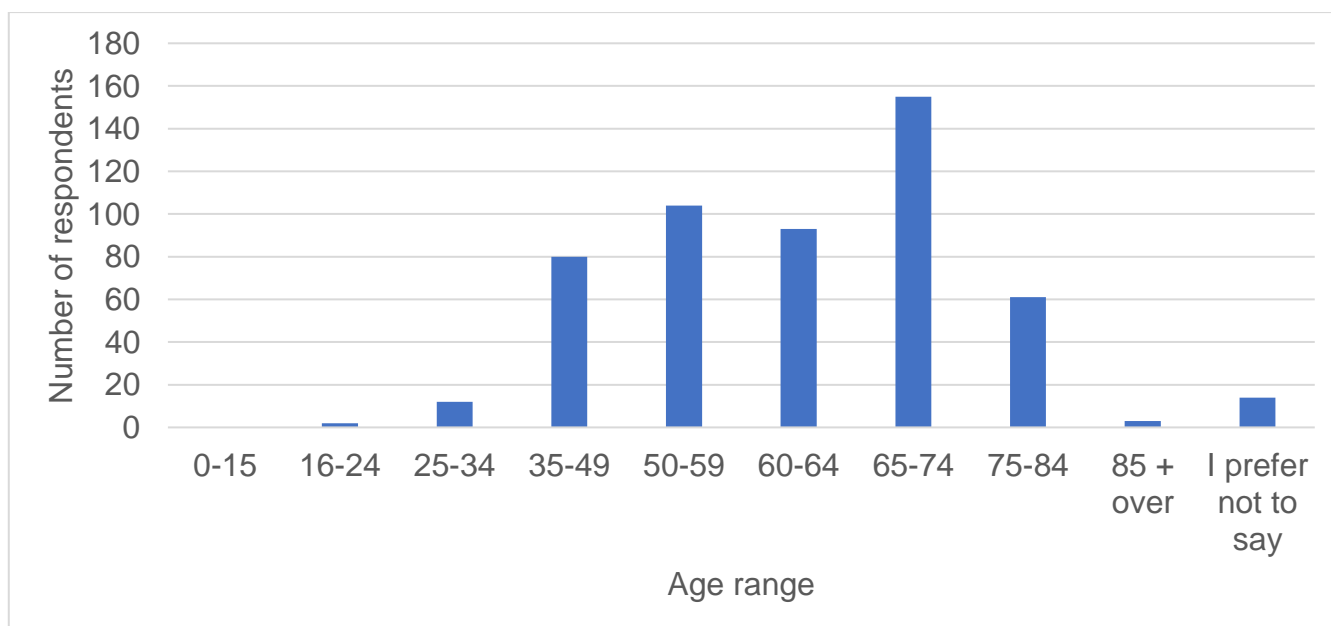
The questionnaire received more responses from males than females, 58% to 41% respectively as shown in Figure 27. However, given the size of the sample collected (over 500 responses), the proportions mean that a good sample of both female and males have provided their views about the strategy's proposed actions and policies.

Figure 27 - Stated gender of respondents, by proportion



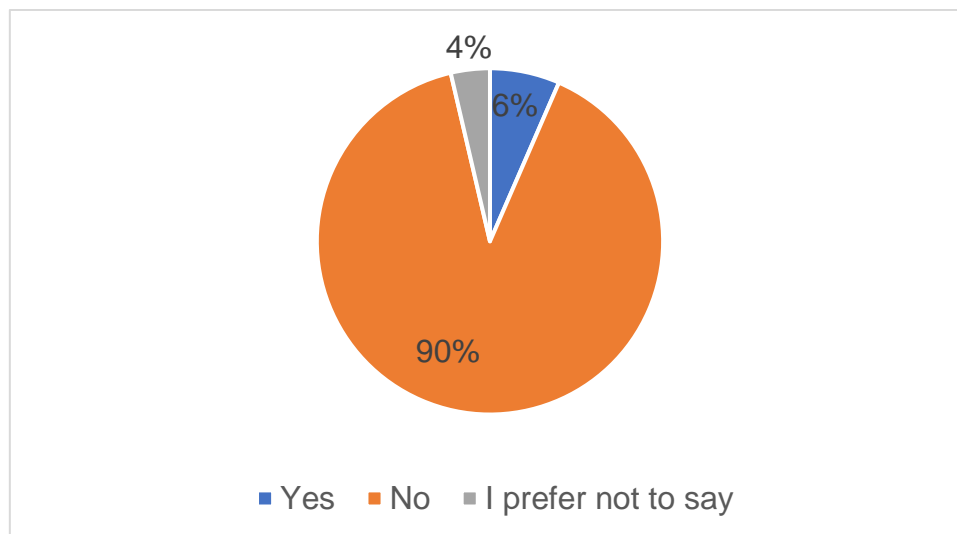
Concerning age, the consultation received responses from those aged from 16 upwards, with the highest single age group represented being 65-74 year-olds which made up 30% of the respondents giving their age. The only age group not to be represented was 0-15 year-olds.

Figure 28 - Number of respondents across age groups



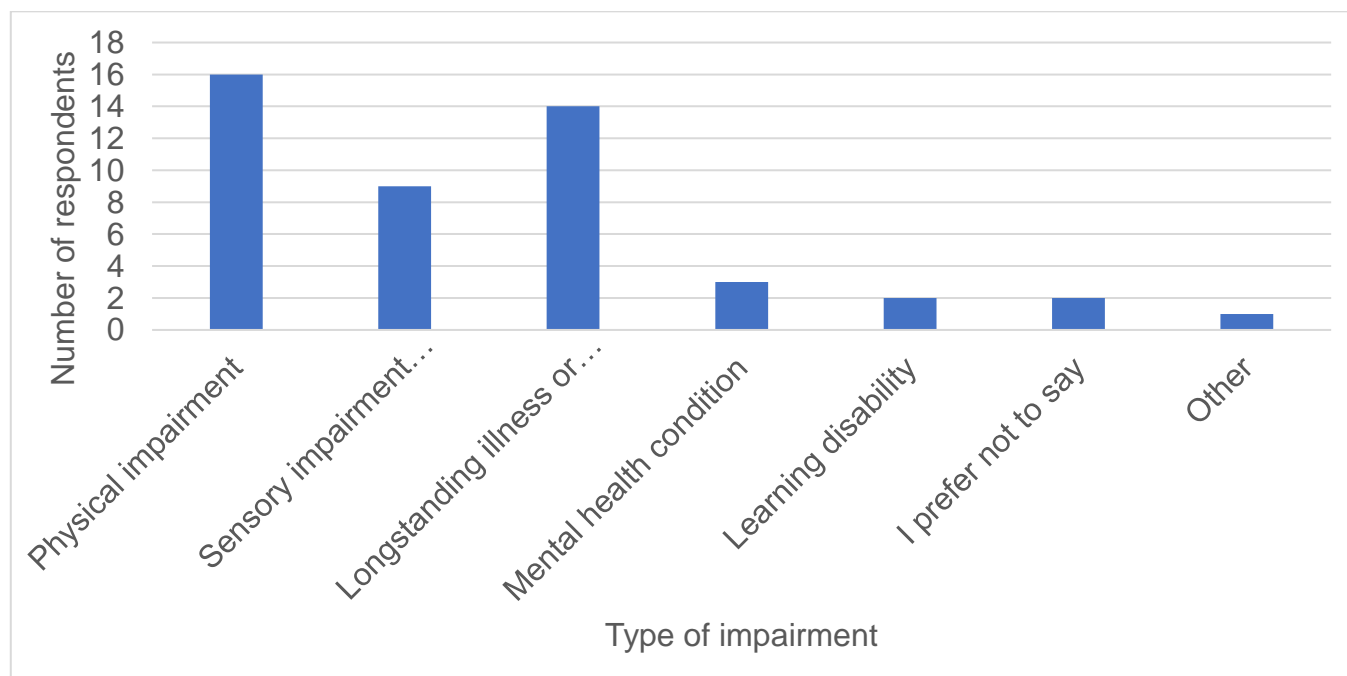
The questionnaire asked respondents to state whether they considered themselves to have a disability as defined under the Equality Act 2010. In total, 6% (34 respondents) answered that they do have a disability, providing insight to the consultation on the draft Vision Zero Strategy..

Figure 29 - Proportion of respondents considering themselves to have a disability as defined under the Equality Act 2010



Respondents who answered yes to whether they considered themselves to have a disability as defined under the Equality Act 2010 were then asked what type of impairment they have, the respondents could select more than one impairment. The most common impairments among those who responded were physical, longstanding illnesses and sensory.

Figure 30 – Types of impairment of those who consider themselves disabled



Question 27 asked, 'We welcome your views on our equality analysis and if you think there is anything we should consider relating to equality and diversity, please add any comments.'

This question was answered 158 times; from these there were 110 comments that were relevant to the question. These have been arranged into 36 themes that are recorded in Table 24.

Table 24 - Frequency of responses to Question 27 by theme concerning equality and diversity

Theme	Frequency of mention
Equality/EqIA does not affect safer roads. This is a tick box exercise	20
Target population as a whole/everyone should be equal	19
Nothing offensive in strategy/EqIA looks fine	13
Paths and pavements need to be accessible and maintained	8
Shouldn't say in strategy disabled have least responsibility	4
Parking is a problem on pavements and around schools	3
Consider needs of those with mental impairment, have sight or hearing issues	3
Consider vulnerable road users when planning is granted	3
Vulnerable groups (children, elderly etc.) should be targeted	3
Crossing roads is scary for wheelchair/vulnerable users.	2
Communicate with those without internet	2
Blue Badge/disabled parking is essential and has been reduced due to Covid 19	2
Education and integration required for young people	2
Provide a simplified draft of strategy	2
Include children and under 18s in Vision Zero processes	2
Aggressive driving mainly male	1
Women and children impacted more	1
This policy is anti-equality as it will harm the poorest	1
Increase Park and Ride schemes	1
Rural community disadvantaged due to population	1
Success criteria should be feeling of safety for disabled	1
How will you engage all age groups in consultation?	1
Road user's responsibility	1
Engage communities before carrying out engineering	1
Better equality for motorcyclists	1
Strategy too long for some to respond to properly	1

Consider communication in areas of high population of non-English speakers	1
More supervision of disabled badges	1
Ageing users should have regular assessments	1
New drivers should be monitored	1
Pedestrians and cyclists should have equal opportunity	1
Consider the difference in journeys faced by men and women	1
Ensure data on women and minorities is included	1
Reliance on walking restricts choices of disabled	1
Access to transport system should be easier	1

The most frequent responses were 'Equality/EqIA does not affect safer roads. This is a tick box exercise' (20 mentions) and 'Target population as a whole/everyone should be equal' (19 mentions). The comments in both of these themes implied that the EqIA was unnecessary in regard to a road safety strategy and that every person should be treated the same. Paths, parking and pavements being accessible were also common themes among the responses.

## 20. You said, we did

The public consultation on Vision Zero was a great success, with over 760 completed submissions, including many detailed comments and suggestions.

While the consultation showed strong support for Vision Zero, Safe Systems, Community CIRCLE, and majority support for every proposed action in the document from the public, stakeholders and local councils, there were also many suggestions and comments which we have acted on in the updated strategy. In this chapter we have highlighted some of the changes that we have made to the strategy in line with the comments we received.

### 20.1 Documents

**You said:** The Strategy and Executive Summary are too long. The feedback showed most people found the strategy was easy to understand, but there were some comments about its length, with some saying it was too long and others stating there were omissions. With such a broad and complex topic, it is difficult to cut the length of the main document and we don't want to increase the length, but we will make the Executive Summary no longer than a 2-page document.

**We did:** Produced a shorter, easy to read Executive Summary.

### 20.2 Vision Zero Targets

**You said:** The Vision Zero targets included a target of zero fatalities by 2050. Many asked for serious injuries to be included as well as fatalities.

**We did:** We have added specific annual targets for the maximum numbers of serious injuries.

**You said:** There were many comments about the zero by 2050 target, many in support of a zero target, some that 2050 is too distant and some that zero is unattainable at any date.

**We did:** Clarified that Vision Zero is not about focussing on the date we achieve zero, but the recognition that deaths on the road are not an acceptable price to pay for mobility. We will maintain the 2050 target for zero fatalities as there were similar numbers of people who noted it was too ambitious and those who wanted it moved forward.

**You said:** Many organisations noted that The UN General Assembly adopted a resolution to cut global road fatalities by half by 2030.

**We did:** Updated Vision Zero aims to include a target of 50% reduction by 2030 in fatalities and serious injuries.

**You said:** Driver education and behaviour change should be a priority

**We did:** In 2004 the World Health Organisation concluded that road safety campaigns were able to influence behaviour when used in conjunction with legislation and law enforcement. However, the report also states that "when used in isolation education, information and publicity generally do not deliver tangible and sustained reductions in deaths and serious injuries."

Research published in the Handbook of Road Safety Measures, by Rune Elvik, shows that local, personally directed campaigns show by far the biggest effect on road collisions.

Campaigns and education will therefore be localised as part of the Community CIRCLE approach. Our Publicity and education programmes will be focussed on combining with enforcement,

engineering and new regulations such as promoting new vehicle technology and freight vehicle accreditation schemes.

## 20.3 Chapter Two - Data and Risk

**You said:** Data and Risk chapter was often difficult to understand.

**We did:** Data and Risk to be more 'reader friendly' regarding terminology (e.g. risk scores) and provide more descriptions for this chapter in the glossary.

## 20.4 Chapter Three - Safer Roads and Streets

**You said:** There were many negative comments about the safety of Smart Motorways.

**We did:** We added reference to working with our partners at Highways England (HE) to promote safer driving on motorways and support all projects enhancing safety on the Strategic Road Network. We will encourage dialogue between HE and Kent's public about the use of Smart Motorways.

**You said:** Motorcycle groups and users tended not to support Vision Zero, the Motorcycle Action Group however offered to work with KCC on research projects to enhance motorcycling safety in the county.

**We did:** Action to include engagement with motorcycle groups on safer powered two wheelers.

**You said:** Several comments observed that parking, particularly around schools, was not mentioned in the strategy.

**We did:** Update chapter to include reference to working with Districts on parking strategy.

**You said:** Many comments proposed the strategy include Vision Zero clauses in planning considerations such as new housing projects.

**We did:** We have added reference to the Kent Design Guide requirements to design low speed environments within residential areas and ensure that our streets are safe for everyone.

## 20.5 Chapter Five – Safer Behaviours

**You said:** Several comments noted that a 30-year communications plan is too ambitious as we cannot predict the future of communications platforms.

**We did:** Removed Action 20 to produce a 30-year communications plan and focused instead on a 5-year plan.

**You said:** There is nothing in the strategy about the work we already do with older children.

**We did:** Included examples of some of the activity being done with older children/teenagers.

**You said:** Develop a support forum for victims received only 61% support, although there was very little opposition, comments noted that there are already a support forums offered by road safety charities

**We did:** We added a reference that we will work with road safety charity organisations to deliver this action.

## 20.6 Chapter Six – Safer Vehicles

**You said:** Several comments noted that Kent should already have a driver policy, which it does.

**We did:** Updated Action 26 'Develop driver policy that encompasses rules, procedures, training and includes driver assessment for all KCC drivers' to say, 'update' instead of 'develop'.

**You said:** The Traffic Commissioner's Office and logistics organisations objected to the exclusive reference to the Fleet Operator Recognition Scheme, noting there are other accreditation schemes that exist and noted none of the current legal regulations and enforcement processes were mentioned.

**We did:** Updated the strategy to read, 'We will work with partners to improve the safety of all goods vehicle operating in Kent and champion safer vehicle technology, design and driving standards. KCC will continue to support robust enforcement of existing regulations – O licences – supporting DVSA and Traffic Commissioners Office, to ensure all Goods Vehicles over 3.5t must have an O Licence, regulate driver hours and vehicle road worthiness.'

**You said:** Several organisations noted that NCAP 5 star is now the minimum standard for public sector procurement at a national level. Several freight sector organisations noted that the reference to FORS or equivalent should mention the other accreditation schemes for fleet safety.

**We did:** Updated Action 28 to read, 'Implement appropriate accreditation schemes for Kent's fleet such as FORS, ISO39001, DVSA Earned Recognition and ensure all new fleet vehicles meet NCAP 5\* standards.'

**We did:** Updated Action 29 to read, 'Due to the construction planned for Kent we will implement a research programme on how to manage construction logistics using an accreditation scheme such as CLOCS and appropriate accreditation schemes for Kent's fleet operators such as FORS, ISO39001 and DVSA Earned Recognition.'

**You said:** Doesn't KCC fleet already have telematics?

**We did:** Updated Action 30 using the word 'update' instead of 'develop'.

**You said:** There is no mention of public transport, which is currently the safest form of transport.

**We did:** Included an action to work with the Public Transport team at KCC as a stakeholder in meeting Vision Zero objectives.

## 20.7 Chapter Seven – Collision Response

**You said:** There were comments about the wording of post collision response actions.

**We did:** Updated wording for Chapter 7 actions to clarify that these actions are to 'continue' existing actions and schemes that already take place.

## 20.8 Chapter Eight – Governance and Monitoring

**You said:** There were comments about a major national launch being expensive and we should focus on Kent's public.

**We did:** Updated Action 35 wording to 'Organise a launch event and form an expert steering group to advise on delivery and best practice.'

**You said:** There were comments and suggestions about the Key Performance Indicators (KPIs), suggesting we might use the Safe System KPIs proposed by the Parliamentary Advisory Council on Transport Safety (PACTS), as well as several other proposals.

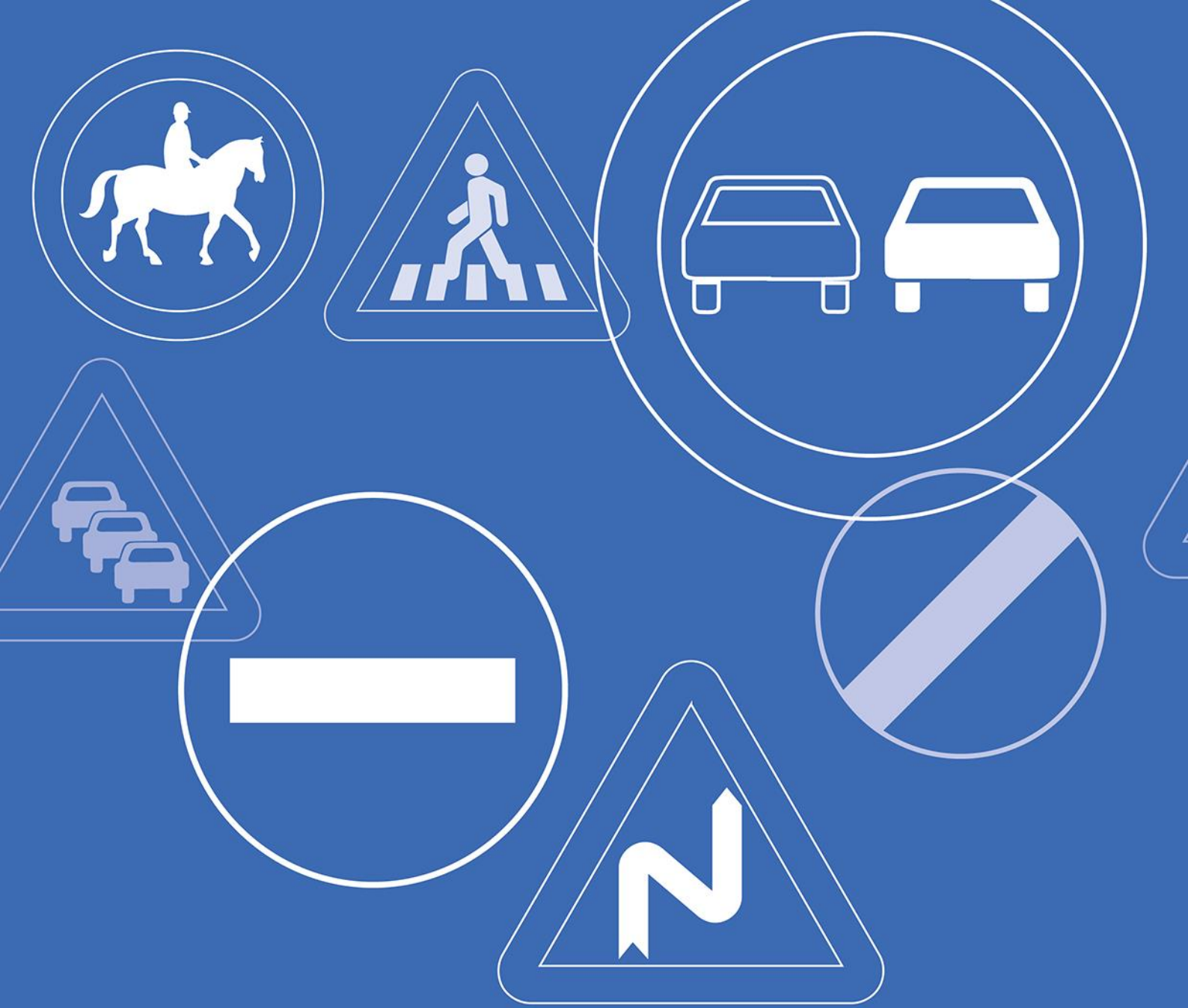
**We did:** We recognise that PACTS proposed KPIs are excellent measures of overall safety, but the data to measure all of these is not readily available and in some cases the resources required to measure the indicators may outweigh the benefits.

Therefore, the proposed KPIs will be evaluated, and a full monitoring and evaluation plan will be prepared as part of a Vision Zero Delivery Plan.

## 21. Next steps

The feedback received from the consultation has been used to help further develop the strategy. The detailed input from transport, logistics and road safety sector experts, as well as local councils and other stakeholders will be used to gain further support and community participation in delivering the strategy.

The changes detailed in Chapter 20 - You Said, We Did will be included in the final Vision Zero Strategy along with any further changes, such as addressing errors, prior to adoption of the strategy. The final Vision Zero Strategy will be presented at KCC's Environment and Transport Cabinet Committee meeting on the 29 June. If Cabinet recommends that the Cabinet Member for Transport adopt the strategy as policy, KCC will publish the final strategy on the KCC website.



Contact:  
[visionzero@kent.gov.uk](mailto:visionzero@kent.gov.uk)

[kent.gov.uk/visionzero](http://kent.gov.uk/visionzero)

