

Lancashire

County
Council



Road Safety Strategy 2025-2027





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Cllr Rupert Swarbrick

Cabinet Member for
Highways and Transport

Foreword

Lancashire County Council recognises the crucial role of road safety on our highways as an enabler to safer travel.

We all rely on our road network, whether we are travelling to see friends and family, access services, go to work or conduct business, or visit places, or we are simply using Lancashire's network of urban and rural roads, footways, and cycle tracks to exercise, socialise and improve our physical and mental wellbeing.

Safer travel is part of the daily life of every resident, worker, business, and visitor in the county. We want Lancashire roads to be safe and for all road users to 'share the road' safely. However, we recognise that there are many reasons why collisions happen, sometimes resulting in very tragic outcomes.

The 1988 Road Traffic Act, Section 39, puts a "statutory duty" on the local authority to undertake studies into road traffic collisions, and to take steps both to reduce and prevent them, it also requires the council to prepare and carry out a programme of measures designed to promote road safety.

Road safety cannot afford to work a silo away from broader transport policies and disciplines. Road safety contributes to the delivery of a safe and efficient transport network. To achieve this, we must build on our work with our partners, with a particular focus on supporting the safe system approach. We will listen to the voice of our residents and businesses to understand and align our collective road safety priorities and engage with our town and parish councils and our local communities when road safety causes concern.

Our road safety strategy objective is to reduce the number of people harmed on Lancashire roads each year, to support the ambition of vision zero for Lancashire: that no one is killed and seriously injured on our roads.
Making our roads safer for everyone.





Aim

The strategy provides an account of our council's actions to make Lancashire roads safer. The strategy is produced on a two-year cycle, which allows us to use data analysis to identify significant road safety concerns, providing a means of making sure that the direction and focus is current and remains relevant. **Preventing harm, saving lives, and changing minds**, must be a responsibility shared by everyone so that we can influence the way our roads are used and respected.

To support this, we need a strong mandate for action for road safety that reinforces implementation of a 'safe systems' approach through evidence-based collaboration, with clear roles and responsibilities for improving road safety. The strategy heightens the importance of road safety in our county, helping to secure a safer environment across Lancashire's road network.

Purpose

The purpose of this strategy is to coordinate the council's road risk reduction work, which targets significant at-risk groups of road users in Lancashire. Its evidence base supports the council's road safety delivery action plan and the work of the education and engagement team, the speed assessment team, and safety engineering team. The use of research and analysis draws out key conclusions to aid strategic decision-making in **developing control measures to reduce the threat and harm from road risk**. It is not the purpose of this strategy to provide a commentary on performance or management information. However, **we will report annually on progress of the strategy**.

Method

This strategy has been developed using a range of insights and data. The process has included a review of the strategy at the council's recent road safety team workshops as well as consultation with Lancashire Road Safety Partners, before securing approval at Cabinet.



Executive Summary

The council's road safety teams, in partnership with other organisations, will focus on higher risk road user groups and collision contributory factors. The council will promote road safety to help reduce the number of people who are killed and seriously injured on our highways.

The Safe System approach is a nationally promoted and adopted set of principles promoted by the Parliamentary Advisory Council for Transport Safety and other national bodies and sets ambitious road safety casualty reduction targets and is current best practice in road safety.

The council's response will include education and engagement, speed assessment and safety engineering, which will target three of the five pillars of the 'safe system': Safer speeds, safer road use and, safer roads and roadsides. The other two pillars are safer vehicles and post-crash response these pillars will be considered by our road safety partners, who we will continue to support.

We will evaluate all we deliver and promote road user behavioural change.

The strategy is produced on a two-year cycle and provides the council's response to the research and understanding of strategic road safety issues and supports the development of road safety delivery action plans. The strategy focuses the council's road safety work to mitigate the road risk to disproportionately affected groups who are more likely to be involved in collisions in Lancashire, these include:

1. Child Pedestrians.
2. Younger Drivers (17-24 years of age).
3. Older Road Users (65+).
4. Motorcyclists.
5. Cyclists.
6. Drivers who Speed.
7. Drink and Drug Drivers.





Data

The number of people killed or seriously injured in road traffic collisions in Lancashire.

The data table below shows the number of people that have been killed or seriously injured (KSI), over the last five years in the 12 districts of Lancashire County Council.

Year	2019	2020	2021	2022	2023
Fatal collisions	41	23	32	34	37
Serious collisions	769	624	717	831	761
Total number of KSI	810	647	749	865	798
KSI Car occupants	545	398	475	564	515
KSI Motorcycle	112	104	110	134	113
KSI Pedal Cyclists	92	107	98	98	96
KSI Other	61	38	66	69	74

Source: Department for Transport Road Casualty Statistics

Data labelled as 'Lancashire-12' refers to data covering Lancashire County Council's 12 district areas.

Nb: The above figures are reviewed and amended by Lancashire Constabulary, then approved via The Department for Transport, therefore they may change.

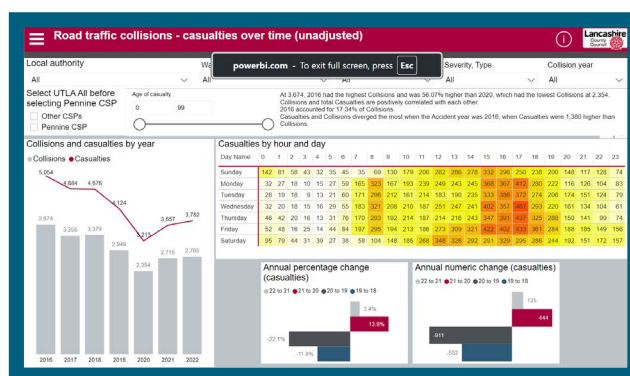
More Information

For more information a visualisation of Lancashire's road safety data, please access the Power Bi dashboard / report via the below link.

Road collisions - Lancashire County Council
lancashire.gov.uk/lancashire-insight/community-safety/road-collisions

Feedback on this dashboard would be welcomed to:
BusinessIntelligence.MADE@lancashire.gov.uk.

We also have further educational resources and information on-line at the following address:
lancashire.gov.uk/road-safety-education





Key Data Facts:

- 1. Child Pedestrians (0-15 years of age)** – between 2019 and 2023 Lancashire had 7 child casualties per 1,000 population. A third of all pedestrian casualties are aged 0-15. Preston has the highest number of KSI child casualties. The afternoon school run is a peak time for collisions.
- 2. Younger Drivers (17-24 years of age)** – one in five casualties are younger drivers; males make up 65% of all KSI casualties.
- 3. Older Road Users (65+)** – older road users are more likely to be involved in a KSI than those aged 17-64 (36% vs 33%).
- 4. Motorcyclists/Cyclists** - despite making up less than 1% of road users, cyclists and motorcyclists in Lancashire are involved in a significant 13% of collisions, highlighting a significantly higher risk for those on two wheels compared to other road users.
- 5. Drivers who Speed** – in 3% of collisions, speeding is cited as a contributing factor. Over 50% of all collisions occur in 30mph limits, while 13% happen in 20mph limits.
- 6. Drunk and Drug Drivers** – in almost 5% of collisions, alcohol or drug impairment is cited as a contributing factor.

The top four factors contributing to collisions are:

- 1. Driver/Rider error or reaction**
This includes failing to look properly or misjudging another person's path or speed, accounting for a third of all factors.
- 2. Behaviour or inexperience**
Predominantly careless, reckless or in a hurry, accounting for one in five of all factors.
- 3. Impairment or distraction**
Impairment by alcohol or drugs.
- 4. Injudicious action**
This includes exceeding the speed limit and tailgating.





Our delivery

We aim to deliver our road safety work to mitigate road risk and support disproportionately affected groups who are more at risk of collisions in Lancashire. Initiatives for the road user groups are set out below:



Child Pedestrians:

- Evaluate the delivery of our 'Right Start' practical pedestrian safety training to primary schools.
- Carry out road safety business meetings with school's leadership teams to increase understanding of support and resources available.
- Provide road safety resources to schools free of charge.

Younger Drivers (17-24 years of age):

- Develop a younger driver education package aimed at increasing awareness of road risks and instilling positive attitudes, habits and behaviours.
- Commission college and high school road safety theatre in education projects.
- Support our partners at road safety community events to engage with young drivers.

Older Road Users (65+):

- Deliver our 'Travel for Life' education package to older drivers.
- Develop and deliver older driver workshops with our partners.
- Chair an older driver partnership group to consider the contributory factors of medical episodes on older driver collisions.

Motorcyclists:

- Support national campaigns for motorcyclists.
- Promote our 'blue light' partners' BikeSafe and Bikerdown training programmes.
- Ensure that appropriate road safety signage is in place.

Cyclists:

- Expand the commissioning of Bikeability training to school children.
- Develop a safer cycling action plan.
- Provide a bike 'safe pass' road safety sign.

Drivers who Speed:

- Carry out speed assessments and speed surveys.
- Deploy temporary road safety signs to influence driver behaviour.
- Support our Parish Councils with the siting of their speed indicator devices.
- Deploy our own speed indicator devices in high-speed locations.
- Deliver road safety engineering and local safety schemes to promote safer driving.
- Develop criteria for our road safety signage deployment.
- Lancashire Constabulary are responsible for the enforcement of drivers who speed.

Drink and Drug Drivers:

- Support and promote Lancashire Constabulary drink / drug driving campaigns. The council works very closely with partners, including the Lancashire Constabulary who are, solely responsible for enforcement across the county.





Lancashire County Council's Road Safety Strategy (plan on a page)

Our Aim:

Preventing harm, saving lives,
and changing minds.

Our Focus:

To mitigate the impact of groups
who are more at risk.

Our Purpose:

Developing control measures to
reduce harm.

Our Delivery:

To our most at risk groups:

- Child Pedestrians.
- Younger Drivers
(17-24 years of age).
- Older Road Users (65+).
- Motorcyclists.
- Cyclists.
- Drivers who Speed.
- Drink and Drug Drivers.

Our Strategic Approach:

- **Research and data collection**
Compile existing data and carry out our own research.
- **Communication**
Develop clear messaging, public awareness campaigns and in person events.
- **Evidence Based Approach**
Data led risk targeting and cost benefit analysis.
- **Advocacy**
Supporting our districts, collaboration with our Lancashire road safety partners, engaging with our stakeholders and supporting national road safety groups.
- **Learning**
We will evaluate everything we do.
- **Reporting**
Annually to cabinet.

Partnership Working

There are many organisations that can contribute towards the delivery of improved road safety beyond those with a statutory duty, **the Lancashire partners who work very closely together include:**

- Lancashire Constabulary
- Blackburn with Darwen Borough Council
- Blackpool Council
- Lancashire Fire and Rescue Service
- Northwest Ambulance Service
- National Highways

Collectively we deliver a programme of road safety initiatives for Lancashire across the five pillars of the Safe System.

Summary

The key points from the Lancashire County Council's Road Safety Strategy document for 2025-2027:

- **Objective**
To reduce road-related harm and support Vision Zero, aiming for no fatalities or serious injuries on Lancashire roads.
- **Focus Groups**
Prioritise younger drivers, motorcyclists, child pedestrians, older road users, cyclists, and issues related to speed and impaired driving.
- **Strategic Approach**
Utilise data analysis, evidence-based collaboration, and public engagement to develop and implement safety measures.
- **Annual Goals**
Includes educational programmes, safety assessments, and engineering solutions to improve road safety and promote behavioural change.

The document outlines a comprehensive approach to road safety, emphasising the importance of data-driven strategies and community involvement to achieve safer travel for all.





Further Useful Information

- The Lancashire Strategic Assessment 2022 - 2025 [lancashire-strategic-assessment-2022.pdf](#)
- The Highways and Transport Strategy 2023 – 2025 [Highways and transport strategy 2023 – 2025 - Lancashire County Council](#)
- Lancashire Road Safety Partnership [Lancashire Road Safety Partnership – Making Lancashire’s Roads Safer \(lancsroadsafety.co.uk\)](#)
- The Lancashire Insight, Community Safety – Road Collisions Report [Road collisions - Lancashire County Council](#)
- Road Safety Education On-line Platform [Road Safety Education and Engagement - Lancashire County Council](#)



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