



Leeds Safe Roads Vision Zero 2040

Outer North West Community Committee
6th March 2023

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Development Manager

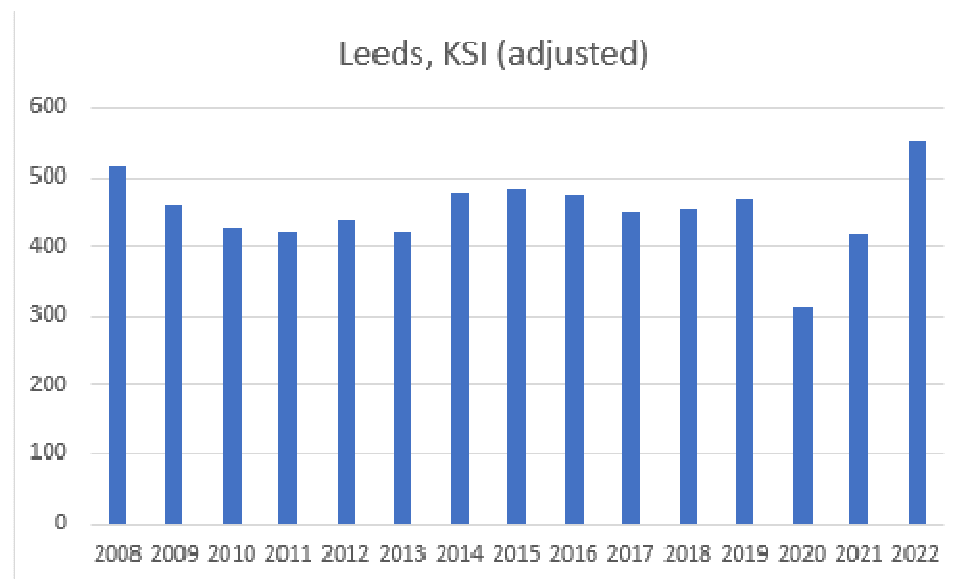
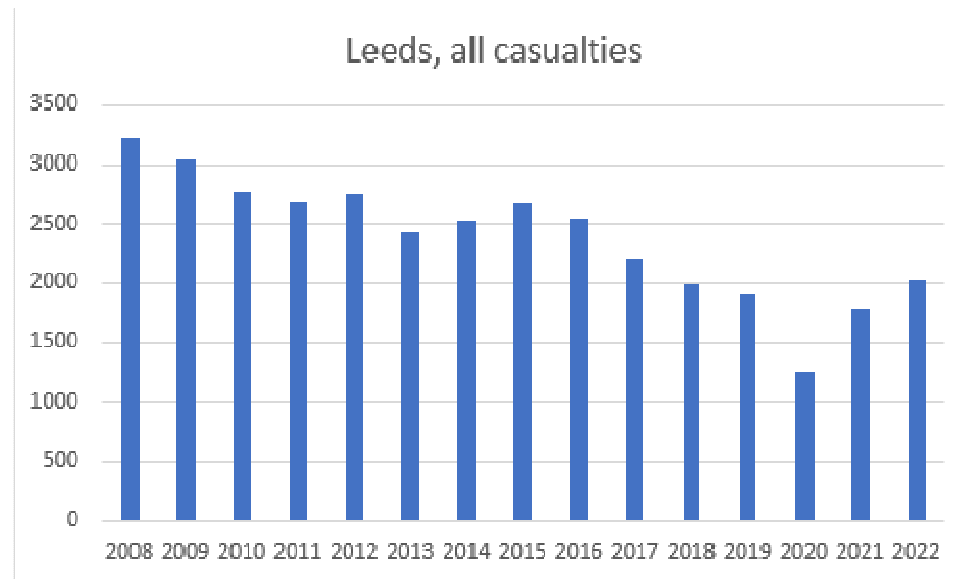
Rosie Revell- Team Leader, Road Safety



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Why do we need a Vision Zero



This has to stop.

**No loss of life is
acceptable**

**Our ambition is that by 2040 no one
will be killed or suffer serious injuries
on roads in Leeds**

We call this Vision Zero



[Leeds Vision Zero 2040 Strategy](#)

Safe Systems approach

	TRADITIONAL	SAFE SYSTEM
What's the problem?	Accidents	Fatalities and serious injuries
What causes the problem?	Human factors	People make mistakes, people are fragile
Who is ultimately responsible?	Individual road users	System designers, road-user hierarchy
What is the major planning approach?	Incremental approach to reduce the problem	Systematic approach to build a safe road system
What is the appropriate goal?	Optimum number of fatalities and serious injuries	Zero fatalities and serious injuries

Who can deliver Vision Zero?

Everyone! – taking personal responsibility and following the Highway Code

Leeds City Council:

Road design

Traffic management / Transport Strategy

Public Health

Education

Lead by example e.g. Fleet Services / Taxi & Private Hire

Safe Roads Partners:

WYP; WYFRS; National Highways; NHS; Ambulance Service, Road Safety Charities

Leeds and West Yorkshire Safe Roads Partnership activities

**Police Operations and enforcement –
SPARC, SNAP, Amberland etc**

National Highways

Safety cameras

**Behaviour change campaigns and
targeted communications**

Education

Funding bids

Reporting

Safe system pillars of action

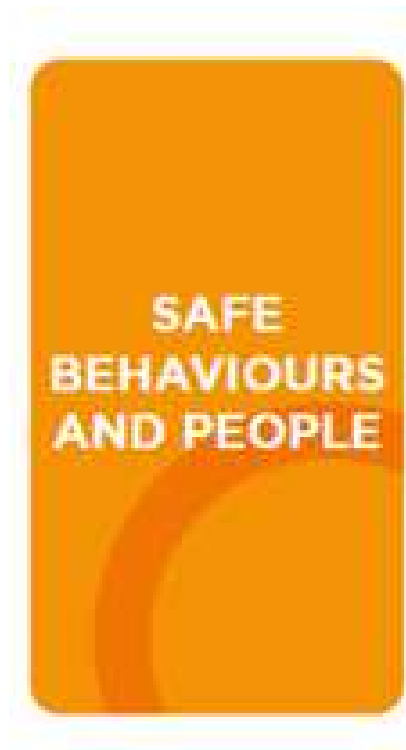


Strategic objectives/Overarching aims



Action/delivery plan

Safe system pillars of action



The 'fatal 5':

Speed

Distractions

Drink / drug driving

Seatbelt non-compliance

Careless driving

Language



We talk about victims

**Collisions and crashes,
people dying and
suffering**

Drivers (not vehicles)

**RoadPeace calls on the
media and authorities to stop
using the word 'accident'
#crashnotaccident.**

Highway Code updates:

 Department for Transport

New Hierarchy of road users



The hierarchy places those road users most at risk in the event of a collision at the top of the hierarchy.

More likely to be injured



People walking
(including children, older adults and disabled people)



People riding horses
People cycling
People driving horse-drawn vehicles and motorcycles



People driving cars and taxis
People driving vans and minibuses
People driving large goods and passenger vehicles



Greater responsibility

Learn more: [gov.uk/dft/highwaycodechanges](https://www.gov.uk/dft/highwaycodechanges)

Changes to Speed Camera Criteria:

Introduced February 2023

1. Additional flexibility in siting criteria, able to tackle emerging issues (not waiting for a fatality)
2. Warning signage not always present



What Leeds City Council Highways and Transportation are doing to achieve Vision Zero:

- **Infrastructure changes – e.g. speed limits; traffic/speed management; pedestrian and cycle crossings, pedestrian and cycle infrastructure**
- **Safety camera criteria and implementation**
- **Speed Indication Devices (SIDS):**
 - Fixed lamppost SIDs – member-funded initiative through Traffic Management
 - Community-based initiative co-ordinated by Influencing Travel Behaviour team
- **Monitoring of road safety collision data and analysis to identify current and emerging issues**
- **Partnerships: Leeds and West Yorkshire Safe Roads Partnerships**
- **Working across Council departments to influence road safety decisions**
- **Other data-led interventions and trials**

What Highways and Transportation are doing to achieve Vision Zero:

- **Awareness-raising events and campaigns e.g. Project EDWARD, Tyre Safety Month, Brake Road Safety week, child car seat advice**
- **Travel planning support for businesses and schools**
- **VMS road safety messages**
- **School-based Road Safety - Pedestrian/Scooter Training/Classroom lessons**
- **Bikeability cycle training sessions / Bike Register**
- **City-wide and targeted comms e.g. radio advertising, blog, social media**
- **Resources such as Wheelie Bin Stickers, School Gate Parking leaflets, child car seat information**

How you can help us achieve Vision

Follow the Highway Code – share our roads safely

**Promote Vision Zero at a Community level / share on social media /
join the conversation**

**Raise awareness and spread messages to family and friends- we all
have a vital role to play / have those difficult conversations**

**Provide information regarding Highway Code /E-Scooters /Road Safety
Charities**

Promote Operation Snap [West Yorkshire Safer Roads - Op Snap](#)

**Inform and encourage educational settings to take up our road safety
training**

**Inform us of community events and help us spread our message
through your communication channels**

Your support would be very welcome

Useful Contacts / Information

- [Leeds Vision Zero 2040 Strategy](#)
- [West Yorkshire Safer Roads - Op Snap | West Yorkshire Police](#)
- [THE HIGHWAY CODE - For cars, pedestrians, cyclists, motorcyclists and horse riders \(highwaycodeuk.co.uk\)](#)
- [Brake | The Road Safety Charity](#)
- [SCARD HOME](#)
- [e scooter poster a4 2023.jpg \(2479x3506\) \(westyorkshire.police.uk\)](#)
- Contact: road.safety@leeds.gov.uk

Schools receiving road safety training during the last two academic years:

School Name:	Ward:
Adel Primary School	Adel & Wharfedale
Adel St John the Baptist C/E Primary	Adel & Wharfedale
Bramhope Primary School	Adel & Wharfedale
Cookridge Holy Trinity C/E Primary School	Adel & Wharfedale
Guiseley Primary School	Guiseley & Rawdon
Otley All Saints CofE Primary School	Otley & Yeadon
Otley the Whartons Primary School	Otley & Yeadon
Rufford Park Primary School	Otley & Yeadon
St Joseph's Catholic Primary School, Otley	Otley & Yeadon
St Margaret's C/E Primary School	Horsforth
St Oswald's C/E Primary	Guiseley & Rawdon
West End Primary School	Horsforth
Westgate Primary School	Otley & Yeadon

**Leeds
Safe Roads
Vision Zero
2040**

Thank you for listening

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