

HATOC	Mid Devon	Date	18 February 2019, 1030hrs
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Key Messages

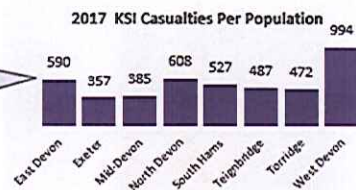
Dashboard Data	Message																																																																																																												
<p>Devon County Council Area (2013-2017)</p> <p>Casualty Trend ⑦ +4% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Casualties</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>2,403</td> </tr> <tr> <td>2014</td> <td>2,425</td> </tr> <tr> <td>2015</td> <td>2,306</td> </tr> <tr> <td>2016</td> <td>2,206</td> </tr> <tr> <td>2017</td> <td>2,285</td> </tr> </tbody> </table> <p>11,685 Casualties</p> <p>Casualty Injury Severity ⑦ +55% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Fatalities</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>16</td> </tr> <tr> <td>2014</td> <td>23</td> </tr> <tr> <td>2015</td> <td>25</td> </tr> <tr> <td>2016</td> <td>20</td> </tr> <tr> <td>2017</td> <td>31</td> </tr> </tbody> </table> <p>Casualty Vehicle Type</p> <table border="1"> <thead> <tr> <th>Vehicle Type</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Car</td> <td>45%</td> </tr> <tr> <td>Vehicle Passenger</td> <td>20%</td> </tr> <tr> <td>Motorcyclist</td> <td>10%</td> </tr> <tr> <td>Cyclist</td> <td>10%</td> </tr> <tr> <td>Pedestrian</td> <td>9%</td> </tr> <tr> <td>Goods</td> <td>9%</td> </tr> </tbody> </table> <p>Casualty Age</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Casualties</th> </tr> </thead> <tbody> <tr> <td>00-15</td> <td>904</td> </tr> <tr> <td>16-25</td> <td>2,041</td> </tr> <tr> <td>26-35</td> <td>1,988</td> </tr> <tr> <td>36-45</td> <td>1,465</td> </tr> <tr> <td>46-55</td> <td>1,576</td> </tr> <tr> <td>56-65</td> <td>1,077</td> </tr> <tr> <td>66-75</td> <td>754</td> </tr> <tr> <td>76+</td> <td>683</td> </tr> </tbody> </table> <p>Casualty Injury Severity ⑦ KSI ⑦ +6% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Injury Severity</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Fatal</td> <td>115</td> </tr> <tr> <td>Serious</td> <td>1,665</td> </tr> <tr> <td>Slight</td> <td>9,905</td> </tr> </tbody> </table> <p>15% Fatal</p> <p>Seriously Injured +6% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Seriously Injured</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>283</td> </tr> <tr> <td>2014</td> <td>316</td> </tr> <tr> <td>2015</td> <td>311</td> </tr> <tr> <td>2016</td> <td>361</td> </tr> <tr> <td>2017</td> <td>384</td> </tr> </tbody> </table> <p>Slightly Injured +2% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Slightly Injured</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>2,094</td> </tr> <tr> <td>2014</td> <td>2,084</td> </tr> <tr> <td>2015</td> <td>2,030</td> </tr> <tr> <td>2016</td> <td>1,925</td> </tr> <tr> <td>2017</td> <td>1,870</td> </tr> </tbody> </table> <p>Collision Trend ⑦ +2% increase from 2016 to 2017</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Collisions</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>1,706</td> </tr> <tr> <td>2014</td> <td>1,736</td> </tr> <tr> <td>2015</td> <td>1,729</td> </tr> <tr> <td>2016</td> <td>1,778</td> </tr> <tr> <td>2017</td> <td>1,817</td> </tr> </tbody> </table> <p>8,388 Collisions</p> <p>Gender</p> <table border="1"> <thead> <tr> <th>Gender</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>56%</td> </tr> <tr> <td>Female</td> <td>44%</td> </tr> <tr> <td>Not known</td> <td>0%</td> </tr> </tbody> </table>	Year	Casualties	2013	2,403	2014	2,425	2015	2,306	2016	2,206	2017	2,285	Year	Fatalities	2013	16	2014	23	2015	25	2016	20	2017	31	Vehicle Type	Percentage	Car	45%	Vehicle Passenger	20%	Motorcyclist	10%	Cyclist	10%	Pedestrian	9%	Goods	9%	Age Group	Casualties	00-15	904	16-25	2,041	26-35	1,988	36-45	1,465	46-55	1,576	56-65	1,077	66-75	754	76+	683	Injury Severity	Count	Fatal	115	Serious	1,665	Slight	9,905	Year	Seriously Injured	2013	283	2014	316	2015	311	2016	361	2017	384	Year	Slightly Injured	2013	2,094	2014	2,084	2015	2,030	2016	1,925	2017	1,870	Year	Collisions	2013	1,706	2014	1,736	2015	1,729	2016	1,778	2017	1,817	Gender	Percentage	Male	56%	Female	44%	Not known	0%	<ul style="list-style-type: none"> Devon County Network Area Overall casualty trend for Devon in the last five years is decreasing – 2285 in 2017 - even though the collision trend is rising Numbers of the most severe injuries are, however, rising – 31 fatalities and 384 series injuries in 2017 – the highest number for each in over five years KSI numbers principally affect car occupants – 55% of the total However, collision rates (per mile travelled) for motorcyclists, cyclists and pedestrians are high. And whilst casualties in the 16-25 year age group are most prevalent, the casualty rate per mile travelled for older drivers is similar to younger drivers, and needs to be seen in the context of an aging population.
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KSI COLLISIONS						
Devon District	2017 KSI Collisions	% Change from Prev Yr	% Change from 5 Yr ave	Poisson Significance	Change	Poisson Sig
East Devon	69	+13%	+38%	3%	●	★
Exeter	44	+47%	+29%	14%	●	★
Mid Devon	30	+15%	+20%	31%	●	
North Devon	49	+44%	+20%	16%	●	
South Hams	42	-16%	+14%	40%	●	
Teignbridge	64	-2%	+21%	13%	●	★
Torridge	26	-4%	+4%	47%	●	
West Devon	48	+9%	+37%	9%	●	★
Devon	372	+10%	+24%	0%	●	★

All districts have seen a rise in KSI collisions from the previous five year average. **East Devon** has seen a statistically significant increase.

Again note a casualties per population rate is considered a rudimentary way of comparing areas; it does not take into account the varying road network length for each area, and the varying traffic flows (some districts have Highways England routes such as A30 / A38 / M5 running through them where others do not have such high traffic roads e.g. West Devon which includes Dartmoor).

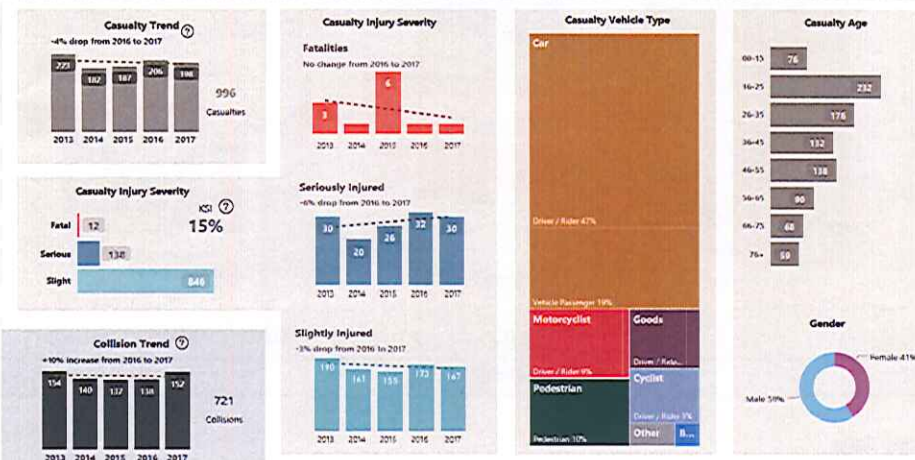
KSI CASUALTIES			
Devon District	2017 KSI Casualties	2017 Population	KSI Casualties Per 1 million Population
East Devon	84	142,265	590
Exeter	46	128,916	357
Mid Devon	31	80,623	385
North Devon	58	95,440	608
South Hams	45	85,340	527
Teignbridge	64	131,437	487
Torridge	32	67,821	472
West Devon	55	55,329	994
Devon	415	787,171	489



How does Mid Devon compare with other HATOC areas?

- All districts have seen a rise in KSI collisions.
- The rise in Mid Devon is not statistically significant and may be the sort of fluctuation we tend to see with lower numbers.
- Although a crude measure, casualties per million population is one way of comparing district areas. Using this rate, and with the exception of Exeter, Mid Devon performs better by comparison with its Devon neighbours both for all grades of casualty and for KSI specifically.

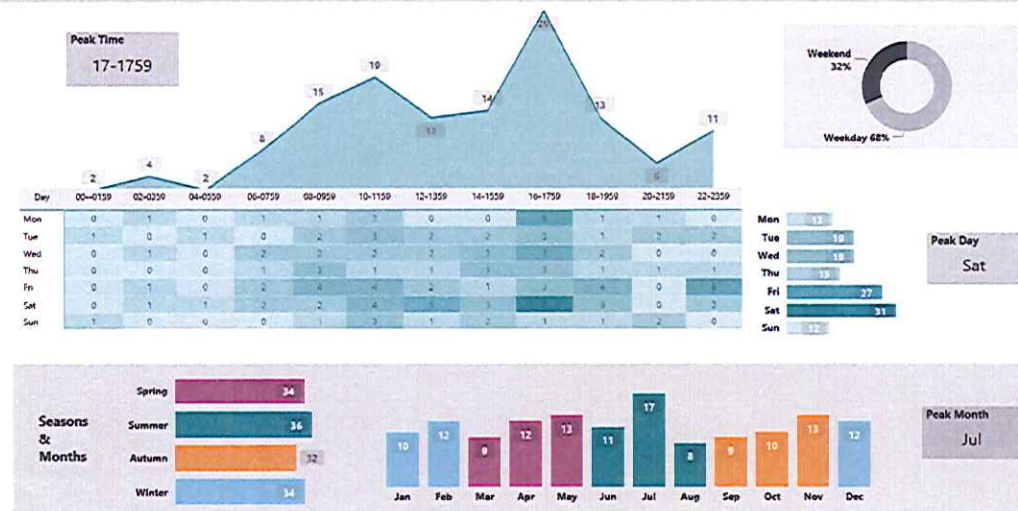
Mid-Devon (2013-2017)



Mid Devon HATOC area - overview

- Overall casualty trend is decreasing
- And although the trend for serious injuries is rising, there was a fall from 2016 to 2018 and the fatality trend is also downwards. These are, however, small numbers and subject to random fluctuation.
- The pattern of serious and fatally injured casualties is similar to that of Devon as a whole, with car occupants making up most of the numbers - but collisions per mile travelled are high for motorcyclists, pedestrians and cyclists.

Mid-Devon (2013-2017)



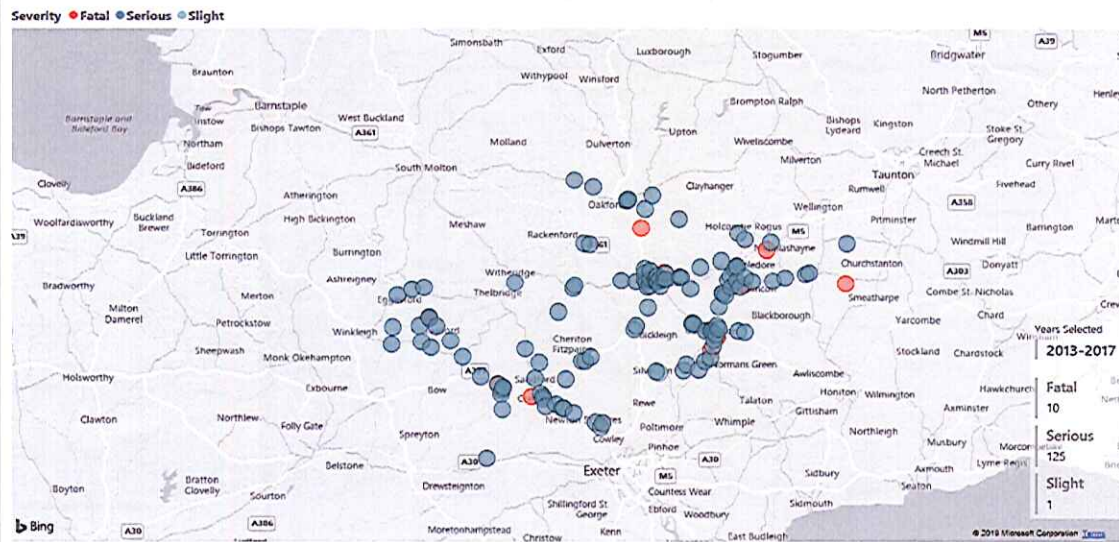
- KSI Collisions – when they occurred
- KSI collisions in Mid Devon follow a general pattern of peaking during the periods of highest traffic flow.
- Although Saturday is the peak day for KSI collisions it follows a similar pattern with the highest number of incidents in the late afternoon.
- July is the peak month for KSIs, and summer is the peak season – but postcode data for collision victims suggests this is a local problem rather than one introduced by visitors from outside Devon.

Mid-Devon (2013-2017)



- Locations – fatal
- There were 10 fatalities in the last 5 years, including one death on the M5, with no observed clustering.

Mid-Devon (2013-2017)



- **Locations – KSI**
- KSIs are tending to gravitate towards population centres – in particular, Tiverton and Cullompton
- Also, along the busiest routes – including the A377 and M5
- However, when compared with the rest of the A road network in Devon the A377 doesn't perform badly and is ranked, at its worst, 40th (out of 144 A class routes, where 1 is the worst performing and 144 the best). This was between Cowley Bridge and Crediton. The section between Umberleigh and Barnstaple was ranked 62nd /144
- The worst performing A class section in the Mid Devon area is A396 between Tiverton Great Western Way and the A361 – ranked 33rd /144.
- The worst performing B Road section is B3440 Four Cross Ways to Uffculme, ranked 28th /124
- KSI casualties generally occur on the rural network, the majority being on the A road network (52) and then unclassified roads (31)

Mid-Devon (2013-2017)

Factor	Count	Factor Type
Exceeding speed limit	15	Injudicious Action
Impaired by alcohol	14	Impairment/Distraction
Slippery road (due to weather)	14	Road Environment
(Pedestrian) Failed to look properly	12	Pedestrian Only
Swerved	12	Driver/Rider Error
Sudden braking	11	Driver/Rider Error
Illness or disability, mental or physical	10	Impairment/Distraction
Other	10	Special Code
Dazzling sun	9	Vision Affected
Deposit on road (eg oil, mud, chippings)	8	Road Environment
Fatigue	6	Impairment/Distraction
Inexperienced or learner driver/rider	8	Behaviour/Inexperience
Aggressive driving	7	Behaviour/Inexperience
Distraction in vehicle	7	Impairment/Distraction
(Pedestrian) Careless/Reckless/in a hurry	5	Pedestrian Only
(Pedestrian) Failed to judge vehicles path or ...	5	Pedestrian Only
Following too close	5	Injudicious Action
Junction restart	5	Driver/Rider Error

Age & Gender

Age Group	Male	Female
00-09	1%	1%
10-19	23%	1%
20-29	18%	1%
30-39	1%	1%
40-49	13%	1%
50-59	14%	1%
60-69	7%	1%
70-79	1%	1%
80+	6%	1%
Unknown	3%	1%

Gender Distribution: Male 76%, Female 24%

Control Data ②

Factor	Count	CONTROL DATA: Factor Types
Failed to judge other persons path or speed	314	Driver/Rider Error
Careless/Reckless/in a hurry	289	Driver/Rider Error
Poor turn or manoeuvre	264	Driver/Rider Error
Traveling too fast for conditions	236	Driver/Rider Error
Slippery road (due to weather)	155	Driver/Rider Error
Exceeding speed limit	153	Driver/Rider Error
Impaired by alcohol	117	Driver/Rider Error
(Pedestrian) Failed to look properly	114	Driver/Rider Error
Inexperienced or learner driver/rider	114	Driver/Rider Error
Swerved	108	Driver/Rider Error
Sudden braking	95	Driver/Rider Error
Road layout (eg bend, hill, narrow road)	87	Driver/Rider Error
Other	84	Driver/Rider Error
Dazzling sun	73	Driver/Rider Error
Fatigue	72	Driver/Rider Error
Deposit on road (eg oil, mud, chippings)	69	Driver/Rider Error
Illness or disability, mental or physical	67	Driver/Rider Error
Distraction in vehicle	60	Driver/Rider Error

CONTROL DATA: Age & Gender

Age Group	Male	Female
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10-19	18%	1%
20-29	21%	1%
30-39	12%	1%
40-49	14%	1%
50-59	14%	1%
60-69	11%	1%
70-79	7%	1%
80+	7%	1%
Unknown	1%	1%

Gender Distribution: Male 73%, Female 27%

Why the collisions occurred – KSI

- The collision factors (assigned by the police at the scene of the collision) are broadly similar for Mid Devon as for Devon as a whole
- Driver or Rider error is most prevalent, largely comprising:
 - Failed to look properly
 - Loss of control
 - Careless, reckless or in a hurry and
 - Failing to judge another person's path or speed.

- At 13% alcohol impairment is slightly higher in Mid Devon than for Devon as a whole (at 9%)

To whom – KSI

- 76% of KSI casualties are male
- 15-19 year olds are the largest single age group suffering the most serious injuries, within which 86% are male.

Principal target areas arising		
Who?	Why?	
Young and novice drivers	<ul style="list-style-type: none"> • Significant risk of collision involvement in first months of driving • Risk extends to peer group passengers • Over-represented in collision injuries compared with their population 	
Older drivers	<ul style="list-style-type: none"> • Collision risk per mile travelled is disproportionate • Injury severity increases with age • Important to support safe independent travel for access to services, health care, community etc 	
Motorcyclists	<ul style="list-style-type: none"> • Over-represented for serious injuries and fatalities per mile travelled • Important to maintain safe access to motorcycling as an economically accessible mode of transport 	
Business Drivers	<ul style="list-style-type: none"> • High rates of exposure lead to significant collision risk • Companies can influence safety of many drivers creating potentially excellent rates of return • Company procurement policies can influence the availability of safer vehicles 	
Cyclists	<ul style="list-style-type: none"> • The trend for cyclists seriously injured is rising • Numbers injured are expected to rise with more and longer journeys made by bicycle • Bikeability training is entirely grant funded and appears to be effective in improving safety 	
Where?		
	<ul style="list-style-type: none"> • The worst performing section in the Mid Devon area is A396 between Tiverton Great Western Way and the A361 – ranked 33rd /144. • The worst performing B Road section is B3440 Four Cross Ways to Uffculme, ranked 28th /124 • Routes and sites identified for speed enforcement or engineering through the SCARF process • DfT is not expected to identify any A class sections of the Mid Devon network as high risk in 2019 	
What types of road safety intervention?		
High risk behaviours – enforcement and education	<ul style="list-style-type: none"> • Excess speed • Drink and drug driving • Failure to wear a seat belt 	<ul style="list-style-type: none"> • In-vehicle distraction (for example, mobile phone use) • Careless or inconsiderate driving (for example, close following)
High risk sites – engineering & enforcement	<ul style="list-style-type: none"> • Sites identified as having collision ‘clusters’ with treatable collision factors 	
High risk routes – education, training, engineering and enforcement	<ul style="list-style-type: none"> • Routes with consistently high levels of collisions involving fatalities and serious injuries 	
Highway design	<ul style="list-style-type: none"> • Road Safety Audit procedures used to help ensure high safety design standards for new projects • Designing for severity reduction as well as collision reduction 	

Interventions	
Devon CC	Activity
Young and Novice Drivers	<ul style="list-style-type: none"> • Development of an innovative higher risk route training package
Older Drivers	<ul style="list-style-type: none"> • Development of an innovative higher risk route training package • Continued roll-out of our Driving Safer for Longer programme • Assessed drives and advice for motorists with (often) age-related physical or mental health conditions.
Business Drivers	<ul style="list-style-type: none"> • Training advice and support for fleet managers and drivers • Support offers to businesses arising from observed offences committed by at-work drivers
Motorcyclists	<ul style="list-style-type: none"> • Development of an innovative higher risk route training package
Cyclists	<ul style="list-style-type: none"> • All primary and secondary schools are offered the opportunity to host our free Bikeability courses. • Over 66,000 children across the <i>county</i> received Bikeability training since the launch of Bikeability in 2007. • Nearly 10,000 children in Devon will be trained this FY
Younger (non-motorised) road users	<ul style="list-style-type: none"> • School Crossing Patrol service with 8 sites for Mid Devon schools • Development of a new 'Integrated Road Safety Offer' for schools comprising patrols (as needed), Bikeability, in-school and self-help education and support
Road Safety Partners	
Safety Camera Partnership Speed Enforcement	<ul style="list-style-type: none"> • Fixed, mobile, and average speed systems in place – helps to reduce both the likelihood and outcome severity of a collision.
Devon and Cornwall Police No Excuse Team	<ul style="list-style-type: none"> • Targeted enforcement of higher risk offenders
Young Driver Partnership Interventions	<ul style="list-style-type: none"> • Learn-2-Live – reaching 10k emerging and novice drivers pa • My Red Thumb – social media-based awareness raising initiative targeting drivers at risk of in-vehicle distraction
Motorcyclist	<ul style="list-style-type: none"> • Biker Down – training for motorcyclists to provide first-on-the-scene care to other riders involved in collisions

Business Drivers	<ul style="list-style-type: none"> Regional initiative under development including collaboration with police, fire & rescue and safety camera partnership
Older Drivers educational disposal by Devon and Cornwall Police	<ul style="list-style-type: none"> Educational alternative to prosecution for Due Care and Attention offences involving drivers over 70 years

Future Strategy	
Devon	<ul style="list-style-type: none"> Draft Strategy in place that reflects a Safe System approach to casualty and severity reduction – targeting: Safe Road Users Safe Speeds Safe Roads & Roadsides Safe Vehicles and Improved Emergency Response and Care post-incident. The draft strategy is subject to consultation Developing a Public Health perspective for our road safety approaches to see where safe transport can contribute to the general health of the wider community
Regional Partnership	<ul style="list-style-type: none"> Development of a regional road safety strategy that identifies and targets the Common Ground / shared priorities for highway authorities; police; fire & rescue; public health; community safety