

HATOC	East Devon	Date	12 March 2019, 1030hrs
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Key Messages

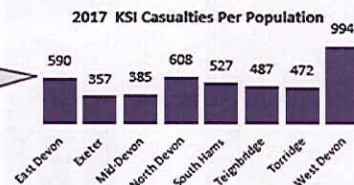
Dashboard Data	Message
<p>Devon County Council Area (2013-2017)</p> <p>Casualty Trend +4% increase from 2016 to 2017 2,403 (2013), 2,425 (2014), 2,366 (2015), 2,206 (2016), 2,285 (2017) 11,685 Casualties</p> <p>Casualty Injury Severity Fatalities: +55% increase from 2016 to 2017 16 (2013), 23 (2014), 25 (2015), 20 (2016), 31 (2017)</p> <p>Casualty Vehicle Type Car: Driver / Rider 46%, Vehicle Passenger 20% Motorcyclist: Driver / Rider 10%, Pedestrian 9% Cyclist: Driver / Rider 8% Goods: Driver / R...</p> <p>Casualty Age 00-15: 904 16-25: 2,941 26-35: 1,988 36-45: 1,465 46-55: 1,576 56-65: 1,077 66-75: 754 76+: 683</p> <p>Gender Male 56%, Female 44%, Not know... 0%</p> <p>Casualty Injury Severity KSI (Killed and Seriously Injured) 15% Fatal: 115 Serious: 1,665 Slight: 9,905</p> <p>Seriously Injured +6% increase from 2016 to 2017 293 (2013), 316 (2014), 311 (2015), 361 (2016), 384 (2017)</p> <p>Slightly Injured +2% increase from 2016 to 2017 2,094 (2013), 2,086 (2014), 2,050 (2015), 1,825 (2016), 1,870 (2017)</p> <p>Collision Trend +2% increase from 2016 to 2017 1,706 (2013), 1,758 (2014), 1,729 (2015), 1,578 (2016), 1,617 (2017) 8,388 Collisions</p>	<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 serious injuries in 2017 – the highest number for each in over five years • KSI (Killed and Seriously Injured) 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.

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.

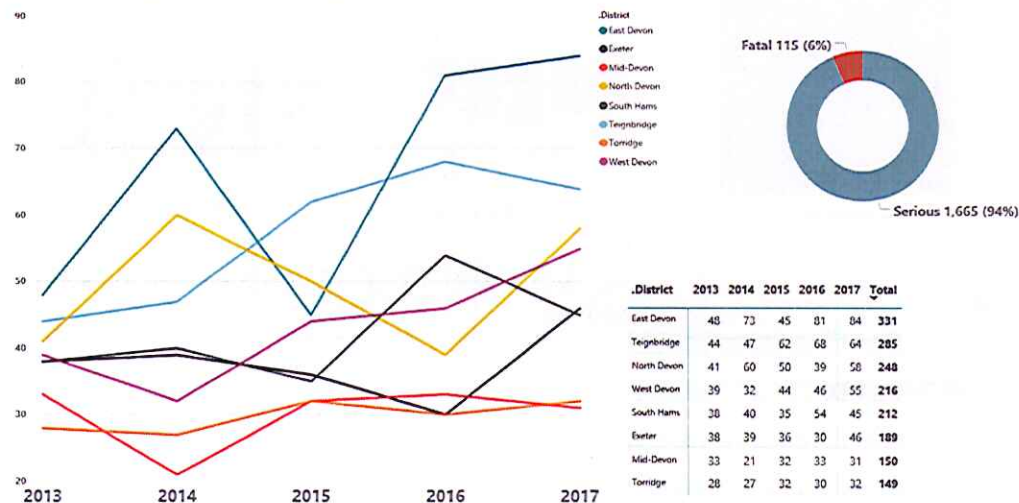
Again note a casualties per population rate is considered a rudimentary way of comparing areas; it does not take into account the varying road network length for each area, and the varying traffic flows (some districts have Highways England routes such as A30 / A38 / M5 running through them where others 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 East Devon compare with other HATOC areas?
- All districts have seen a rise in KSI collisions.
- East Devon's rise is statistically significant and may therefore continue unless checked.
- Although a crude measure, casualties per million population is one way of comparing district areas. Using this rate, East Devon performance at 590 KSI casualties per 1 million population is at the upper end of a scale that includes Exeter with 357 KSIs per million and West Devon with 994

Casualties (2013-2017) - Fatal, Serious



- District Five Year Trend comparison
- East Devon KSIs have been fluctuating over time.
- However, it saw a rise each year between 2015 and 2017
- Its five-year count for KSI casualties (331) is the highest of all the districts.

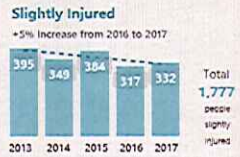
East Devon Casualties (2013-2017) - All Injury Severities



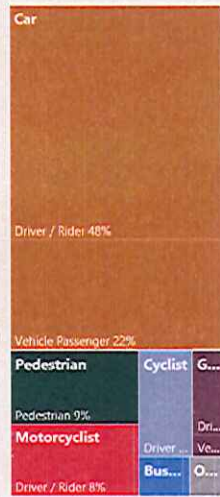
Overall Trend: All Injury Severities



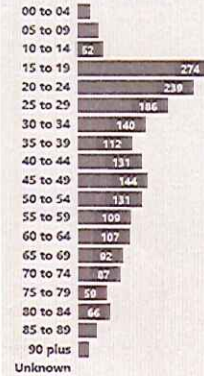
Injury Severity



Casualty Mode



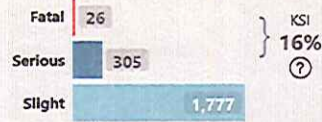
Casualty Age



Gender

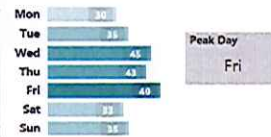
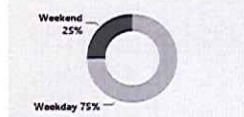
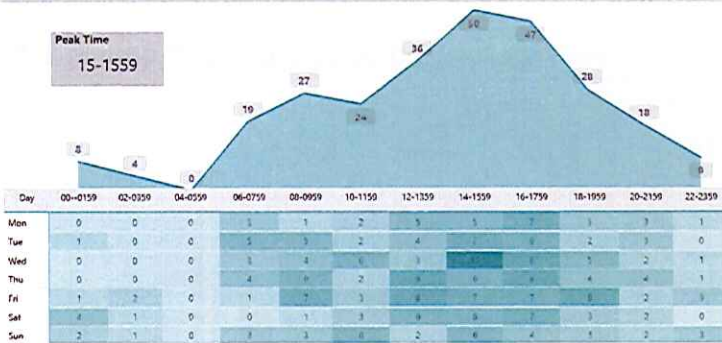


Five Year Casualty Totals



East Devon Casualties (2013-2017) - Fatal, Serious

Peak Time
15-1559

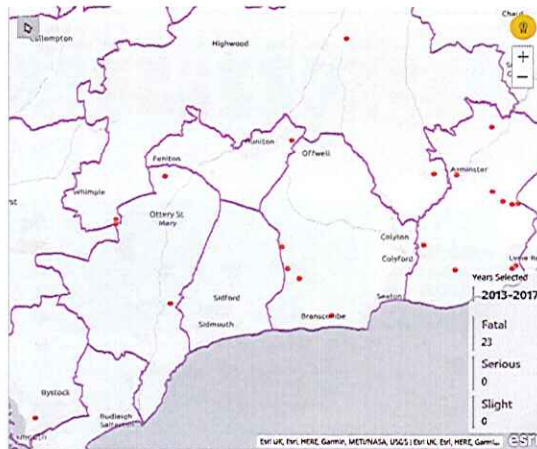


- East Devon HATOC area - overview
- Overall casualty trend is decreasing
- However, the trend for both serious injuries and fatalities is rising.
- The pattern of serious and fatally injured casualties is similar to that of Devon as a whole, with car occupants making up most of the numbers - but collisions per mile travelled will be high for motorcyclists, pedestrians and cyclists.

- KSI Collisions – when they occurred
- KSI collisions in East Devon follow a general pattern of peaking during the periods of highest traffic flow, although there is a clear bias towards the mid-afternoon to early evening travel peaks
- Friday is the peak day for KSI collisions and it follows a similar pattern with the highest number of incidents in the late afternoon.
- August is the peak month for KSIs, and Summer is the peak season

East Devon 2013-2017 Data: Fatal

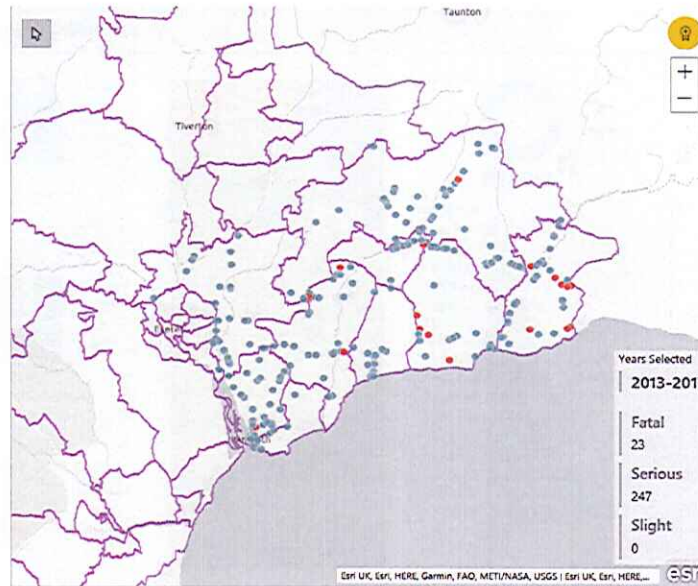
District & Electoral Divisions	Total Casualties	Estimated Population (2017)	Rate Per 1,000 Pop
East Devon	26	99,885	0
Axminster	13	11,744	1
Broadclyst	0		0
Exmouth	1	34,097	0
Exmouth & Budleigh Salterton ...	0		0
Feniton & Honiton	1	13,988	0
Otter Valley	3	13,110	0
Seaton & Colyton	5	13,772	0
Sidmouth	0		0
Whimble & Blackdown	3	13,174	0
Total	26	99,885	0



- **Locations – fatal**
- There were 23 fatal incidents resulting in 26 fatalities in the last 5 years
- Fatalities predominantly occurred in the Axminster division
- **Note however that of the 23 fatalities, 7 are on the Highways England network**
- **Of the 247 serious injuries, 60 are on the HE network**

East Devon 2013-2017 Data: Fatal, Serious

District & Electoral Divisions	Total Casualties	Estimated Population (2017)	Rate Per 1,000 Pop
East Devon	331	142,471	2
Axminster	56	11,744	5
Broadclyst	40	14,262	3
Exmouth	42	34,097	1
Exmouth & Budleigh Salterton ...	11	14,003	1
Feniton & Honiton	15	13,988	1
Otter Valley	29	13,110	2
Seaton & Colyton	35	13,772	3
Sidmouth	19	14,321	1
Whimble & Blackdown	84	13,174	6
Total	331	142,471	2



- **Locations – KSI**
- There were 331 KSI casualties from 270 incidents over the last five years, largely focussed on the main population areas such as Exmouth and Honiton
- Also, along the busiest A and B class carriageways
- The Devon CC network is subdivided into 144 A class routes (where 1 is the worst performing and 144 the best). B class routes are subdivided into 124 sections.
- Example routes include:
- A376 Exmouth Urban Area (Courtlands Cross to M&S) ranked 8/144
- A375 Honiton High Street to Tesco Sidmouth Road ranked 13/144

Contributory Factors & Locality Data



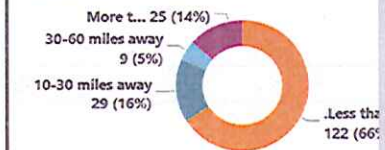
Contributory Factor data is based on officer opinion. Up to 6 factors per collision can be recorded.

East Devon Casualties (2013-2017) - Fatal, Serious 270 Collisions

Factor	Co...	Factor Type
Failed to look properly	99	Driver/Rider Error
Failed to judge other persons path or speed	70	Driver/Rider Error
Careless/Reckless/In a hurry	56	Behaviour/Inexperie...
Poor turn or manoeuvre	56	Driver/Rider Error
Loss of control	55	Driver/Rider Error
Travelling too fast for conditions	35	Injudicious Action
Slippery road (due to weather)	32	Road Environment
Impaired by alcohol	23	Impairment/Distract...
Inexperienced or learner driver/rider	23	Behaviour/Inexperie...

Blameworthy Vehicles

Distance From Home



Top 5 Most Recorded Postcodes



Control Data: Devon County Council Norm 1,428 Collisions

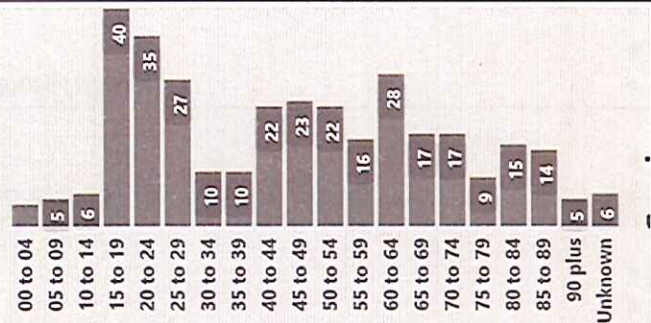
Factor	Count
Failed to look properly	583
Loss of control	344
Failed to judge other persons path or speed	314
Careless/Reckless/In a hurry	289
Poor turn or manoeuvre	264
Travelling too fast for conditions	236
Slippery road (due to weather)	155
Exceeding speed limit	153
Impaired by alcohol	117

Distance From Home

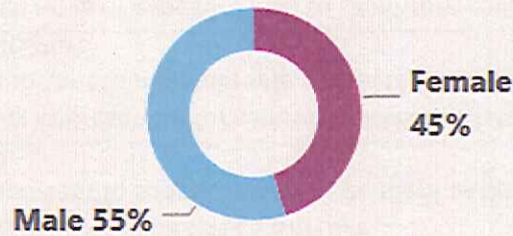


- Why the collisions occurred – KSI
- The collision factors (assigned by the police at the time of the collision) are broadly the same for East Devon as for Devon as a whole.
- Driver or rider error is most prevalent, largely comprising:
 - Failed to look properly
 - Poor turn or manoeuvre
 - Failed to judge another person's path or speed
 - Careless, reckless or in a hurry
- Blameworthy vehicles are driven by what might be classified as local drivers (66% within living within 10 miles of the collision site)

Casualty Age



Gender



- To whom – KSI
- 55% of KSI casualties are male
- 15-19 year olds are the main casualty age band
- Within that band, 60% 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"> • Routes and sites with collision clusters or higher collision densities in which the collision characteristics demonstrate patterns that are thought to be treatable. • Routes and sites identified for speed enforcement or engineering through the SCARF process • Routes independently identified by DfT as being higher risk – if accompanied by grant funding. 	
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 • 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 delivered by Fire and Rescue 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: <ul style="list-style-type: none"> 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