

2 Zero Accidents

“On the highway of the future crashes and multiple collisions will be virtually eliminated.”

Long Term Goals

- ▶ Protect the operational interests against corporate liability through whole-life highway safety (e.g. impacts of climate change, the ‘fog-free motorway’, temporary vertical barriers, access for the ‘motorway fit driver’, etc).
- ▶ Enhance the qualitative benefits to society where the economic case already exists (e.g. zero tolerance of speeding, enhanced highway design, hazard perception, accident analysis).
- ▶ Manage conflicts (e.g. motorised versus non-motorised modes, infrastructure versus driver control, commercial needs versus common ground, traffic demand versus hard shoulder provision).
- ▶ Work with partners to develop technology such as Adaptive Cruise Control, active vehicle safety systems, intersection collision avoidance, rear and side impact warnings systems and full autonomous driving. Utilise resources of Traffic Control Centre project.
- ▶ Utilise ITS technology to incorporate broad band and dedicated short range radio communication to give area time specific information about hazards.
- ▶ Raise public awareness of road safety issues.

Short Term Actions

- ▶ Influence the development of a national safety framework through partnership (including DTLR, vehicle manufacturers, emergency services, DVLA, etc).
- ▶ Understand public demands for comprehensive legislation and its impact on the management and operation of the network including credible enforcement.
- ▶ Sponsor research into sleep deprivation and driving skills (including hazard perception for both young and older drivers, driving in extreme weather conditions), with emphasis on the context of long distance driving and the design of the trunk road network.
- ▶ Research into driver acceptance of controls and additional costs of safety measures. Introduce ICT to assist drivers – e.g. fog warning, lane control, ABS. Make drivers more aware of consequences of poor driving.
- ▶ Re-assess the institutional arrangements and procedures used to manage crashes (e.g. hospitals, trauma units, service station provision, emergency services, police, warnings).
- ▶ Identify and address accident black spots. Monitor and evaluate performance of safety schemes. Upgrade existing routes - signing, junctions, lighting, surfaces
- ▶ Provide designated lanes or routes for commercial vehicles to reduce on-road interaction between car and HGV drivers.

Case for Network Operator Action

- ▶ Crashes are the major cause of delay on the trunk road network, a problem exacerbated due to their unpredictability. This in turn leads to user dissatisfaction including unsociable behaviour (e.g. road rage, etc).
- ▶ Society will demand unprecedented high standards of safety and security on the highway. Government targets will underpin this.
- ▶ As the age profile of road users increases, the impact of crashes will result in higher death rates (due to frailty of victims).
- ▶ Eliminating crashes will release the capacity of the hard shoulder.
- ▶ Legal responsibilities of the HA relating to corporate manslaughter are already in the Highways Act and are likely to develop further.
- ▶ Remit to manage, maintain and improve network for all road users, to improve safety, increase accessibility and promote integration.

Supporting Information

- ▶ Every year around 3,500 people are killed and 40,000 are seriously injured on Britain's current road network. 10 people are currently killed each week by heavy goods vehicles. 2010 target is 40% reduction in KSI by 2010, and 10% reduction in personal injury accidents.
- ▶ There is a growing public demand for primary legislation following recent incidents (e.g. Hatfield).
- ▶ Existing legislation is incompatible with the modern motorway (e.g. greater conflict through higher power cars, improved braking ability, perceived safety through airbags, etc).
- ▶ Perceived increase in corporate liability culture (e.g. 'where there's a claim, there's a blame').