



**ROAD DANGER
REDUCTION FORUM**

President : Lord Berkeley

A New Strategy for Road Safety Post 2010

transport times
conference

Road Danger Reduction Viewpoint

www.rdrf.org

Transport and “Road Safety”
practitioners....

**ARE YOU
GETTING IT
ALL WRONG?**

What is Road Danger Reduction?(1)

The Road Danger Reduction Charter (1993)

www.rdrf.org

- Reduce danger at source
- Supports the sustainable transport agenda

What is Road Danger Reduction? (2)

“Safe Roads for All” – the real road safety movement

- Supported by 20 LAs (1997)
- Supported by RoadPeace, CTC, LCC, Slower Speeds Initiative

What is Road Danger Reduction?

(3)

- J.S. Dean: “*Murder Most Foul*”
- John Adams: “*Risk and Freedom*”/ “*Risk*”
- Robert Davis: “*Death on the Streets: Cars and the mythology of road safety*”
- David Engwicht: “*Mental Speed Bumps*”
- CABI: “*What are we scared of*”
- Hans Monderman, Gerard Wilde etc.

What does RDRF say? (1)

- Aggregate RTA casualties is **NOT** a proper measure of safety on the road
- We are concerned with **Who Kills/Hurts Whom.** (“Dangerous” forms of transport endanger others on the road). Moral and scientific issues.

What does RDRF say? (2)

- ***Everybody adapts to perceived danger*** (risk compensation)
- BAD: Better protected drivers driving worse
- BAD: Parents restricting children's mobility because of road danger
- GOOD: Cyclists critical mass
- GOOD: Pedestrians in "naked streets"

What does RDRF say? (3)

Declines in RTA fatalities may occur *irrespective* of “road safety” interventions (Smeed curve, Adams curve)

What does RDRF say?(4)

Much of “road safety” is part of the problem of danger on the road

What does RDRF call for? (1)

- Support the ***road danger reduction measures of road safety*** as part of cultural change away from car culture, e.g.:
- Slower speeds/ Law enforcement and deterrent sentencing, black boxes/ etc.
- Accountability – driver liability?

What does RDRF call for? (2)

- Promote sustainable transport:
- An example: Cycle training – the opposite of what happened before?

What does RDRF call for? (3)

In place of costing “casualty savings”, calculations should include health benefits from active travel etc., etc., etc...

More people die from other problems associated with the current road transport system than from “RTAs”

What does RDRF call for? (4)

**...and: speak English,
not “roadsafetyese”**