A new approach to road safety – Road Danger Reduction and Bristol Council, UK
Traditional road safety approach

DANGER

CASUALTIES
Traditional road safety approach
Road danger reduction approach
Road danger reduction approach

Public policy
Infrastructure
Marketing
Law
Cultural values

CASUALTIES
DANGER
Road danger reduction approach

- DANGER
- DANGER
- DANGER

CASUALTIES

- Fear
- Dysfunctional unliveable streets
- Community severance
- Health disbenefits
Road danger reduction approach

Discouraging driving/restricting driving behaviour
Road danger reduction approach

Promoting Walking + Cycling

Discouraging driving/ restricting driving behaviour

Casualties
Health benefits (reduced obesity etc), Environmental benefits, reduced severance, reduced fear of roads

DANGER
RDR – 2 main strategies

Speed and volume of motorised traffic

Alternative benign modes
Showing casualty trends both unadjusted and adjusted for numbers cycling in Bristol
Showing total counts of contributing factors (by type) attributed to cars in incidents leading to a cyclist casualty
Sources

• ‘Death on the streets’ - Amazon
  http://www.amazon.co.uk/Death-Streets-Cars-Mythology-Safety/dp/0948135468

• ‘Road danger reduction forum’ - can be googled

• ‘Casualty reduction or danger reduction’ – Academic journal paper by Tight et al. 98

My Email: Tom.Calvert@bristol.gov.uk