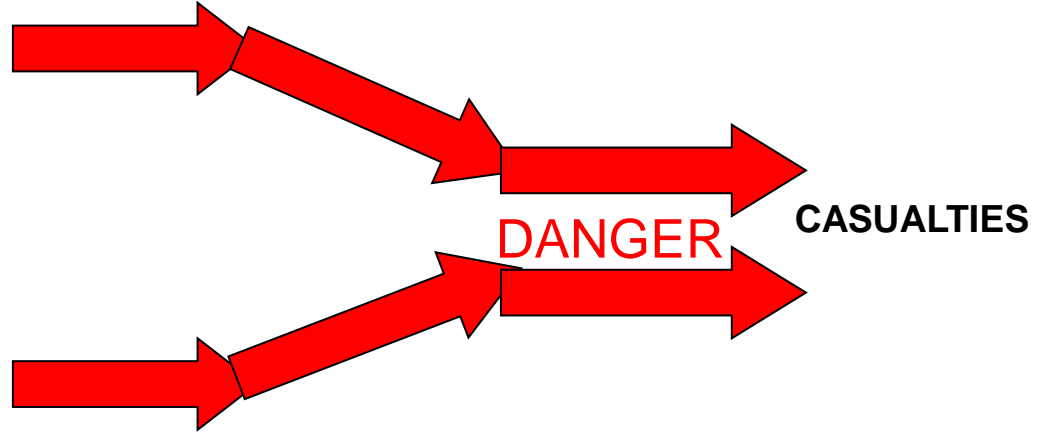


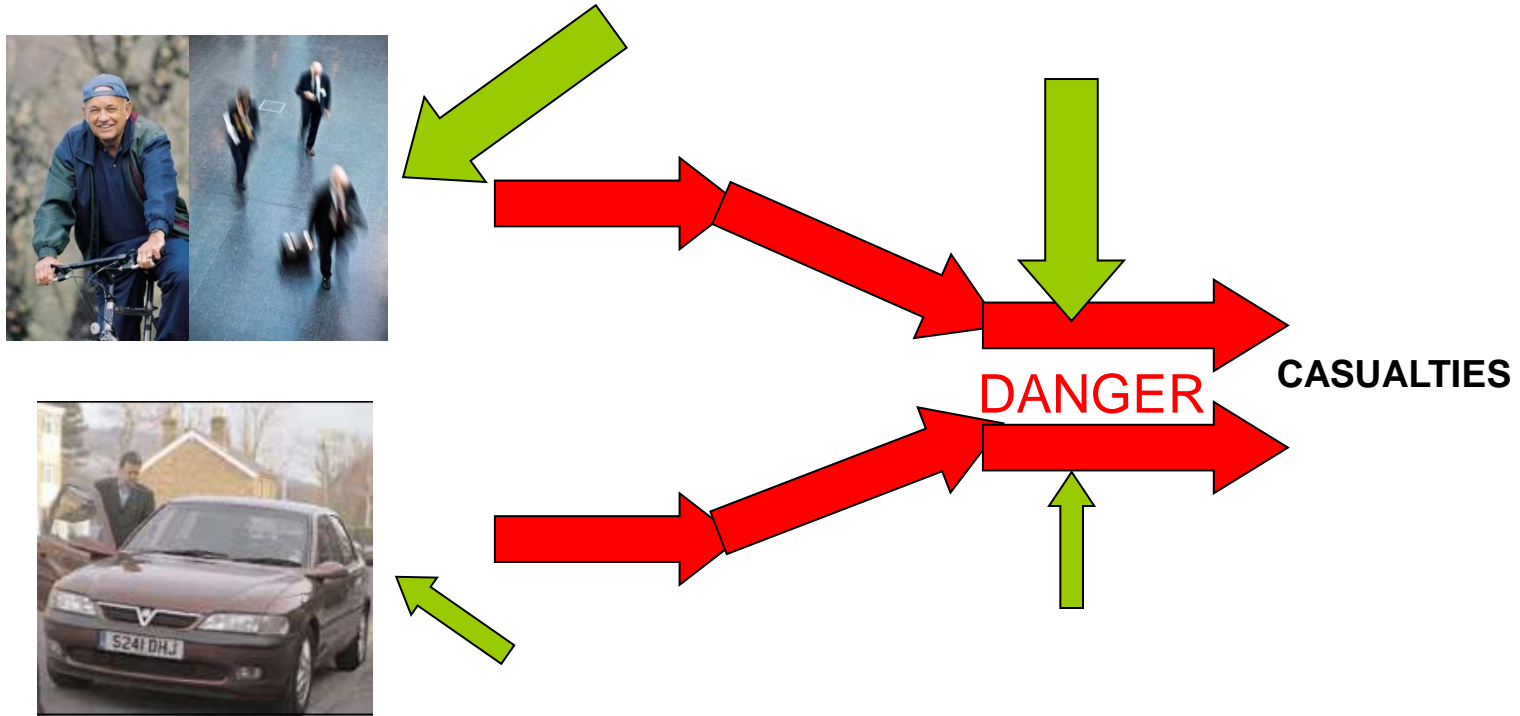
# A new approach to road safety – Road Danger Reduction and Bristol Council, UK



# Traditional road safety approach



# Traditional road safety approach

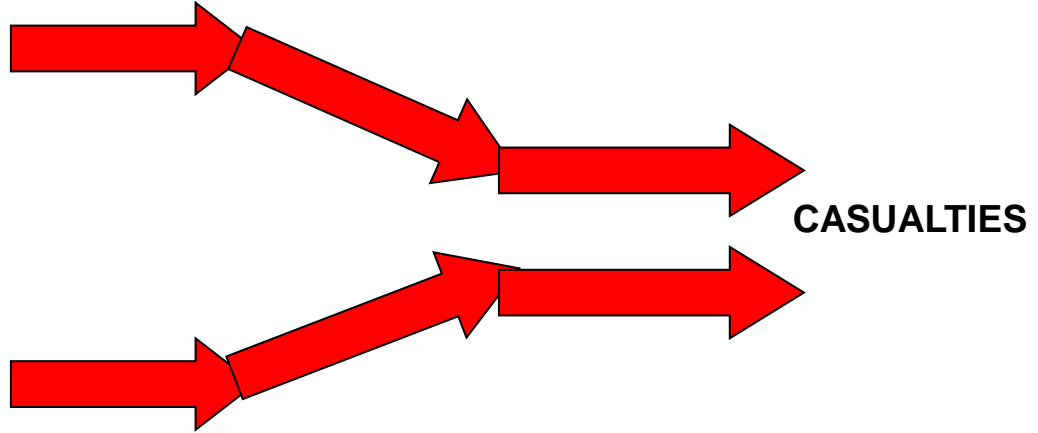


# Road danger reduction approach



**DANGER**

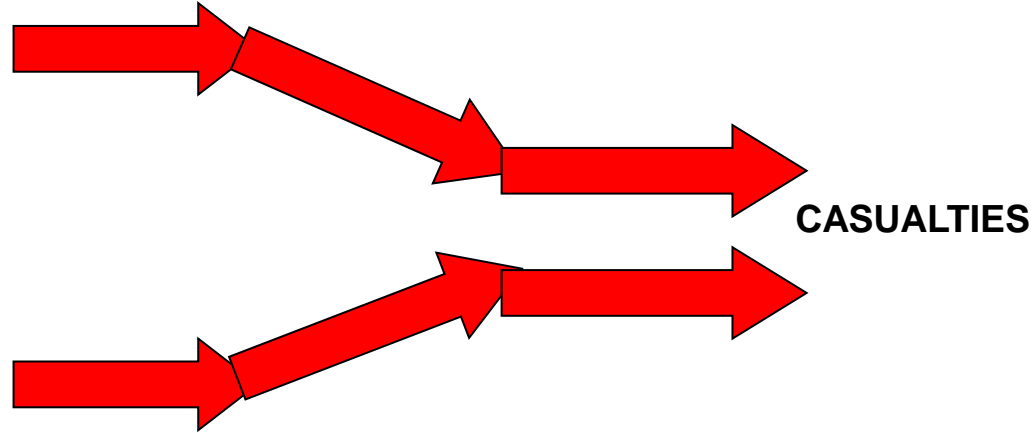
**DANGER**



# Road danger reduction approach



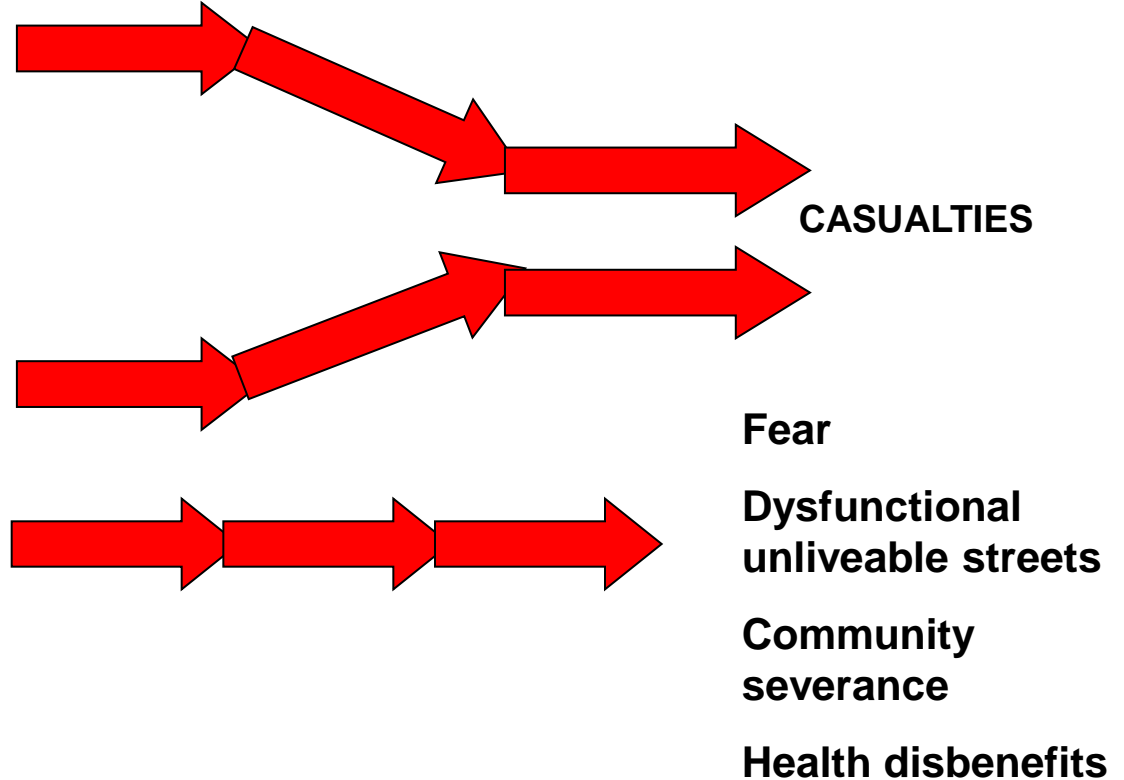
Public policy  
Infrastructure  
Marketing  
Law  
Cultural values



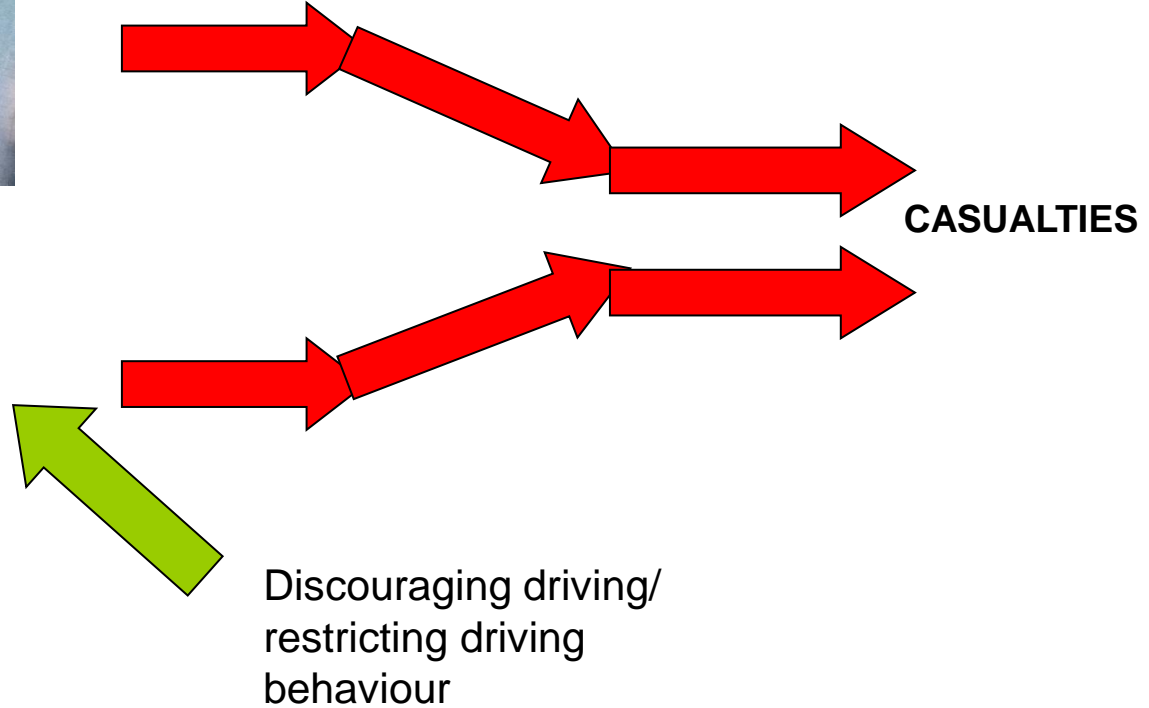
# Road danger reduction approach



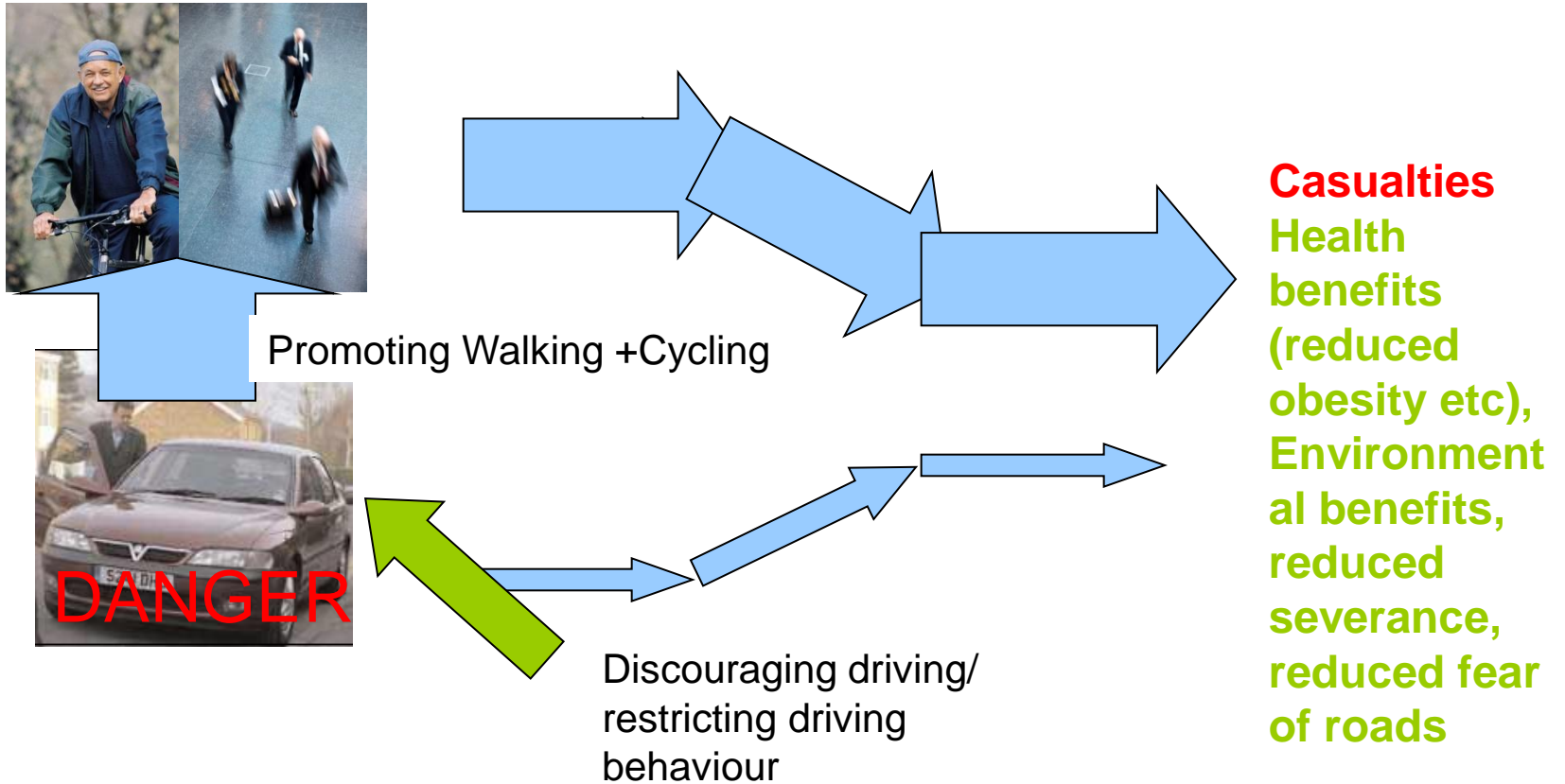
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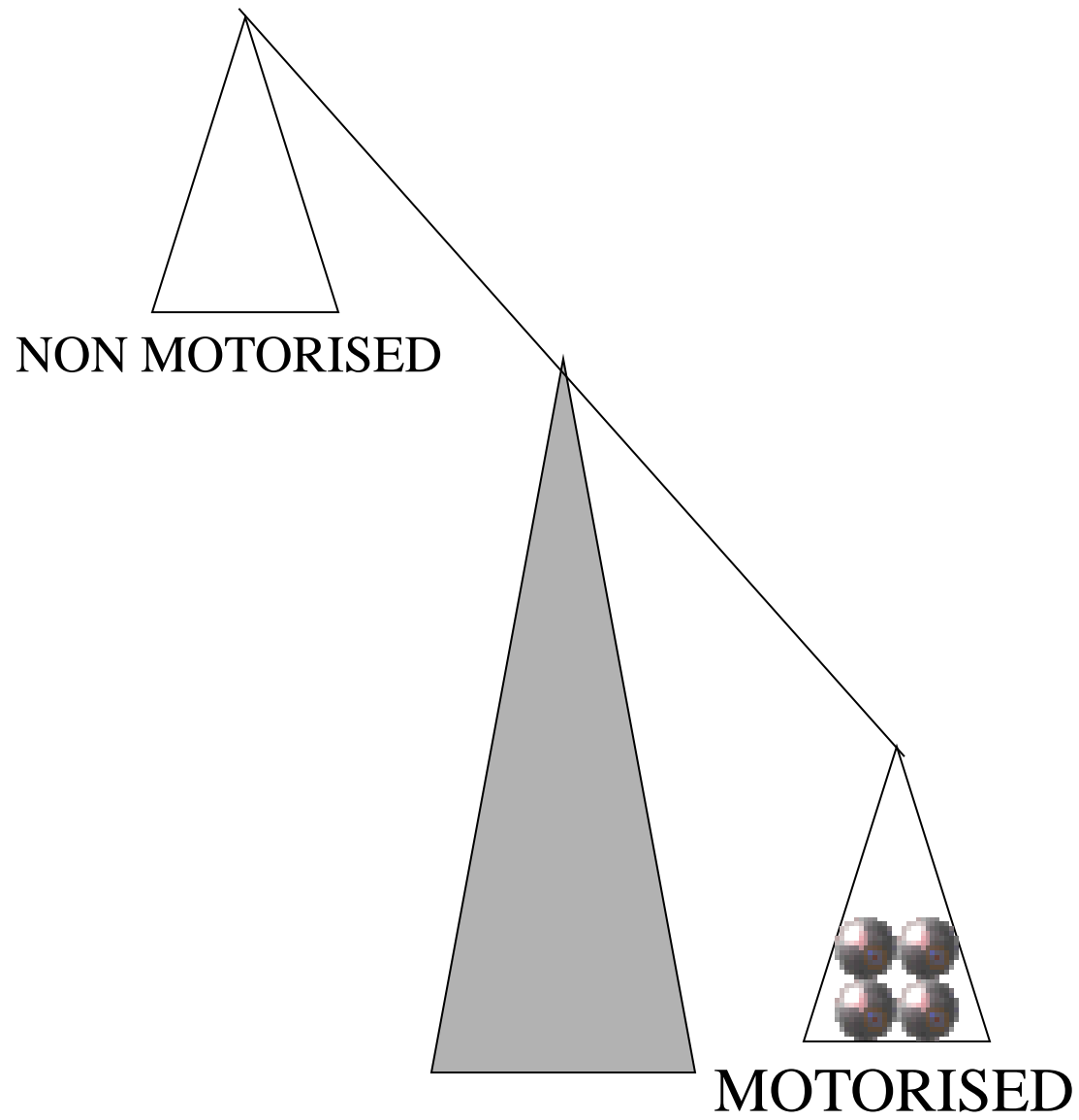
# Road danger reduction approach



# Road danger reduction approach

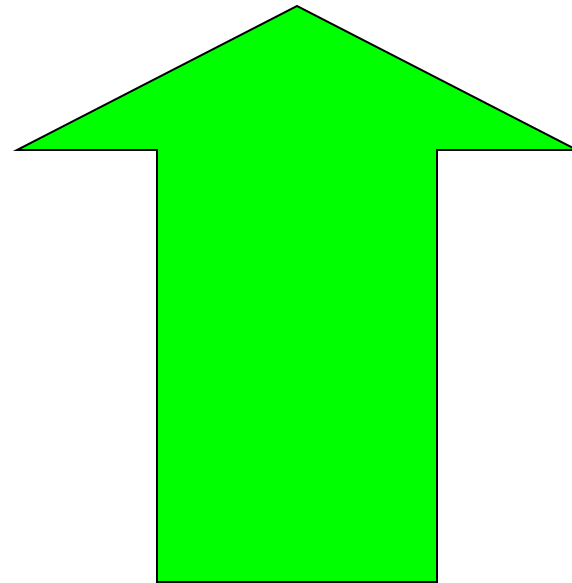
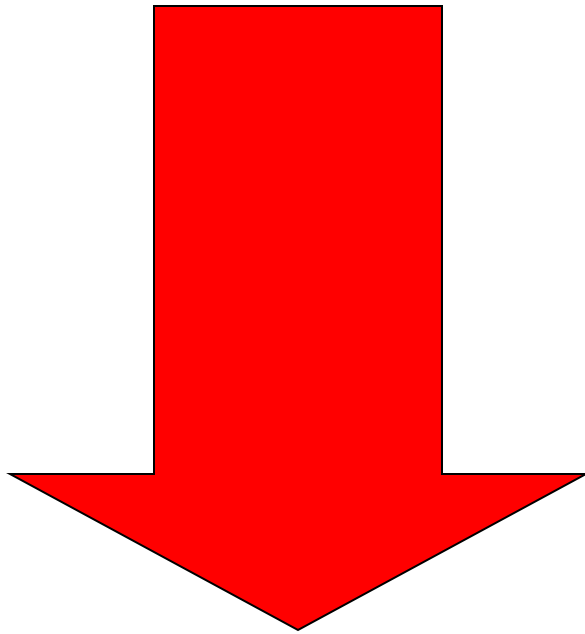




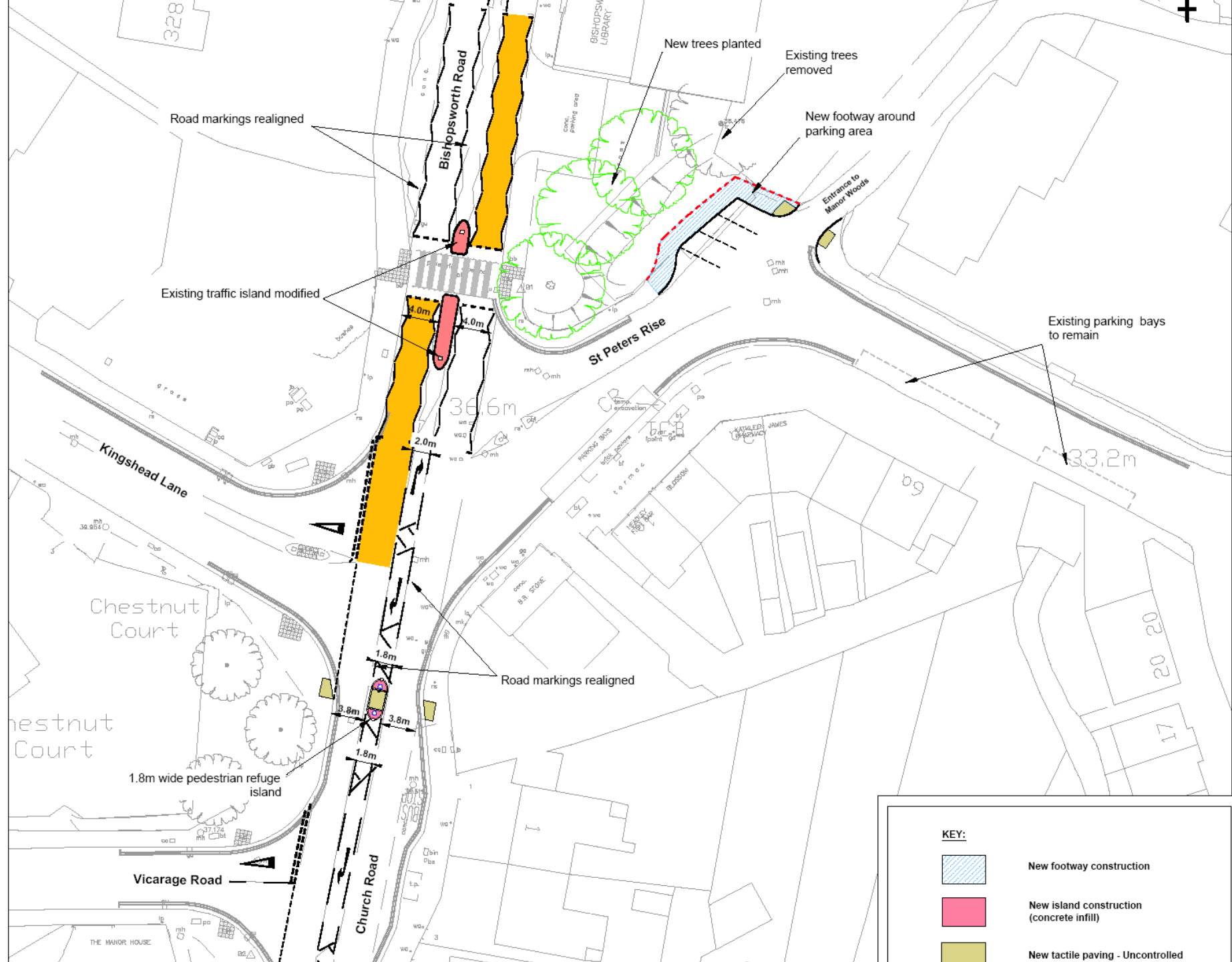


# RDR – 2 main strategies

Speed and volume of  
motorised traffic



Alternative benign  
modes



Road markings realigned

Bishopsworth Road

New trees planted

Existing trees removed

New footway around parking area

Entrance to Manor Woods

Existing traffic island modified

St Peter's Rise

Existing parking bays to remain

Kingshead Lane

36.6m

33.2m

Chestnut Court

Road markings realigned

Chestnut Court

1.8m wide pedestrian refuge island

Vicarage Road

Church Road

THE MANOR HOUSE

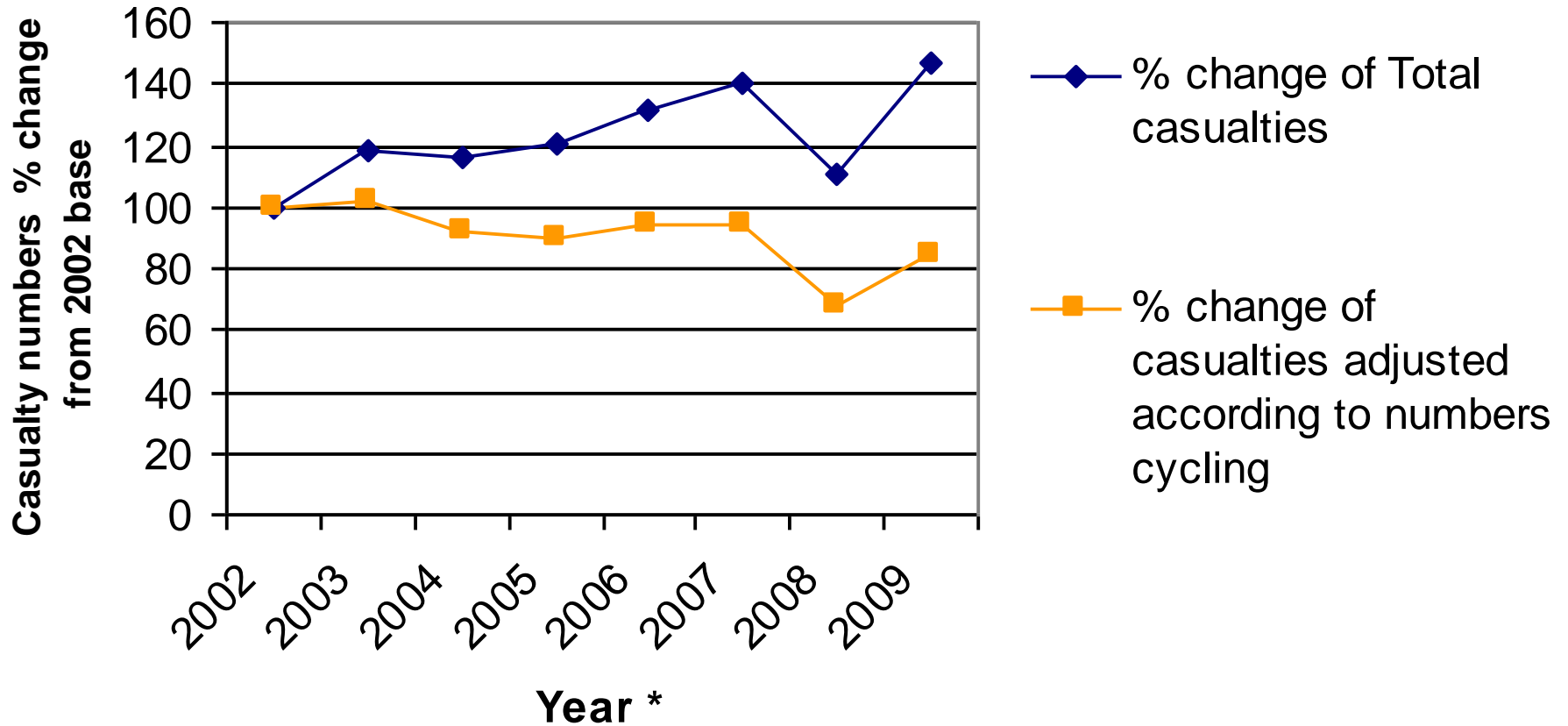
328

BISHOPS LIBRARY

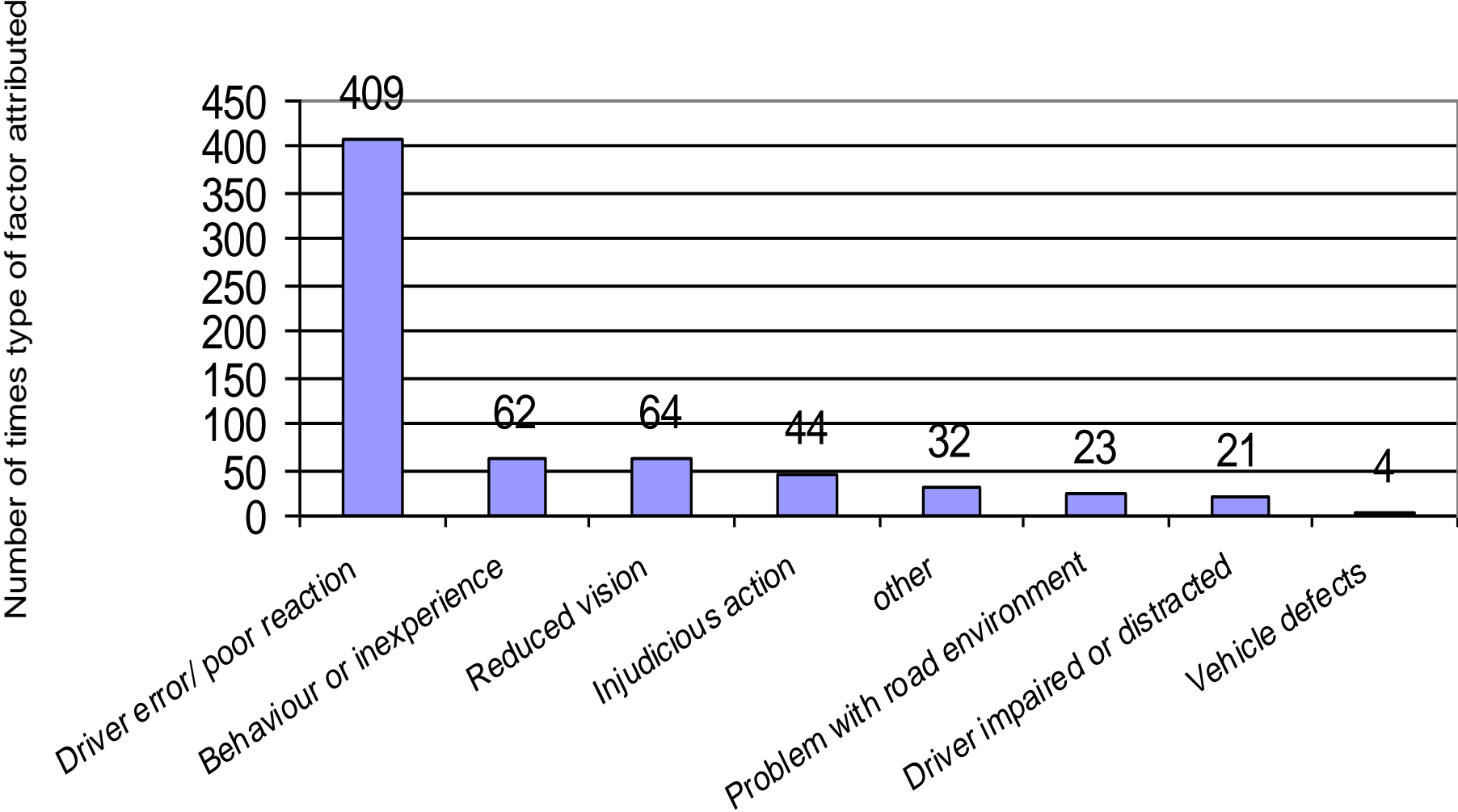
20 20

17

## 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

<http://rdrf.org.uk>     <http://www.rdrf.org/>

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

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