



Manifesto for safe and healthy mobility

Brake calls on the Government to adopt a people-led Vision Zero approach to road safety, in order to achieve safe and healthy mobility, for all, by 2040

To deliver this the Government must implement:



Casualty reduction targets and performance indicators, which step us towards zero deaths and serious injuries by 2040, with consideration and encouragement given to the healthy movement of people.



The necessary investment to deliver zero deaths and serious injuries by 2040 and achieve progress in line with the casualty reduction targets.



An action plan for delivery that takes a design-led approach for achieving safe and healthy mobility by 2040 and which brings about an effective driver and fleet operator regulatory system to improve safety in the short term.



An independent Road Collision Investigation Branch, which identifies causation that can be prevented through design or management, rather than trying to establish criminality.



A hub for best practice standards to enable everyone, whether a member of the public or a road safety practitioner, to access and share best practice guidance about safe and healthy mobility solutions.



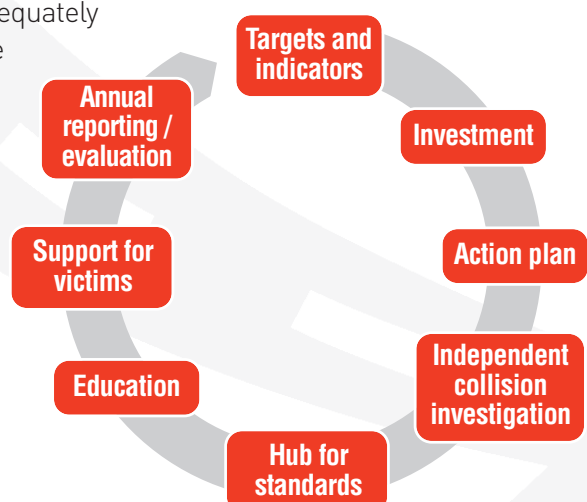
Compulsory school education on safe and healthy mobility that encompasses road danger, the benefits of active travel and public transport, and Vision Zero/safe systems principles.



Support for road crash victims that adequately funds emotional and practical support for the bereaved and seriously injured.



Annual reporting and evaluation that gives transparency of progression towards safe and healthy mobility for all by 2040.



Safe and healthy mobility

The delivery of safe and healthy mobility for all requires (i) a Vision Zero, or safe systems approach, utilising design-led solutions to achieve a world of zero road deaths and serious injuries; and (ii) the acknowledgment of the need for healthy and active mobility, to address issues of pollution, disease, unhappiness and inequality.



Casualty reduction targets and performance indicators

A defined pathway to achieving zero road deaths and serious injuries is central to a Vision Zero approach. The Government must **set a target of zero road deaths and serious injuries by 2040**, aligning the UK with best practice globally, with set milestones to this target. **Casualty reduction targets must also consider and encourage the healthy movement of people** and not be set in isolation; for example, we need targets for reduction of deaths and serious injuries per miles travelled on foot and bicycle. Negative unintended consequences of target setting must be avoided, i.e. steps to reduce cyclist casualties must not come at a cost to the numbers choosing to cycle.

Measurable performance indicators must enable transparency on progression towards safe and healthy mobility for all.

Indicators should include measures such as: length of segregated, tarmacked routes for cycling; percentage of urban roads that are 20mph or lower; percentage of drivers speeding on 20mph roads; percentage of dead drivers found with illegal drugs in their system; number of cycling stages travelled; reduction of vehicle use; number of drivers breathalysed in targeted checks; percentage of drivers found to be over the drink-drive limit in random checks, etc. We ask the Government to consult on the appropriate formation of these indicators with the road safety and healthy mobility community.



The necessary investment

The Government must **allocate the necessary investment to enable safe and healthy mobility for all by 2040 to be achieved**, through the delivery of measures outlined in this manifesto. The Government should work across departments to quantify the cost-benefit of such an approach, accounting for costs associated with road casualties, poor health from lack of mobility, and traffic pollution.



An action plan for delivery

The Government must **create an action plan to deliver safe and healthy mobility by 2040**, mandating design-led solutions, both cross-department and with devolved authorities. Priority must be given to:

- building and maintenance of segregated infrastructure for cycling and walking in cities, towns, villages and between places;
- traffic-free places where people live and in public spaces;
- public transport provision;
- safe road design, inclusive of the best safety infrastructure and speed limits, on urban, rural and main roads; and
- ridding roads of unsafe and polluting vehicles, through regulation, incentive, and exclusion schemes.

The action plan must also **deliver an effective driver and fleet operator regulatory system**, inclusive of licensing, policing and criminal justice, to improve safety in the short term. This will identify and plug inadequacies; with current concerns being licensing standards, the UK's high drink-drive limit, inadequate road policing, ineffective traffic offences, and penalties including failures to ban unsafe drivers. We need a robust and just system.



An independent Road Collision Investigation Branch

The Government must **establish an independent Road Collision Investigation Branch** (RCIB) that identifies causation that can be prevented through design or management, rather than trying to establish criminality.

The RCIB should identify and make recommendations regarding effective and cost-effective countermeasures to stop deaths and injuries, support Britain's police in pursuance of excellence in their forensic investigation of crashes, and develop standards and expertise in collision investigation, data recording and analysis that can assist and unify investigations in the UK and, for comparison purposes, abroad.



Compulsory school education on safe and healthy mobility

The Government **must incorporate safe and healthy mobility into the curriculum, to be taught from a young age through to and including at secondary school** as part of PSHE and Citizenship. The curriculum must cover road danger, the benefits of active travel and public transport, and Vision Zero/safe systems principles.



Support for road crash victims

The Government must **ensure that on the journey to zero, the victims of road crashes are supported emotionally and practically** through long-term and expanded funding of Brake's National Road Victim Service (NRVS).



A hub for best practice standards

The Government **must create a single 'go to' place for safe and healthy mobility best practice standards and their summary**.

Everyone, whether road safety professionals or the public, should be able to go to a single source of information for best practice guidance about safe and healthy mobility solutions. Such a hub would provide an understanding of what should be done and help identify what is not being done to enable people to take action for change.

The hub should be maintained by central government and its development achieved in partnership with those holding necessary expertise (for example manufacturers, universities, NGOs). Best practice standards should integrate learnings from within the UK and internationally and the Government should look for project learnings that can be incorporated into standards.

The Government should promote its wealth of standards internationally to foster global progress on road safety.



Annual reporting

The Government must **annually report progression towards safe and healthy mobility for all by 2040**, primarily through the mechanism of casualty reduction targets and performance indicators but also encompassing progression towards the delivery of the measures detailed in this manifesto.

Brake's vision is a world where everyone moves in a safe and healthy way.

We believe that safe and healthy mobility is everyone's human right wherever we are; in cities, towns, villages or moving between places. We are a humanitarian charity, working with urgency and in partnership with others to implement evidence-led solutions to a crisis that affects us all and our planet.

www.brake.org.uk

For further information, please contact **Joshua Harris**, Brake's director of campaigns, at **jharris@brake.org.uk** or on **07976 069 159**

