

# Speed Monitor

ETSC's Newsletter on Speed Policy Developments in the EU

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## Editorial

Members of the European Parliament have called for speed limits on residential roads and single-lane roads without cycle tracks throughout the European Community to be reduced to 30 kilometres an hour in the interests of road safety. The proposal was one of the key recommendations made by the EU Transport and Tourism Committee in its own initiative report, 'Towards a European Road Safety Area', which was endorsed in June. The potential for such a move to reduce collisions, especially those involving children, was underlined. ETSC welcomes this recommendation as excessive speed remains the single biggest contributory factor to fatal road collisions. Such a recommendation reflects similar moves at a national level in the UK where changes in signage requirements which make it easier and cheaper for local authorities to implement wide area 20mph (30km/h) limits for cities, towns and villages have been proposed. However, at the other end of the scale some speed limits on motorways are also being hotly debated. In the UK, the government announced its intention to consult on raising the national speed limit on motorways from 70 to 80 miles per hour. Also, in Spain, a temporary reduction in motorway speed limits has been revoked and in Poland, motorways speed limits have been increased to 140km/h. This means that Poland is now the country with the highest legally set speed limits in Europe.

Meanwhile ETSC continues its work in underlining the importance of managing speed in improving road safety. In June ETSC published its 5th Road Safety PIN Report including a chapter on 'Reducing deaths on rural roads' which compares EU countries' progress in this area since 2001. France, Luxembourg and Portugal achieved the highest annual reductions in road deaths on rural roads with more than a 9% average reduction since 2001. In France, road deaths on rural roads were cut from 5,400 in 2001 to 2,800 in 2009. The reduction in speed has been the single most important factor in the recent French road safety success and this has been especially marked on rural roads.

ETSC is also recruiting new students for the second 18-month period of the STARS project. STARS, 'STudents Acting to Reduce Speed', aims to mobilise transport research on speed management to demonstrate how excessive and inappropriate speed on roads can be reduced through both existing and innovative measures. Ten countries will be visited including: Bosnia and Herzegovina, Estonia, France, Germany, Italy, Latvia, Poland, Portugal, Serbia and Turkey.

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## European Union News

### White Paper 'Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system'

March 2011 saw the adoption of the European Commission's new Transport White Paper which was welcomed by ETSC. In this regard, ETSC is delighted the European Commission has recognised that: "reducing speed is an extremely effective way to reduce not only the risk of collisions but also fuel consumption," particularly as this approach enjoys the support of the European public. Promoting eco-driving and in-vehicle systems that 'provide real-time information on prevailing speed limits,' namely Intelligent Speed Assistance systems (ISA), will also contribute to improving compliance with speed limits. Continued action to tackle excessive speeding is required as it remains the single biggest contributory factor in fatal road collisions.

While the White Paper refers to the need to harmonise and deploy road safety technologies, ETSC considers that the Commission should have a stronger leadership role in promoting technologies especially Intelligent Speed Assistance Systems. ETSC also welcomes efforts to reinforce key elements of eco-driving within the curricula of the theoretical and practical tests. This goes some way to recognising the casualty reducing benefits of managing driving speeds.

### European Parliament Report on the Road Safety Policy Orientations 2011-2020

The 27<sup>th</sup> of September plenary session of the European Parliament (EP) saw the adoption of the own-initiative report, "Towards a European road safety area", drafted by Dieter-Lebrecht Koch, MEP on behalf of the Committee on Transport and Tourism (TRAN). The report was endorsed by TRAN in June with 31 votes in favour, 6 against and 3 abstentions. All 20 proposed compromises were adopted.

The adopted report supports a number of key measures and improvements with the adoption of a new Road Safety Action Programme at the EU level including detailed measures, ambitious targets and the long term 'Vision Zero'. Also supported was the creation of an office of a

European Coordinator for Road Safety and the development of three complementary EU targets for 2020.

Of specific relevance to the issue of speed the report supports better enforcement of road safety rules through national enforcement targets, a consistent harmonisation of traffic signs and rules and the adoption of speed limits of 30km/h in all residential areas and on single-lane roads without cycle tracks. Innovative recommendations include the compulsory fitting of alcolocks to all commercial passenger and goods transport vehicles, a wider introduction of 'eCall', and the development of ISA (Intelligent Speed Assistance).

### Cross-Border Enforcement of Speeding

On the 29th September ministers of the 27 Member States of the European Union gave their formal approval of the Cross-Border Enforcement Directive. The Directive will allow the exchange of data between the country in which an offence is committed and the one in which the car is registered. Speeding is listed as one of the main offences causing death and serious injury in the EU together with drink driving, failing to wear seatbelts and failing to stop at traffic lights. Furthermore, the list has been extended to cover two other important safety-related offences: drug driving and illegal mobile phone use whilst driving. The Directive plugs an important gap in the enforcement of traffic laws across the EU. It also shows a good level of commitment to the target of halving road deaths for the 2011-2020 decade. The UK and Ireland are still exempt from this decisive road safety legislation. The legislative proposals now need final approval from the EU Council of Ministers before becoming law. There will then be a two year period for Member States to transpose it before it comes into force, possibly by 2013.

## EU Member State News

### Belgium

On the 11th of October Belgian leaders from the various political groups reached compromise agreements on a range of issues, paving the way for the formation of a new government. The agreements will transfer power from the federal to the regional level in some areas including the administration of the Highway Code.

Under the agreed reforms the regions will:

- Decide the speed limit on all roads, except on highways
- Decide at what level fines should be set for road violations and decide enforcement policies to monitor the application of the law. Fines collected from the offenders will also go to the Region in which the offence is committed.
- Decide on laws relating to the mass of vehicles; specifically load vehicle safety, mass limits and axle spacing. The regulations concerning how long a vehicle should be will remain national.
- Be responsible for driving schools education. The content of the driving courses will not change except for regional speed limits.

### United Kingdom

Transport Secretary Philip Hammond announced his intention to consult on raising the national speed limit on motorways from 70 to 80 miles per hour. The Government argues that technological advances in vehicles, which have made cars significantly safer, supports an increase in the speed limit. They also believe that raising the motorway speed limit has the potential to generate significant economic benefit by reducing journey times and congestions.

However, the proposal is already being hotly debated and receiving strong opposition from both road safety and environmental groups. In this regard it is argued that such an increase in motorway speed limits is likely to result in increased deaths and injuries on the roads as well as increasing fuel consumption and pollution. Rob Gifford, Executive Director of the UK's Parliamentary Advisory Council for Transport Safety, said: "Obviously, it will be important to read the fine detail of the DfT consultation. It may well be the case that certain parts of the motorway network could tolerate higher speeds if the sections have been designed

recently to higher levels of safety performance.

"However, a rise in the overall speed limit is likely to result in both higher absolute speeds and to increased differentials given that lorries and coaches are limited to 56mph and 60mph respectively. The Government needs to think very carefully about this. On present estimates between 15 and 18 more people would die on English motorways if the plan went ahead," he warned.

It is planned that the proposed changes, which would apply only to England and Wales, will be the subject of a full public consultation later this year with a view to implementing any change in early 2013.

### Strategic Framework for Road Safety 2011 – Department for Transport

To coincide with the launch of the UN Decade of Action for Road Safety on May 11th the UK Department for Transport also launched a new Strategic Framework for Road Safety. The Strategy focuses on high level principles that form the basis for a package of policies aimed at continuing to reduce deaths and injuries on the roads. Of note is the fact that the policies are split between those which are intended to be delivered nationally and those which are to be delivered at the local level. The Strategy is based on a stronger decision making roles for local authorities in line with the Government's overall commitment to localism, in enabling local authorities to more effectively respond to the demands of their community. The Government is proposing on using the localism bill and its associated agenda to encourage local authorities to set their own specific targets.

In this regard one area in which the role of local authorities is to be strengthened is in relation to setting speed limits and enforcement. The Strategic Framework states that 'decisions on the most appropriate local speed limits and supporting measures and the trade-offs between safety, amenity and journey time costs are central to the localism agenda in action on road safety and should involve rigorous cost benefit analysis. In this regard the government plans 'to revise and reissue the guidance on speed limits in urban areas with the aim of increasing flexibility for local authorities...(and)...provide an economic tool to help them to assess the full costs and benefits of any

proposed schemes.’ The Framework also highlights the ability of local authorities to introduce 20mph speed limit zones in order to contribute to road safety in residential areas and in town centers.

There is a proposal to increase levels of payment of fixed penalty notices for motoring offences to ensure greater consistency across offence types. This would include an increase in payment levels for offences relating to speeding and suggests an increase to between £80 and £100 from the current level of £60.

The Framework puts a strong focus on increasing the range of educational options for certain types of offenders (i.e. low-end speeders) to help them improve their driving skills while improving enforcement against the most dangerous and deliberate offenders. A National Speed Awareness Course has been approved that will allow the Police Service to divert speeding motorists to education as opposed to the Fixed Penalty System of a fine and penalty points endorsed on their licence. The courses, to be delivered by Department for Transport Approved driving Instructors, provide driver re-education on the effects and dangers of speeding.

In response to the publication of the new Strategic Framework, Rob Gifford from PACTS commented: ‘The challenge now for the government will be to ensure that Great Britain continues its progress towards eliminating unnecessary death and injury on our roads. International evidence shows that those countries with a target for casualty reduction achieve better outcomes. The decision by the British government to adopt forecasts rather than targets may lead to less emphasis on saving lives. PACTS strongly supports the adoption of a target to cut road deaths by 50% by 2020.’

The new Strategic Framework can be viewed here: <http://www.dft.gov.uk/publications/strategic-framework-for-road-safety>

## 20s Plenty for Us

As noted above the new UK Strategic Framework for Road Safety proposes changes to ease the ability of local authorities to introduce 20mph speed limit zones in order to contribute to road safety in residential areas and in town centers. This issue has been gaining impetus in the UK in recent times as championed by the ‘20’s Plenty for Us’ campaign – a national campaign that supports communities wishing to implement 20mph (30kph) as the default speed limit for residential and town centre roads. The organisation provides advice and examples of ‘Total 20’ (20mph speed limits implementation) across the country and offers practical advice on how to work with communities to maximise driver compliance and community ownership of lower speeds. The campaign supports the transition to 20mph without the use of physical traffic calming infrastructure instead setting it as ‘the norm’.

Lowering urban and residential speed limits to 20mph has been found to decrease child pedestrian accidents by up to 70% (Transport Research Laboratory). Portsmouth, the first city to introduce the 20mph limit on all residential roads, in 2008, has reduced casualties by 22%. Recent analysis of the 20mph zones in London have suggested a 42% reduction in all casualties within 20mph zones compared with outside areas.<sup>1</sup>

Already 5 million residents in the UK live in towns which are adopting or have adopted this policy including major urban centers such as Portsmouth, Chichester, Glasgow City, Oxford and parts of Edinburgh and London. A full list of local authorities and communities involved in implementing 20’s Plenty can be found on the organisation’s website<sup>2</sup> along with case studies, campaign material and various factsheets explaining the initiative and its benefits. One of the key factors in the success of the 20’s Plenty campaign is the thousands of people around the country who are asking and working for lower speeds on their community roads. A recent report by the UK Department for Transport revealed that 71% of people surveyed think 20mph is the appropriate speed for residential roads.<sup>3</sup>

Whilst the benefits in terms of collision reduction and improved road safety can justify the 20’s Plenty approach, there are additional real benefits

for lower speeds. Traffic noise drops considerably, as does pollution and streets become more people orientated thereby facilitating modal shift from car to walking, cycling and public transport. This “modal shift” to walking or cycling enables people to reduce car dependency offering benefits in terms of personal health and finances and wider social and environmental improvements.

<http://road.cc/content/news/37947-meps-push-30kph-limit-residential-roads-throughout-europe>

## England

Full information about speed cameras will be published by local authorities and the police in England for the first time as a result of direction given by the Department of Transport in June in the interests of public transparency and accountability.

Figures showing the numbers of collisions and casualties at camera sites - both before and after cameras were installed - will be published by local authorities as soon as practical. The information should usually include annual collision and casualty data back to 1990 for the numbers of killed and seriously injured people and for all personal injuries. Local authorities which support camera enforcement financially should also ensure that a deployment strategy is published. Furthermore, police forces will publish the number of speeding prosecutions arising from each camera in their area, as well as force-wide information about whether offenders are fined, complete a speed awareness course or are taken to court. The Department has committed to the setting up of a central hub providing links to local websites where the information is published.

More information can be found here:  
<http://www.dft.gov.uk/publications/speed-camera-information>

## Scotland

The Scottish Safety Camera Programme aims to reduce the number of people killed or injured on Scotland’s roads through targeted camera enforcement and to engender a culture of speed limit and red traffic signal compliance. A recently released monitoring report for the programme has shown a reduction in road casualties at speed

camera sites across the country. ‘Key Scottish Safety Camera Programme Statistics, 2010’, published by the country’s chief statistician, reveals that the number of people killed or seriously injured at camera sites between 2008 and 2010 was around 63% lower than in the three-year period prior to speed camera enforcement. During the pre-enforcement baseline period, an average of 341 people were killed or seriously injured per year across the camera sites, and this fell to 127 per year for 2008-2010. The figures relate to 164 fixed, 205 mobile and 41 red-light cameras located across the country. The total number of personal injury accidents at safety camera sites fell by 47%, from an average of 1,105 per year to 586 per year. The results of an attitudes and perceptions survey is also included and showed that nearly 70 per cent of respondents agree that safety cameras help discourage dangerous driving and help prevent collisions. The Report can be found here:

<http://www.scotland.gov.uk/Publications/2011/07/26142621/0>

## France

Subsequent to an increase in the number of deaths on French roads this year, the government has been stepping up its fight to improve traffic safety. The renewed efforts particularly include various measures to tackle speeding.

The measures follow four months of increasing numbers of deaths on French roads with 331 dead in January (up from 273 in 2010), 273 in February (254), 308 in March (300) and 355 in April (296) and 332 in June (329). Although May and July were better, tougher road safety measures are being introduced to cut road deaths and are aimed at speeding motorists, drink drivers and motorcyclists. In all, 18 measures have been detailed with the following targeting speed:

- A ban on speed camera alert systems (which use GPS coordinates of speed cameras);
- The end of signs giving advance warning of speed controls (and the published maps of control sites);
- Speeding at more than 50km/h above the limit is punishable with a jail sentence;
- A thousand new speed cameras will be implemented by the end of 2012 and next generation mobile cameras will be tested in 2011.

Users of speed camera alert systems are able to learn the locations of permanently installed traffic cameras around the country, as well as warn other members when they spot mobile-camera installations by pressing a button on the device. Detectors will be banned with importers and manufacturers facing up to two years in prison and a €30,000 fine while anyone with such equipment in a vehicle will face a class 5 *contravention* and is liable to a €1,500 fine and the loss of six points. Since the proposals were made, manufacturers have been in discussion with the government and have agreed that their devices will be modified in order to alert users of the presence of road hazards.

It is proposed that warning signs for speed cameras – which at present are fitted within approximately 500m of older radars and up to 2km from new installations – will be taken down and drivers will not be alerted to the presence of speed cameras. The signs will be replaced by new signs announcing a danger or by speed indication devices. Maps publicising the placement of cameras and speed controls will no longer be published. Plans have also announced for an extra 1,000 speed camera sites across France. The topic remains controversial, with some strong opposition within the Parliament and, as such, some modification may be likely.

Drivers who speed at more than 50kph above the set limit will, from the first offence, be liable to three months' prison, a €3,750 fine and six points from their licence. In 2010 there were 25,046 such offences. At present, all drivers start with 12 points on their licence and have from 1 to 6 points deducted for each offence, depending on the nature of the offence. All lost points are reinstated after three years (if no further offences are committed). Four points may also be reinstated by taking a two-day driving awareness course (stage de *sensibilisation*).

## Switzerland

A new speed section control system is being trialled in Switzerland including on the eastbound lane of the A9 motorway between Aigle and Bex. Unlike conventional radars, speed section control does not determine the speed at one point, but an average speed over a given section/distance. In addition, the device can verify compliance with

the limits for each type of vehicle, being able to differentiate the cars, buses, trucks and vehicles with trailers. This control method, already in use in other countries including the Netherlands, Italy and Austria, can improve traffic flow and road safety significantly reducing numbers of collisions and cases of excessive speeding. The Federal Office for Roads is trialling the technology to see if it can have similar positive benefits in Switzerland.

## Ireland

Mobile Speed Cameras were put into operation across Irish roads from November 2010. A private company, 'GoSafe' won the contract to operate the safety cameras on behalf of the Gardai (Irish Police Force) in an attempt to reduce deaths and injuries resulting from speeding. The locations for the cameras are areas that have been identified as having a history of speed related death and injury and are publically listed on [www.Garda.ie](http://www.Garda.ie). The cameras operate from vans which are marked with high visibility reflective material and display a safety camera symbol.

The operators GoSafe have to carry out extensive surveying at the enforcement locations before the sites are selected, and after selection, when monitoring the driving at such sites. This allows for a comprehensive appraisal and oversight of the activity at the sites which is then overseen by OSCAM (the office for safety camera management). The overall project is also overseen by a Safety Camera Supervisory Board consisting of the Justice and Transport Government Departments, the Road Safety Authority and the National Roads Authority. Furthermore, the operator is paid on the basis of the number of hours spent enforcing speed limits and not on the basis of detections. This underlines the focus of the initiative which is about saving lives and preventing injuries, not about generating revenue. The central objective of the safety camera project is to change driver behaviour and save lives. The project was accompanied with an extensive advertising campaign to raise awareness of the implementation of mobile speed cameras and reinforce the key message to slow down.

Since the introduction of the mobile safety cameras, research conducted by the Road Safety Authority has shown that there has been a marked increase in

support for the initiative. The positive impact of the speed cameras advertising campaign is clearly evident:

- Agreement that safety cameras save lives has risen by 8%, from 77% in October to 85% in January;
- Agreement that safety cameras make roads safer has risen by 7% since October, from 77% in October to 84% in January.

## Spain

The Spanish government reduced the speed limit on motorways from 120 to 110 km/h on March 2011. It was introduced as a measure to save money on fuel costs because the price of oil was particularly high (around \$125 per barrel) at that time. In July 2011, when the oil crude prices fell, the government returned the speed limit on motorways to 120 km/h. It was estimated a reduction of fuel consumption by 8.4% and €450 million were saved during the four months the measure was in force. The monthly average speed of vehicles on the motorway stretches which were affected by the measure dropped around 5.3 and 6.4% between March and July compared to the same period in 2010. It is important to remark that, in spite of the return of the speed limit to 120 km/h in July, the average speed of vehicles has not increased according to the available data and the pace of the decrease in speed was the same. During July and August, the number of speed camera reports decreased by 16% and the average speed of vehicles on motorways went down by 6% compared to 2010.

## Romania

The Romanian Senate (upper chamber of the Parliament) approved a draft piece of legislation allowing for a number of offences to be sanctioned only by a warning, instead of the current sanctions of a fine and penalty points. The offences included speeding (under 20km/h above the limit), driving while talking on a cell phone without a hands-free device, failure to signal when changing direction, failure to wear a seatbelt, failure to display the novice driver sign. The draft modification of the law is currently under discussion in the committees of the Lower Chamber of the Parliament.

## Poland

From the beginning of 2011 some changes were made to the speed limits in Poland which increased the speed for drivers of motorcycles, cars and light trucks by 10 km/h - up to 140 km/h on motorways, and 120 km/h on two line expressways. This means that Poland is now the country with the highest legally set speed limits in Europe. Exceeding the speed limit by 10 km/h won't be sanctioned under the changes beyond the issuing of a warning. Part of the new law also mandated the introduction of a larger network of automated speed enforcement with fixed cameras on the Polish network. The Center for Automated Traffic and Speed Control was created (CANARD) and the authority for the system was shifted from the Traffic Police to the General Road Transport Inspectorate (GITD). The new system required some changes in the equipment which was partially outdated or lost homologation. The new legislation also required that all speed radars must be visible to drivers. Within a few weeks of the new systems introduction most of the cameras were switched off due to technical problems and a tendering procedure has started for more than 300 new radars. It is expected to be completed within a few months.

Poland has one of the highest proportions of drivers breaking the speed limit among the countries monitoring speed in free flowing traffic. Unfortunately, speed measurements stopped in 2009 which means that it is impossible to monitor the impact of the new speed limits and camera networks. As well as increasing the risk on this part of the road network, speed often migrates and higher speeds spill over onto adjacent rural roads. Taking into account the very limited number of motorways and expressways with proper traffic separation, speeding causes great danger to pedestrians and cyclists.

The first half of 2011 has seen an increase of road traffic deaths of 17.5%: experts point directly to the impact of the new speed increase, changes in enforcement and discussions around the new speed cameras. This high increase in the first half of 2011 strongly contrasts with the more positive evolution of the year before of a 15% reduction in road traffic deaths.

## Other News

### Roads That Cars Can Read

EuroRAP (European Road Assessment Programme) and Euro NCAP (European New Car Assessment Programme) have issued a joint consultation document entitled 'Roads That Cars Can Read' which seeks to provoke debate and help define how roads of the future should combine with the vehicles of the future as technology advances.

As stated in the report, the aim is 'to help remove the institutional barriers that stop road and vehicle engineering working as one Safe System...and...proposes starting with lane marking and speed sign recognition systems to lead the change.' 'Lane Support' reads the lane markings and guides drifting vehicles back onto their correct path while 'Speed Alert' detects speed signs and alerts the driver when they are exceeding the limit.

The Report calls on the motor industry and governments to focus on roads and signs to enhance the effectiveness of new crash avoidance systems in modern cars and for a full survey of the quality of road signs and markings to measure the real-world variation in signing and marking across borders and define the working tolerances that are acceptable.

The paper is aimed at encouraging discussion and the authors are looking for feedback and comments on the content. The report can be found here:

<http://www.eurorap.org/library/pdfs/20110629Roads%20That%20Cars%20Can%20Read%20June%202011.pdf>

### The Acceptability of In-vehicle Intelligent Speed Assistance (ISA) Systems: from Trial Support to Public Support - Sven Vlassenroot 2011

This PhD research project is a co-operation between Delft University of Technology, the Netherlands and Ghent University, Belgium. Speed management is a set of measures to limit negative effects of speed in a transport system.

One of the solutions to solve speeding is making the road transport system more intelligent by implementing Intelligent Speed Assistance (ISA). This thesis provides more insight in the factors that can determine the acceptability of ISA by (potential) drivers, which can be beneficial in the construction of better implementation strategies. The effectiveness of ISA, equity, effectiveness of ITS and personal and social aims, were the four variables that had the largest total effect on the acceptability of ISA. The study also noted that those drivers who would benefit most of ISA would be less likely to use it. This is an important finding when considering the strategies for implementing ISA. Similarly, focusing on the potential secondary benefits of ISA (like reducing speeding tickets, emissions etc.) appears to have rather small effects on increasing its acceptability.

The PhD can be found here: <http://repository.tudelft.nl/view/ir/uuid%3A87d8b0ce-ae5f-4788-9b4c-1b162e1f1057/>

### Intelligent Transport Systems

A number of workshops were held by the European Commission in Brussels in June relating to the Action Plan for Intelligent Transport Systems. The events looked at implementation progress in the ITS Action Plan and ITS Directive as well as specific issues including European multi-modal journey planning and access to traffic and travel information. One of the workshops focused on possible requirements and procedures to improve access to public data for digital road maps. An increasing number of ITS applications rely on the availability of accurate digital maps describing the road network geometry, topology and traffic related map attributes such as traffic regulations. A key pillar of the ITS Action Plan (COM(2008) 886) is the definition of the necessary requirements to make such data, that is owned by public authorities, available to digital map producers. Such improvements can offer benefits in terms of the development and reliability of Intelligent Speed Adaptation technologies for improving road safety. The presentations from the events are available here:

[http://ec.europa.eu/transport/its/events/index\\_en.htm](http://ec.europa.eu/transport/its/events/index_en.htm)

## ETSC News

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### The STARS Project

STARS, "STudents Acting to Reduce Speed", is a 36-month project that aims to mobilise transport research on speed management to demonstrate how excessive and inappropriate speed on roads can be reduced through both existing and innovative measures. STARS is focusing on the work of 11 committed groups of 2 students who are encouraged to run a local speed management action to reduce speeding in road transport through infrastructure projects or communication projects. For the first 18 months period ETSC targeted 6 European countries: Czech Republic, France, Germany, Greece, Romania and Spain.

In July, students had to send a final report summarising the key aspects of their projects: ideas, implementation process, pictures and a detailed analysis of the impact on road traffic and speed. A panel of professionals is currently evaluating the final reports. The result of the competition will be made available by the end of September, on the STARS webpage, where all reports are already downloadable. An award ceremony will be organised in Brussels to promote these low-cost and effective measures. In the meantime, ETSC is recruiting new students for the second 18 months period of the project. Ten countries will be visited including: Bosnia and Herzegovina, Estonia, France, Germany, Italy, Latvia, Poland, Portugal, Serbia and Turkey.

### 5<sup>th</sup> Road Safety PIN Report '2010 Road Safety Target Outcome: 100,000 fewer deaths since 2001

In June ETSC published its 5th Road Safety PIN Report including a chapter on 'Reducing deaths on rural roads' which compares EU countries' progress in this area since 2001. France, Luxembourg and Portugal achieved the highest annual reductions in road deaths on rural roads with more than a 9% average reduction since 2001. In France, road deaths on rural roads were cut from 5,400 in 2001 to 2,800 in 2009. The reduction in speed has been the single most important factor in the recent French road safety success and this has been especially marked on rural roads. Best reductions in mean speed on rural roads in Europe have been witnessed in France where cars and vans have slowed down by more than 10km/h from 93 to 82km/h on 90km/h roads. Mean speeds of cars and vans on rural roads have also decreased by more than 0.5%/year in Belgium, Ireland, Czech Republic and Latvia, and on dual carriageways in Great Britain.

The full 5th Road Safety PIN Report can be found here:

[http://www.etsc.eu/documents/ETSC\\_2011\\_PIN\\_Report.PDF](http://www.etsc.eu/documents/ETSC_2011_PIN_Report.PDF)

### References:

1. (Grundy, Steinbach, Edwards, Green, Armstrong and Wilson – Effect of 20mph traffic speed zones on road injuries in London [www.20splenty.org.uk/UsefulReports/20-mph-zones-and-road-safety-in-london.pdf](http://www.20splenty.org.uk/UsefulReports/20-mph-zones-and-road-safety-in-london.pdf))
2. <http://www.20splentyforum.org.uk/>
3. DfT, Jan 2011: 2010 British Social Attitudes survey: attitudes to transport.



## European Transport Safety Council

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European Federation of Road Traffic Victims (FEVR) (Int)  
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