

# ROAD SAFETY & ACTIVE TRAVEL NEWSLETTER



## ISSUE 3 (OCTOBER – DECEMBER 2024)



As 2024 draws to a close, we want to take this opportunity to thank you all for working with us on your Highway Improvement Plans (HIPs) this year and to wish you all a very Merry Christmas and a happy new year.

This year we have met with the vast majority of Parishes and Town Councils across Kent, with conversations on-going with many more of you.

We welcome the opportunity to work with those Parish and Town Councils who have not yet submitted a HIP, so please do not hesitate to contact us at [west.highwayimprovements@kent.gov.uk](mailto:west.highwayimprovements@kent.gov.uk) or [east.highwayimprovements@kent.gov.uk](mailto:east.highwayimprovements@kent.gov.uk) so that your designated Community Engagement Officer can get in touch to introduce themselves and arrange to meet with you.

We look forward to continuing to work with you in 2025 and remain committed to helping you to identify and deliver schemes that are important to your communities.

### MEET THE TEAM VISION ZERO

The Vision Zero (VZ) Team's focus is on cutting the number of people killed or injured on our road network. Our VZ strategy follows international best practice and employs a safe system approach that focuses on key identified elements: Safer Roads and Streets, Safer Speeds, Safer Behaviours, Safer Vehicles and Post Collision Response.

Not all of these are entirely within KCC's area of responsibility, so the team actively collaborates with key stakeholders through the Kent and Medway Safer Roads Partnership to develop and deliver the safe system.

There are four teams within Vision Zero that each contribute to elements of the system:

**The Safer Road Users Behaviour Change Team** – works on changing behaviours and attitudes around road safety, using education, training and publicity. **See pages 4-6 for more on the important work that this team does.**

**The Kent Driver Education Team** – delivers the National Driver Offender Retraining Scheme (NDORS), a range of courses aimed at changing the behaviour of drivers who have committed an offence.

**The Safer Speed and Enforcement Team** – liaises with the other Kent Safety Camera Partnership members (Medway Council, Kent Police, and National Highways) to manage our permanent and vehicle-based safety cameras. The team includes a Fleet Engagement Officer who liaises with companies and promotes best practice for fleet management.

**The Crash Data Team** – liaises with Kent Police and the Department for Transport to receive, cleanse and verify crash data so we can use it to inform decisions on our interventions, be they infrastructure focussed or road user group focussed.

## DID YOU KNOW? SAFETY CAMERAS

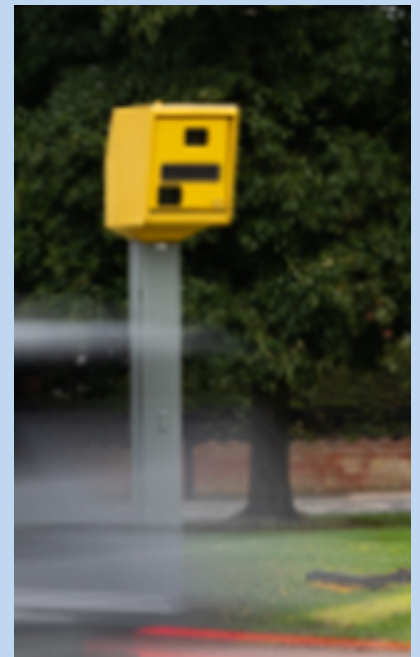
At Kent County Council (KCC) we receive hundreds of requests each year for speed/safety cameras but it is not possible to install cameras at all requested sites.

Installation of Safety Cameras in Kent & Medway is managed by the Kent and Medway Safety Camera Partnership (KMSCP). The policy that the Partnership adheres to and the key criteria it follows when considering a site is outlined on their website at [Camera criteria - Kent & Medway Safety Camera Partnership \(kmscp.co.uk\)](https://www.kmscp.co.uk).

Fixed safety cameras are probably the most requested form of camera enforcement and these can be installed where three or more people have been killed or seriously injured in speed-related crashes, over a 1.5km stretch of road, in the three years prior to installation. Alternatively, they can also be considered where there has been a history of speed-related crashes at single sites or along a route where a robust investigation by KCC, as Highway Authority, has determined a safety camera to be the most appropriate measure to mitigate evidenced crashes.

The use of safety cameras should be seen as a last resort measure, once all other justifiable solutions have been exhausted and so any concerns of speeding should be discussed with your Community Engagement Officer via the Highway Improvement Plan (HIP) process in the first instance.

There is also a common misconception about the income made from these cameras and it should be noted that Kent County Council does not receive any income from fines paid as a result of being caught speeding by a safety camera.



**THANK  
YOU**

Thank you to those of you that were able to attend one of the two annual Parish Seminars held this year on 2 October and 20 November.

We welcomed the opportunity to speak with you and hope that you found it as worthwhile an experience as we did.

For those of you unable to make this years dates, we hope that you will be able to join us next year.

## THIS QUARTER IN NUMBERS

Between October and December 2025, the Highway Improvements Team has carried out the following work in conjunction with Parish and Town Councils and County Members across Kent:

Parish/Town Council and County Member meetings - **80**

Number of HIP/Parish funded schemes delivered - **51**

Total value of KCC funded schemes (HIP budget) delivered - **£46,459**

Total value of Parish/ Town Council funded schemes delivered - **£80,040**

## USEFUL LINKS

- [KCC Fault reporting tool](#)
- [KCC led consultations](#)
- [District Council services](#)
- [Kent Police reporting tool](#)
- [CrashMap UK](#)
- [DfT's Setting local speed limits](#)
- [Planned roadworks](#)
- [School travel plans](#)
- [Lorry Watch](#)
- [Community Speedwatch](#)
- [Kent & Medway Safety Camera Partnership](#)
- [Kent Road Safety](#)
- [Responsible Parking](#)

## EASTRY BY-PASS, DOVER – CRASH REMEDIAL MEASURES (CRM) PROGRAMME

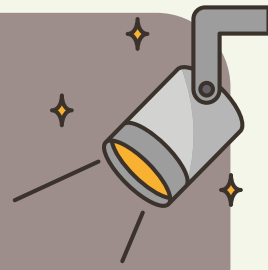
Eastry roundabout (where Dover Road joins the A256 Eastry Bypass) was identified during our annual review as a location where there had been a cluster of personal injury crashes. Kent County Council (KCC) designed and completed works that it considers will reduce the number and/or severity of future crashes.

The works were completed in August 2024, at and around the roundabout. These works included:

- Merging the second lane on the A256 northbound in advance of the roundabout and introducing more deflection on this approach. This we hope will reduce the speed of vehicles approaching the roundabout, prevent late lane changing and ensure that those vehicles going ahead will be in a single lane, removing the need for the two lanes to merge either on the roundabout or immediately on the exit from the roundabout.
- Installing hatch markings on the southbound approach and circulatory lane of the roundabout. This will encourage a single lane of vehicles through the roundabout and discourage overtaking until vehicles are clear of the roundabout and onto the two-lane dual carriageway.
- Implementing a 50 miles per hour speed limit on both A256 approaches to the roundabout and short lengths on other adjoining roads so that signs can be placed in locations more prominent to drivers and riders, rather than at junctions where their attention is on other traffic.



## IN THE SPOTLIGHT: SAFER ROAD USERS BEHAVIOUR CHANGE TEAM



At Kent County Council (KCC) we have a statutory duty for road safety, meaning we collect and publish casualty data, analyse it to identify factors that can cause crashes and target audiences. The Safer Road Users Behaviour Change Team also provides information, advice and training to help road users make informed choices when they get behind the wheel.

Kent Road Safety's work focuses on educating road users about the responsibilities they have and the choices they should take when travelling on Kent's roads and how their actions can lead to crashes and casualties.



### ROYAL AWARD

KCC has received a royal award for its work in boosting road safety awareness with young drivers and passengers.

The Kent Safer Road Users Team has been recognised with the 2024 Prince Michael International Road Safety Award. Prince Michael International Road Safety Awards recognise outstanding achievement and Innovation.

In approving the recommendation of the judges that the Kent County Council should receive his award for the Young Driver & Passenger Programme, His Royal Highness praised its "thoroughness and effectiveness", adding that he was impressed by how easily it can be replicated and delivered in other areas of the country.



Schools and colleges are able to teach the course to pupils and students as part of their post-16 PSHE curriculum.

KCC's Safer Road Users team leader, Lorna Smith, said: "We are exceptionally proud of the innovative facilitation we provide to Kent's young drivers and their passengers. This award is for everyone that has contributed to the programme creation, delivery and evaluation, but also for all the educational establishments that put their trust in us to support young people across the county."

KCC's Cabinet Member for Highways and Transport, Neil Baker, said: "Royal endorsements are not given out on a frequent basis, and it serves as a testament to the hard work the Safer Road Users Team puts into make sure young people understand the risks when getting in a car. By engaging with young people, the team are ensuring road safety is at the forefront of people's minds not only today, but for the years ahead. It's a key part of our mission to ensure young people have the knowledge they need to keep safe. Congratulations to the team on this much-deserved prize – they are making a real difference on a daily basis."

The Prince Michael International Road Safety Awards ceremony took place at The Savoy Hotel in London on Tuesday 10th December 2024.

## Collaboration

As you know, in each newsletter our aim is to give you an example of how we work collaboratively with other teams across Kent County Council, and externally, in order to provide the best service to Kent's residents via their elected representatives. This edition seeks to showcase the important work of the Safer Road Users Behavior Change Team, including how your Community Engagement representatives work with them to identify potential solutions in line with your highway improvement priorities.

Unfortunately, it is often difficult to implement engineering methods that will affect behavioural change. KCC's Vision Zero strategy sets out the 'Safe System Approach' which consists of looking at safe roads and streets, safe speed, safe behaviour, safe vehicles and post collision response. This approach is designed to build a more complete picture which understands that people make mistakes and aims to ensure these mistakes do not cause a death or a life-changing injury. This includes working with Kent Police to reduce driver behaviour that puts themselves and others at risk, such as distraction, impairment, inappropriate speed and other socially unacceptable behaviour, such as obstructive parking.

The Safer Road Users Behaviour Change Team also run a number of campaigns and training courses throughout the year, as well as provide toolkits to Parish and Town Councils as a way of underpinning engineering schemes through collaboration with education, training, publicity and enforcement for all road users. Further information on just some of these offerings is detailed below:

**Campaigns** - The Kent and Medway Safer Roads Partnership is running their **Winter Drink and Drug Drive** campaign from 12 December to 3 January on Facebook and Instagram. Digital advertising vans will also be in Maidstone and Canterbury on Friday or Saturday evenings on the two weekends before Christmas.

The overall aim of the campaign is to advise people not to drink and drive by getting them to think about the implications of not doing so e.g. slower reaction times, unlimited fine, driving ban, serious crash, and the impact of this on their home and working life. It asks them 'would you cope without your driving licence' and encourages them to consider if one drink is really worth it.



The drug drive creative also informs that the police can drug test at the roadside and a toolkit produced for this campaign can be found on-line at <https://kentroadsafety.info/wp-content/uploads/2023/12/KMSRP-Drink-Drive-TOOLKIT-PRINT-1.pdf>.

This proceeds the **Be Bright Be Seen** campaign, run in conjunction with the KM which launched early October. "Be bright be seen" is a crucial message for children and parents and our campaign promotes adding reflective tags to dark uniform, zips and school bags. This has been an annual activity promoted across the county for a number of years. 25,000 reflective tags have been issued this year to pupils as part of this campaign with radio and online articles reaching a wide number of young people and parents.



We all use the road in different and often multiple ways and we all have a responsibility to look out for each other. Car drivers can ensure that they have fully demisted and defrosted their windscreens and pedestrians, cyclists, horse riders and motorcyclists should make themselves as visible as possible especially during the darker months.

**Courses** – The Safer Road Users Behavior Change Team’s award winning **Young Driver & Passenger Course** is offered to Year 12 and Year 13 students across the county and consists of four virtual sessions plus a live Q&A Presentation session. The sessions are designed to influence the attitudes and behaviours of both young drivers and passengers who are currently over-represented in crash statistics.

In addition, the team recently hosted a webinar for parent/carers of young people who are learning to drive or have recently passed their test.

More information on the above, including for both young drivers and their parents/carers can be found at <https://kentroadsafety.info/what-we-do/young-driver-courses/>

A one hour **Road Sense** session is also run for years 7-9 and are age appropriate sessions that cover many aspects of the PSHE curriculum.

The team’s **Mature Drivers** course is aimed at those 60+ and covers subjects such as vision, fatigue, why we crash, speed limits, eco driving and smart motorways.



**Toolkits** – The Highway Improvements Team (HIT) works with Safer Road User colleagues to offer a number of resources to support Parish and Town Councils to encourage safer driving through your towns and villages.



The most popular are our **speed toolkits**, which are designed to encourage compliance of 20 and 30mph speed limits by providing the tools, assets and information needed to successfully communicate this message and consists of posters, car stickers, bin stickers and road banners.

HIT has also recently engaged with the Safer Road Users Team on producing a toolkit that can be used to warn/ educate drivers of pedestrians and other vulnerable road users.



This has resulted in production of the **Share the road toolkit** which can now be provided to Parish and Town Councils to print out/utilise as you wish. The intention is that this toolkit will provide an alternative solution where 'Pedestrian in road' signs have been requested but may not be suitable (for example due to lack of verge space making sign installation difficult).

Please contact your Community Engagement Officer if you would like any of the above toolkits.

It may not always be possible to install a physical engineering measure in response to a community’s concerns but your Community Engagement Officer will liaise with the Safer Road Users Team to determine what resources may be available to help communicate key messages to the local area.

Don’t forget to also follow Kent Road Safety on social media; there are a variety of ongoing posts and campaigns that you are welcome to share and use in your communities.



## **PUFFIN CROSSING, ROCHESTER ROAD, GRAVESEND – LOCAL TRANSPORT PLAN (LTP) SCHEME**

As well as the Highway Improvement Team's Crash Remedial Measures Programme, which prioritises funding at locations where an engineering solution will have a positive impact on collision numbers, and the HIP budget which allows the team to assist Parish and Town Council's in funding smaller community-led schemes, we also have the opportunity to bid for Local Transport Plan (LTP) funding of up to £150,000 per scheme in the Autumn of each year.

In Autumn/Winter 2023, and in response to concerns from the local community, KCC's Safer Active Journeys Team produced a bid for an existing busy crossing point at the pedestrian traffic island on the A226 Rochester Road, Gravesend, opposite St John's Catholic Primary School, to be replaced with a puffin crossing.

Prior to this scheme being delivered, the crossing at St. John's Catholic Primary School was an uncontrolled crossing with two school crossing patrols assisting with school community crossings in the morning and the afternoon.

This is one of Kent's busiest sites in terms of pedestrian and traffic flow and, following repeated parking issues, traffic, and congestion concerns, a bid was made to upgrade the crossing to a signalised crossing which would provide 24-hour provision for the community.



Following a successful bid, the Highway Improvements Team was tasked with carrying out this work and the puffin crossing was installed over the summer holidays.

This new crossing has resulted in safer pedestrian movements across a busy carriageway, particularly benefitting children accessing the local schools and the elderly community by providing a safer link between the bus stops on either side of Rochester Road .



### **HAVE YOUR SAY**

We value your feedback and would love to hear from you if you have any thoughts or suggestions as to what you'd like to see in future issues. Please complete this brief questionnaire which will allow us to ensure that our newsletters are providing you with the information that you would like to see.

[Have your say - Microsoft Forms](#)