

Road Accidents in Oxfordshire



2007 Issue

In 2006,
68 people were
killed, 304
seriously injured
and 2,563 slightly
hurt in reported
injury accidents



INVESTOR IN PEOPLE



OXFORDSHIRE
COUNTY COUNCIL

www.oxfordshire.gov.uk

SPEED NOSE TO TAIL



35%

**of all casualties are related to speed
and/or travelling too close**

What we are doing...

- Speedwatch & Speed Indication Devices
- Anti-skid treatments & winter gritting
- Implementing new & lower speed limits
- Traffic calming & route action measures
- Member of Safety Camera Partnership

What you can do...

- Slow down, remember the 2 second rule
- Ensure you drive at an appropriate speed for the conditions
- Allow enough stopping distance for the conditions - increase this for wet/icy roads
- Keep within the speed limits

MOTORCYCLE MOPED



19%

of all fatal and serious injuries are to riders of motorcycles or mopeds

What we are doing...

- Information campaigns and promotion of further training seem to have had minimal effect

What you can do...

- Car drivers need to “Think Bike”
- Motorcyclists need to ride responsibly being aware of speed limits at all times
- Wear conspicuous clothing and always use headlights

MOTORWAY FATIGUE



9%

of fatal and serious injuries on the M40 were accidents where driver fatigue was a factor

What we are doing...

- Providing a leaflet and advice through health centres and libraries
- Undertaking campaigns with Thames Valley Police and Oxfordshire Fire & Rescue Service

What you can do...

- Avoid starting a journey if you are tired or ill
- At first sign of sleepiness pull off motorway, drink 2 cups of caffeinated coffee (or caffeine drink) plus have 10-15 minutes nap before continuing. This will only provide temporary relief

PEDESTRIANS



7%

of all injury accidents involved pedestrians

What we are doing...

- Expanding *Footsteps* child traffic awareness programme to parents, early years and schools
- 'Older & Wiser' resource pack is available for use with older road users
- Pedestrian crossings

What you can do...

- Parents should train their own children (using the 'Footsteps' scheme) and set good examples
- "Think" are you vulnerable? A high number of pedestrians are injured after consuming alcohol

CYCLISTS



9%

of all road injuries involved cyclists

What we are doing...

- Providing cycle training free to children aged 9+ through Primary Schools
- Promoting cycle helmet wearing to cyclists of all ages
- Developing on & off-road cycle tracks

What you can do...

- Wear a cycle helmet & bright clothing
- Respect traffic rules and ride responsibly
- Avoid conflict with pedestrians
- Ensure cycle is in good mechanical order
- Ensure reflectors are clean and cycle lights are working for night riding

SAFETY CAMERA



37%

reduction in people killed or seriously injured at camera enforcement sites

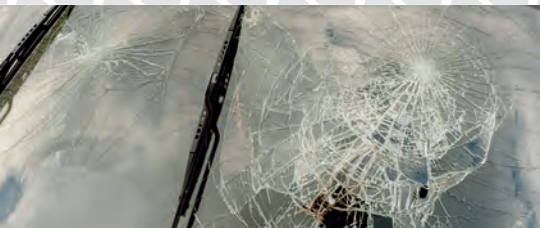
What we are doing...

- We work closely with the Thames Valley Police Camera Partnership to direct enforcement where it is most needed

What you can do...

- Drive within the speed limit. The limit shown is the maximum speed, but road traffic conditions may mean you have to drive at lower speeds

SEATBELTS



56%

of rear car occupants who were killed
were NOT wearing their seat belt

What we are doing...

- Providing leaflets about seatbelt use & the law to libraries, health centres, etc.
- Undertaking campaigns and seatbelt 'education' events with the Police & Fire Service
- 'Sitting Tight' scheme offering free fitting & advice on the use of child car seats

What you can do...

- Ensure you and all of your passengers wear a seatbelt
- Provide suitable child seat/restraint & ensure it is fitted properly

YOUNG DRIVERS

17-24



29%

of all injuries involved young drivers

What we are doing...

- Providing pre-driver education resources free of charge to all Oxfordshire schools and colleges
- We are a partner in the Thames Valley "Safe Drive Stay Alive" campaign

What you can do...

- Parents need to set a good example
- Young people must act responsibly as a driver or passenger

RURAL BENDS



25%

of fatal and serious injuries
occurred on rural bends

What we are doing...

- Providing better signing and road markings plus other measures at bends with a record of accidents

What you can do...

- Approach bends (or places with poor visibility) slowly - can you stop quickly if you encounter an unseen hazard (e.g. broken down vehicle or horse/rider etc.)?
- Take note of the signs - they are placed where there is already a history of other drivers losing control and being injured

FURTHER INFORMATION



Your views are welcome. If you have any comments about the contents of this leaflet, or Road Safety in general, contact the Road Safety team who can also provide a variety of road safety publicity material.

These figures are taken from Oxfordshire County Council's Injury Accident Data records for 2006. For more information or a copy of the full Casualty Report call:
01865 815704

For more information contact:

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