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## 365 families spared the devastation of road death in 2010

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RoadPeace welcomes the news that reported road deaths have continued to drop, reaching a new low of 1857 reported road deaths in 2010. Some 365 families, one for each day, were spared a road death, compared to 2009.

But this good news also needs to be put into context:

### Five a day is still five too many

During 2010, every day, on average five people were needlessly killed on our roads because of a road transport system that is more dangerous than it needs to be. Road crashes still remain the leading cause of death to young adults, who should have decades more life to live, and contributions to make to society. The decrease in road death offers no comfort to the 1857 families who suffered the devastation of a road death last year and the countless more who will have lost a friend or colleague.

### Some road deaths are not counted

The 1857 reported deaths are those that occurred within 30 days of the crash. Whilst this may be common practice with road crashes, it is the only cause of death in Britain that is limited to a 30-day time restriction. Families who have been supported by RoadPeace whose loved ones have survived beyond the 30 days before dying are shocked to learn that their loss is not included in the official statistics.

*'The Government is committed to transparency and this should include reporting all deaths caused by road crashes, no matter when they occurred. This is already the case with homicides and other causes of unnatural death. We are calling for the end of discrimination against road crash victims, and this includes being counted in official statistics. Road crash victims deserve to be counted and the loss is no less for these families when the death happens after 30 days.'*

Amy Aeron-Thomas, RoadPeace's Executive Director

### Many more injured than reported

The annual statistics for 2010 refer to a total of 209,000 injuries, but these are only those that are reported to the police. The DfT's best estimate is that 700,000 people are injured each year in road crashes, some 3 ½ times greater than those reported to the police. This includes 80,000 seriously injured.

## **Decade of Action for Road Safety – in the past?**

Over the past decade, those reported to have been killed and seriously injured has almost halved (49% decrease), but this has not happened without substantial effort from the previous government. The previous Road Safety Strategy (2000-2010) had over 150 actions covering ten themes, and included casualty reduction targets.

On the same day as the UN launched the Decade of Action for Road Safety 2011 -2020, the current Government published its own Strategic Framework for Road Safety which is now just limited to a 12 point action plan. A watered-down approach to road safety, as well as drastic cuts in police resources and safety camera enforcement do not bode well for the future and may well have a detrimental effect on this welcomed downward trend.

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### **Notes for journalists:**

#### **For further information contact:**

RoadPeace **020 7733 1603** during office hours  
Amy Aeron-Thomas, Executive Director: **07905 847917** outside office hours

### **RoadPeace**

RoadPeace is an independent national charity, providing practical information, emotional support and advocacy to those affected by road crashes; as well as campaigning for justice for road crash victims and for road danger reduction, with a focus on reducing the volume, speed and dominance of motorised traffic and promoting cycling and walking.

RoadPeace was a winner of the Guardian Charity Award in 2008:

<http://www.guardian.co.uk/society/video/2008/dec/04/guardian-charity-awards-roadpeace>

### **Road danger reduction**

RoadPeace was founded in 1992 on the principle of road danger reduction (RDR). RDR focuses on making the road environment less dangerous by tackling danger at source through reducing the speed, volume and dominance of motorised traffic. It also takes into account the other negative consequences of inappropriate and excessive motor vehicle use such as fear and intimidation, environmental impact and public health issues. RDR differs from traditional road safety in that it adopts a wider approach that considers not only the quantity of death and injury by crashes, but also the effects of excessive and inappropriate motor vehicle use on the quality of life and the environment. It places a greater duty of care on those that pose the greater threat and argues for danger to be controlled at source.

### **Reported road casualties in Great Britain main results: 2010**

<http://www2.dft.gov.uk/pgr/statistics/datatablespublications/accidents/reported-road-casualties-gb-main-results-2010.html>