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Bristol – the first road danger reduction city?

RoadPeace South West Group meeting

15 March 2011

Dr Adrian Davis will be speaking at the RoadPeace South West group meeting on Monday 21 March on the recent report **Road Danger Reduction in Bristol**¹. This report, the result of a Knowledge Transfer Partnership project between Bristol City Council, Bristol NHS and the University of the West of England, investigates an alternative and more radical approach to road safety called Road Danger Reduction and its implementation in Bristol.

Road Danger Reduction seeks to reduce danger at source by reducing the volume, speed and dominance of private motorised vehicles and focusing on promoting walking and cycling.

At the meeting, RoadPeace Executive Director, Amy Aeron-Thomas, will also be giving an update on RoadPeace's national activities.

The meeting is taking place at 6.30pm at Metcalfe Solicitors, 46-48 Queen Square, Bristol BS1 4LY. Anyone interested is very welcome to attend the meeting. Please email mholder@metcalfes.co.uk in advance or call 0117 9453 035 for more information.

¹ <http://www.bristol.gov.uk/ccm/content/Transport-Streets/Road-Safety/road-danger-reduction-in-bristol.en;jsessionid=88426551701B978D1985E6011D299A19.tcwwwaplaws1>

Background information

For further information contact:

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

Notes for journalists:

RDR Report: <http://www.bristol.gov.uk/ccm/content/Transport-Streets/Road-Safety/road-danger-reduction-in-bristol.en.jsessionid=88426551701B978D1985E6011D299A19.tcwwwaplaws1>

RoadPeace – www.roadpeace.org

Road Danger Reduction Forum - <http://rdrf.org.uk/>

About RoadPeace

RoadPeace is an independent national charity funded through membership subscriptions and donations, and grants. Our members include those who have been bereaved and injured in road crashes as well as those who want a safer road environment. We provide emotional and practical support and advocacy to those affected by road crashes; as well as campaign 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 SouthWest Group

RoadPeace South West group meets regularly. In recent years the group have campaigned and raised money for a memorial stone which recognises the lives lost and broken on the roads across South West England. This was unveiled in May 2010 and can be visited at Lower Borough Walls, Bath.

What is road danger reduction?

RoadPeace was founded in 1993 on the principle of road danger reduction. Road danger reduction (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, i.e. motor vehicle owners and drivers, and argues for danger to be controlled at source.