

Road safety experts reveal record breaking figures

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Road safety experts have today revealed that the latest figures for death and serious injury on roads in Staffordshire and Stoke on Trent are the lowest ever recorded.

Staffordshire Safer Roads Partnership has announced a dramatic downward trend during the last five years with the number of people being killed or seriously injured plummeting by 32% from 464 in 2004 to 314 in 2009.

The new figures have smashed national casualty reduction targets set by the Department for Transport. In Staffordshire, those killed and seriously injured have exceeded the target by 7.7%.

These latest figures back up the work that the road safety team has been doing to reduce the number of people who are killed or seriously injured on the area's roads.

The team has also helped to reduce casualties among some of the most vulnerable road users.

A total of 364 motorcyclists were killed, seriously injured or sustained slight injuries last year compared to 418 in 2008, whilst casualties involving drivers and passengers aged between 16 and 25 also fell by 64 to 1,379.

Chairman of the Staffordshire Safer Roads Partnership Governance Board David Wilson said: "Despite each casualty being one too many, this is fantastic news. Staffordshire's unique approach to saving lives on our roads through its Safer Roads Partnership sees Staffordshire County Council, Stoke-on-Trent City Council, Staffordshire Police and Staffordshire Fire and Rescue Services delivering an effective combination of education and enforcement – and the results speak for themselves.

"Working with communities that have road safety concerns, providing a comprehensive programme of pedestrian and cyclist training in schools and co-ordinating a raft of rider development and safety awareness initiatives for bikers are just some examples of how the partnership reaches every sector of our community with its road safety messages.

"However, we will not be taking a back seat. We will continue to keep the pressure on and work together to reduce road casualties even further."