

# Dorset IAM RoadSmart



July Newsletter - 2021 (edition 75)

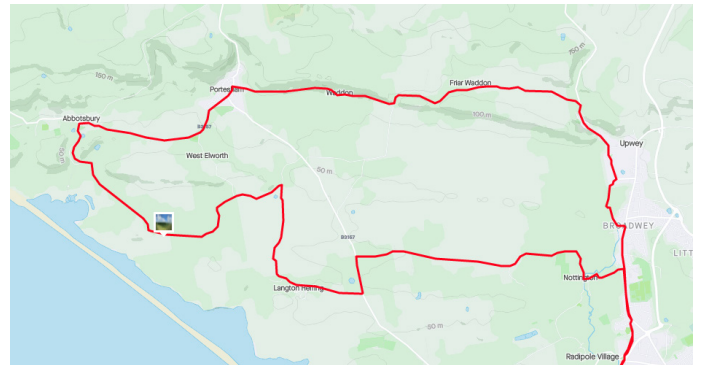
## The start of Freedom

Our beaches over the last few weeks have shown a massive increase in beach goers – some local and some from further afield. Last Sunday I was out on my bike, and at about 10 o'clock we passed the main car-park for Durdle Door. It was in the process of being closed, with all carpark-bound traffic being re-directed to the overflow field for parking. That either means the locals had snuck out early, or the holiday makers had forgone their breakfasts in favour of an early start to bag a space on the beach. Regardless of either scenario, it does mean additional traffic on the roads for us to be aware of. Even more so when you consider that the driver may be slightly distracted by happy (or fighting!) children in the backseat, plus they might be driving on unfamiliar roads. That said, just because you may be familiar with a road it doesn't mean it needs to be treated like a race track either – you never what you might find around the corner. It might be a fellow driver treating the road in the same speedy fashion, and that may not end up with a good outcome!

So what am I getting at? In essence the roads are getting busier, and based on my highly accurate statistics generated by reviewing the Dorset Echo over the last few years the daily accident count is likely to start climbing. Disappointingly there have been a reasonable number of drink-drive cases reported too, you have to question what is the matter with some people.

As regular readers will know, I'll go to extreme lengths to avoid writing this newsletter, most weekends will see me out running or cycling instead! I'm pleased to report the Puddletown Plod Half Marathon successfully took place a couple of weeks ago with a little shy of 200 finishers. The event is hosted by Puddletown Middle School's PTA and supported by local running club Egdon Heath Harriers. For many runners it was the first race they've attended in nearly the last 18 months. We treated them with a nice circular route, which after leaving Puddletown

headed down Rhododendron Mile, out to West Stafford and looped back around past the old Watercross site at Tincleton before returning to Rhododendron Mile and a final sprint back to the school. I had the pleasure of running in the event, and also compiling the results after – no rest for some! As the event took place on a Sunday it did mean that I had to forgo my normal cycling, but rest assured I've been out on the bike other weekends, and even managed a mid-week lunchtime ride doing a route known locally as the Rhino. Sure you can guess why it has that name!



Just checked up on my stats for the year: 714 miles run (101hrs), and 1260 miles cycled (89hrs), thankfully there are no statistics for how many cakes, pasties and lattes have been consumed – but we have to do our bit to help support the local cafes – from Frontline on Portland, Hamish's on the outskirts of Yeovil, and possibly my favourite for a slice of Dorset Apple Cake which is 'Duck Pond Farm' at East Creech (best enjoyed after cycling up Whiteways first!). Needless to say that most of our bike miles are been trouble free, apart from the odd puncture; a hazard of sticking to the smaller country lanes. We have had a number of dangerously close passes last weekend from car (and commercial) drivers. The worst by far as was a tree surgeon/gardening company based in Dorchester which a brightly coloured Range Rover towing a trailer with a tractor mower. One could only assume the driver was a lunatic! Obviously they didn't read the safe pass article from last month!

*Matt Ames*  
Newsletter Editor

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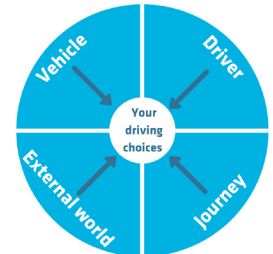


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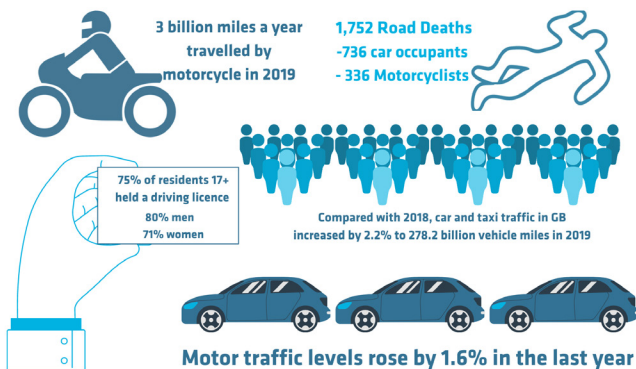
## Road safety

IAM RoadSmart, a charity dedicated to reducing the number of people killed and seriously injured on the roads, is involved in lobbying for improvements in road safety standards and leading the road safety debate with central government and within the motoring community. IAM RoadSmart is an advocate for lifelong personal development of driving and riding skills.

The report highlighted that the main areas of concern amongst motorists (who took part in the survey), included: Using a mobile phone whilst driving, aggressive driving and drug driving.



### A Summary of Motoring in the UK



“Eight years of flat lining road deaths is unacceptable. The huge gains in road safety made in the past now seem a distant memory. The government must show more leadership to really drive down road deaths in the future.”

Neil Greig, Director of Policy and Research, IAM RoadSmart

IAM RoadSmart analyses multiple issues and viewpoints when considering ways to improve road safety, not least those of its 85,000 members. Human factors are one of these – how the driver (or rider) interacts with the journey, the vehicle and the external world – as highlighted by the 2019 government report on road casualties. “All accidents have a cause and that cause is often someone making a mistake or exhibiting dangerous or thoughtless road behaviour”.

The 2019 IAM RoadSmart Safety Culture Index, is a study of UK motorists’ attitudes towards driving.

<b>Distractions</b>	Distracted driving or riding occurs once attention is removed from activities required for safe driving or riding.
<b>Drink driving</b>	You could be imprisoned, banned and fined if you’re found guilty of drink driving.
<b>Speeding</b>	Read more about why exceeding the speed limit is dangerous for the drivers and riders as well as other road users.
<b>Older drivers</b>	The number of older drivers have been steadily increasing on UK roads, with over 4 million aged 70 or over.
<b>Younger drivers</b>	Improving the safety of younger driver, the view of IAM RoadSmart.
<b>Driving for work</b>	IAM RoadSmart has a dedicated Driving for work website.
<b>Weather conditions</b>	Read our latest tips here.
<b>Drug driving</b>	Taking drugs can impair reactions, alter judgement, and slow decision making, the penalty is the same as drink driving.
<b>Motorcycling</b>	Motorcyclists account for disproportionately more casualties than would be expected given the distance they travel.
<b>Road safety statistics</b>	Read more information on road safety statistics for the UK.
<b>IAM DRA</b>	IAM RoadSmart has a dedicated Drink Driving Rehabilitation website.
<b>Licensed to Skill</b>	Read our report analysing contributory factors for different road user groups.

Find out more on the the IAM RoadSmart website, <https://www.iamroadsmart.com/media-policy/road-safety>

### UK road deaths drop for the first time in eight-years

from the IAM RoadSmart Newsroom

Good news for the UK as provisional figures, released today, revealed a drop for the first time in eight years. With less traffic we have seen less deaths and injuries, but this is a unique year. Despite the drop, the UK's largest independent road safety charity, IAM RoadSmart, continues to appeal for the Government to demonstrate real leadership to build on the lockdown reductions in death and injury on UK roads reported today.

Provisional figures for 2020 in: Reported road casualties in Great Britain: provisional results 2020, revealed there were 1,472 reported road deaths, compared to 1,748 in 2019. This is drop of 16%, while positive, sits against the background of the global pandemic and four months of a national lockdown (April to June and November) which reduced traffic levels by 25%. It means that on average four people are still dying on UK roads every day, compared to five people a day in 2019.

A quick overview of the stats revealed:

- an estimated 1,472 reported road deaths in 2020 which includes a total of 4 months of national lockdown (April to June and November) – a 16% fall
- an estimated 23,486 killed or seriously injured (KSI) casualties in 2020, a decrease of 22% compared to the same period in 2019
- the reduction in road traffic followed a similar trend in the same period and decreased by 21%
- pedal cyclist casualty rates saw the greatest percentage decrease (34%) compared to all other road user types (because many more people cycled).
- actual numbers of cyclists killed went up by 40 and by 40 % (100 were killed in 2019 and 140 in 2020)
- children (aged 0 to 16 years) and older people (60 years and older) had the greatest percentage decrease of 84% and 74% respectively, compared to 3-year average for 2017 to 2019.

- A similar pattern was observed during the second national lockdown where child casualties and older casualties decreased by 37% and 41% respectively, over the same period.

The rise in cycling injuries is worrying and shows the government must do more to protect them by building higher quality segregated cycling facilities. White paint and temporary bollards are not enough to protect cyclists from motorised traffic

Neil Greig, IAM RoadSmart's Director of Policy & Research, said: "These results are not unexpected. The reductions in deaths and serious injuries on roads are obviously related to the global pandemic and resulting Lockdowns. We need UK Government to show real leadership and push road safety up the political agenda if we are to see real, sustainable return of year-on-year improvements.

Neil added: "While the reduction in deaths comes after 8 years of flat lining with no improvement in Britain's road safety performance it means we are now bottom of the international league for rate of improvement. However, 2020 presents an opportunity for the Government to get its new road safety strategy in place and 'build back safer' for all road users."

Neil continues: "Up to date collision information is essential to avoid transport policy being developed in a data vacuum. We urge the Government to issue road safety figures more frequently so that informed decisions can be made. This is particularly important following the significant shift we've seen in the last 15 months due to the pandemic and increasing use of new modes of transport."

"Any new strategy must be well funded to ensure long term investment in safer roads, better facilities for vulnerable road users, fixing potholes and delivering more traffic police to raise the fear of being caught. Lockdown showed that investment in road policing could help catch those criminals who continued to speed and drive under the influence."



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## Over 50% of cars and vans were speeding in towns and on motorways in 2020 according to latest statistics from the IAM RoadSmart Newsroom

The latest statistics on vehicle speed compliance for 2020 in Great Britain, released today by the Department for Transport, paint a worrying picture according to IAM RoadSmart, the UK's largest independent road safety charity. The statistics revealed most drivers and motorcyclists exceeded the speed limit on 30mph roads and motorways.

More free flowing traffic conditions in 2020, resulted in 56% of cars exceeded the speed limit on 30mph roads compared to 53% on motorways and 12% on national speed limit single carriageway roads.

Neil Greig, IAM RoadSmart Director of Policy & Research, said "It is worrying that one in two drivers on motorways and 30mph roads exceeded the speed limit in 2020 when they were given greater opportunity. The increases are not as marked as we might have expected, particularly on rural 60mph roads, so there is some positive news here that many drivers can still be influenced and help us all 'build back safer'. Getting back on track will require greater investment in roads policing but for now the goal of making speeding as anti-social as drink driving looks far from being achieved."

"The report also showed figures for '20mph roads with no traffic calming' which are still far too high (87% exceed the limit) indicating an urgent need for more investment in changing road character and envi-

## % of vehicles exceeding the speed limits by road class in Great Britain, 2020

	Cars	LCVs (vans)	Articulated HGVs	Rigid HGVs	Short Buses	Long Buses	Motorcycles
Motorways	53	55	2	..	..	..	58
National Speed Limit Single Carriageways	12	..	35	41	45	48	29
30mph roads	56	58	46	49	29	24	67

Compared to pre Covid-19 and lockdown conditions, in 2019, 54% (2% less) of cars exceeded the speed limit on 30mph roads, 50% (3% less) on motorways and 9% (3% less) on national speed limit single carriageway roads.

While cars 55%, LCVs (vans) 55% and motorcycles 58% were the worst offenders on motorways larger vehicles, HGVs and buses scored the highest on national speed limit single carriageways.

ronment to reinforce understanding of posted limits."

Neil continued "Due to Covid-19 and the national lockdown in Great Britain over four months of restrictions resulted in more free flowing traffic conditions in 2020. While restrictions have continued in 2021 with Freedom Day around the corner all vehicles will need to adjust to increased 'normal' traffic levels and regulate their speed accordingly to improve road safety and avoid fines."