



**ACTION  
VISION  
ZERO**



# Mayoral Elections 2021 - Vision Zero for Greater Manchester

*A manifesto proposal by Action Vision Zero and Vision Zero Youth  
Council (VZYC) Manchester*

# Introduction

## *Mayoral Elections 2021: Vision Zero for Greater Manchester*

### *A future where no one is killed or seriously injured*

The Vision Zero goal - that no one should be killed or seriously injured on our roads - is closely linked to wider policies to reduce traffic, improve air quality, reduce climate changing emissions, create active neighbourhoods and ensure economically vibrant town centres and high streets.

These policies can work together to dramatically improve the quality of life for those who live, work in and visit the city. These additional benefits are vital when, for example, air quality in Manchester has been found<sup>[1]</sup> to be particularly bad for NO<sub>2</sub> and PM<sub>10</sub> and PM<sub>2.5</sub> with huge resulting costs to the Greater Manchester economy.

At the time of the last Mayoral Elections all of the candidates from the main parties pledged to adopt Vision Zero<sup>[2]</sup> and "...work towards a highways network with zero traffic fatalities or serious injuries". But 4 years on Manchester has made little progress on reducing the numbers of people injured (since 2013) and appears a long way off the current ambition of "reducing the number of road deaths to close to zero by 2040"<sup>[3]</sup>

Action Vision Zero asks all Mayoral candidates to confirm their support for Vision Zero, their commitment to set a target for ending fatal and serious road casualties (along with interim targets) and to pledge to:

1. Create safe city centres, town centres and high streets; these are where a large proportion of injuries to people walking and cycling happen.
2. Lower speeds. Moving to a default 20mph speed limit across Greater Manchester and using this to ensure that roads, streets and neighbourhoods are safe for all.
3. Vigorous enforcement. Focusing on the "high harm" offences; increased speed enforcement and enabling widespread third-party reporting of driving offences.
4. Less traffic. Reducing traffic volumes is a key part of Vision Zero; Greater Manchester should commit to significant reduction in both the mode share and total volume of motor vehicle journeys by the end of the next Mayoral term.
5. Safe neighbourhoods. To combat the number of injuries on Manchester's neighbourhood streets, we need a comprehensive programme of Low Traffic Neighbourhoods to remove through traffic from them.

As well as these policies, Vision Zero needs to be embedded throughout the work of the Combined Authority. Reducing road danger must become an integral part of decision making and be considered across a range of areas including transportation and how roads and streets are designed, public health how walking and cycling and public transport are enabled and planning policy where homes and services are located and how car usage can be reduced.

(1) [https://www.ippr.org/files/2018-06/1528816909\\_gm-air-quality-june18.pdf](https://www.ippr.org/files/2018-06/1528816909_gm-air-quality-june18.pdf)

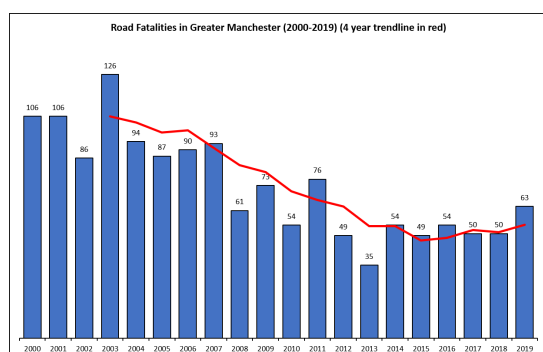
(2) <https://www.gmcc.org.uk/2017/05/may-the-4th-be-with-who-gmmayor-responses/>

(3) <https://downloads.contentful.com/nv7y93idf4jq/1W2LPkZCQcswygYyuklwm/05c300a3d59a3147ad7a51c5b8c28188/2-17-0078-GM-2040-Full-Strategy-Document.pdf>

# Reducing Danger on our Roads

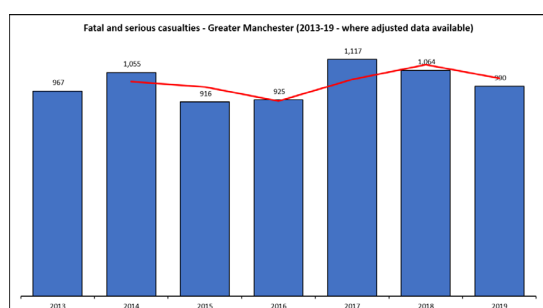
## Progress in Manchester

Understanding the trends for the numbers of people killed and seriously injured on Greater Manchester's road has been made more difficult by the changes in reporting of serious injuries since 2016. For fatalities, the trend was one of significant decline from 2000 to 2008 but there has been little sustained progress since then. For fatal and serious injuries, data (adjusted to take account of the changes in reporting) only exists from 2013 onwards. It is difficult to identify any sustained progress in reducing the numbers of people killed and seriously injured since 2013. Amongst those walking and cycling, the numbers killed and seriously injured are almost the same in 2019 as they were in 2013. Those walking and cycling consistently make up almost half of all fatal and serious injuries.



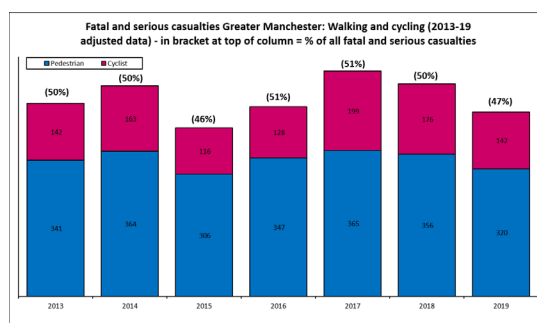
**Road Fatalities in Greater Manchester (2000-2019) (4 year trendline shown in red)**

<https://roadtraffic.dft.gov.uk/custom-downloads/road-accidents>



**Fatal and Serious Casualties (2013 - 2019 - where adjusted data is available)**

DfT - RAS30043. Adjusted data used as "Since 2016, changes in severity reporting systems for a large number of police forces mean that serious injury figures are not comparable with earlier years. Adjustments to account for the change in Great Britain have been produced."



**Fatal and Serious Casualties in Greater Manchester: Walking and Cycling (2013 - 2019 adjusted data) - in bracket at top of column = % of all fatal and serious casualties**

DfT - RAS30043.

The picture in Greater Manchester fits that seen across the rest of Great Britain. Recent research by PACTS<sup>[4]</sup> has shown that while safety has improved for those inside vehicles, progress has been slower for those on the outside. Almost all of those who are injured while walking and cycling are struck by users of cars, lorries, vans and motorcycles.

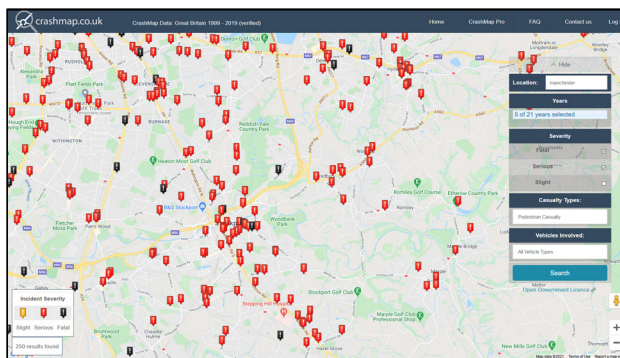
(4) <https://www.pacts.org.uk/2020/11/pacts-report-what-kills-most-on-the-roads/>



# Where People Walking, Cycling and Motorcycles are most at Risk

Main roads carry a large proportion of traffic but are where people are most likely to be injured; they need to be made safe for all users. Focusing action on these strategic routes to make them safe can have a disproportionate impact in reducing serious injuries:

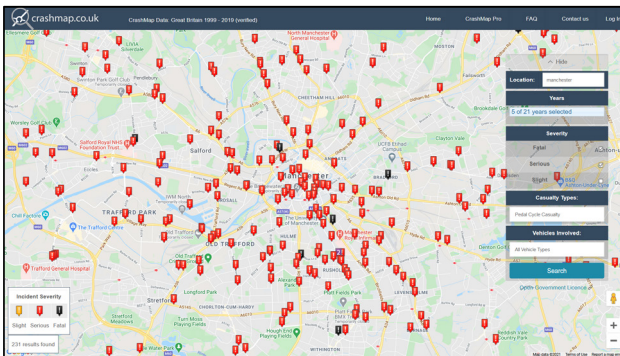
## Pedestrians



Serious and Fatal Pedestrian Casualties (2015 to 2019) – [www.crashmap.co.uk](http://www.crashmap.co.uk)

- Together the 'A' and 'B' roads across Greater Manchester are responsible for 50% of serious and fatal injuries to people on foot.
- There is a particular concentration in town centres and along high roads which can also act as linear shopping streets. Pedestrians are especially exposed to danger from motor vehicles owing to the need to cross the road.

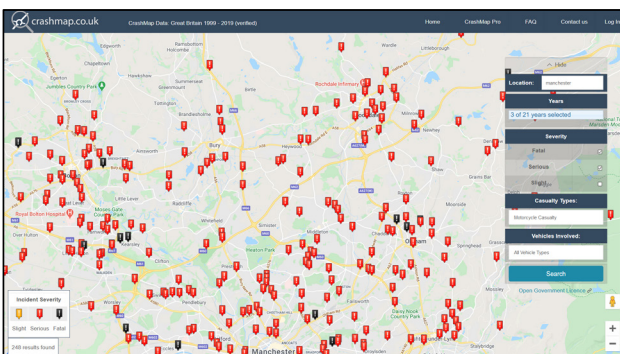
## Cyclists



Serious and Fatal Cycling Casualties (2015 to 2019) – [www.crashmap.co.uk](http://www.crashmap.co.uk)

- Together the 'A' and 'B' roads are responsible for 64% of serious and fatal cycling injuries.
- The significance of the arterial routes can be clearly seen in the map below.

## Motorcyclists



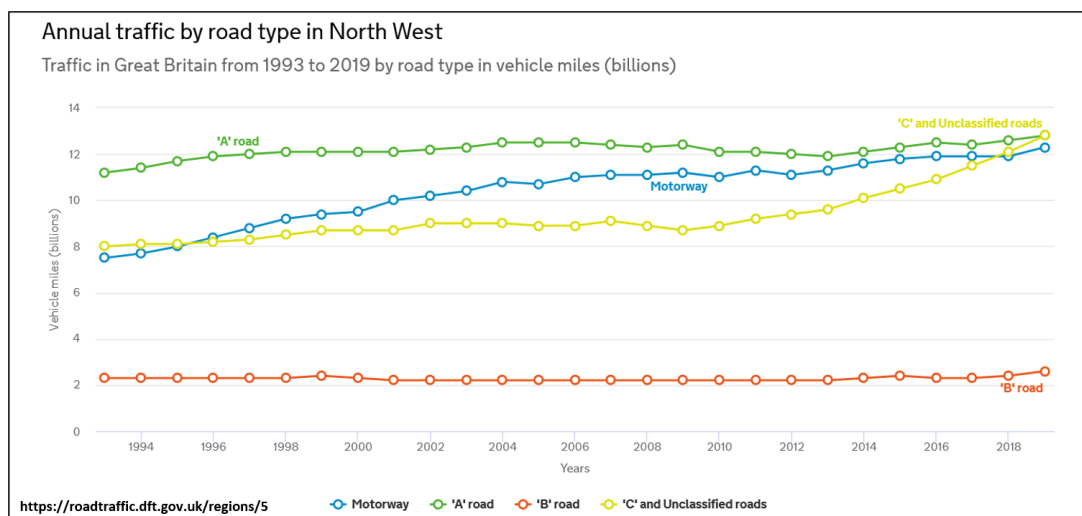
Serious and Fatal Motorcycle Casualties (2017 to 2019) – [www.crashmap.co.uk](http://www.crashmap.co.uk)

- Together the 'A' and 'B' roads are responsible for 66% of serious and fatal injuries to motorcycle riders. Some 53% of serious and fatal injuries to motorcycle riders occur on 'A' roads.

# Recent Research on Road Danger

Recent research has identified the need to focus on two other important sources of danger.

- Working vehicles. Research by UCL Centre for Transport Studies<sup>[5]</sup> shows that across Great Britain around 1 in 3 road deaths, 1 in 5 seriously injured casualties and 1 in 4 casualties of all severities involve someone driving for work. The study estimates that 39% of killed pedestrians were hit by a working driver. The risk that working drivers pose is also highlighted by the increase in the volume of Light Goods Vehicles (LGVs) in recent years. DfT data on road traffic by road and vehicle type<sup>[6]</sup> shows (Table TRA8905b) that volumes of Light Commercial Vehicle traffic (vehicle kms) increased by 60% between 2001 and 2019 across Greater Manchester (England average +36%).
- Neighbourhood roads. Traffic is increasingly able to navigate routes through residential areas and neighbourhood streets thanks to the huge take-up of Sat-Nav technology. While traffic volumes on main roads in the North-West have been rising slowly, they have risen by almost a half (+47%) on "C" and Unclassified roads since 2009<sup>[7]</sup>



For pedestrians and cyclists, on average 39% of all serious and fatal casualties occurred on "C" and Unclassified roads in the years 2015 to 2019<sup>[8]</sup> These need to become safe places for people and the communities they live in.

(5) <https://www.ucl.ac.uk/civil-environmental-geomatic-engineering/news/2020/dec/injury-risk-significantly-higher-when-driving-work>

(6) [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/916305/tra8905.ods](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/916305/tra8905.ods)

(7) <https://roadtraffic.dft.gov.uk/regions/5>

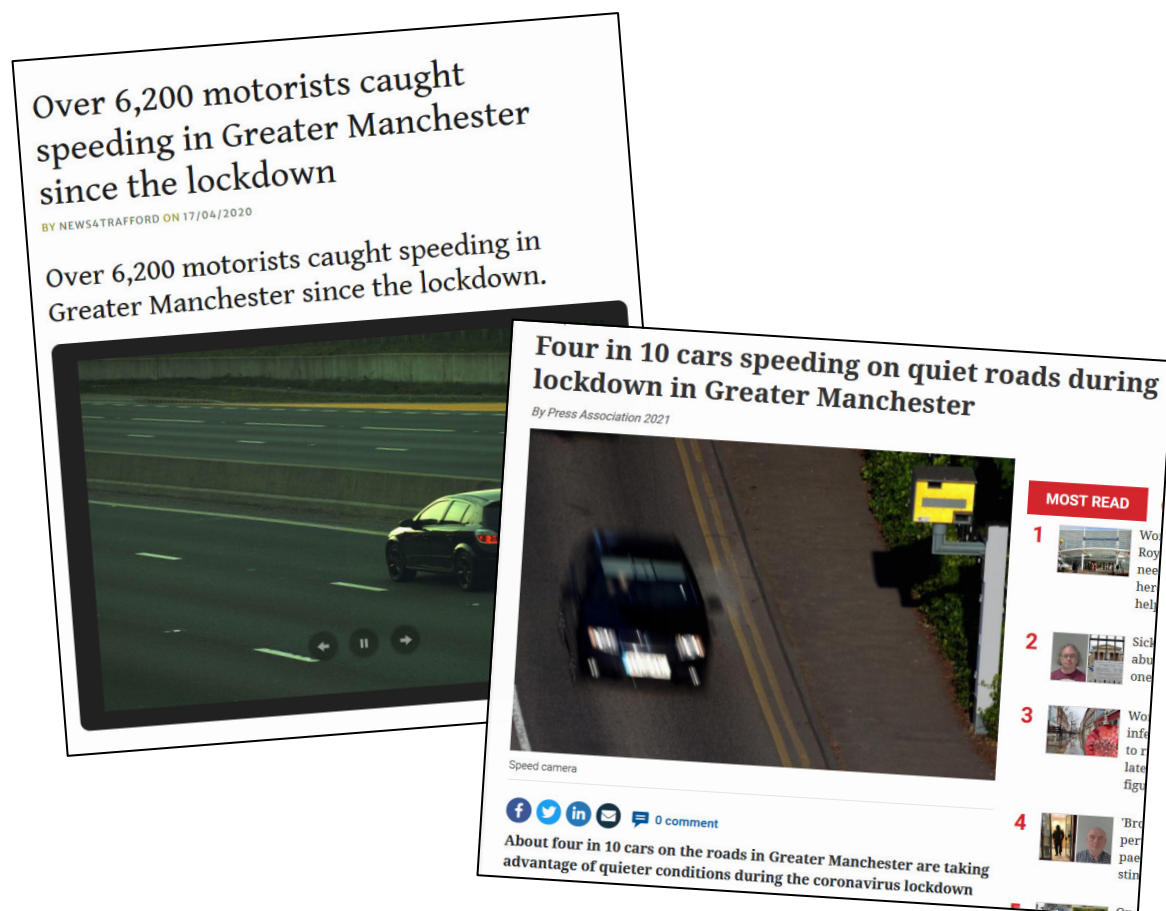
(8) <https://roadtraffic.dft.gov.uk/custom-downloads>.

# Lessons from the Lockdown

There have been a number of lessons from the pandemic about road danger. The pandemic has highlighted the importance of Manchester's 28 principal and smaller town centres and more than 50 other important local and suburban centres. This is likely to continue as the pandemic recedes and some people carry on spending more time working from home and shopping locally.

With less traffic, the numbers of road casualties have fallen BUT the severity of the injuries increased especially amongst those who walk and cycle.

In London, Transport for London had already stated<sup>[9]</sup> that inappropriate speed is a factor in up to 37% of collisions resulting death or serious injury. TfL has also estimated<sup>[10]</sup> that the rise in the severity of road casualties over the spring/summer 2020 (during the first lockdown) stemmed from an increase in average traffic speeds, as traffic levels and congestion fell, coupled with an increase in 'non-regular' drivers.



(9) [content.tfl.gov.uk/vision-zero-action-plan.pdf](https://content.tfl.gov.uk/vision-zero-action-plan.pdf) (3.1)

(10) (<https://tfl.gov.uk/cdn/static/cms/documents/board-20201209-agenda-papers-public-amended.pdf> (Travel in London 13 Road danger and the pandemic)

# Mayoral Elections 2021: Key Vision Zero Calls

So, what does Manchester need to do to get back on track and once again start to see a decline in fatal and serious injuries on its roads? We want Manchester's politicians to focus on safe town centres, high streets and neighbourhood roads, to tackle speeding, to reduce traffic and ensure robust enforcement. The good news is that what is needed to make Manchester's roads safe has a very close fit with other important issues. What works to reduce danger on our roads also makes our air cleaner, reduces CO2 emissions and enables more people to be active by walking and cycling.

We are calling for a shift in the balance between vehicles and people that will deliver safe roads and reduce casualties especially amongst those who are not protected inside a motor vehicle. We ask all politicians in the 2021 Mayoral elections to endorse the following calls:

1. **Safe and healthy high streets and town centres.** Manchester must redouble its efforts to create safe town centres and high streets. A dedicated Town Centre programme needs to link local economic vitality with a Vision Zero focus on low speeds, reducing capacity for private motor vehicles, safe crossings and junctions and delivering protected cycling lanes on main roads. This programme should be linked to public transport use (as we emerge from the pandemic) and attractive environments for those on foot.
2. **Safe speeds** offers the opportunity to reduce the numbers killed and seriously injured on our roads by almost two-fifths. Manchester needs:
  - A 20mph default speed limit. This requires TfGM to use its funding to prompt the remaining Local Authorities to adopt default 20mph limits. To date only Bury, Bolton, Rochdale and Wigan have taken up 20mph limits. It is time for the City of Manchester, Oldham, Salford, Stockport, Tameside and Trafford now to bring in default 20mph limits. Town centres and high streets should be a particular focus with consideration given to advisory 15mph limits where the numbers of pedestrians and people cycling are especially high.
  - Safe working vehicles with a comprehensive package of measures including a Manchester standard for working vehicles by 2024; a key requirement will be mandatory speed limiters on all working vehicles.
3. **Vigorous enforcement.** Greater Manchester should commit to:
  - Harm reduction, with priority offences (speeding, drink/drug driving, careless driving, mobile phone use and uninsured vehicles) accounting for at least two-thirds of officer detected offences;
  - Increased speed enforcement, particularly of 20mph limits;
  - Transparency with quarterly road crime statistics published; and
  - Demonstrate best practice with third-party reporting of driving offences, including providing feedback to those submitting footage.

4. **Less traffic.** Traffic reduction must be acknowledged as a key tool in the Vision Zero armoury; there are established links between traffic volumes reduction and declines in the numbers of people injured on the roads<sup>[11]</sup>. By the end of the next Mayoral term, Greater Manchester will have reduced both the total number of journeys by motor vehicle and reduced the mode share of driven journeys from the current levels of more than 60% to no more than 50%.
5. **Safe neighbourhoods.** To combat the growth in casualties on neighbourhood streets, Manchester needs a comprehensive programme of delivery of Low Traffic Neighbourhoods to remove through traffic. These have been proven to reduce road danger<sup>[12]</sup>. Priorities can be identified based on levels of population density, deprivation, car ownership, volumes of through traffic, the numbers of schools, the numbers of people injured on the roads and the presence of children and older people. Development of LTNs can be supported by the roll out of School Streets and increasing the use of controlled parking zones across the city.

In addition, Vision Zero needs to be embedded across the work of the Authority and become a prism through which all policies are viewed. In New York for example, a permanent Vision Zero task force was established in the Mayor's Office of Operations in order to get the buy-in that was needed to enable these changes. A wide range of policy areas need to be viewed in terms of reducing exposure to road danger. All of this work will also require high-profile leadership, senior representation from key partners such as the police, together with early and sustained joint working with third sector stakeholders.

(11) <https://actionvisionzero.org/what-to-campaign-for/less-traffic/>

(12) <https://findingspress.org/article/18330-the-impact-of-introducing-low-traffic-neighbourhoods-on-road-traffic-injuries>



# Our Organisations

**Action Vision Zero** helps communities campaign for safe roads and streets where people want to walk, cycle and spend time. Achieving a vision of zero fatal and serious road casualties is entirely possible in the long term, but requires a rethink of the balance between people and motor vehicles. This is critical, not just for our safety, but for social justice, increasing physical activity and mental health, reducing air pollution and slashing carbon emissions.



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## Vision Zero Youth Council (VZYC)

**Manchester** is part of a global initiative led by students that works with local schools, nonprofit organisations and elected officials to campaign for road safety for pedestrians, cyclists and other vulnerable road users. Hence, reducing the number of deaths and serious injuries that take place on the road whilst also contributing to sustainable and cleaner urban development.



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- Facebook: <https://www.facebook.com/VZYC.UK>
- LinkedIn: <https://www.linkedin.com/company/vision-zero-youth-council-manchester/>