

Road to Zero Harm Roadmap

Collaboratively working to eliminate road deaths and serious injuries on the strategic road network

2026



NFCC
National Fire
Chiefs Council



ADEPT
Association of Directors of
Environment, Economy, Planning & Transport



Introduction

Road safety is, and will always be, National Highways' number one priority. National Highways manages over 4500 miles of motorways and A-roads that carry 34% of traffic in England known as the Strategic Road Network (SRN). England's motorways and major A-roads are some of the safest in the world, but our ambition remains that no-one should be harmed while travelling or working on our roads.

Road to Zero Harm is an ambitious road safety initiative that we are championing to realise our vision that no one should be killed or seriously injured on our roads.

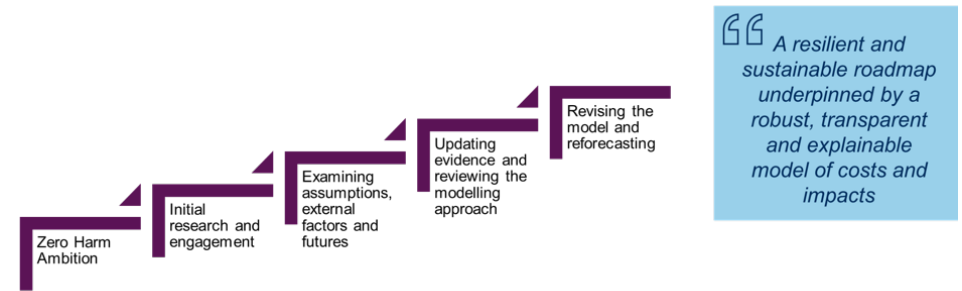
Achieving this shared vision will benefit the country as a whole, and the families and individuals whose lives continue to be affected by incidents on our roads.

Background

Road to Zero Harm started as a National Highways initiative to identify, assess and prioritise a roadmap of safety measures to eliminate deaths and serious injuries on England's SRN.

The initiative is supported by independent research that reviewed the potential impacts of a wide range of evidence-based safety measures on the SRN. The research recommendations (shown on page 13) were reviewed by experienced practitioners and the approach informed by targeted engagement with external stakeholders.

The initiative is underpinned by the Safe System approach to road safety. The Safe System is an internationally recognised and evidence-based approach which acknowledges the vital contributions of all partners through shared responsibility and integrated design striving to minimise the consequences of human error. This is why we have brought together partners who have different roles across the Safe System to collaborate on Road to Zero Harm, in the capacities outlined on the next page.



Work on developing the activities contained in this roadmap commenced in 2024. The first year of action was completed during 2025/26 with regular progress updates provided to members of National Highways' Road Safety Panel.

Purpose

The purpose of this document is to set out National Highways' approach to achieving its long term ambition of eliminating deaths and serious injuries on the SRN. The roadmap provides a framework that will guide future National Highways safety strategies and action plans, and support sustained collaboration across the wider system.

It explains how the evidence base and targeted engagement with external stakeholders have shaped our direction and priorities, the measures that research suggests will be most effective in reducing harm, and the current, and emerging, risk picture.

It also sets out how achieving this ambition relies on coordinated action across the Safe System. This includes working closely with other organisations to align efforts, share insight and support the delivery of interventions where they can have the greatest impact.

Government published its third Road Investment Strategy (RIS) in March 2026 and National Highways activities in the third road period (2026 to 2031) are funded. Activities planned in future RIS periods from 2031 onwards, are our ambition.

Roles and responsibilities of National Highways and partners

We acknowledge, within the Safe System approach, that we have a shared responsibility with other organisations and partners to prevent deaths and serious injuries on our roads. As a highway authority, we lead the safe roads and roadsides pillar and contribute to safe speeds on the SRN with some part to play across all other aspects of the system.

An integrated approach is needed to achieve the ambitious casualty reduction targets that have been set for Great Britain and our zero harm ambition. This roadmap, facilitated by National Highways, includes collaborative actions delivered through shared responsibility across partner organisations and stakeholders working together to improve road safety across all Safe System pillars.

Each pillar in the Safe System has a partner organisation who has a leading, more significant role. They are supported in that leading role by the other partners. There is more information on the lead and support roles in the section that describes our approach, starting on page 8.

National Highways are members of established national stakeholder, or government led, working groups for different types of road user - these include commercial vehicle and motorcycle groups.

Our regional teams are also active members of local inter-agency working groups and forums working alongside local authorities, police, fire and rescue and other organisations to achieve shared safety objectives.

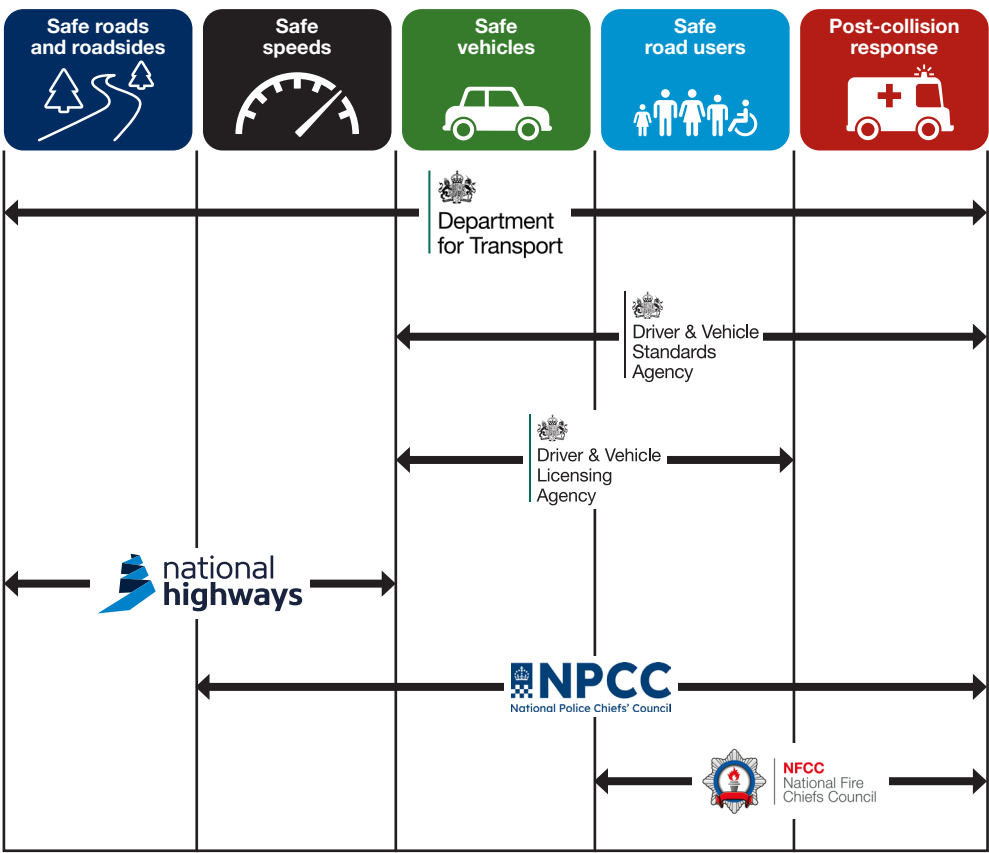


Figure 1: The role of partners in each part of the Safe System.

This diagram shows each partners role in the Safe System, noting we all have some part to play across the different pillars.



Context

Road Safety Strategy (Great Britain)

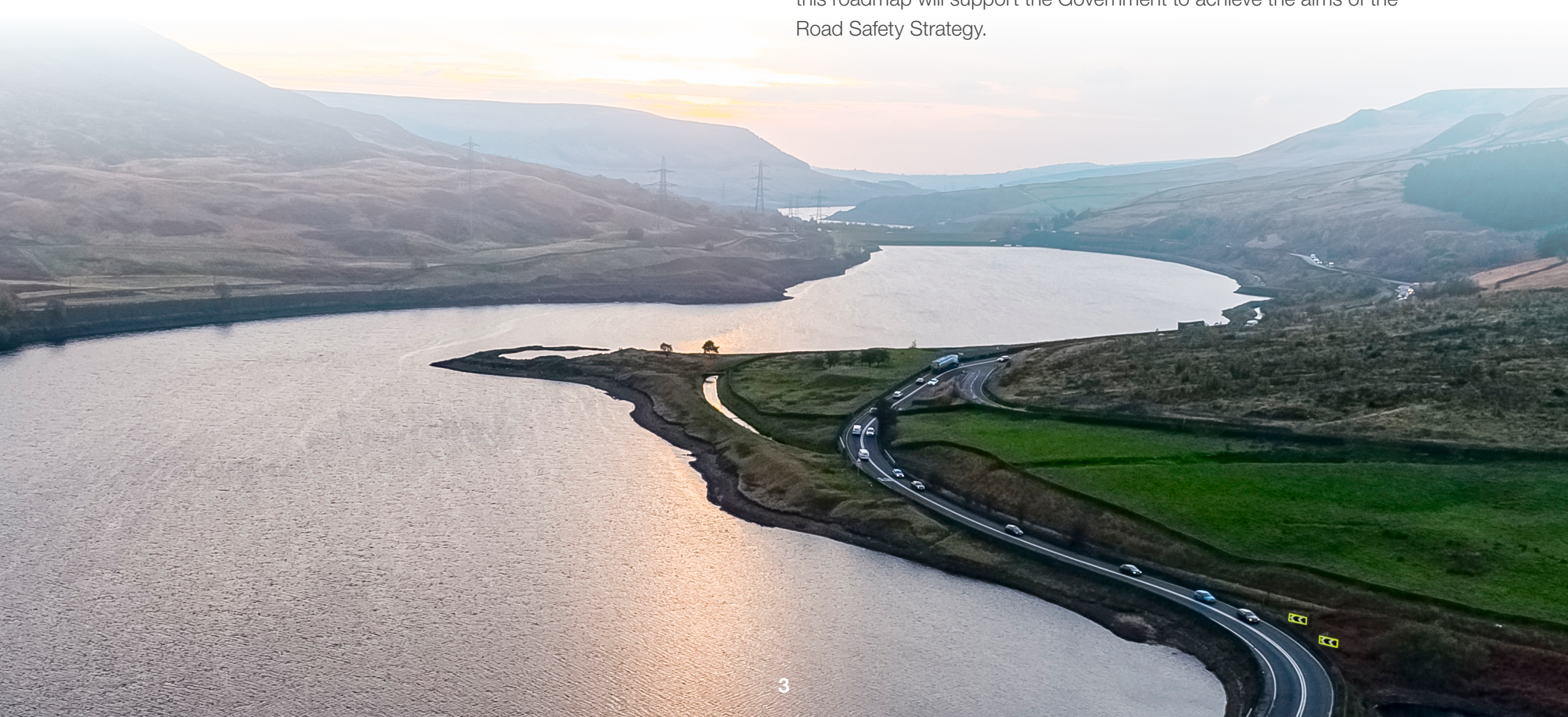
In January 2026, the UK Government published its [Road Safety Strategy](#) for Great Britain which sets out the government's aims to reduce the number of road deaths and serious injuries under four themes:

- **Theme 1:** Supporting Road Users
- **Theme 2:** Technology, Data, and Innovation
- **Theme 3:** Ensuring Infrastructure is Safe
- **Theme 4:** Robust Enforcement

The strategy's central vision is to ensure that people can travel safely on roads in Great Britain, however they choose to move, the government has set two headline targets to be achieved by 2035 (using a 2022-2024 baseline):

- A **65%** reduction in the number of people killed or seriously injured.
- A **70%** reduction in children (under 16) killed or seriously injured.

Along with the other key delivery partners, the Department for Transport was regularly consulted in the development of this roadmap to ensure that it would align with the Government's Road Safety Strategy. The activities in this roadmap will support the Government to achieve the aims of the Road Safety Strategy.



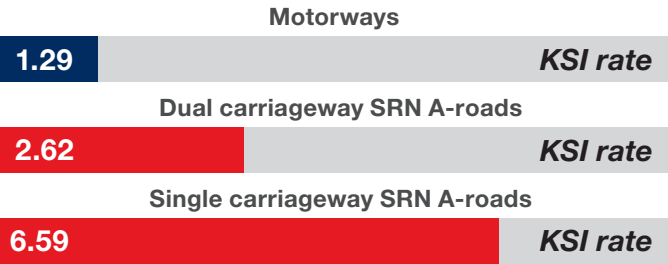
Risk Insights Informing the Road to Zero Harm

This highlights where highest risk and the most severe harm occurs, enabling targeted interventions to achieve the greatest reduction in harm.

Where the risk is highest

Motorways continue to be our safest roads with the lowest killed or seriously injured rate per mile travelled on the SRN.

A-roads have a higher killed and seriously injured risk overall, with single carriageway SRN A-roads carrying 2.5 times more risk than equivalent journeys on dual carriageways.



The risk is lower than on comparable non-SRN roads (12.69 in 2024), indicating standards and investment are reducing risk on the SRN, though harm remains too high and further joint action with partners is needed for sustained reductions.

Modal risk & exposure

User group	Severity*	KSI share	Traffic
	51.4%	16%	0.3%
	26.7%	3%	10%
	16.9%	5%	19%
	16.3%	67%	70%

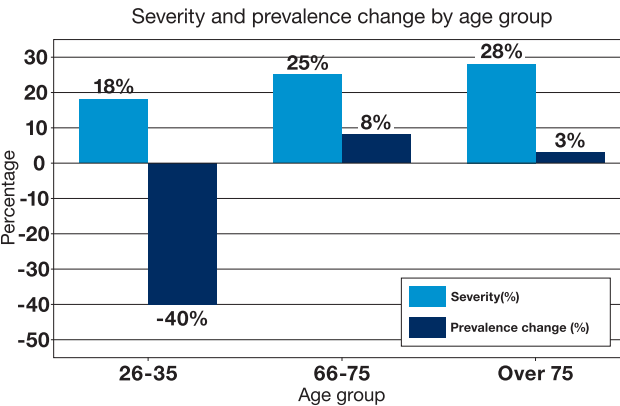
*Severity = % of casualties killed or seriously injured. Note: Traffic share estimates based on HMVM network split

Who is most affected

Motorcyclist casualties are over represented on the SRN — under 1% of traffic but 16% of killed or seriously injured — and have the most severe outcomes among motorised users; pedestrians and cyclists are a small but priority group.

Ageing population challenge

While overall casualties are declining, older people account for a growing share of those harmed on the network and are more likely to be killed or seriously injured when a collision occurs.



Severity increases with age, with the highest risk in those aged 75+. At the same time, killed and serious injury prevalence has fallen sharply among younger people but is rising slightly among older groups, indicating a shift in harm toward older age groups.

Frequency & severity by collision

Rear-end shunts are the most common incident type and now represent the largest share of killed or seriously injured casualties on the SRN.

Single-vehicle collisions occur less frequently than shunts but with greater severity per collision on higher speed roads.

Head-on collisions are rarer due to the smaller length of single carriageways where there is usually no central barrier separating traffic. However they, cause disproportionate harm, accounting for 15% of collisions and 32% of killed or seriously injured casualties.

Human factors



Road user factors are recorded in around six in ten injury collisions on the SRN.



Speed-related factors occur in almost half of collisions, mainly on motorways and dual carriageways.



Factors often overlap (e.g., speed + distraction).

Data notes and definitions

- All killed or seriously injured values refer to adjusted killed or seriously injured casualties in 2024 using 2024 adjustment factors.
- Proportions differ by unit of analysis (e.g. collisions vs casualties).
- Behavioural factors are drawn from STATS19 road safety factors.
- STATS19 data is published by DfT every year for the previous calendar year.
- Road risk rates are expressed as killed or seriously injured per hundred million vehicle miles (hmvm).

Source National Highways: Road safety performance overview report 2024

Linking insights to Safe System action

Safe roads and roadsides

Higher risk of harm on single carriageway A-roads, particularly from run-off incidents, points to the need for further infrastructure improvements, including barrier upgrades, junction reviews and measures that better protect physically vulnerable road users.

The high number of shunt collisions highlights the need for stronger, evidence-led Safe System treatments.



Safe speeds

High prevalence of speed-related factors highlights the need for appropriate speed setting for road design, use and conditions, supported by targeted enforcement.



Safe people

High-risk behaviours, including speeding, fatigue, distraction, close following, and alcohol or drug use, reinforce the need for enforcement supported by well-targeted campaigns, employer-focused interventions, and extra support for high-risk groups.

The Road Safety Strategy also identifies older drivers as a priority, including proposed eyesight testing for over-70s.



Safe vehicles

Higher injury risk for motorcyclists, greater vulnerability among older drivers, and the most common collision types highlight the value of vehicle technologies such as AEB (advanced emergency braking), ELKS (emergency lane keeping system), ISA (intelligent speed assistance) and blind spot systems.

To achieve the greatest benefit, it is important to understand how these technologies affect real-world driving behaviour.



Post-collision care

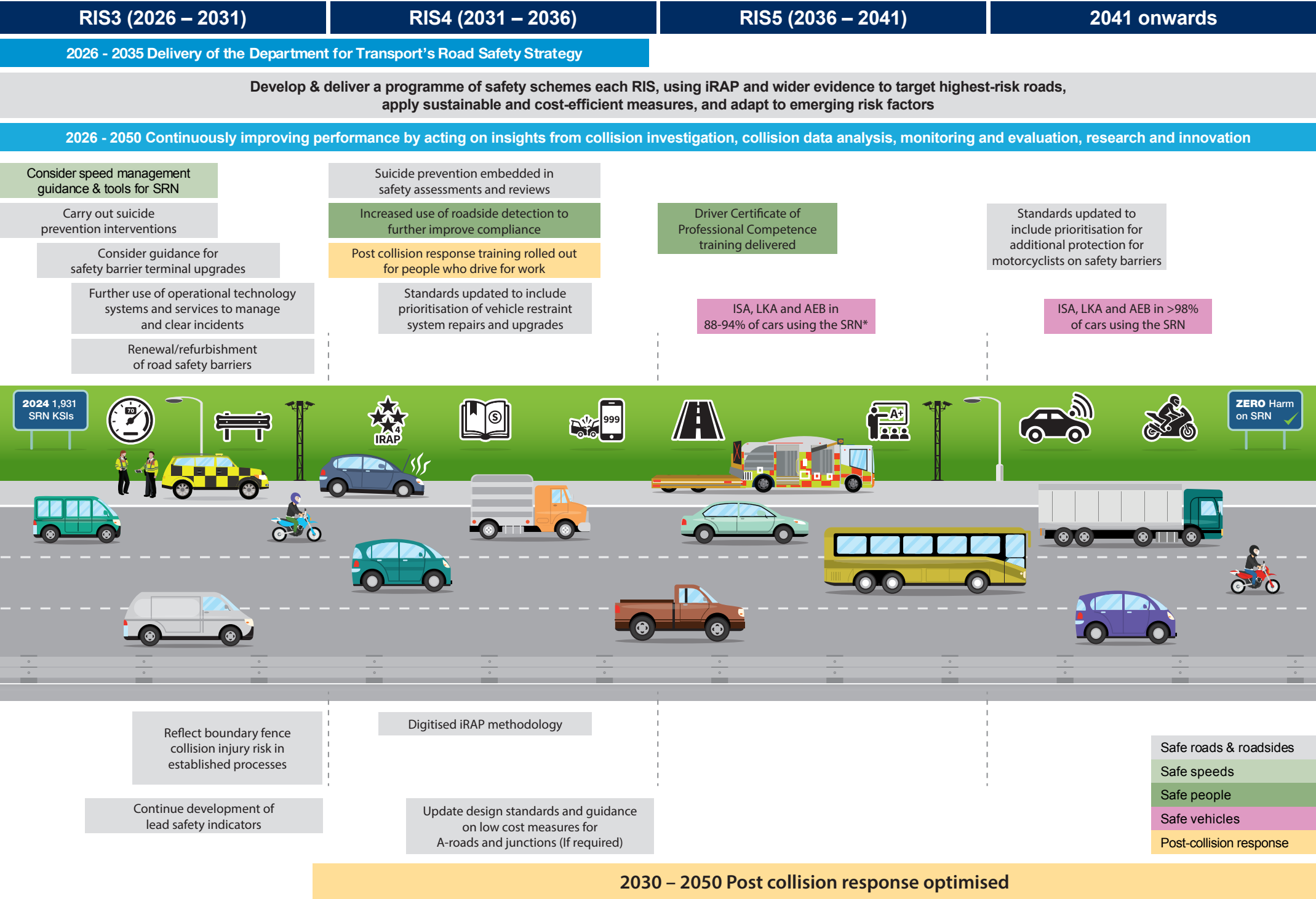
The prevalence of high-harm collision types, combined with increased vulnerability among older people, highlights the need for rapid incident detection, effective triage, and efficient trauma care.



This table shows the drivers, trends and signals that shape the future killed or seriously injured risk. They are described as headwinds -something that could have an uncertain or negative impact on killed or seriously injured rates or tailwinds - something that could have a positive impact on killed or seriously injured rates.

	 Growing Demand	 Technological Disruption	 Resource Transformation	 Climate Change	 Societal Change
Tailwinds (↓ killed or seriously injured rates)	■ Safer vehicles and roads can offset some growth in traffic risk. ■ Flexible working may limit long term traffic growth. Evidence is mixed.	■ In vehicle safety systems reduce collision likelihood and severity. ■ On road technology & data improve incident detection and speed control. ■ Better data enables earlier, targeted interventions.	■ Targeted, data led investment improves safety return per pound. ■ Better analytics supports severity focused action.	■ Adaptation measures can reduce weather related collisions. ■ Some winter risks (e.g. ice) may reduce.	■ Stronger alignment around Safe System principles. ■ Greater focus on protecting vulnerable road users.
Headwinds/uncertainty (↑ or uncertain effect on killed or seriously injured rates)	■ Overall traffic likely to rise, increasing exposure. ■ Growth in vans and motorcycles, both higher risk per mile.	■ Distraction from devices and infotainment may be rising and under recorded. ■ Misuse of assisted driving systems may create risk. ■ Net impact depends on uptake, understanding and governance. ■ Cyber and information risks could disrupt digital safety systems.	■ Skills shortages may slow delivery of safety innovation and impact value for money. ■ Cost pressures may reduce investment in safety-critical maintenance, including asset and customer vehicle upkeep.	■ More intense rain, flooding and heat increase collision risk and severity. ■ Disruption increases secondary collision risk.	■ Ageing population increases injury severity. ■ Normalisation of constant connectivity may undermine safety behaviours. ■ Disinformation can undermine trust in road safety evidence.
Safe System pillars	■ Roads Speed Vehicles Users	■ Vehicles Roads Users Post collision care System management	■ Roads Post collision care System management	■ Roads System management	■ Users Roads Speed Vehicles
Roadmap response	■ Risk-based investment, focus on high-risk roads and users, speed and volume management.	■ Support proven tech, implement secure, resilient and trusted digital systems, manage transition risk, strengthen monitoring and education.	■ Prioritisation by future (as well as current) risk, capability building, protect safety-critical assets through targeted investment.	■ Climate-resilient design, real-time network management, incident preparedness.	■ Vulnerable user focus, speed management, behaviour and culture interventions.

This table draws on a synthesis of UK and European evidence from DfT, National Highways, infrastructure sector reports, police-recorded collision data, and peer-reviewed research; evidence strength varies by theme, with stronger support for demand, technology, climate and demographic trends, and more limited or emerging evidence for system-level, behavioural and communications effects. Future killed or seriously injured outcomes depend on how well pressures are anticipated and managed. The timing, duration and magnitude of effect are not modeled. Effective communications support public acceptance and safer behaviour, but reduced capacity may limit the impact of otherwise proven safety measures.



* TRL (2024). Cost and benefit analysis of new vehicle safety technologies (PPR2077).

Safe System ambitions

The activities contained within this roadmap support Safe System principles. Together, we will work towards:

- enhancing the in-built safety of **roads and roadsides**
- **managing speeds** according to the design and uses of the road
- influencing the safety of **vehicles** using our roads
- supporting **road users** to interact safely with each other and the road environment
- influencing the timeliness and effectiveness of **post-collision care**
- continuously improving and adapting our **road safety management** by acting on insights from collision investigation and analysis, monitoring and evaluation, research and innovation.

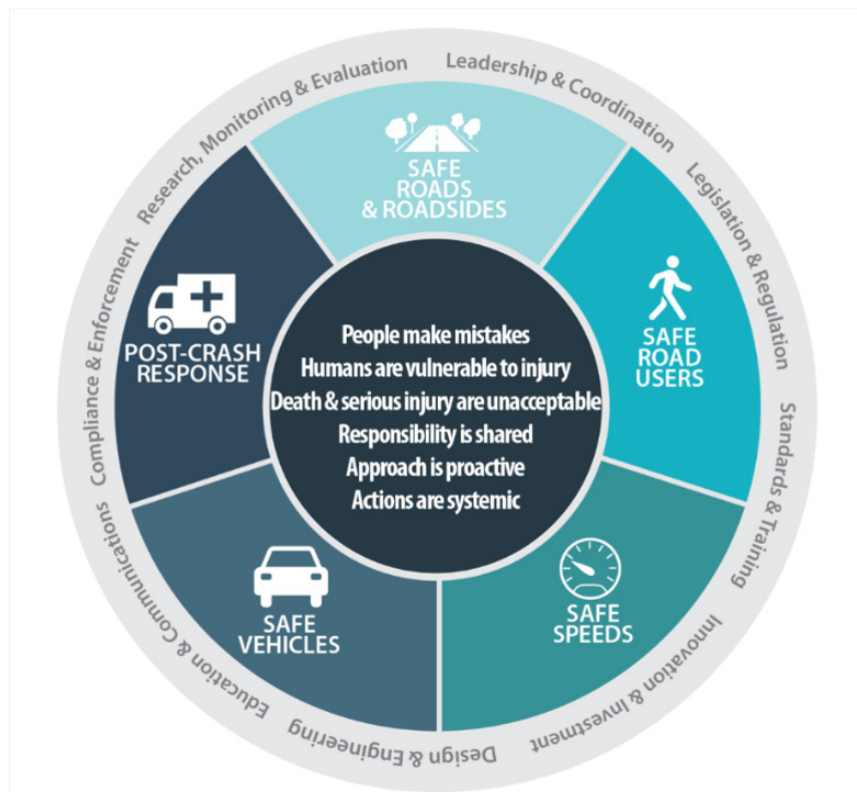


Figure 2: Safe System pillars (Source Agilysis 2022)

Our approach

Roads and roadsides: Enhancing the in-built safety of roads and roadsides

Lead: National Highways

Partners: Police on roadside detection

Wider Stakeholders: iRAP and the Road Safety Foundation on our iRAP programme

Our aim is to progressively improve the in-built safety of our roads and roadsides, working to achieve our vision that road design aligns with function, and features minimise risk to reduce the incidence and increase the survivability of collisions.

National Highways has undertaken three 5-yearly iRAP surveys of our roads in 2015, 2020 and 2025. **iRAP surveys produce a star rating which is an objective assessment of the safety of our roads based on road features.** The highest risk roads are 1-star rated, while those which pose the least risk for road users are 4-star or even 5-star rated. [We have previously reported the percentage of travel on roads rated 3 stars or above](#) for 2015 and 2020. When we report the network wide 2025 ratings in 2026/27, we will also report the average decimal star rating.

We combine star rating information with insights from research, collision analysis and our collision investigation process to inform **planning and prioritisation** of infrastructure safety improvements at the network level. This results in a rolling programme of work prioritised by need and potential future impact. The Route Review Tool makes star rating information available at the route and regional level. National Highways has worked with the Road Safety Foundation to develop enhancements to this tool, including the inclusion of speed management measures. Further embedding such tools in our processes will enable us to enhance safety planning and better assess the impact of our infrastructure safety programme.

We have also been exploring options with iRAP and the Road Safety Foundation to make future iRAP models and survey methods more dynamic to enable star ratings to be updated more frequently. **Future enhancements** to our approach may include piloting a digitally enabled survey potentially building on existing work to develop a Digital Twin of the SRN under our [Innovation and Research Strategy](#).

We have also been leading a research project to better reflect shunt collisions (which represent approximately 35% of fatalities and serious injuries on the SRN) in the iRAP model and capture the benefits of technology-based countermeasures in star rating calculations.

We know that **fatalities and serious injuries are over-represented on A-roads compared with motorways** in total numbers and rates per billion vehicle miles. Motorcyclists continue to be over-represented in serious harm, while collisions involving older drivers are becoming more prominent. These are priority groups to address in future measures, potentially through design for slower reaction times and physical vulnerability.

As we strive to achieve **greater cost-efficiency**, we have identified a need for more options for low-cost countermeasures, particularly on single carriageway roads. The Road to Zero Harm research identified options for this.

We will continue to develop options to address these issues through our Designated Funds Research and Innovation Programme. This may develop into trials to demonstrate effectiveness of particular countermeasures on the SRN where needed; changes to standards where indicated; and changes to internal policies, processes and procedures where necessary.

Over the longer term, we will continue to work with the iRAP team to ensure that future iRAP models and therefore star ratings and scheme options, reflect the most up-to-date and relevant risk factors and countermeasures for our roads.

National Highways' "Climate Change and the Strategic Road Network" report recognises that the frequency of flooding, extreme rainfall, heatwaves and severe storms across the Strategic Road Network is likely to increase over time. Such conditions can affect the safety and reliability of our roads by contributing to surface deterioration, drainage challenges, slope instability and more frequent operational disruptions, all of which have safety implications.

As we work to further enhance the safety of our roads and roadsides, we will continue to take action so that our management of the network remains effective under these changing conditions.

Activities under this pillar include:

- Developing a long term, evidence-led programme of safety improvements informed by star ratings, collision analysis and research insights.
- Strengthening the consistency of safety appraisal by enhancing the tools, guidance and methods used to assess potential safety benefits.
- Improving the safety performance of key roadside features, including barriers, in line with risk and user vulnerability.
- Prioritising improvements on higher-risk road types, including junctions and single carriageway roads, supported by proportionate low-cost measures where appropriate.
- Making better use of technology, data and modelling to understand risk more clearly, including the factors contributing to high-harm collision types.
- Drawing on new data sources and operational insight to identify emerging risks and support more proactive decision making.
- Exploring the potential role of roadside detection, drawing on evidence and operational insight, to support improvements in seatbelt wearing and reduce handheld mobile phone use.
- Embedding safety more strongly across maintenance, renewals, major projects and environmental programmes so that multiple benefits can be achieved wherever possible.

Speed: Managing speeds according to the design and uses of the road

Lead: [National Highways](#)

Partners: [Police](#), [DfT](#)

Safe speed is a key component of the Safe System. Speed of vehicles has a clear and measurable relationship with road traffic casualties and especially casualty severity. The risk of serious injury or death increases with a minor increase in speed. This has been the subject of extensive research. The most recent and robust meta-analysis of studies on the relationship between speed and crash risk indicated that a 1% reduction in average speeds is associated with a 5.5% reduction in fatalities ([Elvik 2019](#)).

Speed management is a key component of Road to Zero Harm. This workstream covers National Highways role in determining appropriate speeds on the SRN, along with any infrastructure investment. It also covers partnership working with those involved in compliance and enforcement.

To achieve this, we will work to optimise speed management on the SRN, which means ensuring that there are appropriate speeds for function of the road, and supporting road users to comply with those limits. This includes:

- Strengthening the way we determine and apply appropriate speeds across the network to reflect road function, design, conditions and user needs.
- Ensuring that guidance and planning tools support a consistent approach to speed management and inform long term investment decisions.
- Working with partners to promote compliance with speed limits and support safe driving behaviours through targeted use of technology and roadside systems.
- Improving how information is presented so that speed limits are clear, understood and easy to follow.
- Using data and evidence to identify emerging risks and enable more proactive planning of speed management interventions.

Vehicle Technology: influencing the safety of vehicles using the SRN

Lead: [DfT](#)

Partners: [National Highways](#), [DVSA](#)

Wider Stakeholders: EuroNCAP and Data for Road Safety

Increasing uptake of advanced driver assistance systems (ADAS) represents a significant opportunity to reduce killed or seriously injured. Research underpinning Road to Zero Harm suggests that vehicle safety technologies could account for around 30% of the potential killed or seriously injured savings in 2050, alongside improvements in infrastructure, speed management, road user behaviour and post-collision care. Based on modelling for the Great Britain vehicle fleet, TRL estimates that [over 88–94% of vehicles will be equipped with key vehicle safety technologies by 2040](#), with advanced emergency braking (AEB) and intelligent speed assistance (ISA) being adopted earlier than other technologies on average. National Highways supports greater adoption of vehicle safety technologies in parts of the fleet that can be under-represented. We do this through our work on the EuroNCAP Commercial Vehicle Steering Committee and influence the HGV and van testing programme.

It is positive that the Road Safety Strategy includes a consultation on options to increase the uptake of these technologies. However, the predicted killed or seriously injured savings assume the ability to deactivate systems does not significantly diminish safety benefits, and that effectiveness does not wane over time due to component degradation or calibration drift. This is why National Highways is also looking to understand the real-world effectiveness of vehicle safety technologies on the SRN and how we can support drivers to use the technology well.

National Highways and DVSA will continue to support the adoption of vehicle safety technologies by:

- Supporting the wider adoption of vehicle safety technologies that offer strong potential to reduce harm on the network.

- Working with national agencies and industry partners to help shape testing standards, data sharing arrangements and regulatory developments that influence vehicle safety.
- Continue to engage with the Vehicle Certification Agency on emerging connected and automated vehicle developments.
- Building our understanding of how technology performs in real-world conditions so we can encourage safe and effective use of these systems.
- Preparing for the safe deployment of connected and automated vehicles by determining National Highways' role in enabling this transition, including in relation to cybersecurity.
- Strengthening our capability to assess how new technologies, data and systems can contribute to improved safety outcomes over the long term.

Road Users: supporting road users to interact safely with each other and the road environment

Lead: **DfT**

Partners: DVSA, DVLA, Police, NFCC and National Highways

We recognise that people make mistakes and human error is inevitable. Even though people are vulnerable to injury, deaths and serious injuries should not be inevitable. All road users should take responsibility for their own and other people's safety.

The Road Safety Strategy states that road users must be competent, responsible, law abiding and respect the highway code. They should also ensure their vehicles are roadworthy and properly maintained. National Highways contributes to road user safety through active participation in regional road safety partnerships and close collaboration with DVSA and DVLA. National Highways aligns with DfT on the THINK! campaign and we support each other to ensure awareness. We address work-related road risk through evidence-based guidance and tools provided to employers as part of our leadership of Driving for Better Business.

National Highways will support road user safety by:

- Working with partners to help road users understand how to use the network safely and responsibly, particularly where risk is greatest.
- Supporting organisations and employers to reduce work-related road risk through targeted engagement and evidence-based tools and guidance.
- Contributing to national and regional initiatives that promote safe behaviours, improve vehicle condition awareness and reinforce the Highway Code.
- Improving how we share insight and data to support learning, behaviour change and improved understanding of risk across the wider road safety system.
- Ensuring customer-focused activities help road users understand the Safe System and how their actions contribute to safety outcomes.

Post-collision: influencing the timeliness and effectiveness of post-collision care

Lead: **NFCC**

Partners: Police, National Highways and DVSA

Wider Stakeholders: NHS

The aim of this pillar is to focus on reducing the severity of injury from collisions through more effective or faster medical interventions. We will do this by:

- Working with emergency services and health partners to improve how collision response and casualty care are coordinated across the network.
- Supporting the adoption of consistent, evidence-based approaches to casualty extrication, trauma care and operational practice.
- Enhancing the knowledge and skills of those most likely to encounter incidents so early care can be delivered more effectively.
- Exploring how new technologies and communication tools can help identify collisions more quickly and support faster access to medical care.
- Strengthening cross-agency governance and learning so that improvements in post-collision care are sustained and informed by shared insight.
- Working to ensure connected and automated vehicle systems are designed, tested and deployed in ways that recognise and appropriately respond to emergency vehicle operations.

Principles

Evidence based action

Earlier phases of the Road to Zero Harm programme helped us identify and assess various individual measures that would be most effective in reducing road risk, thus helping to eliminate deaths and serious injuries. These measures have informed the development of the roadmap. The full list can be found on the next page.

Delivering safety alongside other priorities

Safety is a priority for all partners. Our initial engagement showed that we need to consider how safety measures can also support other priorities, such as the environment and the economy. We will look for opportunities to work with those leading these areas so we can maximise safety benefits through their activities. Wherever possible, we will deliver work that meets multiple objectives and collaborate with other priority areas to identify opportunities to improve safety. We will also support the delivery of the National Road Safety Strategy.

Delivering the roadmap with clear accountabilities

Working closely with partners brings clear benefits. To deliver effectively across all pillars of the Safe System, we need strong coordination and clear roles and responsibilities. In 2024, we created the Road to Zero Harm steering group to bring delivery partners together around the roadmap and action plans. This ensures that National Highways leads delivery on safer roads and speeds on the SRN, supported by partner organisations and stakeholders working collaboratively to improve road safety across all Safe System pillars.

Expanding our activities with new activities

The roadmap is evidence based and informed by international best practice. We will be working closely with other countries to identify additional safety measures that could help to reduce harm on our roads. Our progress will be monitored along with the safety impacts of the associated measures as part of an ongoing, comprehensive monitoring and evaluation process. This will enable us to consider continuous improvement opportunities, potentially inform future investment decisions and develop future versions of this roadmap.



The table shows recommendations from the initial research. National Highways combined these findings with stakeholder feedback to create the roadmap. The measures in the table give an insight into the recommendations to reduce killed or seriously injured on the SRN. The measures are not the finalised programme of feasible activities to be taken forward.

Safe Roads	Safe Speeds	Safe Vehicles	Safe People	Post Collision
The research recommended implementing: ■ Full iRAP programme ■ Roadside Barriers (driver and passenger side) ■ Replace older 'ramped' barrier ends with crash tested energy absorbing terminals (P4 terminals) ■ Rumble strips (shoulder and centreline) ■ Central hatching ■ Motorcyclist protection system at high-risk locations ■ Queue protection on more roads	The research recommended effective speed management across the network (managing speeds according to the design and uses of the road), including but not exclusive to: ■ Improve compliance, for example, with average speed cameras ■ Variable mandatory speed limits (VMSL)	The research recommended mandating: ■ Driver drowsiness and attention warning (DDAW) ■ Advanced driver distraction warning (ADDW) ■ Intelligent speed assistance (ISA) ■ Emergency lane keeping system (ELKS) ■ Blind spot assist ■ Improvements to AEB regulations for large vehicles ■ Alcolocks for reoffenders ■ Level 4 automated vehicles	The research recommended: ■ Awareness campaigns for the public (speed, distracted driving, vehicle condition) ■ Awareness campaigns & guidance for employers (including LGVs/HGVs) ■ Removing potentially distracting information messages from variable message signs (VMS) ■ Roadside enforcement (mobile phones, seat belts, alcohol) ■ Licensing improvements for young and inexperienced drivers ■ Changing legal blood alcohol limit to 50mg/100ml of blood	The research recommended: ■ Routing casualties to hospitals with appropriate levels of capability ■ Changing Fire and Rescue Services approach to casualty extrication ■ Training all National Highways staff on incident response and increase medical skillset of Traffic Officers ■ Increasing bystander first aid and willingness of bystanders to intervene ■ Introducing continuous improvement of road design/maintenance acting on lessons learned from collisions ■ Continuing the development of eCall and mandatory eCall for motorcycles

Engagement background

We engaged with a broad range of stakeholders during 2023 to help develop the roadmap including those listed below.

<i>The AA</i>
<i>Association for Road Risk Management</i>
<i>Association of British Insurers</i>
<i>Association of Directors of Environment, Economy, Planning and Transport</i>
<i>Association of Police and Crime Commissioners</i>
<i>Association of Vehicle Recovery Operators</i>
<i>Bosch</i>
<i>Brake, the road safety charity</i>
<i>British Horse Society</i>
<i>British Vehicle Rental and Leasing Association</i>
<i>Centre for Connected and Autonomous Vehicles</i>
<i>Chartered Institute of Highways & Transport</i>
<i>Conference of European Directors of Roads</i>
<i>Cycling UK</i>
<i>Department for Transport</i>
<i>Department of Health and Social Care</i>
<i>Disabled Motoring UK</i>
<i>Driver and Vehicle Licensing Agency</i>
<i>Driver and Vehicle Standards Agency</i>
<i>Driving Mobility</i>
<i>European Rescue and Recovery Initiative</i>
<i>European Transport Safety Council</i>
<i>Health and Safety Executive</i>
<i>IAM RoadSmart</i>
<i>Institute of Highway Engineers</i>
<i>Intelligent Transport Systems UK</i>
<i>Living Streets</i>

<i>Logistics UK (formerly known as FTA)</i>
<i>Ministry of Defence</i>
<i>Motorcycle Industry Association</i>
<i>Motors Insurers' Bureau</i>
<i>National Fire Chiefs Council</i>
<i>National Police Chiefs' Council</i>
<i>Office of Rail and Road</i>
<i>Parliamentary Advisory Council for Transport Safety</i>
<i>Police Federation of England and Wales</i>
<i>Professional Recovery Operators Federation</i>
<i>Project EDWARD / Projects Zero</i>
<i>RAC</i>
<i>RAC Foundation</i>
<i>Rail Safety and Standards Board</i>
<i>Road Safety Foundation</i>
<i>Road Safety GB</i>
<i>Road Safety Support</i>
<i>Road Safety Trust</i>
<i>RoadSafe</i>
<i>Royal Society for the Prevention of Accidents</i>
<i>Samaritans</i>
<i>Society of Motor Manufacturers and Traders</i>
<i>Sustrans</i>
<i>Thatcham Research</i>
<i>Towards Zero Foundation</i>
<i>Transport Focus</i>
<i>Tyre Safe</i>
<i>Zenzic</i>

Further to this engagement, we also discussed the roadmap and opportunities for future collaboration with the relevant teams in the Scottish Government and the Welsh Government.