Infrastructure and Environment



Collision and Casualty Reduction Plan

2025 to 2034

February 2025

Government of Jersey

Contents

Introduction **3**
Ministerial Foreword 3
Injury Collision and Casualty Data 4
Executive Summary 5
Part A – Case for Change **7**
Foundation of Road Safety 8
Policy Context 9
Challenges: Our Network Constraints 10
Societal Cost of Road Collisions 11
Impact on Jersey's Healthcare System 12
Impact on Individuals 12
Societal Data 13
Island Road Safety Review Recommendations 14
Part B – Our Vision and Plan **16**
Jersey's Road Safety Vision and Key Principles 17
Road Safety Target and Safety Performance Indicators 19
Stakeholder Engagement 21
Part C – Priorities **23**
Road Safety Priorities 24
Priority 1: Road Safety Management 25
Priority 2: Safe Roads 27
Priority 3: Safe Speeds 30
Priority 4: Safe Vehicles 32
Priority 5: Safe People 35
Priority 6: Post-Collision Response 39
Conclusion **41**
Appendix **42**
Appendix 1: List of Figures 42
Appendix 2: List of Tables 42
Appendix 3: Collision and Casualty Data – 2019 to 2023 43
Appendix 4: Draft Road Safety Delivery Terms of Reference 44
Appendix 5: Further Details Regarding the Actions for the Road Safety Priorities 47

Introduction

Ministerial Foreword

As Ministers committed to improving road safety, we are proud to introduce Jersey's first comprehensive Collision and Casualty Reduction Plan. This plan aims to save lives, reduce injuries, and create a safer environment for everyone who uses our roads. It is founded on the Safe System Approach for Road Safety, which tackles the root causes of road collisions while acknowledging that all road users have a role to play in protecting one another.

To make our vision of safer roads a reality, we rely on political leadership that reaches across portfolios, bringing together expertise and commitment from Infrastructure, Health, Justice and Home Affairs, as well as other areas of Government. Health partners are instrumental in supporting trauma care, preventative measures, and recovery services for those affected by road incidents. Meanwhile, collaboration with Justice and Home Affairs ensures that our legal frameworks and enforcement measures uphold justice, hold offenders accountable, and deter dangerous behaviours that compromise public safety.

Built around six core priorities – Road Safety Management, Safe Roads, Safe Speeds, Safe Vehicles, Safe People, and Post-Collision Response – the actions in this Plan are Jersey's roadmap toward Vision Zero: a long-term goal where no one is killed or seriously injured on our roads. From improved road design to targeted enforcement, enhanced vehicle standards, and compassionate support for collision victims, we are working across every layer of our road system to reduce road risks and improve outcomes, should a collision occur.

Jersey's roads are shared by a diverse community, all deserving of a safe and respectful environment. Our plan combines robust data analysis, coordination with emergency and support services, and strong community engagement to ensure that every decision we make is informed, effective, and geared toward lasting change.

By championing a culture of shared responsibility across Government and the community, we aim to build a safer Jersey for all, where road safety is more than a goal; it is a shared value and a commitment to each other's wellbeing. We look forward to working closely with our partners and the public to make this vision a reality and to pave the way toward a future where every journey is a safe one.



Constable Andy Jehan
Minister for Infrastructure



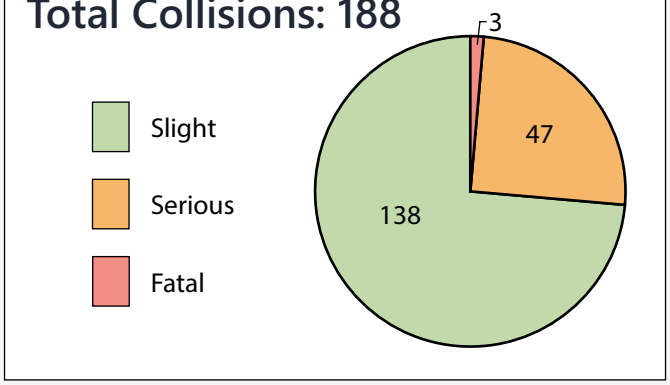
Deputy Mary Le Hegarat
Minister for Justice and Home Affairs



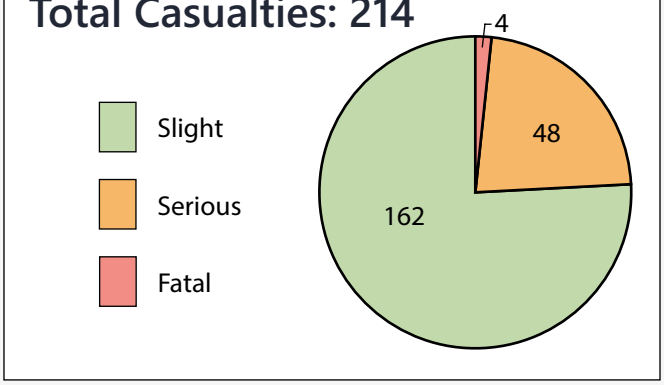
Deputy Tom Binet
Minister for Health and Social Services

Injury Collision and Casualty Data – 2023[1]

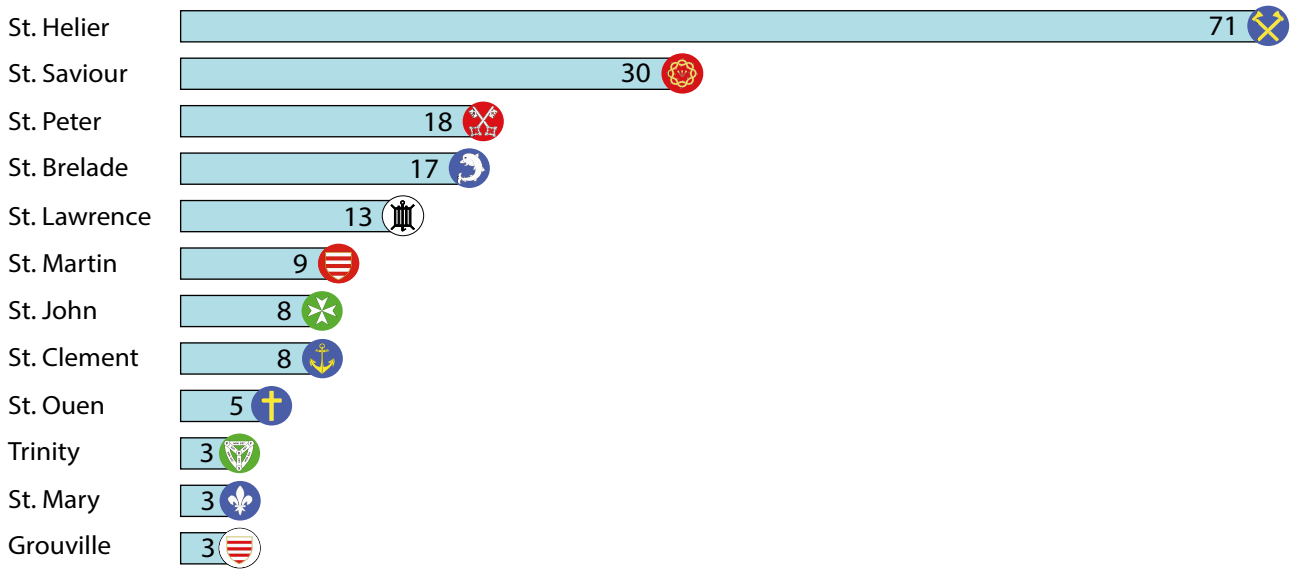
Total Collisions: 188



Total Casualties: 214



Collision by Parish



Casualty by Road User Type

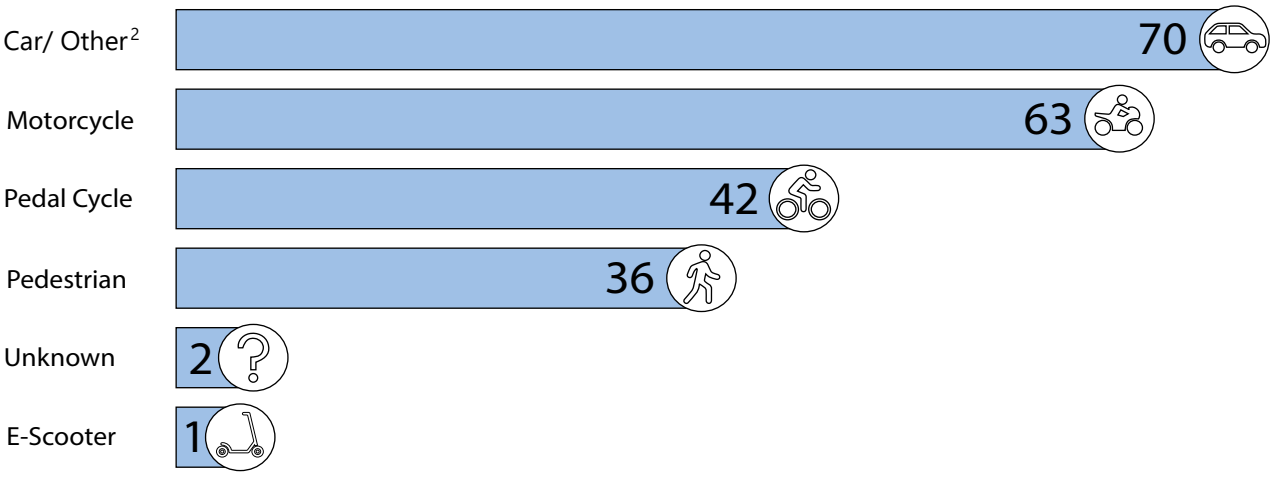


Figure 1: Injury Collision and Casualty Data (2023)

1 See Appendix 3 for Collision and Casualty Data – 2019 to 2023

2 Other includes: Taxi, Minibus, Bus, Coach, Agricultural Vehicles, Goods Vehicles



Executive Summary

Part A – Case for Change

Part A of this Collision and Casualty Reduction Plan establishes the foundation of context, challenges and strategic approach needed to significantly reduce road collisions and casualties in Jersey. It begins by presenting the current state of road safety on the Island, backed by data and analysis, and identifies key risk factors contributing to road harm. This section explains the critical political and policy frameworks guiding our road safety efforts, underscoring Jersey's commitment to protect all road users, particularly the most vulnerable, including young drivers, older drivers, motorcyclists, cyclists, and pedestrians.

Recognising the need for a coordinated, evidence-based approach, Part A introduces the rationale behind conducting a structural review to improve road safety management. It reflects on lessons learnt from successful road safety models worldwide and outlines the importance of leadership across Government portfolios, including Health, Education, and Justice and Home Affairs.

This section concludes by providing a high-level overview of the specific recommendations and progress from the Island Road Safety Review setting us on a clear trajectory toward safer roads and a measurable reduction in collisions and casualties across our road network.

Part B – Our Vision and Plan

Part B expands upon our vision for 'a future with a road network free from harm,' defining our aspirational goals and long-term commitment to Vision Zero. This section presents the globally recognised Safe System Approach as the foundation of our plan, marking a shift from traditional road safety methods to an innovative, holistic approach that manages and improves safety at every level of the road system.

The Safe System Approach acknowledges that while human error is inevitable, the severity of its consequences can be mitigated through effective system design and management. It emphasises a collective responsibility where infrastructure, vehicle safety, speed management, and post-collision response work in tandem to protect all road users. Part B explains this approach in detail, outlining how Vision Zero will be supported by policies that not only prevent collisions but reduce the risk of severe outcomes when incidents do occur. By embedding a systems-based approach to safety, this section seeks to inspire a paradigm shift across our community, establishing a culture that values safety, responsibility and respect on our roads.

Part C – Our Priorities

Part C introduces and details the six priority areas that are essential for reducing collisions and casualties in Jersey. Each priority operates as a core element of the Safe System Model, addressing critical elements needed to achieve meaningful reductions in road harm, each with a targeted focus and specific interventions:

- **Road Safety Management** – Establishing leadership, governance, coordination and accountability across Government
- **Safe Roads** – Enhancing road infrastructure to prevent collisions and protect vulnerable users
- **Safe Speeds** – Managing speeds to match road environments and minimise collision severity
- **Safe Vehicles** – Ensuring vehicle safety through standards, inspections and technological advancements
- **Safe People** – Promoting responsible behaviours through education, enforcement and shared responsibility
- **Post-Collision Response** – Re-enforcing emergency response, strengthening road victim support, and advocating justice for collision victims.

Each priority builds on data-driven insights, stakeholder collaboration, and a commitment to continuous improvement, maximising the potential to reduce road harm and save lives. By delivering these priorities in a coordinated and integrated manner, Part C underscores the importance of a whole Island approach, where the combined impact of each priority area brings us closer to our vision of a road network free from harm.

Part A – Case for Change



Foundations of Road Safety

Road safety is a fundamental aspect of public well-being, and efforts to reduce collisions and prevent fatalities have evolved significantly in recent decades. Two prominent methodologies that form the foundation of modern road safety strategies are Vision Zero and the Safe System Approach. These represent a shift from reactive to proactive safety management and delivery, focusing on the idea that human life and health must be prioritised above all other considerations within the transport system.

Vision Zero

Vision Zero is a road safety philosophy that originated in Sweden in 1997, based on the principle that no loss of life or serious injury on the road is acceptable. It assumes that while human errors are inevitable, they should not result in fatalities or severe injuries. By placing responsibility on system designers - such as policymakers, planners and engineers, Vision Zero aims to create road environments that protect all users.

Jersey's acceptance of Vision Zero represents a commitment to long-term, transformative changes in road safety culture, with the goal of eliminating road fatalities and serious injuries.

Vision Zero = 0 Fatal or Serious Road Traffic Casualties

Figure 2: Vision Zero

The Safe System Model

The Safe System Approach is an internationally recognised road safety framework that underpins Vision Zero. Developed through global best practices, the Safe System focuses on creating a forgiving road environment. It operates on the premise that humans will make mistakes, but the system should be designed to ensure those mistakes do not lead to devastating consequences.

The Safe System is structured around six key elements: Road Safety Management, Safe Roads, Safe Speeds, Safe Vehicles, Safe People, and Post-Collision Response. This approach shifts the responsibility from solely individuals to a shared responsibility between all users of the road system, by focusing on proactive safety measures rather than reactive responses.

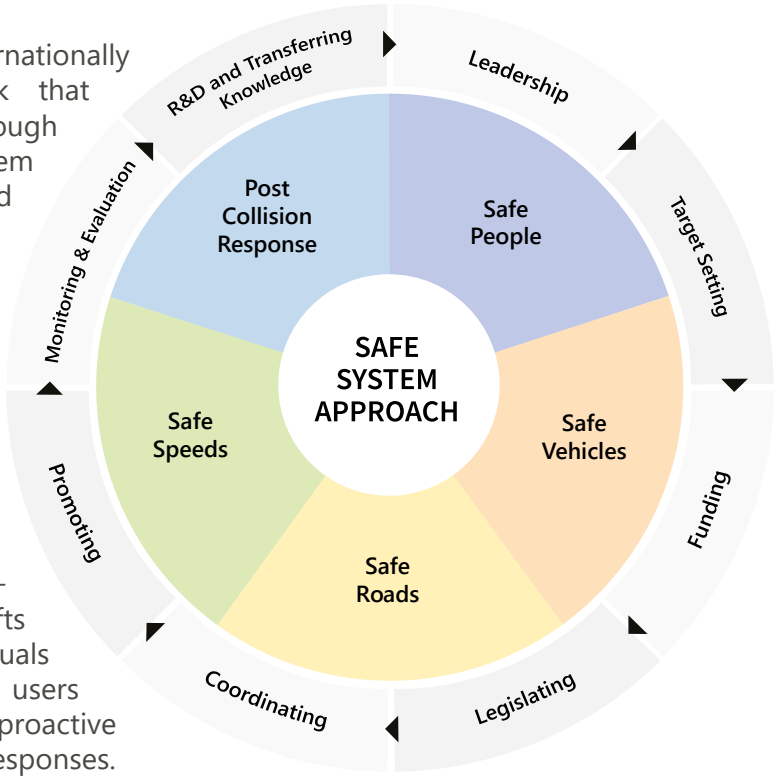


Figure 3: The Safety System Model

The Safe System is proven to be effective in reducing road casualties, making it the right foundation for us to increase our road safety efforts.

Policy Context

In March 2020, a road traffic collision prompted the development of the Government Proposition: *Improvements to Road Safety*[3], which was adopted by the States Assembly in March 2021. The Proposition called for a structural review of road safety on the Island to identify methods for improvement, with a focus on vulnerable road users. This was the start of a commitment to adopt fundamental change within policy, operational direction and the culture of how road risk and road safety is managed, by both the Government and the Island community as a collective.

The results were published in the *Island Road Safety Review*[4] with the following recommendation areas:

A - Casualty Reduction Targets and Indicators
B - Vision Zero and The Safe System Approach to Road Safety
C - Road Safety Strategy
D - Structure and Resourcing
E - Costs and Evaluation
F - Data

The recommendations can be found at the end of Part A - Island Road Safety Review Recommendations.



3 https://statesassembly.je/getmedia/3b74d336-e618-4257-b481-56b0e73bd38a/P.5-2021%20Amd.pdf?ext=.pdf
4 https://statesassembly.je/getmedia/5908787c-ed84-47e4-a053-8110ce0a7fae/R.185-2021.pdf?ext=.pdf

Challenges: Our Network Constraints

Embracing the distinct challenges of our Island's road network, offers a unique opportunity to innovate and enhance road safety in ways that respect our local heritage and environment. The features of our roads - narrow lanes framed by high verges, granite walls and closely situated residential properties – encapsulates our Island. While these attributes limit conventional safety improvement methods such as road widening to allow for bike lanes and pavements where none exist; infrastructure upgrades; separating roads, these limitations prompt us to seek creative and effective solutions tailored to the Jersey context, aimed at making the roadside more forgiving.



Not only is there an increasing number of vehicles on our network[5], but car manufacturers are also increasingly providing the market with larger vehicles. Both contribute to the existing limitations of our network and underscores the urgency for adaptive and forward-thinking initiatives that reduce road risk for all users.

In response to this emerging trend, we are encouraging more sustainable modes of transport, such as walking, cycling and wheeling, to help reduce the number of vehicles on our road network. Promoting a shift towards these alternatives can alleviate some of the road risk pressure caused by the growing presence of vehicles, particularly larger ones, whilst also making our roads safer and more accessible for vulnerable users.

Moreover, the distinctive layout of our road network, also serves as a foundation for implementing safety measures. Revising speed limits on select roads can make them significantly safer, reducing the need for extensive physical modifications. Similarly, enhancing the clarity and consistency of road signage and markings can greatly improve navigability and reduce the potential for collisions.

Viewing our network's constraints not as insurmountable obstacles but as catalysts for innovation allows us to develop a collision and casualty reduction plan that is both effective and respectful of our Island's unique characteristics. It challenges us to think differently and work collaboratively to make our roads safer for everyone. By adopting this perspective, we can ensure that our road safety initiatives contribute positively to the well-being of the community while preserving the distinctive landscape of our Island.

5 https://www.gov.je/StatisticsPerformance/TravelTransport/pages/vehicletransport.aspx#anchor-1

Societal Cost of Road Collisions[6]

To address the societal cost of road collisions, it is crucial to recognise the profound impact they have not only on the immediate road victims but also on the wider community. Road collisions can and do result in significant human suffering, loss of life, and life changing injuries, which extend beyond the physical to psychological trauma affecting the victims, their families, and other members of society.

The economic ramifications are equally staggering, encompassing emergency services response, medical care costs, loss of productivity, and the burden on insurance and legal systems. This cascade of consequences underscores the necessity to invest in and deliver a comprehensive collision and casualty reduction plan to mitigate these societal costs.

Our commitment to preventing road harm is not only a matter of improving traffic management but also informs and supports vital public health and economic policies, aimed at safeguarding our community's well-being and ensuring a more sustainable future for all road users.

The average value of preventing a fatal collision is estimated to exceed £2.9 million, reflecting the comprehensive societal implications of road fatalities. This figure underscores the cost-effectiveness of investing in road safety measures, which not only save lives but also offer significant economic benefits by reducing the burden on healthcare, legal systems, and the economy at large.

The average cost of preventing a serious injury in a road collision is estimated to be around £330,000. This figure includes direct costs such as medical treatment and rehabilitation, as well as indirect costs like lost productivity and the impact on the quality of life of the injured person and their families.

For slight injuries, the estimated cost of prevention is approximately £34,000 per incident. While less severe than fatal or serious injuries, slight injuries still incur significant costs, including immediate medical care, potential short-term loss of productivity, and other societal impacts.

Average value of prevention of road collisions by severity and element of cost (2024):

Severity of Collision	Social Cost of Collision
Fatal	£2,947,542
Serious	£337,304
Slight	£34,219

Table 1: Average Cost of Collision by Severity (UK Department for Transport)

These figures highlight the economic rationale for investing in road safety measures that can prevent injuries of all severities. It is important to emphasise that no one can truly put a cost on the element of pain, grief and suffering. These are estimated figures for the prevention of collisions and casualties, used solely for comparison purposes. By implementing targeted interventions such as traffic calming measures, improved road signage, and enhanced pedestrian and cyclist safety infrastructure, it is possible to reduce the incidence and severity of road collisions. These investments not only save lives and prevent injuries but also reduce the economic and societal costs associated with road traffic collisions.

6 These figures are provided by the UK Department for Transport. It's important to note that these figures are periodically updated to reflect current economic valuations and the effectiveness of road safety interventions.

Impact on Jersey's Healthcare System

Road safety has long been recognised as a critical public health issue due to the significant burden that road traffic injuries place on healthcare systems worldwide. Globally, road collisions are one of the leading causes of death and disability, and addressing this issue is essential to reducing the strain on public health resources. In Jersey, the situation is no different.

Road collisions result in immediate injury and trauma, often requiring urgent, resource-intensive treatment that places considerable demands on hospitals and healthcare services. From emergency medical care to long-term rehabilitation, the strain on Jersey's healthcare system is significant. Casualties of road traffic collisions frequently need extensive and prolonged recovery, creating additional pressure on rehabilitation services. This includes the use of valuable resources such as hospital beds, specialised medical staff, and ongoing outpatient care.

By integrating road safety into the public health framework, we can alleviate the burden on healthcare services. Reducing the number and severity of collisions through targeted safety interventions will contribute to a more sustainable and resilient healthcare system, benefiting the entire community.

Impact on Individuals

The effects of road collisions extend far beyond the immediate demands placed on healthcare systems; they also have profound and long-lasting consequences for individuals and their families. Survivors often face long-term physical consequences, including chronic pain, mobility issues, and other disabilities that require ongoing medical care and support. These challenges can significantly impact their quality of life and ability to return to normal daily activities.

The mental health impact is equally important. Survivors, as well as those providing immediate post-collision support such as emergency services, members of the public, or roadworks personnel – may experience psychological trauma. Conditions such as post-traumatic stress disorder (PTSD), anxiety and depression can persist for years, affecting not only the individuals involved but also their families and support networks. The emotional and psychological toll adds to the complexity of recovery and can require long-term mental health support.

Focusing on road safety helps protect individuals from the physical and mental health impacts of road collisions. A holistic approach that priorities prevention not only enhances the well-being of individuals but also reinforces Jersey's commitment to ensuring the safety and health of all road users.

Societal Data

States of Jersey Police – 2023



932 Collisions Attended in 2023

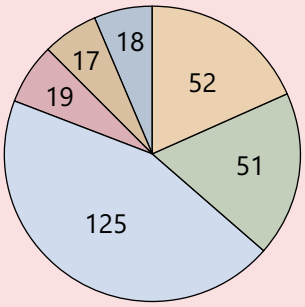
Costing an Estimated £1.7 Million in Police Resources

States of Jersey Fire and Rescue Service – 2019 to 2023



282 Collisions Attended between 2019 and 2023

Collision Service Types



States of Jersey Ambulance Service – 2019 to 2023



1,203 Collisions Attended between 2019 and 2023

Averaging 20 Collisions Attended per Month over Those 5 Years

The Magistrate's Court – 2024



356 Motoring Offenders

Were Found Guilty of 637 Motoring Offences in 2024

Figure 4: Societal Collision Data

Island Road Safety Review Recommendations

These recommendations have been updated (January 2024) with the establishment of the Strategic Road Safety Unit, ensuring they are still relevant and aligned with the commitment to Vision Zero and the implementation of the Safe System Approach. The recommendations aim to enhance coordination, improve accountability, and enable a more data-driven, collaborative framework for road safety across the Island.

Work is underway across all 23 review recommendations, which are on programme and set out below:

✓ Completed – In Progress • Pending

A – Casualty Reduction Targets and Indicators

– Introduce the stringent target of a 50% reduction in fatal and serious casualties over the ten-year period 2025 to 2034 from a baseline figure of 53 (the average yearly figure for the period 2021 to 2023).

– Introduce monitoring of targets and safety performance indicators and be prepared to realign structure, objectives, and resourcing to meet the targets.

• Undertake a review of performance as part of the interim Road Safety Strategy in 2029.

B – Vision Zero and The Safe System Approach to Road Safety

✓ Embrace the concept of working towards vision zero as an ultimate aspiration but recognise that the actual concept of zero fatalities and serious injuries remains just that, an aspiration with current levels of technology.

✓ Adopt the Safe System Approach to Road Safety, and the six elements of the Safe System Approach to Road Safety.

✓ Learn from the experience of others who are already delivering a Safe System Approach.

C - Road Safety Strategy

– Produce a Road Safety Strategy for the period 2025 to 2034.[7]

– Align key actions and target within the Collision and Casualty Reduction Plan to those which will maximise collision and casualty reduction.

• Undertake an interim review of the Collision and Casualty Reduction Plan in 2029 and realign focus, and resources as necessary.

– Set out a path and timescale for delivering specific strategies arising from the Collision and Casualty Reduction Plan e.g. speed management strategy, cycling strategy, walking strategy.

7 'Road Safety Strategy' has since been renamed to 'Collision and Casualty Reduction Plan' and dates updated to reflect new timeframe for the Plan.

D - Structure and Resourcing

- ✓ Appoint a Road Safety Co-ordinator and a Road Safety Officer.[8]
- – Introduce a Road Safety Partnership[9] to coordinate the direction and delivery of road safety, consisting of representatives from IHE, Police, Fire, Ambulance, DVS, Education, Justice and Home Affairs and Health. This will be chaired by the Head of Strategic Road Safety.
- ✓ Review existing legislation and the Island's Highway Code to identify the benefits of introducing a hierarchy of responsibility for road users, based on the level of risk presented to road users in the event of a collision.
- – Clarify and update the terms of reference for the Road Safety Panel, to reflect its role within the new structure, and to include for the role of scrutineer to the Government.
- – Introduce the structure for the delivery of road safety as detailed in Figure 8 of this report.

E - Costs

- – Accept and apply the principle of delivering value for money to the public of Jersey.
- – Continue to undertake cost benefit analysis of physical schemes to compare benefits for outlay but put this in a framework of other social benefits where appropriate, in order to prioritise schemes.
- – Monitor success of schemes and initiatives, including benefits achieved against costs where appropriate to build future knowledge of likely successes, i.e. learn from experience.

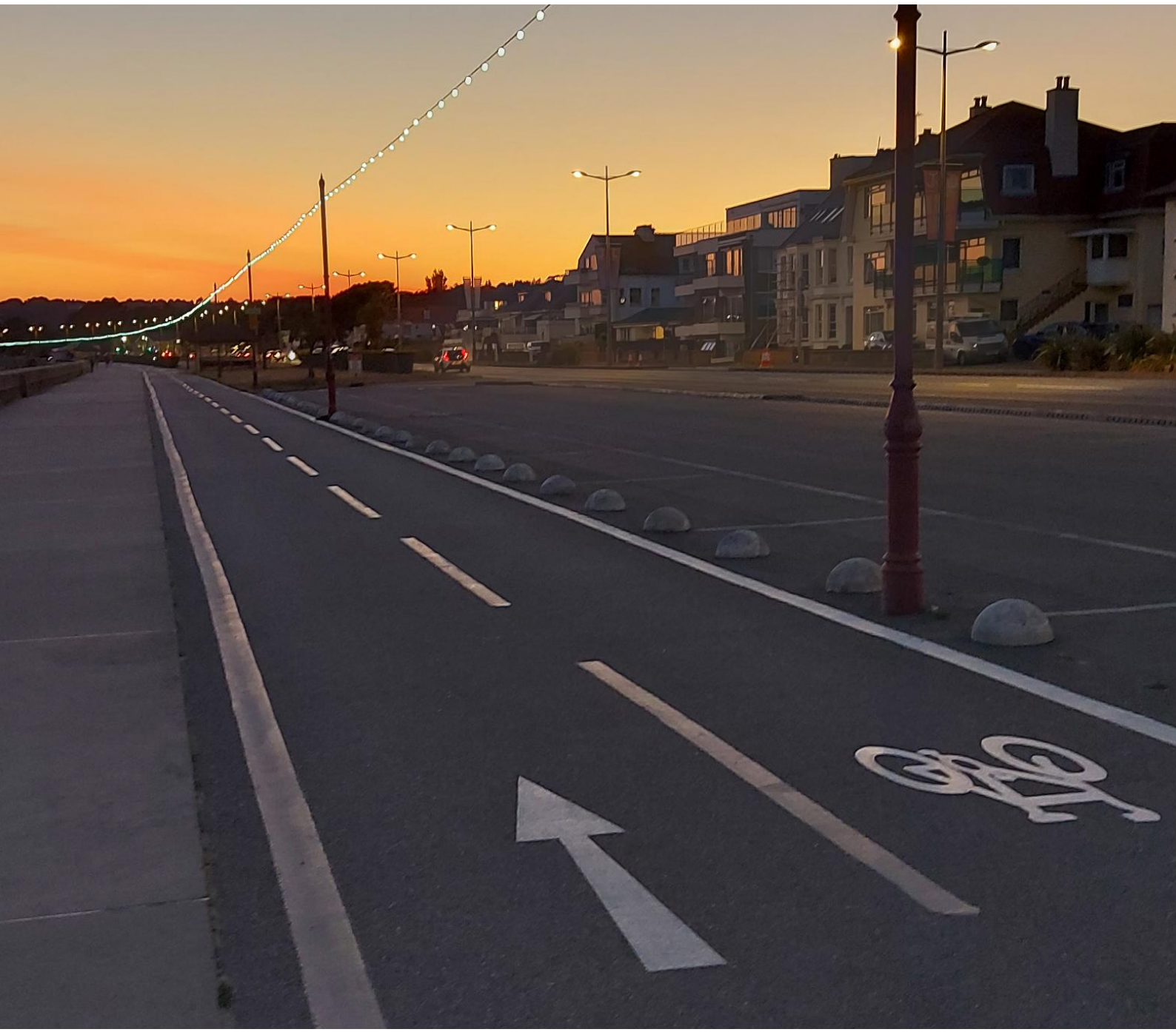
F - Data

- ✓ Commit to being data led in determining our priorities and justifications and continue to convey the message that doing so will maximise the potential for casualty reduction.
- ✓ Align police collision casualty collation in line with data needed under Great Britain's STATS20 requirements (STATS19 form).
- ✓ Introduce a specialist road traffic collision and casualty database to contain road traffic collision and casualty data.
- ✓ Produce an annual book of road traffic collisions and casualties, the first of these prior to the development of the initial Road Safety Strategy.
- ✓ Undertake specific in-depth analysis of vulnerable road user collision and casualty trends prior to the development of the Road Safety Strategy.

8 'Road Safety Co-ordinator' and 'Road Safety Officer' have since been renamed to 'Head of Strategic Road Safety' and 'Technical Support Officer', respectively

9 'Road Safety Partnership' has since been renamed to 'Road Safety Delivery Board'

Part B – Our Vision and Plan



Jersey's Road Safety Vision and Key Principles

Alignment with the United Nations Sustainable Development Goals

The United Nations' Sustainable Development Goals (SDGs) emphasise the importance of road safety, particularly through SDG 3.6 and SDG 11.2, which aim to halve global deaths and injuries from road traffic collisions by 2030 and make roads safer for all with special attention to vulnerable road users.[10]

This plan aligns with these international goals while also setting a target specific to Jersey's needs. Based on the findings of the *Island Road Safety Review*[11], Jersey has established its own 50% KSI reduction target, reflecting what is socially, economically, and politically achievable for the Island. By following international best practices while tailoring its approach to local conditions, Jersey ensures that road safety remains a priority – contributing both to the protection of its residents and to global efforts to reduce harm and improve public health.



3.6

By 2020, halve the number of global deaths and injuries from road traffic accidents

11.2

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

Figure 5: UN's Sustainable Development Goals

10 https://sdgs.un.org/goals

11 https://statesassembly.je/getmedia/5908787c-ed84-47e4-a053-8110ce0a7fae/R.185-2021.pdf?ext=.pdf

Adopting Safe System Approach for Road Safety

Jersey is committed to adopting and embedding the Safe System Approach as part of our plan to reduce road traffic collisions and save lives. This internationally recognised model is built on the understanding that human error is inevitable, but fatal or severe consequences are not. By adopting this approach, Jersey acknowledges that road safety is a shared responsibility among road users, policymakers, road designers, enforcement organisations and emergency services.

Jersey will implement the Safe System Approach through its six key elements: Road Safety Management as the outer layer that supports and coordinates all activities of the other elements: Safe Roads, Safe Speeds, Safe Vehicles, Safe People, and Post-Collision Response. These elements work together to create a road environment where mistakes do not result in fatalities or serious injuries, shifting the focus from blaming individual road users to designing a system that minimises harm.

Adopting Vision Zero

Vision Zero is the foundation of Jersey's Collision and Casualty Reduction Plan, embodying the principle that no one should be killed or seriously injured on the Island's roads. Jersey is committed to this vision, recognising that every life lost is preventable. This commitment includes a focus on reducing speed-related risks, improving road design, enhancing vehicle safety, and promoting public education around road safety. By prioritising a culture of shared responsibility and safety for all, Jersey aims to create a road network where fatalities and serious injuries are gradually eliminated.

Road Safety Target and Safety Performance Indicators

Jersey Performance Framework

Jersey Performance Framework[12] consists of two elements - Island Outcome Indicators and Service Performance Measures. Road traffic collisions are an Island Outcome Indicator and help to show over the long term how Jersey's sustainable wellbeing is changing over time due to road harm.

The outcome is 'Number of road traffic collisions resulting in death or serious injury per 1,000 population'. This collision and casualty reduction plan supports the ambition of this outcome by identifying actions which over the long term will reduce collisions on our roads.

At this current time, there are no associated service performance measures specifically related to improving road safety.

Long-Term Target

Jersey's long-term road safety goal is to eliminate road traffic deaths and serious injuries by introducing a **ten-year target of a 50% reduction in killed and seriously injured (KSI) casualties.** Starting in 2025, the baseline for this reduction target will be calculated using the average KSI casualty figure from 2021 to 2023, which is 53, as this is the most recent data at the time of publishing. Therefore, by the end of the ten-year period in 2034, the target is to reduce the KSI casualty figure to 26 or fewer.

12 https://www.gov.je/StatisticsPerformance/PublicationSchedules/pages/index.aspx

Safety Performance Indicators (SPIs)

The success of Jersey's road safety initiatives will be measured through Safety Performance Indicators (SPIs). We will introduce the SPIs in stages, allowing us to identify data sources that are not currently accessible while ensuring they still form part of our performance monitoring throughout the term of this plan, as shown below:

- **Immediate Setting:** SPIs that have available data, established baselines will be set and monitored from the outset of this plan
- **Year 1:** Identify data sources to establish new SPIs, set baselines and agree initial targets
- **Year 2 and Onwards:** Introduce, implement and monitor new SPIs.

The Road Safety Delivery board will monitor performance against these SPIs and in areas where we need to do better, we will explore opportunities to focus initiatives in those areas of safety.

✓ Immediate Setting – Year 1 • Year 2 and Onwards

Safe Roads

– **Data:** Overall road network rating for roads assessed by iRAP, presented in Decimal Star Ratings
Target: Assess data to establish a baseline and set an SPI aimed at achieving an increase by 2029, subject to available resources for road safety improvements
Department: Infrastructure and Environment

– **Data:** Pedestrian and pedal cycle safety rating for roads assessed by iRAP, presented in Decimal Star Rating
Target: Assess data to establish a baseline and set an SPI aimed at achieving an increase by 2029 through infrastructure schemes that prioritise pedestrian and cyclist safety
Department: Infrastructure and Environment

Safe Speeds

– **Data:** Measure the safety gap, the flow-weighted difference between actual driving speeds and speeds deemed safe according to iRAP's 3-star threshold
Target: Establish a baseline safety gap and set a target to reduce this gap by 2029, aiming to align actual driving speeds more closely with iRAP's safety thresholds
Department: Infrastructure and Environment

• **Data:** Percentage of compliance with speed limits, measured through speed enforcement conducted by the States of Jersey Police
Target: Review current speed enforcement data to establish a measurable target for reducing speeding offences by 2034
Department: States of Jersey Police

• **Data:** Percentage of roads with traffic calming measures within the safer school zones
Target: Gather baseline data and set an SPI, with the goal of achieving a percentage increase by 2034
Department: Infrastructure and Environment

Safe Vehicles

✓ **Data:** Percentage of tyres below the legal tyre tread depth using results from future TyreSafe events
Target: 100% of tyres above the legal tyre tread depth by 2027
Department: Infrastructure and Environment

✓ **Data:** Percentage of Government fleet vehicles with an overall Euro NCAP rating of 4 stars or above. Currently: 73.1%
Target: Increase the total number of Government fleet vehicles with an overall 4-star or above Euro NCAP rating to 85% by 2029
Department: Infrastructure and Environment

✓ **Data:** Percentage of Government fleet vehicles with a Vulnerable Road User Euro NCAP rating of 4 stars or above. Currently: 16.5%
Target: Increase the total number of Government fleet vehicles with a 4-star or above Euro NCAP rating to 40% by 2029
Department: Infrastructure and Environment

Safe People

- **Data:** Average fine amount and duration of driving bans imposed by the Magistrate's Court for driver/rider behaviour-related offences
Target: Access baseline data to establish a measurable SPI, with the goal of increasing average fines and driving bans by 2029
Department: Non-executive and Legal Department

– **Data:** Number and percentage of driver/rider behaviour-related offences
Target: Access baseline data to set a SPI for reducing the number of driver/rider behaviour-related offences by 2029
Department: States of Jersey Police

- **Data:** Results from anonymous surveys to measure self-reported behaviours (drink driving, mobile phone use, etc.)
Target: Establish a baseline for key risky behaviours identified through the conducted survey, enabling a SPI to be set for reducing these behaviours, measured using future surveys
Department: Infrastructure and Environment

Post-Collision Response

- **Data:** Number of casualties receiving hospital treatment resulting from road traffic collisions
Target: Gather current health data to establish a baseline and set a measurable SPI
Department: Health and Care Jersey

Stakeholder Engagement

Involvement of Key Stakeholders

Road safety is a shared responsibility, and the success of this Plan depends on the active engagement of a diverse group of internal and external stakeholders. This coordinated approach enables the effective implementation of safety measures, from infrastructure improvements to raising awareness of the Highway Code, expected driving standards and enforcement of traffic laws. Each stakeholder contributes uniquely to creating a safer road environment, ensuring a comprehensive approach to road safety across the Island.

The Strategic Road Safety Unit, under the Transport Department within Infrastructure and Environment, plays a pivotal role in coordinating road safety efforts. Within this unit, collaboration with sub-teams such as Transport Planners, Highway Engineers, and Driving and Vehicle Standards (DVS) ensures that infrastructure, planning, and regulatory standards align with strategic road safety objectives.

The Justice and Home Affairs Department, including the States of Jersey Police, the States of Jersey Fire & Rescue Service, and the States of Jersey Ambulance Service, provides essential support in emergency response and enforcement. The Magistrate's Court, Royal Court, and Law Officer Department uphold the legal aspects of traffic law enforcement, supporting the deterrent effect of our justice system.

Additionally, the Cabinet Office (specifically, Strategic Policy, Planning, and Performance) plays a critical role in setting policies that promote Island-wide road safety, for example in the future use of Personal Light Electric Vehicles.

Health and Care Jersey (HCJ) and the Children, Young People, Education and Skills Department (CYPES) are involved in developing a road safety culture and advocating for preventive health measures that promote the well-being of all road users.

The Communication Department is integral to this joined up approach, ensuring that aligned road safety messages across all these internal stakeholders reach the public effectively. By developing campaigns, managing media outreach, and facilitating public engagement, this enhances awareness and educates the community on the importance of road safety. This collaborative approach strengthens the visibility of safety initiatives and encourages responsible behaviours among all road users.

Each of Jersey's 12 Parishes works closely with the Honorary Police, supported by the Comité des Chefs de Police, to advance the Island's goal of reducing road harm. The Honorary Police volunteers play a vital role by administering Parish Hall Enquiries for motoring offenders and reinforcing road safety messages through joint initiatives with DVS. Together with the Honorary Police, we plan to introduce technology, such as tyre scanners, into future roadside vehicle checks to enhance their efficiency and accuracy.

Community and Public Involvement

Active involvement of the public is essential to the success of Jersey's road safety initiatives. Raising awareness of specific issues we are facing on our road network, needs to be done through data-led campaigns which highlight the behaviours we expect of people using our road network, and the consequences when these behaviours are not maintained. This in turn will encourage safer behaviours and promote sustainable transport options like walking, cycling, and wheeling, which we know have a positive effect on people's overall levels of health.

Community feedback will also be sought to ensure that road safety measures are aligned with the needs and concerns of Jersey residents. Public consultations, workshops, and awareness campaigns will be key tools in engaging the community and ensuring the road safety vision is supported at all levels.

Figure 6 below shows a visual representation of this stakeholder engagement across both internal and external stakeholders.

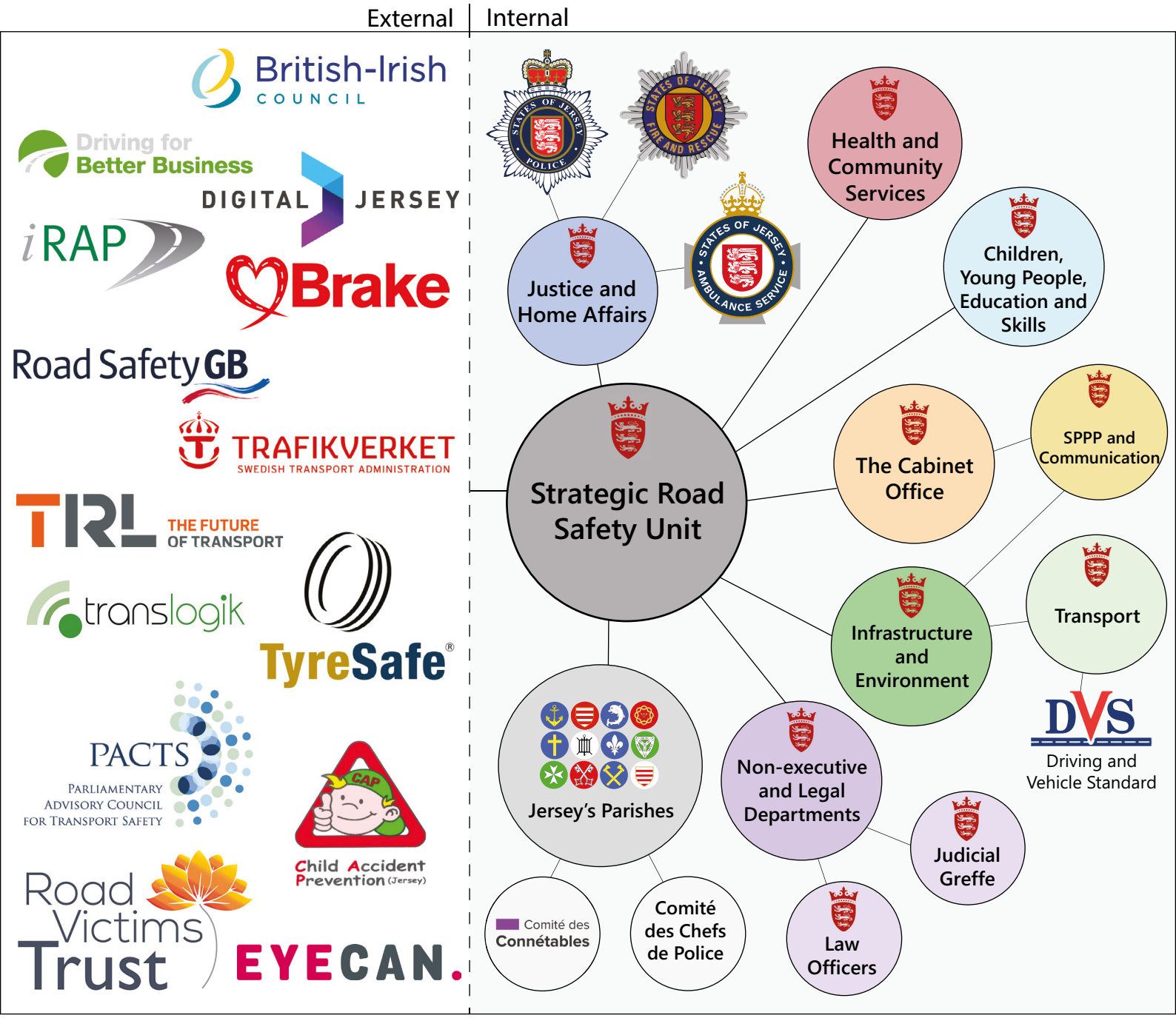


Figure 6: Stakeholder Map

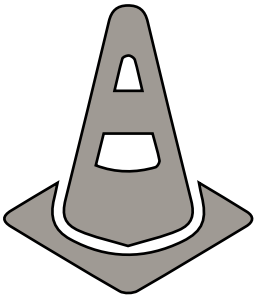
Part C – Priorities



Road Safety Priorities Using The Safe System Model

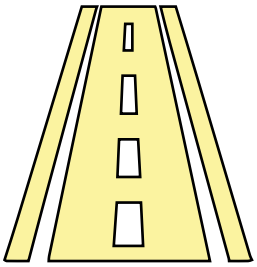
Part C outlines 6 key priorities, each reflecting one of the fundamental elements of the Safe System Model. These elements collectively form a comprehensive approach to enhancing road safety, addressing every aspect needed to create safer roads for everyone. For each priority, specific actions and initiatives will be outlined, providing clear steps to drive progress within their respective areas (refer to Appendix 4 for further details). These actions and initiatives will be reviewed every 2 years to ensure they remain effective, relevant, and aligned with emerging road safety challenges and opportunities.

1.



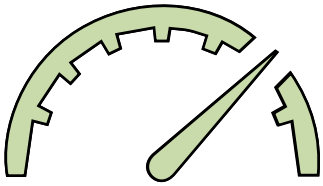
Road Safety Management

2.



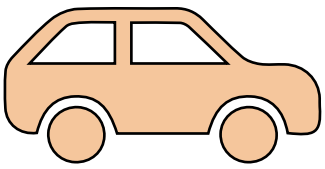
Safe Roads

3.



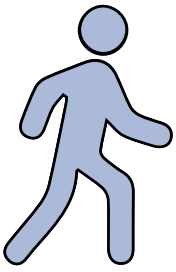
Safe Speeds

4.



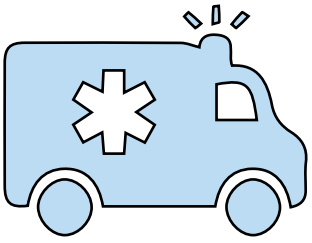
Safe Vehicles

5.



Safe People

6.



Post-Collision Response



Priority 1: Road Safety Management

Our *Road Safety Management* priority in Jersey is grounded in the bold target to achieve a 50% reduction in the number of people killed or seriously injured on our roads within the next ten years. This ambitious goal reflects our commitment to Vision Zero, that emphasises no loss of life on the roads is acceptable. With this in mind, our plan is built on the Safe System Model, which shifts the focus from blaming individual road users to acknowledging that people make mistakes. It is everyone's responsibility to help create a safer system that reduces the severity of any injuries that may occur when these mistakes are made.

To accomplish these goals, we are strengthening coordination across Government departments and external stakeholders through the new Strategic Road Safety Unit. We will establish a robust governance structure led by a newly created Road Safety Delivery Board. This board will bring together key bodies, including the Strategic Road Safety Unit, Driving and Vehicle Standards, the Communication Department, Justice and Home Affairs, and the Health and Care Jersey Department to name but a few. This Board will work together to ensure that the actions identified within this plan are effectively implemented across the Island.

Building a Culture of Shared Responsibility

Achieving safer roads requires the commitment and understanding of all members of the community. A key aspect of our road safety management is ensuring that the principles of Vision Zero and the Safe System approach are well understood and integrated at every level. Internally, we will focus on engaging Government departments, politicians, and officers to align policy and infrastructure decisions with our road safety objectives. Externally, these principles will be communicated to all road user groups, charities and community groups highlighting the importance and need for shared responsibility in achieving safer outcomes.

Leveraging Data for Targeted Solutions

The recent introduction of our iMAAP collision and casualty database marks a significant advancement in our road safety management abilities. This advanced system allows us to collect and analyse detailed collision data, helping to identify investment priorities, collision trends leading to opportunities to work with our stakeholders to identify solutions. With this data-led approach, we can design targeted and effective road safety interventions that address specific needs across our road network.

What This Means for Jersey

Every member of the public has a role to play in road safety. Regardless of the mode of transport we use, we all contribute to making our roads safer. By building a culture of shared responsibility, engaging stakeholders at every level, and using evidence-driven solutions, we are taking proactive steps to create a safer, more resilient road system for everyone.



1 Road Safety Management: Actions

- Introduce and monitor a ten year target of 50% reduction in killed and seriously injured casualties 2025 - 2034
- Deliver a governance structure which enables collaboration across Government departments and stakeholders, including a road safety delivery board, with regular meetings to ensure ongoing coordination and progress
- Communicate and circulate the Vision Zero and Safe System methodology both internally and externally
    - Internally: Across Government, including politicians and civil service staff
    - Externally: To all road user types, including motor vehicle drivers/ rider, pedal bike riders, pedestrians, horse riders and commercial drivers
- Identify and establish SPIs (Safety Performance Indicators) to access and measure the effectiveness of road safety initiatives
- Monitor the quality of road traffic collision data, ensuring that data gathered by the States of Jersey Police is consistent with STATS19 (collision report form) standards
- Support active research and innovation in road safety initiatives, leveraging data and emerging technologies to continually improve safety measures and outcomes
- Work with the Health and Care Jersey Department to enable regular access to hospital data which supports evidence-driven initiatives aimed to reduce the cost of collisions on society.
- Continue to identify and engage with internal and external stakeholders to encourage a positive and constructive road safety culture enabling successful delivery of road safety initiatives.

Priority 2: Safe Roads

Creating safer roads is essential to reduce collisions and casualties. Our approach to designing and maintaining safe roads is rooted in the Safe System Approach, which aims to ensure that our roads, footways, and public spaces are forgiving and resilient. By delivering infrastructure improvements, we can help prevent collisions and reduce the severity of injuries when mistakes occur.

Designing Roads with Safety in Mind

Safe road design considers the needs of all users - drivers, cyclists, pedestrians, horse riders, and commercial drivers - to minimise risks, accommodate human error and minimise injury severity. We will prioritise engineering solutions that separate different types of road users where possible, reduce high-risk interactions, and create a road environment that naturally enhances safety. Improvements like new pedestrian crossings, reallocation of road space to prioritise vulnerable road user use and well-placed road signage will help create an environment that reduces the chance of serious injuries should a collision occur.

Safer School Zones

Using data from the Safer Routes to School programme we have introduced safer school zones to enhance safety and accessibility for school communities, supporting students, parents, staff, and local residents in travelling to, from and around schools more safely. We have plotted opportunities for infrastructure improvements to define a buffer area around schools in the programme. Examples of these opportunities are pedestrian crossings, traffic calming measures, dedicated cycling paths, and improved lining and signage. This approach prioritises the safety of vulnerable road users whilst encouraging healthier, more active, and sustainable travel habits. By engaging with the school community and aligning with our broader goal of Vision Zero, these zones aim to inform investment decisions to deliver lasting benefits in safety, well-being, and environmental sustainability.

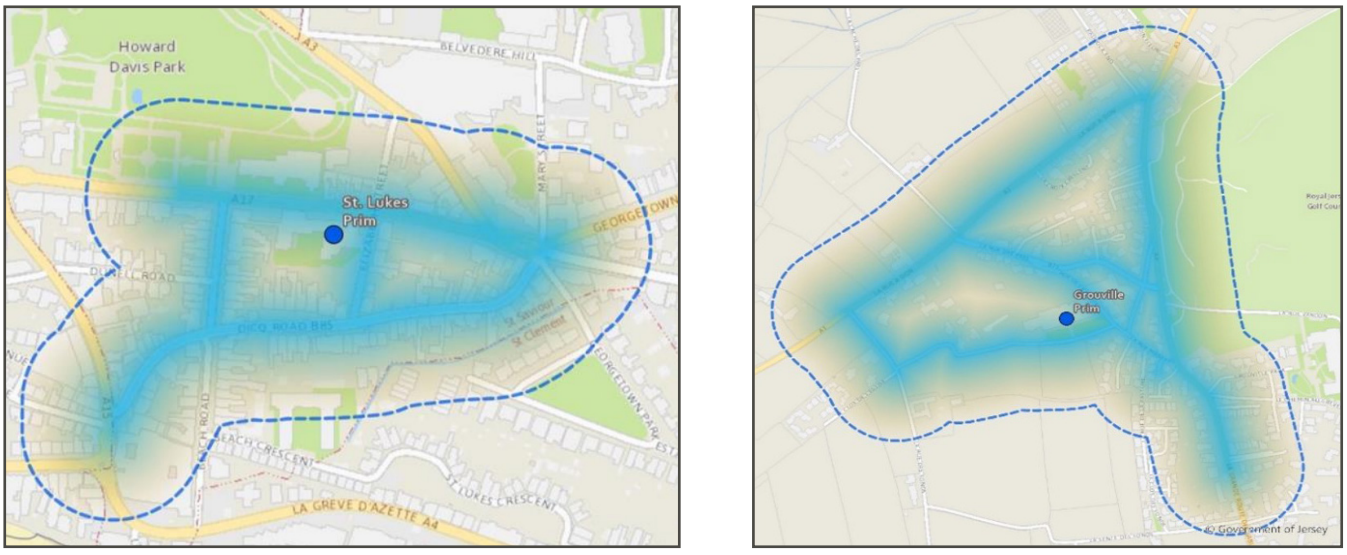


Figure 7: Examples of Safer School Zones



Using iRAP Methodology for Safer Roads

To assess and improve the safety of our roads, we are using iRAP (International Road Assessment Programme) methodology which evaluates road risk. Through iRAP, we can assign a star rating to different roads based on their risk factors, helping us identify areas needing improvement. This data-led approach allows us to prioritise schemes on higher-risk roads and work towards raising all roads to a safer standard, ultimately reducing serious injuries and fatalities.

Identifying Higher-Risk and Near-Miss Areas with Technology

In addition to using collision data, we will deploy technology, which can detect and analyse near-miss incidents across our road network. These sensors monitor traffic in real-time, gathering data on vehicle, cyclist, and pedestrian movements. By identifying where near misses frequently occur, we gain valuable insights into potential hazards before collisions happen. This proactive approach allows us to target these areas with design improvements to reduce the risk, creating a safer road environment for all users.

Maintenance and Monitoring

Our commitment to road safety extends to proactive monitoring and upkeep of road and roadside infrastructure to ensure safe and efficient travel for all users. Activities such as clearing debris, managing roadside vegetation, and refreshing worn road markings are key to maintaining a safe network. By leveraging regular safety audits, iRAP star-rating assessments, and data from counters and sensors, we can identify areas for improvement and take swift action to address potential safety risks.

Designing Roads with Safety in Mind

Roads in Jersey are usually built or maintained by the Government or Parishes, however they can also be constructed as part of new developments brought forward by 3rd parties through the planning system. We all have a responsibility to ensure that these roads are designed, built and maintained in such a way to reduce road harm. It is not just the roads that contribute towards the safe system, but the infrastructure placed on, adjacent and within publicly accessible areas which plays a part. Developments increasing the demand for travel should seek to mitigate their impact by ensuring this infrastructure meets the highest possible safety standards.

What This Means for Jersey

Our *Safe Roads* priority recognises that infrastructure plays a vital role in protecting all road users. Through thoughtful design, targeted improvements, data from advanced tools like iRAP, the use of technology to monitor traffic flow and near misses, as well as ongoing maintenance, we are committed to creating roads that help prevent collisions and limit the severity of injuries. These efforts are a key part of Jersey's commitment towards a road network where everyone can travel safely and with confidence.



2 Safe Roads: Actions

- Identify the island's injury collision cluster sites and explore opportunities to reduce risks using the Safe System approach
- Extend the iRAP pilot study to cover the entire Government of Jersey road network, providing a comprehensive risk profile to guide investment decisions
- Conduct a review of the highest-risk routes identified through iRAP and develop a program of interventions to make the road environment more forgiving
- Review the road safety audit process and publish an updated road safety audit policy
- Collaborate across Government to ensure road maintenance programmes incorporate road safety interventions where applicable
- Deliver Phase 4 of the Safer Routes to School Programme to continue to develop Safer School Zones
- Review and formalise the functions and responsibilities of the road safety request review panel
- Ensure the next Island Plan includes specific road safety objectives and policies to place road safety at the forefront of planning considerations.



Priority 3: Safe Speeds

Managing speeds across our road network is a crucial part of our plan to reduce collisions and casualties. Speed is a key factor in both the likelihood and severity of road collisions and promoting appropriate speed is essential to protecting everyone who uses Jersey's roads. By adopting a balanced approach that considers the type of road, the surrounding environment, and the people who use it, we aim to create a safer road network for all.

Speed Limit Management

Setting appropriate speed limits is one of the most effective ways to manage speed and improve safety on our roads. Speed is fundamental to supporting the reduction of the impact of mistakes. We are committed to implementing speed limits that reflect the needs of all road users, particularly in areas with higher pedestrian and cyclist activity. Lower speed limits in residential and high-traffic areas can significantly reduce the severity of injuries, should a mistake occur which results in a collision where the body's limit for physical trauma is not reached.

The setting of speed limits should also be determined by the protective quality of the road sections and the types of vehicles in use rather than the behaviour of road users a methodology which is necessary if casualties are to be reduced.

There is a clear need for an Island wide Speed Management Strategy that gives clear guidance on the setting of speed limits, their enforcement, and awareness of the consequences of speed related collisions alongside guidance on where and what types of traffic calming could be introduced.

Encouraging a Culture of Speed Awareness

Achieving safer speeds also requires changing attitudes about speed. Alongside enforcement and technology, we are committed to promoting a culture of speed awareness through education and engagement. Campaigns will highlight the risks associated with speeding and emphasise the responsibility each driver has to contribute to a safer road network. Vehicle technology that manages vehicle speed will be promoted.

By shifting perspectives on speed and safety, we hope to reduce instances of speeding and build a more safety-conscious road user community.

Using Technology to Address High-Speed, High-Risk Drivers

While many drivers adhere to posted speed limits, some drive at excessive speeds, creating a serious risk of road harm to not only themselves but to other road users. To address this, we are exploring the use of advanced technology to discourage high-risk, high harm driving behaviour. Tools like safety cameras, which can automate speed enforcement, can help identify inappropriate speeds and driving behaviour as well as habitual high-speed offenders. By focusing enforcement on areas with the greatest risk, we can create a strong deterrent effect that encourages responsible driving across the network.

Additionally, we will work to socialise the role of technology in promoting safer speeds by educating the public on how these systems work and the benefits they provide. Through public awareness campaigns, we aim to develop an understanding that speed management technologies are there to protect everyone, helping create a safer, more reliable road environment.



What This Means for Jersey

Our *Safe Speeds* priority recognises that controlling speed is essential for a safe road environment for all users. Road design, user behaviour, and vehicle standards will be balanced in determining appropriate speed limits. Through setting appropriate speed limits, using technology to deter high-speed driving, and developing a culture of speed awareness, we aim to protect all road users from road harm as a result of inappropriate or excessive speed.

3 Safe Speeds: Actions



- Feasibility work is ongoing to assess how iRAP can be applied in Jersey, with potential calibration and alignment to local speed management policies and frameworks
- Deliver awareness campaigns to support appropriate driving speeds according to conditions not just limits
- Analyse enforcement outcomes of speed limit offences from the States of Jersey Police
- Develop standards for new vehicle types, including higher speed electric bikes and electric scooters
- Introduce technology to deter inappropriate or excessive speed
- Develop and integrate a comprehensive Speed Management Strategy
- Explore opportunities for utilising iRAP ratings in planning guidance for future developments.



Priority 4: Safe Vehicles

Ensuring that vehicles on Jersey's roads are safe and well-maintained is fundamental to reduce collisions and casualties. A vehicle's condition - particularly when it comes to tyres, brakes, and other critical components - can significantly impact both the likelihood of collisions and the severity of injuries.

The Importance of Safe Vehicles in the Safe System Approach

Within the Safe System, safe vehicles are a fundamental layer of protection. Vehicles built and maintained to high standards can prevent collisions through safety features such as stability control, anti-lock brakes, and collision warning systems. When collisions do occur, vehicles that are well-maintained and equipped with protective features, such as airbags and crumple zones, are more likely to shield occupants and other road users from serious injury. By ensuring that all vehicles on our roads meet these standards, we can reduce both the frequency and severity of collisions, supporting our Vision Zero ambition.

Enhancing Safety and Awareness for Quiet Vehicles

We recognise the importance of ensuring the safety of pedestrians, particularly those with sight loss, in an environment increasingly shared with quiet vehicles such as bicycles and electric cars. Cyclists should take proactive steps to make their presence known, especially in shared spaces where the distinction between pedestrians and cyclists may not always be clear. Additionally, we encourage selecting electric vehicles equipped with Audible Vehicle Alert Systems, which play a vital role in alerting pedestrians to their approach and enhancing overall road safety. Future initiatives will aim to raise awareness and promote shared responsibility among road users regardless of their mode of transport, enabling a more inclusive road environment where vulnerable pedestrians can move confidently and securely.

Collaboration with Partners

In collaboration with TyreSafe, we recently hosted an event to raise awareness of tyre safety and explore the use of tyre scanning technology. This event revealed important findings, showing that many vehicles were operating with tyres that were worn or improperly maintained, posing a risk to all road users. Moving forward, we plan to incorporate tyre scanning tools to support Parish roadside checks and charity events such as the States of Jersey Fire & Rescue Service Car Washes, helping identify unsafe tyres and encourage timely repairs. This proactive approach allows us to detect safety issues early, raise the awareness of the importance of tyre safety and provide an additional layer of protection for everyone on Jersey's roads.

Expanding Safe Driving Practices through 'Driving for Better Business'

Safe driving practices extend beyond individual drivers to include the organisations that manage fleets and their employees who drive for work. In 2025 we will establish a partnership with '*Driving for Better Business*', a programme designed to reduce road risk and produce efficiencies within fleet management as a result of introducing initiatives that prevent or reduce collisions. By setting a high expectation for fleet safety on our road network, we aim to reduce risks associated with commercial and public-sector vehicles, providing a model for safe driving practices that businesses across Jersey can follow.



Introducing Jersey-Style Periodic Testing Inspections

Vehicle inspections play a critical role in the Safe System approach by ensuring that all vehicles meet essential safety standards. Recognising this, we are committed to introducing Periodic Technical Inspections for all motor vehicles, including private, commercial and public vehicles, with appropriate exemptions where necessary, by April 2028. These tailored inspections would focus on key safety elements such as brakes, tyres, seatbelt wear and lighting, ensuring vehicles remain roadworthy and less likely to contribute to collisions. By implementing inspections within timeframes suited to our unique road environment and the age of our vehicle fleet, we aim to prevent mechanical failures and uphold a high standard of vehicle safety across the Island.

Accessing HGV Vision and Speed Assistance Standards

We will explore adopting standards like the Direct Vision Standards, which assess HGV drivers' visibility of vulnerable road users, and Intelligent Speed Assistance, which helps maintain speed limits. While Jersey's HGV traffic and collision patterns differ from larger urban areas, evaluating these measures for road safety improvements will be essential.

What This Means for Jersey

Our *Safe Vehicles* priority is about creating a safer road environment by ensuring that every vehicle that uses it meets essential safety standards. Through partnerships with industry, support for roadside checks, promoting safe fleet management, and implementing regular vehicle inspections, we will build an island fleet of vehicles that are less likely to contribute to collisions and more likely to protect road users when incidents do happen.

Case Study: Tyre Safe Event

As part of TyreSafe Month, free tyre checks were held on October 7th and 8th at Les Jardins and Patriotic Car Parks.

The event, supported by TyreSafe, DVS, Translogik, and TAF Tyres, promoted tyre safety awareness, offered expert advice on maintenance, and trained staff in advanced tyre-check technology to enhance future inspection efforts across the Island.



Figure 8: Minister for Infrastructure, Andy Jehan Inspecting his car at the TyreSafe Event

4 Safe Vehicles: Actions

- Support the introduction of periodic technical inspections for all motor vehicles, including private, commercial, and public vehicles, with appropriate exemptions where necessary by April 2028
- Introduce a Vehicle Operating Licencing scheme to ensure consistent safety standards among operators
- Work with the Government fleet operator to ensure vehicle safety is a key consideration within their procurement strategy
- Identify opportunities to improve safety standards in existing Government vehicles
- Raise awareness of road risk and vehicle safety through delivery of initiatives such as Tyre Safety Month and the 'Driving for Better Businesses' programme
- Assess the feasibility of adopting Direct Vision Standards and Intelligent Speed Assistance
- Collaborate with the Honorary Police to further enhance the effectiveness of roadside vehicle checks through the use of modern technology.

Priority 5: Safe People

People are at the heart of road safety, and our *Safe People* priority is about empowering every road user, whether they are drivers, cyclists, pedestrians, or passengers, to make safe choices. By focusing on education, targeted interventions, and community-wide responsibility, we aim to deliver a road environment where everyone can travel safely. The Safe System approach acknowledges that human error is inevitable, so our goal is to create conditions that reduce the severity of consequences when these errors occur.

Prioritising Vulnerable Road Users

To better understand the risks for different groups, we are focusing on vulnerable road users through data and research, such as the *Vulnerable Road User Report*[13]. This report emphasises the need for continued attention to high-risk groups, including young drivers, older drivers, motorcyclists, cyclists, and pedestrians. Detailed collision and casualty data are essential for identifying patterns and shaping future safety efforts. With this data-led approach, our plan will include targeted interventions for young and older drivers and riders, recognising the unique challenges and risk factors each group faces.

The two figures below are taken from the *Vulnerable Road User Report* and emphasise the high proportion of casualties who are vulnerable road users.

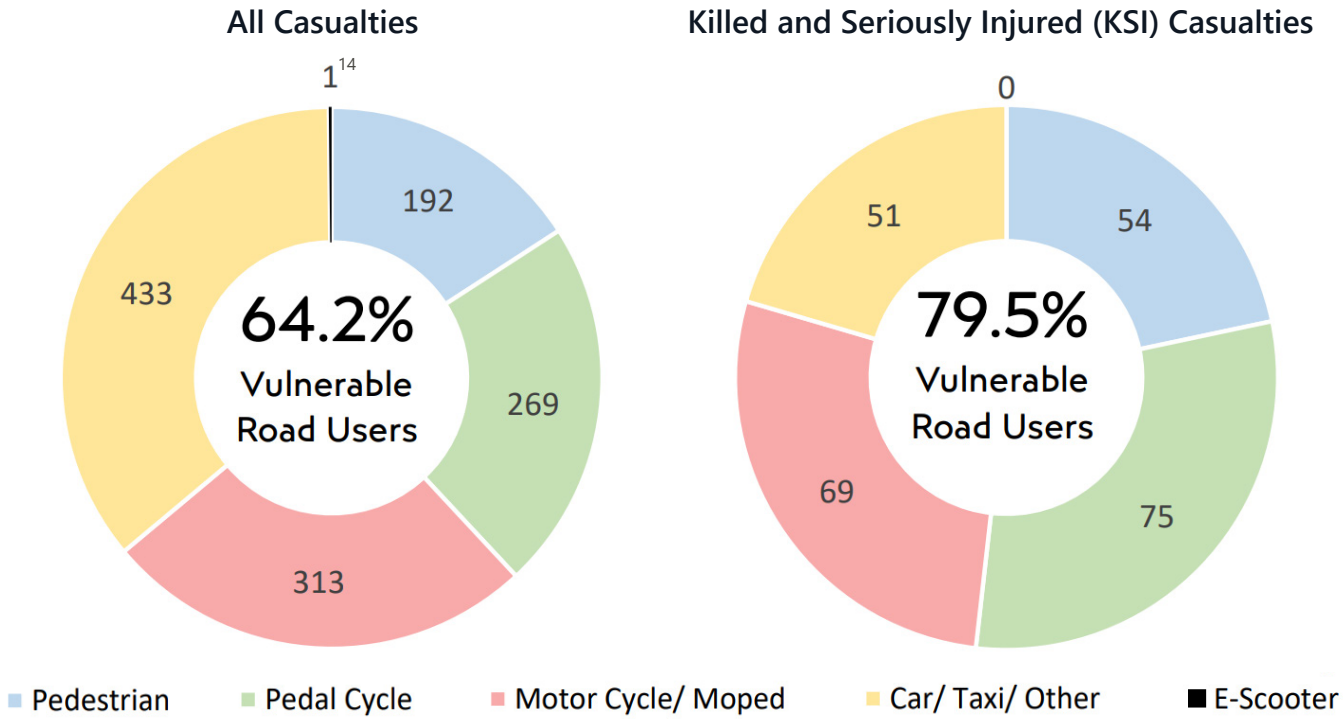


Figure 9: Road User Type Comparison with KSI's - 2019 to 2023

13 https://statesassembly.je/getmedia/8d220104-ec2f-46b8-80a3-0db6277df298/R-91-2024.pdf?ext=.pdf

14 The disparity between Figure 9's E-Scooter figure and Appendix 3's E-Scooter figures is due to 1 casualty being retroactively categorised as an E-Scooter casualty after the release of the *Vulnerable Road User Report.*



Analysing Collision and Casualty Data for Mopeds and Electric Motorbikes

We are committed to analysing collision and casualty data involving mopeds and electric motorbikes to identify patterns and opportunities for reducing road harm. By examining the frequency, circumstances, and locations of collisions, we can develop targeted strategies to address the unique risks these vehicles pose, promoting safer roads for all users.

Collaboration with the States of Jersey Police and the States of Jersey Fire & Rescue Service

A strong partnership with the States of Jersey Police and the States of Jersey Fire & Rescue Service is essential to promoting safe behaviours and ensuring road safety across the Island.

Through joint delivery of awareness campaigns across the Fatal Five (which addresses the top five causes of fatal collisions), Christmas Drink-Driving initiatives, and anti-social driving campaigns, we aim to raise awareness of dangerous behaviours that threaten road harm. These campaigns reinforce the importance of personal responsibility and help build a culture where everyone prioritises safety.

Working with the States of Jersey Fire & Rescue Service we can develop initiatives that promote the importance of vehicle road worthiness (such as tyre conditions) within a non-enforcement environment. We will look to identify initiatives where we can work with the States of Jersey Fire & Rescue Service to increase awareness across the Safe System to contribute to a tangible reduction in road collisions and casualties.

Insights from the Motoring Offenders/Offences Report

Research into data published by the Magistrate's court provides valuable insights into common motoring offences, helping us identify trends that contribute to collisions and casualties. Findings from the research will guide targeted interventions to address these offences, and support promotion of compliance with road traffic laws. Tackling common offences is a key step towards creating safer roads for everyone.

Exploring Educational Alternatives for Motoring Offenders

Future collaboration with the Probation Service will aim to provide targeted education courses for young people and young adults involved in specific motoring-related offences. Additional research will be undertaken to assess the potential need for broader educational programs for motoring offenders. These initiatives would seek to offer constructive alternatives, focusing on improving road safety awareness and driver behaviour.

Ensuring Safety in Personal Light Electric Vehicle Use

The rise of e-scooters and other personal light electric vehicles, such as higher-speed electric bikes, offers new opportunities for mobility but also presents significant safety challenges in Jersey. To address these, efforts are focused on identifying and establishing appropriate standards for their use. This involves defining clear safety measures, determining suitable access to roadways, and ensuring that users integrate seamlessly into a safe and orderly road environment, alongside all other road users.



Expanding Education through CYPES

Exploring the opportunity for an educational role within the Children, Young People, Education and Skills (CYPES) Department could play an important part in developing a consistent culture of road safety education from a young age. By integrating road safety topics into school learning, we could further equip young people with the knowledge they need to become safe, responsible road users. Early education on road safety principles encourages lifelong habits and a greater awareness of the responsibilities we all share on the road.

Enforcing Drug Driving Limits

Drug driving remains a serious concern, and establishing clear drug driving limits is critical to managing this risk. We will continue our work to introduce drug limits into legislation. By setting legal limits for drug impairment, we can support law enforcement in identifying and deterring drug driving, reducing the likelihood of impairment-related collisions and keeping our roads safer.

Roads Law Review

We will continue with our work on the Roads Law Review making it clearer, more suited to the road environment it now is and the ways in which our road network has developed, is maintained and used. Alongside this there will be a need to encourage greater compliance with existing road traffic laws, to improve driver / rider behaviour and reduce road risk and harm for all users.

Protecting Horse Riders on Jersey's Roads

Horse riders are a distinctive part of Jersey's road community, and ensuring their safety is vital. We will promote awareness campaigns to help drivers understand how to safely share the road with horses and riders. By establishing guidelines and encouraging respect and caution when passing, we can create a safer environment that respects the unique needs of all our road users.

Disability and Inclusion

We are dedicated to creating an inclusive road environment that takes into account the needs of all users, including those with disabilities. It is essential to raise awareness of the challenges faced by vulnerable pedestrians to improve their safety. This includes promoting patience and care when interacting with individuals who may rely on additional cues for safe navigation, as well as encouraging practices that enhance visibility and awareness in shared spaces. Through ongoing public engagement and a better understanding, we aim to develop a safer and more inclusive road network for everyone.

Case Study: Safety in Action Week

Each year, *Safety in Action Week* provides an excellent opportunity to engage young people in hands-on road safety education. Through interactive sessions and practical demonstrations, students learn the basics of safe road behaviour and the importance of being mindful around traffic. This case study shows the power of experiential learning in promoting lasting safety habits and inspiring a new generation to champion road safety.

What This Means for Jersey

Our *Safe People* priority is about encouraging a community of responsible, informed road users. By targeting education, adjusting regulations, supporting vulnerable groups, and collaborating with key partners, we are working to embed a culture of safety and respect on Jersey's roads. This comprehensive approach supports our broader vision of a road network where every individual feels safe, valued, and confident when using the road network.



5 Safe People: Actions

- Investigate collision and casualty data in the following areas: Young drivers/ riders, older road users, vulnerable road users
- Utilise collision and casualty data to inform actions such as education, training, legislation and enforcement
- Promote the Highway Code to encourage road users to familiarise themselves with its guidelines and rules
- Introduce legislation setting drug driving limits, empowering the States of Jersey Police to enforce this through roadside drug testing
- Target anti-social drivers/riders through ongoing collaboration with the States of Jersey Police
- Collaborate with the States of Jersey Police on awareness campaigns addressing the fatal five: inappropriate speed, careless driving, distractions, drink/drug driving, and not wearing seatbelts
- Continue to work with the Probation Service to offer education courses to youth and young adults involved in some types of motoring related offences
- Engage with the horse riding community to understand their road safety concerns and wishes
- Review evidence from other jurisdictions related to presumed liability legislation
- Continue to work towards identifying appropriate standards for Personal Light Electric Vehicles, including higher speed electric bikes and electric scooters
- Collaborate with Public Health to explore opportunities to raise awareness of the importance of road safety and empower the community to make informed, health focussed choices as road users
- Collaborate with the States of Jersey Fire & Rescue Service to incorporate road safety into their engagement with members of the public at relevant events
- To collaborate with disability and inclusion stakeholders on road safety awareness campaigns.



Priority 6: Post-Collision Response

A swift and coordinated response to road traffic collisions (RTCs) is essential for minimising harm, supporting victims, and ensuring accountability. The *Post-Collision Response* priority recognises the critical role that emergency services, victim support, and the judicial process play in the aftermath of serious incidents. By strengthening our post-collision response, we aim to reduce the long-term impacts of collisions and uphold the principles of justice, support, and recovery for victims and their families as a result of road harm.

Data Sharing Across Stakeholders

When a collision occurs, timely intervention can make a difference to the health outcome of the casualty. The Health and Care Jersey Department is committed to the concept of the 'golden hour,' which emphasises the importance of delivering critical medical care within the first hour after an incident. Through close collaboration with Ambulance teams, the States of Jersey Fire & Rescue Service, the States of Jersey Police and Jersey General Hospital, we will identify opportunities through data sharing to gain a better understanding of the impact road harm has on the community to help identify future road safety initiatives.

Advanced Extraction Techniques with the States of Jersey Fire & Rescue Service

In cases where road victims are trapped, a fast and safe extraction is crucial for their survival. The States of Jersey Fire & Rescue Service employs the principles of the EXIT extraction technique, a specialised method for safely removing individuals from vehicles following a collision. This technique, developed in collaboration with emergency responders, minimises additional trauma and improves the chances of survival and recovery.

Providing Victim Support and Advocacy

For road victims and their families, the aftermath of a collision can be a traumatic and challenging time. Recognising the importance of compassionate support, we want to explore options for working with road victim charities and advocacy services who offer emotional and practical assistance following a collision. Advocates can provide guidance on accessing resources, navigating legal processes, and receiving psychological support, helping victims and their families feel supported during difficult times.

The Judicial Process for Motoring Offenders

Accountability is a core component of a fair and effective post-collision response. Ensuring that the judicial process is robust for those who break traffic laws is essential to upholding justice for victims. We will continue to analyse parish hall enquiry and court data of motoring offences and their outcomes to build an evidence base to identify focused campaigns to reduce offences which are most common.

Road Collision Evaluation Panel

Following a serious or fatal collision, it's crucial to understand the factors involved and identify any safety improvements that can be made. We will establish a Road Collision Evaluation Panel which will bring together representatives from Jersey's emergency services, law enforcement, road safety experts, and other key stakeholders to review the circumstances surrounding each serious or fatal collision. This multidisciplinary approach allows for a no blame evaluation of all the evidence relating to a collision and identify learning and trends that can inform future safety measures to prevent future similar collisions occurring.



What This Means for Jersey

Our *Post-Collision Response* priority is about more than emergency intervention; it encompasses a commitment to justice, compassion and continuous improvement. Through quick and coordinated emergency responses, robust victim advocacy, a fair judicial process, and a dedicated evaluation of each serious collision, we aim to build a safer and more resilient road network. This approach will not only save lives but also strengthen the support network for victims and families, bringing Jersey closer to a road system where every aspect of safety is accounted for.

6 Post-Collision Response: Actions



- Establish a road collision evaluation panel to identify additional causation factors in fatal and serious collisions and to gather lessons that support future policies, designs, or initiatives aimed at preventing similar collisions within the Safe System
- Identify what provision there is in Jersey to support road victims and their families after a collision has occurred and immediate medical care has been delivered to enable investigation of what this provision should be
- Work with the Health and Care Jersey Department to access high level data from accident and emergency admissions as a result of road harm to get a better understanding of the impact of collisions on society
- Explore opportunities to trial the integration of Driver First Assist training, supporting drivers in developing key first response capabilities, including incident management, emergency service communication and first aid.



Conclusion

This Collision and Casualty Reduction Plan, built on the six priorities of Road Safety Management, Safe Roads, Safe Speeds, Safe Vehicles, Safe People, and Post-Collision Response, represents Jersey's commitment to creating a safer road network for everyone. Each priority addresses a crucial aspect of the Safe System approach, recognising that human error is inevitable but that its consequences can and should be mitigated for.

Through targeted infrastructure improvements, awareness raising and education, better roadworthiness of vehicle, collaborative compliance and enforcement, and compassionate post-collision support, we are building a road system where risks are identified and reduced, and safety is prioritised at every level. This Plan, with our long-term vision of Vision Zero, is a pledge to make our roads safer, more resilient, and supportive of all who use them, moving Jersey toward a future where everyone can travel safely.

Appendix

Appendix 1: List of Figures

Figure 1: Injury Collision and Casualty Data (2023)
Figure 2: Vision Zero
Figure 3: The Safety System Model
Figure 4: Societal Collision Data
Figure 5: UN's Sustainable Development Goals
Figure 6: Stakeholder Map
Figure 7: Examples of Safer School Zones
Figure 8: Minister for Infrastructure, Andy Jehan Inspecting his car at the TyreSafe Event
Figure 9: Road User Type Comparison with KSI's - 2019 to 2023

Appendix 2: List of Tables

Table 1: Average Cost of Collision by Severity (UK Department for Transport)
Table 2: Collisions by Severity and Year – 2019 to 2023
Table 3: Collisions by Parish – 2019 to 2023
Table 4: Casualties by Severity – 2019 to 2023
Table 5: Casualties by Road User Type – 2019 to 2023
Table 6: Detailed Actions for Road Safety Priorities

Appendix 3: Collision and Casualty Data – 2019 to 2023

Collisions

	2019	2020	2021	2022	2023	Total
Fatal	1	2	1	1	3	8
Serious	42	47	43	59	47	238
Slight	213	149	181	152	138	833
Total	256	198	225	212	188	1079

Table 2: Collisions by Severity and Year – 2019 to 2023

	Grouville	St. Brelade	St. Clement	St. Helier	St. John	St. Lawrence	St. Martin	St. Mary	St. Ouen	St. Peter	St. Saviour	Trinity	Unknown	Total
Total	42	90	54	396	44	88	33	15	30	98	157	30	2	1079

Table 3: Collisions by Parish – 2019 to 2023

Casualties

	2019	2020	2021	2022	2023	Total
Fatal	1	2	1	1	4	9
Serious	42	48	44	60	48	242
Slight	240	180	201	185	162	968
Total	283	230	246	246	214	1219

Table 4: Casualties by Severity – 2019 to 2023

	Car/ Other[15]	Motorcycle	Pedal Cycle	Pedestrian	E-Scooter	Unknown	Total
2019	98	79	56	49	0	1	283
2020	92	36	70	28	0	4	230
2021	85	73	46	40	0	2	246
2022	88	62	55	39	1	1	246
2023	70	63	42	36	1	2	214
Total	433	313	269	192	2[16]	10	1219

Table 5: Casualties by Road User Type – 2019 to 2023

15 Other includes: Taxi, Minibus, Bus, Coach, Agricultural Vehicles, Goods Vehicles

16 The disparity between Figure 9's E-Scooter figure and Appendix 3's E-Scooter figures is due to 1 casualty being retroactively categorised as an E-Scooter casualty after the release of the *Vulnerable Road User Report.*

Appendix 4: Draft Road Safety Delivery Terms of Reference

(To be agreed at the first meeting Jan 2025)

Role

The Road Safety Delivery Board is to provide strategic direction and leadership to ensure that road safety good practice is undertaken Government-wide to address road traffic casualty levels in the most pertinent and effective manner, and to align resources and Government and public thinking to deliver a 50% reduction in road traffic casualties by the end of 2035.

The Road Safety Delivery Board is formed as a result of a Jersey States Assembly resolution to undertake a structural review of road safety (p5.2021) and the subsequent adoption of the recommendations within the Island Road Safety Review.

Term

These terms of reference are effective from 1st January 2025 and will be ongoing until terminated by agreement between the parties.

Membership

The Road Safety Delivery Board will comprise:

- Head of Strategic Road Safety – Infrastructure and Environment, GoJ
- Road Safety Technical Support Officer – Infrastructure and Environment, GoJ
- Head of Driver and Vehicle Standards Office – Infrastructure Housing and Environment, Government of Jersey
- Head of Roads Policing Unit, States of Jersey Police
- I&E Communications Business Partner
- States of Jersey Police Communications Officer
- Nominated Chef de Police
- A representative from the States of Jersey Ambulance Service
- A representative from the States of Jersey Fire & Rescue Service
- A representative from the Education Department
- A representative from the Health and Care Jersey Department
- Transport Lead - SP3, GoJ.

The membership of the Road Safety Delivery Board will commit to:

- Aligning individual departmental resource to deliver the actions within the Collision and Casualty Reduction Plan
- Championing the work of the group within and outside of work areas
- Sharing all communications and information across all members
- Making timely decisions and taking action so as to not hold up project delivery
- Notifying members of the Board, as soon as practical, if any matter arises which may be deemed to affect the delivery of collision and casualty actions
- Attending all meetings and if necessary, nominate a proxy.

Members of the Road Safety Delivery Board will expect:

- Each member will receive complete, accurate, and meaningful information in a timely manner
- To be given reasonable time to make key decisions
- To be alerted to potential risks and issues that could impact the project, as they arise
- Open and honest discussions, without resort to any misleading assertions
- Ongoing 'health checks' to verify the overall status and 'health' of the Road Safety Delivery Board.

Objectives

The Road Safety Delivery Board will:

- Provide strategic direction and leadership to ensure Government-wide adoption of road safety best practices
- Support actions to reduce the number of collisions and casualties on our network
- Adopt and utilise the safe system approach to road safety as current good practice
- Direct resources in the most pertinent and effective manner, to maximise potential for a reduction in road risk and casualty reduction
- Oversee delivery of the Collision and Casualty Reduction Plan
- Align resources, and Government and public thinking and action, to deliver a 50% reduction in fatal and serious road traffic casualties by the end of 2035 - Monitor key performance indicators and adjust priorities as necessary
- Provide guidance on strategic road safety matters to States Members, Government departments and the general public
- Liaise with Parish Officers and Island's Honorary Police on a regular basis with a priority on providing a unified approach to road safety.

Roles and Responsibilities

The Road Safety Delivery Board is accountable for:

- Enabling collaboration
- Removing obstacles to the successful delivery and adoption of good quality targeted road safety practice.
- Maintaining at all times the focus of the Road Safety Delivery Board on the agreed scope, outcomes and benefits
- Delivery of the 2035 road safety target of a 50% reduction in killed and seriously injured road casualties
- Providing an annual update on relevant actions, activities and statistics.

Meetings

All meetings will be chaired by the Head of Strategic Road Safety.

A meeting quorum will be seven members of the Road Safety Delivery Board.

Decisions will be made by consensus (i.e. members are satisfied with the decision even though it may not be their first choice). If this is not possible, the Road Safety Delivery Board chair will make the final decision).

The Strategic Road Safety Team will provide agendas and minutes, including the preparation of supporting papers and meeting notes.

Meetings will be held quarterly for a maximum of two hours at various locations in Government offices.

If required, subgroup meetings for specific objectives will be arranged outside of these times at a time convenient to subgroup members, and at times and frequencies necessary to achieve the specific objectives of that sub-group (as determined by the Road Safety Delivery Board).

Amendment, Modification or Variation

These terms of reference may be amended, varied or modified in writing after consultation and agreement by members of the Road Safety Delivery Board.

Appendix 5: Further Details on the Actions for Road Safety Priorities

Actions	Completed: Yes In Progress Pending	Timeframe: Short-term: 1-2 years Medium-term: 2-5 years Long-term: 5+ years
Priority 1: Road Safety Management		
Introduce and monitor a ten year target of 50% reduction in killed and seriously injured casualties 2025 - 2034.	In Progress	Long-term
Deliver a governance structure which enables collaboration across Government departments and stakeholders, including a road safety delivery board, with regular meetings to ensure ongoing coordination and progress.	In Progress	Short-term
Communicate and circulate the Vision Zero and Safe System methodology both internally and externally. • Internally: Across Government, including politicians and civil service staff. • Externally: To all road user types, including motor vehicle drivers/ rider, pedal bike riders, pedestrians, horse riders and commercial drivers.	In Progress	Short-term
Identify and establish SPIs (Safety performance indicators) to access and measure the effectiveness of road safety initiatives.	In Progress	Short-term
Monitor the quality of road traffic collision data, ensuring that data gathered by the States of Jersey Police is consistent with STATS19 (collision report form) standards.	In Progress	Medium-term
Support active research and innovation in road safety initiatives, leveraging data and emerging technologies to continually improve safety measures and outcomes.	In Progress	Medium-term
Work with the Health and Care Jersey Department to enable regular access to hospital data which supports evidence led initiatives aimed to reduce the cost of collisions on society.	In Progress	Short-term
Continue to identify and engage with internal and external stakeholders to encourage a positive and constructive road safety culture enabling successful delivery of road safety initiatives.	In Progress	Short-term
Priority 2: Safe Roads		
Identify the island's injury collision cluster sites and explore opportunities to reduce risks using the Safe System approach.	In Progress	Short-term
Extend the iRAP pilot study to cover the entire Government of Jersey road network, providing a comprehensive risk profile to guide investment decisions.	In Progress	Short-term
Conduct a review of the highest-risk routes identified through iRAP and develop a program of interventions to make the road environment more forgiving.	Pending	Short to medium-term
Review the road safety audit process and publish an updated road safety audit policy.	Pending	Short-term

Collaborate across Government to ensure road maintenance programs incorporate road safety interventions where applicable.	In Progress	Short-term
Deliver Phase 4 of the Safer Routes to School Programme to continue to develop Safer School Zones.	In Progress	Short-term
Review and formalise the functions and responsibilities of the road safety review panel.	Pending	Short to medium-term
Ensure the next Island Plan includes specific road safety objectives and policies to place road safety at the forefront of planning considerations.	Pending	Short-term
Priority 3: Safe Speeds		
Feasibility work is ongoing to assess how iRAP can be applied in Jersey, with potential calibration and alignment to local speed management policies and frameworks.	Pending	Short to medium-term
Deliver awareness campaigns to support appropriate driving speeds according to conditions not just limits.	In Progress	Short to medium-term
Analyse enforcement outcomes of speed limit offences from the States of Jersey Police.	Pending	Medium-term
Develop legislation for new vehicle types, including higher speed electric bikes and electric scooters.	In Progress	Medium-term
Introduce technology to deter inappropriate or excessive speed.	In Progress	Short-term
Develop and integrate a comprehensive Speed Management Strategy.	Pending	Medium-term
Explore opportunities for utilising iRAP ratings in planning guidance for future developments.	Pending	Medium-term
Priority 4: Safe Vehicles		
Support the introduction of periodic technical inspections for all motor vehicles, including private, commercial, and public vehicles, with appropriate exemptions where necessary by April 2028.	Pending	Long-term
Introduce a Vehicle Operating Licencing scheme to ensure consistent safety standards among operators.	Pending	Long-term
Work with the Government fleet operator to ensure vehicle safety is a key consideration within their procurement strategy.	Pending	Short to medium-term
Identify opportunities to improve safety standards in existing Government vehicles.	Pending	Medium-term
Raise awareness of road risk and vehicle safety through delivery of initiatives such as Tyre Safety Month and the 'Driving for Better Businesses' programme.	In Progress	Short-term
Assess the feasibility of adopting Direct Vision Standards and Intelligent Speed Assistance.	Pending	Medium to long-term
Collaborate with the Comité des Chefs de Police to further enhance the effectiveness of roadside vehicle checks through the use of modern technology.	Pending	Medium-term
Priority 5: Safe People		
Investigate collision and casualty data in the following areas: Young drivers/ riders, older road users, vulnerable road users.	In Progress	Short-term

Utilise collision and casualty data to inform actions such as education, training, legislation, and enforcement.	In Progress	Short-term
Promote the Highway Code to encourage road users to familiarise themselves with its guidelines and rules.	Pending	Short-term
Introduce legislation setting drug driving limits, empowering the States of Jersey Police to enforce this through roadside drug testing.	In Progress	Short-term
Target anti-social drivers/riders through ongoing collaboration with the States of Jersey Police.	In Progress	Short-term
Collaborate with the States of Jersey Police on awareness campaigns addressing the fatal five: inappropriate speed, careless driving, distractions, drink/drug driving, and not wearing seatbelts.	Pending	Short-term
Continue to work with the Probation Service to offer education courses to youth and young adults involved in some types of motoring related offences.	Pending	Medium-term
Engage with the horse-riding community to understand their road safety concerns and wishes.	Pending	Medium-term
Review evidence from other jurisdictions related to presumed liability legislation.	Pending	Long-term
Continue to work towards identifying appropriate standards for Personal Light Electric Vehicles, including higher speed electric bikes and electric scooters.	Pending	Medium-term
Collaborate with Public Health to explore opportunities to raise awareness of the importance of road safety and empower the community to make informed, health focused choices as road users.	Pending	Short-term
Collaborate with the States of Jersey Fire & Rescue Service to incorporate road safety into their engagement with members of the public at relevant events.	Pending	Short-term
To collaborate with disability and inclusion stakeholders on road safety awareness campaigns.	Pending	Medium-term
Priority 6: Post-Collision Response		
Establish a road collision evaluation panel to identify additional causation factors in fatal and serious collisions and to gather lessons that support future policies, designs, or initiatives aimed at preventing similar collisions within the Safe System.	Pending	Medium-term
Identify what provision there is in Jersey to support road victims and their families after a collision has occurred and immediate medical care has been delivered to enable investigation of what this provision should be.	Pending	Medium-term
Work with the Health and Care Jersey Department to access high level data from accident and emergency admissions as a result of road harm to get a better understanding of the impact of collisions on society.	In Progress	Short-term
Explore opportunities to trial the integration of Driver First Assist training, supporting drivers in developing key first response capabilities, including incident management, emergency service communication and first aid.	Pending	Medium-term

Table 6: Detailed Actions for Road Safety Priorities