



VISIONZERO
PARTNERSHIP
Delivering Safer Roads for Cambridgeshire & Peterborough

Fenland Overview & Scrutiny Panel
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Why Vision Zero



Strategy overview



Working with Fenland



No human being should be killed or seriously injured as the result of a road collision

The Partnership is collectively working towards a long-term strategic goal of Vision Zero, where there are no deaths and serious injuries on the Partnership's roads. This is an ambitious goal and will need time and effort to be achievable. With this Strategy starting in 2020, the goal is to move towards **zero deaths or severe serious injuries in the Partnership area by 2040.**



ZERO
DEATHS OR
SEVERE SERIOUS
INJURIES
IN THE PARTNERSHIP AREA BY
2040

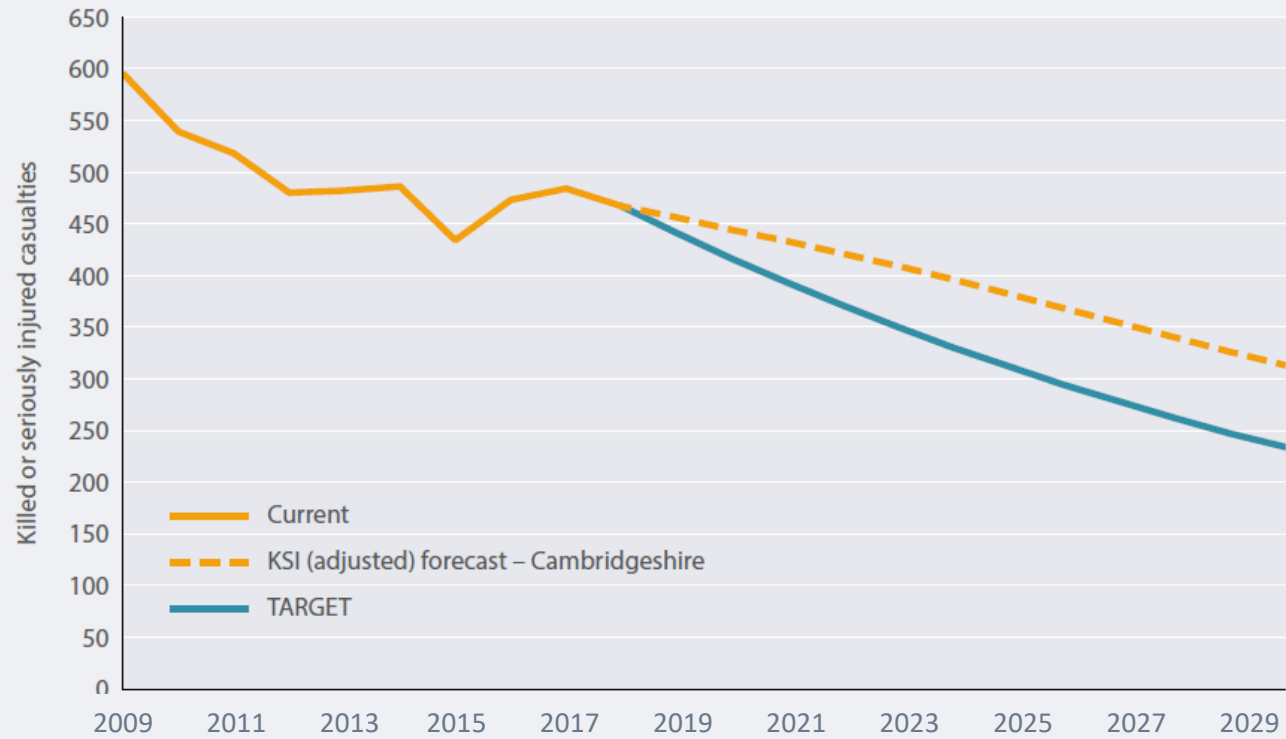
1
People make mistakes
that can lead to road
collisions.

2
The human body has a
known, limited physical
ability to tolerate collision
forces before harm occurs.

3
While individuals have a responsibility
to act with care and within traffic laws,
a shared responsibility exists with those
who design, build, manage and use
roads and vehicles to prevent collisions
resulting in serious injury or death and
to provide post-collision care.

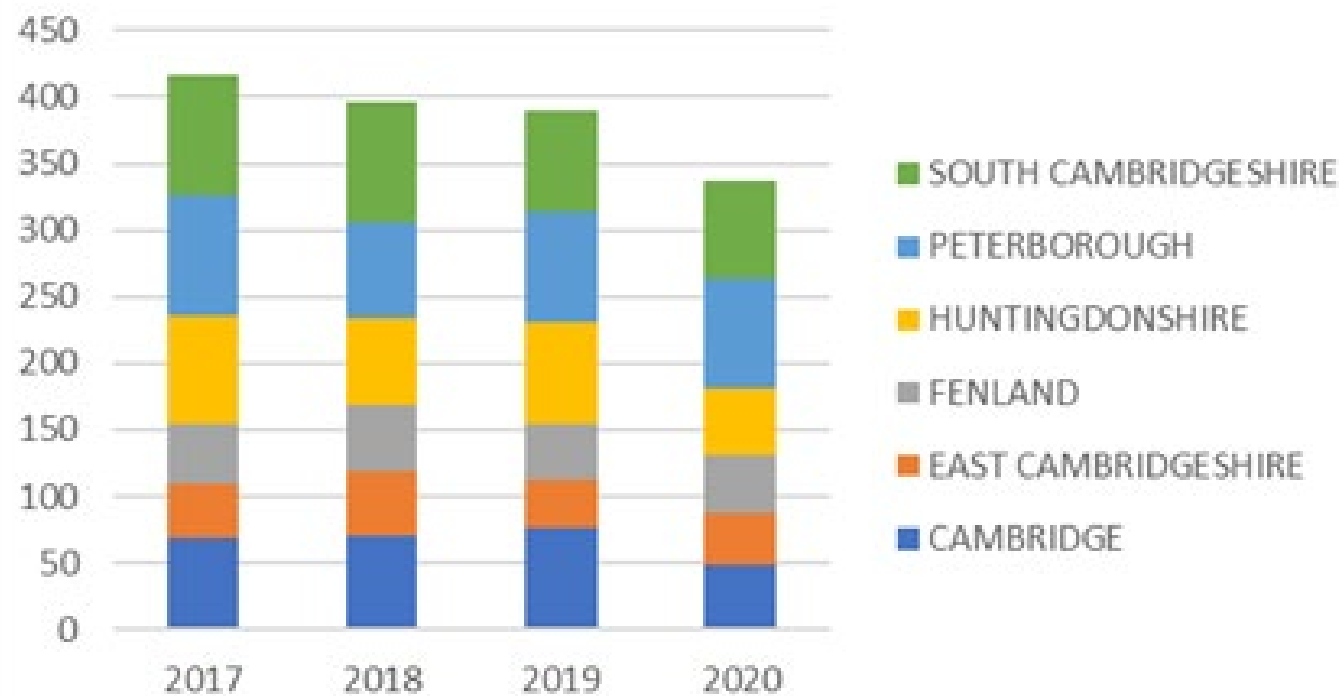
4
All parts of the system must be
strengthened in combination to
multiply their effects, and road
users are still protected if one
part fails.

Figure 4 – Cambridgeshire and Peterborough KSI Targets to 2030 (based on adjusted KSIs)

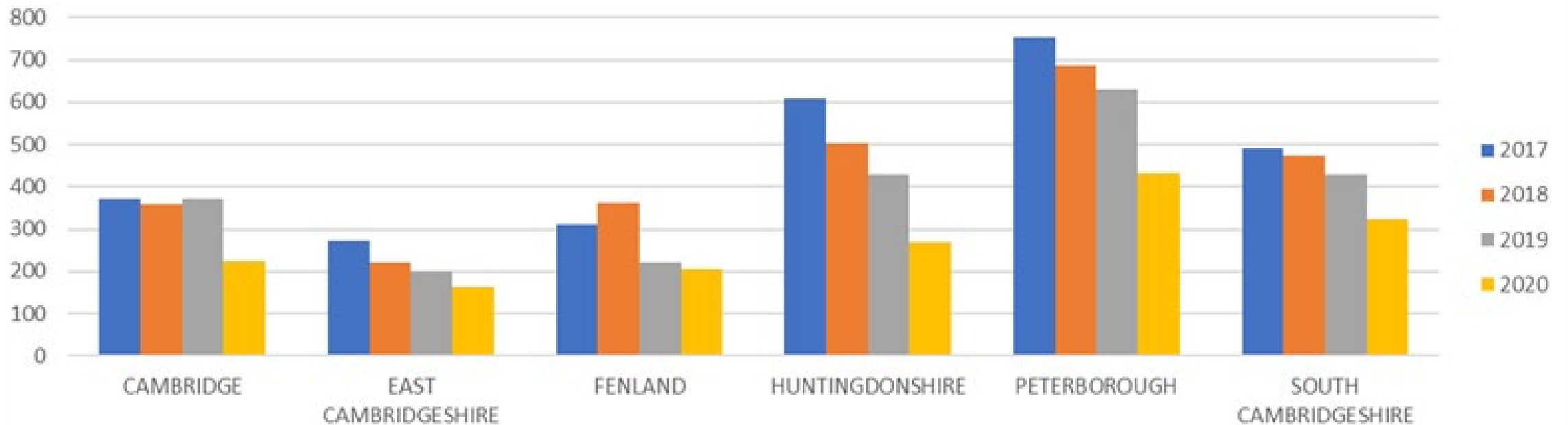


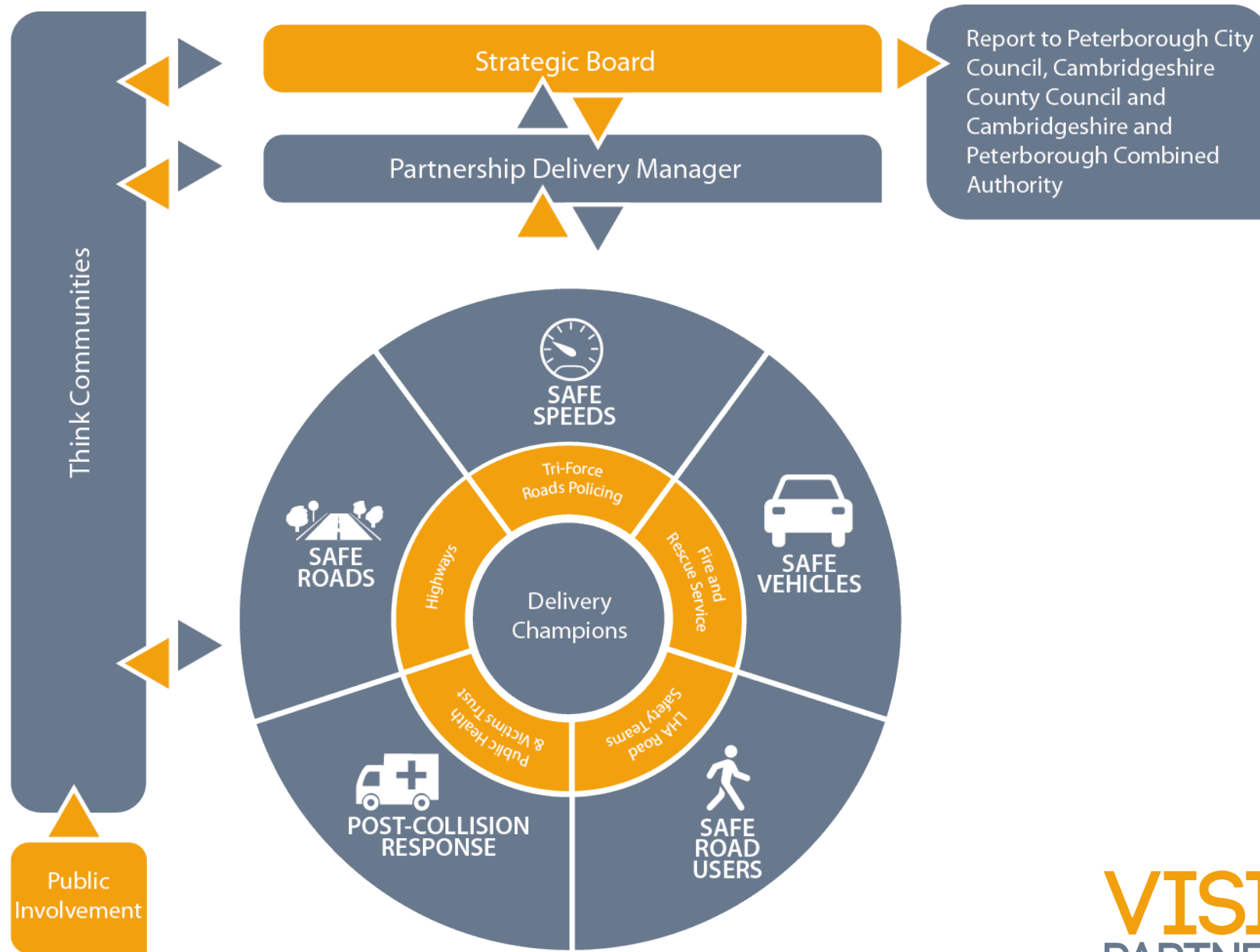
50% REDUCTION
IN KSI CASUALTIES
BY **2030**
A TARGET OF 234

Cambridgeshire and Peterborough KSI Collisions



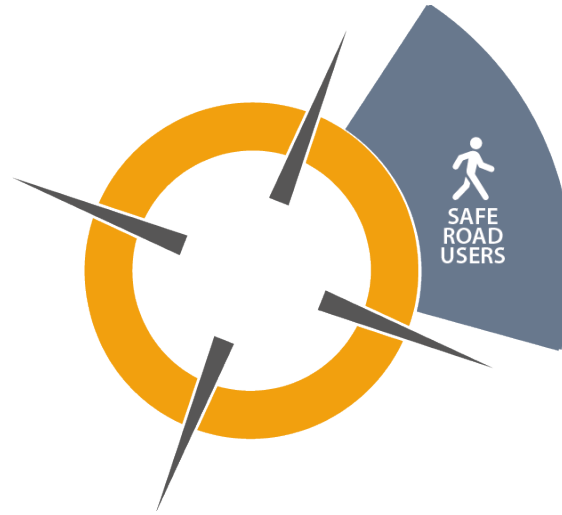
Cambridgeshire and Peterborough All Casualties







- Promoting Community Speedwatch
- Toolkit for communities (early Summer)



- Engage and share campaign materials
- Promote RideFree
- Targeting risky behaviours
- Link community groups with the partnership



- Support Local Highway Improvements for safety

...in Fenland



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