

Road safety starts with you



Keeping the A254 safer.

Kent County Council is piloting a range of safety measures across the whole of the A254 where we will combine safety engineering with road safety messages to help all road users to stay safer. This route has been chosen through an assessment programme supported by the Government to identify those routes where small changes like these can enhance the environment and create a safer place for everyone.

The assessment used data which showed there were 126 personal injury crashes on A254, within the three-year period*.

Whilst KCC is looking into what can be done to the road environment, there is much you can do to support your own safety both on the A254 and on any road. We all have a role to play in making our roads safer; 95% of all crashes involve human error. The road safety messages we are using are part of a campaign to highlight some of the things you can do to make yourself safer.

In order to run this pilot KCC has secured funding from the Department of Transport. We will be holding public engagement events at Westwood Cross throughout March – dates to be confirmed.



A254 Road Safety Campaign

*2014-2016

Whilst road crashes can happen for a variety of reasons, we have identified some common behaviours and actions that have led to a significant number of injuries on the A254. Here we offer some insight into the priority road user groups and some of the things we think you could do to improve your safety.

Most injuries are through crashes with cars and the most common locations where people are being injured is around junctions;

- for **drivers**, it is coming out from, or turning into, junctions and cutting across the path of other vehicles and failing to give way
- for **motorcyclists**, it is being hit by vehicles turning right across them as they filter on the outside
- for **pedestrians**, it's those stepping off the kerb either without looking properly or being distracted by music / mobile phones
- for **cyclists**, its being hit by vehicles turning left across them as they filter on the inside

Drivers



LOOK Consider what other road users might be around you, especially as you make turns into and out of junctions. Generally, a good advanced driving tip is to make a last **LOOK** into your side mirror before turning; left mirror when turning left, right mirror when turning right. This is to **LOOK** for pedestrians or bikes coming up alongside you. If you must delay your turn to be sure it's clear, then that's the right thing to do.

Motorcyclists



THINK Filtering on the outside of traffic is one of the benefits of riding a motorcycle but one of the greatest areas of risk for you is traffic turning right across you as you filter. **THINK** as you pass a queue of traffic about whether drivers turning right have seen you, especially as you near right turn junctions. **THINK** and if in doubt, don't do it; don't filter when vehicles might be turning right. Road position and the correct clothing are what can help keep bikers safer. See www.kentbikers.com

Pedestrians



LOOK Drivers are often thinking about what is on the road that will cause harm to them and will see the large lorry but may miss the pedestrian. Think when you cross roads whether you are in sight of approaching vehicles, make eye contact before crossing to make sure you know drivers have seen you. Think about the direction traffic comes from, especially at junctions. When crossing a road **LOOK** right, left, then right again and at junctions make your last **LOOK** behind your right shoulder, so that traffic doesn't just appear from nowhere.

Cyclists



THINK Cyclists are vulnerable in a range of situations due mainly to their small stature. Drivers look for things that may cause them harm and will see the large lorry but miss the small bike, so **THINK** about whether you are visible to drivers. **THINK** also about how drivers look for the expected so cyclists not doing what they expect are putting themselves at greater risk. Passing traffic on the inside is not what drivers expect to see and when a car turns left the driver isn't expecting a bike to be passing on the inside. **THINK** about where you are passing vehicles and try not to pass as you approach a junction.

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This leaflet is available in alternative formats and can be explained in a range of languages.

For written translations, braille, audio and large font please contact roadusereducation@kent.gov.uk or call 03000 418181.