

National Institute for Health and Clinical Excellence

PUBLIC HEALTH PROGRAMME GUIDANCE – WALKING AND CYCLING

Consultation on the Draft Scope from
27th April – 25th May 2011
Comments on the Draft Scope to be submitted
no later than 5pm on 25th May 2011

Stakeholder Comments

Please use this form for submitting your comments to the Institute.

1. Please put each new comment in a new row.
2. Please insert the **section number** in the 1st column. If your comment relates to the document as a whole, please put '**general**' in this column
3. **Please note - comments forms with attachments such as research articles, letters or leaflets cannot be accepted. If comments forms do have attachments they will be returned without being read. If the stakeholder resubmits the form without attachments, it must be by the consultation deadline.**

Name:	Kevin Clinton
Organisation:	Royal Society for the Prevention of Accidents (RoSPA)
Section number Indicate section number or ' general ' if your comment relates to the whole document	Comments Please insert each new comment in a new row.
General	RoSPA is a registered charity, created in 1917 in response to an 'alarming increase in traffic accidents' in London. We have been at the heart of accident prevention in the UK and around the world for more than 90 years. Today, RoSPA's mission is to Save Lives and Reduce Injuries. We promote safety in all areas of life – on the road, in the home, at work, in schools, at leisure and on or near water.
General	Improving pedestrian and pedal cyclist safety have been key issues right from RoSPA's inception. The first campaign by RoSPA's founders, the London "Safety First" Council, was to change the pedestrian rule so that walkers faced oncoming traffic. Fatal accidents involving pedestrians stepping into the path of vehicles fell by 70% in the first year. RoSPA's involvement in cycling safety dates back to the 1940's (the first Cycling Proficiency Test took place at RoSPA's Road Safety Congress in 1947) and has continued to this day.

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General	<p>Therefore, RoSPA warmly welcomes NICE's Consultation on the Draft Scope for Guidance on Walking and Cycling: Local measures to Promote Walking and Cycling as a Form of Transport.</p> <p>We believe that cycling and walking should be promoted as a 'positive lifestyle choice' available to all citizens in an effort to address the growing levels of obesity in the UK.</p> <p>Our comments have been produced following consultation with RoSPA's National Road Safety Committee.</p>
4.2.5	<p>We feel that many of the Activities/Measures that will not be covered in the guidance, listed in paragraph 4.2.5 should actually be covered. A major deterrent to more people walking and/or cycling more often is the fear of the danger presented by traffic, and in our view, the NICE guidance about activities and measures to encourage walking and cycling should, therefore, take these into account.</p>
4.2.5 a and b	<p>In particular, traffic speed is fundamental to both the perception and the actual risk of pedestrians and cyclists being killed or injured when walking or cycling on the road.</p> <p>Drivers travelling at higher speeds have less time to identify and react to what is happening around them. It takes longer for the vehicle to stop. Any resulting crash is more severe, causing greater injury to the occupants and to any pedestrian or rider hit by the vehicle.</p> <p>Inappropriate speed contributes to around 13% of all injury collisions, 15% of crashes resulting in a serious injury and 26% of collisions which result in a death and are recorded by the police.¹ This includes both 'excessive speed', when the speed limit is exceeded but also driving or riding within the speed limit when this is too fast for the conditions at the time (for example, in poor weather, poor visibility or high pedestrian activity).</p>

¹ "Contributory Factors to Road Accidents", Road Casualties Great Britain 2009, DfT 2010

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4.2.5 a and b	<p>Multiple studies (see Table below) have shown that pedestrians are more likely to be severely or fatally injured in when hit by cars at higher speeds, and particularly when the car is travelling more than 30 mph.</p> <p>Table: Pedestrian Fatality Risk²</p> <table border="1" data-bbox="434 613 1554 972"> <thead> <tr> <th>Country</th> <th>Date</th> <th>Number of injuries examined</th> <th>Risk of fatal injury at 30mph</th> <th>Increased risk of fatal injury between 30 and 40mph</th> </tr> </thead> <tbody> <tr> <td>UK</td> <td>1970s</td> <td>358</td> <td>~9%</td> <td>5.5 times more likely</td> </tr> <tr> <td>Germany</td> <td>1999-2007</td> <td>490 (excludes children under 15)</td> <td>7%</td> <td>3.5 times more likely</td> </tr> <tr> <td>UK</td> <td>2000-2009</td> <td>197</td> <td>7%</td> <td>4.5 times more likely</td> </tr> </tbody> </table> <p>The most recent analysis of the role of vehicle speed in pedestrian fatalities in Great Britain², found that 85% of pedestrians killed when struck by cars or car-derived vans, died in collision that occurred at impact speeds below 40mph, 45% at less than 30 mph and 5% at speeds below 20 mph.</p> <p>The risk of a pedestrian who is hit by a car being killed increases slowly until impact speeds of around 30 mph. Above this speed, the risk increases rapidly, so that a pedestrian who is hit by a car travelling at between 30 mph and 40 mph is between 3.5 and 5.5 times more likely to be killed than if hit by a car travelling at below 30 mph. However, about half of pedestrian fatalities occur at impact speeds of 30 mph or below. Elderly pedestrians have a much greater risk of suffering fatal injuries than other age groups.</p>	Country	Date	Number of injuries examined	Risk of fatal injury at 30mph	Increased risk of fatal injury between 30 and 40mph	UK	1970s	358	~9%	5.5 times more likely	Germany	1999-2007	490 (excludes children under 15)	7%	3.5 times more likely	UK	2000-2009	197	7%	4.5 times more likely
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4.2.5 a and b	<p>In RoSPA's view these issues are fundamental to the prospects of increasing walking and cycling, and so affecting the health impacts, and the wider environmental and economic impacts, of increasing walking and cycling, which are the issues that the guidance will cover, according to paragraph 2b.</p>																				

² "Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants", Road Safety Web Publication No.16, Department for Transport, September 2010

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4.2.1 e	<p>RoSPA recommends that the guidance covers the research evidence concerning the effectiveness of pedestrian training schemes, such as Kerbcraft, and practical cyclist training schemes. This research includes:</p> <p>Evaluation of the national network of child pedestrian training pilot projects http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/childpedestrianprojects/</p> <p>Other pedestrian safety research that the authors may wish to consider:</p> <p>Child pedestrian exposure and accidents www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/childpedestrianexposureandac.pdf</p> <p>Comparative study of European child pedestrian exposure and accidents www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/comparativestudyofeuropean.pdf</p> <p>Pedestrian decision-making of adolescents aged 11-15 years www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/pedestriandecisionmaking.pdf</p> <p>Older Pedestrians: A Critical Review of the Literature http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/olderpedestriansacriticalrev.pdf</p>
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4.2.1	<p>Recent years have seen considerable investment in the promotion of cycling, and in developing cycling infrastructure, much of which has involved the Cycling Demonstration Towns Programme (www.dft.gov.uk/cyclingengland/cycling-cities-towns/) and in the sustainable Travel Towns Programme (www.dft.gov.uk/pgr/sustainable/demonstrationtowns/). Hopefully, there is much evidence available from these initiatives to inform the NICE guidance.</p> <p>Some other cycle safety research the authors may wish to consider:</p> <p>Safety, cycling and sharing the road: qualitative research with cyclists and other road users http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/researchreport/</p> <p>Perceptions and Experiences of Bikeability Training Amongst Parents and Children www.dft.gov.uk/pgr/sustainable/cycling/bikeabilitytraining/</p> <p>Collisions Involving Cyclists on Britain's Roads: Establishing the Causes www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/ppr445.pdf.</p> <p>The Impact of Transportation Infrastructure on Bicycling Injuries and Crashes http://www.ehjournal.net/content/8/1/47</p> <p>The Potential for Cycle Helmets to Prevent Injury: A review of the evidence www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/ppr446.pdf</p> <p>Bicycle helmets: review of effectiveness http://webarchive.nationalarchives.gov.uk/+http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/bicyclehelmetsreviewofeffect4726</p> <p>There are references to older research about the effectiveness of practical cyclist training in a summary produced by RoSPA in 2001.³</p>
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³ http://www.rospa.com/roadsafety/info/cyclist_training_effectiveness.pdf

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4.2.1	<p>There is also research about the links between deprivation and road safety, which may be useful to draw upon, particularly the disproportionate risk to pedestrians and cyclists in deprived areas. The Guidance could usefully explore how to ensure that policies and measures are designed to address these issues. Some road safety research that may be useful is listed below.</p> <p>Road user Safety and Disadvantage http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/roadusersafetyreport/</p> <p>Road Injury Risk in Disadvantaged Areas: Evaluation of the Neighbourhood Road Safety Initiative http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/researchreport19/</p> <p>Neighbourhood road safety initiative http://www.dft.gov.uk/pgr/roadsafety/dpp/neighbourhoodroadsafety/</p>
4.2.1	<p>The type, and delivery, of measures to increase walking and cycling are likely to differ in urban and rural environments, as do the road safety dangers faced by pedestrians and cyclists. The Guidance could usefully explore how to ensure that policies and measures to promote walking and cycling are designed for these different environments. Some road safety research that may be useful is listed below.</p> <p>Taking on the Rural Road Safety Challenge http://www.dft.gov.uk/pgr/roadsafety/dpp/rural/ruralroadsafetyreport/</p> <p>Child road safety in rural areas: literature review and commentary http://webarchive.nationalarchives.gov.uk/+/http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme1/childroadsafetyinruralareas14733</p>
4.2.1	<p>A final area of road safety research, which may have findings relevant to the issue of increasing walking and cycling is public attitudes to road safety. Recent research includes:</p> <p>Understanding Public Attitudes to Road User Safety http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme5/researchreport111/ and http://www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme5/researchreport111/</p> <p>Citizens' Panel Road Safety - Road Safety Web Publication 10 www.dft.gov.uk/pgr/roadsafety/research/rsrr/theme5/roadsafetywebpublication10/</p>

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General	<p>There is a lack of good evaluations of road safety education, training and publicity (ETP) interventions, and it would not be surprising if this was also true of similar interventions designed to increase walking and cycling. This is partly because it is much more difficult to evaluate education interventions, than engineering ones, but also to a lack of capacity within the road safety profession. To help address this, RoSPA and the Department for Transport, working with local authority representatives, developed an online resource, www.roadsafetysafetyevaluation.com, to help and encourage road safety practitioners to evaluate their ETP interventions. In addition to a wide range of advice and information about evaluation, the website includes E-valu-it, an interactive tool to help practitioners plan, conduct and publish evaluations of their road safety education interventions.</p> <p>We suggest that the NICE guidance considers whether similar help would be useful for organisations and practitioners in the field of promoting walking and cycling.</p>
General	<p>RoSPA would also highlight some examples of activities and good practice in Scotland relating to the promotion of cycling.</p> <p>The Cycling Action Plan for Scotland (CAPS) was developed and published (see www.scotland.gov.uk/Publications/2010/06/25103912/0) following a national consultation and in the light of a report by the Transport, Infrastructure and Climate Change Committee. The CAPS sets out a Vision that “By 2020, 10% of all journeys taken in Scotland will be by bike.” It encourages a more integrated approach to increasing walking and cycling in Scotland with the added benefit of increasing sustainable economic growth. The CAPS sets out how cycling (walking and active travel) will contribute to improvements in health, a reduction in congestion and carbon emissions.</p> <p><i>“Central and local government policies and programmes need to acknowledge that active travel, including cycling and walking can help deliver their outcomes. In particular, mechanisms which will support the achievement of the National Indicators and identify local indicators through the Single Outcome Agreements should be developed and strengthened.”</i></p> <p>In addition, the City of Edinburgh Council have further committed to the Charter of Brussels which aims to meet targets of 15% of trips being made by bike by 2020. http://www.velo-city2009.com/charter-brussels.html</p> <p>Within Scotland – Cycling Scotland and the Scottish Centre for Healthy working lives are encouraging employers to promote cycling (www.cyclingscotland.org/our-projects/award-schemes/cycle-friendly-employer/) as part of an award scheme.</p>
General	We hope these comments are useful and look forward to the draft NICE guidance.

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