



KCC has launched a consultation on “Vision Zero – The Road Safety Strategy for Kent”

“ Today we launch our consultation Vision Zero – The Road Safety Strategy for Kent.

The consultation runs until Monday 15 March 2021 and papers are published on www.kent.gov.uk/visionzero.

You will be able to download the full draft strategy, there are also supporting documents including Equality Impact Assessment, Executive Summary, data pack and links to the questionnaire where you can have your say on the proposals.

We welcome as much feedback to the proposals as possible, so please feel free to forward this link to anyone you feel may have an interest.

This strategy proposes that KCC set a target of zero road fatalities on the Kent Highway Network by 2050. While meeting this ambition may not be possible, we hope to get as close as possible to zero and propose that zero deaths is the only appropriate target for us to have.

The success of this strategy will depend on engagement with Kent’s communities to work together towards safer roads, towns and villages. To achieve this, we are proposing a proactive approach to community engagement, which we are calling Community CIRCLE. This approach proposes research and pilot studies to align community concerns about safety with data on recent injury collisions.

We are proposing to follow the Safe Systems approach, which is designed with the human being at its core, accepting that even the most conscientious person will make a mistake at some point. The goal of Safe Systems is to ensure that these mistakes do not lead to a crash or, if a crash does occur, it is sufficiently controlled to not cause a death or a life-changing injury.

As part of the consultation we are planning a ‘Stakeholder Workshop’ to provide an opportunity to discuss the strategy in more detail with officers.

This event will be held online on the 25th February 2021, between 1:30pm – 4:30pm.

Participation is limited by invitation, please could you reply to visionzero@kent.gov.uk if you would like to be sent an invite for either you or a colleague.

If you have any further questions about any aspect of the strategy, consultation process or planned workshop events, please do not hesitate to get in touch. “

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