

Vision Zero is often achieved by "getting the small things right." While major infrastructure projects are crucial, incremental, proactive, and often low-cost "small" improvements—from better signage to targeted speed management—can significantly impact safety.

Saying that speeds on the short section of road are already low due to the proximity of the roundabout, is like saying “well that’s all right then, no need to bother”, does not align with a Vision Zero mindset. Why not do a proper job and move the sign up to the roundabout or even further, visually embedding the speed reduction message?

Parker Road, as a vital cycling route deserves more than marginal improvements; it requires a decisive shift in approach that places the wellbeing of all road users front and centre.

With reference to the police response: implement a “self-enforcing” speed limit using paint, bollards, and other cheap, “quick build” measures to encourage compliance and protect vulnerable road users; why not trial them here and then everywhere.

Vision Zero Action SR2, emphasises that road designs should meet the safe system objectives and design standards as much as practicably possible – does this?

Vision Zero Action SR8 requires increased prioritisation of works that will have a positive impact on road safety and particularly those that relate to active travel modes - does this?

The following question should guide every decision transport engineers and officers make: “By making this decision, am I doing all that I can to preserve life on our roads?” Every other road infrastructure objective, including efficiency of movement and convenience of motorised transport, should be addressed in the context of creating safe roads.

Diverse groups contribute to road safety, but officers and engineers make a direct and continuous impact. Their in-the-moment judgments and decisions, affecting the form and function of roads, are critical for safety. Addressing each challenge with the Vision Zero mindset and applying proven treatments and techniques in line with Vision Zero, can guide the way to safe roads. Step by step, project by project, this can help make roads safe for all users.

Small steps send large signals of the Vision Zero intent of the council; currently those signals are not positive.

Small steps matter, but bold leadership transforms. Leadership must continually direct and empower all officers and engineers to apply Vision Zero thinking at every stage of every project, fostering a culture of continuous improvement.

Finally, I am reminded of something the founder of a company I used to work for said in 1946:

“My old saying ‘No loss should hit us which can be avoided with constant care’; this must be a watchword throughout the entire organisation.”

So – Vision Zero – With Constant Care.