# Vision Zero

Bolton

## What is Vision Zero?

Vision Zero aims to **eliminate road death & life-changing injury** by 2040[1]
- With a 50% reduction by 2030
- GM adopted this approach in 2024

There is a **direct personal & financial cost to individuals & public services** from dealing with serious injury & death[1]

**Fear for safety** means **fewer people walk, wheel or cycle** - impacting health[1, 2]
- More people travelling actively will help reduce transport emissions, & improve physical & mental health

Vision zero uses a **safe systems** approach[1]
- This considers how people, vehicles & the road environment – the system - can **interact** in a way that is safe for all.

**Many factors contribute** to safe mobility so Vision Zero is **multidisciplinary**[2]

## What is a safe system?

The **traditional road safety approach** assumes that people can be trained (encouraged, educated, or enforced) to **behave safely all the time**[2]

Vision Zero recognises that **people sometimes make mistakes**[2, 3]
- The road **system** & policies work together **proactively** to **reduce**:
- the **chance of a mistake**
- the **consequences of a mistake**
- This is the approach taken in many other sectors e.g. aviation, rail transport, occupational health

The safe system **components** are[1]:
- Safe **streets**
- Safe **road users**
- Safe **speeds**
- Safe **vehicles**
- **Post-crash** response

## Who is harmed?

In the last 3 years, **23 people** were **killed** on Bolton's roads[4]
- **283** were **seriously injured**
- **1,615** were **slightly injured**

**Pedestrians** are the highest proportion killed & seriously injured across GM[1]
- **29%** in Bolton over the last 5 years[4]

At **27.4 per 100,000** Bolton has a **worse than England** rate of **children** killed & seriously injured on the roads[5]

**Males** are the highest proportion killed & seriously injured across GM[1]
- **72%** in Bolton over the last 5 years[4]
- **63%** aged **0-16**[4]
- **78%** aged **17-29**[4]

**Older adults** are **more vulnerable** to injury in a crash & those **struck by light trucks** e.g. pickup, SUV, van[6]

## Speed

Speed is key as it impacts[2]:
- If road users can **avoid a crash**
- **Survivability** in a crash

**Small shifts in speed = big safety results.** Managing speeds helps safe drivers & stops reckless drivers behaving dangerously[2, 6, 7]
- A pedestrian's chance of severe injury[6]:
  10% at 16mph
  50% at 31mph
  90% at 46mph
- A pedestrian's chance of death[6]:
  10% at 23mph
  50% at 42mph
  90% at 58mph

**Noise** impacts mental & physical health[8]
- **Lowering speeds** from 30 to 20mph could reduce traffic noise by over 50%

In 2023 **Wales** reduced the default built up area speed limit from 30 to 20 mph. Initial analysis shows a **larger fall in crashes & injuries** than in Scotland or England[9]

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## Streets for all



**38%** of Bolton's area is used for **highways** & road transport[10] – a major part of our public realm

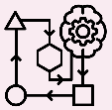
Streets have **many different roles** & are used by a wide range of people[11]



- Street roles are on a **spectrum** of **place & movement**
- **Destination places & neighbourhoods** prioritise **people who live & spend time there**; motor vehicle use is light & for access.



- **Strategic & connector roads** are for **essential journeys**, with safe separated facilities for motor traffic & people walking, wheeling & cycling



**The design of the street indicates & reinforces its intended purpose**[11, 12]



**Design features** also influence **speed**[12, 13]

- E.g. tree lined streets, with houses, people, narrower lanes & no central reservation lower speeds

## We can all play our part



The highway code includes the **hierarchy of responsibility**[14]

- We **all** must behave **responsibly** on the roads
- Those who can do the **greatest harm** have **the greatest responsibility** to reduce their danger to others
- Safe design & policy supports this



Safer streets have many benefits for all

- **Over 7,000** Bolton residents live in an area at high risk of **transport related social exclusion**[15]



- **27%** of children said they regularly **play out** vs. 71% of those born 1946 - 1964[16]
- Local businesses can see a **40% increase in shopping footfall** by improving the walking environment[11]



This will **increase safe, healthy, equitable mobility** for all[1]

## References

June 2026


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