Mayor of the West Midlands

Transport for West Midlands



West Midlands Road Safety Action Plan Annual Report 2026

Foreword from PCC

In September 2023 the West Midlands Road Safety Partnership launched the 'Refreshed Regional Road Safety Strategy 2023 – 2030' ('the Strategy'), and in November 2024 launched the 'Regional Road Safety Action Plan 2024 – 2030' ('the Action Plan'). The aim of the Action Plan is to halve the number of people who are tragically and avoidably killed and seriously injured on our roads by 2030.

As Chair of the West Midlands Road Safety Strategic Partnership Board, I also wholeheartedly endorse Vision Zero which aims to eliminate all death and serious injury on our roads by 2040. I believe that it is only through collaborative partnership working locally, regionally and nationally that this can be achieved. As Police and Crime Commissioner for the West Midlands, improving road and travel safety is a key priority in my Police and Crime Plan 2025-2029. In my Plan I commit to:

- Work in partnership to reduce the number of people killed or seriously injured on our roads
- Increase enforcement against "Fatal 4" criminal activity; reduce organised criminal street racing on our roads; and increase third-party reporting to the police and the proportion leading to a positive outcome
- Ensure comprehensive support is available for victims and bereaved families from both family liaison officers and victim support specialists in the event of death or serious injury
- Support the Safe System approach, seeking to enhance safety through improved road layout, vehicle design, safe road user behaviour, safe speeds and post-crash response

We are committed to working together to deliver our refreshed Strategy and implement our Action Plan, to ensure a comprehensive approach to road safety across the region. The Action Plan sets out the actions required, roles and responsibilities and timeframes for delivery by which performance can be monitored to achieve our collective aims.

We must continually review our partnership approach, to ensure that it is fit for purpose and provides all road users with the level of safety that they are entitled to. The role of the Strategic Partnership Board is to have oversight of this partnership approach, and provide leadership and support to improve road safety in the West Midlands.

The Board presents our Annual Report ('the Report') to demonstrate road safety achievements since the launch of our Action Plan, monitor partnership progress against our Action Plan and identify significant areas of continuing challenge where further partnership working is required.

The Report illustrates the importance that all road safety partners place on improving road safety in the West Midlands. The only way to achieve the ambitious West Midlands target of reducing the number of people killed and seriously injured by 50% by 2030 is to continue our constant and unremitting action to deliver a collaborative partnership response and work together to implement our Strategy and Action Plan.

Simon Foster
Police and Crime Commissioner for the West Midlands
October 2026

Foreword from the Road Safety Commissioner

Mayar Yahia was just four years old when she was crushed to death by a driver while walking home with her mother and 3 siblings in Highgate, Birmingham. This senseless and preventable act of violence, perpetrated by an adult in a machine against a small child on the streets she called home, has left an indescribable trauma in the hearts of those who loved her.

Worst of all, Mayar's story is not a grisly one-off but rather part of a horrifying pattern of harm which plays out every day in collisions on our roads, leading to scores of deaths and hundreds of serious injuries across the region every year.

This is not just a tragedy, it is an injustice, facilitated by systemic failures which we must redress. The lives left unlived, the futures ruined, and the moments of shared joy lost forever must weigh heavy on our consciences as we go about this vital work.

A solution to this problem will not be easy. But we know, from the 1,200 plus places across the world which have achieved Vision Zero, where no-one is killed or seriously injured in a road traffic collision, that it is achievable. This means that no death or life changing harm on our road network is ever acceptable. And through the strength and resilience of our remarkable partnership, bringing together the tools, insights and collective will to deliver lasting change, we can make this vital principle a reality.

We must face this challenge in good faith, with the confidence that we can build a robust system, rectify injustice and eliminate the tragedies that play out in our communities. It will take commitment, grit and determination, but the prize itself could not be more valuable. Because in our grasp is a safer, better connected and more prosperous region which we can be proud to call home, where people will want to build their lives, and the Mayar Yahias of tomorrow can finally have the futures they deserve.

Mat Macdonald
Road Safety Commissioner for the West Midlands
October 2026

Introduction

The 'Refreshed Regional Road Safety Strategy 2023 – 2030' ('the Strategy'), and the 'Regional Road Safety Action Plan 2024 – 2030' ('the Action Plan') set out the activity across the partnership intended to reduce the number of people killed and seriously injured on the roads of the West Midlands by half by 2030 and to zero by 2040. This annual report updates progress against these targets, highlights challenges and achievements and sets out the priorities for the coming year.

Road Safety Performance up to end of 2025

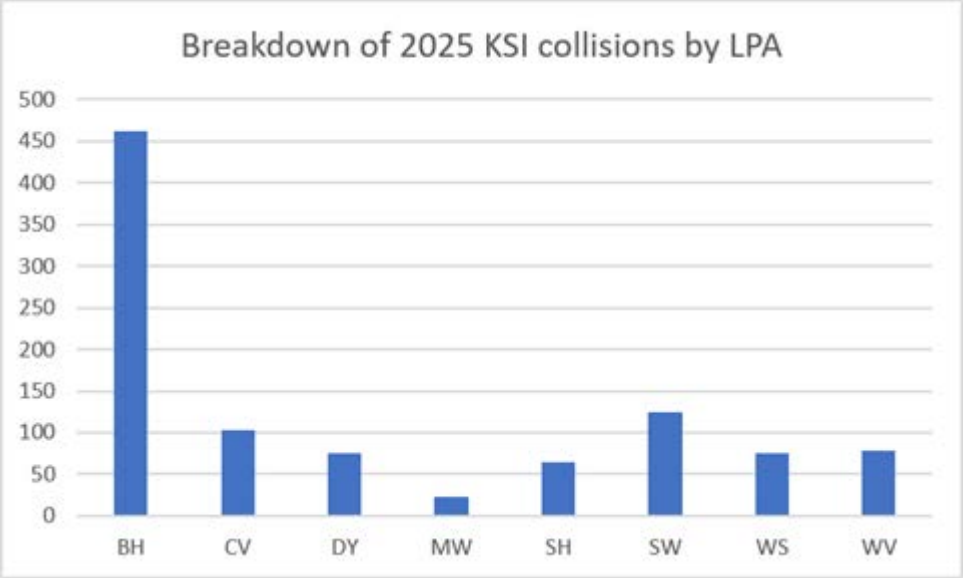
When assessing road safety performance in the region, the Regional Road Safety Partnership uses data collated and disseminated by West Midlands Police as the single source of truth. Although this is the same data provided to the Department for Transport (DfT) for analysis through the Collision Reporting and Sharing system (CRaSH) and known as STATS19 data, there are some slight nuances of how DfT validate and use the data. However, both sets of analyses are useful in understanding casualty reduction performance in the WMCA region.

West Midlands Police Data Analysis

During 2025 there were 1068 killed or seriously injured (KSI) casualties (1023 serious and 45 fatal), a reduction of 8% on the previous two years. These casualties resulted from 1005 collisions. The number of fatalities has been falling over the last three years, with 45 recorded in 2025. This equates to an 8% reduction on 2024 and 21% on 2023.

The breakdown of 2025 KSI collisions by Local Policing Area is set out in figure 1 below showing that 46% of collisions occurred within Birmingham, followed by 12% in Sandwell and 10% in Coventry.

Figure 1.



BH = Birmingham, CV = Coventry, DY = Dudley, SH = Solihull, SW = Sandwell, WS = Walsall, WV = Wolverhampton, MW = Motorway.

Analysis of police data further shows that by road user, 39% of collisions involved pedestrians, 14% motorcycles, 12% cyclists and 3% E-Scooters and that there were 1023 seriously injured casualties in 2025. This is an 8% reduction on 2024 and 2023.

Figures 2 and 3 set out the temporal analysis of road traffic collisions resulting in people being killed or seriously injured. This shows that peak days of the week for KSI collisions in 2025 were a Friday, followed by a Thursday. Peak times for collisions were between 13:00 and 22:00, specifically between 15:00-16:00 and 17:00-19:00.

Figure 2.

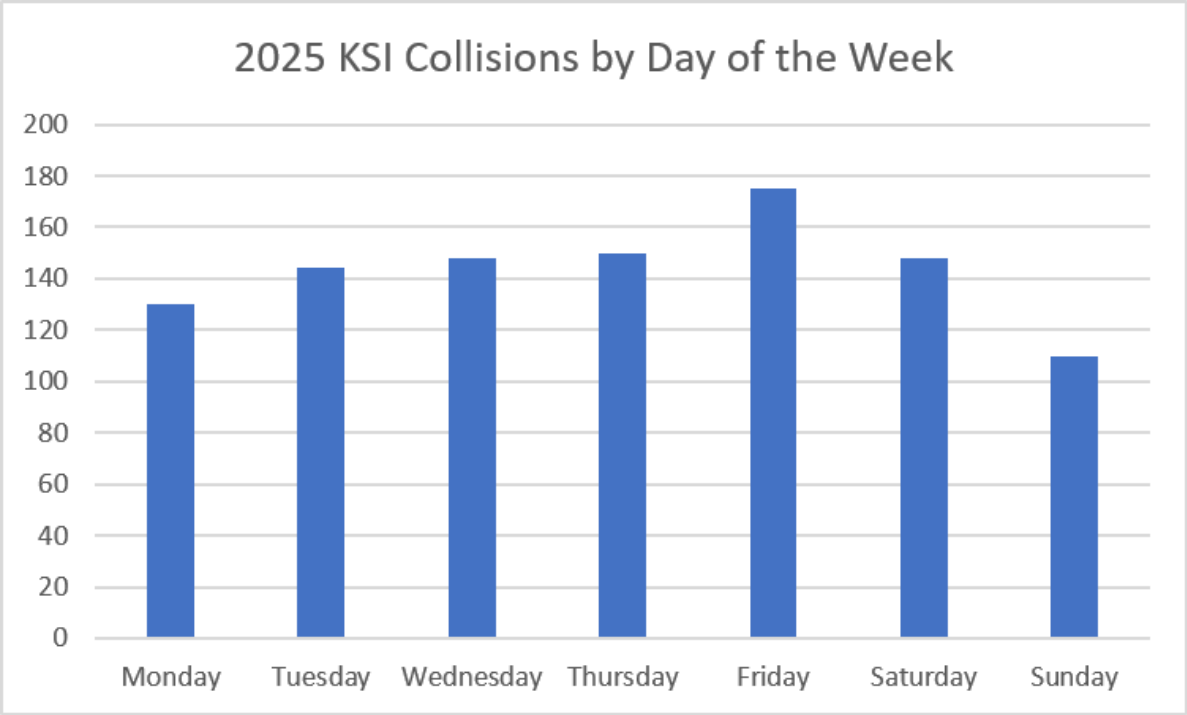
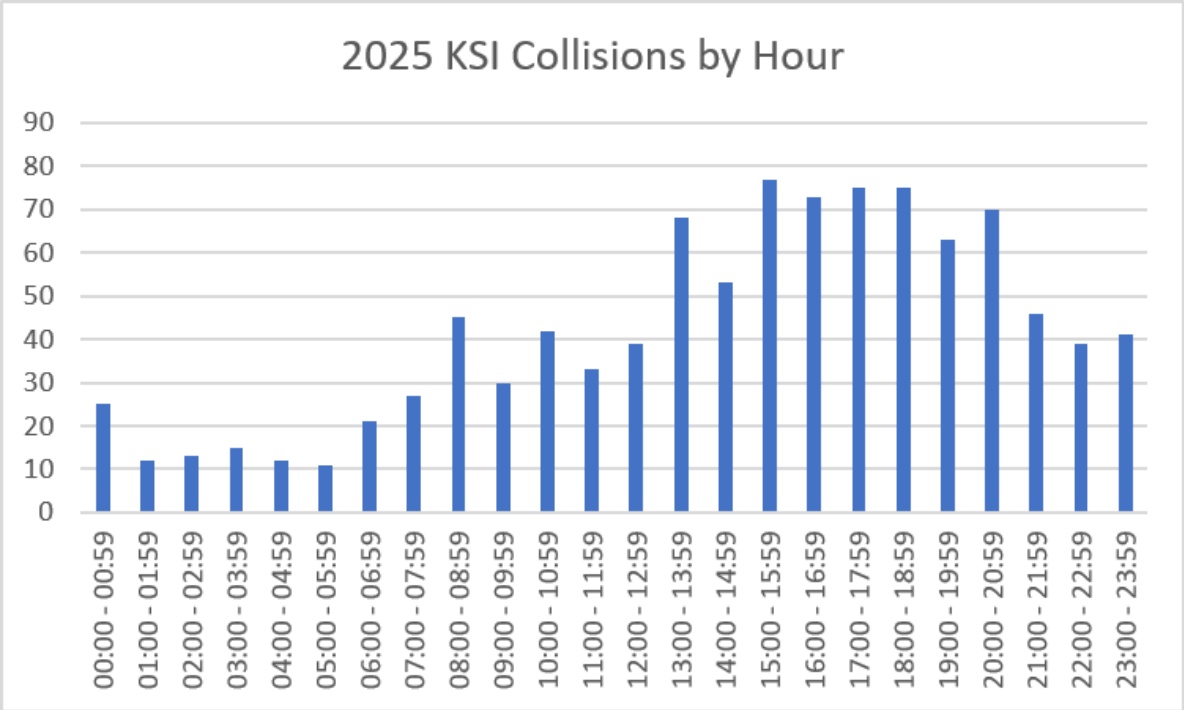


Figure 3.



The top 10 factors for all KSIs in 2025 were as follows:

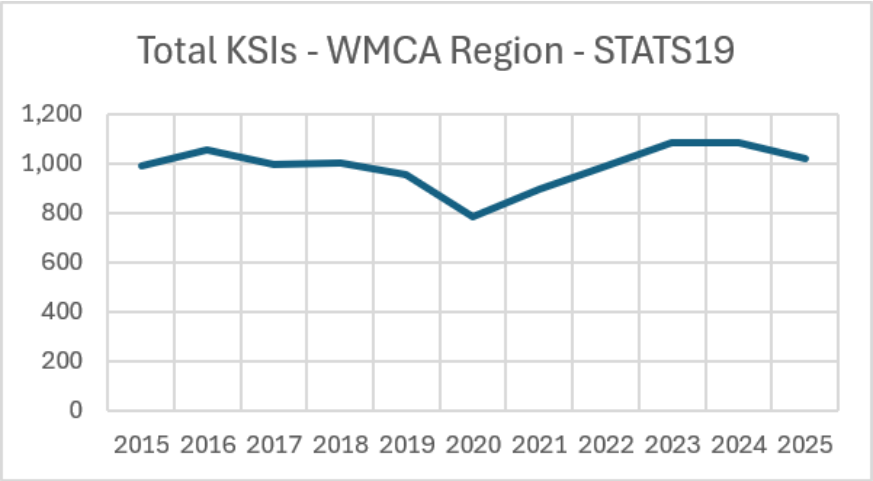
- Ineffective observation by driver, rider or pedestrian
- Driver/rider exceeding speed limit
- Driver/rider overshot junction or poor turn/manoeuvre
- Driver/rider being aggressive, dangerous or reckless
- Driver/rider travelling too fast for conditions (including loss of control or swerving)
- Unexpected pedestrian behaviour
- Pedestrian, cyclist or equestrian hard to see
- Incorrect use of crossing facility by person crossing the road
- Driver/rider passing too close to another road user or pedestrian
- Road surface was slippery due to weather

Please note contributory factors are not listed on all collisions, so are based on the first accounts of officers.

Summary of STATS19 Data

When assessing the overall trend for KSIs in the region, figure 4 below shows a sharp reduction during the COVID19 pandemic, with a steady regression to 2023 before plateauing and starting to reduce again in 2025.

Figure 4.

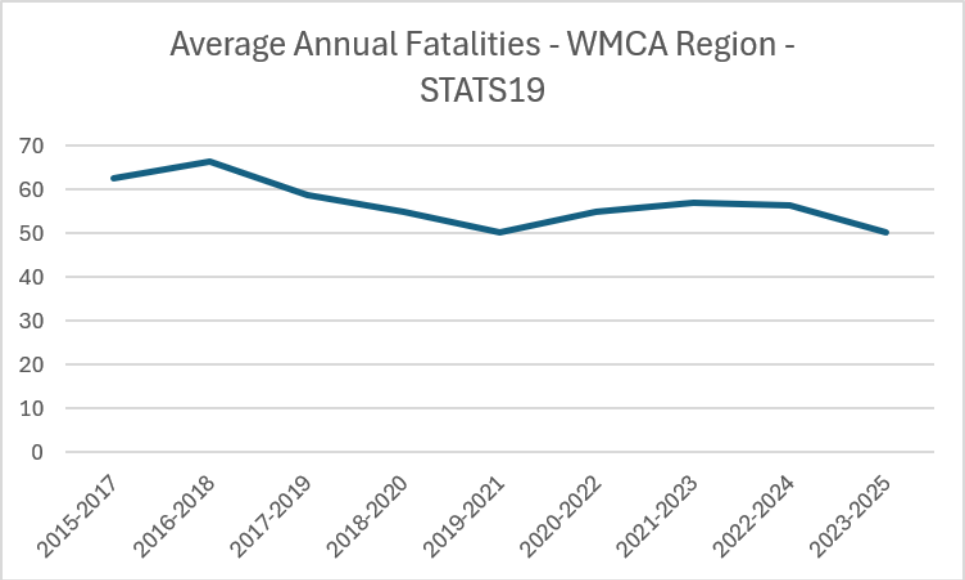


Despite the reduction in KSIs in 2025, the 2023-2025 average annual number of KSIs is 4.6% higher than the figure for the 2015-2017 baseline period. In seeking to understand this increase we have further considered:

- Fatalities only
- KSIs per 100,000 population (only available up to 2024)
- KSIs per billion miles travelled
- KSIs per registered vehicles

When assessing road fatalities in the region, there has been a significant reduction in the average annual figures (see figure 5 below). There were 59 average annual fatalities during the 2015-2017 baseline period, reducing to 49 average annual fatalities between 2023-2025. This equates to a 22.6% reduction.

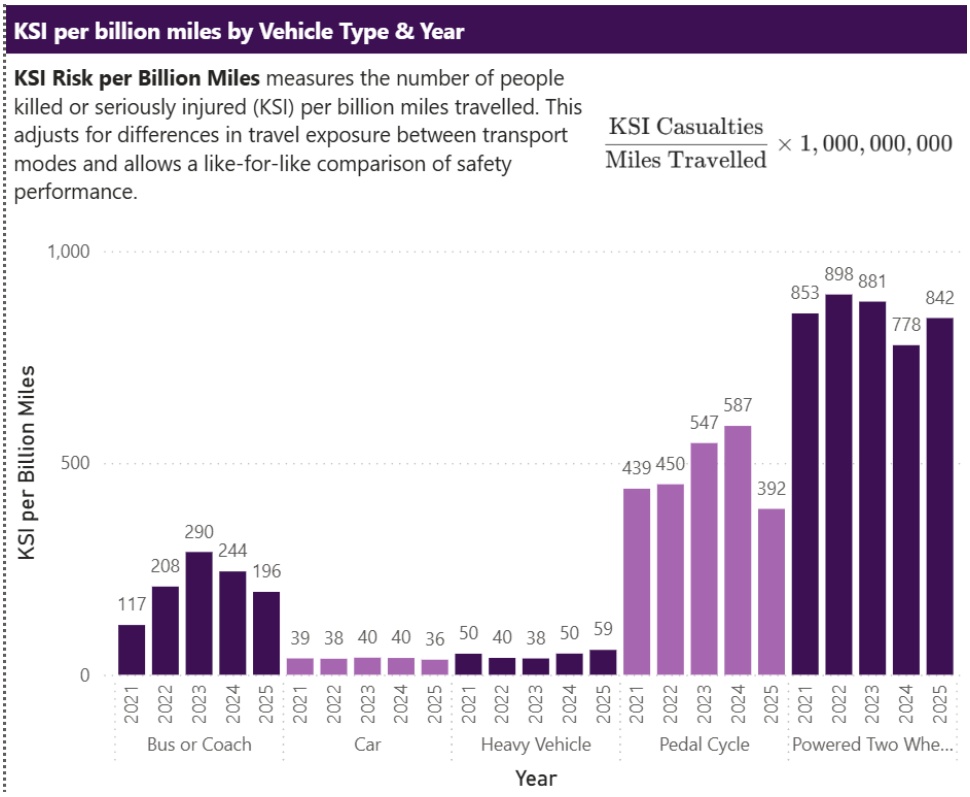
Figure 5.



Average annual road fatalities per 100,000 population in the region have reduced by 25.99% when comparing 2015-2017 with 2023-2025 figures (2.06 down to 1.53). However, when looking at average annual KSIs per 100,000 population figures over the same periods this shows stagnation with a 0.01% increase (35.548 up to 35.554).

STATS19 data shows an increase in KSIs per billion vehicle miles travelled during 2015-2017 from 10.68 to 10.87 KSIs per billion vehicle miles travelled between 2023-2025 – a 1.82% uplift. Figure 6 below shows the breakdown across vehicle types demonstrating the significant variance in safety between modes of transport.

Figure 6.



It is also helpful to consider the local picture. Figures 7-13 show the variance between local authority areas demonstrating that significant reductions in the West Midlands are possible.

Figure 7.

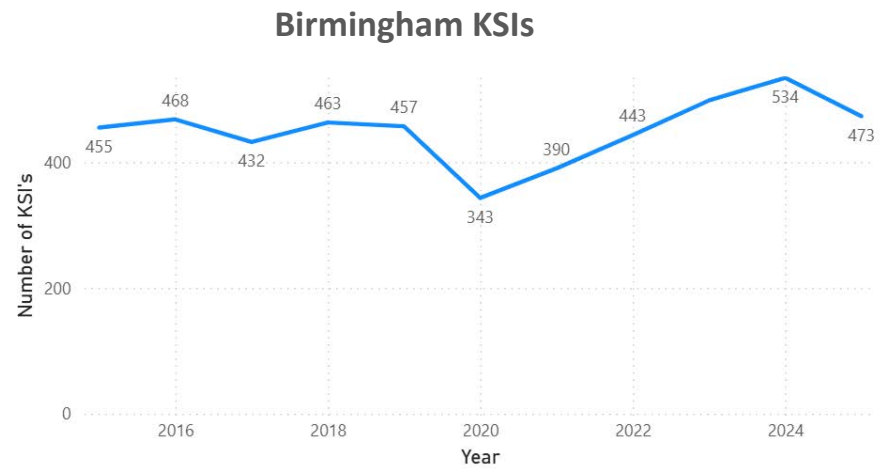


Figure 8.

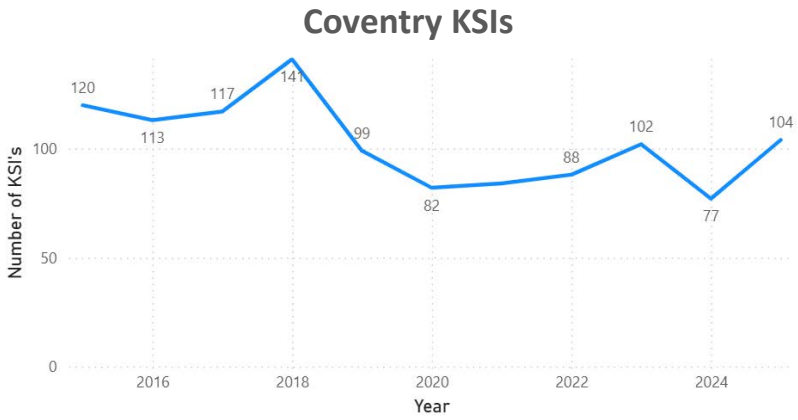


Figure 9.

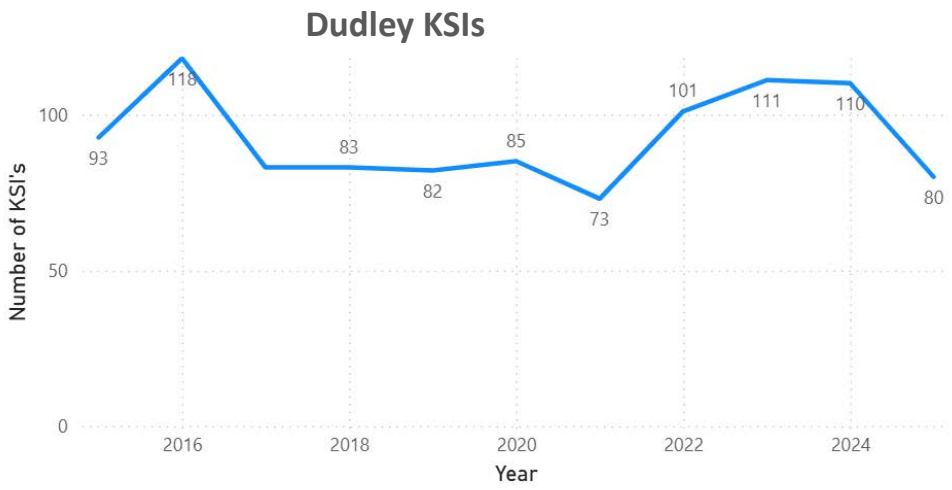


Figure 10.

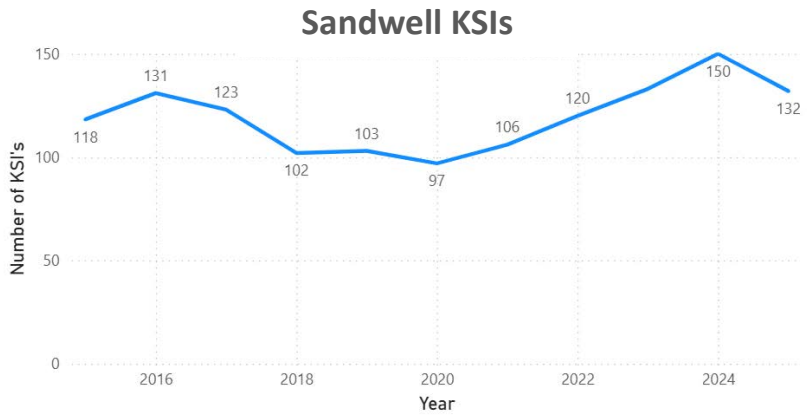


Figure 11.

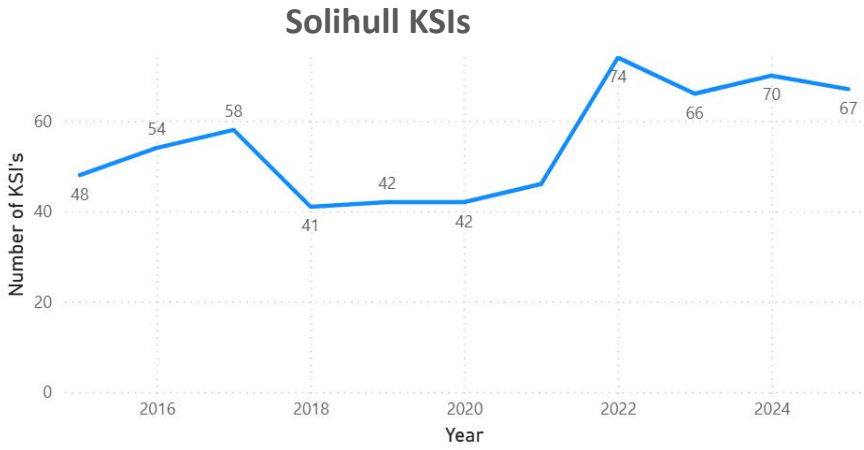
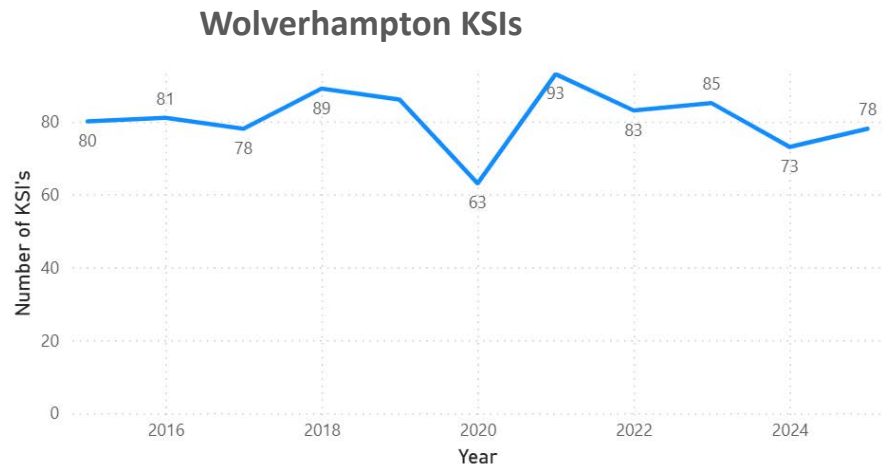


Figure 12.



Figure 13.



Overall, the data shows that the risk to road users across the West Midlands of being killed or seriously injured has stagnated albeit with death being a less likely outcome, some variance by locality and KSIs per billion vehicle miles travelled slightly up. The reductions in deaths are reflected nationally though not to the same degree as seen in the West Midlands suggesting that whilst some of the fatalities reduction is due to improvements in the safety features of cars, some is due to the local work of partners.

Road Safety Achievements

Across the Regional Road Safety Partnership as a whole, there have been some significant achievements over the last year.

Safe Speeds

A Joint Working Agreement for endorsable offences (e.g. speed enforcement) has been in place since April 2025 (Action 1). Changes brought about by this agreement has led to 3 x increase in notices issued to offenders. The number of offenders undertaking speed awareness courses has also increased exponentially with West Midlands Police leading delivery of these courses, rather than a third-party provider (Action 19). The new governance system for endorsable offences has also resulted in seven new average speed locations implemented, with a further twelve approved.

However, the average speed enforcement scheme continues to operate at a financial deficit. The Joint Working Agreement Management Board are starting the process of developing a new Agreement, which will be implemented from April 2027.

Birmingham City Council has implemented a citywide programme to reduce almost all remaining 40mph speed limits to 30mph across approximately 65km of the highway network. An initial assessment of before-and-after speed survey data indicates that the scheme has generally achieved its primary objective of reducing vehicle speeds across the treated network. Whilst compliance with the new 30mph limits is not universal, particularly on roads with a strong strategic-road character, the overall pattern indicates that drivers have generally adapted their behaviour and are travelling at lower speeds than under the former 40mph limits.

Figure 14.





Safe Roads

Significant investment by WMCA and local highway authorities have been made in a programme of schemes that aim to ensure that residents and visitors travel safely, reliably, and affordably. The Road Safety Partnership plays a vital role in maintaining a safe and secure transport network. This includes working alongside the region's Safer Travel partnership which works with British Transport Police and West Midlands Police to keep the travelling public safe. Twelve Transport Safety Officers also patrol the bus, train and tram network.

Of note in 2026, Sandwell Council won the Exemplary Urban Scheme Award from the Road Safety Foundation highlighting the success of the £750,000 Government-funded Safer Roads scheme in delivering long-term safety improvements and creating a safer environment for people living, working and travelling along the A4030 corridor. The scheme includes new and upgraded pedestrian crossings, safer facilities for cyclists, wider pavements, and lower speed limits and measures to reduce road dangers. It is forecast to prevent around 24 deaths and serious injuries over the next 20 years.

Figure 15.



There have currently been four small road assessment projects in the region where a Star Rating is given to highway infrastructure to keep vehicle occupants, motorcyclists, pedal cyclists and pedestrians safe. Star Ratings go from 1 Star (least safe) to 5 Star (safest) with the aim to achieve at least a 3 Star rating on all assessed roads. These studies use the International Road Assessment Programme (iRAP) methodology, considering all infrastructure against 53 characteristics. Following assessment, an investment plan is produced to support local highway authorities to improve safety for road users and increase the Star rating. Where these assessments have taken place, local authorities have made targeted improvements. The desire now is to conduct an iRAP study across the whole Key Route Network to provide a regional baseline to measure improvements on a biannual basis.

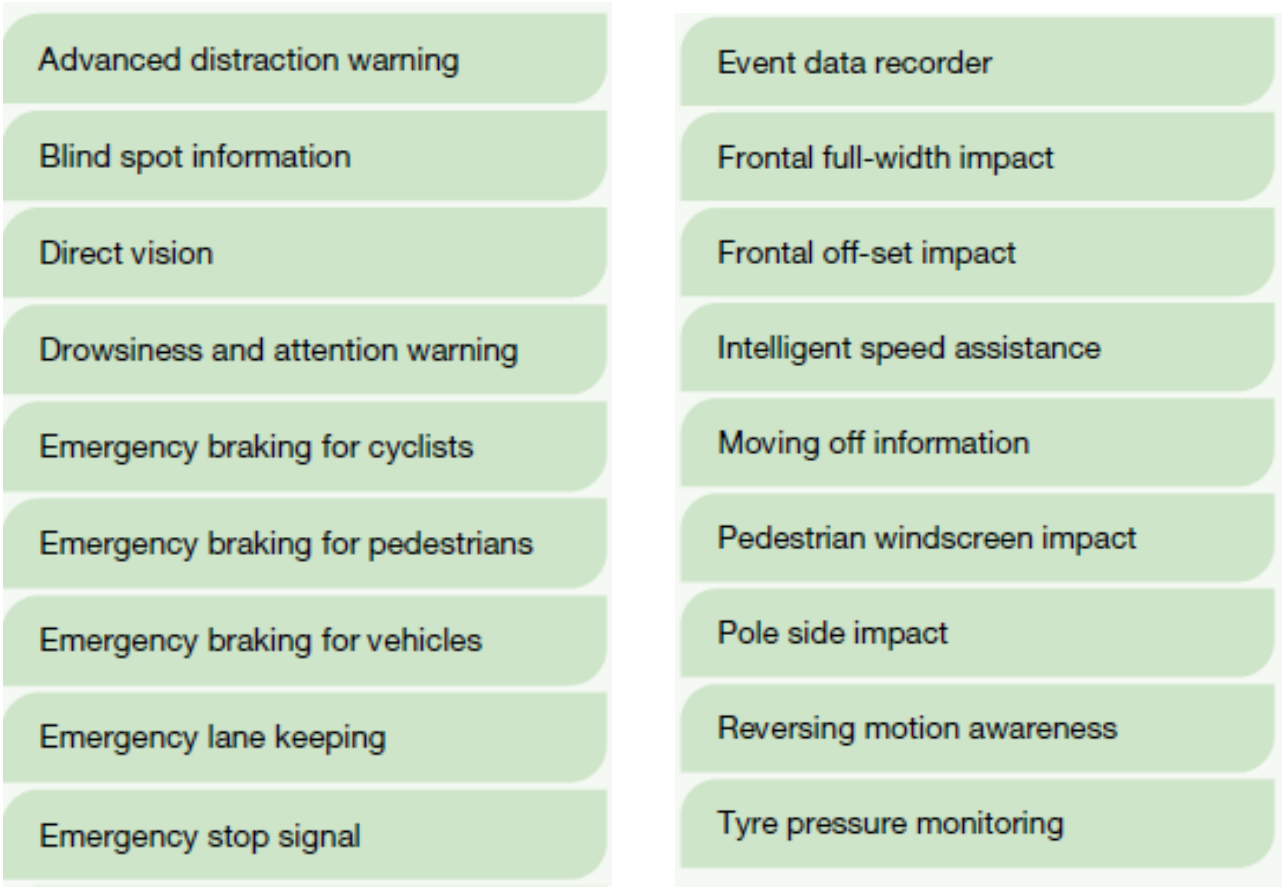
To support local authorities to programme small evidence-based infrastructure improvements on routes to and around schools, 42 Community Street Surveys have been conducted by TfWM and communicated to all local authorities. These focus on improving safety for our most vulnerable road users.

There is pressure from Active Travel England to increase levels of Bikeability cyclist training, particularly focussed on school students transitioning from primary to secondary school. All local authorities are working hard to meet specified targets for delivery with courses planned and delivered during school term time, as well as holiday courses. TfWM has also received a £9m grant from Active Travel England, some of which will be utilised to achieve a target of 80% of transitioning school students to have undertaken Bikeability training. This is also being support by Beccy Marston, Active Travel Commissioner.

Safe Vehicles

The Regional Road Safety partnership was delighted to see that the National Road Safety Strategy, launched in January 2026, included a commitment that all new vehicles entering the UK comply with the latest technological standards. This is something that WMCA officers have been pushing for through all national groups that it attends on behalf of the Road Safety Partnership. Following consultation, Government has agreed to mandate the fitting of 18 new safety technologies. These are:

Figure 16.



This change is estimated to prevent more than 14,000 KSIs in the UK and will contribute significantly to road safety in the WMCA region.

To support the increase in safety of vehicles currently operating on the region's road network, there are two specific activities worthy of note, both adopting a multi-agency approach:

- A focus on fleet/goods vehicles.
- Tackling uninsured driving.

TfWM, the Driver and Vehicle Licencing Agency (DVLA), Driving and Vehicle Standards Agency (DVSA), West Midlands Police and local authorities have been running strategic operations to check goods vehicles at new enforcement locations. In just three events so far,

- Over 130 vehicles have been stopped resulting in:
    - Multiple licence offences
    - Over 20 defects on suspension and tyres
    - Approximately 40 drivers reported for offences relating to mandatory documentation, unsecure loads and tinted windows
    - Drug driving and a driver operating a Heavy Goods Vehicle with a car driving licence
    - 18 vehicles seized with no insurance
    - Two stolen vehicles found and seized
    - Vehicles being operated that had previously been revoked

Figure 17.





All partners are now establishing a programme of activity over the next year. This is supported by a new Truck Driver Handbook, developed in collaboration with National Highways and Driving for Better Business. This is due for launch in November 2026.

Figure 18.



A collaboration between West Midlands Police, the Motor Insurers' Bureau (MIB) and TfWM, results in hundreds of uninsured and dangerous vehicles being taken off our roads each year. Driving without insurance is reckless and dangerous and puts lives at risk every single day. This activity aligns with Action 4 and Action 8 of the Regional Action Plan. In one event in April 2026, 71 vehicles with no insurance were seized.

In August, MIB donated a roads policing vehicle to West Midlands Police to help the collaboration continue to reduce crime and keep our roads safe.

Figure 19.



Safe Road Users

The new approach to speed enforcement in the region by all partners (Action 1, Action 2, Action 3), has made a significant impact on how compliance and safety is achieved. Research shows that a 1 mph increase in average traffic speed is associated with approximately a:

- 5% increase in injury collisions
- 7% increase in serious injury collisions
- 10% increase in fatal collisions

The new Joint Working Agreement has resulted in three times more disposals (notices of intention to prosecute) being issued and a sharp upturn in the number of people attending speed awareness courses. In addition, there has been an expansion of the average speed enforcement assets across the region, with more to come shortly.

This financial year will see the re-introduction of red-light running cameras. Work is on-going to establish a robust evidence base to determine how this will be operated.

A recent scoping study using AI detectors to measure non-seat belt use and mobile phone use while driving provided some shocking statistics (Action 14).

Figure 20.



In a 13-day period, almost 19,000 potential violations were registered at two locations. Two-thirds of these were drivers not wearing a seat belt. The results are significantly higher than the other 19 locations across the UK where this technology has also been used. Over the same time period, the South West recorded 658 violations, with Sussex recently announcing 747 violations over a seven-day period.

The results have been presented to the Strategic Partnership Board. Officers are consulting experts and other highway authorities on a feasible and effective level of enforcement which can be achieved. Understanding compliance levels for these two topics are specific Safety Performance Indicators in the National Road Safety Strategy.

The PCC has, with the support of Sarah Coombes MP, led the campaign for 3D and 4D number plates to be made illegal (Action 9); tougher penalties for all number plate offences and tighter regulation of number plate suppliers. Tougher penalties for number plate offences has successfully made it into the governments new Road Safety Strategy with legislative change expected shortly. Government is also expected to make 3D and 4D plates illegal.

The 2025-2026 delivery statistics have been released by The Bikeability Trust showing incredible efforts on increasing delivery of Bikeability cyclist training Level 2 over the last financial year across WMCA (Action 18). For context the national average for Level 2 reach is 54%.

Figure 21.



- Birmingham has increased delivery by a massive 20% to deliver to 55% of pupils – exceeding the national benchmark and putting them in our Top 10 most-improved local authorities over three years for reach.
- Delivery in Dudley is up 5% on the previous year to reach 34% of pupils.
- Sandwell has made huge improvements, going up 13% to deliver to 55% of pupils and also moving past the national average reach delivery and appearing in our Top 10 most-improved LAs.
- Solihull continues to deliver high numbers of Bikeability Level 2 training, reaching 86% of pupils (87% last year). This places Solihull as the second highest-performing local authority in England for the second consecutive year. This achievement is also a significant success for the West Midlands region, demonstrating the impact of sustained investment and commitment to developing safe, confident young cyclists
- Walsall has held steady, dropping delivery by only 2% to reach 17% of pupils.
- Delivery in Coventry and Wolverhampton is down - 2% on last year reaching 21% of pupils in Coventry and down on last year by 10% to reach 36% in Wolverhampton.

Post-Crash Care

Previously, RoadPeace (a bereavement charity supporting victims of fatal road traffic collisions) was a formal member of the Regional Road Safety Partnership. Members have been instrumental in the development of the last two regional campaigns, both of which targeted the impact of dangerous and anti-social driving by young drivers.

In 2024-2025, there were over 2,100 clicks onto social media campaign assets with the campaign winning the National Transport Award for Excellence in Road Safety, Traffic Management and Enforcement. However, the 2025-2026 campaign significantly exceeded the previous year's performance with over 47,000 clicks onto campaign assets for an average 2.5 minutes with the target audience accounting for 58% of all clicks.

Figure 22.



Planning for the 2026-2027 campaign has been underway since March with a focus on offender stories. The campaigns have been supported by inputs from members of the Road Safety Partnership.

Unfortunately, RoadPeace ceased operating in February 2026. However, regional and national members have established a new Community Interest Company - Road To Change. Members remain heavily involved in campaign work but also providing vital peer to peer services to those bereaved from road collisions. They also opened their Garden of Remembrance in Pype Hayes Park in Birmingham.

In addition, the Office of the Police and Crime Commissioner has recently appointed Brake, the road safety charity to provide free, specialised road victim services. Local caseworkers and dedicated road project workers support families, alongside Police Family Liaison Officers (Action 21).

It is hoped that both organisations will be formally integrated into the Road Safety Partnership at the next Operational Partnership meeting.

Figure 23.



Other Issues for Consideration

The National Road Safety Strategy outlines the need for road safety practitioners to deliver consistent and evidence-based road safety education for lifelong learning and behaviour change (Action 15). New guidance is expected from the Department for Transport in 2027 that will require all road safety education schemes to be reviewed and modified. The aim is to standardise the way in which road users of all ages are educated. TfWM represents the Road Safety Partnership on Government's Road Safety Governance Board, influencing positive change towards a more effective Safe System.

There has been a slight delay to the formulation of a Food Delivery Charter (Action 6) aimed at improving occupational road safety for gig economy delivery drivers/riders. This is due to ensuring effective engagement with food delivery companies and also an attempt to standardise this initiative following the launch of similar charters in London and Manchester.

TfWM is now representing the Road Safety Partnership in the road safety and active travel working group within the Urban Transport Group. These national groups allow us to learn from other highway authorities and seek support. TfWM is now directly linked with London, Manchester and the food delivery companies to bring about a standardised national charter that can be adopted in our region. This will be launched in the first quarter of 2027.

Road Safety Challenges

Safe Speeds

To generate some financial efficiencies, the Road Safety Partnership is assessing the best option to bring about a single regional maintenance contract for all enforcement assets. However, the timeframes and criteria of contracts in place at a local and sub-regional level do not necessarily align. Further collaboration is required on this issue.

Delivery of a new Regional Speed Management Strategy (Action 3) has been delayed following Government's commitment to updating national polices on speed limits and the use of enforcement technology. Work will start at speed once these updates have been provided by the Department for Transport – expected Autumn 2027.

Safe Roads

Like all road safety initiatives, highway safety schemes must be based on evidence and be supported by a robust business case. The Safe System requires much more than the use of traditional collision and casualty data. This includes, but is not limited to, data derived from enforcement and compliance tools, technology (e.g. vehicle telematics), risk exposure analysis, thematic research, road infrastructure assessments and human behaviour. This results in a more complex but robust and reliable evidence base and requires innovation on the part of road safety teams and practitioners.

West Midlands Police established a Collision Risk Panel (Action 23) to undertake targeted evaluations of all fatal collisions in the region. Piloted in Birmingham, this is now to be rolled out to all seven local authority areas. These meetings adopt a collaborative approach with all regional partners to assess the characteristics of specific collisions and identify potential solutions. While some interventions may include education and behaviour change, many other solutions require infrastructure changes to reduce the level of risk experienced by road users disproportionately represented in casualty statistics. This activity is also supporting the expansion of the road safety evidence base.

The Road Safety Action Plan (Action 10) commits to a regional iRAP assessment to provide a baseline level of safety. However, current budgets are not sufficient to fund this study. Officers are working with the Road Safety Commissioner to develop a business case to seek further funding.

Safer Vehicles

While the commitment by Government to mandate the introduction of 18 new safety technologies in all new cars within the UK is encouraging, the stated impact on KSIs is based on a 15-year appraisal period. As such, many vehicles will be without these technologies well beyond the timescales of our regional road safety strategy. The impact will occur in future years as we work towards Vision Zero.

The multi-agency approach to ensuring that unroadworthy vehicles are removed from the region's roads is a vital step to ensuring that all vehicles operating on our network are compliant with safety regulations and laws. However, this is heavily reliant on those operating these vehicles, particularly fleet operators. Evidence shows that some illegal operators are fully aware of historic strategic enforcement locations and have worked to avoid the authorities. This new multi-agency approach will require time and resource to ensure that refreshed enforcement operations increase their effectiveness.

We are clearly aware of the safety benefits that the Direct Vision Standard (DVS) for heavy goods vehicles of 20 tonnes and above has made in London. Action 7 of the Regional Road Safety Action Plan is aimed at scoping how this may be implemented in the West Midlands Metropolitan Area. Delivery of DVS in London took approximately 5 years before realising Phase 1. While we are in communication with Transport for London to understand the lesson learned, it is important that we bring the fleet industry on this journey also, ensuring consistency and acceptance. Delivery of DVS in the region will not take place until the next strategic period.

Safe Road Users

While the new approach to speed enforcement in the region is demonstrating many positive benefits, the scheme continues to operate at a financial deficit – all revenue generated from fines is retained by HM Treasury, and money from prosecutions going to the Criminal Justice Unit. Only revenue arising from speed awareness courses stays within the region to support operational costs and the potential of reinvestment.

The Road Safety Partnership continues to lobby Government to trial the retention of all road fines within the region to ensure sustainability of the Partnership's most successful road safety initiative.

The level of non-compliance with seat belt use and mobile use while driving present a clear challenge for the Road Safety Partnership. These results are similar to the number of recorded speed violations and, if enforced, would require a similar level of investment with all fines being retained by HM Treasury. This would mean that enforcement activities would operate at a weighty deficit that the region cannot currently afford.

Local authorities have started to implement enforcement cameras and activity against moving traffic contraventions (Action 9). However, this work is thus far limited in number, uncoordinated across the West Midlands and we have only very limited data on impact of the various approaches being taken.

Post-Crash Care

Several important regulatory and governance changes that came into force in 2025 are affecting how charities and community interest companies operate. While this supports better transparency and ensures that funding is used specifically for the objectives of the charity, this has resulted in some charities having to cease. The Road Safety Partnership intends to support those providing valuable services to people within our region involved in fatal and serious collisions.

Road Safety Priorities for 2026 onwards

An assessment of current progress and the comprehensive road safety evidence base highlights the following priorities for 2026 and onwards:

- Respond to the high prevalence of mobile phone use/low prevalence of seatbelt use, investing in camera deployment and back-office capacity to enforce against this activity.
- Significantly grow the average speed enforcement camera network and the back-office capability alongside that to match demand.
- Monitor and evaluate success both locally and beyond of moving traffic contravention enforcement approaches and devise/ agree a consistent and co-ordinated approach across the WM.
- Development of a new Joint Working Agreement for Endorsable Offences ready for implementation from 1st April 2027.
- Continue to engage with Government on a trial for the retention of road fines, enabling approximately £2.5m to be reinvested into the region's road safety activity.
- Further assess the impact on both speed and casualties of reducing speed limits in Birmingham and how these might be applied to other areas of the region.
- Formulate a Regional Speed Management Policy that reflects research, current practice on all road types, challenges, the road user hierarchy, new Government guidance and recognises/supports the role of Community Speed Watch.
- Focus on reducing pedestrian, cyclist and motorbike casualties who are the most vulnerable road users.
- Expand the evidence base supporting decision making through the Collision Risk Panels, a greater emphasis on evaluation and a wider analysis of existing data including minor injuries/vehicle damage only to ensure that feasible and proportionate interventions can be developed and implemented.
- Expand multi-agency operations aimed at removing unsafe goods vehicles and drivers from the road network, and seizing vehicles that are being used with no insurance.
- Launch and socialise the new Truck Driver Toolkit.
- Review all road safety education initiatives and ensure preparedness for new Government guidance, ensuring engagement with schools and youth voice shapes our approach
- Finalise the Delivery Charter in collaboration with London, Manchester and food delivery companies ready for launch in 2027.
- Continue to monitor and implement legislative and regulatory changes relating to road safety, and develop legislative proposals including around graduated driving licenses and targeted assessment of continued road driving ability.
- Utilise new data sources arising from technology, such as AI, as part of a risk-based approach to prioritising road safety interventions, especially for vulnerable road users and with a view to what some of the aspirational solutions might be to vision zero in 2040.

- Learning from other areas around seriously injured reductions across England compared to our increases and sharing our learning as to how we have reduced deaths more significantly than the England average.
- Deeper analysis at local level (vehicle class of victim etc) to understand regional variance and where we can learn locally from each other.
- Identify dangerous drivers at risk of causing collisions and undertake preventative work with them.
- Increase interventions tackling Drink/Drug driving
- Explore wider opportunities to divert people to speed awareness courses (or similar).
- Co-ordinate road safety campaigns across the WM throughout the year to maximise impact.
- Undertake an iRAP assessment at a regional level on the whole of the Key Route Network across the WM.
- Explore approaches to reducing car use across the region.

Conclusion

This report clearly demonstrates that significant work is taking place across the partnership to improve road safety across the West Midlands. Indeed, it is clear that KSIs would be much higher were it not for the tireless efforts of those involved. Despite our best efforts, we are failing to turn the tide and KSIs are growing at the same rate as the population. However, this picture is not evenly distributed across our region with some areas showing that significant reductions are possible. It is precisely for these reasons that the governance of road safety has been revised, and we are determined to redouble our efforts to meet our targets of halving KSIs by 2030 and Vision Zero by 2040.