

# VISION ZERO

NO ROAD DEATHS

## **News Release - Vision Zero: No more deaths on Essex roads**

How many people dying on the roads in Essex every year do you think is acceptable? ..... 5? 20? 42? (42 is the actual number of people that died on our roads last year). What if some of them were your family, your friends, neighbours, colleagues? When you think of it like this, isn't one person killed one too many? Human beings make mistakes, but is it right that, sometimes, even a small mistake means that someone will not be going home?

Today, the Safer Essex Roads Partnership (SERP) is launching Vision Zero. Vision Zero is our ambition to have ZERO road deaths and serious injuries on roads in the Essex, Southend and Thurrock council areas by 2040.

Councillor Lesley Wagland, Chairman of the SERP Governance Board said: "I completely support Vision Zero, and am urging all leaders of Councils, emergency services and businesses, together with the people of Essex, to prevent these unacceptable and avoidable tragedies. As our roads get ever busier, we must not lose sight of what really matters – people's safety. I know all our partners are totally committed to achieving Vision Zero, but it will only succeed if everyone who uses the roads in Essex is prepared to share this vision and work with us to achieve it".

We are looking forward to working with anyone and everyone who shares our vision of zero deaths and serious injuries on Essex roads. If you'd like to know more or want to contribute please contact us at [saferessexroads](mailto:saferessexroads)

We all recognise the enormity of this challenge. To get to zero by 2040, we need to halve the current number of deaths and serious injuries by 2030 which we know will involve many changes and will require the commitment of all communities and organisations, as well as each individual road user.

We feel that the passion behind Vision Zero is captured by the impact of this film from The Transport Accident Commission Victoria (Australia) [Towards Zero](#)

We hope you will find it as inspiring as we did.

### Notes to Editors:

SERP partners will prepare a draft strategy for consultation by May 2021, but already some elements are clear; they will include the adoption of a "[safe system](#)" approach which has humans at its heart, and the adoption of a strategy of 'unpredictable visibility' for speed enforcement.

The consultation document will seek to engage with the widest range of road users and residents in an effort to involve the whole community.

If we do nothing, by 2040 another 840 people may die on the roads in Essex and another 16,000 people may be seriously injured. The cost to all services would be around five thousand million (5 billion) pounds by 2040. In every possible way, it makes sense to invest in road safety. Vision Zero is an international campaign.