

# Tackling Road Harm in the West Midlands

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West Midlands Combined Authority

# Overview

- Road harm in the West Midlands – context
- Opportunities for change
- The regional road safety partnership
- Role of the CA
- Kids Streets – brighter futures on safer roads

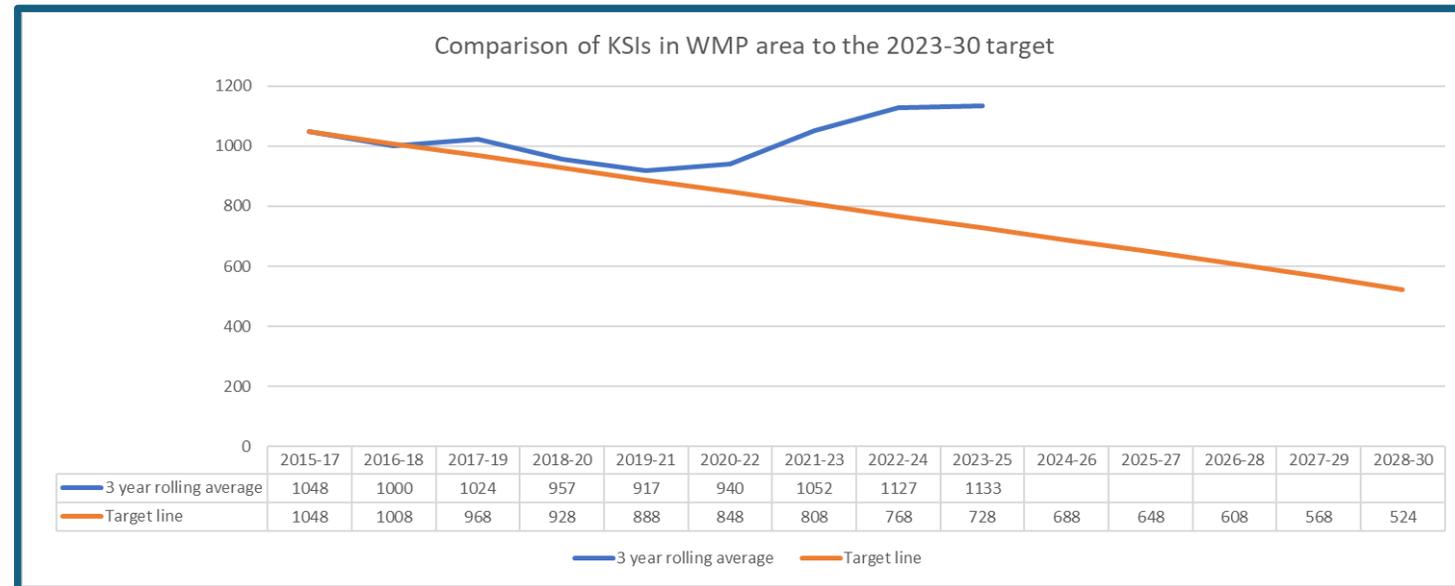
# Road Harm in the West Midlands



# Road Harm in the West Midlands

Road Users	Fatalities 2025*	Proportion (%)
Pedestrians	21	47
Drivers	12	27
Passengers	3	7
Motorcyclists	8	17
Pedal Cyclists	1	2
<b>Total</b>	<b>45</b>	<b>100</b>

	2022	2023	2024	2025
<b>Fatality</b>	62	57	49	45*
<b>Serious</b>	999	1,106	1,109	1,049*
<b>KSI</b>	<b>1,061</b>	<b>1,163</b>	<b>1,158</b>	<b>1,094*</b>



# Road Harm in the West Midlands



- 72.5% of households own a car
- 41% of journeys by car are under 2 miles
- 60% of modal share is cars / taxis
- 1/3 of people want to cycle more
- 51% of children want to cycle more, 81% want traffic free paths



## KSI Performance 2024- 2025\*

YTD: 1,094 (2025) v 1,158 (2024)  
**6% reduction**

Fatals: 49 (2025) v 62 (2022)  
**27.5% reduction**

# Opportunities for Change

- Road safety emergency
- Mayoral commitment
- Regional road safety action plan 2024-2030
- Strategic vision
- Partnership working

# Regional Road Safety Partnership



# Regional Road Safety Partnership

- Op Snap, Op Hercules, Op Triton
- 40:30 in Birmingham
- Green award for infrastructure in Coventry
- Road harm education in Sandwell
- New approach to street racing / antisocial driving in Dudley

# Joint Working Through the Partnership

- Joint Working Agreement April 2025
- 39% reduction in personal injury collisions
- New pitches for ASE cameras
- Work starting on red light cameras
- Uptick in endorsements (3.5x in April, >8,000 speeding courses)
- Pitching for retention of speeding fines to fund further rollout

# Role of the CA

- Developing regional evidence base for best practice on speeds



# Role of the CA

- Pioneering new technologies



# Role of the CA

- Integrating the safe system and modal shift into all regional spending



# Role of the CA

- Using new opportunities set out by national government's new focus on road safety – pavement parking.



# Role of the CA

- Integrating harm reduction, public health and place building



# Conclusion

- Historical legacy of car reliance has embedded harms into our communities
- Renewed focus on tackling this issue at national, regional and local level
- Motivated partnership – innovative approaches and joined up working
- Strategic co-ordination at regional level to embed evidence-based practice and technological innovation
- Moving towards positive change that reducing danger can deliver, as part of wider work on growth and community building



**MAYAR YAHIA – 2019-2024**

# Thank you! – Questions?