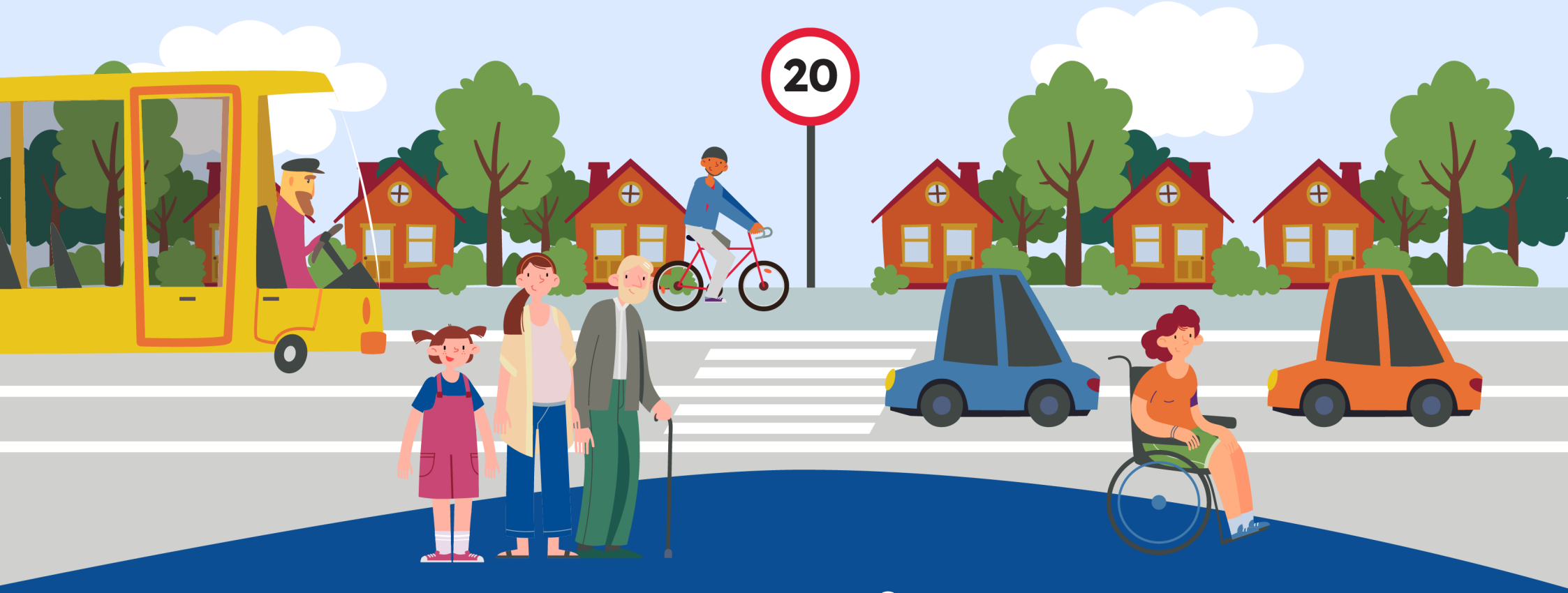
Essex County Council



Essex Safer Speeds Strategy

Draft

March 2026

SAFER GREENER HEALTHIER

Contents

> This Safer Speeds Strategy is the single most important tool to realising Vision Zero in Essex, reducing traffic speeds to ensure no one is killed or seriously injured on Essex roads by 2040."

Nicola Foster
Chair of the Safer Essex Road Partnership

Foreword

Speed remains the biggest cause of serious road injuries in Essex. In 2025, 60 people lost their lives on our roads, with excess speed contributing to nearly half of these deaths. Behind every statistic is a family and a community changed forever. Many more people suffered life-altering injuries, and residents often tell us they feel unsafe walking, cycling or moving around their neighbourhoods because of vehicle speeds.

That's why we are launching a consultation on a new Safer Speeds Strategy. We want to hear your views on how we can make our roads safer — whether you're driving to work, walking to school with your children, cycling to the shops or simply enjoying your local area.

As a partner in the Safer Essex Roads Partnership, we remain committed to Vision Zero — the aspiration that no one should be killed or seriously injured on our roads by 2040. To achieve this, we must take practical steps to manage speeds, improve road design and support safer travel choices.

Our strategy sets out a phased, evidence-based approach, starting in the communities where the desire and support for speed limit changes are strongest. Local people will play a central role in shaping what happens in their area, helping ensure any changes make neighbourhoods feel safer and more welcoming.

The way we travel has changed, and our approach must evolve with it. By working together, we can create streets where families feel confident, children can travel more independently, and everyone feels safe however they choose to move.

We encourage you to take part in this consultation and help us build a safer future for every community in Essex.

“Excess speed remains a leading cause of death and serious injury on our network, and this evidence-led strategy provides a clear approach to reducing harm and protecting the most vulnerable road users.”

Adam Pipe
Head of Roads Policing, Essex Police

See **Supporting Activities** for the full Essex Police Statement

This strategy has been developed in partnership with the Safer Essex Roads Partnership and Essex Police.

SAFER ESSEX roads partnership

ESSEX POLICE
Protecting and serving Essex

Executive summary

This strategy reinforces Essex's commitment to achieving Vision Zero - the belief that no one should be killed or seriously injured on our roads, regardless of how they travel. Although collision numbers have fallen over the past two decades, nationally and locally, too many serious incidents still occur and a zero-tolerance approach to deaths and serious injuries is essential for lasting change.

Speed remains the single biggest contributing factor in the severity of road collisions. This Safer Speeds Strategy sets out how we will ensure that speed limits across Essex are safe and appropriate to prevent future tragedies. Safety is our priority, but safer speeds will also create quieter neighbourhoods, support thriving town centres, and make streets more welcoming for walking, cycling and spending time outdoors.

Central to the strategy is the new Safe and Appropriate Speed Limit Framework, outlining the speeds we want to encourage across the different types of roads in Essex. It recognises that our people-focused places - residential areas, high streets, towns, and village centres - often need lower speeds to better protect those walking, wheeling, and cycling. It also identifies rural and longer-distance routes where lower limits may be necessary due to visibility, layout, or the diverse mix of road users.

Over time, we will align with national guidance to deliver safer speeds across wider parts of the network where clear and evidenced benefits can be achieved.

Crucially, Essex's approach is flexible - not a blanket approach, recognising the diversity of our county. We will take a phased and considered path, prioritising areas where changes are most needed, supported by evidence, and backed by communities. This ensures all speed limit changes are justified, effective and reflect local context.

This strategy sets out how we will set, implement and monitor the effectiveness of speed limits, working closely with partners to ensure any changes are effective and respected, while minimising the burden on Essex Police enforcement. Community involvement is essential, and we will engage closely with residents and stakeholders as we introduce safer speeds across the county.

Achieving safe and appropriate speeds is a shared responsibility. By working together, we can create a road network where travel does not compromise the safety, health or wellbeing of any person.

Introduction

Our Safer Speeds Strategy has been developed with safety and Vision Zero at the core and as a commitment to protect all of our road users, including people who walk, cycle and those using mobility aids. The importance of this cannot be underestimated, and is a requirement as set out in the Highway Code.

The strategy takes into account the new landscape of policy and best practice, at both a national and local level, and in particular is led by the outcomes of the emerging Essex Local Transport Plan (LTP4) and the Department for Transport's Road Safety Strategy.

The national and local transport policy landscape points to 10 key principles relating to the management of safer speeds on our network. These principles form the basis of this Safer Speed Strategy, leading to the formation of a new, flexible approach to setting safe and appropriate speed limits for Essex.

Principles from national and local policy

1	**Safe System approach as the backbone of speed policy** - recognising that humans make mistakes and that the transport system must be designed to prevent those mistakes causing death or serious injury
2	**Streets should form part of an Integrated Transport System that protects all users** - Speed management is critical in this, particularly groups with higher vulnerability or risk exposure
3	**Increasing active and sustainable travel is a priority** - to bring about improvements to public health, environment and the economy
4	**Methods of mobility are changing** and speed strategies and infrastructure must respond to EVs, AVs and new road users
5	**A functioning road network remains vital for the movement of goods and freight -** Speed strategies must consider freight networks and last mile delivery requirements
6	**Alignment of speed limits with road function and user needs** - National guidance recognises that different roads require different speed environments
7	**Evidence-led, risk-based speed management -** stressing the use of data, technology, and evidence to identify where speed reductions are most needed.
8	**Effective speed management strategies need to have local community buy-in** - Outcome-led strategies should be developed and reviewed in consultation with all street users
9	**Strengthened infrastructure design to support safer speeds** – creating road environments that self-explain safe speeds and create "forgiving" environments for all users
10	**Education & enforcement to reinforce safe speeds -** recognising that credible education and enforcement efforts will strengthen the effectiveness of speed management

Why is speed management so important?

17 minutes

Every 17 minutes someone is killed or seriously injured on UK roads.[1]

Speed

Excess speed is the single biggest factor in collisions that result in death or series injury. [3]

2.52 million

drivers were found guilty of a speed limit offence in 2022 in the UK. [6] Collisions on roads have a significant negative impact on **traffic delays and reliability.**

Leading cause of death

Road traffic collisions are the leading cause of death among children and young people aged 5-29 years around the world. [2]

Fatal four

Speeding is one of the Fatal Four behaviours that cause serious and road traffic collisions, alongside drink and drug driving, distraction and not wearing a seatbelt. [4]

£36 billion

Road collisions cost the **UK £36 billion** a year

That is enough money to fund every primary school in the UK. [7]

1,602 people died

In 2024, **1,602** people died on roads in Britain, including **409** pedestrians and **82** cyclists. [1]

1 in 3

fatal road crashes are as a result of excess speed. [3]

40%

On 30 mph roads, more than 40% of cars exceed the speed limit. [8]

In Essex we have [9]

5,000 miles of roads

1.9 million residents

826,000 registered cars

60 people killed

In 2025 and 846 were seriously injured in crashes on Essex roads. [5]

47 deaths

is the annual average on the roads of Essex 2019-2024

124,751

In 2024 124,751 vehicles were caught exceeding the speed limit in Essex. [11]

37%

of deaths and serious injuries from 2019-2024 in Essex involve speed-related factors*

Small changes make a big impact...

On urban and residential roads, research shows that every 1mph reduction in speeds can result in a 6% drop in the number of casualties. [12] On country roads, a 5% decrease in average speeds could reduce deaths by 30%. [13]

It's also been shown that you are seven times more likely to survive if you are hit by a car driving at 20mph, than if you are hit at 30mph.

If a child suddenly steps in front of a car, you are much less likely to seriously injure or kill them if you keep to a 20mph limit. [14]

20mph in Essex:

- 1 death in the last 6 years (2019-24)
- 1.6% of deaths and serious injuries [5]
- 3.1% of the network

30mph in Essex:

- 92 deaths in the last 6 years (2019-24)
- 48% of deaths and serious injuries [5]
- 44% of the network

Additional benefits of safer and lower speeds

Aside from the obvious benefit of saving lives, slowing down on our roads unlocks a whole range of additional benefits. It's not just about fewer collisions, it's about a healthier environment, a stronger local economy, and creating vibrant, people-friendly places we all want to live in.

Improved sense of place

Reducing traffic speeds helps create a safer, calmer environment that encourages walking, cycling, and social interaction. Lower speeds make streets feel less dominated by vehicles, improving comfort and reducing noise, and this will help strengthen the sense of place in our communities. People are more likely to spend time outdoors, connect with neighbours, and use local spaces when they feel safe, fostering a stronger sense of community and belonging. It will also help in bringing greater freedom of independent travel for our children and older residents.

Improved environment

Reducing traffic speeds has the potential to reduce vehicle emissions, where slower speeds, and especially smoother driving with less rapid acceleration and deceleration, lead to lower fuel consumption. Lower emissions contribute to cleaner air, reducing air pollution, as well as a reduction in noise pollution where slower vehicles produce less noise. The promotion of active travel through slower speeds and safer environments encourages modal shift to sustainable transport and reduces reliance on cars. An improved environment through reduced speeds allows for more outdoor recreational activities, such as horse riding and hiking.

Research by National Highways shows that **reducing speeds** from 70 mph to 60mph can **reduce emissions by 17%** (on average). [16]

Local health benefits

Lower speeds reduce noise and air pollution, creating a more pleasant and healthier environment. This enhances the overall quality of life and contributes to a stronger sense of well-being. Slower speeds encourage active travel, which can provide communities with improved physical and mental health benefits through increased activity. A reduction in traffic speeds is likely to reduce emissions and improve air quality and noise pollution. Both of which have been reported to have negative impacts on health outcomes, particularly on children.

Faster-moving vehicles generate more noise from tyres. Excessive **traffic noise is linked to sleep disruption and heart disease.** [17]

Economic benefits

Implementing lower speed limits is a cost-effective road safety measure, when compared with the cost of infrastructure required to enable safe walking and cycling. For example, 20mph enables the safe sharing of space between people and motorised traffic without the need for high-cost infrastructure. Reducing speed limits also provides economic benefits for individuals. For example, driving at 70mph will use up to 9% more fuel than at 60mph and up to 15% more fuel than driving at 50mph. [17] In addition, reducing speed limits to 20mph in Wales has resulted in a reduction in car insurance policy costs for drivers of £50 per year, as a result of a reduced number of vehicle damage claims. [18]

"Drivers could save £50 on insurance cost with 20mph limits"
Headline from the North Wales Chronicle, September 2024 [19]

"Wales 20mph limit leads to 20% drop in vehicle damage claims"
Headline from the North Wales Live, June 2024 [20]

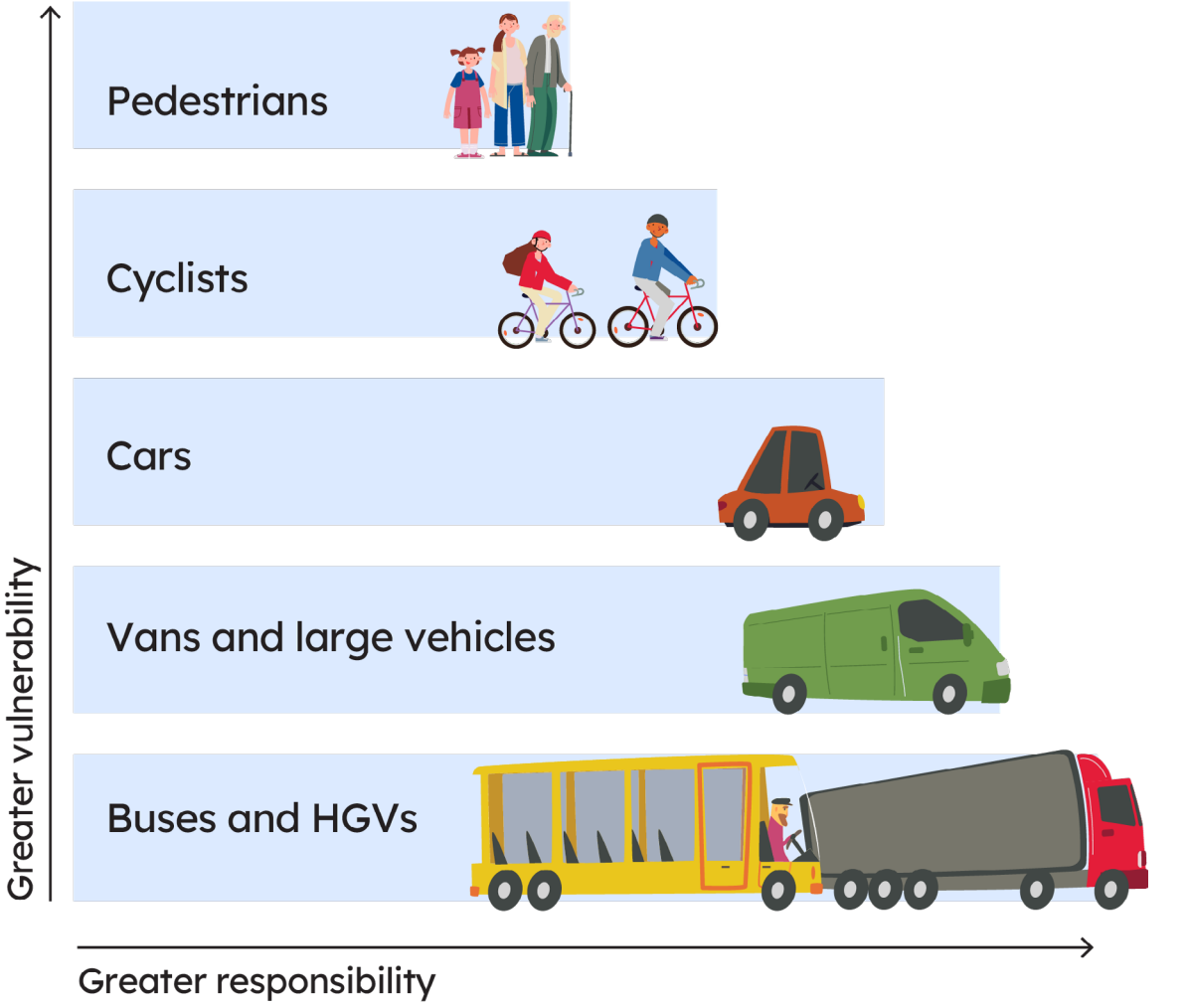
Why is it important?

Everyone deserves to feel safe on the roads where they live, work and spend time with their families. Whether you're driving, walking your child to school, cycling to work or simply moving around your community, we all have the right to safety and a shared responsibility to protect one another.

Some road users, like children walking, people using mobility aids, equestrians or those cycling, are more exposed and therefore more vulnerable if a collision happens. That's why our approach puts the needs of the most vulnerable first — asking those in larger, heavier vehicles to take extra care — so that everyone can use our roads with confidence and dignity.

While much of our focus is on protecting people who walk, cycle or use mobility aids, many of us are drivers on our roads. It is equally important to recognise that we, as drivers, are at significant risk too. Most serious collisions involve people inside vehicles, and when speeds are too high, the consequences for drivers and passengers can be life-changing or fatal.

Safer speeds help prevent the kinds of high-impact crashes that cause the greatest harm, offering better protection for everyone — those inside vehicles and those outside them.



Highway Code: Hierarchy of Users [19]

What we want to achieve

Our aim is to create safe roads and places across our Essex road network.

We want to see calmer, safer streets where communities can thrive — where neighbours can chat outside their houses and parents can allow their children to walk or cycle to the playground without worrying about fast-moving traffic. We want to help provide the sense of safety, freedom and community that people value in the places they call home.

Across our wider network, we want all users, including drivers, to be secure and safe from preventable danger.

Encouraging traffic to move at a respectful pace means that we can prevent serious harm if the worst happens and one road user makes a mistake.

Managing speeds is the most effective way of doing this, to ensure everyone makes it home.

Vision Zero

Safer Essex Roads Partnership

The Safer Essex Roads Partnership (SERP) was set up in 2015 and is committed to achieving zero road deaths and serious injuries on Essex roads by 2040, in line with the global Vision Zero initiative.

To get to zero by 2040, we need to halve the current number of deaths and serious injuries* by 2030.

Traffic deaths are preventable and can be avoided. Managing speed is critical to reducing road danger / road risk and is a vital element to delivering Vision Zero. The speed at which vehicles are travelling is the single most important factor in determining both the likelihood and severity of a collision.

*based on 2019 figures

The Safe System

The partnership's ambition is underpinned by the Safe System, which is a widely accepted method and sits at the heart of achieving Vision Zero.

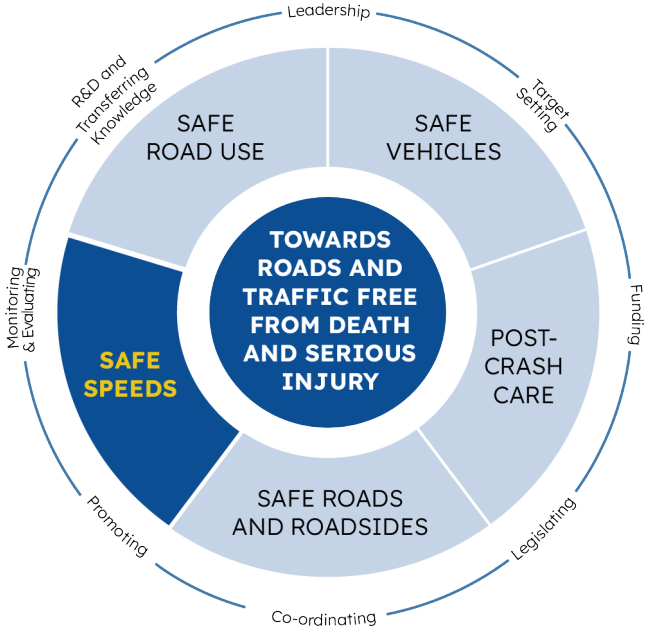
The Safe System is a globally recognised approach to road safety, designed around human beings. It recognises that people make mistakes, and that road deaths and serious injuries are preventable. The Safe System is designed so that when people do make mistakes, any resulting impact forces are low enough to avoid death or serious injury.

The Safe System has been endorsed internationally as best practice in road safety, including by the UK Government, World Health Organisation (WHO) and the Organisation of Economic Cooperation and Development (OECD).

The Safe System promotes five 'layers of prevention and protection.' Each of these will be a factor in almost every death or serious injury that occurs on the road network, and therefore all have the capacity to reduce the number and severity of collisions.

This strategy is instrumental in delivering Safe Speeds which is a cornerstone of the Safe System. Under the Safe Speeds layer, we need to achieve vehicle speeds that:

- make collisions easier to avoid
- make death or serious injury unlikely for all road users



The Safe System requires us, and any future highway authority, to establish speed limits that are appropriate to the function and users of the road, and reduce the forces involved where a collision may occur.
This involves:

- lowering traffic speeds where vehicles and people are likely to mix, to reduce the likelihood and severity of collisions
- reviewing road performance
- ensuring clear and consistent signage
- integrating speed management with road design, enforcement and education.

This forms the basis of our approach to this strategy, which is outlined in the following sections.

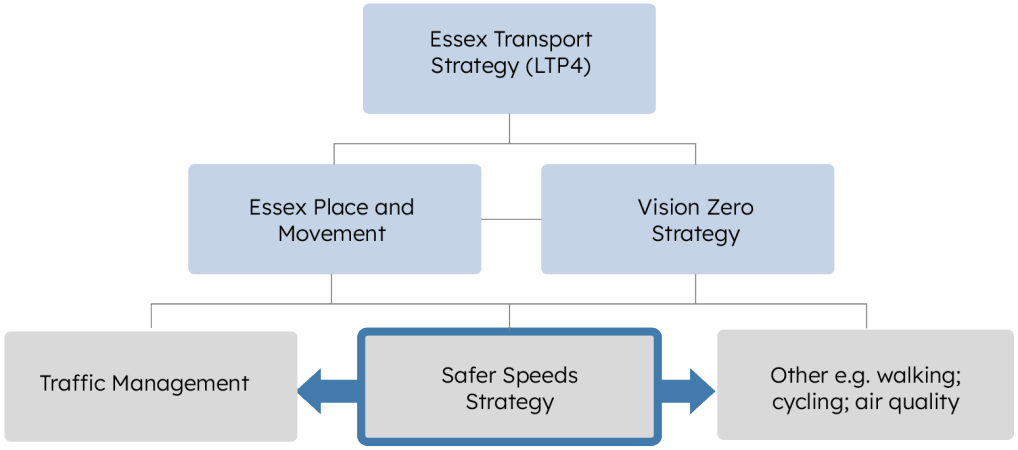
For more information on the SERP's Vision Zero Strategy, please visit the **website.** [10]

Vision and objectives

The Safer Speeds Strategy takes an outcome-led approach, starting with a strong vision of what we to achieve in Essex through our decisions and future investment:

"To have safe and consistent speed limits across Essex that enable us to create safer, healthier environments and eliminate death and serious injury on the roads, achieving Vision Zero by 2040"

The objectives of this Safer Speeds Strategy support the wider Vision Zero and emerging Local Transport Plan 4 outcomes



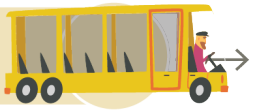
Wider Outcomes
from the Essex Transport Strategy (LTP4)

Supporting People, Health, Wellbeing and Independence

The transport network is safe, and feels safe, for all users

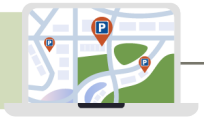
Sustainable Places and Communities

All places support the transport needs of all residents



Connecting People, Places and Businesses

Transport network has a secure and long-term future



Vision Zero Essex

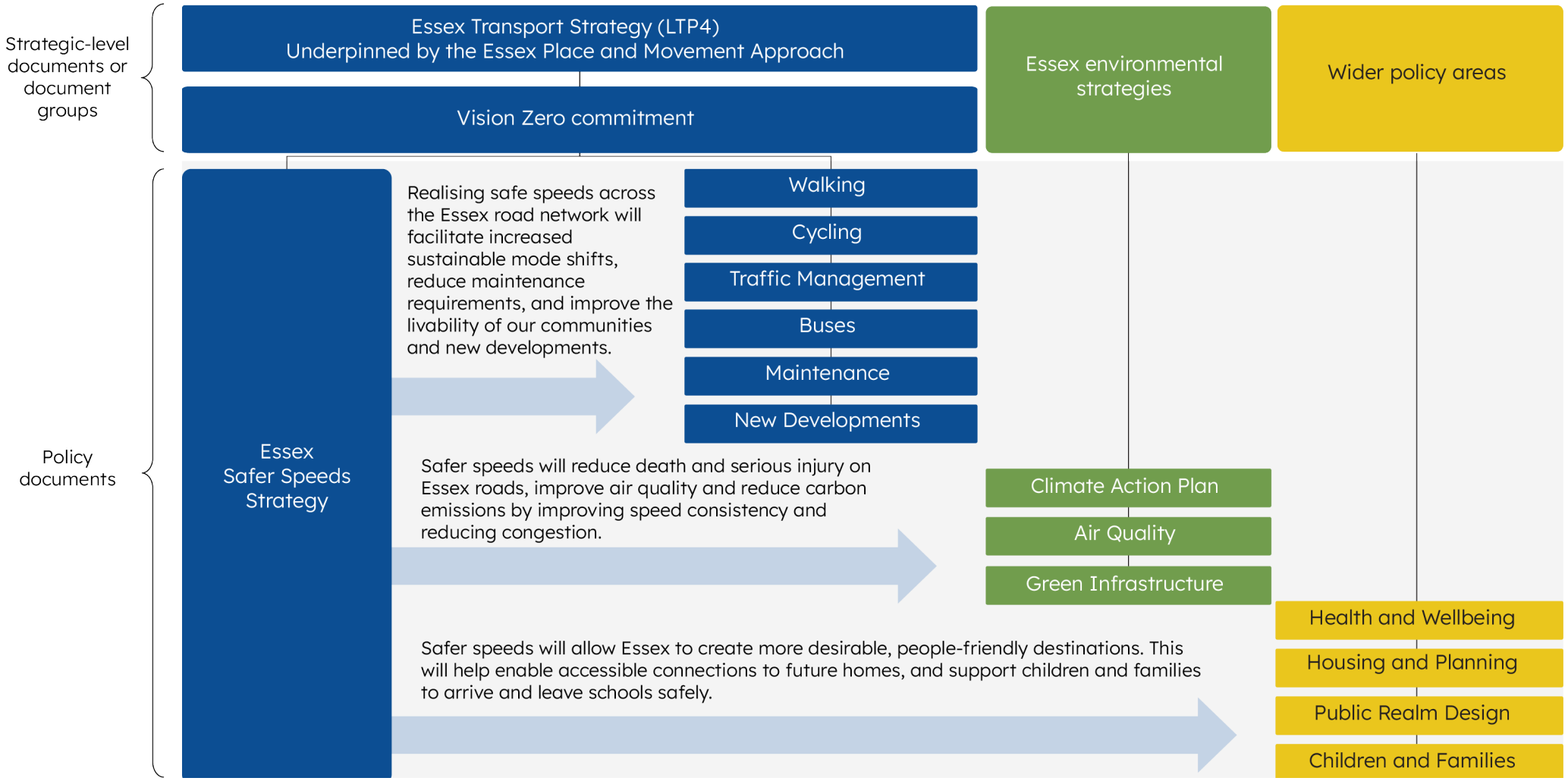
Eliminate deaths and serious injuries on Essex roads by **2040**

Safer Speeds Objectives

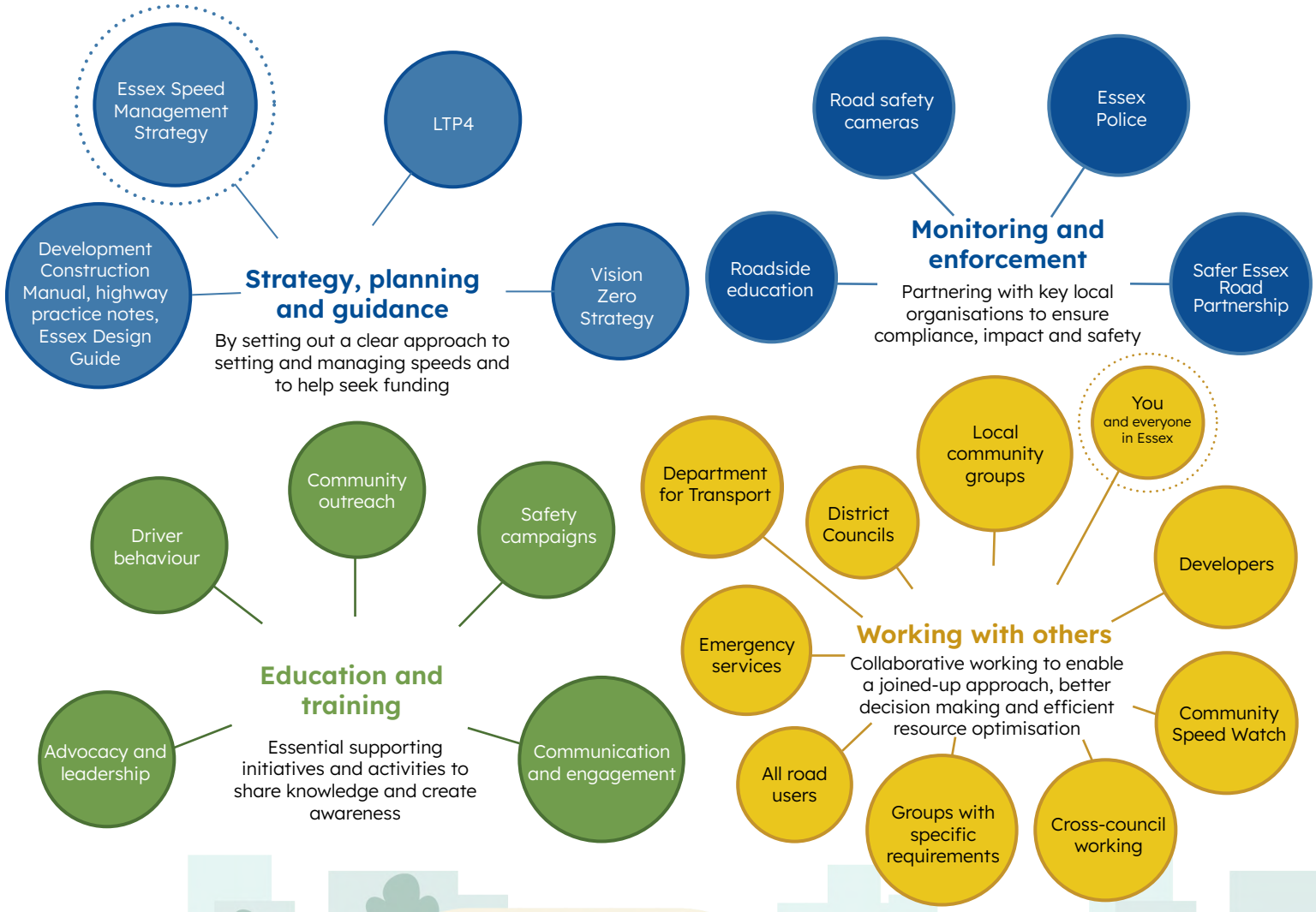
- All road users are able to reach their destinations safely and reliably
- Road users will understand the need for the speed limit and their responsibility to keep others safe
- Vehicle speeds are safe for all users in places where road space is shared
- Speed limits on the road network support the safe movement of people and goods
- Authorities with the statutory powers to set and enforce speed limits will work together to encourage safe speeds

How safer speeds work with other policies to drive Essex's transport outcomes

This strategy does not work alone and is one part of the wider policy picture in Essex that is helping to enable a safer, greener, healthier future.



Who plays a role in realising safer speeds in Essex?



Key roles and responsibilities

As the Highway Authority, Essex County Council (ECC) is responsible for introducing appropriate speed-management measures and setting local speed limits that protect all road users and keep the network functioning safely and efficiently.

However, managing speed in Essex is a shared responsibility. Long-term improvements will rely on continued collaboration between ECC, Essex Police, the Safer Essex Roads Partnership, local communities, and technology partners.

Looking ahead, Local Government Reorganisation and the creation of unitary authorities may change how responsibilities are organised. While future roles are not yet known, the need for joint working and collective ownership will remain. Effective speed management will continue to depend on strong partnership arrangements, regardless of future governance structures.

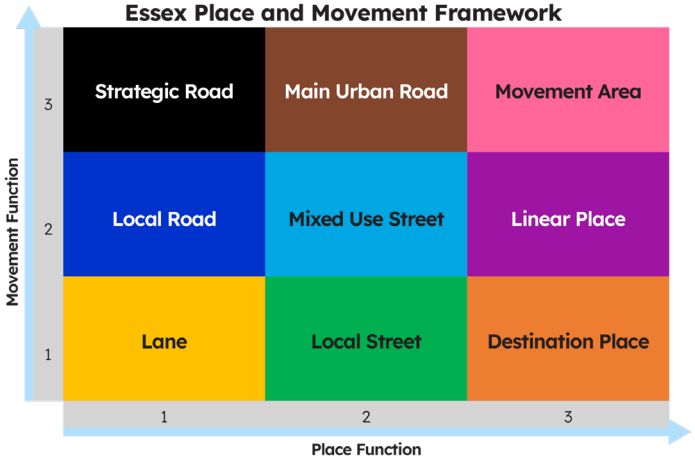
By working together, we can deliver a coordinated, effective approach to speed management that supports safer journeys and a well-functioning road network for everyone.

Our approach to setting local speed limits

To realise our vision, we have developed a new way to set speed limits across Essex, that ensures that speed limits are consistent, understandable and data-led. This new approach recognises that different people use our road network for a wide variety of reasons, and vehicle speeds have a key role to play in ensuring they function as they should.

Functional speeds for different street types

We are adopting a new approach to categorising the Essex road network, recognising that the function and usage of roads across the county differ. All streets and roads across Essex are now classified into one of below nine street types, reflecting their function:



The framework recognises the differing levels of 'place' and 'movement' that exist across our streets and roads. This classification is the basis for setting our safe and appropriate speed limits, meaning they are directly informed by who and how our network is used.

More information on the Street Types Framework can be found on the following page.

Data-led approach

The recommended speed ranges in this strategy have been developed to align with our core objectives and are grounded in a robust, evidence-based process. We drew on extensive data from the Essex road network, as well as best-practice approaches from comparable counties and international examples.

To determine the most appropriate speed ranges for each street type, we followed a data-led approach, including analysis of:

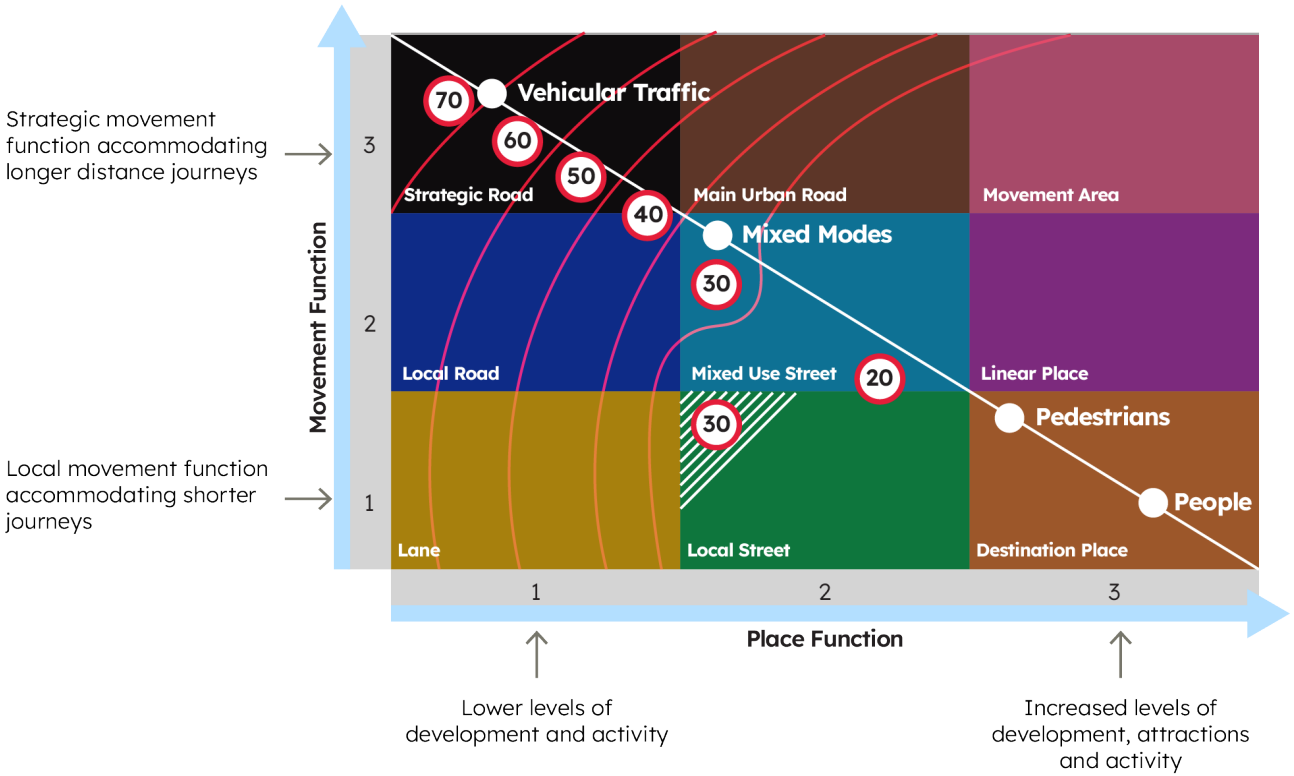
- National speed limit guidance and transport policy
- Existing speed limits currently applied across similar road types
- Collision data, including frequency, severity and contributory factors
- Street and road functions, including how each route is used and any known risks
- The mix of road users, such as pedestrians, cyclists, motorcyclists and different vehicle types
- Key road features and design elements, for example crossings, junction types, and visibility constraints
- Latest research on Safe System speeds, ensuring alignment with proven road safety principles

This evidence base has enabled us to define speed ranges that are both safe and realistic, reflecting the real-world conditions of Essex's diverse road network.

Safe and appropriate speed ranges for each of the Essex street types

Aligning speeds to street types

The diagram on the right demonstrates how our recommendations for speed limits in Essex align to the new Place and Movement street types. The position of each of the street types within the matrix conveys the balance between the place and movement function of our streets.



The street types on the bottom right-hand corner the matrix **(Destination Place, Linear Place** and **Local Street)** have a higher place function, and here the balance tips to favour places and people rather than movement. There are typically more people dwelling and spending time here on foot; therefore, our lowest speed limits apply to support the creation of safe, open and attractive environments to spend time.

The street types in the top left-hand corner of the matrix **(Strategic Road, Main Urban Road** and **Local Road)** have a higher movement function, and here the balance tips in favour of journeys and movement. They typically have lower levels of people walking and cycling, with increased presence of infrastructure, and therefore can accommodate higher speed limits more safely.

Within the 'middle' categories **(Mixed Use Street, Movement Areas** and **Lane)**, there is more of a balance - where the different functions have a more equal weighting.

Across all of the categories, there is effectively a sliding scale of both place and movement, and depending on where the balance sits, will affect the speed limit recommendation.

Where a street type changes, consideration will be given to the transition of the speed limit, in line with national guidance, ensuring a safe and appropriate change in speed.

Safe and Appropriate Speed Limit Framework

The table below and overleaf provides the recommended Safe and Appropriate Speed Limits for different street types across the Essex network. The framework sets out our recommended safe system speed limits, and where ranges have been proposed, these will be considered on a case-by-case basis, with local involvement.

The target Safe System speed is set out in the Road Safety Foundation's Determining Safe Speeds, 2025. When designing roads in line with this framework, it is important to note that the target 'design' speed is different to the target Safe System Speed indicated above. Target design speeds for each of the street types can be found in the Essex Design Guide.

Essex street types	Example streets and roads	Key risks to users	Target Safe System speed	Essex safe and appropriate speed range (mph)
Destination Place	Major high streets, town squares and tourist area, which are often partly pedestrianised or restricted to traffic	Highest presence of people walking, cycling and travelling with mobility aids.	10mph	 (where traffic is permitted)
Linear Place	Non-pedestrianised high streets or community streets with through road	Use by both cars, buses and people travelling outside of vehicles. Risks associated with high conflict potential between users. (Evidence suggests highest collision rate)	10mph* - 18mph (max)	
Movement Area	High activity areas for multiple modes e.g. bus & rail stations / modal interchanges	Use by a mixture of modes and users. Risks associated with high conflict potential between different road users and vehicles. (Evidence suggests highest collision rate)	10mph* - 18mph (max)	
Local Street	Streets attracting local activity only e.g. residential streets or employment areas	Use by both local vehicles, LGVs, and people walking, cycling and using mobility aids. High conflict potential, related to the mix of users cycling, wheeling, on foot and in vehicles using the space.	10mph* - 18mph (max)	

*Where a particular prevalence of pedestrians or where a heightened vulnerability of those people to impact and injury, e.g. around schools, hospitals and in the vicinity of major sports or social/ cultural events

**Maximum operating speeds at junctions where HGVs operate with cars

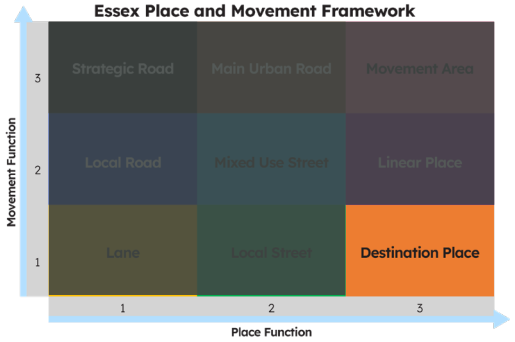
Safe and Appropriate Speed Limit Framework (continued)

Essex street types	Example streets and roads	Key risks to users	Target Safe System speed	Essex safe and appropriate speed range (mph)
Mixed Use Street	Streets that provide access to local convenience shops and facilities, as well as through movement e.g. village centres, local shopping parades or busier residential streets	Use by a wide variety of travel modes with higher volumes of traffic due to this mixture. Risks associated with the number of different uses, creating confusion and high conflict potential	10mph* - 18mph (max)	
Main Urban Road	Key movement routes within an urban area	Use by vehicles, buses and goods vehicles, typically providing a link between strategic roads and the urban area. Given urban location, there is potential for interaction between vehicles and other modes, including pedestrians and cyclists. Risks associated with varying level of interaction between vehicles and other users.	20**-30mph	
Local Road	Movement corridors that provide important localised connections between villages and towns (typically rural)	Use by cars, buses and goods vehicles, lower presence of people travelling outside of vehicles. Risks associated with higher speeds, bends, poor visibility, opportunity for head-on collisions and side road accesses.	20**-30mph	 (upper speed limit determined by national speed limit)
Lane	Typically quieter rural routes that provide local access to properties and/or other rural land uses	While at a low level, used by people who are walking or cycling in certain areas, often without any other infrastructure. Unexpected presence of walkers and cyclists is a risk, alongside other risks related to often higher speeds, narrow carriageways, bends, poor visibility and side road access.	30mph	 (upper speed limit determined by national speed limit)
Strategic Road	Main movement corridors with a strategic function e.g. major A roads, motorways	Use by vehicles, buses and goods vehicles. Risk associated with higher speeds and vehicle collisions	>30mph (where fully segregated facilities for other modes and a physical median between opposing traffic flows exist)	 (upper speed limit determined by national speed limit)

*Where there is a high numbers of pedestrians or people are more vulnerable to impact and injury, e.g. around schools, hospitals and in the vicinity of major sports, social or cultural events

**Maximum operating speeds at junctions where heavy goods vehicles interact with cars

People focused streets



Destination Places

Destination Places are our busiest town and city centre streets. Many are already pedestrianised or have limited vehicle access, making them safe and welcoming spaces for walking, shopping, and socialising.

Here, our priority is to create vibrant spaces, human-centred spaces for people to visit and spend time, and this takes priority over vehicles moving through. In these areas, low speeds and street design can help to create environments where the vehicle feels like the guest and doesn't detract from the comfort, safety, and sense of place that make these destinations enjoyable and welcoming for everyone.

Speed limit recommendation

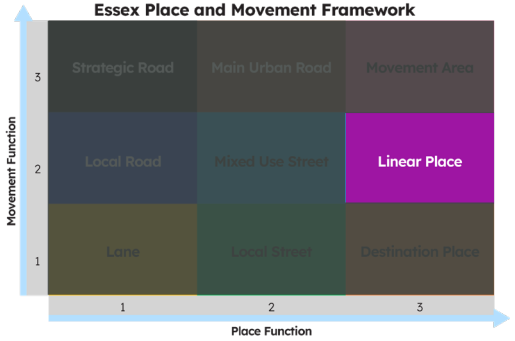
The recommended safe and appropriate speed limit for our **Destination Places** is:

Maximum 20mph in all cases where traffic is permitted

Example Destination Place: Bond Street, Chelmsford

Example Destination Place: Sir Isaac's Walk, Colchester

People focused streets



Linear Places

Linear Places are our routes that travel through busy high street, seaside and village centre areas. Like our Destination Places, we want to ensure these areas continue to be vibrant places, that attract people to visit and spend time, but unlike Destination Places, the area still functions as a through route for vehicles.

To balance the needs of all users, vehicle journeys through these areas need to be accommodated in a way that doesn't detract from the safety and attractiveness of the area as a destination. This can be achieved by lowering speeds and through appropriate design and public realm to create a calmer vehicle presence.

Speed limit recommendation

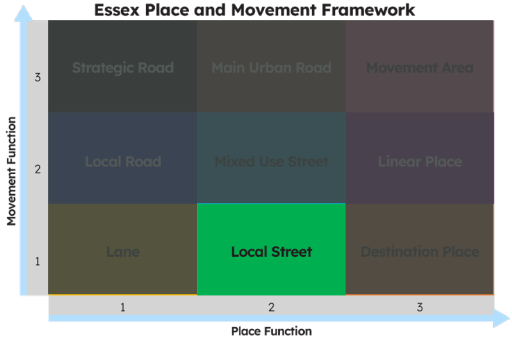
The recommended safe and appropriate speed limit for our **Linear Places** is:

20mph in all cases

Example Linear Place: Brentwood High Street

Example Linear Place: Maldon High Street

People focused streets



Speed limit recommendation

The recommended safe and appropriate speed limit for our **Local Streets** are:

20 – 30mph - depending on the balance between place / movement function, and level of risk.

In the majority of cases, 20mph is the recommended safe and appropriate speed.

Local Streets

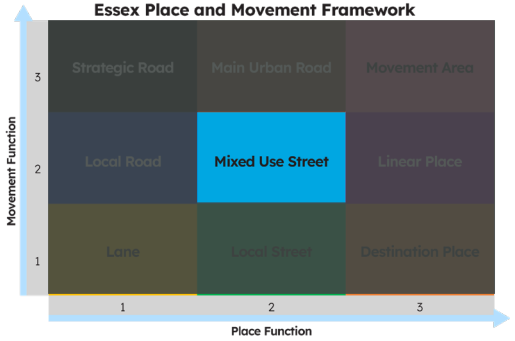
Local Streets are predominantly our residential streets - where people are likely to be walking and cycling between houses, schools and workplaces. Our priority here is to create calmer, people-centred streets that support community life, without fast-moving vehicles dominating or limiting how neighbours, families and children use the space around their homes.

We can achieve this by reducing vehicle speeds to 20 mph or lower, using designs and traffic-calming features that encourage lower speeds, enabling active travel and enhancing street liveability.

Example Local Street: Braintree

Example Local Street: Panfield Road, Braintree

Dual function streets



Mixed Use Streets

Mixed Use Streets are the streets that have much more of a balanced function between vehicles and people using the space. Often these routes sit on the periphery of our towns and destination areas, or in a more rural context are those that travel through our village centres.

They often accommodate important local vehicle journeys, while also providing direct access to residential properties and community facilities, such as shops, doctors surgeries and schools.

The dual function of these streets means there is lots of opportunity for interaction between people and vehicles, and a need to carefully balance the needs and safety of all users. By reducing speeds, we can continue to protect those using the area on foot and by bike, while still enabling important journeys through it.

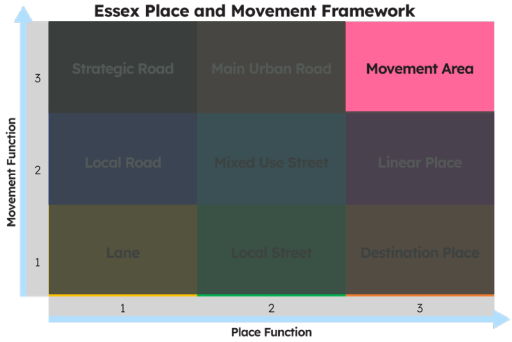
Example Mixed Use Street: Victoria Road, Chelmsford

Speed limit recommendation

The recommended safe and appropriate speed limits for our **Mixed Use Streets** are:

20 - 30mph - depending on the balance between place / movement function, and level of risk

Dual function streets



Movement Areas

Movement Areas are places that combine two important roles: they are busy hubs for travel and vibrant parts of the community. These areas are often found around train and bus stations, where people switch between local journeys and longer trips, giving them a high movement function.

At the same time, Movement Areas are located in built-up urban settings, where lots of people arrive on foot, spend time, and use nearby facilities. This gives them a strong sense of place. Both roles matter, but like mixed-use streets, we need to strike a balance - creating safe, welcoming spaces for everyone while ensuring smooth onward travel.

The main safety challenge in Movement Areas comes from the conflict between high movement needs and high pedestrian activity. These areas often carry large numbers of vehicles, including buses and taxis, that are coming to the end of, or starting, their journey. At the same time, many people are walking, crossing roads, or lingering near stations and shops.

Often there are complex layouts in these areas, requiring sharing of space between multiple modes (cars, buses, cyclists, pedestrians), which increases the risk of collisions. Therefore, keeping speeds to a minimum is a priority to protect the safety of interchanging passengers.

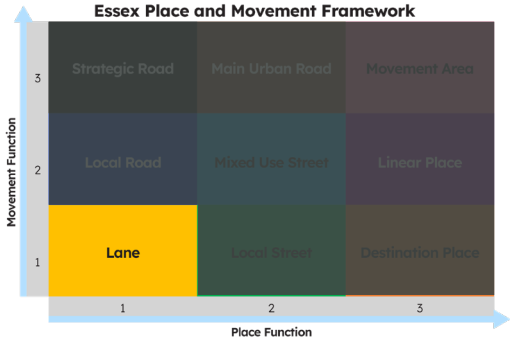
Example Movement Area: Duke Street, Chelmsford

Speed limit recommendation

The recommended safe and appropriate speed limit for our **Movement Areas** is:

20mph in all cases

Dual function streets



Speed limit recommendation

On **Lanes**, our Speed Limit recommendations remain in line with DfT's National Speed Limit guidance and therefore the recommended safe and appropriate speed limits are:

20 – 60mph - depending on the balance between place / movement function, and level of risk

Speed limits at the lower end of the range will be considered where there is a recognised higher risk and such intervention will be impactful.

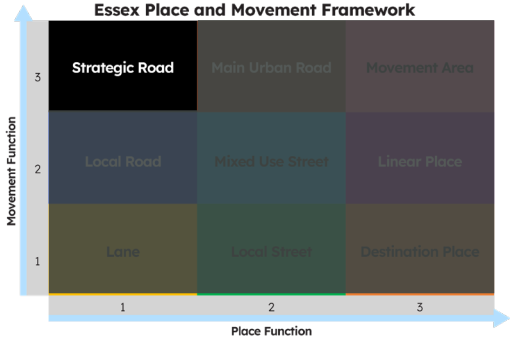
Lanes

Lanes are often our quietest roads but attract a diverse range of users. They are mainly used for local travel between rural homes and for countryside activities, including walking, horse riding and larger agricultural vehicles.

Rural lanes often lack dedicated paths for walking, cycling, or horse riding but are frequently used to connect country paths. Their narrow, winding layout and higher speed limits make them risky for everyone using them. High speeds on tight, twisting roads reduce drivers' reaction time and make crashes more severe. Limited lighting and signage make detection harder, while remote locations often mean delayed emergency response, amplifying the consequences of crashes.

By managing speeds effectively on these types of routes there is an opportunity to encourage more outdoor physical activity in rural areas.

Movement focused routes



Strategic Roads

Strategic Roads are primarily designed to accommodate high movement function. They carry large volumes of traffic over longer distances, connecting towns, cities, and regions. The role of a Strategic Road is to keep people and goods moving efficiently, often forming part of the national or regional transport network.

The priority on these types of roads is to keep all drivers and motorcyclists safe, and restrict access to other users. Through design, they can accommodate higher speeds safely by using principles of segregation and controlled access, which reduces conflict points and allows uninterrupted flow of traffic.

Strategic Roads have the lowest place function, with little to no opportunity for interaction with people on foot and on bikes. Pedestrians and cyclists are kept off the carriageway, with dedicated crossings or parallel routes. Along with this, wide lanes, gentle curves, and long sightlines give drivers time to react at higher speeds. By separating fast-moving traffic from local activity and vulnerable users, strategic roads can maintain higher speeds without compromising safety.

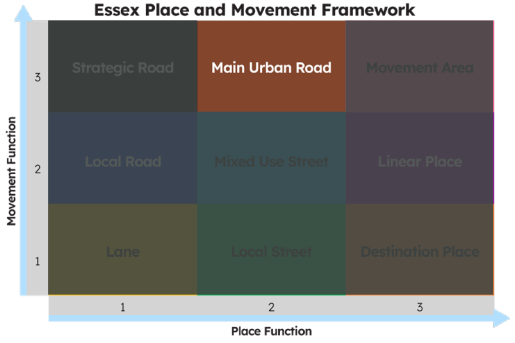
Speed limit recommendation

The recommended safe and appropriate speed limits for our **Strategic Roads** are:

40-70mph - depending on the balance between place / movement function, and level of risk

Example Strategic Road: A131, near Braintree

Movement focused routes



Main Urban Roads

Main Urban Roads are the main movement corridors within an urban area. They carry traffic, including freight, from the strategic road network into our towns and built-up areas. Typically, they do not route through areas where people are spending time, and any housing or attractions tend to be remote from the carriageway.

Given these routes are found in more urban contexts, some Main Urban Roads will have a higher presence of people walking and cycling near the carriageway and needing to cross. While the movement function is important here, lower vehicle speeds will protect drivers and motorcyclists by reducing the likelihood and severity of a collision, and make it more attractive for people to walk and cycle through these areas if they choose. Therefore, where pedestrian and cycle activity is higher, lower speed limits are required to reflect the urban context and to allow drivers sufficient time to react and stop safely if required.

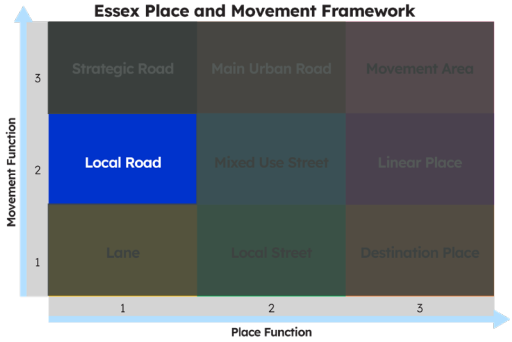
Speed limit recommendation

The recommended safe and appropriate speed limits for our **Main Urban Roads** are:

20 – 50mph - depending on the balance between place / movement function, and level of risk

Example Main Urban Road: Chelmer Road, Chelmsford

Movement focused routes



Speed limit recommendation

On **Local Roads**, our speed limit recommendations remain in line with DfT's National Speed Limit guidance and the recommended safe and appropriate speed limits are:

20 – 60mph - depending on the balance between place / movement function, and level of risk

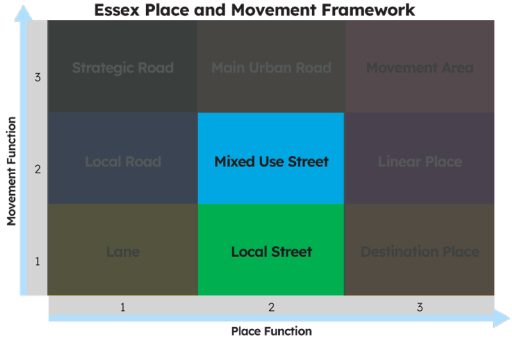
Speed limits at the lower end of the range will be considered where there is a recognised higher risk and such intervention will be impactful.

Local Roads

Local Roads are typically our more heavily trafficked rural, single-carriageway routes that carry significant volumes of traffic, including local journeys and bus services, between towns and rural villages. These roads often have high speed limits, limited infrastructure and experience heavy use, creating inherent safety risks for drivers, motorcyclists and any other users.

This, combined with poor lighting, sharp bends, and junctions with limited visibility means that reducing speeds on parts of these route is vital to reduce the number and severity of collisions, increase reaction times and encourage safer driver behaviour.

Routes outside of schools



Speed limit recommendation

In residential and urban contexts, **20mph** is recommended on routes outside all schools, as part of a wider limit / zone protecting the whole journey to school.

In rural locations, consideration of lowering speed limits outside schools will be given, where it is likely to have a recognised impact on observed speeds and reducing risk.

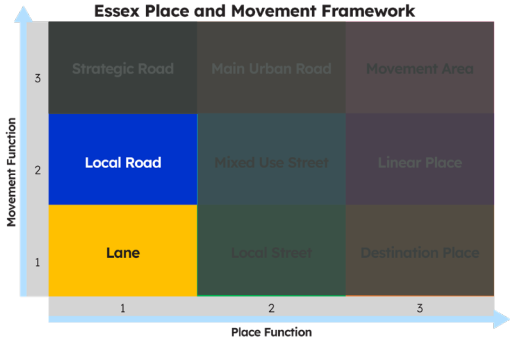
Example: Trinity Road, Chelmsford

We want every child in Essex to be safe travelling to school.

Reduced speeds will make independent and active travel safer, and bring about health, environmental, and social benefits for pupils and the wider community. It also helps children to develop road skills from an early age.

Therefore, wherever possible, our strategy recommends reducing speeds around schools and across key routes to schools.

Rural Routes



Speed limit recommendations

On rural routes, our Speed Limit recommendations remain in line with DfT's National Speed Limit guidance.

Specific guidance on recommended speed limits are set out in **Local Roads** and **Lanes**.

In particular instances where heightened risks exist, related to the presence of pedestrians or cyclists, or geometry of the route, use of lower speed limits are recommended and will be considered where it is likely to have a recognised impact on observed speeds and reducing risk.

Essex has lots of rural roads that are narrow, with blind bends, roadside vegetation and limited safe places to pass. In many cases, they don't have pavements or cycle paths yet are frequently used by people walking, cycling or horse riding as connections between country paths. They are also commonly used by motorcyclists.

Speed is often a major factor in rural road crashes. A study of single-carriageway rural roads estimated that a 10% increase in average speed results in a 30% increase in fatal and serious crashes.

Our aspiration is for our rural network to be safe for all people that use it – drivers, motorcyclists, those walking and cycling, and the rural community. In the short term, we will prioritise reducing speed limits and lowering - speeds on known high-risk sections, where this can have the greatest impact on preventing injury and loss of life. In the longer term, we will continue to respond to evolving national guidance to inform how safer speeds are introduced across the wider rural network in Essex.

> "More than half of fatal crashes in Britain occur on rural roads. Per mile travelled, rural roads present the greatest risks for all kinds of road user."
>
> Brake

Use of 20mph speed limits

Lower speeds are a vital part of making Essex safer, greener and healthier. In certain areas of the network, reducing traffic speeds is especially important, as calmer streets feel safer and more welcoming, helping more people feel confident to walk, cycle and spend time in their local community.

Collisions are less likely at 20mph

At 20mph, vehicle stopping distance is half what it is at 30mph, and short enough to prevent collisions in most scenarios. [21]

20mph limits help to prevent severe injuries when collisions do occur

9 out of 10

pedestrians will survive an impact with a car at 20mph. [22]

You are seven times more likely to survive

if you are hit by a car driving at 20mph, than at 30mph [24]

Travelling at excess speed is one of the main causes of collisions

Over 1/3

of all deaths and serious injuries on Essex roads are speed-related [5]

Children are safer

The number of children killed or seriously injured was reduced by half after 20mph schemes were introduced between 1986-2006 [25]

20mph limits do not increase journey times

Negligible impact on journey times because 20s are typically introduced on short stretches, where there are already stop-start travel conditions. Delays are largely dictated by junctions and traffic lights, not vehicle speeds [26][27]

No adverse impact on air pollution

Studies of 20mph areas in London showed no net negative impact on exhaust emissions [28] [29]

Streets are quieter and driving style improves

There is reduced noise when vehicle speeds reduce from 30 to 20mph, and driving style is smoother, with less breaking and acceleration. [30]

20mph limit enables more active travel as people feel safer

There is an increase in walking and cycling where 20mph limits have been implemented [31]

Use of 20mph speed limits

Speed limit recommendation

In line with the Safe and Appropriate Speed Limit Framework, 20mph speed limits or zones are recommended for use in our:

- Residential streets (Local Streets) - where people are likely to be walking and cycling between houses, schools and workplaces
- Village, town, and city centres (Linear Places, Movement Areas, Mixed-Use Streets) - where people are likely to be dwelling, spending time and crossing the street frequently
- On routes outside schools, in urban and residential contexts, as part of a wider limit /zone protecting the whole journey to school

On these types of routes, 20mph speed limits or zones will be prioritised.

Our approach

We are taking a flexible approach (not a blanket approach), that will enable us to deliver 20mph where they are supported, and where they are justified - focusing on Essex's residential areas, town and village centres, and on school routes.

While the benefits of 20mph limits are well-established, to realise these in Essex will take time. Implementing new 20mph limits and allowing driver behaviour to adjust will not happen overnight, and the biggest gains will come as they are introduced across more areas.

However, it is still important that we start this journey. Even individual 20mph limits can have a meaningful positive impact - research shows that a 1mph reduction in average speeds can lead to a 6% reduction in casualties. As more 20mph limits are introduced across our people-focused streets over time, the consistency and familiarity they create will amplify these benefits, helping to embed safer, slower driving as the norm.

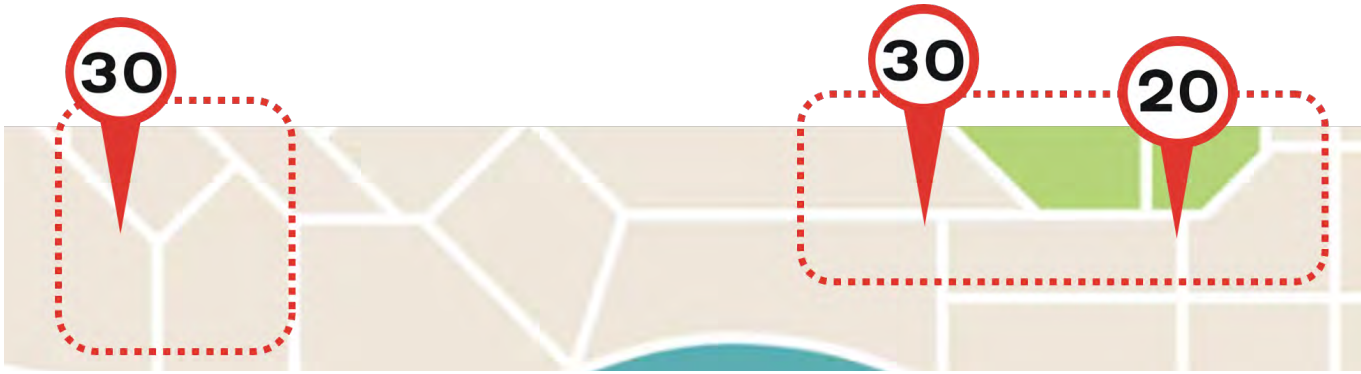
Implementing our strategy

We are committed to making our roads safer by bringing speed limits in line with the new Safer and Appropriate Speed Limit Framework. This is an important step towards protecting lives, creating safer and more inclusive communities, and achieving our Vision Zero goal of eliminating road deaths and serious injuries.

We will use existing staff resources and a combination of council and external funding to implement this strategy over the long-term - striking a balance between where communities want to see change and areas that will have the biggest impact on saving lives.

Taking a phased approach ensures that we can monitor and learn from each stage and enables every decision to be informed, practical, and supported by local communities.

Ongoing	**Phase 1** – Continue to assess our major roads and high-risk areas. Develop our detailed implementation plans further with partners.
Short-Term (1-2 years)	**Phase 2** – Delivery of a community-led pilot in areas where communities want to see changes.
Medium-Term	**Phase 3** – Prioritising high-risk areas with the most impact to reduce collisions and save lives.
Long-Term	**Phase 4** – Expanding speed limit changes gradually across the wider network, as funding and opportunities allow.



Community-led pilot

Phase 2 will introduce a community-led pilot, giving local people the opportunity to shape early changes to speed limits in the places where they feel they are most needed and likely to have an impact.

By trialling a small number of speed-limit changes, we can learn what works well, understand any challenges, and build a strong evidence base to guide how we make wider changes across Essex in the future.

Through the pilot, we aim to:

- Work directly with communities to introduce safer speed limits in the places that matter most to them
- Test the new Speed Limit Framework and the process for making changes
- Monitor the early impacts of changed speed limits on safety, behaviour, and how people feel about their local streets

Communities will be able to put themselves forward to take part. However, to make sure the pilot is carefully managed and properly evaluated, it will only run in a small number of selected areas. This allows us to fully understand the results before any wider rollout.

Crucially, this phase helps begin the wider cultural shift towards making safer speed limits the norm across Essex.

Delivery of wider speed limit changes

In the medium to longer term, we will invest in making wider changes to speed limits across the county. These changes will build on what we learn from the pilot areas and will be introduced gradually, ensuring they are informed by monitoring data and community feedback.

By setting safe and appropriate speed limits — both through this strategy and future highway improvement schemes — we can reduce risk on our roads and help create safer, cleaner, and more attractive communities.

Speed limit changes will be prioritised and phased to ensure they are delivered in a way that is practical, fair, and effective. Longer-term delivery of this strategy will focus on:

- **Safety** – Areas with the highest risk of collisions and vulnerable road users (such as near schools, town centres, and busy pedestrian routes) will be prioritised.
- **Community support** – We want to work with communities to ensure there is local support for changes being introduced and giving opportunity for residents to help shape safer streets.
- **Integration with growth** – New housing developments and major transport schemes will be designed to ensure safe speeds are the natural choice from the outset, so improvements happen organically as Essex grows.
- **Evidence-based rollout** – Lessons from pilot projects will guide how changes are scaled up, helping us avoid challenges seen elsewhere and ensuring each stage is informed by real-world experience.
- **Phased delivery** – Implementation will take a phased approach, starting with high-priority areas and gradually expanding to the wider network as funding and opportunities allow.

Implementing speed limits on new roads

New housing developments represent a great opportunity to implement our safer speeds principles from the outset and maximise the potential for more walking and cycling. We will continue to work closely with developers to ensure safer speeds continue to be built into the design of new communities from the start – and that all new roads in Essex have speed limits in line with this strategy.

All new roads must be designed by developers with safety as the top priority. Road layouts and features should clearly reflect the purpose and intended speed limit with a new development. Additionally, extending existing speed limits to reflect new development should be supported as standard practice. Good design should encourage drivers to travel at safe, appropriate speeds without relying on enforcement, to protect every type of user.

Developers are required to design new roads according to the target design speeds set out in the Essex Design Guide to eliminate preventable risks and deliver roads that are safe for everyone.

In addition, developers will be expected to contribute towards measures that support ongoing speed compliance and enforcement, in line with Community Infrastructure Levy (CIL) regulations. This may include funding infrastructure, technology, or other interventions that help manage speeds effectively. By ensuring new developments play their part, we can reduce the growing burden on police enforcement and create safer, more self-regulating roads across Essex (see **Enforcement**).

Funding to support speed limit changes

Introducing new speed limits does come with a cost - such as providing appropriate signage and, in some cases, delivering additional engineering or enforcement measures to ensure the limits are effective.

To support this, opportunities to fund a strategy-led programme of speed limit changes as part of this initiative will be explored.

Delivering changes across the wider network over the longer-term will require significant funding. We will continue to work with partners such as **district, borough and city councils, National Highways and Central Government** to identify additional funding opportunities.

Some examples of potential wider funding opportunities for speed limit changes include:

- Active Travel England – as part of active travel scheme delivery
- Developer highway works and/or contributions
- Any opportunities presented by Devolution e.g. Local Transport Plans
- Safer Roads Fund (DfT)
- DEFRA – as part of air quality related speed reduction schemes

Future changes to national guidance around speed limits, for example on rural routes, will enable our recommended safe and appropriate speed limits to come forward more quickly across the network.

Ongoing commitment to review and monitor speed limits

Speed management in Essex is an ongoing process. Reviews and monitoring of speed limits across the Essex network will play a crucial role throughout the delivery of this strategy.

Ongoing monitoring

In the community-led pilot, before and after monitoring of pilot areas will help us understand how early speed limit changes are performing and provide the evidence needed to shape and justify wider changes in other areas.

In the longer term, ongoing monitoring of speed limits across the wider network will be vital to ensure that as the network changes, both as new roads are added and as existing roads change due to new infrastructure or development, that speed limits continue to be both safe and appropriate.

Monitoring will also ensure that any new speed limits we introduce are effective in practice, and will help us identify where additional engineering or enforcement measures may be required to support compliance and maximise safety benefits.

We have invested in new tools and technology that enable us to track average speeds before and after changes are made

Measuring success

What success looks like for this strategy will evolve over time. In the short-term, our focus is on strengthening public confidence, delivering 20mph schemes in small, street-level locations, and working with communities to make modest but meaningful reductions in vehicle speeds.

We are not expecting to see significant shifts in the number of people killed or seriously injured or widespread adherence at this early stage. These outcomes become realistic only through long-term, broader rollout. Our approach to monitoring the strategy reflects this - tracking early indicators of progress now, while preparing to measure the larger safety and behaviour-change benefits that will emerge over time.

Measures of success

Short-term (focus for pilot)

- % Change in observed speeds in pilot areas
- Number of community speed limits reviewed
- Number of safe speed limits introduced
- Feedback from road users in pilot areas, focused on indicators e.g. perception of safety, community feel
- Strategic stakeholder buy-in to this Strategy

Long-term

- Change in observed speeds for each street type
- % of Essex road network with safe speed limits
- Number of killed and seriously injured on the Essex road network
- Change in walking and cycling levels (where monitorable)
- Number of infrastructure schemes that have integrated new speed limit changes into their design
- Feedback from wider road users, focused on indicators e.g. perception of safety, community feel
- % public awareness and acceptance of the need for speed limit changes

Supporting activities

Alongside setting safer speed limits, the continuation of wider activities will be essential to ensuring this strategy delivers real and lasting change.

This includes strong and visible enforcement, close partnership working with Essex Police and other organisations, and the use of new technology to help monitor and manage speeds more effectively. Education, training and clear communication will also play a vital role - helping drivers, riders and communities understand why safer speeds matter and how they can contribute to a safer, healthier road network for everyone.

Enforcement

Evidence from other counties and countries shows that lowering speed limits reduces road deaths and serious injuries, even though a minority of drivers and riders choose not to comply with some speed limits. Compliance by the majority of drivers and riders will reduce the average speed which will reduce the number and severity of any collisions.

Enforcement still plays an important role in ensuring compliance by the minority of drivers and riders who continue to put themselves and others at risk by travelling at speeds significantly above the signed limit.

While we don't expect a material change to enforcement at the outset, opportunities will continue to be sought to encourage compliance with our safe and appropriate speed limits - firstly through education, and through strategic enforcement of speed limits across the network.

Working with Essex Police

In developing this strategy, we have engaged with and have the support of Essex Police. We will continue to work in close partnership with them to develop an enforcement plan that supports the strategy.

Essex Police (and speed partners) will take an engagement focused approach to enforcement of new speed limits in Essex. This will involve instant roadside engagement with communities, as an alternative to points and a fine, to help drivers adjust to the change.

Community Speed Watch

Community Speed Watch will continue to be used to support and improve compliance with speed limits across the network.

"Essex Police welcomes the Essex Safer Speeds Strategy and fully supports Essex County Council's commitment to creating safer roads for all.

Excess speed remains a leading cause of death and serious injury on our network, and this evidence-led strategy provides a clear approach to reducing harm and protecting the most vulnerable road users.

We endorse its alignment with Vision Zero, its focus on Safe System principles, and its recognition that safer, more consistent speeds are essential to preventing the most serious collisions. The Strategy's emphasis on community involvement, data-driven decision-making, and a proportionate rollout will help build public confidence while delivering meaningful improvements.

As a key member of the Safer Essex Roads Partnership, Essex Police will continue to work closely with Essex County Council to support the Strategy through education, engagement, and proportionate enforcement, ensuring new limits are understood and respected. We also welcome the commitment to modern technology and targeted enforcement on high-risk routes, helping us direct resources where they will save the most lives.

We fully endorse this review and remain committed to playing our part in delivering safer speeds, safer communities, and a road network where no one is killed or seriously injured."

Adam Pipe
Head of Roads Policing, Essex Police

Safety cameras

We are committed to continuing the use of average speed cameras as an important tool to aid compliance of speed limits across our network.

The focus of this will be on our most challenging routes – those with high-risk, high volumes and where there is a known speed related issue.

We will continue to seek opportunities to expand camera-based enforcement across the county, as well as working with SERP and Essex Police to actively promote the integration of average speed cameras in new developments.

We will also remain open to the integration of new enforcement and monitoring technologies as part of a modern, evidence-led approach to delivering safer speeds across the Essex road network.

New technologies

Technology will play an increasingly important role in how we achieve adherence to speed limits across our road network, as well as how we monitor and enforce them across Essex. While police presence in local communities remains important, future enforcement approaches will seek to limit the number of officer hours spent solely on speed management.

We will continue to explore new and emerging opportunities to support speed compliance through technology. This includes ongoing use of established tools and a commitment to staying aligned with technological innovation in the field of road-safety enforcement.

We also recognise the growing potential of in-vehicle technologies, including telematics systems (“black boxes”), intelligent speed assistance (ISA), and other vehicle-integrated monitoring solutions. As these technologies become more widespread, they may offer new opportunities to encourage and support compliant driver behaviour.

Working together to create a Safer Essex

Our strategy can only succeed with the support and involvement of local communities. Your insights help us understand the issues affecting different areas, and we want residents to feel informed about why speed limits may change and have the chance to help shape those decisions.

Changing speed limits isn't just about putting new signs on the road — it's about creating places where people feel safe and supported. That's why we're committed to working closely with residents, businesses, and partners throughout the process.

Every road is unique. Any proposed changes will be assessed individually, considering local needs, conditions, and community feedback. While our framework sets out recommended safe speed ranges, local context will always play an essential role in determining the right speed for each location.

Keeping local communities at the heart of any changes

How we'll involve you:

In the short-term

- residents, emergency services, bus operators, and other access groups will be able to comment on the draft Safer Speeds Strategy
- local communities will have the opportunity to nominate their area for consideration as part of the pilot programme

In the longer term, we'll consult with local communities, emergency services, bus operators, and other affected groups during the design stage of any speed limit change schemes.

Your feedback will help shape the most appropriate and safe speeds for your area.

Pilot Safer Speeds programme

There will soon be an opportunity for communities to come forward and request to be part of the pilot programme.

More details on how to get involved will follow shortly, so please keep an eye out for updates. Together, we can create safer streets for everyone.

Joined-up working with key partners

We've already worked with strategic partners like Essex Police, Essex Fire and Rescue Service and National Highways to develop this strategy. This collaboration will continue throughout implementation to make sure changes are practical, safe, and effective.

Together, we can create safer roads for everyone.

Related guidance

For more guidance on this Safer Speeds Strategy and its application, please find links below to supporting documents.

For planning authorities
Essex Local Transport Plan 4
Essex Vision Zero Strategy
Other relevant strategies and plans
LTN 1/20
National speed limit guidance
ATE guidance

For developers
Essex Design Guide
Development Construction Manual (DCM)

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[28] The impact of vehicle speed on emissions & health, 2018

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[30] Speed and Road Traffic Noise, Paige Mitchell, UK Noise Association (2009)

[31] Before and After Research into the implementation of 20mph speed limits in South Edinburgh

Glossary

Term	Acronym	Description
Development Construction Manual	DCM	The Essex guide detailing the standards, procedures, and best practices for the design and construction phases of housing and commercial development projects.
Drivers		This term refers to the drivers of all motor vehicles, including motorcycles
Essex County Council	ECC	The local authority responsible for governing the non-metropolitan county of Essex, overseeing transport.
Highway Authority		The governmental body responsible for the management, maintenance, and regulation of public roads and highways.
Highway Code		The national set of guidelines and rules for road users in the United Kingdom, aimed at promoting road safety and efficient traffic flow
Heavy Goods Vehicle	HGV	A large or articulated vehicle with a total weight exceeding 3,500 kg, including its cargo
Highways Policy Note	HPN	The documents issued by a highway authority outlining specific policies, guidelines, and procedures for the planning, design, construction, and maintenance of highways
Killed or Seriously Injured	KSI	A standard metric used in transportation and road safety to measure the number of people killed or sustaining serious injuries in traffic collisions
Local Government Reform		Refers to UK Government plans to restructure two-tier councils into larger unitary authorities.
Local Transport Plan	LTP	A strategic document prepared by local authorities in the UK, outlining a five-year integrated transport strategy to improve local transportation infrastructure and services
Safe Systems		An approach to road safety that aims to create a transportation system designed to prevent accidents and minimize the severity of injuries when accidents do occur
Safe and Appropriate Speeds		Travel speeds that optimize safety and efficiency, considering road function, design, safety, usage, and the surrounding environment
Safer Essex Road Partnership	SERP	A collaborative initiative involving multiple organizations across Greater Essex, aimed at improving road safety and reducing road casualties through various programs and interventions
Street Type		The new classification of the Essex road network based on place and movement function and characteristics
Traffic Management		The process of controlling and directing traffic flow to minimize congestion, reduce travel times, and improve safety on roads and highways, utilising various techniques such as traffic signals, lanes, and intelligent transportation systems
Vision Zero		A strategy aimed at eliminating all traffic fatalities and severe injuries while promoting safe, healthy, and equitable mobility for all road users
Wheeling		Wheeling refers to people who use wheelchairs and other wheeled mobility aids

Essex County Council

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