

Press Release

from Wirral Pedestrians Association and Merseyside Cycle Campaign
10 October 2013

Worsening Road Risks for Merseyside's Pedestrians and Cyclists

The Department for Transport published its annual report (for 2012) on road casualties at the end of last month. This showed a further deterioration in reported serious injuries to Merseyside's pedestrians and cyclists:

- serious or fatal injuries to pedestrians increased by 11% to 211, again constituting the highest figures (per head of population) in Great Britain
- serious or fatal injuries to cyclists increased by 16% to 85, which is a 16-year high
- taken together, pedestrians and cyclists formed 52% of the total serious or fatal injuries.

Wirral Pedestrian Association and Merseyside Cycle Campaign are issuing a joint statement in response. They are calling for a new approach, one that aims to eradicate all fatal and serious injuries to pedestrians and cyclists. The attached document sets out **a vision of zero serious casualties** caused by motor vehicles, which we feel is the only acceptable approach for pedestrians and cyclists - the most vulnerable of users on our roads.

They welcome:

- comments on how this vision can be improved
- expressions of support and/or of a willingness to work in partnership
- commitments to take action.

For further information, contact

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Notes

- Merseyside Cycle Campaign (<http://www.mersecycle.org.uk>) has been campaigning for Merseyside cyclists since 1980.
- Wirral Pedestrians Association (<http://www.wirralpedestrians.org.uk>) has been campaigning for the safety and convenience of pedestrians since 2012.