

NO CHILD SHOULD FEAR THE JOURNEY

NORTH EAST LINCOLNSHIRE COUNCIL
www.nelincs.gov.uk

Creating streets in North East Lincolnshire that are safe, inclusive, and built for everyone



Right now, too many people in North East Lincolnshire are injured simply trying to get to school, work or home.

2,618
CASUALTIES
2018 – 2023



507
SERIOUS OR FATAL



21%
YOUNG PEOPLE
Under 25



4th
HIGHEST CHILD KSI RATE
in England

This is not inevitable.
It is preventable.



WHO IS MOST AFFECTED?



CHILDREN & YOUNG PEOPLE

Too many are injured on everyday journeys. Unsafe streets limit independence and confidence.



DISABLED PEOPLE

Unsafe and inaccessible crossings create barriers and reduce independence.



DEPRIVED COMMUNITIES

Risk is higher in our most disadvantaged communities, widening health inequalities.



Safety shapes opportunity – and opportunity is not equal.



THE SYSTEM TODAY



RISK CONCENTRATED AT URBAN JUNCTIONS

Design prioritises traffic flow, not people.



PEAK DANGER: 4–6PM

School pick-up, after-school travel and rush hour carry the greatest risk.



RISK RISES IN DARKER MONTHS

November sees the highest levels of harm.



PEDESTRIANS & CYCLISTS ARE MOST EXPOSED

They are hit hardest in collisions.



Our roads are designed for traffic flow, not for people.



OUR VISION FOR NORTH EAST LINCOLNSHIRE



SAFE INDEPENDENT JOURNEYS FOR CHILDREN

Every child can walk, wheel or cycle to school safely.



ACCESSIBLE STREETS FOR DISABLED PEOPLE

Removing barriers so everyone can move with confidence.



WALKING, WHEELING AND CYCLING PRIORITISED

The easiest, healthiest choices for everyday travel.



STREETS THAT SUPPORT COMMUNITY LIFE

Places where people want to live, play and connect.



If it's safe for the most vulnerable, it's safe for everyone.



ROAD SAFETY IS A HEALTH EQUITY ISSUE



Limits physical activity



Increases isolation



Reinforces inequality



SAFER STREETS ARE ESSENTIAL INFRASTRUCTURE FOR HEALTH

HOW WE WILL MAKE IT HAPPEN



REDESIGN ROADS

Redesign dangerous roads and junctions to put people first.



SAFER CROSSINGS

Deliver accessible crossings and safer routes, especially near schools.



TARGET INEQUALITY

Focus investment on highest-risk communities using data and insight.



DATA-LED APPROACH

Use evidence to act where harm is greatest and monitor what works.



PUBLIC HEALTH APPROACH

Embed a Marmot approach – proportionate universalism in everything we do.

WE PRIORITISE THOSE MOST AT RISK.

SAFE STREETS CHANGE LIVES – NOT JUST JOURNEYS

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