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Area Profiles

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1 Introduction

1.1 Overview

1.1.1 Background

Area Profiles from Agilysis provide overviews of road safety performance within specific local areas. This profile delivers detailed analysis and insight on all injury collisions reported to the police in Slough, as well as casualties and drivers involved in collisions anywhere in Britain who reside in the Slough area.

1.1.2 Aims and Objectives

The aim of this document is to provide a comprehensive profile of road safety issues affecting both Slough's **road network** and Slough's **residents**, primarily using STATS19 collision data ¹ and Mosaic socio-demographic classification. Annual trends are presented and analysed for key road user groups, predominantly based on data from the last five full years of available statistics but referring to older figures where appropriate.

RSA's analysis tool MAST Online has also been used to investigate trends for Slough's residents involved in road collisions anywhere in the country, including socio-demographic profiling of casualties and drivers. MAST has been used to allow comparison of Slough's key road safety issues with those of comparator regions and national figures. The aim is to allow Slough to assess its progress alongside other areas, and work together with neighbours to address common issues.

1.1.3 Analytical Techniques

The analytical techniques employed throughout this Area Profile are detailed in the **Analytical Techniques** section on page 59. Please refer to this section for information on the terminology and data sources used as well to understand methodologies utilised and the structure and scope of the report.

¹ For further information go to <https://www.gov.uk/government/publications/road-accidents-and-safety-statistics-guidance>

1.2 Profile Configuration

1.2.1 Structure

The Area Profile has been divided in to separate analysis of key road user groups. The aim is to allow each section to be used independently if required.

Section 2, starting on page 9, explores **Resident Risk**. Resident risk analysis includes examining all Slough's resident casualties and resident motor vehicle users in terms of rates; comparisons with other relevant authorities; residency by small area; trends and socio-demographic analysis. Specific road user groups will also be analysed against these measures. The focus of this section is on how the people of Slough are involved in collisions, rather than what happens on local roads.

Section 3, starting on page 39, provides analysis of **Road Network Risk**. It also examines rates; comparisons; location by small area; and trends on Slough's roads. Breakdowns by type of road are also included in this section.

Section 4, starting on page 59, includes **Appendices** detailing all Mosaic Types and the profile and distribution of specific Mosaic Types relevant to Slough. It also contains data tables for all analysis referred to in this Area Profile.

1.2.2 Scope

All figures included in this report are based on STATS 19 collision data. The residents section covers casualties and motor vehicle users involved in collisions who are residents of Slough, regardless of where in Britain the collision occurred. Resident analysis in this profile is based on the national STATS19 dataset as provided to RSA by the Department for Transport for publication in MAST Online over the five-year period between 2013 and 2017 inclusive. For a more complete explanation, please refer to 4.1.1.1 on methodology for calculating resident risk.

In contrast, the road network section covers collisions which occurred on Slough's roads, regardless of where those involved reside. Network analysis is also based on the national STATS19 dataset as provided to RSA by the Department for Transport for publication in MAST Online over the five-year period between 2013 and 2017 inclusive. For a more complete explanation, please refer to 4.1.1.2 on methodology for calculating network collision risk.

1.3 Underreporting in 2017 and gap analysis

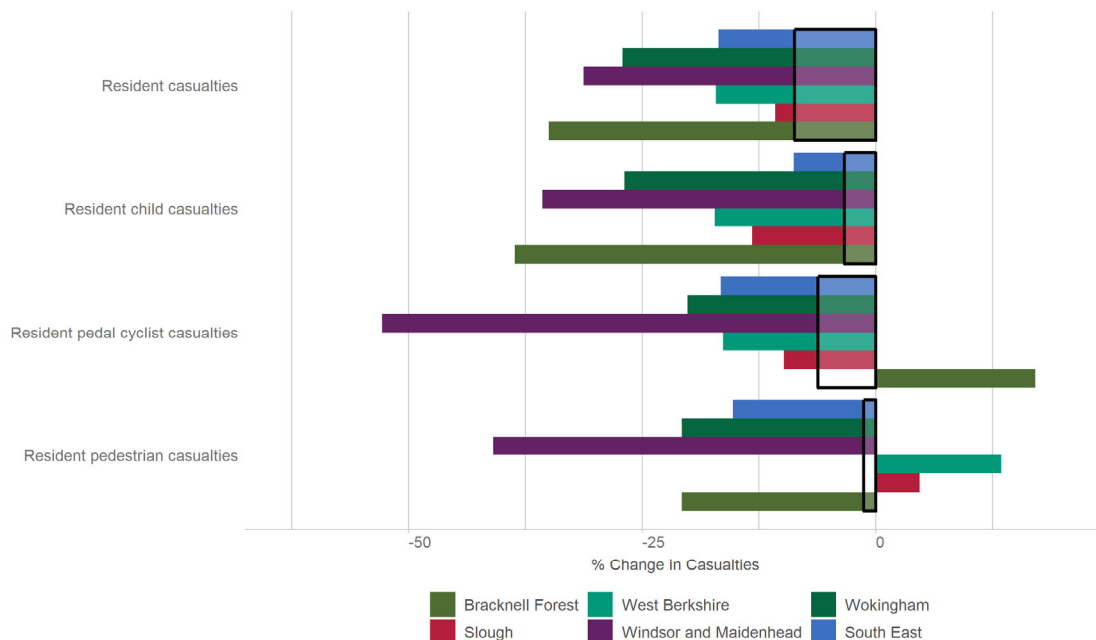
1.3.1 Summary

During 2017, a considerable number of STATS19 records for Berkshire were not correctly recorded, and so are missing from the 2017 data set. This has had an impact on the quality of the data and analysis included in this Area Profile, in particular the analyses of various trends. An analysis has been undertaken to quantify the extent of this under reporting across various statistics used in this report. Annual averages of data taken from 2014-2016 were compared to data from 2017 for each authority in Safer Roads Berkshire, and these changes were compared to the trends observed nationally. These comparisons are explored in detail in the following sections to ascertain which statistics and authorities are most affected and to what extent.

It is evident from the following analyses that Bracknell Forest and Windsor & Maidenhead were the most affected by underreporting. Slough appears to be the least affected by the issue with reporting. There is also disparity in the extent to which different road user groups are affected. Child casualties appear to be more affected, as are pedestrian casualties in some authorities. Pedal cyclist casualties, in particular those in or from Bracknell Forest, are less affected.

1.3.2 Resident Casualties

Figure 1 - Percentage changes for 2017 in resident casualty numbers compared to reductions seen nationally and regionally



Average annual resident casualty numbers for 2014-2016 were compared to reported casualty numbers for 2017. Figure 1 above illustrates these changes for the five authorities of Safer Roads Berkshire, with the black outline demonstrating the reductions seen nationally, for comparison. Bracknell Forest and Windsor & Maidenhead saw the

greatest disparity between their casualty reductions and those of the nation as a whole, with reductions of 26% and 23% below the observed national trend respectively. This is followed closely by Wokingham with a reduction of 18% below the national trend. Slough and West Berkshire were affected to a lesser extent, with respective reductions of 2% and 8% below the national trend.

Figure 2 - Percentage changes in 2017 (Bracknell Forest compared to national and regional)

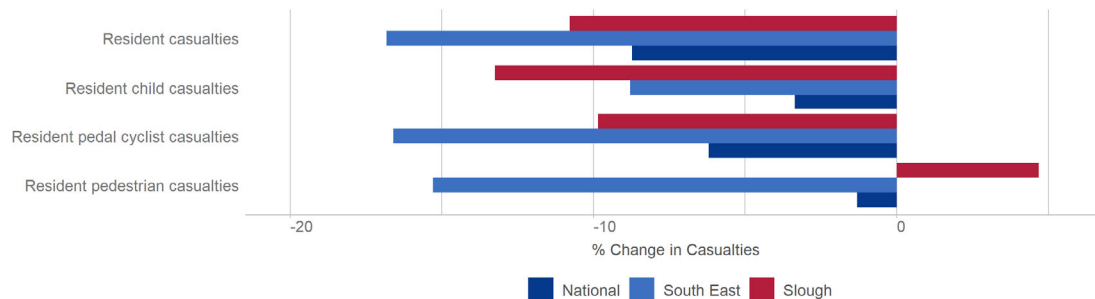
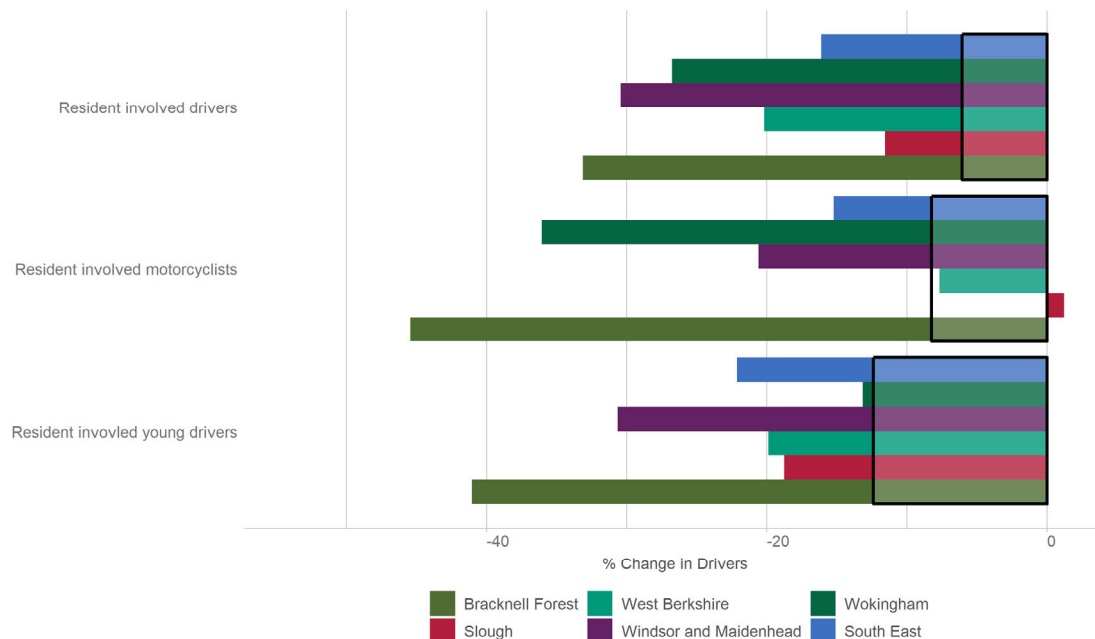


Figure 2 illustrates that Slough appears to have been the least affected authority in Safer Roads Berkshire. Annual resident pedal cyclist casualty numbers saw a 10% decrease between 2014-2016 and 2017, compared to the national trend of a 6% decrease. Annual child resident casualties saw a decrease by 13% compared to a national reduction of 3%. However resident pedestrian casualties increased by 5% between these periods despite a 1% increase seen nationally.

1.3.3 Resident Involved Drivers

Figure 3 – Percentage change in collision involved resident drivers compared to reductions seen nationally and regionally



Average annual numbers of collision involved resident drivers for 2014-2016 were compared to reported driver involvement numbers for 2017. Figure 3 above illustrates these changes for the five authorities of Safer Roads Berkshire, with the black outline demonstrating the reductions seen nationally, for comparison. Bracknell Forest saw the greatest disparity compared to reductions in driver involvement for the nation as a whole, with a reduction of 27% below the observed national trend, followed closely by Windsor & Maidenhead and Wokingham with respective reduction of 24% and 21% below the national trend. Slough and West Berkshire were affected to a lesser extent, with respective reductions of 6% and 14% below the national trend.

Figure 4 - Percentage changes in 2017 (Slough compared to national and regional)

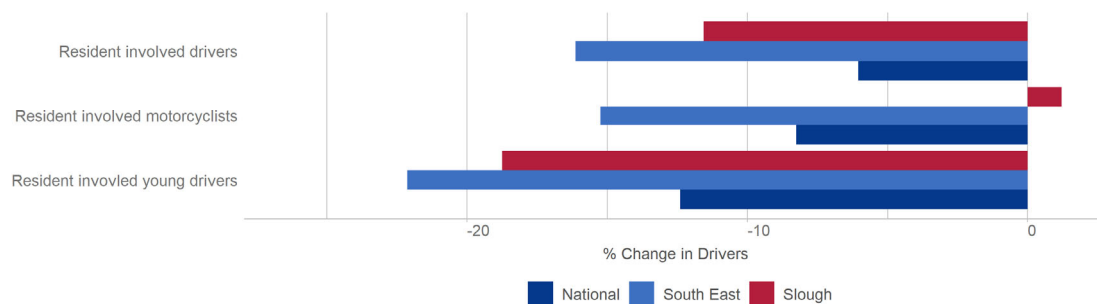
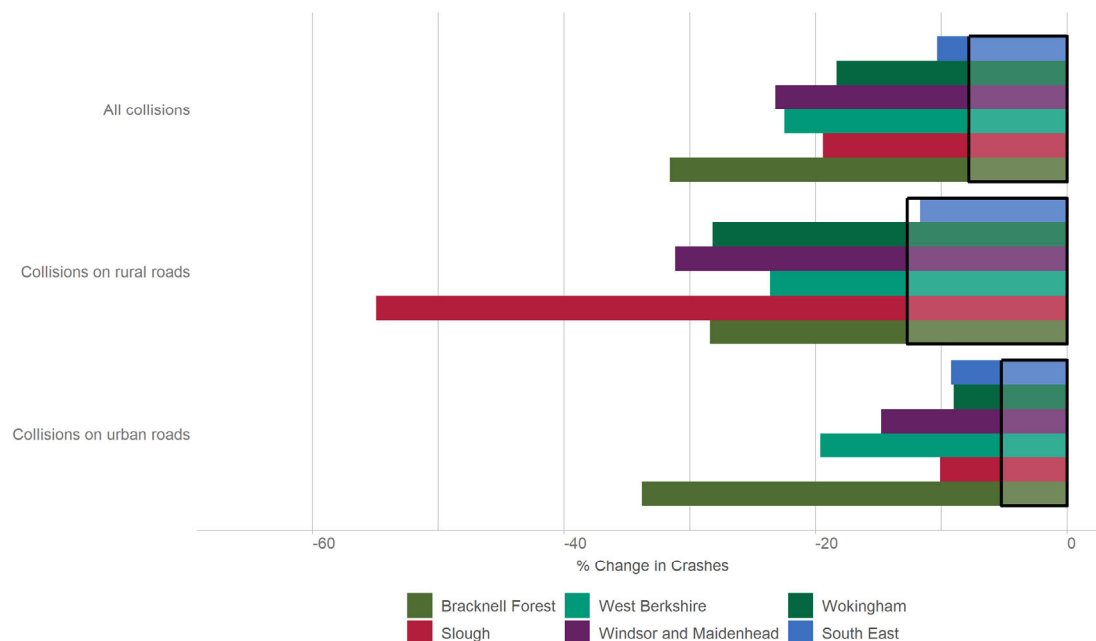


Figure 4 above illustrates that, in Slough, annual involved resident young drivers reduced by 19% between 2014-2016 and 2017, despite the nationally observed reduction being only 12%. Annual involved resident motorcyclists increased by 1% between these two periods, despite 8% reductions being seen nationally.

1.3.4 Collisions

Figure 5 - Percentage change in collisions on Berkshire's roads compared to reductions seen nationally and regionally



Average annual numbers of collisions in each authority for 2014-2016 were compared to reported collision numbers for 2017. Figure 5 above illustrates these changes for the five authorities of Safer Roads Berkshire, with the black outline demonstrating the reductions seen nationally, for comparison. Bracknell Forest saw the greatest disparity compared against casualty reduction for the nation as a whole, with a reduction of 24% below the observed national trend. The remaining four authorities were affected to a lesser extent, with reductions of between 11% and 15% below the national trend.

Figure 6 - Percentage changes of collisions in 2017 (Slough road network compared to national and regional)

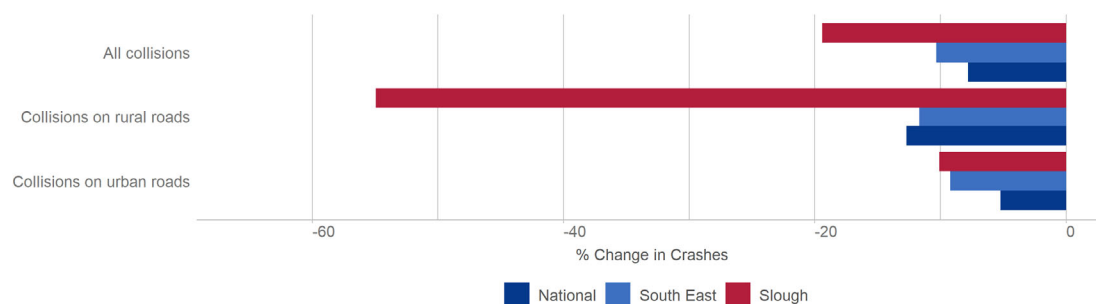


Figure 6 illustrates that, in Slough, annual collisions on rural roads reduced by 55% between 2014-2016 and 2017, despite the reduction seen nationally being only 13%. This is less significant, however, as Slough is a predominately

urban authority. Annual collisions on urban roads dropped by 10% between these two periods, whilst the nationally observed reduction was 5%.



2 Resident Risk

For information about the provenance and scope of data included in this section, please refer to **Scope** on page 2. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59.

2.1 Resident Casualties

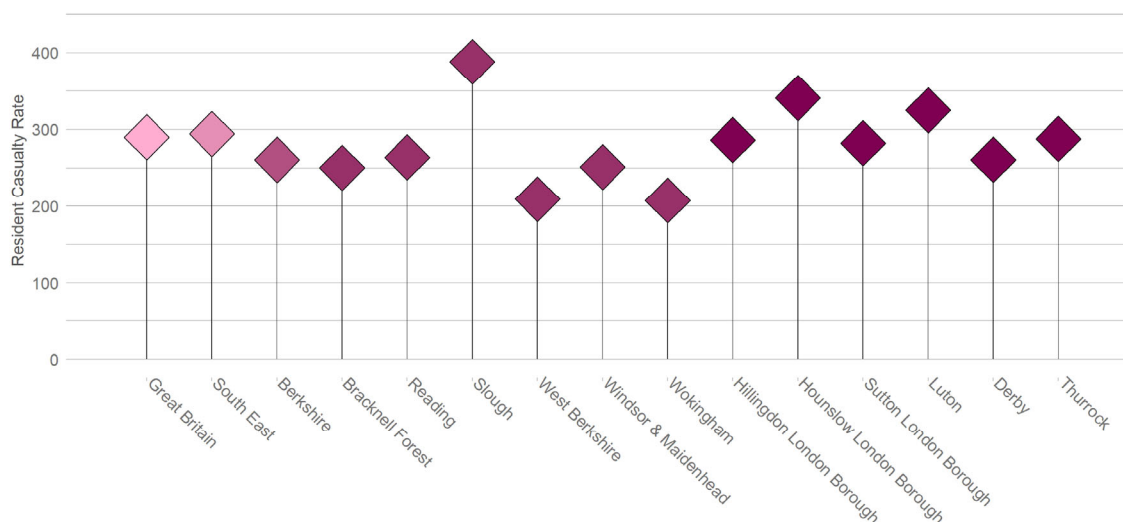
This section refers to casualties who were residents of Slough. For information about casualties on Slough's roads, please refer to 3.1.4 on page 43.

2.1.1 All Resident Casualties

2.1.1.1 Rates

Figure 7 shows Slough's resident casualty rate compared to the other Berkshire authorities, most similar comparator authorities and the national and regional rates. The resident casualty rate for Slough is 388.1 per 100,000 population.

Figure 7 – Annual average resident casualties (2013-2017) per 100,000 population



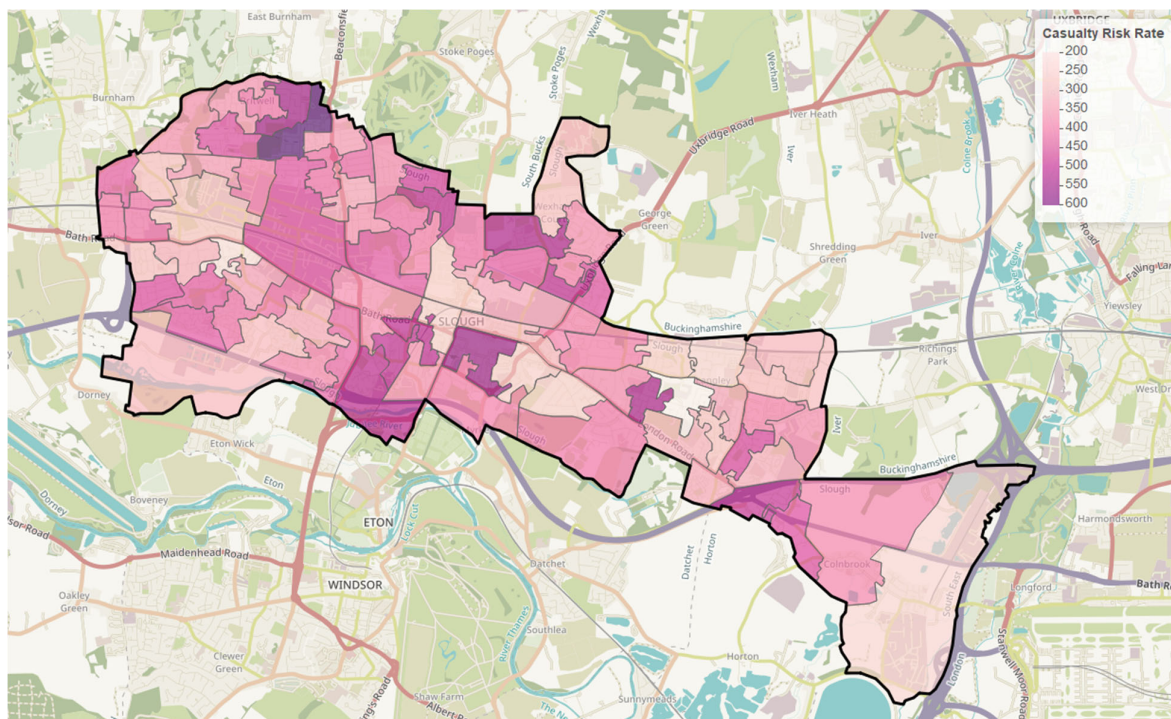
2.1.1.2 Comparisons

Slough's resident casualty rate is 34% above the national rate, 32% above the regional rate and 49% higher than the overall Berkshire rate. Within Berkshire, Slough has the highest resident casualty rate. Slough also has a higher resident casualty rate than all the comparator authorities.

Internal

Figure 8 shows the home location of Slough's resident casualties by LSOA. The thematic map is coloured by resident casualties per year per population of lower layer super output area (LSOA). Higher resident casualty rates are scattered throughout Slough in areas such as to the east of Britwell; near the Queensmere Observatory Shopping Centre; and Chalvey. Lower rates are near the Lakeside Industrial Estate; around parts of Langley; and around Slough Station.

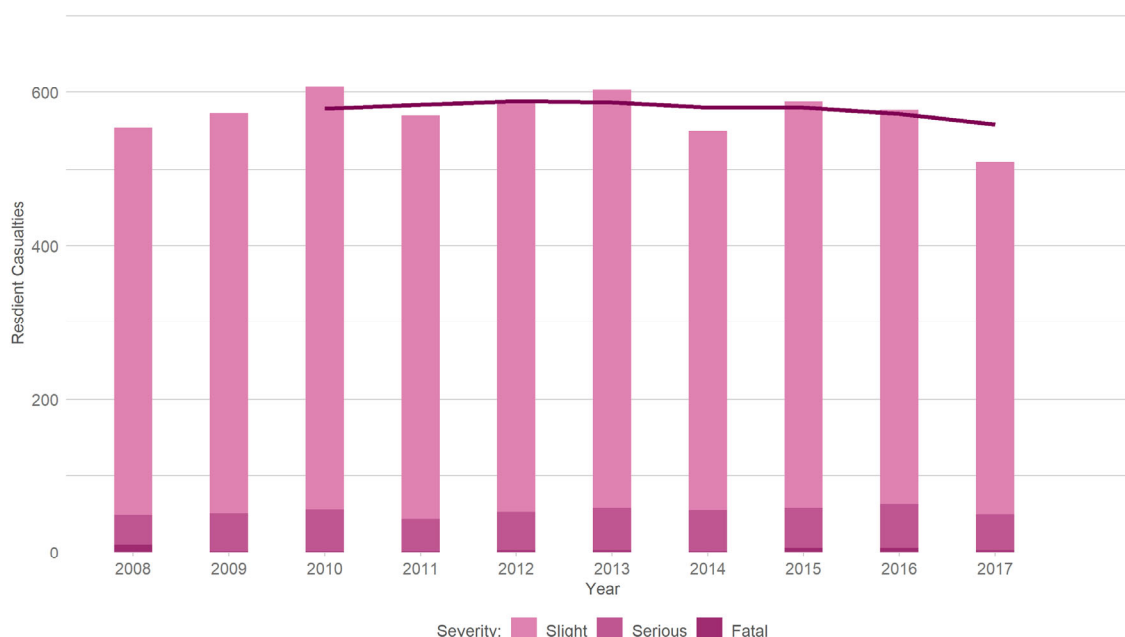
Figure 8 - Resident casualties home location by LSOA. Casualties per year per 100,000 population (2013-2017)



2.1.1.3 Trends

Figure 9 shows Slough resident casualty numbers by severity. This includes Slough residents injured anywhere in the country. Also shown is a 3-year moving average trend line. The general trend of casualty numbers has remained stable over the past decade with a small overall reduction. In 2017 there were 510 resident casualties, down from 577 in 2016. Over the past five years, 10% of Slough's resident casualties were either killed or seriously injured.

Figure 9 - Slough resident casualties, by year (2008-2017)



Resident Casualties occurring in other areas

Over half of Slough residents were involved in collisions on the roads of Slough. Fifty-eight percent of Slough's resident casualties between 2013 and 2017 were injured in Slough. This is below the national average with 63% of residents involved in collisions in their home highway authority. Of the remaining 42% of Slough resident casualties, the majority are involved in collisions in nearby authorities including Buckinghamshire (10%), Windsor and Maidenhead (8%), Surrey (4%) and Hillingdon (4%).

2.1.1.4 Socio Demographic Analysis

Age

Figure 10 shows resident casualties by age group. The age group with the most resident casualties is the 25-34 group, followed by the 16-24 and 35-44 age groups. The fewest resident casualties are aged 65 and over and aged under 16. Figure 11 shows resident casualty numbers by age group indexed by the population of those age groups in Slough. There is also a national index value for comparison. The chart shows that 16-24 year olds are over-represented as casualties when indexing based on population. It also shows that Slough's 16-24 year olds are over-represented compared to 16-24 year olds nationally. Residents in the 25-34 and 35-44 age groups are also over-represented when taking population in to account but are less over-represented than for the country as a whole. Residents aged under 16 and aged 55 and over are at a lower risk of being casualties.

Figure 10 - Slough resident casualties by age group (2013-2017)

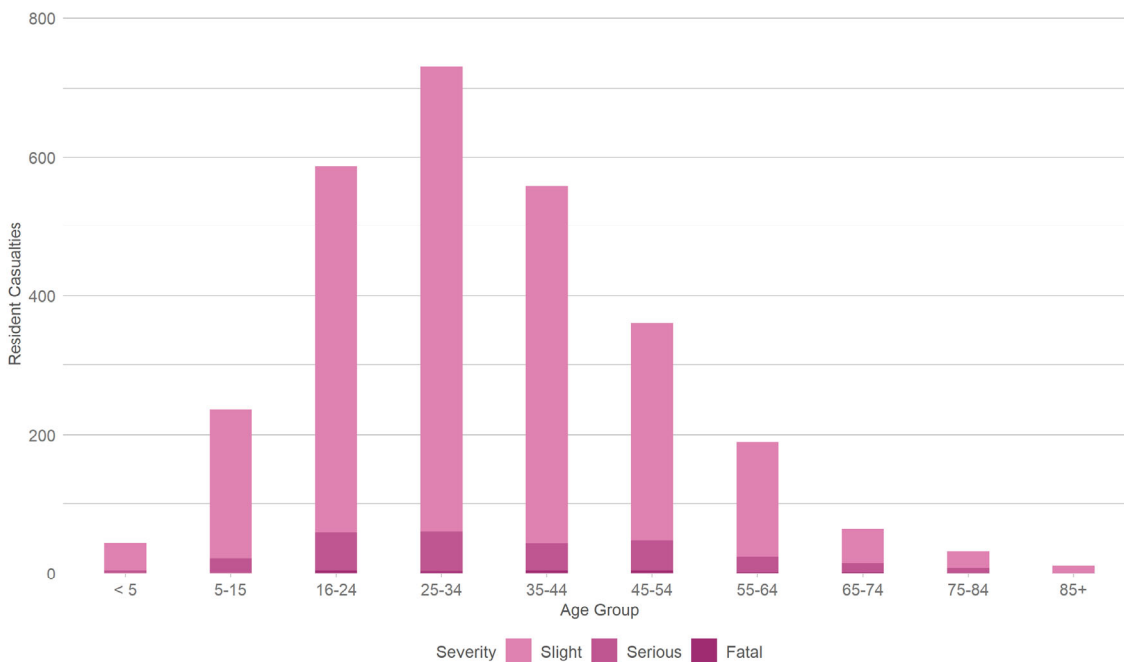
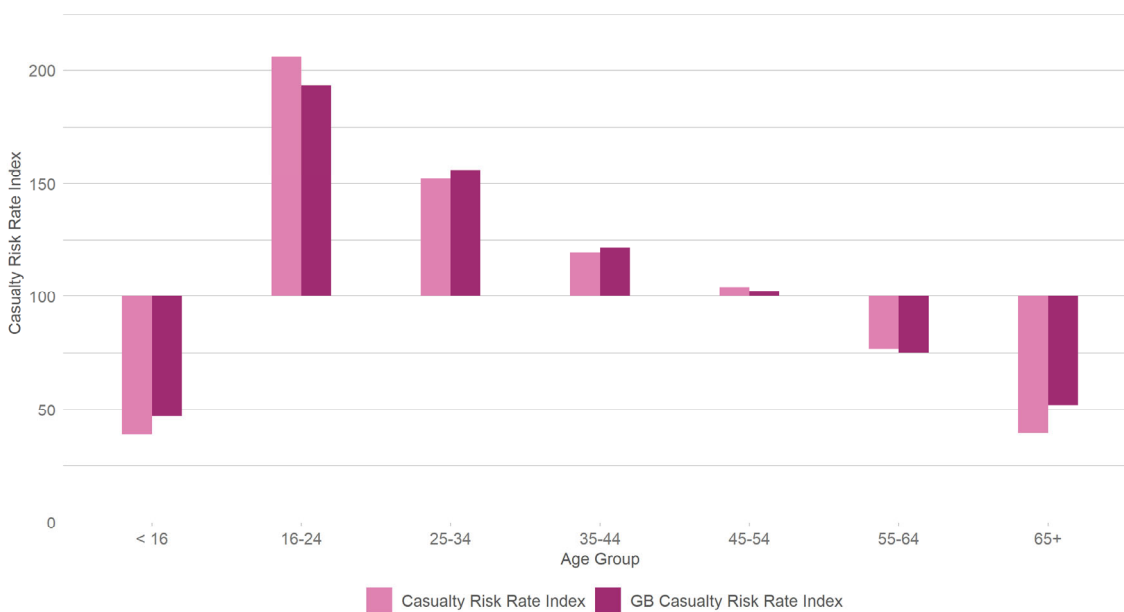


Figure 11 - Resident casualties by age group, indexed by population (2013-2017)



Segmentation

Analysis of the Mosaic communities in which Slough's resident casualties live provides an insight into those injured in collisions. For an explanation of Mosaic Public Sector and how to understand the following chart, please refer to 4.1.1.1 on page 59. For more information on Mosaic Public Sector, please refer to 4.2 on page 63.

Figure 12 - Slough resident casualties by Mosaic Type (2013-2017)

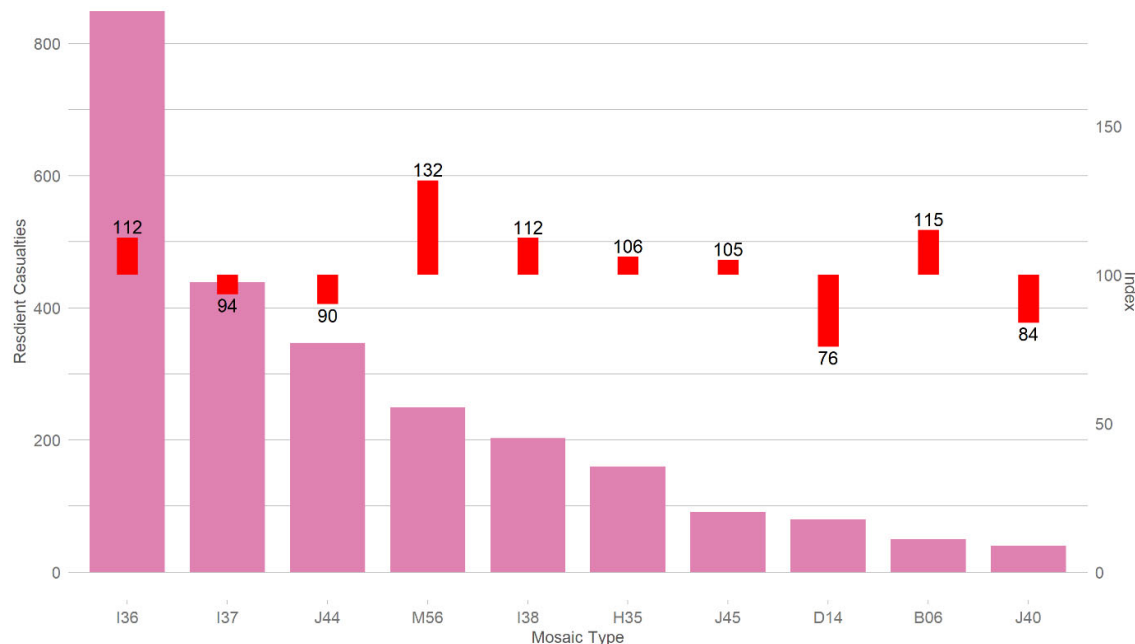


Figure 12 shows Slough's resident casualties by the Mosaic Type of the postcode they live in. The red bars show the index value based on the population of those Types living in Slough. The highest numbers of resident casualties come from *Thriving families with good incomes in multi-cultural urban communities* (Type I36). This Type is also over-represented based on population.

Established older households owning city homes in diverse neighbourhoods (Type I37) and *Young renters ready to move to follow worthwhile incomes from service sector jobs* (Type J44) both have higher numbers of casualties, but are under-represented based on the population of these Types living in Slough.

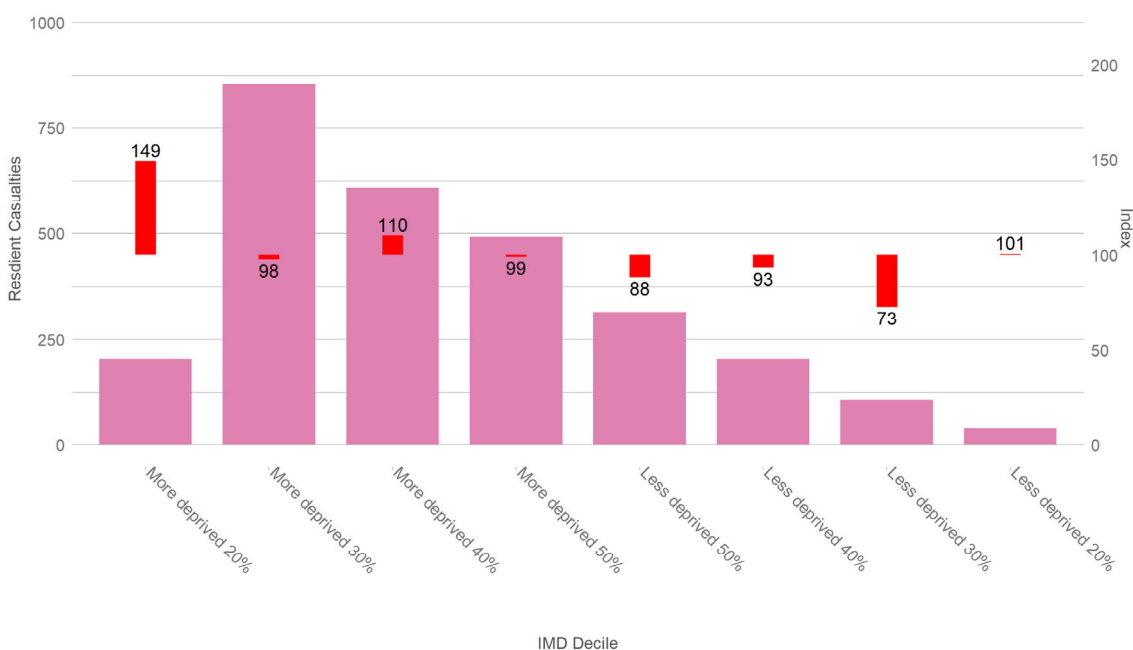
Stable families with children renting better quality homes from social landlords (Type M56) and *Large extended families in neighbourhoods with a strong South Asian tradition* (Type I38) contain fewer casualties but are over-represented when population is taken in to account.

Further information on the characteristics of some of these Mosaic Types and a thematic map showing areas where these communities live can be found in 4.2.2 on page 65.

Deprivation

Figure 13 shows resident casualties by the IMD of the LSOA in which they reside. The chart shows that the largest numbers of resident casualties live in the most deprived communities of Slough. The most deprived 20% decile are considerably over-represented when population is taken into account. The more deprived 30%, 40% and 50% deciles have higher numbers of resident casualties but are appropriately represented when considering population. Residents of communities in the least deprived 50% have lower resident casualty numbers and are under-represented based on population. There are no areas of Slough which are classified as the most deprived 10% or the least deprived 10% of the country.

Figure 13 - Resident casualties by Index of Multiple Deprivation (2013-2017)



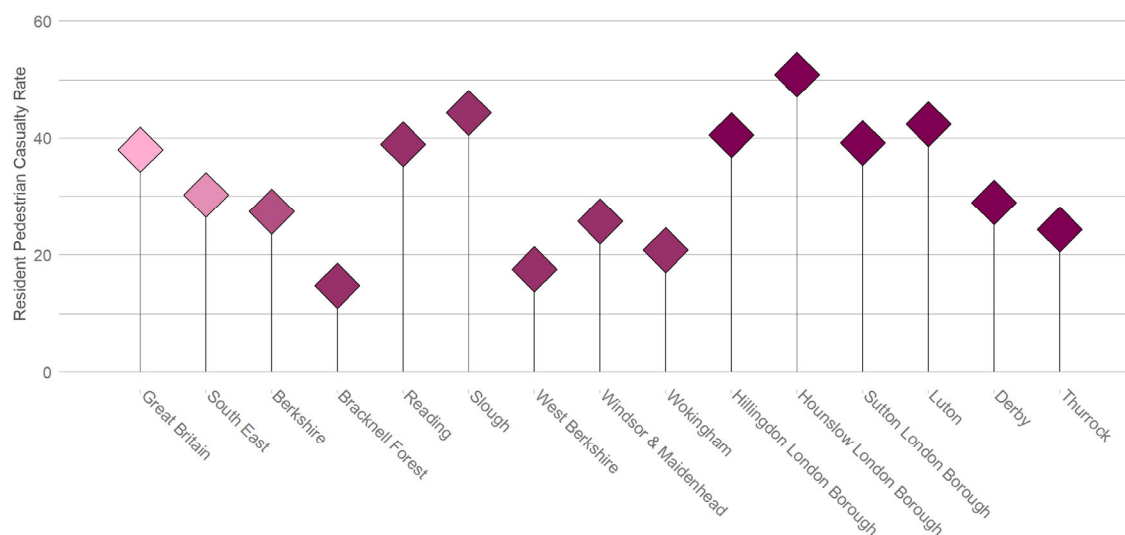
2.1.2 Resident Pedestrian Casualties

This section refers to pedestrian casualties who are residents of Slough. For information about pedestrian casualties on Slough's roads, please refer to 3.1.4.3 on page 44. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59.

2.1.2.1 Rates

Figure 14 shows Slough's pedestrian resident casualty rate compared to the other Berkshire authorities, most similar comparator authorities and the national and regional rates. Slough has a rate of 44.3 pedestrian casualties per year (2013-2017) per 100,000 population.

Figure 14 - Annual average resident pedestrian casualties per 100,000 population (2013-2017)



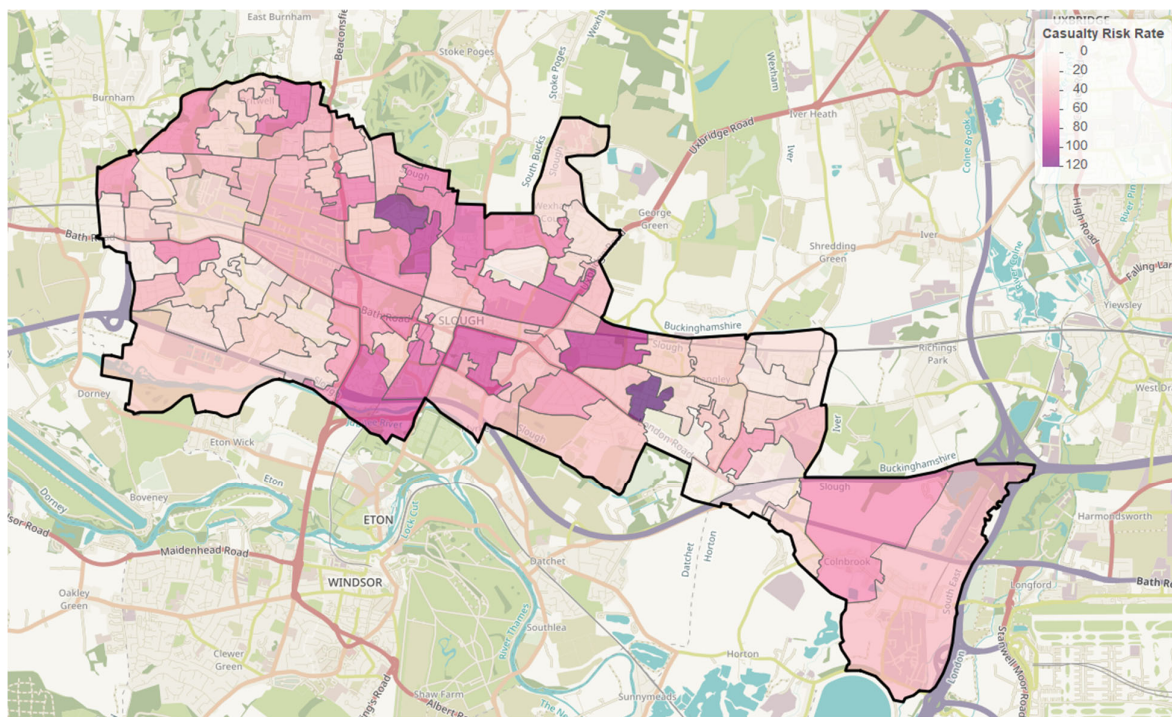
2.1.2.2 Comparisons

Slough's resident pedestrian casualty rate is 16% higher than the national rate. It is higher than both the South East rate (47% higher) and the overall Berkshire rate (62% higher). Out of the six Berkshire authorities, Slough has the highest rate, nearly triple that of the lowest rate in Bracknell Forest. Slough has the second highest rate of the most similar authorities, just below Hounslow.

Internal

Figure 15 shows Slough's resident pedestrian casualties by lower layer super output area (LSOA). The map is colour coded by the number of pedestrian casualties resident in that area per year (2013-2017) per 100,000 population. The highest rates of pedestrian casualties are around Granville Recreation Ground and near Ryvers School. There are also high resident pedestrian casualty rates around Slough High Street and near St Bernard's Convent.

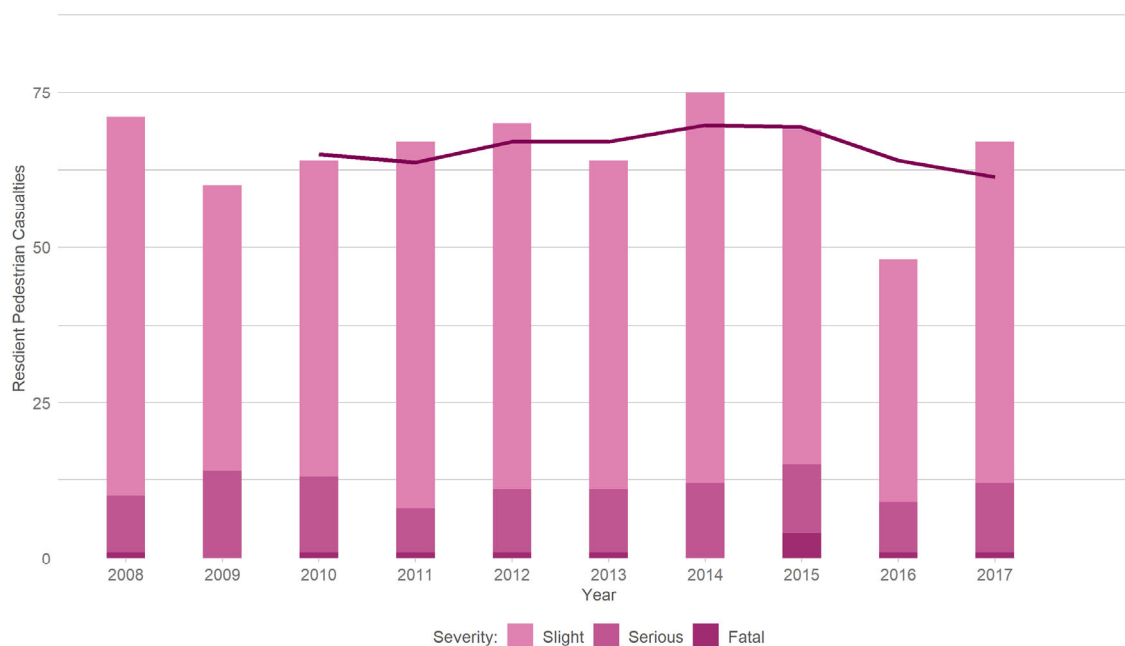
Figure 15 - Slough resident pedestrian casualties by LSOA. Average annual casualties (2013-2017) per 100,000 population



2.1.2.3 Trends

Resident pedestrian casualty numbers from Slough have fluctuated over the past decade with numbers in 2017 lower than those in 2008 but higher than those in 2016, as shown in Figure 16. In 2017 there were 67 pedestrian casualties, including 11 that were seriously injured, compared to 71 in 2008 and 48 in 2016. There was a pedestrian fatality in 2017. In the past five-year period, 18% of resident pedestrian casualties were either killed or seriously injured.

Figure 16 - Slough's resident pedestrian casualties by year (2008-2017)



Resident Pedestrian Casualties occurring in other areas

Between 2013 and 2017, 84% of Slough's resident pedestrian casualties were involved in collisions on Slough's roads. Outside of Slough, 4% of resident pedestrian casualties were injured in Buckinghamshire, 2% were in Windsor & Maidenhead, 2% were in Ealing, and 2% were in Hillingdon.

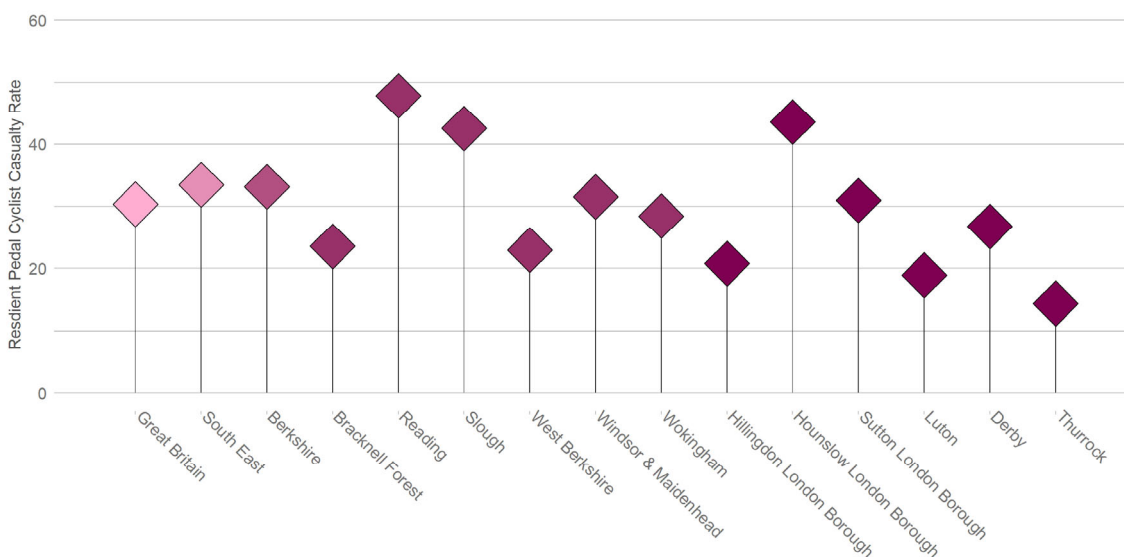
2.1.3 Resident Pedal Cyclist Casualties

This section refers to all pedal cyclist casualties who are residents of Slough. For information about all pedal cycle casualties on Slough's roads, please refer to 3.1.4.4 on page 46. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59.

2.1.3.1 Rates

Figure 17 shows resident pedal cycle user casualty rates for Slough, Berkshire highway authorities and Slough's comparator authorities. Also included for comparison are the national rate and the South East rate.

Figure 17 - Annual average resident pedal cycle user casualties (2013-2017) per 100,000 population



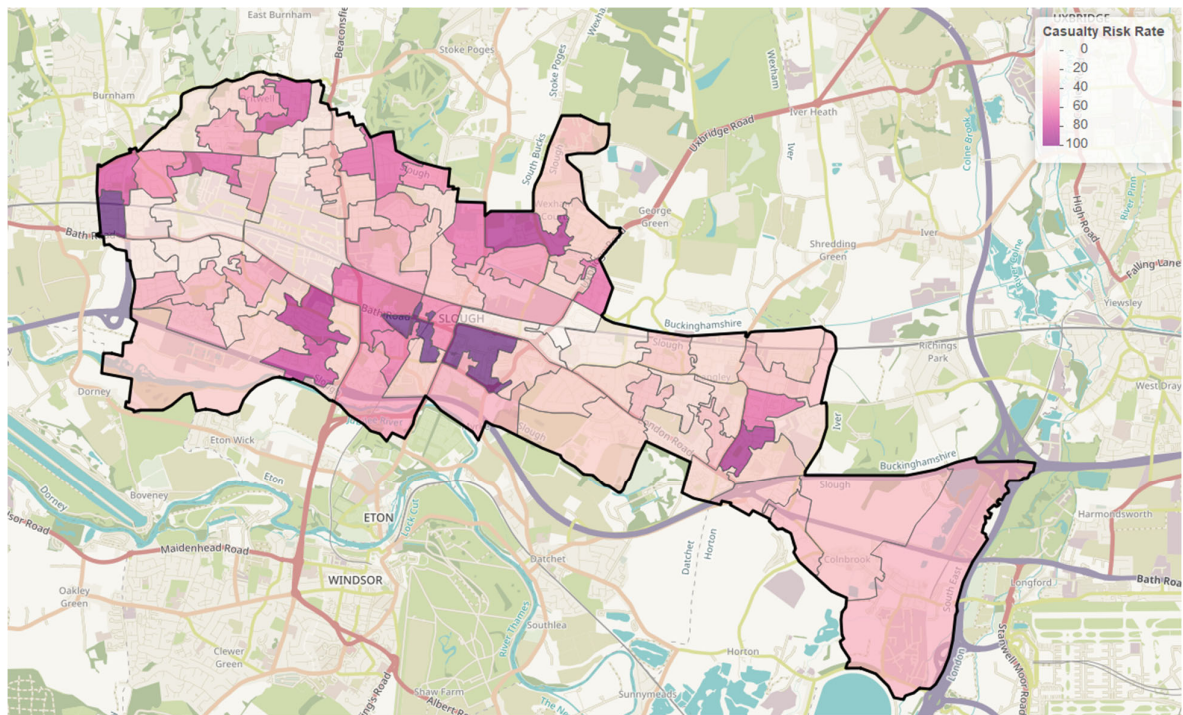
2.1.3.2 Comparisons

Slough's resident pedal cycle user casualty rate of 42.5 per year per 100,000 population is 40% higher than the national average. It is 27% higher than the South East rate and 28% higher than the overall Berkshire rate. Within Berkshire, Slough has a lower rate than Reading but higher than the other authorities. Slough's resident pedal cycle user rate is similar to that of Hounslow but higher than the other comparator authorities.

Internal

Figure 18 shows Slough's resident pedal cycle user casualties by home LSOA. The map is colour coded by the rate of casualties from that LSOA per year per 100,000 population. Higher rates of resident pedal cycle user casualties are found around Slough High Street and to the east of the borough near the border with Buckinghamshire. There are also higher rates in Harvey Park, Wexham Court, and near Slough Retail Park.

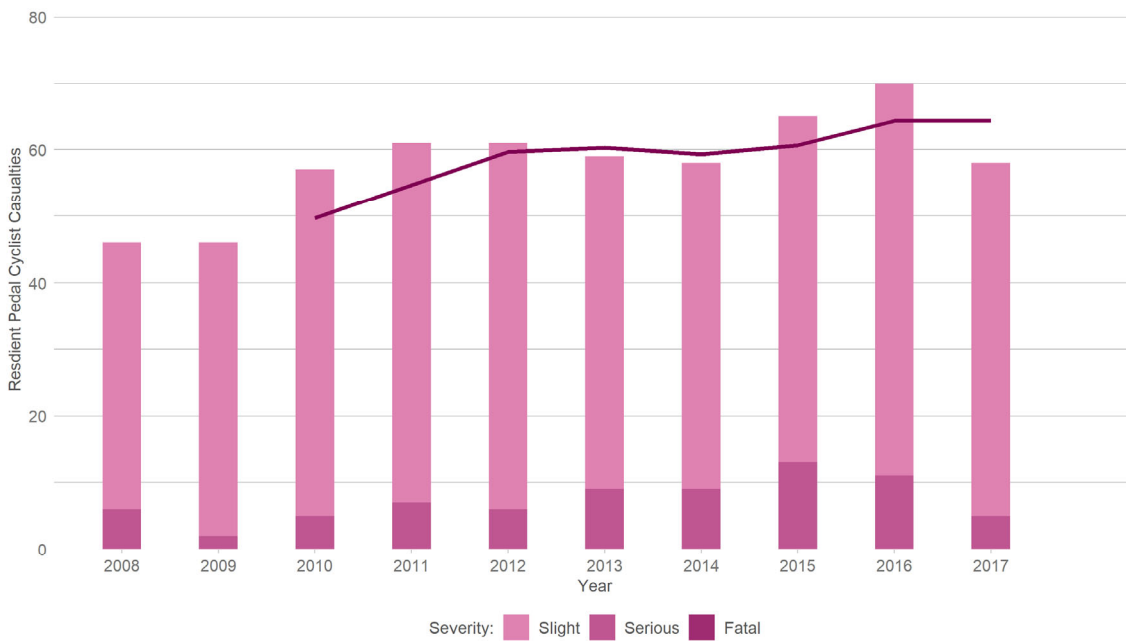
Figure 18 - Resident pedal cycle user casualties by LSOA. Annual average casualties (2013-2017) per 100,000 population



2.1.3.3 Trends

Figure 19 shows Slough's resident pedal cycle casualty numbers since 2008, by severity. There has been a gradual rise in the number of resident pedal cycle casualties over the last decade. In 2017 there were 58 pedal cycle user casualties from Slough, and no fatalities. In the period 2013-2017, 15% of pedal cycle user casualties were either killed or seriously injured.

Figure 19 - Resident pedal cycle user casualties by year (2008-2017)



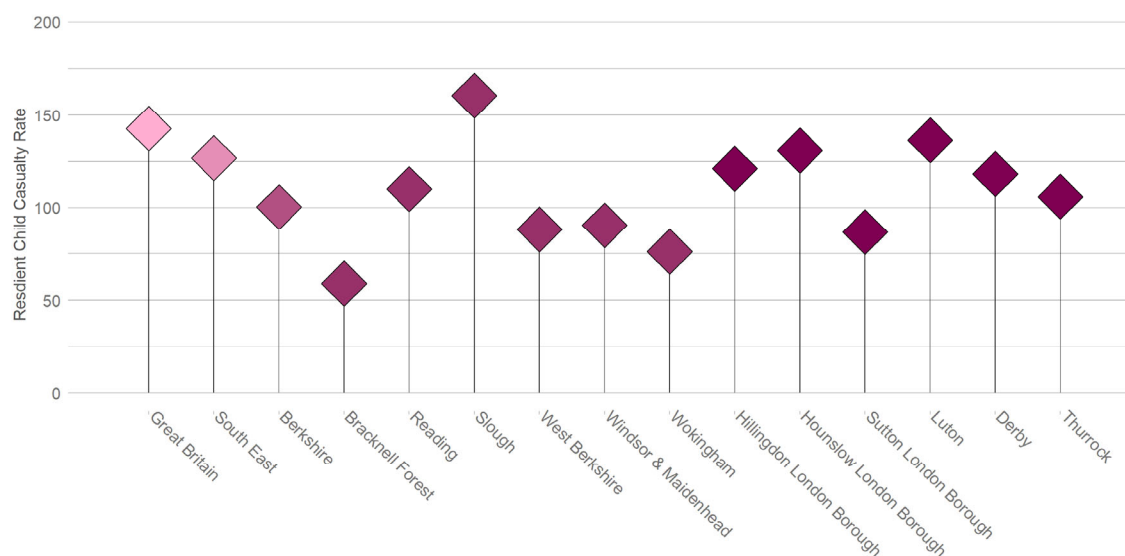
2.1.4 Child Resident Casualties

This section refers to all child casualties who are residents of Slough. For information about all child casualties on Slough's roads, please refer to 3.1.4.2 on page 43. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59.

2.1.4.1 Rates

Figure 20 shows resident child casualty rates for Slough, other Berkshire authorities and most similar comparator authorities. The rate is the annual average number of child resident casualties (2013-2017) per 100,000 population aged under 16.

Figure 20 – Annual average child resident casualty rate (2013-2017) per 100,000 population (aged under 16)



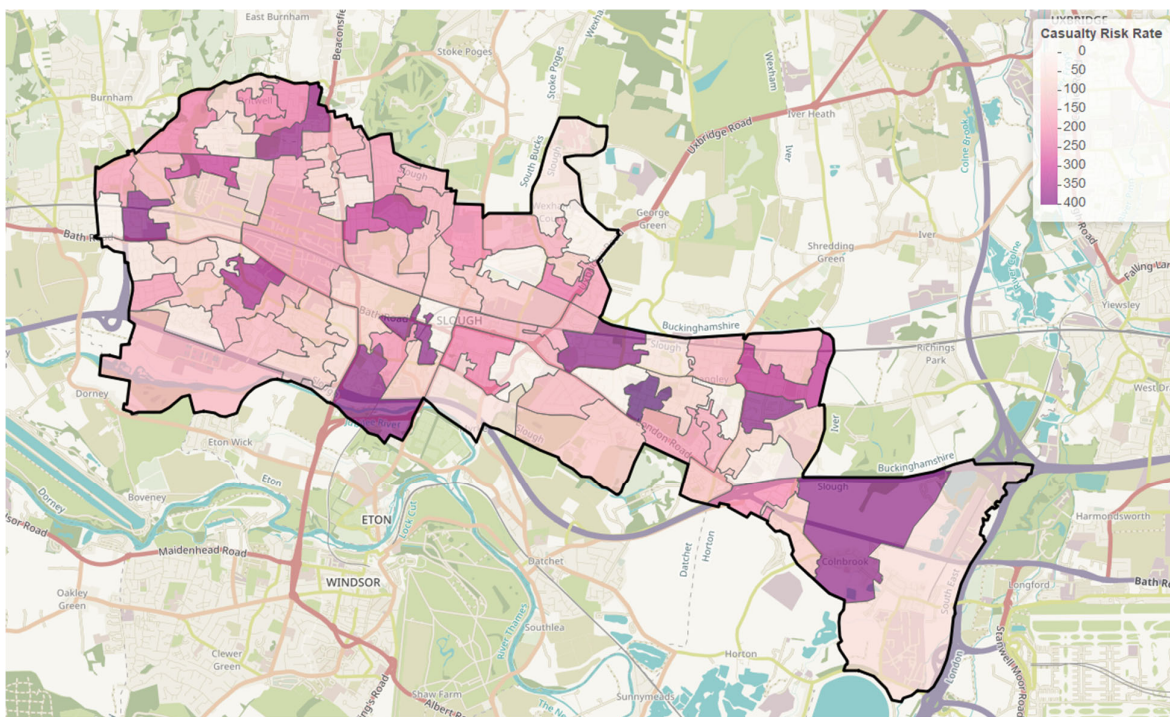
2.1.4.2 Comparisons

Slough's child resident casualty rate of 160.6 child casualties per year per 100,000 population (aged 0-15) is higher than the national rate (13% higher). It is also 27% higher than the South East rate and 60% higher than the overall Berkshire rate. Within Berkshire, Slough has the highest rate. Slough's child resident casualty rate is also higher than all the most similar authorities.

Internal

Figure 21 shows Slough's resident child casualties by LSOA. The thematic map is colour coded by the rate of child resident casualties per year per 100,000 population of under 16 year olds. The data are from the period 2013 to 2017. Child resident casualty rates are higher in Colnbrook, Harvey Park, Chalvey, Salt Hill, and near Burnham Station

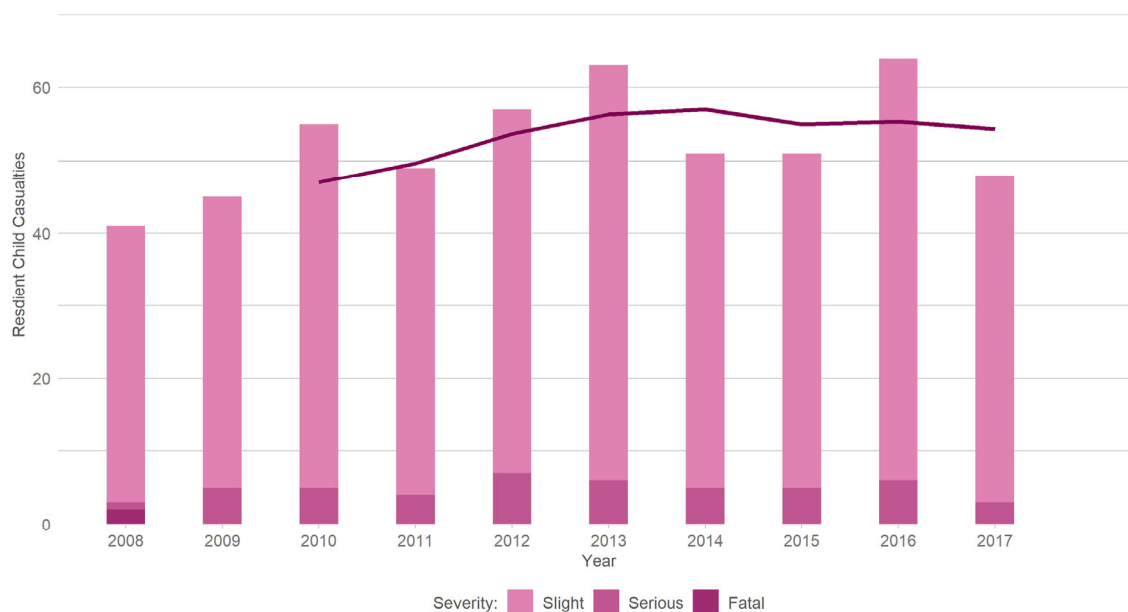
Figure 21 – Child resident casualties by MSOA (2013-2017). Annual average child casualties per 100,000 child population



2.1.4.3 Trends

Figure 22 shows child resident casualties since 2008, by severity. Casualty numbers have gradually increased since 2008, with a peak of 64 casualties in 2016. There were 48 child casualties from Slough in 2017, including 3 seriously injured casualty. In the past five-year period (2013-2017) 9% of child casualties were seriously injured. There have been no child fatalities from Slough since 2008.

Figure 22 – Child resident casualties by year 2008-2017



Child Resident Casualties occurring in other areas

Eighty-one percent of Slough's child resident casualties were injured on Slough's roads, with the rest injured mainly in nearby authorities including Buckinghamshire (6%), Windsor & Maidenhead (4%), Surrey (2%) and Hillingdon (2%).

2.2 Resident Motor Vehicle Users

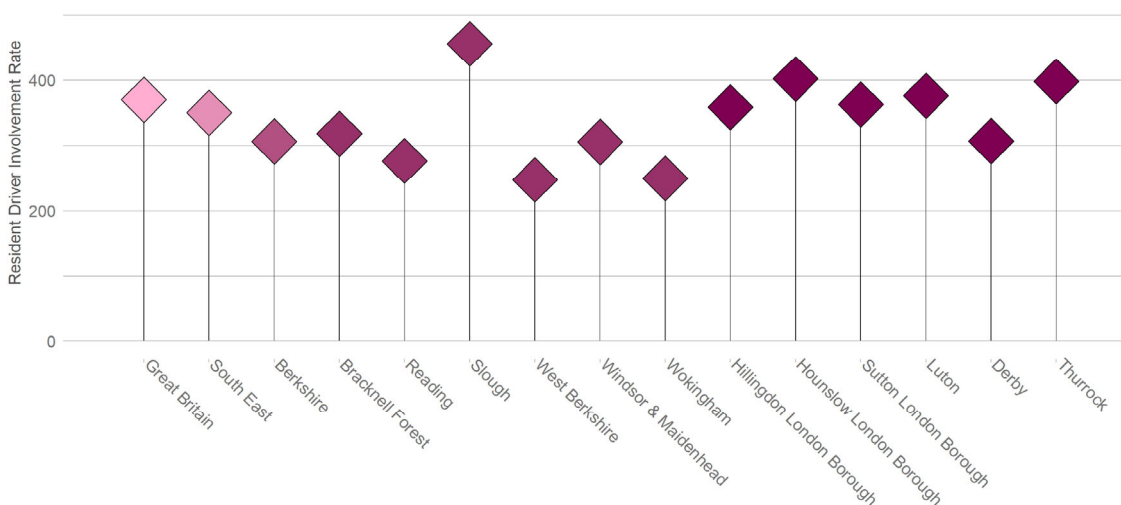
2.2.1 All Resident Drivers and Riders involved in Collisions

This section refers to all drivers and riders involved in collisions and who are residents of Slough. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59. Only adult drivers (aged 16 and over) of motorised vehicles are included in this section.

2.2.1.1 Rates

Figure 23 shows resident driver rates for Slough, comparator authorities and other Berkshire authorities. The rate is the annual average number of resident drivers involved in injury collisions per 100,000 adult population (aged 16 and over).

Figure 23 – Annual average resident drivers (2013-2017) per 100,000 adult population



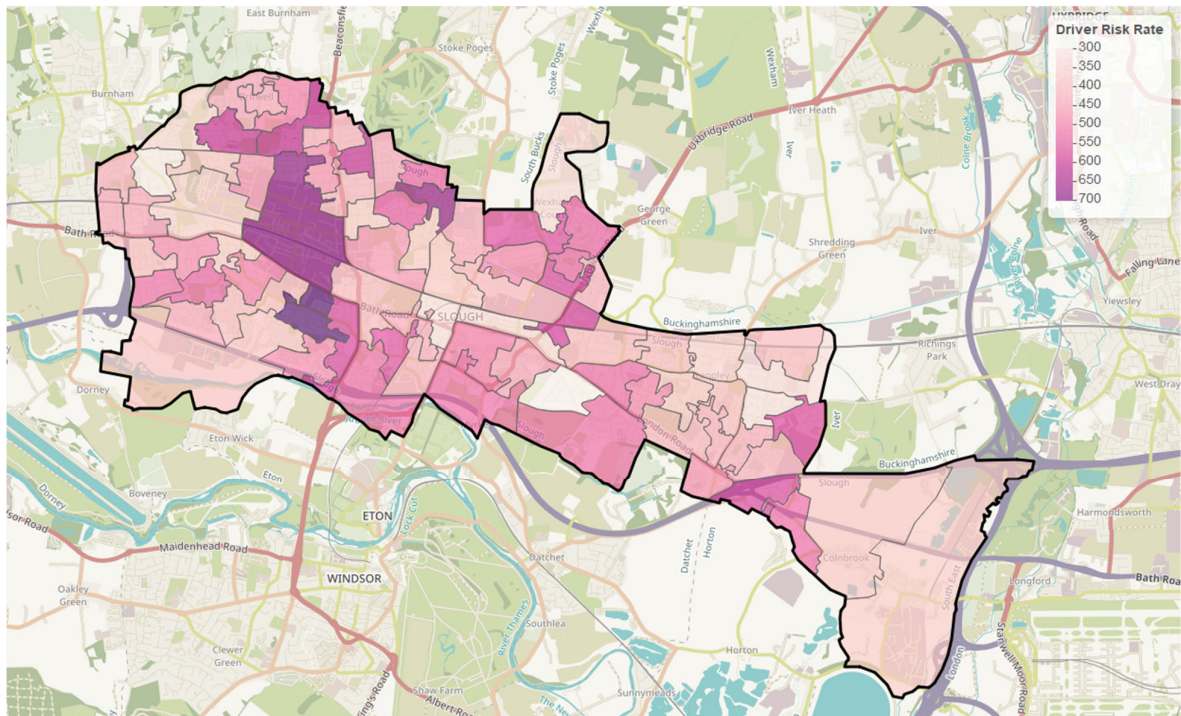
2.2.1.2 Comparisons

Slough's resident driver rate of 456.2 drivers per year per 100,000 adult population is 23% higher than the national rate. It is 30% higher than the South East rate and 49% higher than the overall Berkshire rate. Slough has the highest resident driver rate of all the Berkshire authorities. Slough also had the highest rate of all the comparator authorities.

Internal

Figure 24 shows Slough's resident collision involved drivers' home location by LSOA. The thematic map is colour coded by the driver rate, which is the average annual number of resident drivers per 100,000 adult population (aged 16 and over). Data are from the period 2013-2017. Higher rates of resident drivers involved in collisions are found around the Slough Trading Estate, Britwell, and near Granville Recreation Ground.

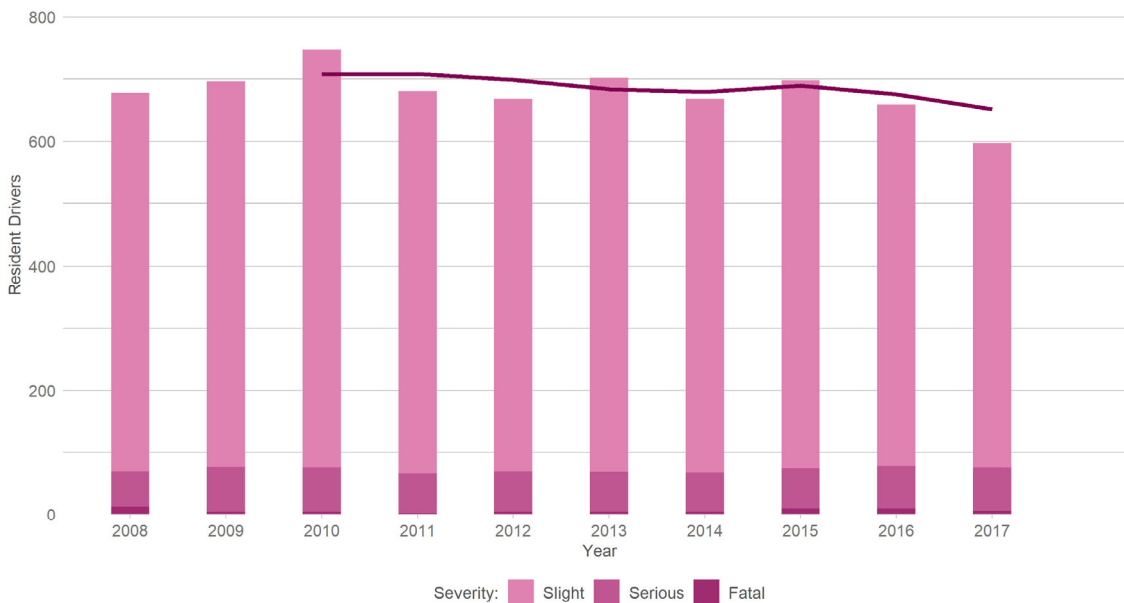
Figure 24 – Annual average resident drivers (2013-2017) per 100,000 adult population, by LSOA



2.2.1.3 Trends

Figure 25 shows Slough's annual resident motor vehicle driver numbers by severity. There has been little change in numbers over the past decade. In 2017 there were 597 drivers from Slough involved in collisions, including 75 in collisions where there was a killed or seriously injured casualty. The total driver collision involvement number is a 12% reduction from 2008. In the most recent five-year period (2013-2017) 11% of Slough's resident drivers have been involved in a collision resulting in a killed or seriously injured casualty.

Figure 25 - Slough's resident drivers, by year (2008-2017)



Resident Driver crash involvement in other areas

Forty-nine percent of Slough's resident drivers are involved in collisions on Slough's roads. Of the other authorities, 9% of resident drivers are involved in collisions in Buckinghamshire, 8% in Windsor and Maidenhead, 5% in Surrey, and 4% in Hillindon.

2.2.1.4 Socio Demographic Analysis

Segmentation

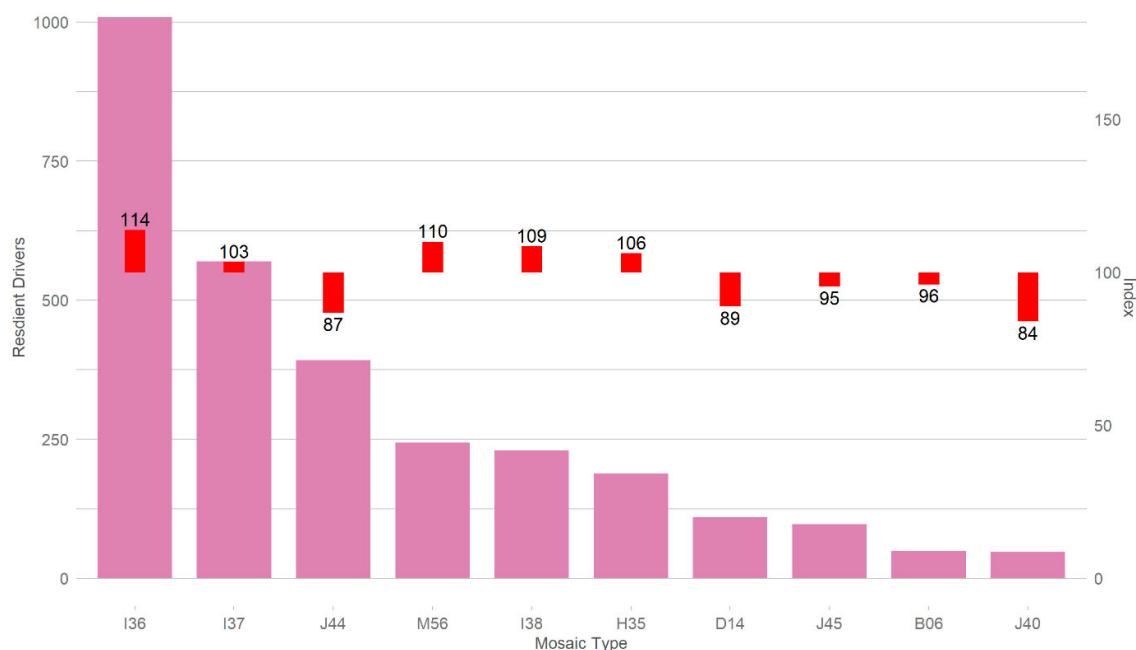
Analysis of the Mosaic communities in which Slough's resident drivers and riders live provides an insight into those involved in collisions. For an explanation of Mosaic Public Sector and how to understand the following chart, please refer to 4.1.1.1 on page 59.

Figure 26 shows resident drivers by Mosaic Type. The red bars show the index value when resident driver numbers are indexed by the population of those Types.

As with the resident casualty Mosaic analysis, the highest driver numbers come from communities of *Thriving families with good incomes in multi-cultural urban communities* (Type I36). This Type is also over-represented when taking population into account.

Established older households owning city homes in diverse neighbourhoods (Type I37) and *Young renters ready to move to follow worthwhile incomes from service sector jobs* (Type J44) are involved in a high number of collisions as drivers, but Type J44 is under-represented based on population.

Figure 26 - Slough resident drivers by Mosaic Type (2013-2017)

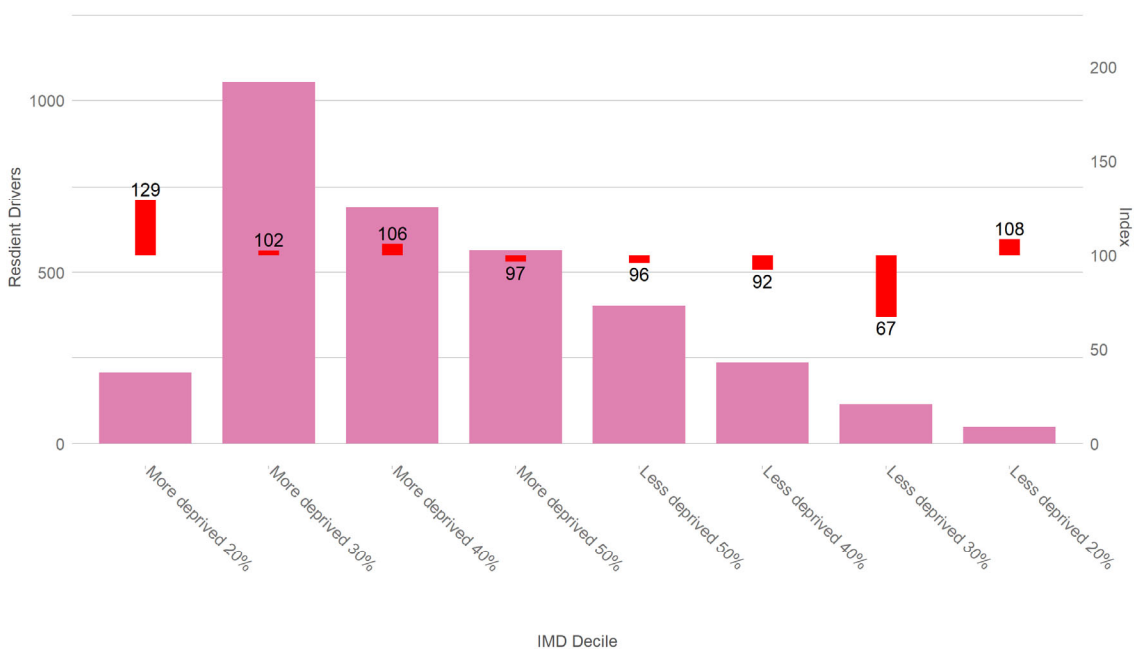


More information on the characteristics of the communities from some of these Mosaic Types and a thematic map showing the areas where they live can be found in 4.2.2 on page 65.

Deprivation

Figure 27 shows Slough's resident drivers by Index of Multiple Deprivation (IMD). The highest number of drivers are from the most deprived communities. The most deprived 20% decile are over-represented based on population. The more deprived 30%, 40% and 50% deciles have higher numbers of driver involvement, but are appropriately represented based on population. Drivers from the less deprived areas have fewer involved drivers and are under-represented, apart from the less deprived 20% decile who are slightly over-represented.

Figure 27 - Resident drivers by IMD (2013-2017)



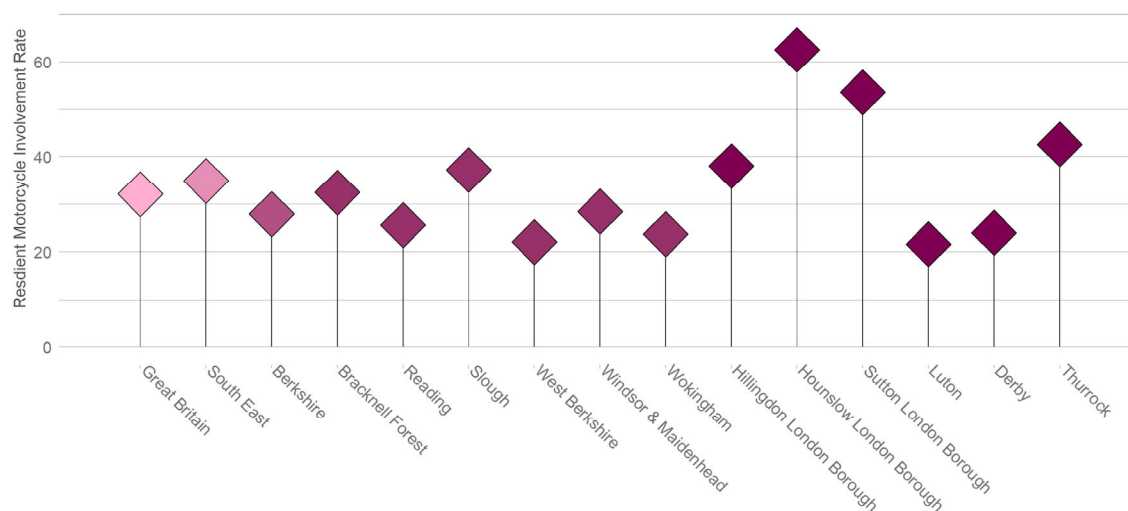
2.2.2 Resident Motorcyclists involved in Collisions

This section refers to motorcyclists involved in collisions and who are residents of Slough. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59.

2.2.2.1 Rates

Figure 28 shows the resident motorcycle rider collision involvement rate for Slough, Berkshire authorities and comparator authorities. National and regional rates are also included for comparison. The rate is the annual average number of motorcycle riders (2013-2017) per 100,000 adult population (aged 16 and over).

Figure 28 – Annual average resident motorcycle riders (2013-2017) per 100,000 adult population



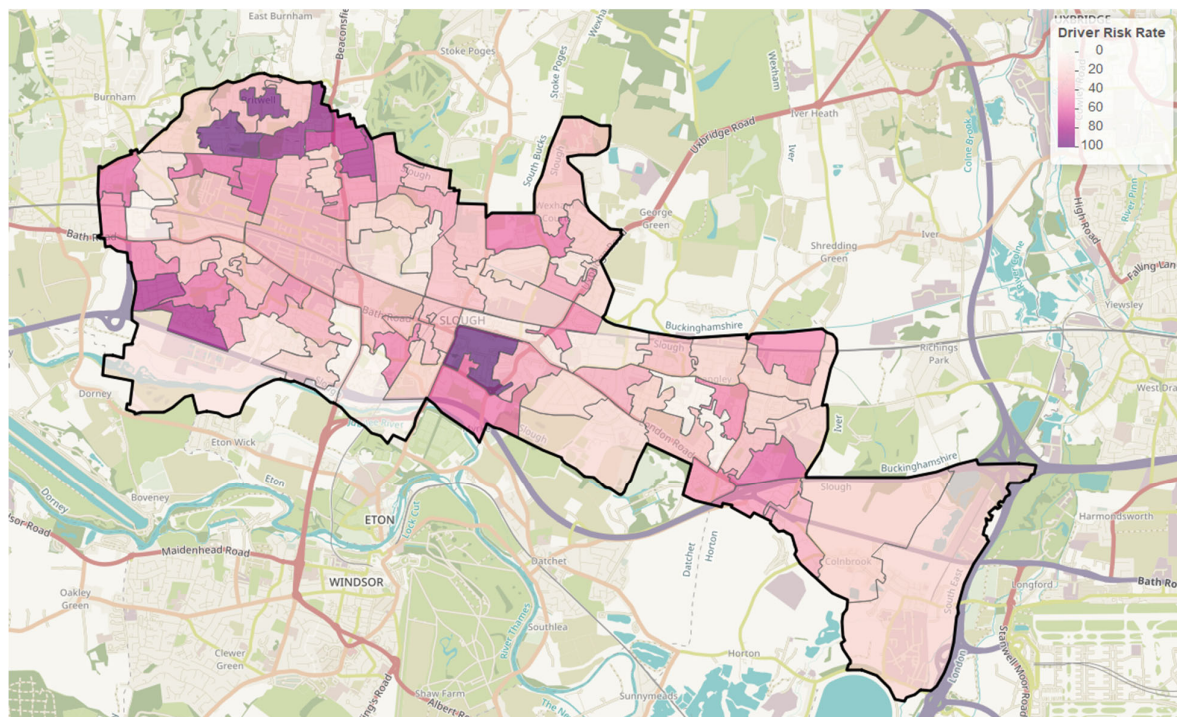
2.2.2.2 Comparisons

Slough's resident motorcycle rider rate of 37.2 riders per year per 100,000 adult population is 16% above the national rate. It is just above the South East rate (7%) but is 33% higher than the overall Berkshire rate. Within Berkshire, Slough has a higher rate than the other authorities. Slough has a similar rate to Hounslow, a higher rate than the comparator authorities of Luton and Derby, but a lower rate than that of Hounslow, Sutton and Thurrock.

Internal

Figure 29 shows Slough's collision involved motorcycle riders by home MSOA. The rate is the annual average number of riders per 100,000 adult population (aged 16 and over). The rates of resident motorcycle riders involved in collisions are higher in Britwell and around Slough High Street. Lower rates are found around the Sewage Works, Chalvey, Salt Hill, and parts of Langley.

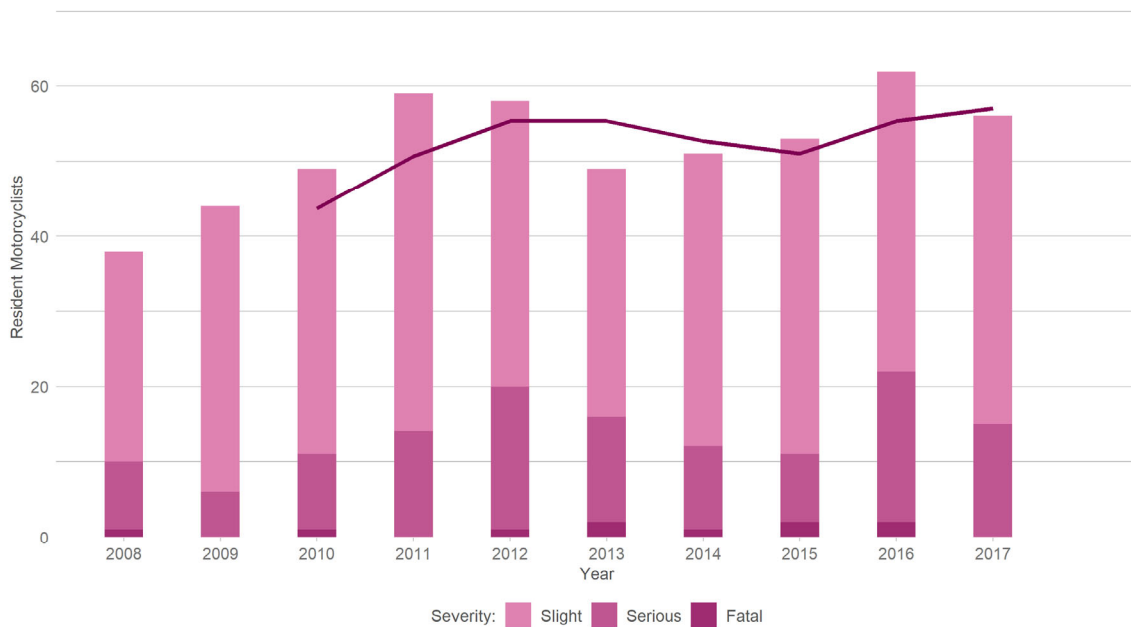
Figure 29 – Annual average resident motorcycle riders per 100,000 adult population, by MSOA (2013-2017)



2.2.2.3 Trends

Shown in Figure 30 are Slough's annual resident motorcycle rider numbers by severity. The number of resident motorcycle riders involved in collisions has crept up since 2008, with peaks in 2011, 2012 and 2016. Over the most recent five-year period (2013-2017) 28% of Slough's resident motorcycle riders were involved in injury collisions where one or more of the casualties was killed or seriously injured. This represents a high KSI ratio compared to other road user groups.

Figure 30 - Slough resident motorcycle riders, by year (2008-2017)



Resident Motorcyclist crash involvement in other areas

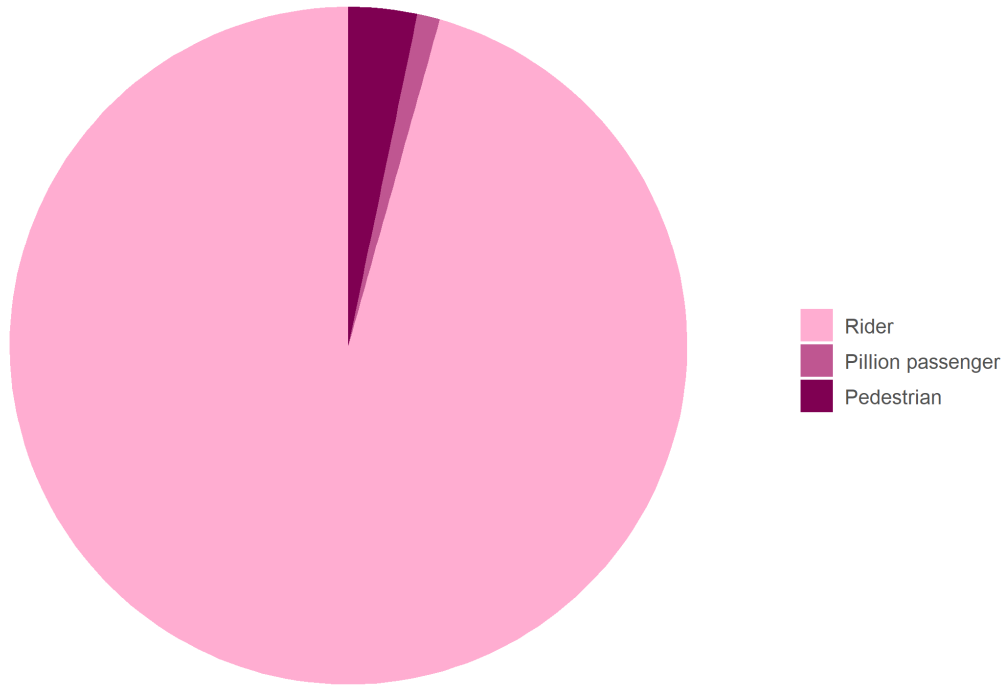
Forty-five percent of Slough's resident motorcycle riders were involved in collisions on Slough's roads. Thirteen percent were involved in collisions in Buckinghamshire and 13% were in Windsor & Maidenhead.

2.2.2.4 Related Casualties

Passenger and pedestrian casualties

The related casualties of Slough's resident motorcycle riders have been analysed in Figure 31. Related casualties can be the motorcycle rider themselves; an injured pillion passenger; or a pedestrian struck by the motorcycle rider. Injured drivers and passengers of other vehicles are not included in the analysis. For Slough's resident motorcycle riders, 96% of the casualties were the riders themselves. A further 3% were their pillion passengers and 1% were pedestrians who were injured after the motorcyclist hit them. It should be noted that the passenger and pedestrian casualties related to Slough's resident motorcycle riders could live anywhere in the country and have been injured anywhere.

Figure 31 – Slough's resident motorcycle riders - related casualties (2013-2017)



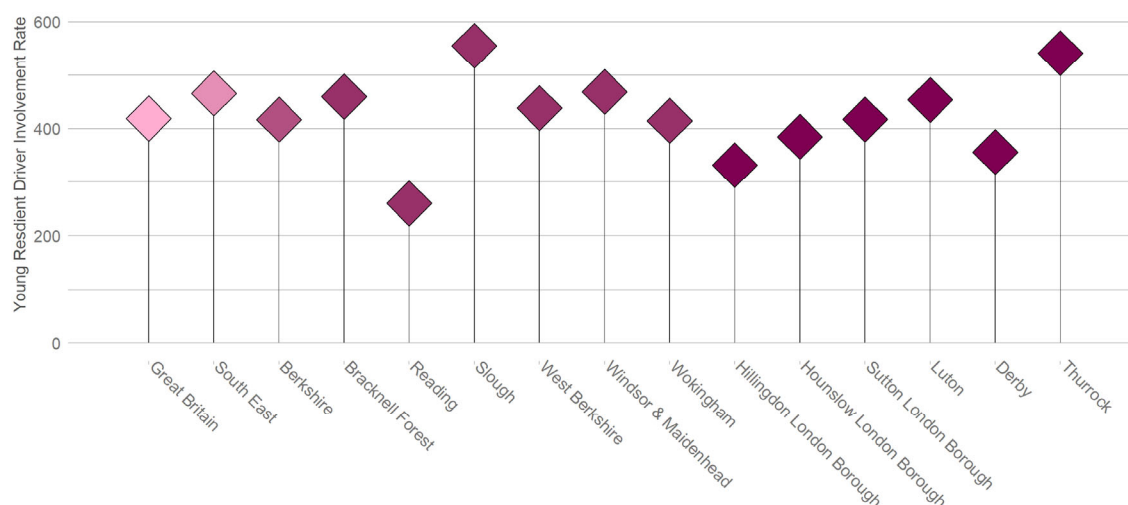
2.2.3 Young Resident Drivers Involved in Collisions

This section refers to young drivers involved in collisions and who are residents of Slough. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.1 on page 59. Young drivers of all motor vehicles except motorcycles are included: motorcycle riders are not included as they are covered in section 2.2.2.

2.2.3.1 Rates

Figure 32 shows young resident drivers involved in injury collisions per year per 100,000 16-24 year old population. The data are from the period 2013-2017.

Figure 32 – Annual average young resident drivers (2013-2017) per 100,000 population (16-24 year olds)



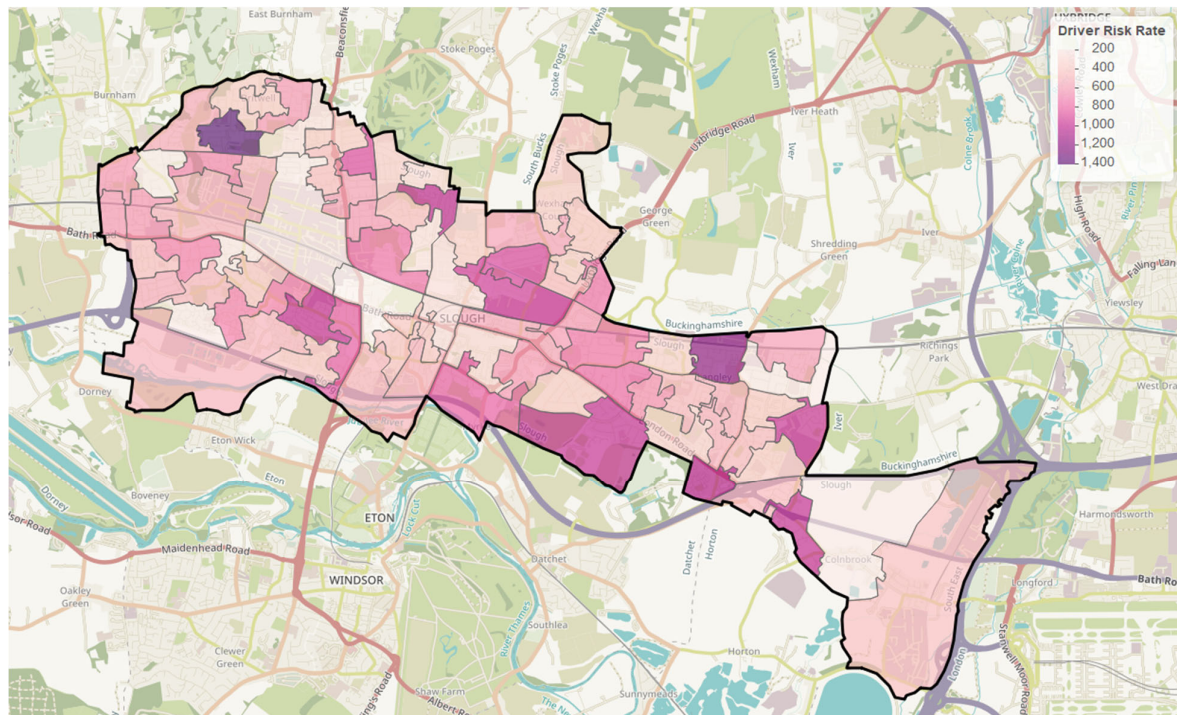
2.2.3.2 Comparisons

Slough's young resident driver rate of 555.2 per year per 100,000 population of 16-24 year olds is 33% higher than the national rate. It is also higher than the South East rate (19% higher) and the Berkshire rate (33% higher). Within Berkshire, Slough has a higher young driver rate than the other Berkshire authorities. Slough has a similar rate to Thurrock, but a higher rate than all of the most similar comparator authorities.

Internal

Figure 33 shows Slough's young resident collision involved drivers by home LSOA. The thematic map is colour coded by the rate of young drivers per year per 16-24 year old population. Higher young driver rates are found in Britwell, Langley, around the Slough Retail Park, around Upton Court Park and near Saint Paul's Avenue. Lower rates are found in the area around the Slough Trading Estate and Colnbrook.

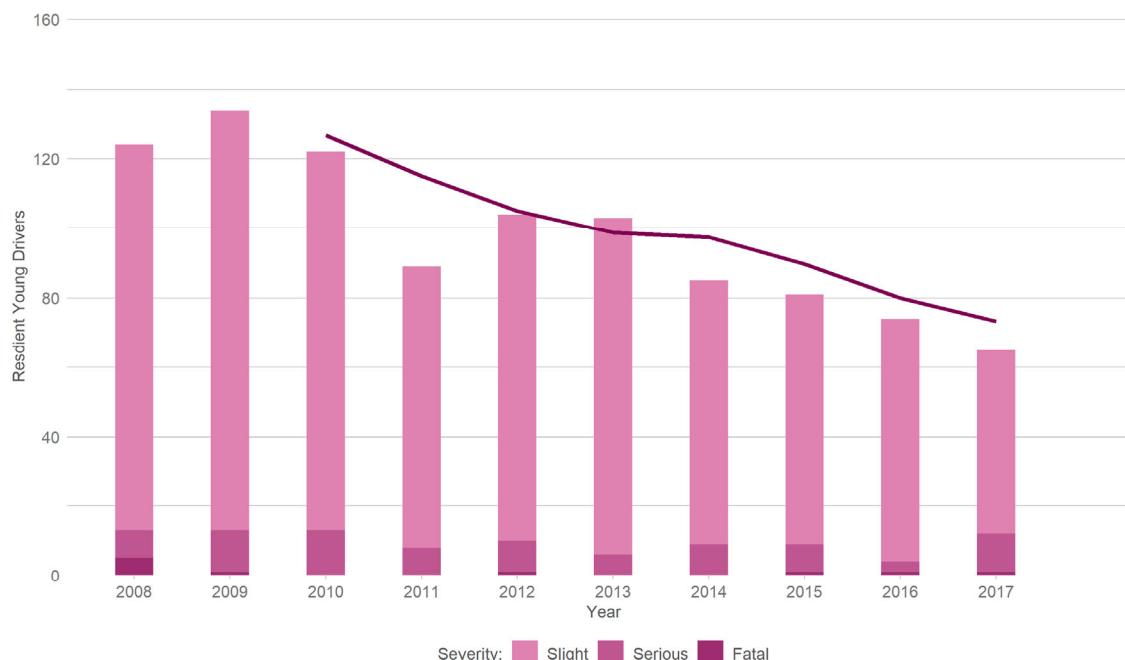
Figure 33 – Annual average young resident motor vehicle drivers per 100,000 16-24 year old population by LSOA (2013-2017)



2.2.3.3 Trends

Figure 34 shows Slough's annual resident young driver numbers, by severity, over the period 2008-2017. There has been a clear downward trend in the number of involved resident young drivers. In 2017 there were 65 young drivers from Slough involved in injury collisions, a 48% reduction from 2008 and a 12% reduction from 2016. In 2017, 11 Slough resident young drivers were involved in collisions where there was a seriously injured casualty and one where there was a fatality.

Figure 34 - Slough resident young driver collision involvement (2008-2017)



Young Resident Driver crash involvement in other areas

Fifty-two percent of Slough's young resident drivers are involved in collisions on Slough's roads. Other authorities where Slough's young drivers are involved in collisions include Buckinghamshire (11%), Windsor & Maidenhead (10%) and Surrey (6%).

2.2.3.4 Socio Demographic Analysis

Segmentation

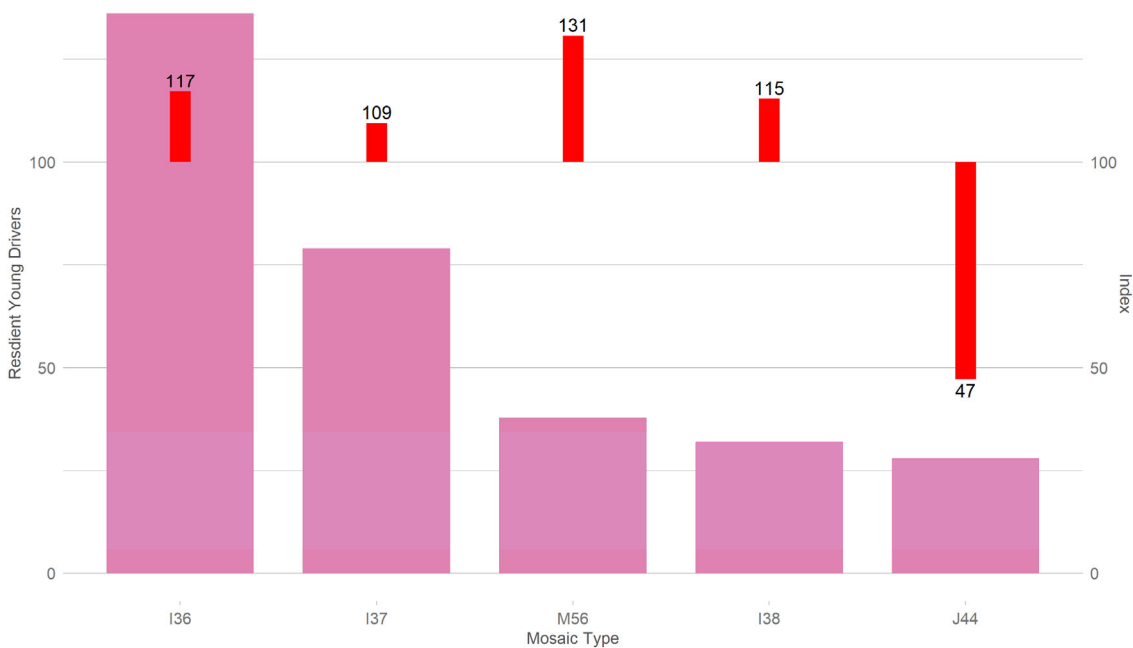
Analysis of the Mosaic communities in which Slough's young resident drivers live provides an insight into those involved in collisions. For an explanation of Mosaic Public Sector and how to understand the following chart, please refer to 4.1.1.1 on page 59.

Figure 35 shows Slough's young resident drivers by Mosaic Type. An index value is not calculated where there are less than 30 drivers from a Mosaic Type.

The highest number of young drivers are from *Thriving families with good incomes in multi-cultural urban communities* (Type I36), and this Type is over-represented when taking the population of that group in to account. *Established older households owning city homes in diverse neighbourhoods* (Type I37) are also over-represented when taking in to account the population of that group.

Stable families with children renting better quality homes from social landlords (Type M56) and *Large extended families in neighbourhoods with a strong South Asian tradition* (Type I38) have a lower number of young drivers involved in injury collisions but are over-represented based on population.

Figure 35 - Slough's young resident drivers by Mosaic Group (2013-2017)



Deprivation

Figure 36 - Slough young resident drivers by IMD (2013-2017)

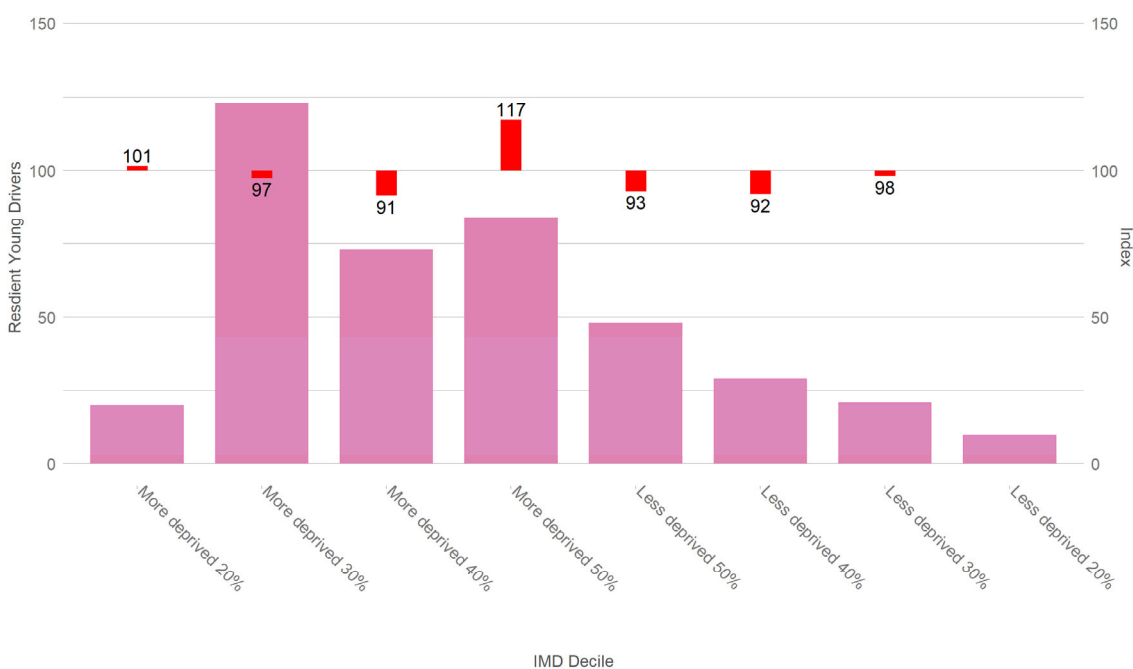


Figure 36 shows young drivers by IMD. The red bars represent the index value showing whether young drivers are over or under-represented based on the population of 16-24 year olds in each community. Higher young driver numbers come from the less affluent areas but these communities are proportionately represented relative to the population of Slough. The more deprived 50% decile is over-represented based on population.

2.2.3.5 Related Casualties

Passenger and pedestrian casualties

The related casualties of Slough's young resident drivers have been analysed. Related casualties can be the young driver themselves; an injured passenger; or a pedestrian struck by the young driver's vehicle. Consequently, injured drivers and passengers of other vehicles are not included in the analysis. For Slough's young resident drivers, 57% of the casualties were the drivers themselves. A further 35% were their passengers and 7% were pedestrians who were injured after the young driver's vehicle hit them. It should be noted that the related casualties of Slough's young resident drivers could live anywhere in the country and have been injured anywhere.

Figure 37 – Injured Passengers in Slough's young resident drivers' vehicles compared to all young drivers (2013-2017)

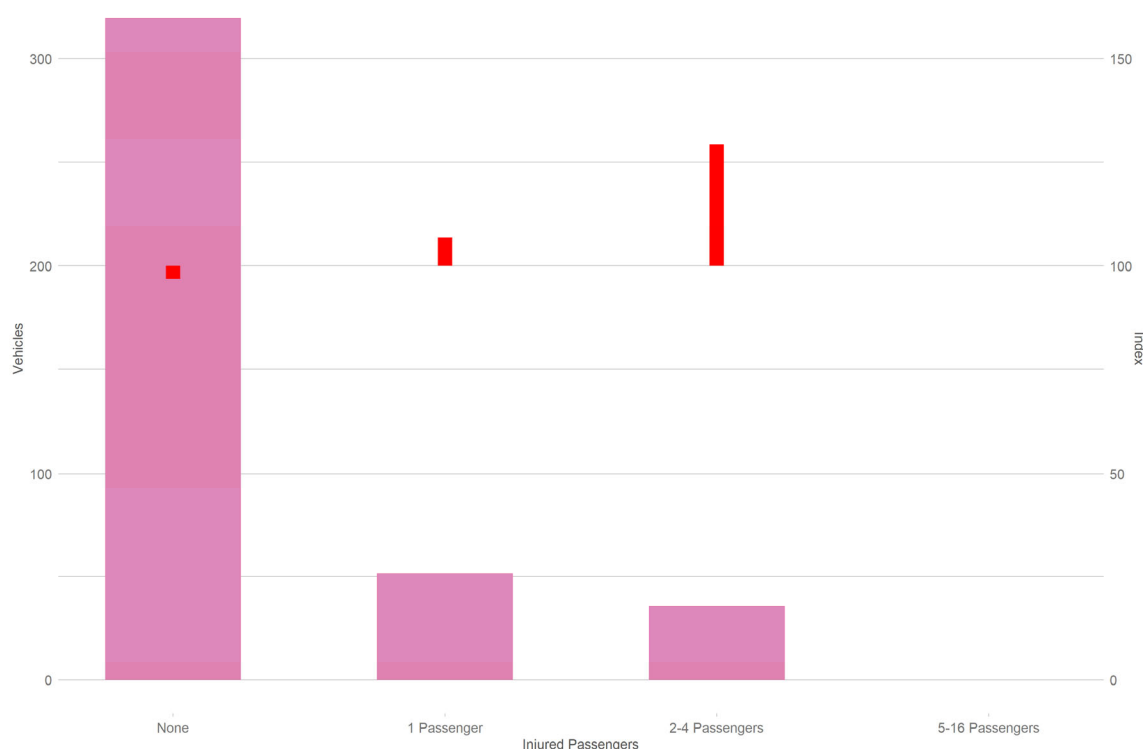


Figure 37 shows the number of young drivers by the presence and quantity of injured passengers in their vehicle. The red bars are indices comparing young drivers to the figures for injured passengers for all young drivers. It shows that most young drivers (78%) do not have injured passengers in their vehicle, but the red bars indicate that they are more likely to have one or more injured passengers than young drivers across the country.



3 Road Network Risk

3.1 Collisions on all roads

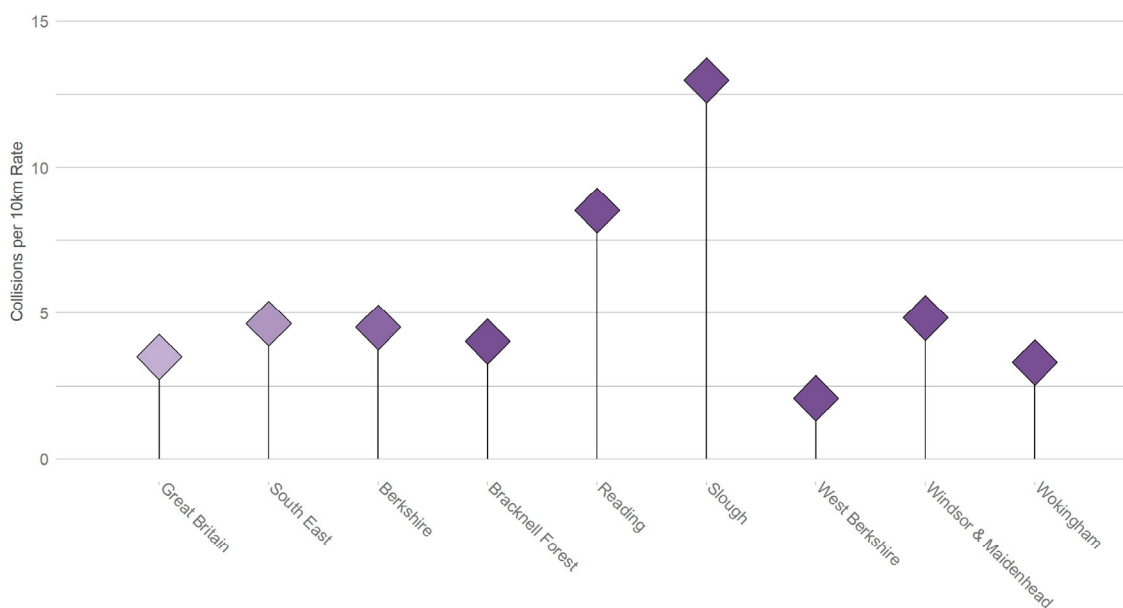
This section refers to all collisions which occurred on Slough's roads. For information on casualties who live in Slough, please refer to 2.1 on page 9 and for analysis involving Slough resident motor vehicle users, please refer to 2.2 on page 24. For an explanation of the methodologies employed throughout this section, please refer to 4.1.1.2 on page 60.

3.1.1 Rates

3.1.1.1 Collisions per km of road

Figure 38 below shows the rate of average annual collisions between 2013 and 2017 per 10 km of road for Slough and other Berkshire authorities. Rates cannot be shown for comparator district authorities as the DfT only publish road length data at highway authority level.

Figure 38 – Annual average collisions (2013-2017) per 10km of road



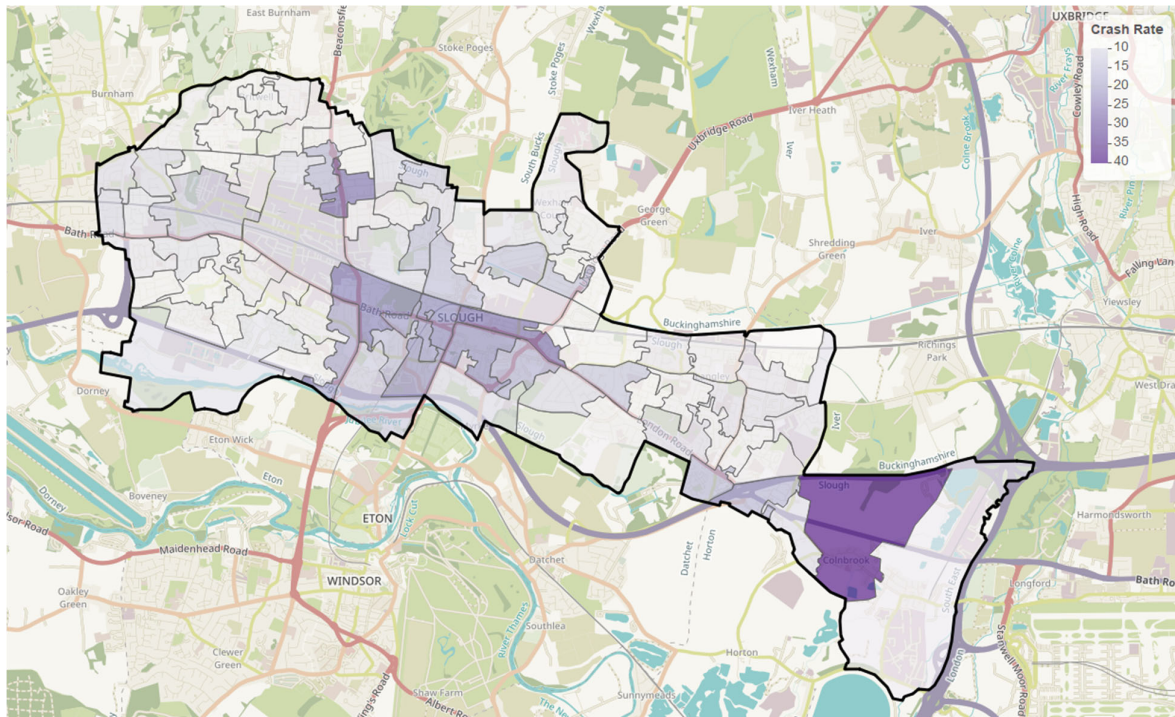
3.1.2 Comparisons

Slough's collisions per km rate is considerably higher than the national rate (271% higher). It is 180% higher than the South East rate and 189% higher than the Berkshire rate. Within Berkshire, Slough has highest rate. The lowest rates are in the more rural areas and those with long stretches of motorway.

Internal

The map (Figure 39) shows collisions on all roads in Slough, by LSOA. The thematic map is colour coded by the rate of annual average collisions per 10km of road. The highest collision rates can be found around Colnbrook. Higher collision rates can also be found around Slough town centre.

Figure 39 – Annual average collisions (2013-2017) per 10km of road, by LSOA



3.1.3 Trends

Figure 40 shows annual collisions on all of Slough's roads, including strategic roads, from 2008 to 2017. Collisions on Slough's roads have reduced by 23% from 2008 but have fluctuated over the past decade. There were 353 collisions in Slough in 2017, down from 416 in 2016.

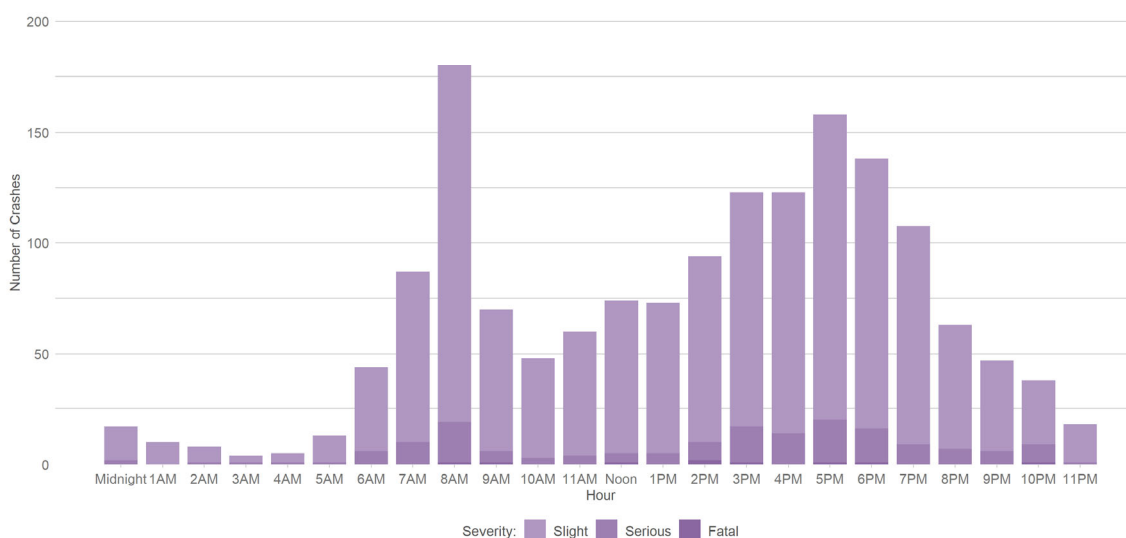
Figure 40 - Slough collisions, by year (2008-2017)



Collisions by hour of the day (Weekdays)

Figure 41 shows collisions on a week day by the hour of the day in which they occurred. There is a peak at 8am during the morning commute to work and a peak in the afternoon between 3pm and 7pm during the commute home from work.

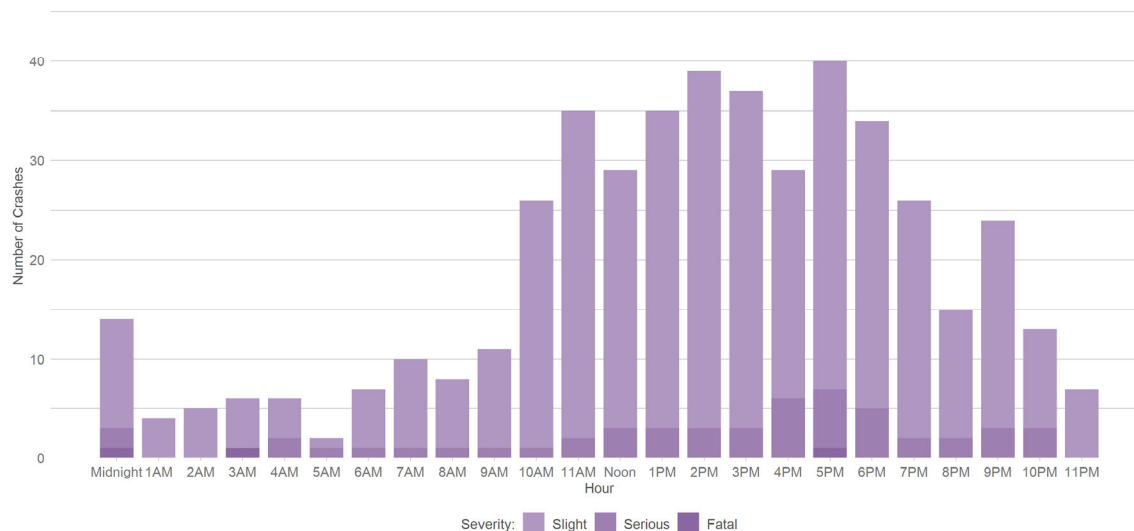
Figure 41 - Collisions on Slough's roads by hour of the day - Weekdays (2013-2017)



Collisions by hour of the day (Weekends)

Figure 42 shows collisions on a weekend by the hour of the day in which they occurred. Collisions are more spread throughout the day than weekdays. Collisions tend to occur between 11am and 7pm, with peaks between 11am and noon, between 1pm and 4pm, and between 5pm and 6pm. Fatal and serious collisions reach a peak between 4pm and 7pm. There is also a peak in collisions around midnight on weekends.

Figure 42 - Collisions on Slough's roads by hour of the day - Weekends (2013-2017)



3.1.3.1 Collisions involving drivers who reside in other areas

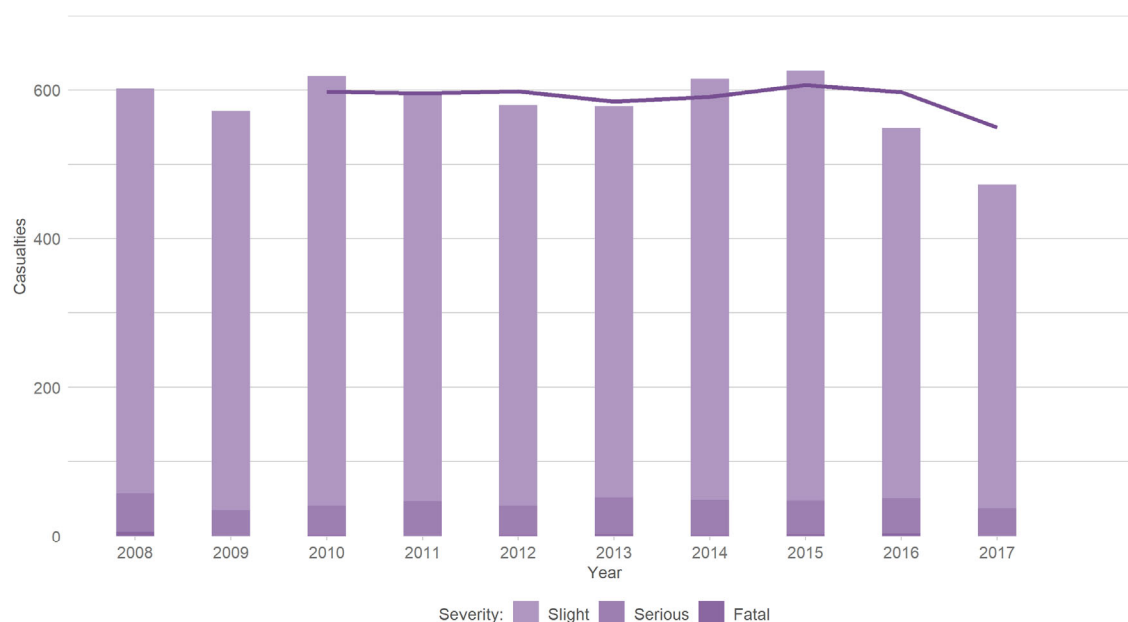
Using the driver's home postcode from STATS19 enables analysis of where drivers involved in collisions in Slough reside. Fifty-seven percent of drivers with known postcodes involved in collisions in Slough are from Slough. The rest are from areas including Buckinghamshire (8%), Windsor & Maidenhead (6%), Surrey (3%) and Hillingdon (3%).

3.1.4 Casualty trends on all roads

3.1.4.1 All casualties

Figure 43 shows annual casualty numbers on Slough's roads. Casualties on Slough's roads have remained similar over the past decade, with a reduction in recent years. In 2017 there were 473 casualties on Slough's roads, a reduction of 21% from 2008, and a decrease of 14% from 2016. The number of casualties who were killed or seriously injured on the roads of Slough have stayed at a similar level over recent years.

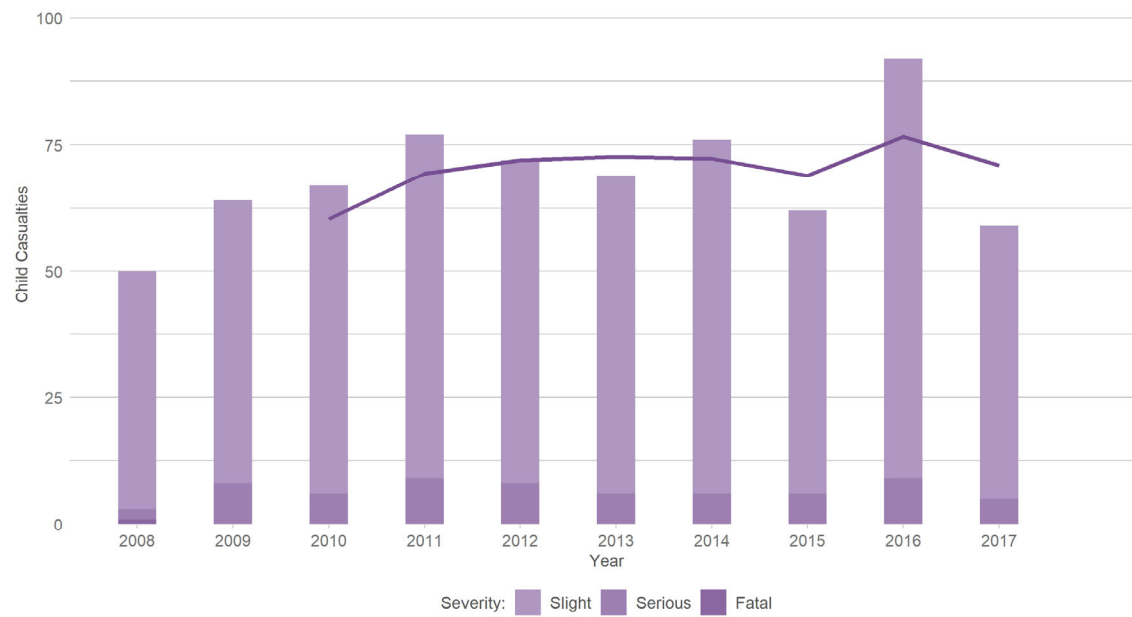
Figure 43 - Casualties on Slough's roads by year (2008-2017)



3.1.4.2 Child casualties

Figure 44 shows annual child casualty numbers on Slough's roads. The number of child casualties on Slough's roads has fluctuated over the last decade, increasing up until 2011 but generally decreasing since then. In 2017 there were a total of 59 child casualties in Slough, 5 of whom was seriously injured. There have been no children killed on Slough's roads since 2008.

Figure 44 - Child casualties on Slough's roads by year (2008-2017)



3.1.4.3 Pedestrian casualties

Figure 45 shows annual pedestrian casualty numbers on Slough's roads. There have been fluctuations in pedestrian casualties, although numbers have fallen slightly from a peak of 82 in 2008. In 2017, there were 68 pedestrian casualties including 9 seriously injured casualties.

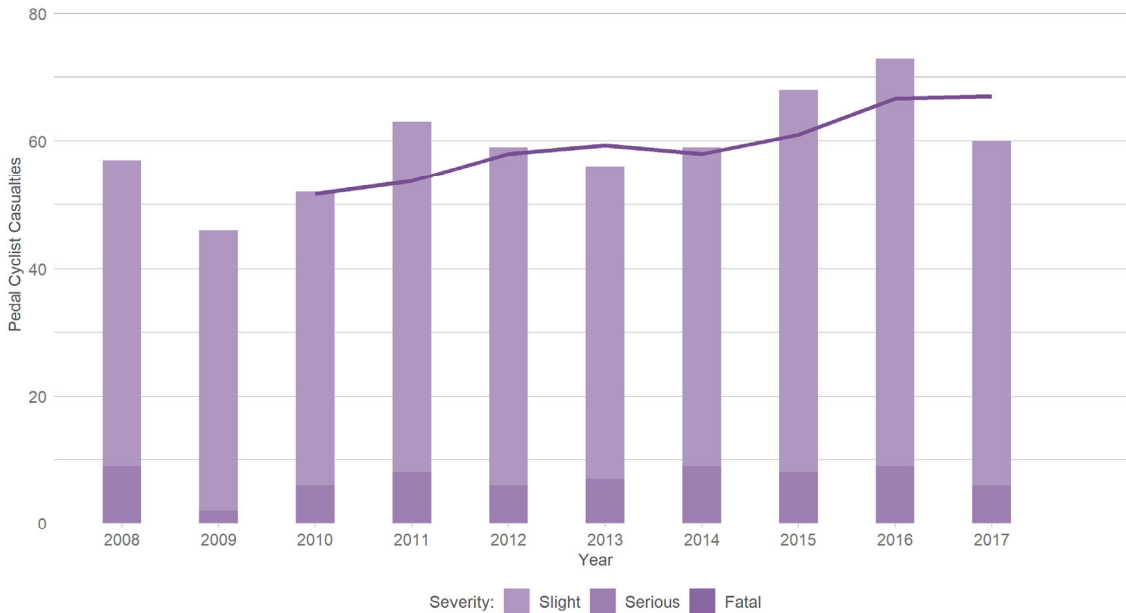
Figure 45 - Pedestrian casualties on Slough's roads by year (2008-2017)



3.1.4.4 Pedal cyclist casualties

Figure 46 shows annual pedal cycle user casualty numbers on Slough's roads. Pedal cycle user casualty numbers have gradually increased over the last 10 years. In 2017, there were 60 pedal cycle user casualties on the roads of Slough including 6 seriously injured casualties.

Figure 46 - Pedal cycle user casualties on Slough's roads, by year (2008-2017)



3.1.5 Contributory Factors

Each section below examines trends in reported collisions involving groups of related contributory factors (CFs). For each group, the total number of collisions in which any CF in the group was recorded has been determined. To provide comparative context, each chart also shows the three-year average of all police attended collisions with recorded CFs.

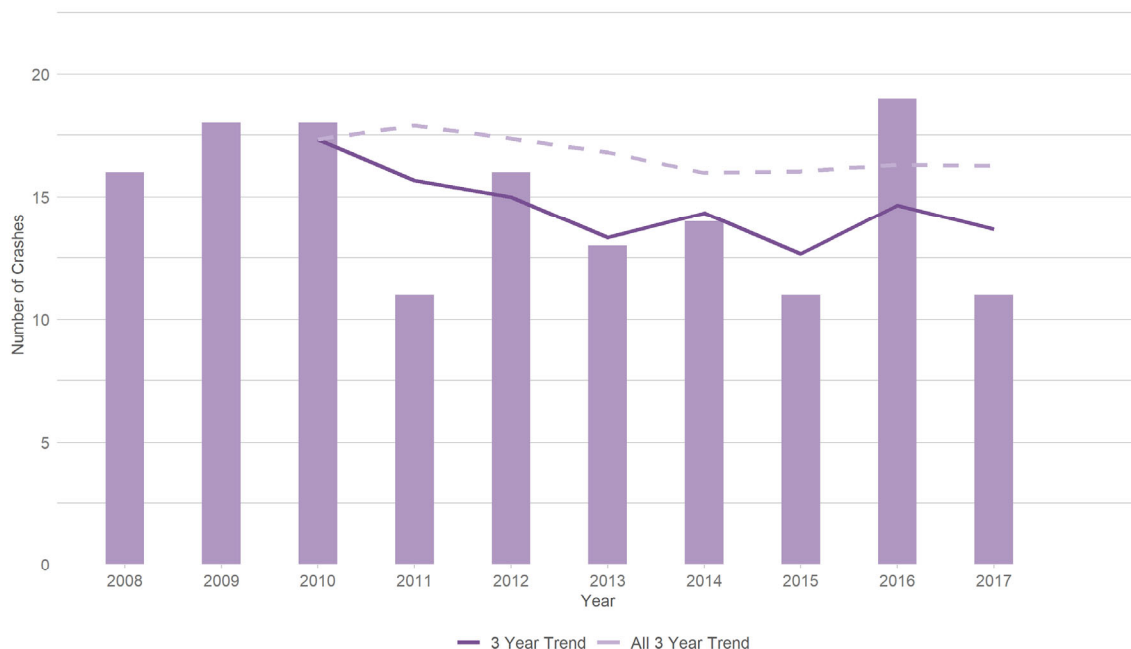
3.1.5.1 Impairment

This section examines collisions where at least one of the contributory factors 501 *Impaired by alcohol* and/or 502 *Impaired by drugs (illicit or medicinal)* was attributed to one or more drivers. This may include some instances where these factors were applied more than once in the same collision. This analysis excludes strategic roads.

Trends

Figure 47 shows annual collisions on Slough's roads where at least one of the impairment contributory factors were recorded. The darker shaded trend line shows the three-year moving average for impairment collisions. The lighter shaded dashed trend line shows a three-year average for all collisions where an officer attended and at least one CF was recorded, for comparison. The chart shows a slight downward trend in impairment collisions despite the peak in 2016, and that numbers of these collisions are low. In the past five-year period (2013-2017) 19% of collisions where an impairment CF has been recorded have resulted in a killed or seriously injured casualty, compared to 13% for all officer attended, at least one CF recorded collisions.

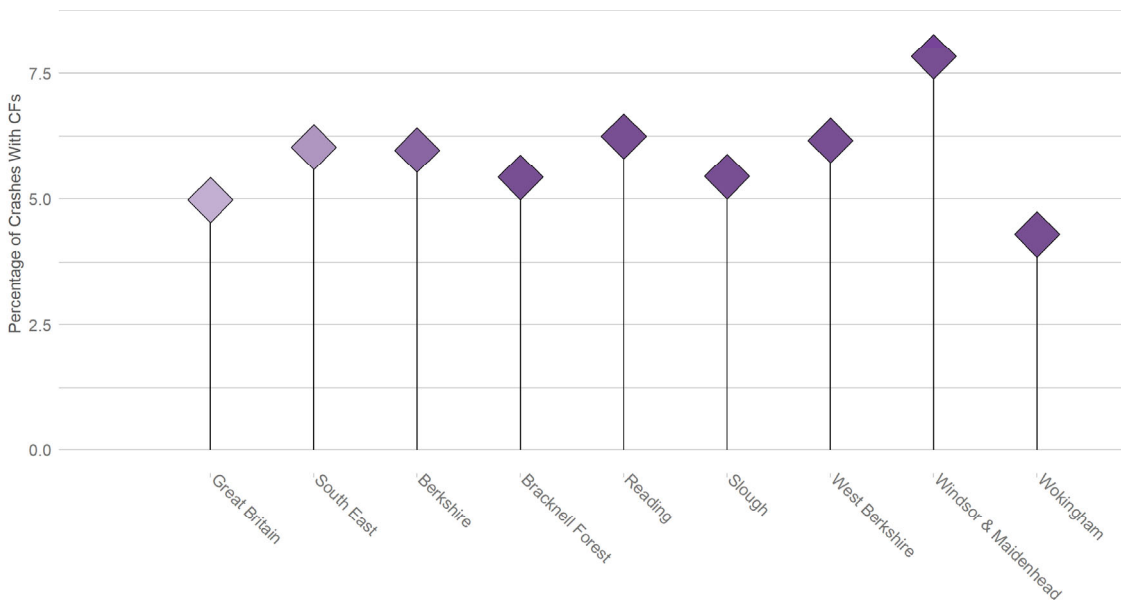
Figure 47 - Collisions on Slough's roads where CF501 and/or CF502 were recorded (2008-2017), excluding strategic roads



Comparisons

Figure 48 shows collisions on Slough's roads where at least one of the substance impairment contributory factors was recorded as a percentage of all officer attended collisions where at least one CF was recorded. Berkshire and the other Berkshire authorities are also included for comparison.

Figure 48 - Collisions where CF501 and/or CF502 were attributed (2013-2017), excluding strategic roads



Slough's percentage of substance impairment collisions is higher than the national rate, but lower than the regional rate and that of Berkshire as a whole. It is similar to the percentage for Bracknell Forest, higher than that of Wokingham, but lower than for Reading, West Berkshire and Windsor & Maidenhead.

3.1.5.2 Speed Related

This section examines collisions, by severity, where at least one of the contributory factors 306 *Exceeding speed limit* and/or 307 *Travelling too fast for conditions* was attributed to one or more vehicles. This may include some instances where these factors were applied more than once in the same collision. This analysis excludes strategic roads.

Trends

Figure 49 shows annual collisions on Slough's roads where at least one of the speed related contributory factors were recorded. There had been a general downward trend from 2008 to 2012, followed by a steady increase to a peak in 2016. Overall, however, there has been a decrease since 2008 at a faster rate than collisions in general. In 2017 there were 30 collisions on the roads of Slough where a speed related CF was recorded, down 21% from 2008. In the past five-year period (2013-2017) 16% of collisions where a speed related CF has been recorded have resulted in a killed or seriously injured casualty, higher than for all officer attended, at least one CF recorded collisions (13%).

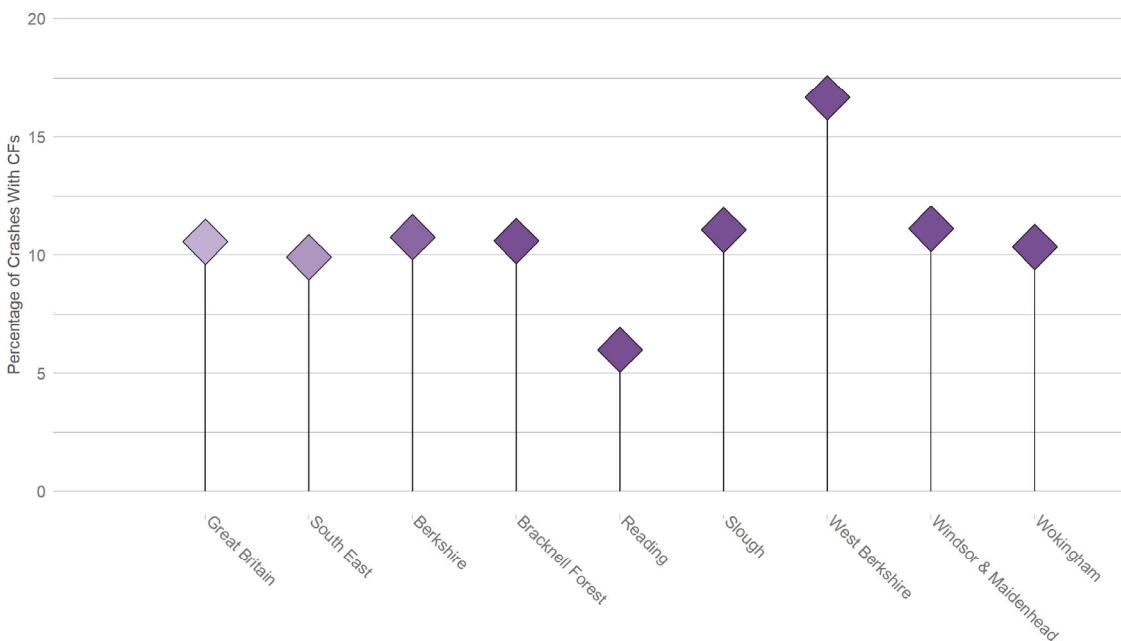
Figure 49 - Collisions on Slough's roads where CF306 and/or CF307 were recorded (2008-2017), excluding strategic roads



Comparisons

Figure 50 shows collisions on Slough's roads where at least one of the speed related contributory factors was recorded as a percentage of all officer attended collisions where at least one CF was recorded.

Figure 50 – Collisions where CF306 and/or CF307 were recorded (2013-2017), excluding strategic roads



Slough has a slightly higher percentage of speed related collisions than the national, regional and overall Berkshire percentages. It is higher than Reading, similar to Bracknell Forest, Windsor & Maidenhead and Wokingham, but lower than West Berkshire.

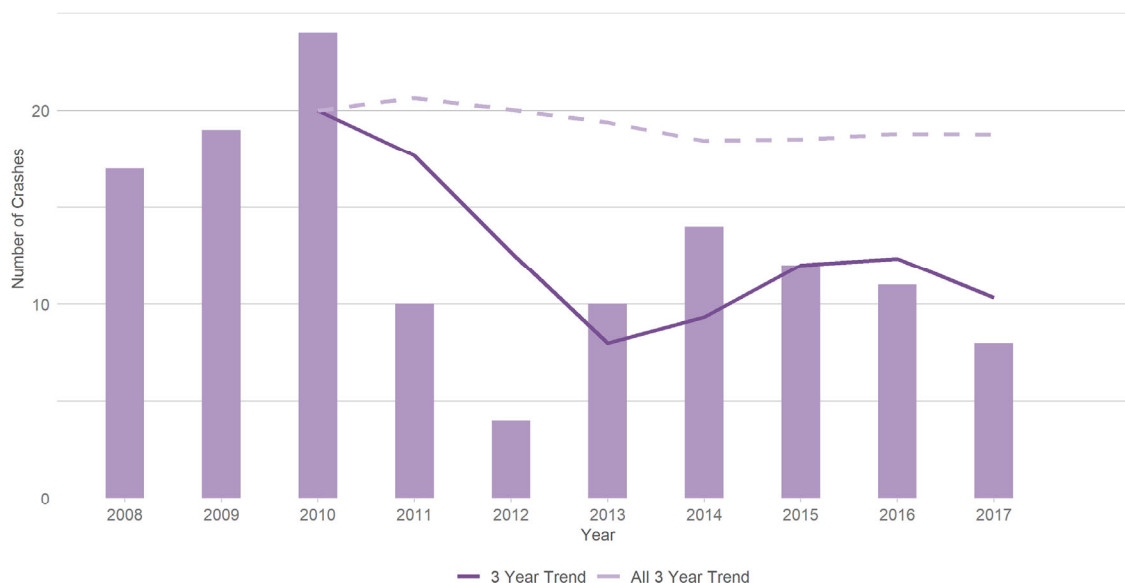
3.1.5.3 Road Surface

This section examines collisions where at least one of the contributory factors 101 *Poor or defective road surface*, 102 *Deposit on road (e.g. oil, mud, chippings)* and/or 103 *Slippery road (due to weather)* was attributed. This may include some instances where more than one of these factors were applied in the same collision. This analysis excludes strategic roads.

Trends

Figure 51 shows annual collisions on Slough's roads where the road surface contributory factors were attributed. Numbers have fluctuated over the decade, with a peak in 2010 followed by a drop in 2011 and 2012. Since 2014 there has been a steady downward trend. In 2017 there were 8 collisions where a road surface related CF was attributed, down from 11 in 2016.

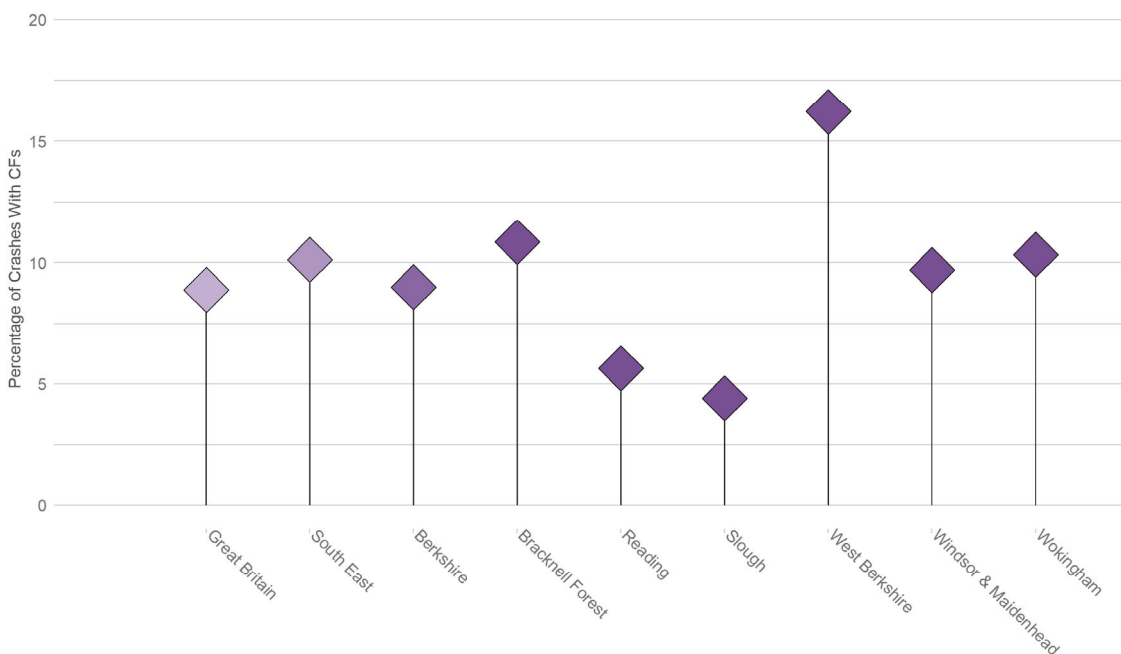
Figure 51 - Annual collisions in Slough where CF101, CF102 and/or CF103 was recorded (2008-2017), excluding strategic roads



Comparisons

Figure 52 shows collisions on Slough's roads where at least one of the road surface contributory factors were recorded as a percentage of all officer attended collisions where at least one CF was recorded. Berkshire and the other Berkshire authorities are also included for comparison.

Figure 52 - Collisions where CF101, CF102 and/or CF103 were recorded (2013-2017), excluding strategic roads



Slough has a lower percentage of road surface related collisions than both the national and regional percentages. Of all of the authorities in Berkshire, Slough has the lowest percentages of road surface related collisions.

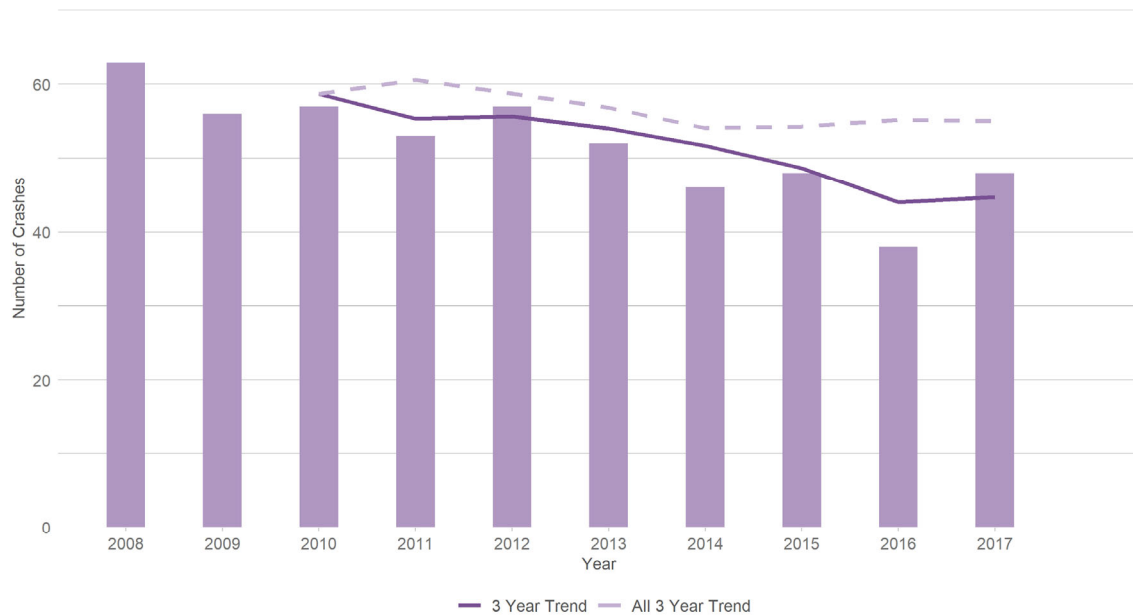
3.1.5.4 Unsafe Behaviour

This section examines collisions, by severity, where at least one of the contributory factors 601 *Aggressive driving* and/or 602 *Careless, reckless or in a hurry* was attributed. This may include some instances where more than one of these factors were applied in the same collision. This analysis excludes strategic roads.

Trends

Figure 53 shows annual collisions on Slough's roads where at least one of the unsafe behaviour contributory factors were recorded. Collisions where unsafe behaviour were recorded have reduced over the past decade in line with collisions overall, with casualty numbers down 24% since 2008. In 2017, there were 48 collisions where at least one of the unsafe behaviour contributory factors was recorded, 5 resulting in a seriously injured casualty.

Figure 53 - Collisions on Slough's roads where CF601 and/or CF602 were recorded (2008-2017), excluding strategic roads



Comparisons

Figure 54 shows collisions on Slough's roads where at least one of the unsafe behaviour contributory factors were recorded as a percentage of all officer attended collisions where at least one CF was recorded.

Figure 54 - Collisions where CF601 and/or CF602 were recorded (2013-2017), excluding strategic roads



Slough's percentage of unsafe behaviour related collisions is similar to the overall Berkshire percentage. Slough has a higher percentage than Windsor & Maidenhead, but is similar to all the other Berkshire authorities.

3.2 Collisions on roads by environment

For more information on the methodology used to analyse networks by road environment, see 4.1.1.2 on page 60.

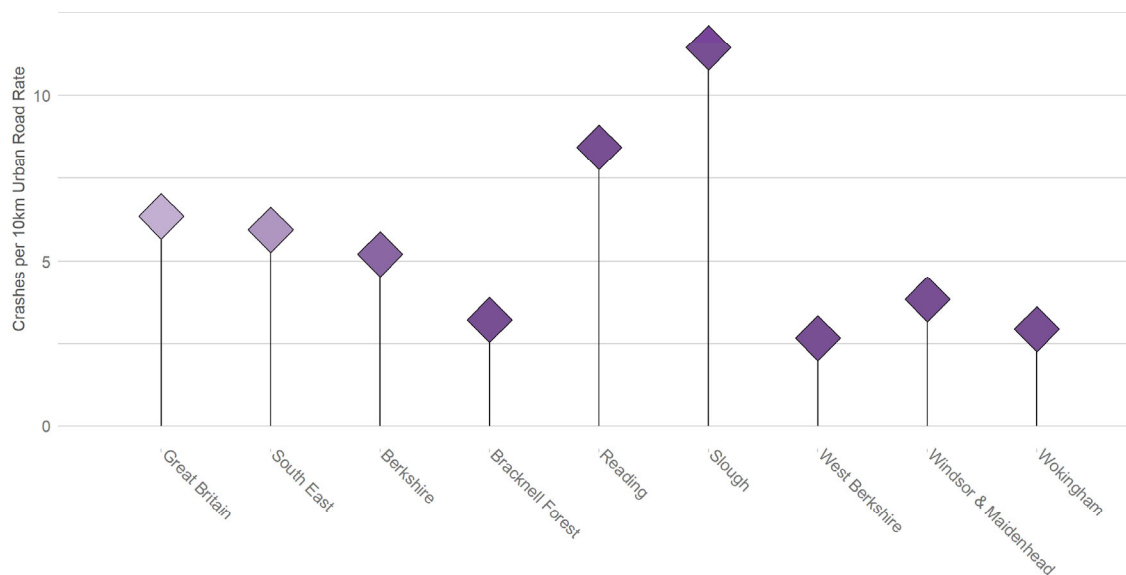
3.2.1 Urban Roads

This section includes all roads in urban areas of Slough, including strategic roads.

3.2.1.1 Rates

Figure 55 shows the rate of average annual collisions on urban roads per 10 km of urban road. Berkshire and the other Berkshire authorities are included for comparison.

Figure 55 - Average annual collisions on urban roads per 10 km of urban road (2013-2017)



3.2.1.2 Comparisons

Slough's urban road collision rate of 11.4 per year per 10 km is higher than the national, South East and Berkshire rates. It is also higher than all of the other authorities in Berkshire.

3.2.1.3 Trends

Figure 56 shows the annual numbers of collisions on Slough's urban roads, by severity, between 2008 and 2017. There has been little overall change in collisions on urban roads over the past decade. In 2017 there were a 10% reduction from 2008 with 312 collisions on Slough's urban roads, including 36 where there were one or more seriously injured casualties.

Figure 56 - Collisions on Slough's urban roads by year (2008-2017)



3.2.2 Rural Roads

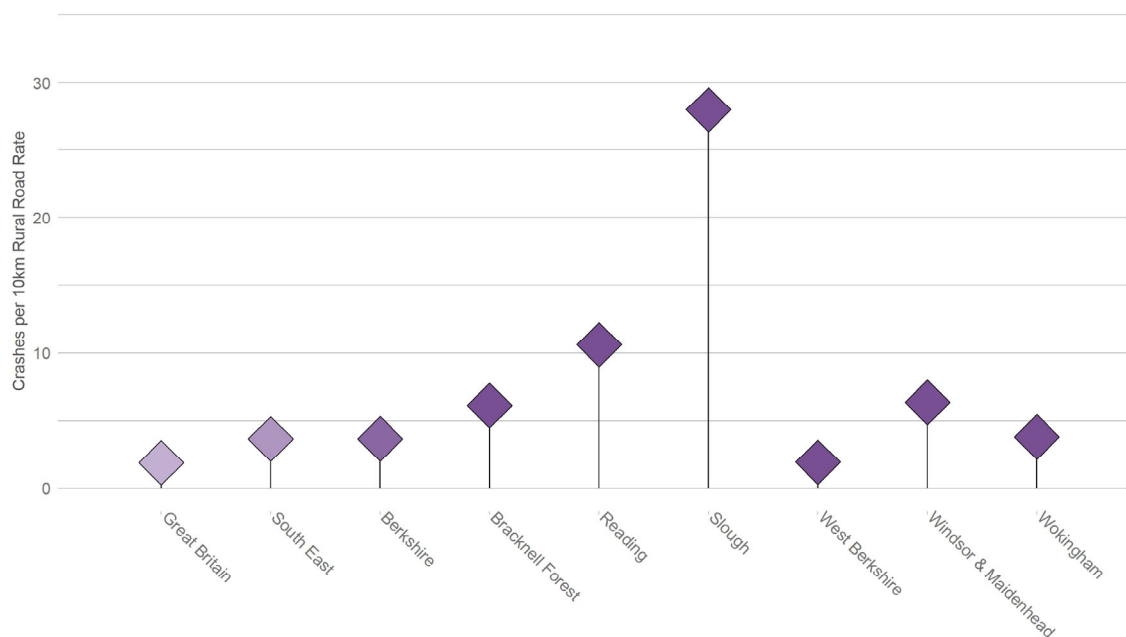
This section includes all roads in rural areas of Slough, including strategic roads.

3.2.2.1 Rates

Collisions per km of road

Figure 57 shows the rate of average annual collisions on rural roads per 10 km of rural road. Berkshire and the other Berkshire authorities are included for comparison.

Figure 57 - Average annual collisions on rural roads per 10 km of rural road (2013-2017)



3.2.2.2 Comparisons

Slough has a higher rural road collision rate than the national rate. It is also higher than the South East and Berkshire rates. Of the six Berkshire authorities Slough has the highest rural collision rate although this is skewed by the extreme rarity of rural roads in the area which is reflected in the chart. West Berkshire has the lowest rate of all the Berkshire authorities, skewed by the prevalence of such roads in the area.

3.2.2.3 Trends

Figure 58 shows Slough's collisions on rural roads, by year from 2008 to 2017. Collisions on rural roads have fluctuated over the past ten years. In 2017 there were 41 reported collisions on Slough's rural roads, a reduction of 58% from 2008 but the highest since 2013. There were no fatal collisions, but 2 collisions where there were one or more seriously injured casualties.

Figure 58 - Slough's collisions on rural roads by year (2008-2017)





4 Appendices

4.1 Analytical Techniques

4.1.1.1 Resident road users

Casualty and driver postcodes in STATS 19 make it possible to identify where casualties from Slough reside. Thematic maps are used to illustrate the number of casualties per head of population from each small area in Slough. Areas on maps are progressively coloured, indicating annual average rates relative to the population of that area.

The geographical units used for this analysis are based on similar populations, which enables meaningful comparative analysis within and between authorities. In England and Wales the areas used are super output areas as defined by the Office of National Statistics. Where appropriate, lower level small areas are employed: for England and Wales these are lower layer super output areas (LSOAs) of around 1,600 residents on average. In some cases, larger groupings are used, as is the case in MAST Online: for England and Wales these are middle layer super output areas (MSOAs) with an average of nearly 8,000 residents each.

MAST Online has been used to determine the casualty figures for Slough's residents injured in road collisions anywhere in Britain. Using national population figures (by age where appropriate), casualty and driver/rider involvement rates per head of population have been calculated. Charts have been devised which compare the local rates with the equivalent figures for Great Britain and for selected comparators. Trend analysis examines resident road user collision involvement over time and by severity, and additional trends are explored depending on road user type.

Where appropriate, socio-demographic analysis is conducted to provide insight into the backgrounds of people from Slough who are involved in collisions, either as casualties or motor vehicle users. Socio-demographic profiling examines age and gender breakdowns, and for some road user groups includes analysis using Mosaic Public Sector segmentation, deprivation and/or rurality. More information on Mosaic is provided later in this section.

Mosaic Public Sector

Insight into the lifestyles of Slough resident road casualties and motor vehicle users can be provided through socio demographic analysis. RSA Mosaic profiling uses Experian's Mosaic Public Sector cross-channel classification system², which is assigned uniquely for each casualty and vehicle user based on individual postcodes in STATS 19 records. Typically, nearly 85% of casualty and driver STATS19 records can be matched to Mosaic Types, so residency analysis is based on about five out of six Slough residents involved in reported injury collisions.

Mosaic is intended to provide an accurate and comprehensive view of citizens and their needs by describing them in terms of demographics, lifestyle, culture and behaviour. The system was devised under the direction of Professor Richard Webber, a leading authority on consumer segmentation, using data from a wide range of public and private sources. It is used to inform policy decisions, communications activity and resource strategies across the public sector.

Mosaic presently classifies the community represented by each UK postcode into one of 15 **Groups** and 66 **Types**. Each Group embraces between 3 and 6 Types. A complete list of Mosaic Types is provided in 4.2.1 on page 63 whilst

² See Appendix B below, or go to <http://www.experian.co.uk/marketing-services/products/mosaic-uk.html>

profiles and distribution for the Mosaic Types identified in this Area Profile as providing insight on Slough's residents are detailed in 4.2.2 on page 65.

This profile displays Mosaic analysis as a column chart, to facilitate quick and easy insight into residents and relative risk. In these charts, the background columns denote the absolute number of Slough resident casualties or drivers in each Mosaic Type, corresponding to the value axis to the left of the chart. The columns in the foreground provide an **index** for each Mosaic Type. These indices are 100 based, where a value of 100 indicates the number of casualties or drivers shown by the corresponding point in the area is exactly in proportion to the population of communities in Slough where that Type predominates. Indices over 100 indicate **over representation** of that Type among casualties or motor vehicle users relative to the population: for example, a value of 200 would signify that people resident in communities of that Type were involved in collisions at twice the expected rate. Conversely, indices below 100 suggest **under representation**, so an index of 50 would imply half the expected rate. Inevitably, index values become less significant as numbers of involved residents decrease, because increased random fluctuations tend to decrease levels of confidence.

Deprivation

Deprivation levels are examined using UK Index of Multiple Deprivation (IMD) values. IMD is calculated by the Office of National Statistics (ONS) and the Scottish Government and the Welsh Government, and uses a range of economic, social and housing data to generate a single deprivation score for each small area in the country. This profile uses deciles, which are ten groups of equal frequency ranging from the 10% most deprived areas to the 10% least deprived. It should be remembered that indices of multiple deprivation include income, employment, health, education, access to services and living environment and are not merely about relative wealth.

In order to interpret deprivation more accurately at local level, this profile includes indexed IMD charts. Indices in these charts show risk relative to the predominance of each IMD decile in the population of Slough, and can be interpreted in the same way as indices on Mosaic charts as explained in the preceding section.

Rurality

National rurality classification systems have also been developed to define the rurality of small area geographies. Each of these small areas was defined as either 'Urban' (defined as settlements with over 10,000 residents), 'Rural', or 'Town' (a sub-class of 'Rural' for settlements under 10,000 residents). STATS19 postcodes for resident road users from Slough have been used to determine the rurality of residents.

4.1.1.2 Collisions

MAST Online has been used to determine annual average road injury collision levels for Slough and relevant comparator areas. Dividing this annual rate by road length in each area generates an annual crash rate per kilometre of road, which allows direct comparisons to be made between authorities. Road length data have been taken from central government figures. Charts have been devised which compare local rates with the equivalent figures for Great Britain. Most similar comparators at district level cannot be included, as road length data is only available at highway authority level.

Trend analysis examines numbers of collisions on Slough's roads over time and by severity, with additional trends explored depending on road type. In order to determine the distribution of collisions within Slough, maps show the number of collisions in each small area, divided by the total road length (in kilometres) within that small area.

Area Profiles

Contrasting kinds of road network

Road networks vary considerably across the country. It is often useful to analyse and compare collision rates between authorities on certain kinds of road. Ideally such comparisons would take traffic flow into account, so collision rates per vehicle distance travelled could be calculated. However, traffic flow data for different kinds of road network are not available, so this profile can only calculate collision rates using road length. Road length data by kind of road network has been taken from DfT figures where possible. As with all collisions, trend charts are provided in addition to rate comparison charts.

Environment - urban and rural roads

STATS 19 data provided by the Department for Transport and published in MAST Online includes the rurality of the road in which a collision occurred on. Annual average collisions by rurality and total network urban and rural road lengths have been used to generate annual collision rates per kilometre of road, which facilitates direct comparisons between areas.

4.1.1.3 Comparators

In order to put the figures for Slough into context, comparisons with other areas have been made. This section details the types of comparators which might be used in this Area Profile.

Regional

All of the other Berkshire authorities have been analysed to show how resident road user and collision rates differ between authority areas within the county.

Socio Demographic

It is not always appropriate to compare an authority solely against its neighbours, especially when the authority has unique characteristics in terms of socio-demographic composition and/or road network. In this Area Profile Slough's most similar authorities have been selected using Mosaic classification. Because of the size of Slough only district authorities have been selected for comparison. The chosen six districts are:

Table 1 - Comparator Authorities for Slough

Local Authority
Hillingdon London Borough
Hounslow London Borough
Sutton London Borough
Luton Borough
Derby City
Thurrock

4.1.1.4 Contributory factors

Police officers who attended the scene of an injury collision may choose to record certain contributory factors (CFs) which in the officer's view were likely to be related to the incident. Up to six CFs can be recorded for each collision. CFs reflect the officer's opinion at the time of reporting, but may not be the result of extensive investigation. Consequently, CFs should be regarded only as a general guide for identifying factors as possible concerns.

In all CF analysis, only collisions which were both attended by a police officer and for which at least one factor was recorded are included. Since multiple CFs can be recorded for a single collision, the same incidents may be included in analysis of more than one CF.

For ease of analysis and interpretation RSA often organises CFs into groupings. A complete list of all CFs and their groupings may be found in section 4.4.

4.2 Mosaic Public Sector

This section provides information on all Mosaic Types and more detailed analysis of the specific Types identified as being of interest to Slough. More information on what Mosaic is can be found in 4.1.1.1 on page 59.

4.2.1 Complete list of Mosaic Types

Below is a complete list of all the Mosaic Types, with descriptions, shown in the Mosaic Group to which they belong.

Group	Description	Type	Description
A	Country Living	A01	Rural Vogue
		A02	Scattered Homesteads
		A03	Wealthy Landowners
		A04	Village Retirement
B	Prestige Positions	B05	Empty-Nest Adventure
		B06	Bank of Mum and Dad
		B07	Alpha Families
		B08	Premium Fortunes
		B09	Diamond Days
C	City Prosperity	C10	World-Class Wealth
		C11	Penthouse Chic
		C12	Metro High-Flyers
		C13	Uptown Elite
D	Domestic Success	D14	Cafes and Catchments
		D15	Modern Parents
		D16	Mid-Career Convention
		D17	Thriving Independence
E	Suburban Stability	E18	Dependable Me
		E19	Fledgling Free
		E20	Boomerang Boarders
		E21	Family Ties
F	Senior Security	F22	Legacy Elders
		F23	Solo Retirees
		F24	Bungalow Heaven
		F25	Classic Grandparents
G	Rural Reality	G26	Far-Flung Outposts
		G27	Outlying Seniors
		G28	Local Focus
		G29	Satellite Settlers
H	Aspiring Homemakers	H30	Affordable Fringe
		H31	First-Rung Futures
		H32	Flying Solo
		H33	New Foundations
		H34	Contemporary Starts
		H35	Primary Ambitions
I	Urban Cohesion	I36	Cultural Comfort
		I37	Community Elders
		I38	Asian Heritage
		I39	Ageing Access
J	Rental Hubs	J40	Career Builders
		J41	Central Pulse
		J42	Learners & Earners
		J43	Student Scene
		J44	Flexible Workforce
		J45	Bus-Route Renters
K	Modest Traditions	K46	Self Supporters

		K47	Offspring Overspill
		K48	Down-to-Earth Owners
L	Transient Renters	L49	Disconnected Youth
		L50	Renting a Room
		L51	Make Do & Move On
		L52	Midlife Stopgap
M	Family Basics	M53	Budget Generations
		M54	Childcare Squeeze
		M55	Families with Needs
		M56	Solid Economy
N	Vintage Value	N57	Seasoned Survivors
		N58	Aided Elderly
		N59	Pocket Pensions
		N60	Dependent Greys
		N61	Estate Veterans
O	Municipal Challenge	O62	Low Income Workers
		O63	Streetwise Singles
		O64	High Rise Residents
		O65	Crowded Kaleidoscope
		O66	Inner City Stalwarts

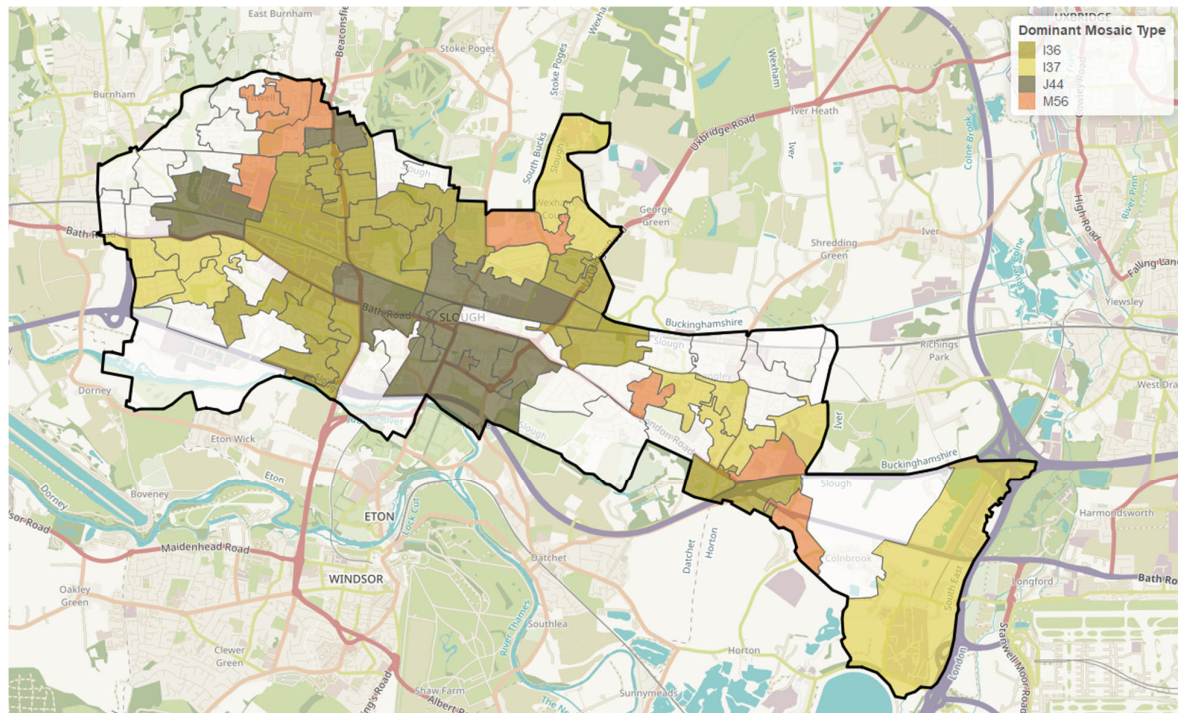
4.2.2 Profile and distribution for selected Mosaic Types

The table below shows the Mosaic Types identified in the Mosaic analysis section of the resident casualties and resident drivers' sections of the report with some of the main characteristics of these Types. These can be used to create a picture of the target audience in terms of economic and educational position; family life and transport preferences (including mileage and car ownership). This information is invaluable for understanding target audiences and knowing how to communicate with them.

I36 <i>Cultural Comfort</i>	I37 <i>Community Elders</i>	J44 <i>Flexible Workforce</i>	M56 <i>Solid Economy</i>
These thriving families with good incomes in multi-cultural urban communities tend to own high cost semis and terraces. People are settled in their neighbourhoods with many people living at the same address for a number of years. Many people in these communities do not own a car and annual average mileage driven is low amongst this Type, reflecting the urban location that they live in. They prefer to be contacted via mobile call and SMS.	These communities of established older households who own city homes in multi-cultural neighbourhoods. They often consist of people aged 55-plus, many already retired, who have lived in their present homes for some time, often twenty years or more. Car ownership levels are average amongst this Type but annual average mileage is low. They prefer to be contacted by mobile call and SMS.	These communities of young self-starters prepared to move to follow worthwhile incomes from service sector jobs. Although many are educated to degree level, Flexible Workforce tend to be employed in intermediate service and support sector roles where they can earn reasonable but not high incomes. Ownership motorcycles is high amongst these communities, whilst ownership of cars is low, as is Average annual mileage.	These communities of stable families with children renting better quality homes from social landlords tend to work in lower wage service roles. They have relatively stable finances but small bills can be a struggle. Ownership of vans and motorcycles is high amongst these communities. Average annual mileage is lower amongst this Type.

Figure 59 shows Slough's LSOAs colour coded by dominant Mosaic Type. The four Types from the above table are shown in the map. *Thriving families with good incomes in multi-cultural urban communities* (Type I36) are dominant to the east of Slough town centre, around the Slough Trading Estate and Manor Park, as well as near Rochfords Gardens and south of Langley. *Established older households owning city homes in diverse neighbourhoods* (Type I37) are dominant around Wexham Court, Cippenham, Harvey Park, and Poyle. *Young renters ready to move to follow worthwhile incomes from service sector jobs* (Type J44) dominate in Slough Town Centre, around Haymill Valley and north of Manor Park. *Stable families with children renting better quality homes from social landlords* (Type M56) dominate in parts of Britwell, to the west of Wexham Court, Foxborough and Brands Hill.

Figure 59 - Bracknell Forest's dominant Mosaic Types by LSOA.



4.3 Data Tables

All Casualties – Slough Roads (3.1.4.1)

	KSI		KSI Total		Overall Total
Year	Fatal	Serious		Slight	
2013	3	49	52	526	578
2014	2	47	49	566	615
2015	3	45	48	579	627
2016	4	47	51	498	549
2017	0	38	38	435	473
Overall Total	12	226	238	2604	2842

Child Casualties – Slough Roads (3.1.4.2)

	KSI		KSI Total		Overall Total
Year	Fatal	Serious		Slight	
2013	0	6	6	63	69
2014	0	6	6	70	76
2015	0	6	6	56	62
2016	0	9	9	83	92
2017	0	5	5	54	59
Overall Total	0	32	32	326	358

Pedestrian Casualties – Slough Roads (3.1.4.3)

	KSI		KSI Total		Overall Total
Year	Fatal	Serious		Slight	
2013	1	12	13	47	60
2014	1	16	17	71	88
2015	2	13	15	61	76
2016	2	10	12	55	67
2017	0	9	9	59	68
Overall Total	6	60	66	293	359

Pedal Cycle User Casualties – Slough Roads (3.1.4.4)

	KSI		KSI Total		Overall Total
Year	Fatal	Serious		Slight	
2013	0	7	7	49	56
2014	0	9	9	50	59
2015	0	8	8	60	68
2016	0	9	9	64	73
2017	0	6	6	54	60
Overall Total	0	39	39	277	316

All Collisions – Slough Roads (3.1.3)

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	3	46	49	349	398
2014	2	42	44	389	433
2015	3	45	48	417	465
2016	4	44	48	368	416
2017	0	38	38	315	353
Overall Total	12	215	227	1838	2065

Collisions by hour of the day (Weekdays) 2013-2017 – Slough roads (3.1.3)

Hour	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
Midnight	0	2	2	15	17
1AM	0	0	0	10	10
2AM	0	1	1	7	8
3AM	0	1	1	3	4
4AM	0	1	1	4	5
5AM	0	1	1	12	13
6AM	0	6	6	38	44
7AM	0	10	10	77	87
8AM	1	18	19	161	180
9AM	1	5	6	64	70
10AM	0	3	3	45	48
11AM	0	4	4	56	60
Noon	1	4	5	69	74
1PM	0	5	5	68	73
2PM	2	8	10	84	94
3PM	1	16	17	106	123
4PM	0	14	14	109	123
5PM	1	19	20	138	158
6PM	1	15	16	122	138
7PM	0	9	9	99	108
8PM	0	7	7	56	63
9PM	0	6	6	41	47
10PM	1	8	9	29	38
11PM	0	1	1	17	18
Overall Total	9	164	173	1430	1603

Collisions by hour of the day (Weekends) 2013-2017 – Slough roads (3.1.3)

Hour	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
Midnight	1	2	3	11	14
1AM	0	0	0	4	4
2AM	0	0	0	5	5
3AM	1	0	1	5	6
4AM	0	2	2	4	6
5AM	0	1	1	1	2
6AM	0	1	1	6	7
7AM	0	1	1	9	10
8AM	0	1	1	7	8
9AM	0	1	1	10	11
10AM	0	1	1	25	26
11AM	0	2	2	33	35
Noon	0	3	3	26	29
1PM	0	3	3	32	35
2PM	0	3	3	36	39
3PM	0	3	3	34	37
4PM	0	6	6	23	29
5PM	1	6	7	33	40
6PM	0	5	5	29	34
7PM	0	2	2	24	26
8PM	0	2	2	13	15
9PM	0	3	3	21	24
10PM	0	3	3	10	13
11PM	0	0	0	7	7
Overall Total	3	51	54	408	462

Collisions on urban roads in Slough (3.2.1.3)

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	2	34	36	262	298
2014	1	37	38	306	344
2015	3	37	40	339	379
2016	2	34	36	282	318
2017	0	36	36	276	312
Overall Total	8	178	186	1465	1651

Collisions on rural roads in Slough (3.2.2.3)

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	1	12	13	87	100
2014	1	5	6	83	89
2015	0	8	8	78	86
2016	2	10	12	86	98
2017	0	2	2	39	41
Overall Total	4	37	41	373	414

Collisions involving factors 501 and/or 502 (impairment) - Slough roads (3.1.5.1) excluding strategic roads

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	1	4	5	8	13
2014	0	2	2	12	14
2015	1	1	2	9	11
2016	0	3	3	16	19
2017	0	1	1	10	11
Overall Total	2	11	13	55	68

Collisions involving factors 306 and/or 307 (speed related) - Slough roads (3.1.5.2) excluding strategic roads

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	1	2	3	19	22
2014	0	3	3	19	22
2015	2	3	5	20	25
2016	0	8	8	31	39
2017	0	3	3	27	30
Overall Total	3	19	22	116	138

Collisions involving factors 101, 102 and/or 103 (road surface) - Slough roads (3.1.5.3) excluding strategic roads

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	0	1	1	9	10
2014	0	0	0	14	14
2015	0	1	1	11	12
2016	0	0	0	11	11
2017	0	1	1	7	8
Overall Total	0	3	3	52	55

Collisions involving factors 601 and/or 602 (unsafe behaviour) - Slough roads (3.1.5.4) excluding strategic roads

Year	KSI		KSI Total	Slight	Overall Total
	Fatal	Serious			
2013	1	10	11	41	52
2014	0	4	4	42	46
2015	0	4	4	44	48
2016	0	10	10	28	38
2017	0	5	5	43	48
Overall Total	1	33	34	198	232

4.4 Contributory Factor Groupings

Injudicious Action	Driver Errors or Reactions	Driver Impairment or Distraction	Behaviour or Inexperience	Other
Traffic Contraventions	Manoeuvre Errors	Substance Impairments	Nervous Behaviour	Vehicle Defects
Disobeyed automatic traffic signal	Poor turn or manoeuvre	Impaired by alcohol	Nervous, uncertain or panic	Tyres illegal, defective or under-inflated
Disobeyed double white lines	Failed to signal or misleading signal	Impaired by drugs (illicit or medicinal)	Learner or inexperienced driver/rider	Defective lights or indicators
Disobeyed 'Give way' or 'Stop' signs or markings	Passing too close to cyclist, horse rider or pedestrian		Inexperience of driving on the left	Defective brakes
Disobeyed pedestrian crossing facility			Unfamiliar with model of vehicle	Defective steering or suspension
Illegal turn or direction of travel				Defective or missing mirrors
				Overloaded or poorly loaded vehicle or trailer
Speed Choices	Control Errors	Distraction	Unsafe Behaviour	Road Surface
Exceeding speed limit	Sudden braking	Driver using mobile phone	Aggressive driving	Poor or defective road surface
Travelling too fast for conditions	Swerved	Distraction in vehicle	Careless, reckless or in a hurry	Deposit on road (e.g. oil, mud, chippings)
	Loss of control	Distraction outside vehicle		Slippery road (due to weather)
Close Following	Observation Error	Health Impairments	Pedal Cycle Behaviour	Affected Vision
Following too close	Failed to look properly	Uncorrected, defective eyesight	Vehicle travelling along pavement	Stationary or parked vehicle(s)
	Failed to judge other person's path or speed	Illness or disability, mental or physical	Cyclist entering road from pavement	Vegetation
			Not displaying lights at night or in poor visibility	Road layout (e.g. bend, winding road, hill crest)
			Cyclist wearing dark clothing at night	Buildings, road signs, street furniture
				Dazzling headlights
				Dazzling sun
	Junction Errors	Fatigue Impairment	Pedestrian Behaviour	
	Junction overshoot	Fatigue	Crossing road masked by stationary or parked vehicle	Rain, sleet, snow or fog
	Junction restart (moving off at junction)		Failed to look properly	Spray from other vehicles
			Failed to judge vehicle's path or speed	Visor or windscreen dirty or scratched
			Wrong use of pedestrian crossing facility	Vehicle blind spot
			Dangerous action in carriageway (e.g. playing)	
			Careless, reckless or in a hurry	
			Impaired by alcohol	
			Impaired by drugs (illicit or medicinal)	
			Pedestrian wearing dark clothing at night	
			Disability or illness, mental or physical	

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