



Statement of Intent

Definition of Risk

Road Traffic Collisions

November 2025

 PREVENTION

HEREFORD & WORCESTER
HWFR
FIRE AND RESCUE SERVICE

Introduction



The information articulated in this Statement of Intent will help Hereford & Worcester Fire and Rescue Service (HWFRS) identify how it will target its prevention activities.

HWFRS defines risk as a combination of the likelihood and consequences of hazardous events. This aligns with the National Fire Chief Council (NFCC) Definition of Risk.

As well as using the NFCC Definition of Risk, a range of other risks have been considered, which are important to understand when looking at areas presenting the greatest threat or harm of life.

This information will support the Prevention department in identifying the groups most vulnerable to being killed or seriously injured in road traffic collisions (RTCs), and in planning the most effective ways to deliver preventative services aimed at reducing such incidents

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Who is at Risk?

Analysis of casualty and collision data enabled us to identify who is at greater risk of being seriously injured or killed in an RTC and also where the most serious incidents are likely to occur.

Individuals who are at risk of being killed or seriously injured in a RTC

Based on the Service's historical data, the Police STATS19 data and national datasets for the 5-year period from April 2020 – March 2025, those likely to be killed or seriously injured in an RTC and therefore are at highest risk are:

- ▶ Males aged 16-24
- ▶ Individuals over the age of 65

The most serious incidents are likely to occur on A roads across the two counties.



Future Targeting

Prevention activity is important, with the main aim being to educate at the earliest opportunity to prevent young people and at-risk groups from being involved in RTCs.

Road safety is a shared duty across several organisations and HWFRS have a significant role to play alongside our partners to further reduce road risk within our communities.

The road networks across Herefordshire and Worcestershire are relatively large and remote. We use our prevention services to work collaboratively with partners, to reduce the likelihood of RTCs occurring.

To effectively focus our efforts on groups identified as being at higher risk of death or serious injury in RTCs, we will collaborate with partners to deliver the 'Your Impact' programme to Year 10 and 11 students in schools. Additionally, we will provide tailored road safety education to individuals within the criminal justice system. Our partnership work will also continue through the delivery of Mature Driver Workshops for drivers over the age of 65.

Effective safety campaigns rely on partnership working and HWFRS will work with the following agencies to prevent RTCs:

➤ **West Mercia Police**

To promote and support road safety campaigns and activities as well as being an active member of Road Safety Forums and Strategic Partnership Meetings.

➤ **Highways Agency**

To support targeted campaigns on road safety.

➤ **Road Safety Charities**

To support road safety initiatives to target those most at risk of having an RTC.

➤ **National Fire Chiefs Council (NFCC)**

To promote the Road Safety Workstream and align Service activities to National Guidance.

The Service will use the information summarised in this Statement of Intent to map risk to identify how the Service will target its Prevention activity with relation to road safety.

A review of all data sets will be undertaken on an annual basis to ensure that the Service continues to target those who are most at risk of being killed or seriously injured in an RTC.



Further Information

For further information please visit www.hwfire.org.uk