
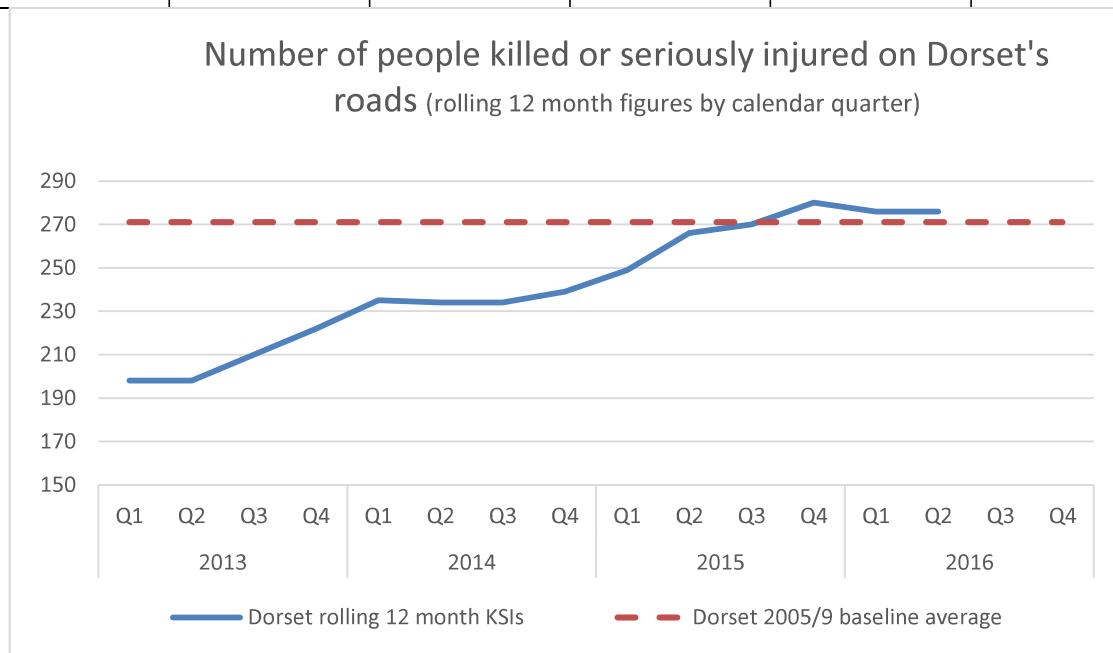


SAFE : Population Indicator			Number of people killed or seriously injured on Dorset's roads		
Outcome			SAFE		
Outcome Sponsor			Sara Tough		
Outcome Lead Officer			Patrick Myers		
Population Indicator Lead Officer			Michael Potter		
Latest Quarter 2 2016	276	Direction of Travel	 No change	Benchmark (Target)	Please see note below



Story behind the baseline: The greatest challenge is the wide variety of factors that can influence the number and frequency of road traffic collisions and casualties, many of which are outside the direct control of the County Council. The most significant change in recent years has been the increase in the number of cyclists killed or seriously injured, cyclists are the only road user groups to be consistently higher than County Council baseline (2005-9 average).

2015 was the first year that the number of people killed or seriously injured on roads in the Dorset County area were above the baseline average (2005-9) and is the highest figure since 2008; 294 people killed or seriously injured. With the exception of pedestrians, each road user group saw an increase in the number of people killed or seriously in 2015 against 2014. Two user groups stand out as having significant increases; cyclists and motorcyclists. It is important to recognise that whilst we may not be able to provide precise reasons for why casualty figures have increased, we are equally unable to provide precise reasons for why casualties decrease.

Benchmark – there is no existing way of directly comparing benchmarking data in a meaningful way. Please note that we will compare trends and reasons against national, regional and similar authorities to look for common themes, good practice.

Partners with a significant role to play: Highways, Transport Planning, Trading Standards, Health & Wellbeing, Children Services, Dorset Police, Dorset & Wiltshire Fire & Rescue, South West Ambulance Service, charities, media, local communities, and (perhaps most importantly) the road users themselves.