



Dorset Strategic Road Safety Partnership Strategy 2017-2020



Introduction

Road traffic injuries occur on average 5 times a day across the roads of Dorset. Although road crashes can potentially have tragic consequences for those involved and their friends and families, the majority are almost entirely avoidable. Across Dorset, road casualties were estimated to cost the local economy £131 million in 2016 alone.

The Dorset Strategic Road Safety Partnership (DSRSP) has a clear aim and commitment to reduce the number and severity of these preventable deaths and injuries on local roads.

All partners with a responsibility for road safety must contribute to this strategy and work towards achieving the objectives within it, especially Local Authorities who have a statutory duty in this respect. Working together is the only way that we can improve upon any progress made and ensure that everyone is able to travel safely on Dorset's roads.

The DSRSP is committed to reduce the number of people killed and seriously injured on the roads of Dorset by working in partnership to improve road safety. This can only be achieved through effective collaboration and through the delivery of a coordinated, prioritised and evidence-based strategy. This strategy brings together education, enforcement and engineering activities to address the key themes, delivered through the Dorset Road Safe Tactical Group.

Role of DSRSP

With declining resources, the challenge for all partners is to increase collaboration and sharing of resources and ensure any interventions are designed and prioritised on the basis of evidence.

We want this strategy to support all partners in the delivery of effective road safety measures, targeting the key themes in the most cost effective way, with the specific aim of reducing preventable road deaths and serious injuries.

In national terms there has been good progress in reducing road casualties over the last ten years. However, in comparison to other areas of the country, headline figures for the sub-region have not fallen sufficiently in recent years to meet the targets as set out in our Local Transport Plans (LTP).

We recognise that we must continue to maintain a high profile on road safety and increase measures which cut road traffic casualties more quickly. We will do so in a way which reflects local and nationally stated priorities, increasing traffic levels and ever improving vehicle safety developments.

What do we want to achieve?

“Our vision is to improve road safety across the Partnership area”.

We will seek to target avoidable road deaths and serious injuries and work together to avert them, or to reduce their severity by helping develop a safer road system, particularly where more sustainable forms of travel are encouraged.

Our view is that road deaths should not be either an acceptable or inevitable consequence of travel on the road network. We hold this ambitious vision and invite all key stakeholders in road safety to share in and work towards making it a reality.

The focus of our joint activity is aimed at improving road safety with the principal objective of reducing the number of people killed and seriously injured on the roads in Dorset.

Key Themes

DSRSP’s aim is to improve the tasking, co-ordination and effectiveness of all road safety interventions based on joint analysis of available data and intelligence.

This Road Safety Strategy has been developed so that the Partnership can build on the success of services provided to date and by focusing on six key themes that have been identified in the Joint Local Transport Plan and are summarised below:

- Reduce pedestrian and cyclist casualties, particularly in urban areas
- Deliver better Road Safety Education, Training and Publicity for Children, Learner and Young/Older Drivers
- Target Motorcycle casualties, particularly young scooter riders and adult riders on larger bikes.
- Improve safety on rural roads to reduce KSIs
- Address careless or dangerous road user behaviour
- Target Illegal and inappropriate speed

In order to address these themes we will:

- Continue to bring together key stakeholders through the “Dorset Road Safe” Tactical Group, so that it delivers these strategic and operational objectives through smarter collaboration; better use of data analysis to direct interventions; more co-ordinated and systematic information and resource sharing; expertise and best practice sharing and enabling further skills and encouraging professional development amongst practitioners.
- Task Dorset Road Safe tactical group to deliver local interventions tailored to meet local priorities, recognising the fact that the road safety challenges we face are very different between the rural and built up areas within the county.

- Seek opportunities for further development of more coordinated road safety delivery, which will give all partners the opportunity to operate more efficiently and effectively, in light of recent strategic alliances and planned joint service working.
- Continually monitor, evaluate and develop our performance, constantly seeking to improve the effectiveness of our road safety programme delivery, taking into account any changes in legislation and innovations in vehicle design.
- Evaluate all possible options for interventions, predict their effects, and prioritise those identified as most effective based on evidence and best practice.
- Develop consistent and robust messages on the key themes and communicate this through the most appropriate forms of media including social networks.

Performance Management and Scrutiny

The DSRSP will hold the Dorset Road Safe Tactical Group to account by scrutinising its programmes and seeking assurance that the programmes and activities being delivered are effectively evaluated, ensuring that the programmes and activities have had a positive effect on road user safety.

Progress will be monitored against the indicators and prioritised at the following frequencies and all nominated group members will undertake to attend these meetings (or send substitutes if this is not possible):

- The Strategic Partnership - six monthly.
- Dorset Road Safe (Tactical Group) – monthly (one in four Road Death Overview Panel)

One of the most useful performance indicators in road safety is the number of people killed or seriously injured on our roads. In its 2015 road safety statement the Government supported local decision making rather than imposing centralised national targets, so the DSRSP will retain the Strategic LTP Target 40% target for KSI reduction by 2020 from the 2005/09 baseline.

DSRSP will monitor performance against this key target and all improvements reflected in the number of casualties on our roads through specific annual performance indicators:

- Number of killed or seriously injured casualties;
- Rate of killed or seriously injured casualties per 100,000 populations;
- Number of motorcyclist deaths or serious injuries;
- Number of deaths resulting from collisions involving car drivers under 25;
- Number of children killed or seriously injured.

