

<b>Priority Theme A – Pedestrian and cyclist casualties, particularly in urban areas</b>
<b>Short Term</b>
Co-ordinate development, promotion, delivery and evaluation of young cyclist (Bikeability) and other cyclist training initiatives, pedestrian (Kerbcraft) training schemes.
Focus on pedestrian and cyclist casualties, particularly in deprived urban areas. Prioritise requests for 20mph zones in residential areas based on casualty reduction grounds. Translate our vision into area based safety schemes and 20mph zones where it is appropriate.
<b>Medium Term</b>
Continue to develop and implement an effective marketing and communications strategy to promote partner activity; engage with local media to ensure messages are targeted, appropriate, consistent, of the highest quality and evaluated for effectiveness and value for money.
Consider how to deliver road safety more efficiently with the medium term reduction in resources. LTP3 expenditure on road safety will likely move away from individual engineering improvements towards a more holistic approach to real casualty reduction including more education/enforcement.
Increase provision of bus priority, safe walking and cycle routes and better and more accessible crossing facilities. Ensure vulnerable road user audits are undertaken for all highway schemes. Ensure that all interventions consider and promote smarter travel choices and eco-driving behaviour.
<b>Long Term</b>
Break the cycle of less walking and cycling creating more car use leading to more perceived risk from traffic. Find better ways of engaging with residents so they take ownership of the measures initiated. Support and promote the concept of greater safety in numbers for cyclists and pedestrians. Promote mutual respect and positive behaviour between drivers and cyclists/pedestrians.
Expand the length of network where improved pedestrian and cyclist facilities have already been introduced together with an expansion of existing pedestrian and cyclist training schemes. As cycling becomes more popular measures will need to be taken to mitigate any increased risks to this vulnerable group.
<b>Priority Theme B - Better Road Safety Education and Training for Children, Learner and Young Drivers</b>
<b>Short Term</b>
Develop existing ETP programmes aimed at young people further as there are still high levels of road death in young people aged 15-19. Involve parents and peers more in delivery of road safety messages to children.
Strengthen links with Children and Young People’s Services and Dorset Police’s Safer Schools and Communities teams due lack of curriculum time. Promote and provide access to a range of appealing educational materials suitable for teachers to use with children and young people through the national curriculum/PSHE (Personal, Social & Health Education) and supported by parents and carers
Focus on practical driver refresher training and in-car safety issues for young people. Concentrate on travel to school and cycling issues, with a particular issue of safety for foreign students within the conurbation.
Support and promote the Dorset Police Safer Schools and Communities Team’s “Consequences” programme aimed at pre and young drivers in schools, colleges and other institutions.
<b>Medium Term</b>
Ensure there is no duplication of effort, inefficiency in delivery or lack of co-ordination of interventions by partners in Dorset Road Safe. Ensure all ETP interventions are evaluated through the Dorset Road Safe ETP and data sub-groups and best practice in evaluation shared and implemented to provide a legacy for future delivery of road safety programmes.
Develop further the “school travel health check” (STHC) to identify schools with particular sustainable travel difficulties and work with local school communities to identify and reduce the barriers to more walking and cycling.
Support driver and rider refresher training and awareness programmes, including those as an alternative to penalties in the criminal justice system.
Continue to raise awareness and improve road user behaviour by supporting the National THINK! Programme and calendar of events.
Build more effective working relationships with the NHS Primary Care Trusts (PCT’s) to encourage their active participation in road safety strategy development and delivery. Continue support for children and young people’s road safety training at LV Streetwise.

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<b>Long Term</b>
Seek and provide opportunities for in-service training for those delivering road safety ETP to ensure delivery is appropriate, consistent and of the highest standard.
Further develop a scheme to engage children and young people in schools e.g. Junior Road Safety Officer (JRSO), to enable delivery throughout Dorset
Develop the synergies associated with Sustainable School Travel and Safer Routes To School strategies and the Children and Young People’s Plan (CYPP) so that road safety and smarter travel choices are considered at every opportunity.
<b>Priority Theme C – Motorcycle casualties, particularly young scooter riders and adult riders on larger bikes</b>
<b>Short Term</b>
Protect motorcyclists, who feature disproportionately in casualty figures as they represent 20 per cent of road fatalities but typically less than 2% per cent of all traffic and they are travelling significantly further to their place of work than those in the urban areas.
Address anti-social behaviour by some motorcyclists in the urban residential areas. Address behaviour on coastal routes publicised in the media as “high speed challenges” for motorcyclists which are not designed for this type of activity.
<b>Medium Term</b>
Ensure that maintenance takes account of specific issues for motorcyclists, particularly on bends. Consider and review passive safety in future proposals for highway schemes and route audits, with particular regard to motorcyclists.
<b>Long Term</b>
Carry out further research and development into how increased availability and take-up of post-test training can be achieved particularly for male riders.
<b>Priority Theme D – Rural Road KSIs</b>
<b>Short Term</b>
Address higher casualty rates on some national speed limit routes as not all of these speed limits may be appropriate on these roads. Focus on rural route actions, including conventional signing, lining and special surfacing, whilst ensuring innovative signing is legally compliant.
Ensure engineering schemes are prioritised based on an assessment of routes and locations with the highest KSI collision/casualty rates and feed cost effective solutions through to LTP3 scheme delivery.
<b>Medium Term</b>
Ensure sufficient resources are targeted towards priority maintenance, including skid resistance of carriageways. Ensure that high priority is given to the potential for casualty reduction when developing and implementing highway maintenance schemes and schedules. Wherever practical ensure schemes are combined with other proposed works to maximise available resources and avoid duplication of effort e.g. prime transport corridors, maintenance.
Ensure the rural route management scheme process includes the undertaking of appropriate engineering and road user audits and makes best use of local “development” to fund schemes.
<b>Long Term</b>
Ensure a safe road network, whilst maintaining its local distinctiveness. Balance the objectives of DCC’s Rural Roads Protocol with a requirement to be innovative with road signing in order to raise awareness of road user responsibility.
<b>Priority Theme E – Careless or dangerous road user behaviour</b>
<b>Short Term</b>
Seek to introduce further laser cameras that enable double triggering to identify other traffic offences such as those relating to the non use of seat belts and use of mobile telephones.
Ensure all data evidence is captured and analysed consistently through Dorset Road Safe’s Intelligence sub-group. Target the young driver group where inexperience and risk taking identified as areas requiring attention. Address males of all ages who constitute two thirds of all KSI’s across Dorset.
Challenge the perception by many motorists that the risk of getting caught (enforcement) for various careless driving offences is minimal. Address the fact that the impact of driver awareness referral schemes may diminish with resulting reductions in take-up. Challenge non-seatbelt wearing which is seen by some as a personal choice issue rather than a road safety one.

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<b>Medium Term</b>
Implement new methods of enforcement to help develop the “no excuse” project as a core delivery function of Dorset Police Traffic Officers on normal duty.
Support positive behaviour and to crack down on irresponsible behaviour. Address dangerous behaviours such as drink and drug driving, non-wearing of seatbelt, careless driving and driving whilst distracted. Address the fact that a significant minority of motorists continue to flout the law and persist in behaviour that puts themselves and others in danger.
<b>Long Term</b>
Continue to carry out specific road user audits, gap analyses and problem profiling for key groups such as young drivers, pre-drivers, motorcyclists, older drivers and children to ensure interventions are data/evidence driven. Ensure that there is reduced duplication of effort and avoidance of mixed messages of ETP interventions caused by a lack of co-ordination between partners.
Develop and deliver co-ordinated publicity campaigns that focus on poor behaviours such as inappropriate speed, drink/drug driving, careless driving, distractions, such as hand-held mobile phone use and the non use of seat belts; ensure that such programmes are supported with appropriate enforcement.
<b>Priority Theme F – Illegal and Inappropriate Speed</b>
<b>Short Term</b>
Demonstrate to the public how illegal or inappropriate speed contributes to around a quarter of road deaths nationally. Explore opportunities to develop a programme in partnership with local communities to allay fears and concerns surrounding anti-social driving behaviour. The perception of, and compliance with, lower speed limits on urban dual carriageways is an issue.
Engage residents and other road users and translating Local Road Safety Schemes into area-based schemes that provide such facilities as continuous cycle lanes and wider 20mph zones without traffic calming in line with emerging guidance.
Dispose of more offences by offering specific training programmes to offenders. Increase use of ANPR (automatic number plate recognition) data used by Dorset Police. Explore opportunities for expanding the use of average speed cameras. Utilise Variable Message Signs (VMS) and Intelligent Transport Systems (ITS) systems to better inform safe travel choice, promote safe routes and advise the travelling public on congestion.
<b>Medium Term</b>
Understand that speeding is frequently among the top three Safer Neighbourhood Panel community concerns in terms of anti-social behaviour.
Review speed limits, introduce 20mph zones in residential areas and town centres where traffic calming may be required. Introduce robustly defensible 20mph zones and review other limits where appropriate, such as in residential areas or outside schools, in line with emerging speed limit guidance.
<b>Long Term</b>
React positively to community concerns by implementing low-cost safety schemes that reduce casualties. Continue to develop the innovative use of interactive signing measures such as Vehicle Activated and Variable Message Signs.