

**Bournemouth, Poole and Dorset
Local Transport Plan 3**

**ROAD SAFETY STRATEGY 2011-2026
Executive Summary 20 July 2011**

This is the first Road Safety Strategy for 15 years that covers all three local authority areas. Our key aim is to reduce all traffic related casualties on the roads in Bournemouth, Poole and Dorset and improve safety and health for all road users who travel through the sub-region.

Our goal is to deliver effective road safety improvements across the sub-region that will achieve our aspiration, which is:

“to exceed the national Road Safety Indicators set by government”

Almost everyone within our community and beyond uses the highway network on a frequent basis, whether as drivers, riders, passengers or pedestrians in order to go about their daily routines and to access essential services. It is an important and reasonable expectation that people can travel safely, with minimal inconvenience. Creating a safer environment and encouraging safer behaviour will improve the quality of life for everyone who uses the highway.

The Government’s Strategic Framework for Road Safety (May 2011) provides increasing freedom to act locally but also increases local accountability on delivery. There are no national casualty reduction targets but there are key indicators to 2030 against which all local authorities will be compared.

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 to meet the government’s targets as set out in our previous Local Transport Plans (LTP). We recognise therefore that we must continue to maintain a high profile on road safety and casualty reduction work and increase effective measures to cut road traffic casualties more quickly.

The three local authorities have already seen the benefits of co-ordinated working with each other and with local partner agencies, which has developed into the strategic road safety partnership, “Dorset Road Safe”. Its aim is to improve the tasking, co-ordination and effectiveness of all road safety interventions based on common analysis of data and intelligence. Its key driving principle is to listen to the concerns and needs of local communities and proactively engage with vulnerable groups to deliver effective road safety interventions.

This Road Safety Strategy for 2011-2026 has been developed so that the partnership can build on the success of services provided to date and by focusing on six key areas that have been identified as priorities:

- Pedestrian and cyclist casualties, particularly in urban areas
- Better Road safety Education and Training for Children, Learner and Young Drivers
- Motorcycle casualties, particularly young scooter riders and adult riders on larger bikes.
- Rural road KSIs
- Careless or dangerous road user behaviour
- Illegal and inappropriate speed

Future constraints on budgets means that all interventions, whether enforcement, engineering or education will have to be prioritised using smarter working processes that result in real casualty savings.

The public will need to be convinced that driving behaviour is the main cause of road collisions and that traditional engineering solutions will become more difficult to identify, more expensive to deliver and less effective in reducing casualties. We need to ensure that the public understand more clearly why or how we choose the interventions we take.

In order to achieve our goals we will:

- continue to develop the “Dorset Road Safe” partnership so that it delivers its strategic and operational objectives through smarter analysis and use of data, more co-ordinated and systematic information, education and best practice sharing, better and more meaningful evaluation and enabling further skills development amongst practitioners.
- seek to address the motivations behind dangerous road user behaviours, which persist despite generally good levels of compliance with road traffic law.
- continually monitor and evaluate our performance, constantly seeking to improve our road safety delivery.
- focus on the most vulnerable road user groups.
- continue to develop and deliver an holistic systems-based approach which aims to reduce the chances of mistakes made by road users in which have serious or fatal consequences.
- appraise the options for interventions, predict the effects, and prioritise those identified as most effective.

- An aspiration amongst all partners is for further development of co-ordinated multi-agency road safety delivery, which will give all partners the opportunity to work more efficiently and effectively.

Many local factors have been taken into consideration in our road safety strategy, particularly in view of our rural/urban split and its effect on road casualty patterns. As human error continues to be the main factor in road crashes, a combination of Education, Enforcement, Evaluation and Capital Programme improvements is viewed as the best long-term approach to reducing road injury collisions, in partnership with a wide range of agencies.