

It is our vision that 'people are safe and feel safe on Lancashire's roads'

We are committed to delivering four aims:

- Reduce road traffic fatalities by user group and age
- Reduce severity and numbers of road traffic injuries by user group and age
- Improve outcomes for vulnerable road users
- Improve and change road safety attitudes and behaviours

Priority 1

Coordinated and evidence based response

We will:

1. Recruit a road safety coordinator and analyst to drive the implementation of the strategy.
2. Identify and examine road user risk, behaviours and causes of collisions to prioritise action. This will be through detailed analysis on numerous datasets, such as, traffic flows and speeds, lifestyle, behavioural and weather datasets.
3. Develop coordinated evidence based action plans against the priority areas, monitor progress and report to the LRSP through due process and governance.
4. Develop a communications plan.
5. Review the effectiveness and outcomes of road safety activity across the partnership on a continual basis. Make and implement recommendations.
6. Build an evidence base on effective road safety interventions, understanding delivery channels, barriers to access, cost benefit and promoting innovation.
7. Ensure information flows and agreements are in place in and between partners, for example findings from road safety audits informing and supporting road user behaviour activities.
8. Ensure our different workforces have competencies, skills and knowledge to improve road safety outcomes.

Priority 2

Enabling, engaging and educating individuals and communities to influence road user attitudes and behaviour

We will:

1. Develop and implement evidence based co-ordinated activities and interventions that influence and change road user behaviour taking a life course approach.
2. Work with stakeholders such as local community safety partnerships, district and parish councils and the voluntary sector to target and deliver enabling, educating and engagement activities to address need.
3. Explore the expansion of community-led activities building on the successes of school and community road watch.

Priority 3

Intelligence led Enforcement

We will:

1. Carry out enforcement activities to address illegal and antisocial road user behaviour, such as tackling the Fatal 4.
2. Deliver nationally and locally approved diversionary courses across Lancashire.
3. Ensure the national team are aware of emerging issues in order to explore new diversionary courses or to improve or amend existing courses where necessary.
4. Upgrade, improve and maintain Lancashire's safety camera network.
5. Deliver a collaborative approach and response to road safety complaints and concerns utilising the speed tasking group, traffic surveys, deployment of police and mobile enforcement units, installation of a temporary speed indicator display and/or community engagement.

Priority 4

Engineering for Safety

We will:

1. Carry out Road Safety Auditing to assess highway schemes to identify potential safety hazards and provide recommendations to mitigate these.
2. Carry out investigation of fatal accidents to provide an understanding of the contributory factors and develop appropriate remedial action where necessary.
3. Develop capital programmes of works for road user safety, to be considered as part of the three Local Authorities and Highways England's commissioning processes.
4. Identify Higher Risk Routes and prioritise maintenance accordingly.
5. Involve LRSP so any impact on existing safety camera schemes can be considered.
6. Support delivery of the Lancashire Cycling and Walking Strategy