

Road Safety

Almost no road safety activity will be delivered in schools and within the community instead most road safety education will be delivered on-line or using national campaigns.

**What is the plan for the coming year – what road safety work will be delivered? and how?
How will outcomes/impacts be delivered?**

A smaller number of road safety campaigns will be delivered and they will rely on the use of social media and the internet to publicise the messages. The Council will also have to rely on national campaigns adding a local message. Any campaigns will be targeted at the groups with the highest number of collisions or recorded injuries.

The outcomes will be monitored through the STATs 19 data which is provided by the police. All road traffic collisions which result in an injury are recorded by the police and supplied to the Council. This data is analysed geographically to identify collision clusters and statistically to identify groups at most risk, i.e young drivers, motorcyclists etc. The Road safety campaigns are then targeted to these groups.