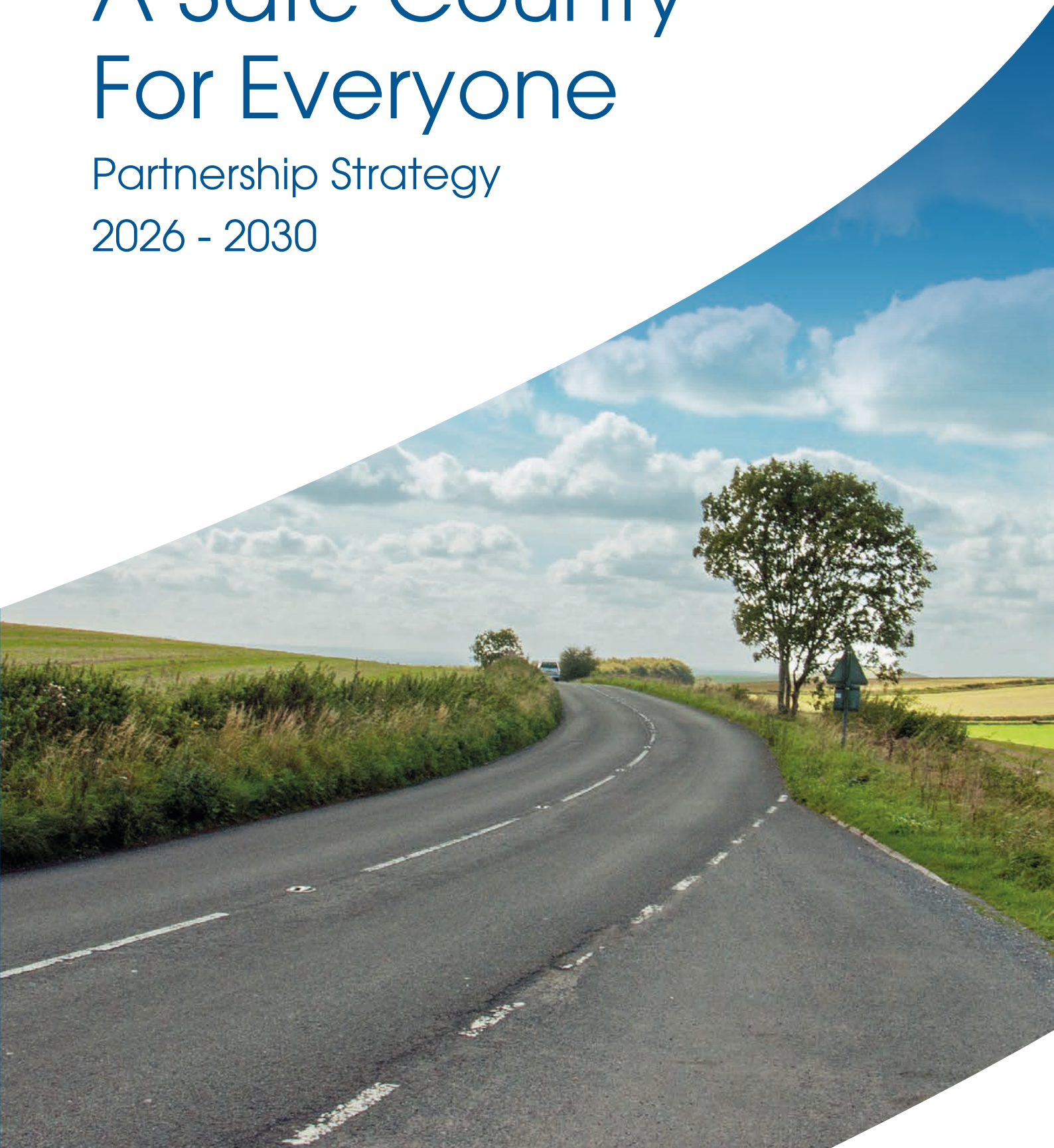
Dorset ROAD SAFE

A Safe County For Everyone

Partnership Strategy

2026 - 2030



Foreword

As Chair of Dorset Road Safe's Strategic Group, I'm pleased to be able to introduce our updated Strategy for 2026 – 2030.

As a dynamic partnership, our sole purpose is to work together to make Dorset's roads safer for all users. With this in mind, I commissioned a Strategic Assessment of all collisions over recent years to establish a strong, evidential basis which all partners can use to focus their respective interventions, and enable us all to make a difference and contribute to reducing collisions and casualties on our roads.

Whilst all Dorset casualties remain on an overall downward trend, an increase in those seriously injured last year in 2025, demonstrates the continual challenge which all agencies face as they strive to make Dorset's roads safer for everyone.

Our updated Strategy underpins our commitment to focus on those various means of travel, for example, car, motorcycle or goods van, along with cycling and walking, and the associated behaviours which can seriously affect the safety of all movement on the road, alcohol, drugs, speeding, distraction, along with a lack of consideration for fellow road users.

We will also use our Strategy and its associated delivery plan to focus on those locations and routes, where we know there are the highest levels of harm. Our associated working groups will use a Safe System approach to ensure the most effective means possible are employed to deliver all partners' contributions to reduced casualties and collisions.

Additionally, Dorset Road Safe's Strategy is underpinned by, and will follow, the casualty reduction targets set by the Government's recently published National Road Safety Strategy, which requests Partnerships achieve a 65% reduction in people killed or seriously injured (KSI) on roads in Great Britain by 2035, using a 2022–2024 baseline, and a 70% reduction in KSIs involving children under 16 by 2035, using the same baseline.

Whilst these are ambitious targets, I have great confidence in the

knowledge that all partners are consistently doing their best to make our roads safer for everyone.

This Strategy along with its linkage into our Council Partners' developing Local Transport Plan (LTP), provides the overarching enablement to achieve that, and the partners and I will be doing our utmost to support that Partnership ambition.

Steve Lyne
Deputy Chief Constable
Chair of Dorset Road Safe's Strategic Partnership group

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Introduction

Every day, an average of **5 people are injured on Dorset's roads**. Road collisions have devastating and often lifelong consequences for those involved, as well as their families and communities. Not everyone is equally affected by road collisions, with vulnerable road users at greater risk than others. Yet most of these incidents are entirely preventable. In 2025 alone, road casualties were estimated to cost the Dorset economy £181.5 million.

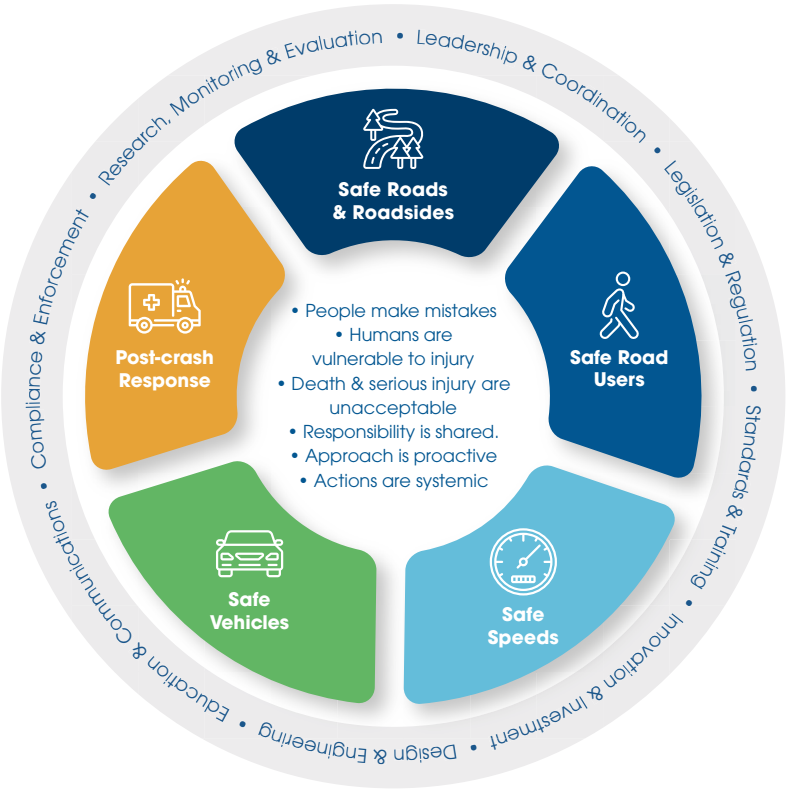
The Dorset Road Safe (DRS) is committed to eliminating preventable deaths and serious injuries across the county. Achieving this ambition requires strong collaboration between all organisations with road safety responsibilities - particularly Local Authorities, which have a statutory duty to improve road safety.

At the heart of this commitment is the **Safe System approach**, which accepts that people will make mistakes but seeks to ensure those mistakes do not lead to death or serious injury. Effective partnership working, guided by Safe System principles, is essential for reducing casualties and the severity of injuries, and for ensuring that everyone can travel safely on Dorset's roads supporting wider preventative initiatives and promotion of wellbeing across Dorset.

By adopting and embedding the Safe System approach, DRS aims to deliver a **coordinated, prioritised, and evidence based strategy**. This includes aligning the work of partner organisations across education, enforcement, and engineering, with delivery structured around the Safe System layers and managed through the DRS Delivery Group.

The Partnership recognises that casualty reductions have plateaued in recent years, and that a more preventative, system wide approach is now required to achieve long term progress and to meet our challenging targets. The Delivery Group will lead this work, supported by **Safety Performance Indicators** to ensure accountability, track progress, and measure effectiveness.

The Safe System Approach



The Safe System approach, first developed in Sweden in the late 1990s, is based on a simple but powerful principle: no loss of life on the road is acceptable. This philosophy underpins the internationally recognised *Vision Zero* movement, which aims to eliminate deaths and serious injuries on the road network.

The Safe System is built on five interconnected layers:

- **Safe Roads & Roadsides** – Designing roads and environments that minimise the likelihood and severity of collisions through forgiving, human centred engineering.

- **Safe Road users** – Supporting responsible behaviour through education, enforcement, and regulation.

- **Safe Speeds** – Setting and managing speed limits that reflect road design, risk levels, and how the route is used.

- **Safe Vehicles** – Ensuring vehicles are equipped with modern safety technologies that help prevent crashes or reduce injury severity and are regularly serviced and maintained.

- **Post-Crash Response** – Providing rapid, high-quality emergency response, care and rehabilitation. Alongside effective investigation and analysis from collisions – leading to actions and changes which strengthen the system and prevent future incidents or reduce their risks.

These layers operate together as a **preventative, system wide framework**. While human error is inevitable, serious harm does not have to be. By recognising the limits of human tolerance to crash forces and designing the transport system around this constraint, the Safe System approach works to ensure that when collisions do occur, they are not fatal or life changing.

Role of DRS within the National Context

Across the country, road safety resources are under increasing pressure. This makes it essential for all partners to strengthen collaboration, share expertise, and ensure that interventions are **evidence based, prioritised**, and **cost effective**. This strategy supports that aim by helping partners focus on the key measures that will deliver the greatest impact, with the overarching goal of reducing casualties across Dorset.

Although road casualties have been falling nationally and locally, the rate of reduction has slowed in recent years.

The National Road Safety Strategy (2026) sets a clear and ambitious agenda for improving road safety across Great Britain. Its commitments are grouped under four core themes:

1. **Supporting Road Users**
2. **Harnessing Technology, Data, and Innovation** – including safer vehicles and improved post collision care
3. **Ensuring Safe Infrastructure**
4. **Robust Enforcement to Protect All Road Users**

Alongside these themes, the government has set the following national targets:

- **65% reduction** in people killed or seriously injured (KSI) on roads in Great Britain by **2035**, using a 2022–2024 baseline
- **70% reduction** in KSIs involving children under 16 by **2035**, using the same baseline

In alignment with these ambitions, DRS will:

- **Adopt the national casualty reduction targets.**
- **Deliver interventions** focused on safer people, safer vehicles, safer roads, safer speeds, and improved post-collision response - drawing on education, engineering, enforcement, and evidence to ensure we design interventions that are most likely to achieve the intended outcome.

- **Embed the Safe System approach**, recognising that human error is inevitable and that roads and vehicles must be designed and maintained to prevent mistakes from resulting in death or serious injury.

- **Use robust evidence to tailor local action**, ensuring that interventions reflect Dorset's unique conditions and prioritise high risk locations, high harm behaviours, and vulnerable road user groups.

- **Sustain the effectiveness of the DRS strategy** and delivery plans through structured annual reviews.

Future Direction

"Our vision is to reduce the number of people killed or seriously injured on Dorset's roads in line with national targets, with a long term ambition of achieving zero KSI casualties by 2050."

To move towards eliminating all deaths and serious injuries, Dorset must now **accelerate the adoption of Safe System measures** and maintain a strong, coordinated focus on road safety. Future work will align closely with both local and national priorities.

Our Vision and Approach

We reject the idea that road collisions are an unavoidable consequence of travel. Instead, we believe that **no death or serious injury on Dorset's roads is acceptable**, and we invite all stakeholders to work with us to make this vision a reality.

As we further embed the Safe System approach, DRS will continue to strengthen tasking, coordination, and the effectiveness of all interventions. This work will be guided by joint analysis of data and intelligence and will take a holistic view across **speed management, infrastructure design, behaviour change, enforcement, and post collision response**.

The Strategic Delivery 8 Change Mechanisms

1. Leadership & Coordination

We will continue to bring together key stakeholders through the Strategic Group and Delivery Groups to drive both strategic and operational outcomes. This will be achieved through stronger collaboration, improved use of shared data, and systematic exchange of information, resources, and best practice. We will also support skills development and professional growth to strengthen road safety capability across the partnership.

2. Legislation & Regulation

All partners will meet their statutory responsibilities across enforcement, engineering, and education, ensuring that legal and regulatory processes are consistently applied, adhered to, and regularly reviewed to maintain high standards of compliance.

3. Standards & Training

Stakeholders will follow recognised national standards and best practice to ensure a consistent, evidence based approach in planning, delivering, and evaluating road safety activity. This includes maintaining appropriate training and competency levels across all relevant disciplines.

4. Investment & Innovation

Partners will commit to targeted, evidence based investment and support the adoption of innovative approaches that enhance the effectiveness of interventions. Emerging technologies and new methods will be used to improve safety outcomes and strengthen the long term resilience of the road system.

5. Design & Engineering

Local authorities will apply evidence led design principles to create safer, more accessible road networks aligned with Safe System principles. Engineering solutions will meet national design standards while reflecting local needs, ensuring that all investment delivers long term safety improvements and value for money.

6. Compliance & Enforcement

The Delivery Group will coordinate local interventions tailored to Dorset's diverse rural and urban environments. We will pursue opportunities for more joined up enforcement, ensuring partners work efficiently and effectively. Continuous performance monitoring will drive improvements, supported by new vehicle technologies, road safety innovations, and any changes in legislation.

7. Research, Monitoring & Evaluation

We will evaluate all potential interventions and prioritise those shown to be most effective, based on data, evidence, and best practice. We will remain open to trialling new and innovative approaches and will continually monitor performance to ensure activities deliver measurable safety benefits.

8. Education & Communication

We will deliver clear, consistent messaging on key themes and ensure it reaches the widest possible audience through the most effective communication channels, including partner social media and community networks. This will support public understanding, encourage safer behaviour, and reinforce other partnership interventions.

Performance Management and Accountability

The Strategic Group will provide oversight and hold the Delivery Group accountable for ensuring that all programmes are effectively implemented and deliver measurable improvements in road user safety. This governance structure ensures that decisions are evidence based and that resources are directed where they will have the greatest impact.

The programme of work shall be delivered via the following groups:

- **Strategic Group:** Quarterly
- **Delivery Group:** Monthly
- **Road Injury Prevention Panel (RIPP):** Quarterly
- **Road Safety Intervention Group (RSIG):** Bi monthly

Progress will be monitored against agreed safety performance indicators.

This performance framework aligns with the **4 Es - Enforcement, Education, Engineering, and Engagement** - and is fully integrated with the five layers of the **Safe System**, ensuring a consistent and preventative approach:

1. Safe Road Users
2. Safe Vehicles
3. Safe Speeds
4. Safe Roads and Roadsides
5. Post-Crash Response

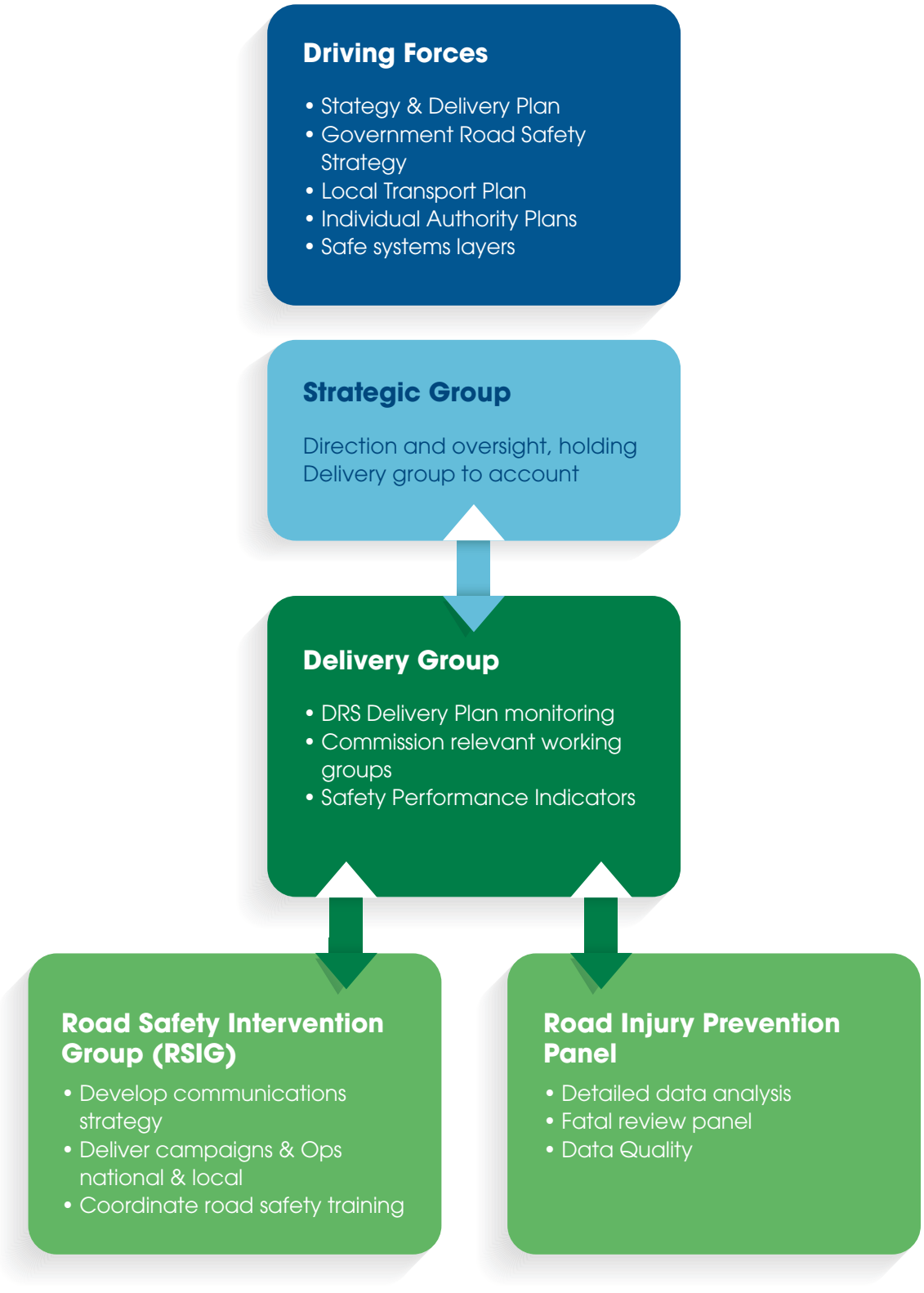
DRS will track progress through the Delivery Plan and associated **Safety Performance Indicators (SPIs)**, with particular attention to vulnerable and high risk road users identified during a recent strategic review of collisions:

1. Pedestrians
2. Cyclists
3. Motorcyclists
4. Young road users (ages 0–15 & 16–24)
5. Mature drivers (70+)
6. Car drivers
7. Goods vehicle drivers (under 3.5 tonnes)

These Safety Performance Indicators will be used to monitor progress, assess the effectiveness of interventions, and determine whether the strategy is moving in the right direction. Alongside the national SPIs defined by the Department for Transport, we will also develop locally focused indicators to reflect Dorset's specific needs and priorities. Through this structured and accountable approach, DRS aims to achieve sustained reductions in casualties and ensure that all users of Dorset's roads are better protected and safer than ever.

Using a 2022-2024 baseline.

Dorset Road Safe - Partnership Coordination Model



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Dorset Road Safe Delivery Plan 2026-2030

No.	Change Mechanism	Description
1.	Leadership & Coordination	We will establish clear terms of reference for each partnership group and run structured meetings with defined agendas, performance tracking, and timely follow up actions. This approach will strengthen coordination, accountability, and effective delivery.
2.	Legislation & Regulation	We will ensure full compliance with statutory responsibilities across enforcement, engineering, and education. All processes will be consistently applied, monitored, and reviewed to maintain high regulatory standards.
3.	Standards & Training	We will apply recognised standards and proven best practice to ensure a consistent, evidence based approach to planning, delivering, and evaluating all road safety activities - both internally and with partners.
4.	Innovation & Investment	We will commit to targeted investment and adopt innovative, evidence based solutions. Emerging technologies will be utilised to improve safety outcomes, increase efficiency, and support the long term resilience of the road system.

5.	Design & Engineering	We will use evidence led design principles, road safety audits, and robust maintenance strategies to create safer and more accessible transport networks. All engineering solutions will meet national standards while addressing local priorities to ensure long term safety and value for money.
6.	Compliance & Enforcement	We will deliver tailored local interventions and coordinated enforcement activity based on crash data, public intelligence, legislative changes, and evolving technologies. Performance will be continuously monitored to ensure interventions are effective and targeted.
7.	Research, Monitoring & Evaluation	We will analyse crash data, evaluate interventions, and prioritise those proven most effective. We will remain open to innovation and will continuously monitor performance using Safety Performance Indicators to guide improvements and inform future decisions.
8.	Education, Training & Communication	We aim to expand road safety education, training, and publicity, and will ensure that it reflects and encompasses any refreshed Government guidance. Our messaging will focus on priority themes and will be delivered through the most effective channels - including partner social media - to maximise public awareness and engagement.

Dorset ROAD SAFE

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