

# Towards Zero: Road Safety Plan on a Page – Blackburn with Darwen

We are committed to working collaboratively with Lancashire partners towards a 'safe transportation system' in which people are safe and feel safe on Blackburn with Darwen's roads that will benefit our residents, economy and wellbeing.

We are committed to delivering locally the four 'toward zero' outcomes of the Lancashire Road Safety Partnership:

Reduce number, severity and rate of road traffic injuries  
Reduce rate of fatalities and injuries across road user and age group

Improve, adapt and change attitude and perception of road safety  
Improve community engagement with road safety

## Priority Action 1

### Evidence

1. Recruit a partnership road safety coordinator to drive the implementation of the strategy.
2. Identify and examine road user risk, behaviours and causes of collisions to prioritise responsive action.
3. Develop evidence based effective road safety interventions, understanding delivery channels, barriers to access and promoting innovation.
4. Review the effectiveness and outcomes of current road safety activity across the partnership and make and implement recommendations.
5. Monitor and report on progress through local governance arrangements and wider community.
6. Develop an effective communication plan.

## Priority Action 2 Education

We will:

1. Deliver education and engagement activities to areas and groups with local need.
2. Work with stakeholders to engage the community and encourage volunteering and support for our plan.
3. Develop and implement co-ordinated activities that influence and change road user behaviour.
4. Explore the development of community-led activities building on the successes of school and community road watch.

## Priority Action 3 Enforcement

We will:

1. Carry out enforcement activities to address illegal and anti-social road user behaviour.
2. Support the delivery and improvement of diversion courses available throughout Lancashire.
3. Develop new courses to address emerging issues.
4. Support the upgrade and maintain of Lancashire's safety camera network.
5. Respond to community road safety complaints and concerns, making best use of available resources and legislation to enforce against those posing the greatest risk of harm.

## Priority Action 4 Engineering

We will:

1. Examine the evidence base and implement co-ordinated activities to support a safe transportation system.
2. Identify critical list of potential safety hazard locations and propose appropriate and cost effective remedial action.
3. Develop annual capital programmes of works for road user safety to be considered by members.

Start Well Live Well Age Well