

New Targets for East Sussex Road Safety Programme 2018/19

Performance Measure <i>CP = Council Plan</i>	Outturn 2017/18	Target 18/19	18/19 RAG				Q1 Commentary
			Q 1	Q 2	Q 3	Q 4	
Road Safety: Implement behaviour change projects to reduce the speeding reoffending rate (CP)	N/A	Implement measures to reduce speeding reoffending rate	G				Following agreement on the key projects to be implemented under the behaviour change programme of work, these have been further developed in conjunction with the Behavioural Insights Team. Detailed data and trial protocols have been developed with external partners and the projects will launch incrementally over Autumn 2018. These will conclude during spring 2020 and are expected to inform the future direction of the road safety programme. Targets for each have been established and these are intended to reduce re-offending rates which over time evidence indicates are likely to lead to reduced collisions /KSIs and improved road safety.
Road Safety: Percentage of young male drivers who were aware of the social media campaign who report they changed their behaviour (CP)	N/A	15%	G				This element of the work which is being led by the ESCC Communications Team in conjunction with an external digital marketing agency has also been developed. This work will launch Autumn 2018 following the development of a website. A range of social media platforms will be used to deliver key road safety messages to young drivers and their passengers designed to reduce risk of collisions amongst this high risk group.

Performance Measure <i>CP = Council Plan</i>	Outturn 2017/18	Target 18/19	18/19 RAG				Q1 Commentary
			Q 1	Q 2	Q 3	Q 4	
Road Safety: Implement infrastructure schemes on identified high risk routes to improve road safety (CP)	N/A	10 schemes	G				Assessment and investigation work is progressing well. Two lower speed limits have been agreed with Sussex Police and the legal process for these is at the advanced stages. Eight further schemes have been assessed and we are in discussion with our Highways Maintenance contractor about costs and scheduling into their programme of works.