Strategy Map 2021-2024

Foundations

Values

Vision Zero road deaths and serious injuries on UK roads ROAD **Purpose** To make UK roads safer, achieving impact SAFETY through the funding of practical measures, research, dissemination, and education **Advocacy that influences** Work with others to use the wealth of knowledge and understanding about what works **Making Roads Safer** to keep road safety high on the national and local agenda and influence policy change Dissemination that reaches Share new knowledge from research and practical interventions across the road safety and wider community to raise awareness and encourage implementation Research that informs Pilots that test Work with grantees to investigate Invest in pilots and trials of prevention, evidence existing innovative approaches and ensure approaches or development of practical application of new thinking new or different solutions is transferable to drive change Intelligence that defines

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Review the national and international landscape to inform where efforts & resources should be targeted for greatest impact in UK road safety



Code of Ethics