

Safer & Stronger

Road Safety Business Plan

2008 - 2009



Table 1 – Outcomes

Ref	Outcome	Indicator	Source of Data	Target Area	Baseline	2008-2009	Final Target 2009
1	The number of people killed and injured as a result of Road Collisions will reduce						
		Number of Road Collisions	Grampian Police Analyst	All of Moray	Fatal = 7 Serious = 31 Slight = 131 Total = 545		Reduction on baseline
		Age of drivers involved in collisions	Grampian Police Analyst		15 & under = 11 16-25 = 236 26+ = 634		Reduction on baseline
		Percentage of drivers involved in collisions aged 25 & under	Grampian Police Analyst		28%		Reduction on baseline
		Gender breakdown of drivers involved in collisions	Grampian Police Analyst		Male = 566 Female = 283		Reduction on baseline
		Number of drivers with blood alcohol content over the prescribed limit	Grampian Police Analyst		152		Reduction on baseline
		Number of people killed or seriously injured in road collisions	Grampian Police Analyst		Killed = 8 Seriously Injured = 39 Total = 47		Reduction on baseline

Table 2 – Outputs

Output Ref	Outputs	Measure	Lead Agency	Baseline	2008-2009	Target 2009
1	The number of people killed and injured as a result of Road Collisions will reduce					
	Provide a "Driving Ambition" day at each secondary school in Moray	Number of S6 pupils receiving training	Grampian Police			
	Provide "Young Drivers" days	Number of young people receiving the training	Grampian Police			
	Assist the education dept to send all S5 pupils in Moray to a "Safe Drive Stay Alive" event	Number of S5 pupils attending the event	The Moray Council			
	Carry out pro-active "Hot Strikes"	Number of people attending events	Grampian Police/GFRS			
	Provide "Over 55s" days	Number of people attending training	Grampian Police			
	Conduct a high profile media campaign aimed at drink/drug driving	Estimated audience (Moray Firth Radio estimated audience/ Northern Scot circulation)	Grampian Police			
	Conduct "Operation Taurus" to combat drink/drug driving	Number of drivers stopped	Grampian Police			
		Number of breath tests carried out				
		Number of offences detected				

Data still awaited in order to determine baseline and target fro output measures.

Table 3 – Resources

Outcome	Funding Recipient	Planned spend funding 2008/09	Total Funding	Mainstream resources allocated
1 The number of people killed and injured as a result of Road Collisions will reduce				
Provide a "Driving Ambition" day at each secondary school in Moray	Grampian Police	£3,000	£3,000	
Provide "Young Drivers" days	Grampian Police	£2,500	£2,500	
Assist the education dept to send all S5 pupils in Moray to a "Safe Drive Stay Alive" event	The Moray Council	£5,000	£5,000	
Carry out pro-active "Hot Strikes"	Grampian Police	£3,800	£3,800	
Provide "Over 55s" days	Grampian Police	£600	£600	
Conduct a high profile media campaign aimed at drink/drug driving	Grampian Police	£200	£200	
Conduct "Operation Taurus" to combat drink/drug driving	Grampian Police	£600		