

## **Pledge to keep Staffordshire's roads safe**

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Four leading organisations in Staffordshire have pledged to continue to reduce the number of people killed or injured on the county's roads despite funding cuts.

The authorities that make up the Staffordshire Safer Roads Partnership have this week held talks to discuss the best way forward in light of the current financial challenges.

The partnership is made up of Staffordshire County Council, Stoke City Council, Staffordshire Police and Staffordshire Fire and Rescue Service.

Each member vowed to maintain the award-winning standards that the partnership has achieved by using every available tool.

The group will be taking a highly focussed and streamlined approach to achieving its goal of reducing the number of people who are killed or injured on the county's roads within the resources available.

It will be exploring all available options to make the highways as safe as possible including engineering, education and enforcement.

The partnership will also be working closely with the community to understand road safety concerns at a grassroots level and how these issues should be tackled.

It will review the entire package of road safety measures across the county, including fixed safety cameras, and deciding which methods are proving to be the most effective and which are no longer fulfilling their purpose due to the installation of other safety improvements.

Staffordshire County Councillor Mike Maryon, Cabinet member for Road Safety, said: "We are 100% committed to maintaining the high standards of safety that the partnership has achieved on Staffordshire's roads.

"We will be carefully focussing engineering measures, education and enforcement to the areas where they are appropriate and where they will have the biggest impact on road safety.

"We are determined to face the current financial challenges head on while continuing to provide a first class service to the people of Staffordshire."

Assistant Chief Constable of Staffordshire Police Marcus Beale added: "Making Staffordshire's roads safer is a priority for the force and we will continue to work closely with our partners and communities to keep it that way.

"We have reduced the number of people killed or seriously injured on our roads by 16 per cent between April 2009 and March 2010 compared to the same time the previous year.

"And in March this year, the total number of people killed or seriously injured in the county was 56 per cent lower than the baseline set in 2000.

"But any death on our roads is a tragedy and we are committed, with our partners, to reducing the numbers even further."

Head of Safer Communities for Staffordshire Fire and Rescue Service Julian Hilditch said: "Staffordshire Fire and Rescue Service is dedicated to helping to drive down deaths and injuries on Staffordshire's roads.

"We will continue to strive to make our roads safer and are hopeful of further reductions in the number of injuries and deaths on the roads in Staffordshire."

Councillor Brian Ward, Stoke-on-Trent City Council Cabinet member for Housing, Planning and Transportation, added: "The Staffordshire Safer Roads Partnership is a valuable part of the city council's work to make travelling safer and to improve people's quality of life through a combination of measures including enforcement, education and engineering.

"It is also delivering road safety training, promoting campaigns and working with local agencies and local people to change attitudes and behaviour. For example, the partnership is delivering a successful Community Speedwatch programme, which has been taken up in 12 areas of the city.

"The city council has provided speed guns and the partnership has funded signage and safety clothing for volunteers. It is a sustainable scheme that is having a measured impact on road safety and is empowering residents to help make their communities safer."