# **Strategy Map 2021-2024**

**Foundations** 

Values

## Vision

Zero road deaths and serious injuries on UK roads

# **Purpose**

To make UK roads safer, achieving impact 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 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

Work with grantees to investigate prevention, evidence existing approaches or development of new or different solutions

### Pilots that test

Invest in pilots and trials of innovative approaches and ensure practical application of new thinking is transferable to drive change

### **Intelligence that defines**

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

