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AIMS AND OBJECTIVES

Overall objective

The Partnership's overall objective is to reduce the number of people killed and seriously injured in speed-related crashes within Kent and Medway.

Main aims

The Partnership's main aims are:

- to reduce both speeding and failing to stop at red traffic lights by preventing, detecting and enforcing speed and red light camera offences.
- to educate drivers and encourage changed driver behaviour.

Education

The Partnership is committed to influencing, educating and encouraging motorists who use Kent and Medway's roads to slow down, stay within the speed limits and help reduce the number of speed-related crashes and casualties. This is done through educational campaigns, publicity, events and presentations. See the 'In the Community' section for more details.

Government strategy

The Partnership supports the Government's road safety strategy, 'Tomorrow's Roads - Safer for Everyone' (2000), which set targets of a 40% reduction in the number of people killed or seriously injured by 2010, compared to the average for 1994-98, and a 50% reduction in the number of children killed or seriously injured.