Delivering road safety in a challenging economic climate

The 3 Cs: Commissioning, Community and Culture
Reduce
Less
Familiar?
The 3Cs
Commissioning
Community
Culture
Commissioning
1. Achieving positive outcomes
2. Through the best use of resources
3. To meet the needs of communities
Outcomes?
Meat or any Inclusion
Dough
Flour

Output

STAFFORDSHIRE
safer roads
PARTNERSHIP
Our roads - let's make them safer
Outcome
Output but good outcome?
1. What’s the question?
2. Know your customers
3. Outcomes and priorities
4. What will it look like?
5. How will you get there?
6. Measuring the impact
Community
Community

Engage
Reassurance
Culture
1. Commissioning – how will we and our partners deliver? Streamline activities to outcomes

2. Community – identify, engage and empower

3. Culture – focus on and influence
“I don't get political points for being an idealist... I have to do the best I can with what I have.”

Commissioner Gordon
Delivering road safety in a challenging economic climate –
The 3 Cs: Commissioning, Community and Culture

Thanks for listening

For further information please download: