

**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?





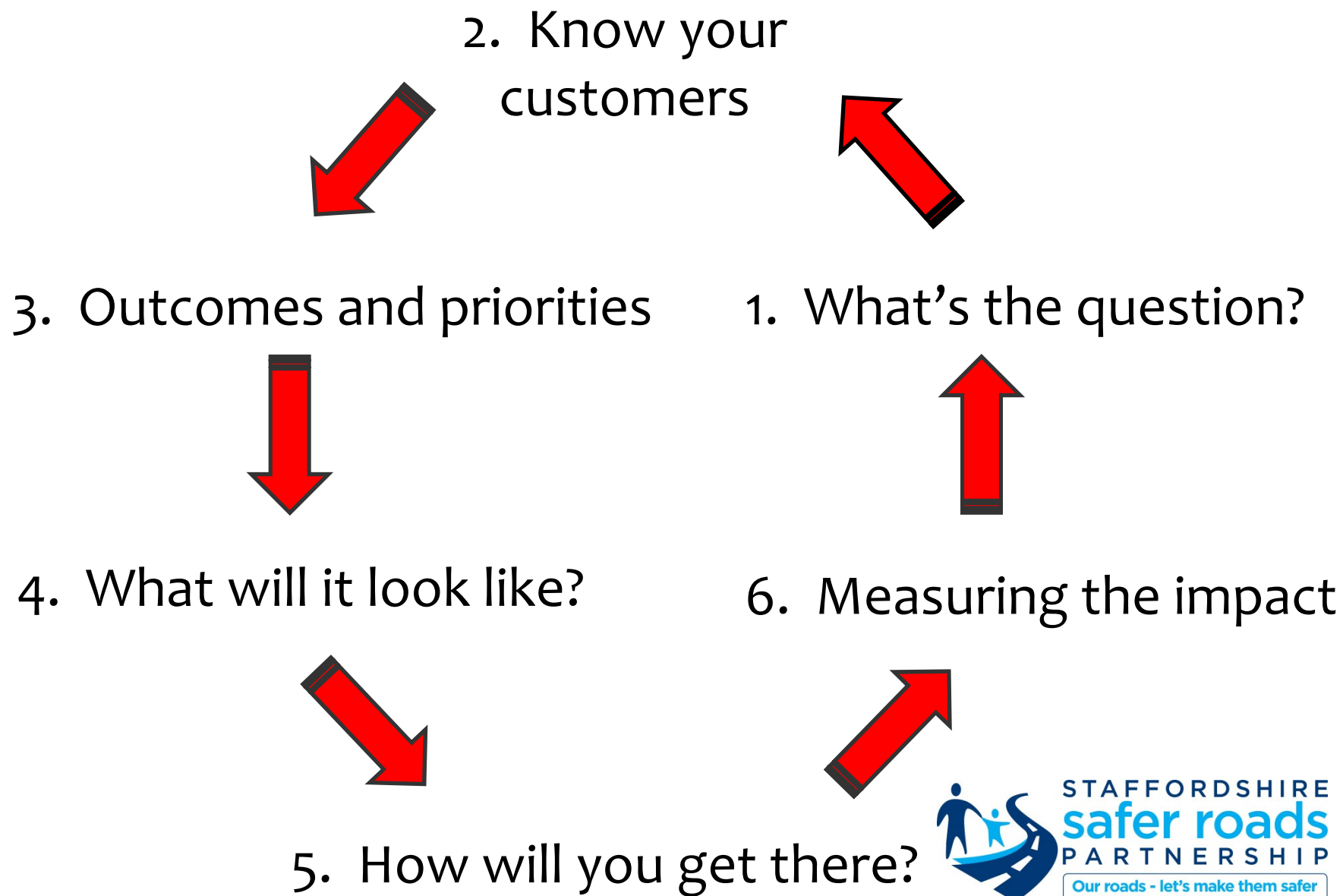
Output



Outcome



Output but good outcome?



Community



Community

Engage





Reassurance



Culture



Influence



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



Thanks for listening

For further information please download:

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economic climate –
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Culture**

