

	ACTION	LEAD AGENCY	OTHER AGENCIES
1	Road danger reduction will be made central to the design and delivery of all initiatives, through strengthening and building the Vision Zero safety culture in the Corporation, Police and their partners.	<i>City Corporation</i>	<i>City Police</i>
1.1	<p><i>Building and strengthening the culture of safety, Vision Zero will more and more become a central facet of activity, with the reduction of road risk considered a core element of success for all street infrastructure schemes and initiatives</i></p> <p><i>Key elements of the process of strengthening the safety culture will include:</i></p> <ul style="list-style-type: none"> <i>• applying language guidelines for road collisions, e.g. “crash” or “collision” not “accident”, and referring to the driver or rider, not the vehicle</i> <i>• participating in London Vision Zero week, Project EDWARD, national road safety week and other similar campaigns,</i> <i>• recognising success in delivering initiatives that support Vision Zero, as well as inviting ideas for innovation and creativity</i> <i>• raising and maintaining ongoing awareness of individual fatal and serious collisions when they occur, along with trends in fatal and serious injury numbers in the City of London</i> 	<i>City Corporation</i>	<i>City Police</i>