



SCOTLAND'S ROAD SAFETY FRAMEWORK TO 2020
ANNUAL REPORT 2010



Foreword

This is the second annual report for the Road Safety Framework, following up on our commitment to highlight progress made each year in delivering commitments and achievement against casualty reduction targets. Reported road casualty statistics for 2009 show that Scotland achieved the lowest road accident fatality rates since records began - and continues to exceed the UK road safety targets.

There has been excellent partnership working on drink driving and seatbelts, the two national road safety priorities for 2010, and two of the main causes of road deaths. We used our joint 12-month seatbelt wearing campaign 'Have You Clicked?' to press for non-seatbelt wearing to be made an endorsable offence, in line with speeding and using mobile phones while driving – three big causes of deaths and injuries. We believe that this simple measure would save lives.

Congratulations to the Association of Chief Police Officers in Scotland, who won a Prince Michael International Road Safety Award for their campaign that saw repeat drink drivers having their vehicles seized and forfeited. They are looking to extend that initiative. This was in every sense a partnership initiative along with the Crown Office & Procurator Fiscal Service, the Scottish Court Service, Road Safety Scotland and the Scottish Government.

Despite these successes, a single death or serious injury on our roads is one too many and that is why we have set the first ever Scottish targets for reductions in road deaths and serious injuries from 1 January 2011. We have achieved a lot in the first full year, but there is still much to do particularly in respect of safety issues for children, young drivers and rural roads.

In December 2010 we published a practical guide highlighting current policy and good practice procedures relating to school transport safety. We will also continue to press the UK Government to devolve powers for school transport to the Scottish Parliament. In March 2011, we will publish the outcomes of our National Young Drivers Debate. This report will address the issue of disproportionately high rates of accidents and casualties in 17-25 year old drivers and passengers.

Following its previous success, the "Unpredictable" advertising campaign will be aired again in 2011. This campaign addresses the complacency which results from an over-familiarity with country roads, with the aim to reduce casualties on rural routes.

These are just examples of the activity being taken across Scotland. Working with our partners we must continue to ensure that everyone plays their part to make our roads safer.

Keith Brown MSP
Minister for Transport and Infrastructure

Governance

Scotland

1. The Framework Strategic Partnership Board (SPB) is responsible for oversight of partnership working practices and for collaborative decisions on strategic approaches, high level problems and issues and public ownership of the Framework and its delivery. [Membership of the Board](#) is at a senior level and members are expected to make key decisions on behalf of their respective organisations and to ensure that these are followed through. Six members of the Board take the lead on eight [priority areas](#).
2. The SPB met three times in 2010, focusing on issues including, but not limited to the national drink-driving and seatbelts campaigns and a review of young driver interventions.
3. The work of the SPB was complemented by input from members of the Framework Operational Partnership Group (OPG), who held their augural meeting in February 2010. Members of the SPB and the OPG, held a joint workshop, in September 2010, to review the first year since the launch of the Framework and explore how the Scottish Government and its partners can move forward in the future. Minutes of all meetings can be found on the [road safety section](#) the Scottish Government website.

Links to UK, Europe and Beyond

4. The Chief Fire Officers Association Scotland launched its Road Safety Framework 2010 - 2013 in November 2010. The document encapsulates the spirit of Scotland's Road Safety Framework to 2020 and outlines the commitment of the Fire and Rescue Services of Scotland to road safety.
5. The UK Government plans to publish its new road safety strategy in May 2011. This will include: measures to cut young male driver and motorcyclist crashes; cutting the number of collisions involving drink-and drug-drivers; and 'Drugalysers' for the police to conduct roadside tests by 2012.
6. Many of our partners are signatories of the [EU Road Safety Charter](#), launched in 2004, which acknowledges their organisation's commitment to road safety and the role of the EU in working to half the number of deaths on our roads by 2010.
7. In July 2010, the European Commission published '[Towards a European road safety areas: policy orientations on road safety 2011-2020](#)', which, in line with the principle of subsidiarity, outlines its proposals to improve road safety within the EU over the next decade.

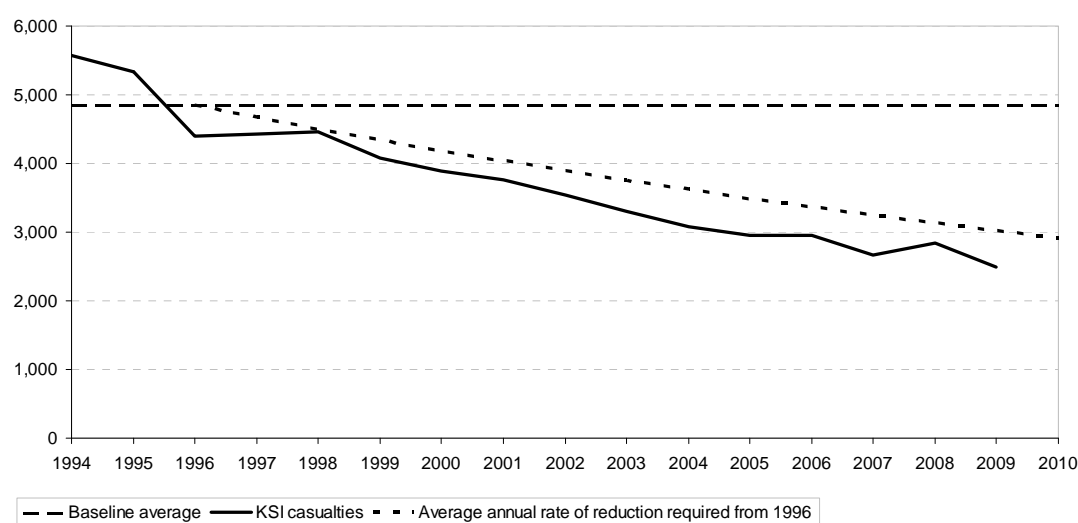
We work closely with the UK Government to ensure that joined up action on road safety is taken forward in Scotland.

8. The United Nations General Assembly has proclaimed the period 2011-2020 as the [Decade of Action for Road Safety](#), “with a goal to stabilise and then reduce the forecast level of road traffic fatalities around the world by increasing activities conducted at the national, regional and global levels”. A [Global Plan](#) has been developed founded on five pillars of activity: building road safety management capacity; upgrading the safety of road infrastructure; further developing the safety of vehicles; enhancing the behaviour of road users; and improving emergency services. A launch is planned for 11 May. This is an opportunity for Scotland to promote our best practice in roads engineering and traffic management, education, enforcement and advertising campaigns around the world.

GB Road Safety Targets Up To 2010

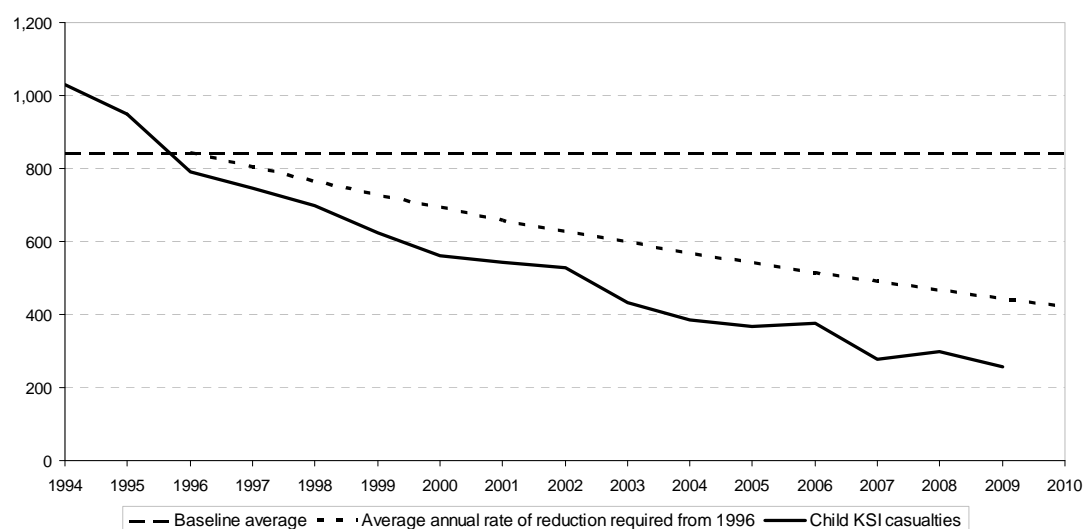
9. Road Safety targets up to 2010, based on 1994/98 annual average casualty levels, and set for Great Britain by the Department for Transport, in association with the Scottish and Welsh devolved administrations are as follows:
 - a 40% reduction in the number of people killed or seriously injured in road accidents
 - a 50% reduction in the number of children killed or seriously injured
 - a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.
10. In Scotland, casualties and fatalities have fallen significantly over the last ten years, based on the 1994/98 baseline, as can be seen in the figures below. It is also significant that over the same period the volume of traffic on Scotland's roads has increased by 17%, whilst the number of people killed or seriously injured in road accidents has fallen by 49%.

Fig 1: Reported Killed or Seriously Injured Casualties



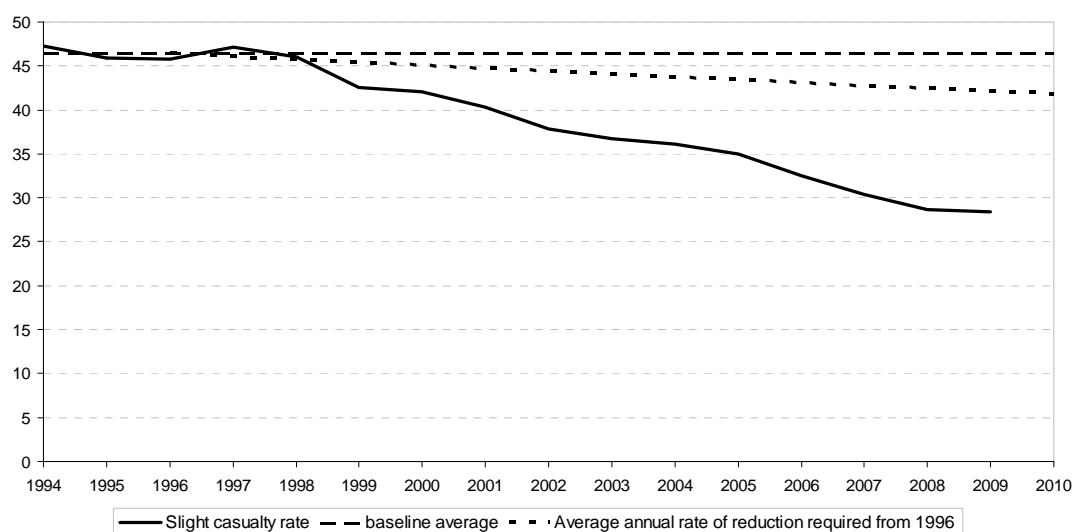
11. The number of people reported killed or seriously injured in 2009 was 2,485. This figure is 49% below the 1994/98 average of 4,838, representing a further 9% reduction on current GB targets.

Fig 2: Report Child Casualties Killed or Seriously Injured



12. The number of reported child fatalities and serious injuries has fallen by 69% based on the 1994/98 average of 842. There were 257 recorded child fatalities and serious injuries in 2009, accounting for an additional reduction of 19% on current GB targets.

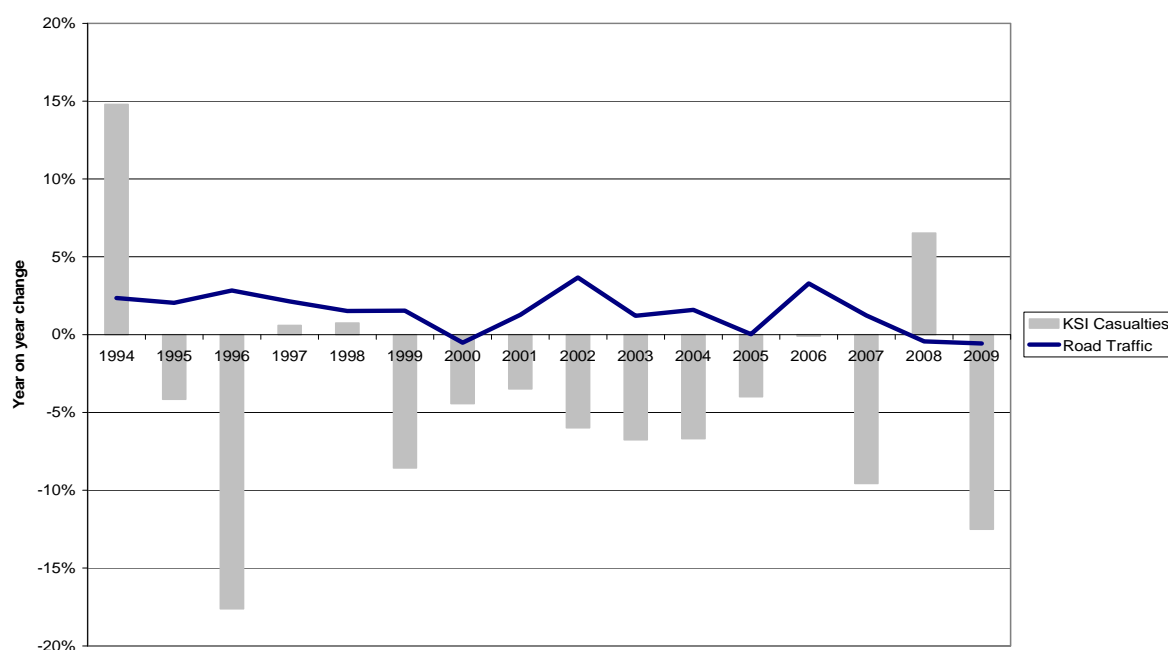
Fig 3: Slight Casualty Rate per 100 million vehicle kilometres



13. The slight casualty rate - expressed as the number of people slightly injured per 100 million vehicle kilometres - was 28.4 in 2009, 39% below the 1994/98 baseline average (of 46.4). This represents a further 29% reduction of current GB targets.

14. Traffic volumes on Scotland's roads has increased by 23% since 1994, whilst the level of reported road accidents has fallen by 31%. Figure 4 shows annual reductions in the level of road casualties who are killed or seriously injured (KSIs)) mostly occurring at times of traffic growth.

Fig 4. Year on Year Change in Road Traffic and KSI since 1994



2010 Progress Report

15. Building on the early momentum achieved by the launch of the Road Safety Framework in 2009, 2010 has seen the continued delivery of a range of commitments by road safety partners in Scotland. Real progress has been made on our two key road safety priorities for 2010, drink driving and seatbelts, as well as across the other commitments, as set out in the table 1.

Category	Commitment	S/M/L Term	Progress in 2010
Working Together	Consider, with partners, local pilots of initiatives for evaluation and promulgation of results across Scotland.	M	<p>An Evaluation Toolkit site has been developed to help practitioners understand the importance of evaluation. The E-valu-it toolkit will help road safety practitioners evaluate the interventions they have developed, understand how they could be improved, and help to use research evidence in the development of new interventions.</p> <p>The Evaluation project was led by a team from the Department for Transport and the Royal Society for the Prevention of Accidents (RoSPA), in collaboration with practitioners. People working in the front line of road safety were consulted and their experiences translated into a practical website containing useful information and explanations.</p> <p>The Scottish Government, local authorities and RoSPA Scotland have helped to select local champions and to organise workshops. More support and training is planned for 2011/2012.</p>
Working Together	Explore the inclusion/effectiveness of wider statistical evidence other than Stats 19.	M	<p>An article comparing stats 19 with other data sources (e.g.. hospital admissions etc) was expanded in Reported Road Casualties Scotland 2009. This will be further developed in 2011 and users will be consulted on analysis estimating levels of roads accidents which are not reported to the police.</p>

Category	Commitment	S/M/L Term	Progress in 2010
Children and Young People	Undertake an audit of our road safety education resources to ensure they address the specific issues which Scotland's child road casualty record presents and that they keep pace with educational developments and method	S	Road Safety Scotland continues to review and develop its educational resources to ensure they address current needs and keep pace with educational developments and methods in line with Curriculum for Excellence.
Children and Young People	Investigate, report and implement ways to help ensure schoolchildren's safety when getting on and off school buses.	S	<p>A School Transport Safety Guide and Report, were published on 20th December 2010. These were produced by Transport Scotland in association with Aberdeenshire Council, who are conducting a number of school bus safety pilots,</p> <p>The report, which was commissioned from Transport Research Laboratory, is available for all local authorities and others with a responsibility for school transport. It provides information on the current legislative position, outlining policy and good practice procedures related to school transport safety.</p>
Children and Young People	Call on UK Government to consider any strengthening of legislation in relation to school transport.	S	Scottish Ministers are in discussion with the UK Government regarding the devolution of powers on school transport to Scotland.
Children and Young People	Fund Road Safety Scotland to develop innovative road safety educational resources (including a new Early Years resource to	M	In October 2010, a new early years approach ' Go Safe - Ziggy's Road Safety Mission ' was launched to replace the Children's Traffic Club in Scotland and rolled out to all pre-schools and primary 1 classes in Scotland for the start of the new school term.

Category	Commitment	S/M/L Term	Progress in 2010
	replace the Children's Traffic Club in Scotland).		Other developments in 2010 included the awarding of a contract to the Baldy Bane Theatre Company to provide Theatre in Education , an update to the Junior Road Safety Officer scheme , the Streetsense2.com website and a refresh of Crash Magnets .
Pedestrians	Publish guidance for Scottish roads authorities on designing streets, focusing on the needs of pedestrians.	S	In March 2010, the Scottish Government published 'Designing Streets: A Policy Statement for Scotland' to provide local authorities with guidance on the design and redesign of new and existing streets, focusing on the needs of all road users.
Pedestrians	Encourage local authorities to consider 20 mph zones in all residential areas.	M	City of Edinburgh Council is currently exploring with the Scottish Government and members of the Road Safety Framework Operational Partnership Group how partners can work together on the Council's proposed 20 mph area-wide speed limit pilot within a large area of South Central Edinburgh.
Pedal Cyclists	Develop a Cycling Action Plan for Scotland that will incorporate actions to achieve the overarching outcome of 'more people cycling more often'. One action will be to increase the numbers of children receiving cycle training and therefore promoting road safety.	S	The Scottish Government published its Cycling Action Plan for Scotland in June 2010 outlining its vision that cycling will account for 10% of all journeys taken in Scotland by 2020. It addresses the safety needs of cyclists within the context of walking and active travel and set out a framework for what the Scottish Government and its partners will do to achieve this outcome.
Pedal Cyclists	Continue to monitor and develop Scottish Cycle Training Scheme (SCTS) resources for dissemination to Road Safety	S	In October 2010, Cycling Scotland assumed responsibility for all levels of cycling training for children and young people in Scotland following the transfer of the SCTS from Road Safety Scotland. Cycling Scotland and Transport Scotland are working in partnership, along with other

Category	Commitment	S/M/L Term	Progress in 2010
	Units and others responsible for co-ordinating the SCTS programmes.		relevant organisations, to streamline the delivery of the three levels of cycling training nationwide.
Pre-Drivers	Develop a guide to organising pre-driver events for senior secondary school pupils.	M	<p>Road Safety Scotland and its partners are working together to develop a toolkit for organising young driver interventions (YDI) in Scotland.</p> <p>Through the Roads Skills Working Group, Road Safety Scotland has conducted a mapping exercise of YDIs nationwide. The development of the toolkit is informed by the McKenna Think Piece and a literature review carried out by Transport Scotland.</p> <p>The toolkit will be a micro site with core recommendations. The ethos of the toolkit is that it is 'solution driven', providing active learning and knowledge based theory that is evidence-based. Providing relevant and engaging YDIs that can reduce and, one day, eliminate road casualties.</p>
Drivers aged 17-25	Conduct a public debate on young driver issues including graduated licences and additional training.	S	<p>In October 2010, Transport Scotland awarded a contract to the consultancy firm, Atkins, to conduct a national young drivers' debate in Scotland, addressing the issue of disproportionately high rates of accidents and casualties in 17-25 year old drivers and passengers.</p> <p>The aim of the debate is to hear what young people themselves have to say about road safety issues and possible approaches, including graduated licences and additional training, to reducing casualty rates.</p> <p>In March 2011, Atkins will publish the outcomes of the debate, which will include recommendations to improve young driver safety.</p>

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People who Drive for Work	Encourage and support the Royal Society for the Prevention of Accidents (RoSPA) (Scotland) with the formation of the Scottish Occupational Road Safety Alliance (ScORSA) in order to raise employers' awareness of the need to have a policy on the Management of Occupational Road Risk.	S	<p>ScORSA continues to promote the adoption of procedures for employees driving at work among businesses and organisation across Scotland through the ScORSA website.</p> <p>The Scottish Centre for Healthy Working Lives has sponsored the development of a DVD for organisations on the management of occupational road risk, while the ScORSA Toolkit for road safety practitioners and managers is set to be piloted and evaluated in January / February 2011, with an official launch scheduled for the end of March.</p>
Rural Roads	<p>Continue to publicise the risks associated with driving and riding on rural roads and warn drivers of potential dangers.</p> <p>Continue to support targeted enforcement campaigns on rural roads.</p>	S	In February 2010, Road Safety Scotland launched a series of ' Unpredictable ' adverts depicting four scenarios, each of which had the same first ten seconds, but with four different endings highlighting the unpredictability of rural roads. These adverts were distributed using a fully integrated media strategy, including cinema, television, print, radio and online services such as social networking sites and the Xbox Live platform. The ads will be run again in early 2011. A Country Roads Campaign also took place during May.
Seatbelts	Raise awareness of the importance of seatbelts, including via TV and radio advertisement, with a view to creating future generations who will automatically use seatbelts whenever they travel in a vehicle.	S	<p>In April 2010, Road Safety Scotland, in partnership with the Scottish Government and ACPOS, launched a 12-month seatbelt compliance campaign called "Have You Clicked?". The object of the campaign was to remind motorists that seatbelts save lives and to encourage all vehicle users in Scotland to wear a seatbelt on every journey.</p> <p>An television advert was developed highlighting the unpredictability of the road conditions and the potential dangers and consequences of failing to wear a seatbelt. The awareness of the Campaign was</p>

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			<p>supported by a number of promotional materials bearing the “Have You Clicked?” branding that were rolled out in association with road safety partners, businesses and local communities around the country.</p> <p>The campaign has been followed by a series of ACPOS days of action between April and September 2010, which focussed compliance with seatbelt legislation alongside mobile phone offences, speeding and drink driving. Combined, these days resulted in the identification of 2737 seatbelt offenders, including 52 passengers under the age of 14.</p> <p>Grant funding provided by Transport Scotland to RoSPA Scotland, provides support for in-car safety days for road safety officers. In 2010/11 this has also supported an additional week of training for health professionals, police officers and social workers.</p>
Seatbelts	Continue to educate and encourage drivers to ensure that children are properly restrained in cars and vans.	S	Road Safety Scotland continues to promote in-car safety for children through the Good Egg Guide in partnership with Arnold Clark.
Seatbelts	Press the case with the UK Government to make non-seatbelt wearing an endorsable offence. (i.e. one which attracts licence penalty points in addition to the current fine).	M	<p>In October 2010, Scottish Ministers wrote to the Secretary of State for Transport, Philip Hammond, calling on the UK Government to make non-seatbelt wearing an endorsable offence.</p> <p>The letter was supported by a policy paper produced by Transport Scotland, in association with the Scottish Government, the Crown Office and Procurator Fiscal Service and ACPOS outlining the case for licence holders to receive penalty points in addition to the current fine</p>

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			<p>for failing to wear a seatbelt.</p> <p>Ministers will continue to press the UK Government on this issue in 2011.</p>
Speed	Continue to publicise and educate people about the risks associated with speeding.	S/M/L	<p>The 'Unpredictable' adverts for rural roads in 2010 addressed the issue of inappropriate speed. The aim was to make drivers - whose familiarity with the roads they regularly drive on may lead to over-confidence and complacency - more aware of the potential risks of their complacent attitude and to adjust their driving behaviour accordingly.</p> <p>A subsequent evaluation concluded the campaign performed very well in both reach and communication among the target audience, and within the wider audience and that the main messages of "drive carefully", "reduce speed" and "be aware of risks and dangers" were all communicated well.</p>
Speed	Support the development and implementation of the new viewing and administration system for the Safety Camera Partnerships.	S	<p>In 2010, the Safety Camera Programme Office, with support from the Scottish Government, ACPOS and the Scottish Police Services Authority, procured and installed a new national viewing and administration system for the eight Safety Camera Partnerships that deliver the Programme throughout Scotland.</p> <p>The new system will allow more comprehensive management information to be collated to inform communication and enforcement activity throughout Scotland.</p>
Drink Drive (Impairment)	Continue to press the UK Government for a reduction in	S	The Scottish Government and its partners provided a strong case that a lower drink drive limit is required in its submission to the North Review

Category	Commitment	S/M/L Term	Progress in 2010
	the drink drive limit and for powers for the police to carry out breath testing anytime, anywhere.		<p>of Drink and Drug Driving Law.</p> <p>The final report from the Review supported the lowering of the drink drive limit and recommended that the vehicle forfeiture scheme for repeat drink or drug drive offenders in Scotland should also be considered in England and Wales. The Report also recommended the introduction of the power to carry out random breath testing at anytime, anywhere.</p> <p>The final report of the Commission on Scottish Devolution has also recommended that power be devolved to Scotland to allow the Scottish Government to set lower drink drive limits.</p>
Drink Drive (Impairment)	Continue to work in partnership with ACPOS and other partners, including the private sector, to provide publicity in support of enforcement initiatives by Scottish police forces.	S	<p>The Association of Chief Police Officers in Scotland (ACPOS) runs two national drink drive campaigns every year (one summer, one festive) to support its year round activity in this critical area.</p> <p>Working in partnership with the Crown Office and Procurator Fiscal Service, the Scottish Courts Service, Road Safety Scotland and the Scottish Government, the 2009 festive drink drive campaign incorporated a new initiative of confiscating the cars of recidivist drink drivers (arrested more than once in the past five years).</p> <p>The campaign was supported by a fully integrated media strategy developed through Road Safety Scotland. Although initially introduced as part of the festive campaign, the initiative was adopted as policy by ACPOS and has been further extended to include drug drivers..</p>

Category	Commitment	S/M/L Term	Progress in 2010
			ACPOS and its criminal justice partners are exploring the possibility of extending the scheme to first time offenders that are significantly over the legally prescribed limit and also disqualified drivers. Alternative cross-cutting approaches are also being considered, including rehabilitation by means of education or treatment.

Forward Look 2011

Our Targets – A Step Towards Our Vision

16. As set out in this report, Scotland has now achieved GB road casualty reduction targets and is making excellent progress towards exceeding them by a significant margin. However, the risk of death and injury from road accidents is still unacceptably high and more needs to be done.
17. We firmly believe in the value of having targets to enable a clear focus for the effort and resources of all partners. Therefore, for the ten years following the end of the current GB targets on 31 December 2010, we have set casualty reduction targets for Scotland which will cover the period from 1 January 2011 to 31 December 2020, as set out in the table below. Scotland has been praised for setting these ambitious targets by road safety groups such as the Parliamentary Advisory Council for Transport Safety.

Table 2 - Scottish Road Safety Targets to 2020, with milestones to 2015, compared with average Scottish figures for 2004/08.

Target	2004/2008 average	2015 milestones	2020 target
Fatalities	292	204 (30% reduction)	175 (40% reduction)
Serious casualties	2,604	1,484 (43% reduction)	1,172 (55% reduction)
Child fatalities	15	10 (35% reduction)	8 (50% reduction)
Serious child casualties	325	163 (50% reduction)	114 (65% reduction)

In addition, we will continue the previous 10% reduction target in the slight casualty rate to 2020.

Economic Challenge

18. We will be working with our road safety partners to help us achieve these targets through their own local and organisational contributions. This work will however take place against a backdrop of challenging economic conditions where partners across national and local government are operating in a climate of scarce resources. Therefore, prioritisation of our investment, greater efficiency in the way we deliver, the sharing of best practice and harnessing the energy and innovation of our partners will all be vital. This will be a key focus for us all in 2011.

Further copies of this document are available, on request, in audio and large print formats and in community languages (Urdu; Bengali; Gaelic; Hindi; Punjabi; Cantonese; Arabic; Polish).

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