

## Transport Scotland Road Safety Research Projects – 2015/16 – LGRAS Update



### Evaluation of Scottish Road Safety Week

Report available at: <http://www.transport.gov.scot/report/j418789-00.htm>

In May 2015, a Scottish Road Safety Week (SRSW) pilot was undertaken to explore whether such an event could be delivered successfully and whether it may offer a positive contribution to road safety in Scotland. An evaluation was subsequently carried out by Transport Scotland's Analytical Services.

The evidence presented by the evaluation suggests that the activities carried out as part of SRSW and their subsequent coverage may have had an impact on raising awareness of road safety in Scotland. The evaluation found that delivery partners were not convinced about the impact of the week on attitudes and other outcomes, particularly in the longer term. However, there was support for the notion that SRSW was and could be in future a valuable addition to the range road safety initiatives which take place throughout the year. The report makes recommendations based on the feedback, should another Scottish Road Safety Week be held in future.

### Evaluation of Road Safety Scotland's Early Years Resource

The Go Safe with Ziggy series of books is Scotland's primary programme of road safety education for children in their early years and was developed in 2010 to replace the Children's Traffic Club Scotland and its various resources following concerns about material being no longer fit for purpose and issues around uptake, particularly in deprived communities.

As the resource has been in operation for just over 5 years, it was considered timely to evaluate the Go Safe with Ziggy books (and other supporting resources) to explore whether their design, distribution and use is effective and identify whether and where possible improvements could be made.

The final report of the evaluation will be published on the Transport Scotland and Road Safety Scotland websites in June 2016.

### Other research work in 2015/16

- Transport Analytical Services provided evidence and technical advice to help inform the work of the Road Safety Framework Mid-term Review Groups and Review process more generally in 2015 and 2016.
- Research support was also provided to road safety policy colleagues to provide technical advice on a Framework project to evaluate a pre-driver intervention (Safe Drive Stay Alive) and this work also led to the production of an evaluation toolkit which can be used by delivery partners to help design and more robustly assess pre-driver interventions more generally.
- Research input was also provided to road safety policy colleagues and Glasgow City Council to inform their pilot School Bus Signage project in 2015. The final report from this project is available at:

<http://www.gosafeglasgow.com/news/glasgow-publishes-findings-of-school-bus-signage-research>

- Finally, work is currently underway to review the content of the Road Safety Information Tracking Study (RITS) questionnaire to ensure that it is robust and fit for purpose. This exercise will ensure that the survey covers priority issues for the next 5 years (following the Framework Review), and offers value for money as a detailed source of evidence on a range of road safety issues in the main.

#### On-going/Forthcoming work

- Transport Analytical Services have been involved in the design and moderation of the consultation into the proposal to bring forward legislation to mandate that dedicated school transport vehicles must provide seatbelts for passengers they carry. The consultation was live between 10<sup>th</sup> March and 3<sup>rd</sup> June 2016 and Analytical Services are in the process of analysing the responses received. A consultation analysis report will be published later in the summer.
- Other likely areas of interest in the coming year are road safety issues affecting elderly pedestrians, issues around alcohol and pedestrian safety, road safety and deprived communities, pre-driver interventions and the effectiveness of pre- and post-driving test training schemes.

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