

ROAD SAFETY FRAMEWORK

ANNUAL REPORT 2015





CONTENTS:



FOREWORD – **04**

OVERVIEW – **06**

REFRESH AND REVIEW – **10**



ROAD SAFETY POLICY – **12**

PARTNER ACTIVITY – **16**

UK ROAD SAFETY STRATEGY – **24**



EUROPEAN UNION: POLICY AND REGULATION – **25**

INTERNATIONAL ROAD SAFETY STRATEGY – **26**



ROAD CASUALTY REDUCTION: SCOTLAND'S
PROGRESS TOWARD FRAMEWORK TARGETS – **27**

2015 PROGRESS REPORT – **30**



SCOTLAND'S TARGETS: A SHARED JOURNEY – **39**

FOREWORD

This is the seventh annual report for [Scotland's Road Safety Framework to 2020](#) since the Framework was published in 2009.



We have witnessed a key juncture for road safety in 2015, seeing the consolidation of many government initiatives and a mid-term review of the Framework to assess the progress to date. The review has identified key priority focus areas, and will see further agreement on how to ensure continued delivery of our road safety outcomes.

Notable progress has been made with our nation's drink-drive legislation that is leading the way in the United Kingdom in deterring drivers from drinking before getting behind the wheel. There have been positive developments in school transport, with powers now devolved to the Scottish Parliament to legislate on making seatbelts a legal requirement on dedicated school buses, and Transport Scotland match-funding a Glasgow City Council study into enhancing the effectiveness of school bus signs with other road users. We have now analysed the first full year of data following the introduction of average speed cameras on the A9, and the results look promising: there has been a marked, and sustained, improvement in driver behaviour, coupled with a reduction in casualties. There have also been commendable developments in Edinburgh, Glasgow and Dundee in protecting pedestrians and vulnerable road users by developing 20mph speed limits in city centre streets.

[Reported Road Casualties Scotland 2014](#) was published on 21 October 2015, with casualty figures being the lowest since records began in 1950. However, it was saddening to see a rise in the 2014 fatality figures. The mid-term review of the Framework, which has involved all our key partners, will position us all to refocus on delivering outcomes in key priority areas. This will allow us to maintain the long-term downward trends towards our road casualty reduction targets and the Framework's vision zero, where there will be a steady reduction in the numbers of those killed and seriously injured. The ultimate vision is of a future where no one is killed on Scotland's roads, and the injury rate is much reduced.

Nevertheless, all these initiatives aimed at preventing any tragic and unnecessary loss of life on our streets would not be as effective without the dedicated emergency services of Police Scotland, the Scottish Fire and Rescue Service and the Scottish Ambulance Service. I wish to offer my personal thanks to all those who work tirelessly every day, enforcing the laws which keep our roads safe, and minimising the impact of those incidents which do take place.



The key to achieving our targets is to remain attentive to all aspects of road safety. It is important to remember that the Scottish Government does not work in a vacuum and the strong partnership approach embedded in Scotland's Road Safety Framework is essential in reducing the number of people killed and seriously injured on our roads. We can only save lives by continuing to work together, and the Annual Report contains a wide range of material, including reports and updates on our partners' road safety activities. I firmly believe that our co-ordinated partner approach will ensure that all road users will continue to "Go Safe on Scotland's Roads" in the years to 2020 and beyond.

A handwritten signature in black ink, appearing to read 'Derek Mackay', is centered on the page.

Derek Mackay MSP
Minister for Transport and Islands

OVERVIEW

Scotland's Road Safety Framework (the Framework) has seen some significant developments in 2015; including a mid-term review undertaken by the Framework's governing body, the [Strategic Partnership Board](#) (SPB). The review looks to strengthen the Framework and maintain its standing as a forward-looking document which will support vision zero: "a steady reduction in the numbers of those killed and seriously injured, with the ultimate vision of a future where no-one is killed on Scotland's roads, and the injury rate is much reduced".

The Framework encompasses many of the key components of the "Safe System" approach to road safety, which has been adopted by a number of nations with the best performance in terms of road safety. The system accepts that human error dictates road collisions will never be completely eradicated; therefore, all measures are targeted at ensuring death and injury are mitigated as much as possible. The Safe System approach sets interim casualty reduction targets and identifies outcomes to support their delivery in moving ultimately towards vision zero. Scotland has challenging casualty reduction targets: 40% reduction in fatalities; 55% reduction in serious injuries; 50% reduction in fatal child casualties and 65% reduction in children seriously injured by 2020. The review has identified overarching outcomes for priority focus areas, and that the Safe System should be formally adopted going forward to 2020.

Leadership and Governance

The SPB is responsible for the collective decisions on strategic approaches, identifying and resolving high-level problems and issues, and maintaining public ownership of the Framework and its delivery. Members are responsible for making key decisions on behalf of their respective organisations and ensuring that these are followed through. Agreed [Minutes](#) from Board meetings are published on the Transport Scotland website.

The work of the SPB centres on the three road safety pillars – education, engineering and enforcement – and is supported by the [Operational Partnership Group](#), which consists of road safety operational and policy experts. It reports on good practice in Scotland and beyond and, based on members' research, experience and knowledge, advises on what works successfully for road safety.

Research, Communication and Sharing Good Practice

Funding was awarded to the following range of small-scale projects and resources to deliver a variety of road safety outcomes which support the Framework's priority themes.

Central Safe Drive Stay Alive

Central Safe Drive Stay Alive's overall objectives were to inform and educate young road users via a hard-hitting drama based approach which explored the dangers of bad road practice. (For further information, see page 8.) This programme strove to reduce the number of people killed or seriously injured as a result of road traffic collisions within the Forth Valley Area. It ran from 2-6 February 2015, with 18 secondary schools in the Forth Valley Region taking part, in partnership with Stirling, Clackmannanshire and Falkirk Councils. The show was delivered by a collaborative partnership of road safety professionals from Police Scotland, the Scottish Fire and Rescue Service, National Health Services Scotland and the Scottish Ambulance Service, demonstrating the actions carried out by emergency services when attending a road traffic collision. Over 4,000 students and 48 teachers attended, with school links maintained after the event to further advance the road safety message. Work continued throughout the year with the Central Safe Drive team organising external presentations, which remained relevant by exploring up-to-date road safety issues. The project was match-funded up to £11,515.



Practical Cycle Awareness Training

Cyclists can be vulnerable to larger vehicles, making it important to have measures in place to keep them safe on Scotland's roads. Cycling Scotland rolled out a Practical Cycle Awareness Training project that provides practical training to drivers of Heavy Goods Vehicles (HGV) and Passenger Carrying Vehicles (PCV) designed to:

- encourage HGV and PCV drivers to empathise with cyclists;
- make drivers aware of the risks that cyclists experience on the road;
- understand cyclist behaviour and anticipate how they ride;
- gain experience of best practice when cycling;
- outline actions they could implement that would minimise risk to cyclists; and
- complement current and future training to cyclists on safe cycling on routes with HGVs and PCVs.

Eleven Local Authorities worked with Cycling Scotland to run courses for Local Authority staff on a self-sustaining basis. The total funding awarded was £49,737, matched with £126,624 by the various Local Authorities. To date, 197 drivers have been trained.

Go Safe Glasgow

Reducing the risk to road users in Scotland's largest city is no easy task; consequently, a grant of £10,000 was awarded to Glasgow City Council to develop its Drive Safe and Cycle Aware projects. This represented 27% of a total project budget of £36,000. These projects form part of the *Go Safe Glasgow Road Safety Partnership*, which aims to reduce casualties on Glasgow's roads and make its communities safer. Glasgow City Council's partners in this project include Police Scotland, Strathclyde Safety Camera Partnership, Strathclyde Fire and Rescue, Glasgow Community Planning Partnership, NHS Greater Glasgow and Glasgow Community and Safety Services.

Drive Safe

The creation of [Drive Safe: it's your business](#) was aimed at encouraging businesses to develop and manage personalised occupational road risk policies. On completion of a questionnaire, a business can print off or save their bespoke plan, which recommends what actions should be taken to improve its road safety practices. Additionally, links are provided for free support from the partners.

USEFUL LINKS:

- www.gov.scot/Resource/Doc/274654/0082190.pdf
- www.transport.gov.scot/statistics/j397988-000.htm
- www.transport.gov.scot/road/road-safety/strategic-partnership-board-members
- www.transport.gov.scot/road/road-safety/minutes-strategic-partnership-board
- www.transport.gov.scot/road/road-safety/operational-partnership-group-members
- www.gosafeglasgow.com/drive-safe



Cycle Aware

[Cycle Aware](#) is an online education programme designed to increase awareness and respect for all who use Glasgow's roads in order to reduce city casualties. Specifically, it endeavours to train road users to become more conscious of cyclist vulnerability. The resource consists of tailored road traffic scenarios for each road user group, including HGV drivers, taxi drivers, car drivers, bus drivers and cyclists. In collaboration with numerous cycling organisations – Cycling Scotland, Bikestation and Glasgow City Council Cycling Unit – enhancements have now been made to the Cycle Aware resource.

Young Drivers Initiative

Young Driver's Initiative was a programme run by North Lanarkshire Council during 2014-15. Its overall objectives were to engage with 16-25 year old college students, encouraging them to consider the importance of car control, and provide memorable tips on how to acquire and retain a driver's licence. Match-funding commitments by North Lanarkshire Council meant the grant funds received represented 50% of a total project budget of £25,000.

Safer Wheels 50+

Safer Wheels 50+ is an educational project designed to encourage older drivers to undertake supplementary driver training to reduce crash rates. Its objective is to identify – and incentivise – methods of increasing driver confidence and awareness of road safety among older drivers. Under instruction from the Institute of Advanced Motorists, volunteers aged over 50 carry out an assessed drive, followed by a feedback session. The project is a partnership involving Transport Scotland, Police Scotland, Dumfries and Galloway Council, Institute of Advanced Motorists, Stewartry Community Safety Forum and Stewartry Council of Voluntary Service. Match-funding commitments by Stewartry Community Safety Forum, Dumfries and Galloway Road Safety Partnership and in-kind volunteer activity by the Institute of Advanced Motorists resulted in Framework funding of £1,125 being secured, representing 50% of a total project budget of £2,500.

Evaluation and Evidence

The evidence-led approach to road safety development continued in 2015, with Transport Scotland, and the Scottish Government,



playing a key role through the Evaluation Framework Contract. Independent evaluation work, commissioned under the contract, was completed on the Safe Drive Stay Alive young driver intervention and on Glasgow City Council's enhanced Bus Signage study.

Safe Drive Stay Alive

Celebrating 10 years in 2015, [Safe Drive Stay Alive](#) (SDSA) is a theatre project which explores the circumstances and consequences of a road traffic collision. SDSA delivers an interactive experience on the repercussions of risk taking by recreating the circumstances of a collision. Directed at new and pre-drivers, the presentations are emotive and hard-hitting, and attempt to positively influence driving behaviours and attitudes to road safety. SDSA runs in numerous areas across Scotland and involves a collaborative partnership of professionals from Scottish emergency services.

The 2015 SDSA evaluation, commissioned by Transport Scotland and carried out by ODS Consulting, explored the extent to which SDSA and similar interventions contribute to specific Framework commitments. Designed as a small-scale evaluative project, it focused mainly on producing data which would inform future evaluation by delivery partners. It was not intended to be a full evaluation of SDSA,



USEFUL LINKS:

www.gosafeglasgow.com/drive-safe/cycle-aware

www.safedrive.org.uk/

www.gosafeglasgow.com/public/uploads/pdf/1447674515_road_safety_pdf.pdf

but a qualitative review based on the views and perceptions of those involved.

The evaluation concluded that, on a national level, a strategic approach would be preferable. It should involve a much broader outlook, which would take into account how the various initiatives compare to, and complement, one another. ODS Consulting presented its report at a workshop in November 2015.

School Bus Signage

Great strides were made on enhanced school bus signage, with Glasgow City Council publishing its [evaluation report](#) on 16 November 2015. This augments that of Aberdeenshire Council from 2010, providing a national evidence base covering both urban and rural settings. School bus signs alert motorists that children are being transported, so that they can adjust their driving accordingly, with a statutory minimum sign being in place across the UK. The Scottish Parliament's Public Petitions Committee is exploring the issue of whether larger, enhanced signs could be implemented, with Transport Scotland supporting the research and evaluation to inform national policy.

Glasgow's pilot, undertaken with funding support from Transport Scotland, makes a welcome addition to the evidence base on the merits of enhanced signage. Transport Scotland is considering all aspects of the report before deciding on the most effective action nationally.

One key factor emerging from Glasgow's findings is that the existing statutory minimum sign is not well-recognised, which may be in part to a lack of prominence in the learner driver process and driver guidance and literature. Therefore, the Minister for Transport and Islands has written to the UK Transport Secretary requesting measures be taken to raise awareness of the current UK school bus sign. Specifically, the Minister has suggested that it be given sufficient prominence within the UK Highway Code and better emphasised in the theory and hazard perception sections of the UK driving test.

The Minister also asked the Department for Transport to revisit the restriction on flashing lights on the school bus sign, or consider devolving power on this issue to the Scottish Parliament. This would increase the options available for considering school bus signage measures in the future.

Scottish Road Safety Week Pilot

The Framework contains a commitment to "Introduce a Scottish Road Safety Week after consultation with partners". From 4-10 May 2015, a Scottish Road Safety Week (SRSW) pilot was undertaken to explore if such an event could be delivered successfully, and whether it would offer a positive contribution to road safety in Scotland. The SRSW pilot aspired to raise road safety awareness across the country, and concentrated specifically on keeping children safe on and around the road, whether as passengers, pedestrians or cyclists.

The pilot was developed by a collaborative working group made up of a broad range of key road safety delivery partners including Local Authorities, Police Scotland, Scottish Fire and Rescue Service, Paths for All, Cycling Scotland, Living Streets, Road Safety Scotland, Convention of Scottish Local Authorities, Royal Society for the Prevention of Accidents Scotland, Society of Local Authority Chief Executives and Senior Managers, and Confederation of Passenger Transport. The pilot was developed in alignment with the United Nation's Global Road Safety Week, both in terms of theme and timing to test the possible shared outcomes that may have been generated.

The evidence collected suggests that the SRSW pilot was successful in raising awareness of road safety issues in Scotland; although it is less clear whether attitudes, and specifically behaviours, were changed as a result of the various activities. A further positive outcome consisted of an increase in co-operation between delivery partners.

**2014 SAW THE
LOWEST NUMBER
OF CASUALTIES ON SCOTLAND'S ROADS
SINCE A PEAK OF 32,280 IN 1996;
11,268 PEOPLE
WERE INJURED IN 2014, REPRESENTING
2% FEWER
THAN IN 2013**

REFRESH AND REVIEW

Road Safety Framework

The SPB commenced work on an evidence-based mid-term review of the Framework in the summer of 2015. The review is being undertaken to assess the progress made since the Framework was published in 2009, and to agree on an approach which would ensure continued delivery of road safety outcomes in realising the Framework Vision over the next five years to 2020 and beyond.

The Framework remains a comprehensive and fit for purpose national road safety plan, and activity on all existing themes, priorities and commitments will continue. However, the review has identified three key priority areas: speed (including motorcyclists); age (pre, younger and older drivers); and vulnerable road users (cyclists and pedestrians) for further consideration, with review groups established on these crucial themes. The SPB considered that a re-focusing of effort in these three areas would likely have the greatest impact on maintaining the momentum in the long-term downward trends, and delivering Scotland's road casualty reduction targets. This is important at this stage – in the face of an apparent slowing of casualty reduction trends across a number of European countries – as it will aid understanding of how well Scotland is performing against the challenging 2015 and 2020 casualty reduction targets.

There is also the opportunity, through the review process, to further enhance the Framework's underlying Safe System approach to road safety by setting intermediate road safety outcomes for the priority focus areas over the next five years.

Setting these outcomes will underpin the Framework's established themes of evaluation and evidence, and will allow the underlying impact in delivering overarching outcomes to be monitored. Additionally, this will support the SPB in tracking progress against particular Framework themes and priorities where activity and investment should be focused, as opposed to relying primarily on the high level national statistics. Aligning identified Framework outcomes to other Scottish Government strategies, including the National Transport Strategy, will contribute to achieving shared local and national outcomes.

The method adopted in conducting the review has tested the participatory approach. It builds on the Framework's strong partnerships, working through full and equal involvement of all key road safety partners and representative groups with a stake in realising the outcomes the review will identify. The Scottish Government's key partners¹ played an integral role in the mid-term review, contributing positively towards the additional objectives and outcomes proposed by the review groups. The output of the review and the strategic delivery plan, which will direct activity on the three priority areas to 2020, will be published in spring 2016.

¹ These included, Road Safety Scotland, Police Scotland, Scottish Fire and Rescue Service, National Health Service Scotland, Scottish Ambulance Service, Convention of Scottish Local Authorities, Royal Society for the Prevention of Accidents Scotland, Society of Chief Officers of Transportation Scotland, Cycling Scotland, Living Streets, Society of Local Authority Chief Executives and Senior Managers, Scottish Community Safety Network, Motorcycle Action Group and Road Haulage Association.

Strategic Road Safety Plan

In 2016 Transport Scotland will complete a review of the Strategic Road Safety Plan, originally published in 2007. The plan outlined how Transport Scotland would deliver a range of strategies to improve road safety on the trunk road network.

A series of sub groups were set up to allow Transport Scotland to consult with a range of key stakeholders and review progress on each action point within the current plan. The review has been undertaken alongside the mid-term review of the Framework and it is intended that, like the Framework, the new plan will adopt a Safe System approach to road safety. The review will outline a series of strategies and initiatives for the next five years to 2020.

A 35% DECREASE
IN THE NUMBER OF PEOPLE SERIOUSLY
INJURED SINCE 2004-08;
1,699 PEOPLE
SERIOUSLY INJURED IN 2014 REMAINS
ABOVE THE MILESTONE AND TARGET

National Transport Strategy

In partnership with the Convention of Scottish Local Authorities, April 2015 saw the Minister for Transport and Islands announcing a refresh of Scotland's National Transport Strategy.

The updated [National Transport Strategy](#) supersedes the previous version and re-affirms the vision and five high level objectives; in particular to improve journey safety by reducing accidents and enhancing the personal safety of pedestrians, drivers, passengers and transport operators' staff. The three key strategic outcomes set out in the 2006 National Transport Strategy are also retained:

- improved journey times and connections between Scotland's cities, towns and global markets to tackle congestion and provide access to key markets;
- reduced emissions to tackle climate change; and
- improved quality, accessibility and affordability of transport, to give people the choice of public transport and real alternatives to the car.

Published online in January 2016, the refresh also recommends a fuller review of the National Transport Strategy during the next Scottish Parliamentary term.

USEFUL LINKS:

www.transport.gov.scot/strategy/national-transport-strategy



ROAD SAFETY POLICY

Drink-driving costs lives: 450 casualties were estimated to be involved in drink-drive accidents in Scotland in 2013; including an estimated 20 fatalities.

Drink-driving

Having long-argued that a lower drink-drive limit would save lives and help make Scotland's roads safer, the legislation to reduce the drink-driving limit came into effect in Scotland on 5 December 2014. The drink-driving limit of 80mg of alcohol per 100ml of blood was lowered to 50mg of alcohol per 100ml of blood, with equivalent changes to the limits in breath or urine. This brought Scotland into line with the majority of other European countries.

Scotland is now firmly leading the way across the UK with a lower drink-drive limit to save lives on its roads.

In its first full year of implementation, figures suggest that the introduction of the new limit has achieved one of the principle aims of dissuading drivers from drink-driving. To coincide with the launch of the 2015 festive drink-driving campaign, figures released by Police Scotland demonstrate that fewer people are being caught. The figures show that the number of drink-driving offences in Scotland have fallen by 12.5% from December 2014 to August 2015, compared to the same period the previous year. In real terms, this is a fall from 4,208 to 3,682 offences.

A poll commissioned by the Scottish Government and Transport Scotland undertaken by Yougov found that 82% of Scots believe that drinking any alcohol before driving is unacceptable, and only one in 20 respondents said they would drive themselves home after they had been drinking on a night out.

Strategic Road Safety Team

The Strategic Road Safety (SRS) team within Transport Scotland is responsible for monitoring the safety performance of trunk roads and motorways, as well as analysing injury accident data. SRS has developed a comprehensive road safety engineering programme and implements various strategies and initiatives to contribute to the 2020 casualty reduction targets. These strategies and initiatives make the best use of both trunk network knowledge and the expertise on how to most effectively reduce casualties. From this work, SRS takes remedial measures to reduce or eradicate identified accident types at specific sites and lengths of road. It also identifies the need to remove risk and prioritise initiatives aimed at preventing accidents and reducing the severity of casualties when they do occur.

SRS has made improvements in road safety by implementing a number of innovative schemes involving new technologies; for example:

Intelligent Road Studs

Intelligent solutions have been harnessed through the implementation of Intelligent Road Studs at Sheriffhall Roundabout on the A720 Edinburgh City Bypass. The installation's design co-ordinates the studs' illumination with the traffic signal phasing. Essentially, when the A720 City Bypass through-movements are signalled green, the studs are activated, and drivers are presented with a clear, illuminated path through the roundabout. The scheme has shown a 50% reduction in people moving lanes whilst negotiating the roundabout.



Speed Activated Traffic Signals

SRS has demonstrated innovation by installing the first set of speed activated traffic signals in Scotland on the A78 in Fairlie, Ayrshire, after analysis identified poor driver behaviour within the village. Working with industry experts, the SRS team introduced a Scottish first: a system that would curb excessive speed by instantly penalising drivers. The simple but effective scheme uses wireless advance speed detection, recognising vehicles which are travelling too quickly and switching the junction lights to red, forcing the vehicle to stop and wait. The SRS team continues to monitor and evaluate the effectiveness of this system, allowing for the assessment of further benefits that can be identified for both this location and other areas under similar conditions.

Solar Powered Road Studs

SRS works closely with communities and its partners. The team attended meetings of the A1 Action Group, comprising of elected members from Scottish Borders and East Lothian Councils, transportation groups and community councils. A series of discussions took place to highlight the A1 Action Group's concerns, and design measures which would help in lessening them. SRS implemented an innovative solution through the use of solar powered road studs at nine junctions on the A1 Trunk Road. The studs allow these junctions to be better defined to approaching drivers and operate in darkness without the need for any form of external lighting. Consistency was achieved on the route by ensuring all major junctions were treated similarly.

A9 Road Safety Group

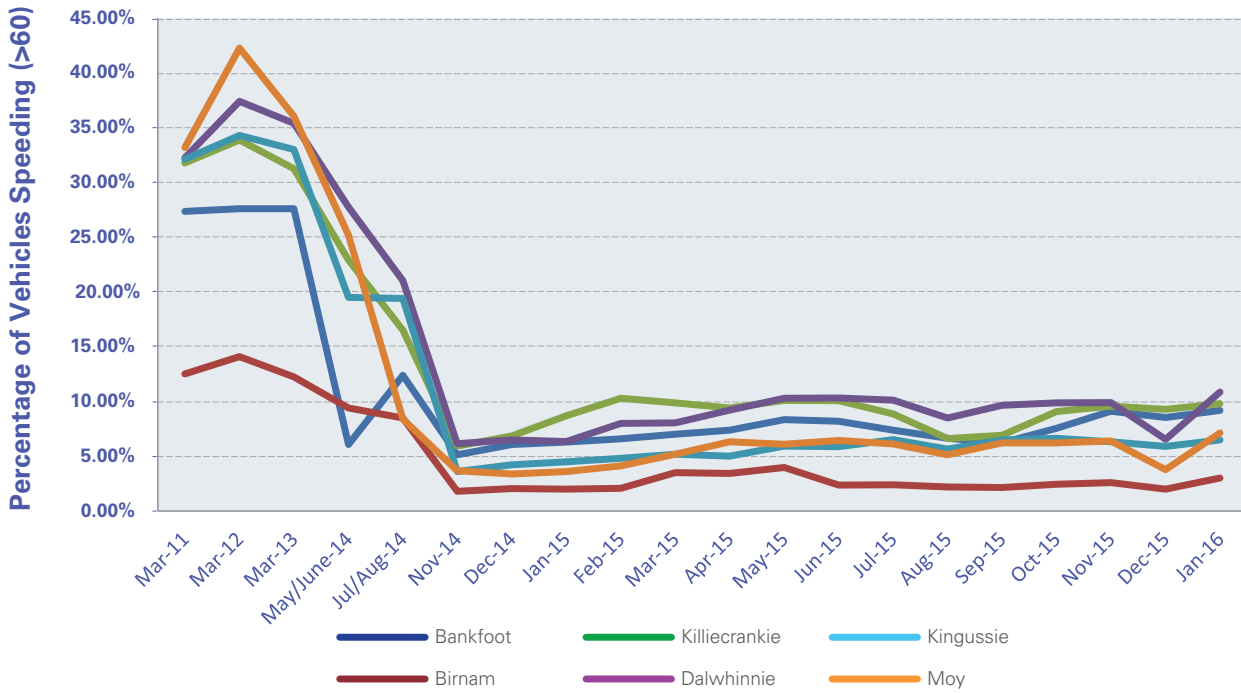
As part of a wider package of engineering and enforcement measures, as set out in the interim road safety plan, the A9 average speed camera system went live on 28 October 2014. The deployment of cameras also took place alongside the raising of the HGV speed limit from 40mph to 50mph for vehicles over 7.5 tonnes on the single carriageway sections between Perth and Inverness.

Dramatic improvements in driver behaviour on the A9 have been recorded following the average speed cameras' introduction between Dunblane and Inverness. Indications throughout the past year are that driver behaviour has improved markedly, with levels of excess speeding reduced substantially. Excess speeding (at 10 mph or more above the speed limit) is down by over 95%, compared to the levels seen prior to the cameras being in place. Surveys of A9 users carried out in the spring of 2015 indicate that 70% of those interviewed felt safer, were less likely to speed and less likely to have an accident than was the case previously.

Casualties and injury accidents are down across all categories, while traffic volumes are up and journey times more predictable. Accident and casualty figures for the period from October 2014 to October 2015, compared to the 2011-2013 baseline, show that:

- the number of fatal casualties between Dunblane and Inverness is down by 25% compared to the baseline average;
- the number of fatal and serious accidents and fatal and serious injuries between Dunblane and Perth is down 100%;

A9 ASCS Monitoring (Perth to Inverness)



- the number of fatal and serious accidents between Perth and Inverness is down by 45%, with fatal and serious injuries down by 58%;
- the total number of injury accidents and casualties, which includes slight injuries, has also fallen – between Dunblane and Inverness the total number of injury accidents is down by 40%, with a reduction in injury related casualties of almost 55%;
- the number of fatal and serious accidents between Dunblane and Inverness is down by almost 59%, with fatal and serious casualties down by approximately 64%; and
- for the first time since large parts of the A9 were upgraded in the late 1970s, there were no fatal accidents anywhere on the route from July to December 2015.

During 2015, the measures set out in the A9 interim safety plan received UK-wide recognition by being awarded the CIHT John Smart Road Safety Award, and were Highly Commended at the UK National Transport Awards.

School Transport

Efforts to help keep Scotland’s young people as safe as possible on their journey to and from school saw great advances in 2015, with power being devolved from the UK Parliament to the Scottish Parliament to allow legislation which will make seatbelts a legal requirement on dedicated school transport. The Order under section 30(2) of

the Scotland Act 1998 was approved by Holyrood and Westminster following scrutiny at both Parliaments. As part of the process, the Minister for Transport and Islands appeared before the Infrastructure and Capital Investment Committee and reiterated the intention to legislate in the next Parliament. The aim is for the requirement to come into force in 2018 for vehicles carrying primary pupils and in 2021 for those transporting secondary students.

Scottish Safety Camera Programme

Safety cameras play a crucial role in the Framework. With agreement on the proposals recommended through the Safety Camera Programme review, 2015 was a successful year in implementing the measures agreed to improve the Programme’s effectiveness and efficiency.

In line with the new [Programme Handbook](#), which sets out the first major changes to the Programme in over three years, the new funding arrangements and structure for safety camera operations have been implemented, with operational delivery through Police Scotland’s three Safety Camera Units: North, East and West. Regarding governance, the SPB now provides strategic direction and guidance for the Programme. Reflecting local circumstances, a range of preferred forums have also been identified to administer local governance of the



Programme. These are to be implemented across the country from early 2016.

To realise the Programme's casualty and collision reduction potential, a revised site prioritisation process has been developed. New sites are expected to be established in 2016/17, with those not considered a priority to be decommissioned and assessed.

Finally, to ensure improved safety performance on the A77 continues, the existing 10 year old Average Speed Camera system on the route is to be replaced. Installation of the latest technology is scheduled for completion in late spring 2016.

20mph Zones and Limits

The Scottish Government is committed to reducing risk on Scotland's roads and recognises that vehicle speed is a crucial factor in this endeavour. The [Good Practice Guide](#) on 20mph speed restrictions was produced in partnership with the Society of Chief Officers of Transportation in Scotland and published on 8 January 2015. The Guide aims to ensure greater consistency on setting 20mph speed restrictions throughout Scotland, and encourages Local Authorities to introduce them near schools, in residential zones and in other areas of towns and cities where

there is a significant volume of pedestrian and/or cyclist activity. There has been a notable uptake of 20mph proposals, with schemes progressing in large urban centres in Scotland.

After three years of research and a consultation, Edinburgh City Councillors approved a new speed limit network for the city on 13 January 2015. The rollout of the 20mph scheme for the entire city will commence in July 2016, with an expected completion date of February 2018. A number of key arterial routes will maintain their 30mph and 40mph speed limits.

Dundee and Glasgow City Councils are currently considering the introduction of a 20mph limit on residential roads. Dundee City Council has launched a consultation on the implementation of the lower limit using only on-road signage, running until 30 June 2016.

200 PEOPLE
WERE KILLED IN ROAD ACCIDENTS IN 2014; A
31% DECREASE
SINCE 2004-08, EXCEEDING THE REDUCTION
NEEDED TO MEET THE 2020 TARGET

USEFUL LINKS:

www.transport.gov.scot/guide/good-practice-guide-20mph-speed-restrictions

www.transport.gov.scot/system/files/uploaded_content/documents/tsc_basic_pages/Road/Scottish-Safety-Camera-Programme-Handbook-2012.pdf



PARTNER ACTIVITY



Road Safety Scotland

[Road Safety Scotland](#) (RSS) sits in the Transport, Accessibility and Road Safety Team within Transport Scotland's Policy Directorate and is the Scottish Government's principle road safety delivery partner. The activity of RSS is governed by two sub-committees, which draw membership from across the road safety community in Scotland and deal with road safety Education and Publicity.

The Education Subcommittee oversees the development of education initiatives, which

include a suite of resources for 3-18 year olds to ensure there are high-quality resources available at every stage of a child/young person's development. These resources are closely aligned with Curriculum for Excellence (CfE).

The Publicity Subcommittee works on two levels: first, utilising marketing which concentrates on specific groups and/or areas to address road safety issues. Secondly, the subcommittee employs a multimedia approach which utilises social marketing campaigns to address those behaviours that play a major role in death and serious injury on Scotland's roads.

USEFUL LINKS:

www.roadsafetyscotland.org.uk/

www.gosafewithziggy.com/

www.klangtheroadhome.com/

www.jrso.com/



Education

Curriculum for Excellence

Road safety learning at every level within CfE offers opportunities for active and interdisciplinary learning. The booklet *Road Safety within Curriculum for Excellence* provides teachers with a quick and easy reference to RSS resources and how these link with CfE experiences and outcomes. The 2015-16 booklet was refreshed and distributed to all educational establishments across Scotland in November 2015.

Go Safe with Ziggy

[Go Safe with Ziggy](#) continues to be the focus of RSS's early intervention commitment to lifelong learning through a strong partnership with a wide range of organisations across the country. The little books for home were distributed to nurseries by Education Scotland's Distribution Centre, while the buggy book and primary 1 book were included in the Scottish Book Trust's Bookbug Baby Bag and Primary 1 Family Pack respectively. New Ziggy activity centred on the development of the My Journey with Ziggy pack to help strengthen the important link between home and school. An independent evaluation of the Ziggy resources has been undertaken, and the report will be published later in 2016.

Klang: The Road Home

[Klang: The Road Home](#) is an app which aims to reinforce key road safety messages among 8-11 year olds. The Minister for Transport and Islands launched the Klang app at the National Museum of Scotland in Edinburgh on 5 February 2015. The app had been downloaded over 47,000 times since its launch and was recently awarded the Best App category in the Scottish Design Awards 2015.

Junior Road Safety Officers

The [Junior Road Safety Officers](#) website continued to be the core resource for supporting all Junior Road Safety Officer schools. Schools with no dedicated road safety support are able to order the support materials they need for the school year through the website. New activities in 2015 included promoting the new Klang app and being involved in the Scottish Road Safety Week pilot. RSS also supported primary schools in running a *Design a Logo* competition: there were 742 entries, from 36 schools, covering 13 Local Authorities across the country. A very well deserved winner was Wayne Cruddas (pictured opposite) from Dedridge Primary School, Livingston.

Theatre in Education

Theatre and Learning continued to deliver the programme on behalf of RSS in 2015. Three school tours and one community-based tour were undertaken: *The Journey* for P6/7 pupils; *The Nine Lives of Roddy Hogg* for S1 pupils; *Friends Disunited* for S5/6 pupils; and *Better Late than Dead on Time* for intergenerational and community audiences. The shows were presented in 476 different venues, delivering 490 individual performances to 41,500 people.

47% FEWER
CHILDREN SERIOUSLY INJURED
THAN IN 2004-08;
ABOVE
THE REDUCTION NEEDED TO MEET THE
2015 MILESTONE
AND ABOVE THE 2020 TARGET



USEFUL LINKS:

www.itsyourcall.org.uk/
www.goodeggcarsafety.com/scotland/
www.dontriskit.info/country-roads/davids-top-tips
www.dontriskit.info/motorbikes/
www.getinlane.com

www.streetsense2.com
www.streetwiseguys.co.uk
www.a2bsafely.com
www.crashmagnets.com

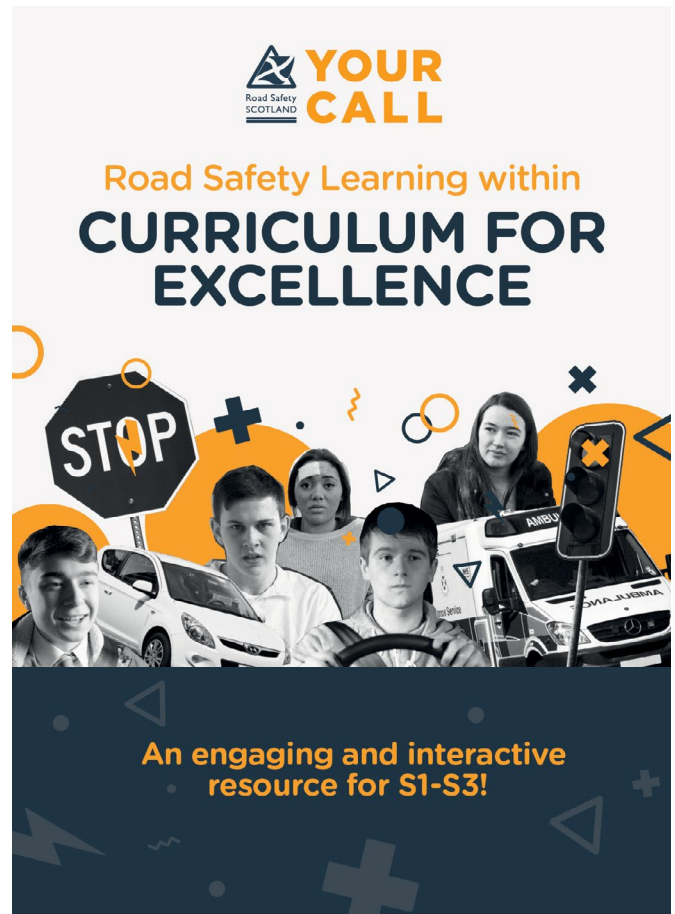
It's Your Call

Following an evaluation of the [Your Call](#) toolkit for 11-14 year olds, a new website launched in May 2015 allows teachers and students to use the resource as an interactive classroom tool. Young people can engage in a number of interactive activities on themes relating to risk-taking, decision making, personal safety, pre-driver attitudes and peer pressure in the road environment. Your Call has a strong focus on active learning, with two videos being featured on the site: the one for the younger age group has a pedestrian theme, while the video for the older age group involves a passenger theme, showing the effect a road accident can have on young lives. *Your Call* embraces CfE, with links made across the curriculum for each activity, and provides teachers with flexible lesson plans.

Campaigns and Conferences

Good Egg Campaign

The 2015 Good Egg Campaign, co-ordinated by the Dynamic Advertising Group, and involving a partnership of Arnold Clark, Police Scotland, Scottish Fire and Rescue Service, Royal Society for the Prevention of Accidents Scotland, Local Authorities and RSS, was launched on 8 June. Over the course of the summer months some 35 seat-check days were held and almost 1,300 seats checked. In total, 790 seats were incorrectly fitted (62%), with 263 (33%) requiring major adjustments and some 78 (10%) incompatible with either the car or the child. The campaign was supported by the [Good Egg Guide](#) and also featured in *Emma's Diary*, a resource distributed to prospective parents across the country.



RSS Annual Seminar

The keynote speaker at the 2015 seminar was Jeanne Breen OBE, a global expert in road safety management and policy review. Ms Breen's speech, "Towards Zero: Safe System Principles and Practice", explored how Safe System differs from other approaches, requiring a change of focus from crash prevention to crash injury prevention. Ms Breen praised Scotland's Framework for prioritising Safe System and pointed out how Scotland is leading in speed control by promoting 20mph speed limits in urban settings.



Publicity

Watch Your Speed On Country Roads

Around 55% of road deaths in Scotland take place on country roads, and driving too fast for the conditions is the most common cause. The latest phase of the Country Roads campaign saw the creation of a [new advert](#) launched in October focusing on a central character, Tommy, on a normal journey to work along a familiar road. Like many people today, Tommy's phone is constantly being updated via text and with social media messages. It is against this backdrop the ad unfolds, with messages continuing to come in even after Tommy fails to survive an accident. The end line plays on not missing what's round the corner, either on the roads or in all the exciting events that life will bring: "Don't miss what's round the corner, watch your speed on country roads".

Live Fast Die Old

Statistics have shown that bikers aged between 40-49 years old make up 20% of all bikers in Scotland, but account for 30% of bikers killed or seriously injured. April 2015 saw the launch of a ground breaking new [social media campaign](#) targeting this group. The campaign supported

Police Scotland's summer-long engagement campaign, Operation Zenith, and featured an innovative video which demonstrated that older bikers can still have a great time and live life to the full, provided they take care in certain circumstances. Losing control on a left-hand bend is the main manoeuvre which features in fatalities among older riders and the video sought to engage them, while reminding them of this hard statistic. By taking it easy on left-hand bends they could still enjoy life to a ripe old age.

Drink-Driving

Evaluation of the 2014-15 campaigns – together with the Road Safety Information Tracking Study – around the introduction of the new lower limit in Scotland indicates there is good general knowledge of the new legislation and high awareness that "the best approach is none". (For further information, see page 12.) Social marketing activity included new posters and online action undertaken to accompany Police Scotland's Summer Safety campaign.

Police Scotland

Road Safety remains a Force priority for [Police Scotland](#), with local and specialist resources tasked to focus on casualty reduction measures at a local level. Police Scotland’s commitment to road safety was made clear through the launch of the [Road Safety and Road Crime Strategy 2015-18](#) in May 2015 which was developed to support the operational focus on keeping people safe, whilst working towards the Scottish Government’s 2020 casualty targets. The implementation of a new national shift working model for Road Policing Division has allowed Police Scotland to deploy its resources on a more flexible, intelligence-led basis, with a focus on those priority routes that have a history of injury collisions. In addition, the Safety Camera Units have been reconfigured into a north, east and west regional management model. This will allow for more effective operations, and greater flexibility in the deployment of mobile camera assets, as work with road authorities continues on site identification and assessment.

The Police Scotland Road Safety Governance structure is now fully embedded across the Force and provides robust oversight of road safety and casualty reduction activity at national, regional and local level. This oversight ensures appropriate focus on Police Scotland’s commitment to achieving the Scottish Government’s casualty reduction targets. Local policing divisions have an active role in local road safety partnerships and are supported in this by Divisional Road Policing Inspectors.

Enforcement has remained a daily focus, with Police Scotland seeking to influence driver and road user behaviour. This has included opportunities to offer educational advice or diversion to driver, or rider, improvement schemes. To support this work, the Tactical Options Group has worked in collaboration with partners to deliver a series of themed road safety campaigns. Campaigns delivered in 2015 have addressed motorcycle safety; vulnerable road users (in support of a pilot Scottish Road Safety Week and BRAKE’s National Road Safety Week); Get Ready for Winter; and Drink and Drugs Driving (Summer and Festive).

Scottish Fire and Rescue Service

The [Scottish Fire and Rescue Service](#) (SFRS) continues to maintain its commitment towards improving road safety and reducing road casualties. This commitment is reflected within the overarching SFRS Strategic Plan 2013-2016 which aligns with both the Framework, to help deliver road safety outcomes, and at a local level within the 32 Local Authority Fire Plans. The SFRS is positioned to understand a number of issues relating to incidents involving various road users and this, allied with the delivery of preventative interventions, is contributing positively towards the reduction in the number of people killed or seriously injured on Scotland’s roads. In doing so, this directly supports both the SFRS vision of “working together for a safer Scotland” and the outcomes contained within the Framework.

The SFRS road safety preventative agenda continues to focus on the delivery of early and effective interventions, the majority of which are delivered in partnership with other agencies. Such initiatives are delivered within a diverse range of establishments across Scotland, and aimed at a variety of age groups. In addition, SFRS supports or delivers a variety of targeted thematic or bespoke initiatives, such as Biker Down and Safe Drive Stay Alive, in order to reduce associated road casualties and fatalities.

Convention of Scottish Local Authorities

The [Convention of Scottish Local Authorities](#) (CoSLA) promotes and protects the interests of 28 of the 32 councils in Scotland and the people and communities they serve. CoSLA represents their views to Scottish, UK and European governments and legislatures, other bodies and the public.

CoSLA continued to play a key role as a road safety partner with Transport Scotland in the refresh of the National Transport Strategy and also in responding to Police Scotland’s Road Safety Priority consultation. In 2015 CoSLA member councils continued to investigate the opportunities for greater collaboration on roads maintenance and management of the Scottish road network. Additionally, CoSLA has striven to progress work around the National Walking Strategy, and finalise and implement the proposals from the recent review of the Scottish Safety Camera Programme.





USEFUL LINKS:

www.scotland.police.uk/

www.scotland.police.uk/assets/pdf/174967/272432/road-safety-and-road-crime-strategy-2015-18?view=Standard

www.firescotland.gov.uk/

www.cosla.gov.uk/

www.rospace.com/

www.scorsa.org.uk/

www.scotsnet.org.uk/

Royal Society for the Prevention of Accidents Scotland

The [Royal Society for the Prevention of Accidents Scotland](#) (RoSPA Scotland) continues to support Transport Scotland in the delivery of the Framework. In 2015 Transport Scotland provided RoSPA Scotland with a grant up to £152,099 for project activity. The grant will deliver outcomes to support Framework commitments RSF 29 – “support the implementation and encourage the take up of the safe road user award” – and RSF 30 through the [Scottish Occupational Road Safety Alliance](#) (ScORSA) to raise employers’ awareness of the need to have a policy on the Management of Occupational Road Risk (MORR).

RoSPA Scotland developed a Scottish Qualifications Authority (SQA) qualification entitled “Road Safety – Delivering the Framework”. This provides road safety professionals with six individual units² – each aligned to Framework priorities – which form the basis of the overall qualification. Candidates are supported through the provision of seminars/presentations and one-to-one tutorial services.

The first successful candidate to complete all necessary units was awarded the SQA qualification in 2015.

RoSPA Scotland continued to support small and medium-sized enterprises in Scotland to embed MORR policies through ScORSA. This provides

a gateway to information and policy guidance to all members. With a monthly newsletter and other guidance on hand, supported businesses are provided with assistance to develop their management policies and ensure the safety of their workforce whilst using Scotland’s roads. Finally, RoSPA delivered the ScORSA St Andrews Day seminar, which this year focused on route risk assessments.

Society of Chief Officers of Transportation in Scotland

The [Society of Chief Officers of Transportation in Scotland](#) (SCOTS) is a strategic body representing Scotland’s 32 Local Authorities and seven Regional Transport Partnerships, and plays a key role in the design, delivery and maintenance of Scotland’s various transport systems. SCOTS continues to be represented on the Scottish Road Research Board to evaluate and commission research projects into all aspects of roads, including road safety, with the Board then funding the appropriate ventures.

SCOTS continued to play a role as a key road safety partner with Transport Scotland in the development of legislation on the use of seatbelts on school buses, the Scottish Safety Camera Programme review and implementation, and the revision of guidance on temporary road closures. Furthermore, the SCOTS 2015 Business Plan contains a road safety commitment that aligns directly with the Framework: encourage “all

2 Priority Road Users, Road Casualty Profile, Partnership Working and Legislative Framework, Resources, Education, Training and Publicity, Evaluation and Presentation and Communication Skills in addition to specialist units for In Car Safety with a MORR specific unit to follow in 2016.



USEFUL LINKS:

- www.cyclingscotland.org/
- www.transport.gov.scot/report/j0002-00.htm
- www.bikeabilityscotland.org/
- www.cyclingscotland.org/our-projects/give-everyone-cycle-space
- www.livingstreets.org.uk/
- www.livingstreets.org.uk/walk-with-us/walk-to-school/primary-schools/walk-once-a-week

Councils to develop and deliver effective road safety initiatives to contribute to achievement of national casualty reduction targets.” The SCOTS Traffic and Road Safety Working Group met four times in 2015 and, in addition to the above contributions, considered a variety of other topics, including accident investigation and prevention issues, the review of the Traffic Signs Regulations and General Directions manual, and the consultation on the interim changes to Tactile Paving Guidance.

In 2015, SCOTS continued to contribute to the Scottish Parliament’s Cross Party Group on Accident Prevention. Moreover, SCOTS members provided input as expert witnesses to the Footway and Double Parking Bill and provided representation for the panel session at the Road Safety Scotland Annual Seminar in October.

Cycling Scotland

[Cycling Scotland](#) aims to improve safety for all people cycling through education, encouragement and engineering, and promoting the evidence of safety benefits from enforcement activity. The Scottish Government is supportive of this goal, having published a [Cycling Action Plan](#) in 2010 (updated in 2013) with the vision that by 2020, 10% of everyday journeys taken in Scotland will be by bike. Cycling Scotland will present a progress report in June 2016 so the Plan can be refreshed a second time. Cycling Scotland is involved in many other activities; for example, delivering the Practical Cycle Awareness Training for drivers of HGVs and PCVs, as outlined on page 7, while other projects include:

Bikeability Scotland

[Bikeability Scotland](#) is the national standards cycling training scheme which strives to give every child the opportunity to learn how to cycle safely and confidently on the road. Cycling Scotland works with Local Authority partners to increase the delivery of on-road cycle training, with the scheme being carried out mainly in primary schools in 2015. Currently, 40% of primary schools in 29 authorities are offering the training.

Give Everyone Cycle Space

All cyclists should feel safe on Scotland’s roads, and one confidence-building strategy involves increasing cycle space. The [Give Everyone Cycle Space](#) campaign delivers the road safety awareness message that, when overtaking a cyclist, motorists should leave at least as much space as they would give a car. Making roads cycle-friendly could potentially encourage more people to take up cycling. To date, 97 schools across 14 Local Authorities have taken part, with additional support from the Tayside and Central Scotland Transport Partnership.

61% FEWER
CHILDREN HAVE LOST THEIR LIVES IN ROAD ACCIDENTS THAN 2004-08; FULFILLING THE 2020 TARGET OF A
50% REDUCTION³
ON AVERAGE 6 CHILDREN PER YEAR LOST THEIR LIVES BETWEEN 2012-14, BUT THAT REMAINS 6 TOO MANY

3 Based on 3-year averages to smooth out fluctuations in the small numbers (children killed: 7 in 2014; an average of 6 per year for 2012-2014).



Adult Cycle Training

Inexperience and a lack of confidence can have a negative impact on how secure a cyclist feels on a road. This can be an issue not only for novice cyclists, but also those getting back on their bikes after a long period and/or at a key life transition stage. In 2014-15 Cycling Scotland strove to increase the availability and uptake of cycle training and educational resources for adults: 66 Cycle Ride Leader courses were delivered, and 421 candidates were trained to promote cycling opportunities for adults and families. In addition, 1,123 Scotland-based users downloaded the Essential Cycling Skills Smartphone Application (11,815 worldwide).

Living Streets Scotland

[Living Streets Scotland](#) works in partnership with Transport Scotland and the government's Active Scotland division to promote safer road conditions and encourage everyday walking.

The walk to school programme, [Walk Once a Week](#), was developed to help children better understand a range of road safety issues. Through a grant from Paths for All and Local Authority funding from Smarter Choices, Living Streets delivers its programme to over 350 schools, helping in excess of 50,000 pupils to get walking; reduce traffic levels; and increase their road safety awareness around schools.

Living Streets has also made the case for adopting Scottish Government guidance on 20mph limits for busy pedestrian streets.

UK ROAD SAFETY STRATEGY

The United Kingdom Parliament holds reserved power over much of the legal and regulatory powers governing road safety in Scotland, particularly in areas such as road traffic offences, vehicle licensing and testing, and duties on local roads authorities. 2015 saw a number of milestone changes, particularly in the devolution of further powers to the Scottish Parliament.

Devolution of Powers

Following Lord Smith's Commission Report on the devolution of further powers to Holyrood, the Scotland Bill 2015-16 was introduced at Westminster, undergoing parliamentary scrutiny and debate throughout the year. The legislation will see devolution of the last remaining powers over speed limits, notably the 30mph default urban limit, and signage and engineering powers under The Traffic Signs Regulation and General Directions. It is due to become an Act of Parliament in 2016.

UK Regulation and Legislative Activity

The tail-end of 2015 also saw the current UK Government administration announce its first significant outline of strategic road safety direction since it took office. In December, the Department for Transport published its [Road Safety Statement](#), "Working Together to Build a Safer Road System", highlighting a move towards a Safe System approach. This aligns with the Framework, which encompasses many of the key components of a Safe System, something which will be further enhanced by the mid-term review.

Unlike Scotland, the UK Government has not set specific casualty reduction targets; however, the Statement includes a commitment to reduce the number of road users killed every year. Additionally, this work sets out plans to increase the penalties for drivers using mobile phones behind the wheel, improve training and safety equipment for motorcyclists, allow learner drivers

to take lessons on motorways with an Approved Driving Instructor in dual-controlled cars and provide funding for further research into the best interventions to help keep learner and novice drivers safe.

The Department for Transport's Motoring Services Strategy Consultation of late 2015 outlined proposals aimed at encouraging learners to take their driving test when they had gained sufficient experience and had a higher chance of passing (rather than making early attempts) by way of a financial incentive. This could be done through a reduced test fee in the form of a deposit when the test is booked, which would be refundable if the candidate passed. The Department for Transport will complete its analysis of the consultation responses in 2016.

The Statement also outlines proposals for legislative changes to improve urban cycle safety. This includes ensuring that side-guards and rear under-run devices are not removed from HGVs but remain permanently fitted, and to undertake a road safety management capacity review to identify areas for improved joint working, local innovation and efficiency. Consultation on the proposals is due to take place in early 2016.

USEFUL LINKS:

www.gov.uk/government/publications/road-safety-statement-working-together-to-build-a-safer-road-system



EUROPEAN UNION: POLICY AND REGULATION

Measures to pursue drivers committing road traffic offences in an EU country different from the one their vehicle is registered progressed over 2015, with the revised Directive on Cross-Border Exchange of Information coming into force in March. This followed a European Court of Justice finding that the proposed road safety measures do not concern “prevention of crime” as defined under the police co-operation rules but road safety, which is a transport issue. The revisions mean information will be shared more easily with other member states on a variety of driving offences. The UK has until May 2017 to ensure that it complies with the requirements.

In order to share new thinking and actions, the European Union Commissioner for Transport launched a programme of round-table meetings to discuss road safety best practice. The meetings took place during the summer and autumn of 2015 in five different European cities, with experts at European and national level exchanging lessons learned from their own experiences.

Commissioned by the European Commission, 2015 also saw the publication of a new study on driver distraction. The ‘Study on good practices for reducing road safety risks caused by road user distractions’ proposes [nine recommendations](#) that would assist in better understanding and countering driver distraction which, according to this research paper, accounts for 10-30% of road accidents.

USEFUL LINKS:

www.ec.europa.eu/transport/road_safety/pdf/behavior/distraction_study.pdf



INTERNATIONAL ROAD SAFETY STRATEGY

Brazil hosted the Second Global Ministerial Conference on Road Safety in November. This acted as a [mid-term review](#) for the United Nations declaration of the Decade of Action for Road Safety, first announced at the 2009 Moscow conference. This event endeavoured to provide new momentum for the declaration, to achieve its goal of halving the number of road fatalities by 2020. The Conference outlined the following recommendations:

- strengthen road safety management and improve legislation and enforcement;
- promote safer roads and the use sustainable modes of transportation;
- protect vulnerable road users;
- develop and promote the use of safer vehicles;
- increase awareness and build capacity of road users;
- improve post-crash response and rehabilitation services; and
- strengthen cooperation and coordination towards global road safety.

November also saw the 25th World Road Congress held in Seoul, with representatives from over 40 countries, including Scotland, attending. The theme for the five-day event was “Roads and Mobility: Creating New Value from Transport”, which explored the current situation and future development of road systems on a global level. A

major outcome of the congress was the Seoul Ministerial Declaration, with transport ministers from 35 countries pledging cooperation in road service improvements, along with adopting new road safety technologies.

The third UN Global Road Safety Week was held in May. Its main objective was to highlight the dangers children face on the roads. Hundreds of events were hosted throughout the world by governments, international agencies, civil society organisations and private companies. The Global Road Safety week included the delivery of the “Child Declaration for Road Safety” to various policy-makers. These events highlighted the World Health Organisation’s package of [ten key strategies](#) for keeping children safe on the road. In order to ensure that the Scottish Road Safety Week pilot (detailed on page 9) was linked to these world-wide events, it purposely coincided with the UN Global Road Safety Week.

USEFUL LINKS:

www.roadsafetybrazil.com.br/en/#sectionDocumentos

www.fiafoundation.org/media/45684/ten-strategies-for-keeping-children-safe-on-the-road.pdf



ROAD CASUALTY REDUCTION:

SCOTLAND'S PROGRESS
TOWARD FRAMEWORK TARGETS

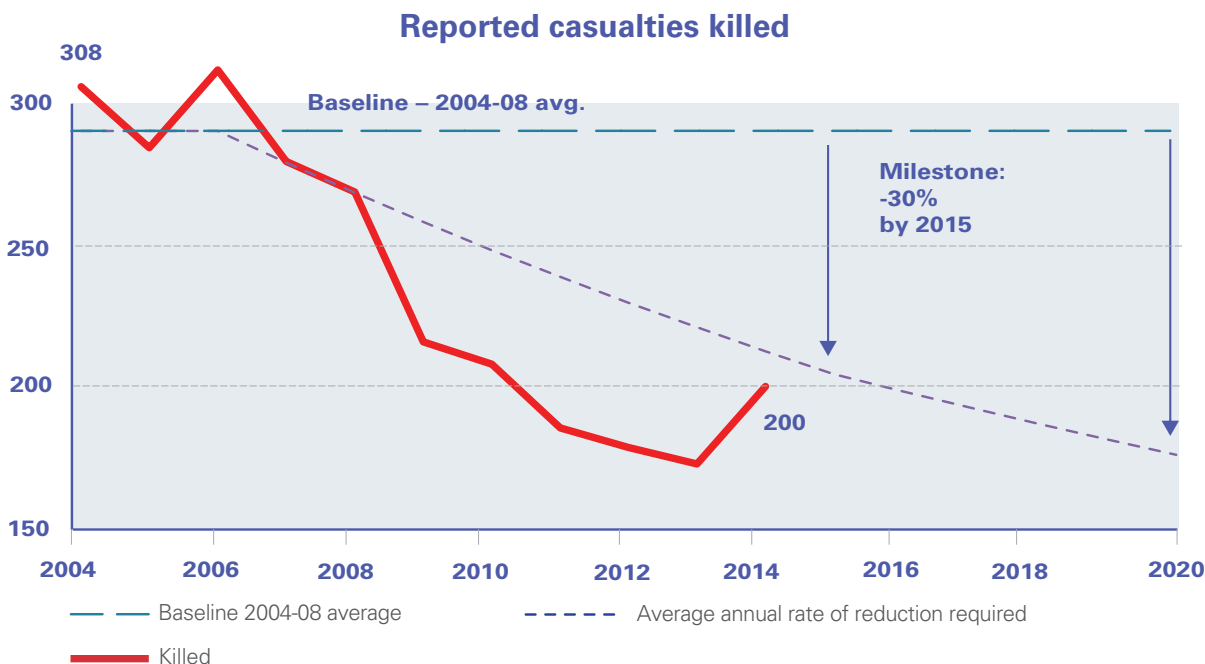


Scottish Road Safety Targets to 2020, with milestones to 2015, compared with average Scottish figures for 2004-08 and latest reported road casualty statistics from 2014

TARGET	2004-2008 average	Reported Road Casualties 2014	2015 milestones	2020 target
Fatalities	292	200 (down 31%)	204 (30% reduction)	175 (40% reduction)
Serious casualties	2,605	1,699 (down 35%)	1,484 (43% reduction)	1,172 (55% reduction)
Child fatalities	15	6 ⁴ (down 61%)	10 (35% reduction)	8 (50% reduction)
Serious child casualties	325	171 (down 47%)	163 (50% reduction)	114 (65% reduction)

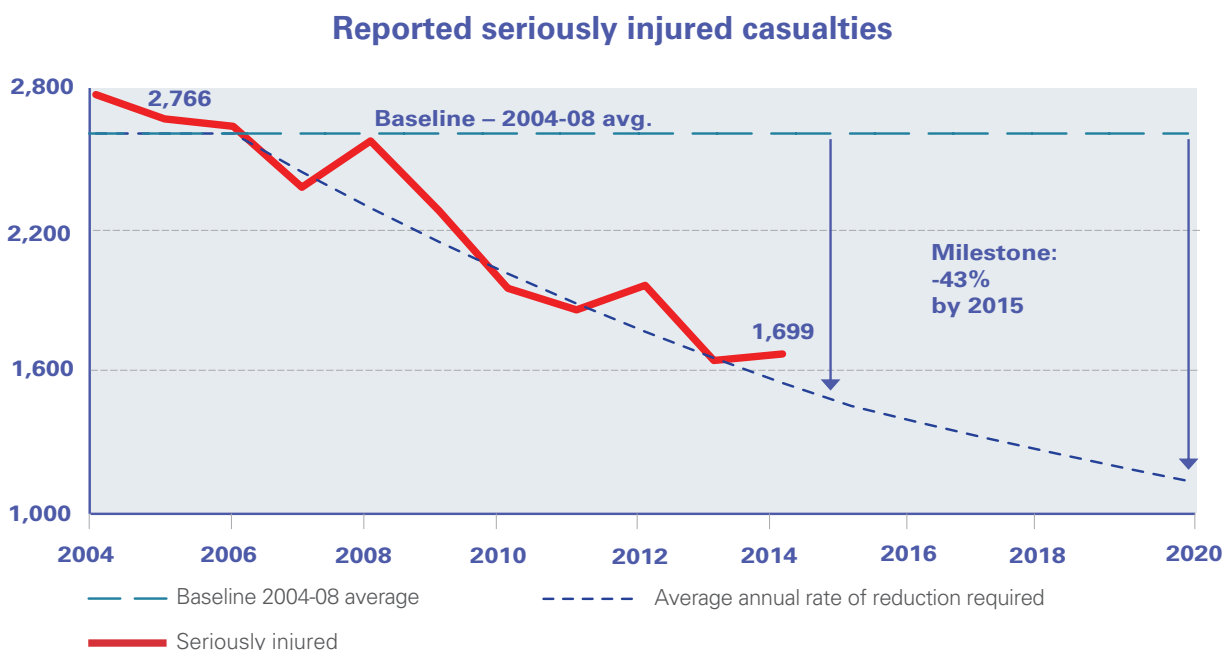
⁴ 2012-14 average.

The Scottish casualty figures for 2014, the latest year for which official statistics are available, continue to track the long-term downward trend towards the Framework targets. The charts below show an “indicative line” representing a constant annual percentage decrease that would result in meeting the 2015 milestones and 2020 targets. This is an accepted way to represent progress towards a target; however, it should not be assumed that the trend will match these indicative lines exactly.



Target: -40% by 2020

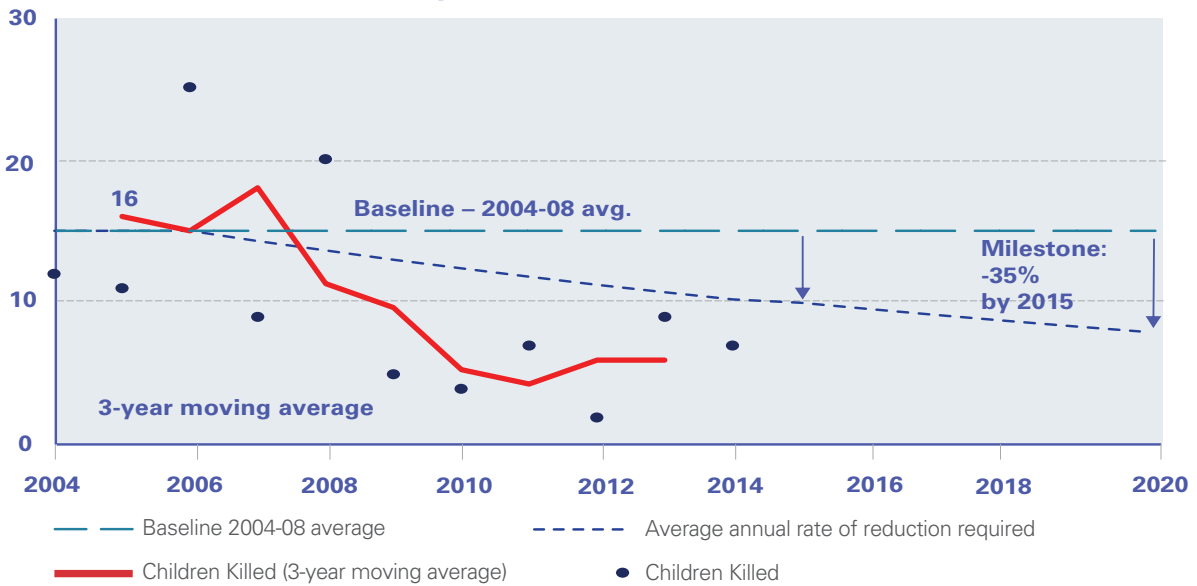
31% decrease in the number of people killed since 2004-08; exceeding the reduction needed to meet the 2020 target



Target: -55% by 2020

35% decrease in the number of people seriously injured since 2004-08; the 2014 level remains above the milestone but continues a general downward trend

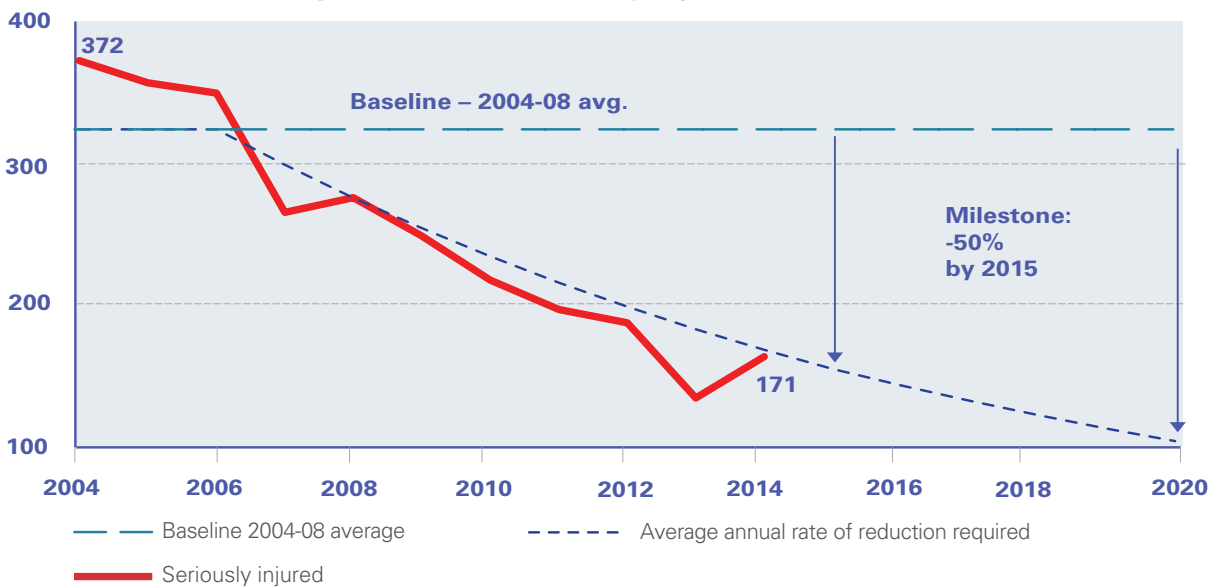
Reported children killed



Target: -50% by 2020

61% decrease in the number of children killed since 2004-08; exceeding the 2020 target of 50% (based on three-year averages due to the variability of the date)

Reported child seriously injured casualties



Target: -65% by 2020

47% decrease in the number of children seriously injured since 2004-08; exceeding the reduction needed to meet the 2015 milestone but above the 2020 target

2015 PROGRESS REPORT

Scotland's road safety partners continued to make considerable progress in delivering the commitments set out in the Framework. The vast majority of the 96 commitments have been delivered or are underway. These are bolstered by on-going annual activity, which in 2015 further contributed towards Scotland's long-term road safety casualty reduction targets. A snapshot of activities undertaken in 2015 across partner organisations to meet the commitments is shown opposite.

All commitments marked with an asterisk (*) were revised and strengthened during the review process. The new wording will be presented for authorisation at the Strategic Partnership Board's first meeting in 2016 and published in spring 2016.



Delivery of the Framework commitments in 2015

CATEGORY: Drivers aged 17-25

COMMITMENT RSF 09*:

Continue to look for innovative ways to target younger drivers with appropriate messages about safe driving to increase their awareness and understanding of their vulnerability and the dangers they face due to inexperience.

PROGRESS IN 2015

Throughout 2015 the [Get into Gear](#) website continued to aid and assist those involved in educating young people aged 16-18 at school, college and in training on road safety issues involving young drivers and young passengers.

Road Safety Scotland's parental guide *So Your Teenager is Learning to Drive?* – reviewed and re-launched in July 2014 – was available for hints and tips to keep young drivers safe. The launch of the Klang app in February 2015 augmented existing education resources including Ziggy and Your Call, allowing various formats to continue to emphasise the significance of early years, and the principle of lifelong learning as being important to future driving behaviour.

An evaluation framework has been prepared by the independent evaluators of Safe Drive Stay Alive as a tool for practitioners and delivery partners to support further outcomes-based evaluation of such young driver interventions.

CATEGORY: Impairment

COMMITMENT RSF 13:

Continue to press the UK Government for a reduction in the drink-drive limit and for powers for the police to carry out breath testing anytime, anywhere.

PROGRESS IN 2015

2015 marked the first full year of Scotland's new reduced drink-drive limit, and indicators suggest that the introduction of the new limit has dissuaded drivers from drink-driving, with a 7.6% reduction in the number of drivers caught over the limit in 2015 compared with 2014. Police Scotland and Road Safety Scotland have undertaken summer and winter drink and drug driving campaigns to discourage drivers from driving under the influence of drink or drugs.

CATEGORY: Speed

COMMITMENT RSF 20:

Continue to raise awareness of speed limits, including those that apply to different types of vehicle on the different categories of roads.

PROGRESS IN 2015

The A9 average speed cameras went live in October 2014, coinciding with the pilot project raising the speed limit to 50mph for HGVs on single carriageway sections of the route between Perth and Inverness. Awareness campaigns were launched for both schemes. Indications suggest that driver behaviour has improved markedly, with levels of excess speeding reduced substantially.

CATEGORY: Speed

COMMITMENT RSF 21:

Continue to support the Safety Camera Programme.

PROGRESS IN 2015

With agreement on the proposals recommended by the Safety Camera Programme review, 2015 saw the implementation of approved measures to improve the Programme's effectiveness and efficiency.

CATEGORY: Motorcyclists

COMMITMENT RSF 25:

Develop a website which provides a link to all sites providing information on a range of issues, including safety, of interest to motorcyclists.

PROGRESS IN 2015

Road Safety Scotland's website gives users access to the latest information, resources and links, including the 2015 publicity and awareness campaign for motorcyclists.



CATEGORY: Pedal cyclists

COMMITMENT RSF 27:

Ensure that all road users receive appropriate education and training messages about safer cycling in the road environment, including journeys to and from school and in residential areas.

PROGRESS IN 2015

On-going projects include Cycling Scotland's Give Everyone Cycle Space awareness campaign and Bikeability training. Furthermore, in 2015 Transport Scotland gave funding support to Cycling Scotland's initiative to train HGV and bus drivers to be more aware of vulnerable road users, including cyclists.

CATEGORY: Pedal cyclists

COMMITMENT RSF 28*:

Continue to monitor and develop Scottish Cycle Training Scheme resources for dissemination to Road Safety Units and others responsible for co-ordinating the Scottish Cycle Training Scheme programmes.

PROGRESS IN 2015

Bikeability Scotland continued to offer youngsters on-road training to improve their skills in making safer, independent journeys by bike, with 40% of primary schools in 29 authorities offering the training. Transport Scotland provides on-going support to Cycling Scotland for this initiative, which was launched in 2011.

CATEGORY: Older drivers

COMMITMENT RSF 33:

Encourage full use of public transport.

PROGRESS IN 2015

The [National Concessionary Travel scheme](#) continues to provide free bus travel for over 60s and the disabled throughout Scotland. Bus travel is also subsidised by the Scottish Government through the [Bus Services Operators Grant](#), whose aim is to keep fares at affordable levels, and enable bus operators to run services that might not otherwise be commercially viable. Local authorities also have the power to support communities by subsidising services which normally would not be sustainable. Rail services through the ScotRail Franchise – and some air and ferry routes – are also subsidised by the Scottish Government.

Transport Scotland has been engaged in the provision of smart ticketing through the national concessionary travel scheme since 2006. Over that time, Transport Scotland has built up considerable knowledge on the key elements involved in delivering an Integrated Transport Smartcard Organisation smart ticketing scheme. Transport Scotland's Delivery Strategy, *Smart & Integrated Ticketing*, was published on 1 October 2012. There are a number of expected benefits to Smart Ticketing for passenger, operators and society as a whole – key amongst these is a modal shift to public transport.

CATEGORY: Drivers aged 17-25

COMMITMENT RSF 59:

Provide information and support for parents and carers on how to set a good driving example.

PROGRESS IN 2015

Road Safety Scotland's *Kids in the Car* campaign continued being delivered to emphasise the importance of parents setting a good example to children from an early age. The parental guide *So Your Teenager is Learning to Drive?* continued to be made available through road safety professionals and driving instructors.



CATEGORY: Pedestrians

COMMITMENT RSF 74*:

Encourage Local Authorities to consider 20mph zones in all residential areas.

PROGRESS IN 2015

Following publication of Transport Scotland's *Good Practice Guide on 20mph Speed Restrictions* in early 2015 there has been a significant development in Local Authority plans in large urban centres. Edinburgh City Council approved a new city-wide speed limit network on 13 January 2015, with a rollout completion date of February 2018. Dundee and Glasgow City Councils are also exploring plans to introduce 20mph roads in residential areas.

CATEGORY: Motorcyclists

COMMITMENT RSF 77:

Through RSS, support targeted publicity campaigns aimed at motorcyclists.

PROGRESS IN 2015

Road Safety Scotland, in collaboration with SG Marketing, Police Scotland and other partners, developed the Live Fast Die Old campaign, which launched at the start of the 2015 biking season and was directed at older male bikers. It specifically encouraged them to slow down on left-hand bends, which feature prominently in biking accidents.

CATEGORY: Pedal Cyclists

COMMITMENT RSF 78:

Commitment RSF 78: Encourage the wearing of correctly fitted helmets by cyclists.

PROGRESS IN 2015

The wearing of correctly fitted cycle helmets for children continued to be recommended and encouraged in all of Road Safety Scotland's education resources featuring cycling for children. Bikeability Scotland also contains material relating to the wearing of correctly fitting cycle helmets.

CATEGORY: Pre-drivers

COMMITMENT RSF 79*:

Seek to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel.

PROGRESS IN 2015

The Get into Gear website aids and assists all those who are involved in educating young people aged 16-18 at school, college and in training on road safety issues involving young drivers and young passengers. It can be accessed via the Road Safety Scotland website and provides advice and training opportunities, which are available to Police, Fire and Rescue Officers, Road Safety Officers and Community Safety Partners.

An independent evaluative assessment of young driver interventions Safe Drive Stay Alive and Edinburgh Young Driver activity in Scotland was conducted in 2015 on behalf of Transport Scotland. The assessment found evidence for changing knowledge, behaviours and attitudes, but recommended further evaluation would be required.

The Kids in the Car campaign and Road Safety Scotland education resources continue to emphasise the importance of early years and the principle of lifelong learning as being important to future driving behaviour.

CATEGORY: Pre-drivers

COMMITMENT RSF 80*:

Develop a guide to organising pre-driver events for senior secondary school pupils.

PROGRESS IN 2015

Pre-driver evaluation was supported in 2015 through an independent study on "Evaluation Support for Safe Drive Stay Alive" and an Evaluation Framework for pre-driver education initiatives to give practitioners a tool that they could use to assess the effectiveness of their intervention. In addition, Road Safety Scotland's Get into Gear resource supports road safety educators in planning and organising robust young driver initiatives.

CATEGORY: Older drivers

COMMITMENT RSF 83*:

Promote initiatives to raise awareness amongst older drivers of their vulnerability and ways in which they can address this.

PROGRESS IN 2015

Road Safety Scotland has addressed the dangers affecting different generations of road users through its intergenerational play *Better Late than Dead on Time*. Road Safety Scotland also continues to make road safety products for older people available to partners.

CATEGORY: Motorcyclists

COMMITMENT RSF 92*:

Consider the needs and vulnerabilities of motorcyclists when designing new roads and implementing safety features on existing roads.

PROGRESS IN 2015

Motorcycle-friendly safety barriers and vehicle activated signs at known hazardous locations for motorcyclists are being introduced across the trunk road network. The designs for sign and barriers are also being altered in an effort to reduce the severity of casualties in motorcyclist incidents. Transport Scotland conducted a study on motorcycle accidents that identified potential locations for more installations.

A number of vehicle activated signs have been installed on the trunk network at known accident locations, including Strone Point on the A83 as well as other similar sites on the A82 and A84.

Bikeguard installations have been provided at various places, including the A702 at Wandel, the A68 at Carter Bar, the A9 Ord of Caithness, the A828 at Appin, the A7 between Langholm to Hawick and locations on the A95.

CATEGORY: Pedal Cyclists

COMMITMENT RSF 93*:

Ensure cyclists are considered in new road and maintenance schemes.

PROGRESS IN 2015

Transport Scotland has invested in infrastructure-based cycling-related projects, including:

- Glasgow – installation of flashing amber lights as part of a traffic control system to help accommodate cyclists;
- Inverness – a quality, safe route to school and a commuting link on the new Hillington footbridge is accessible to pedestrians, while two 377ft ramps provide access for cyclists and less-abled users;
- Kirkcaldy – re-designing a neighbourhood to Designing Streets standard to allow pedestrians and cyclists to avoid busy roads on their journeys; and
- the A9 and A96 – active travel will be considered as part of these two large infrastructure projects, with non-motorised user groups having been set up to consider what facilities are required.

CATEGORY: Older drivers

COMMITMENT RSF 95*:

Investigate ways to promote and facilitate initiatives relating to further training for older drivers including consideration of incentivisation to do this.

PROGRESS IN 2015

Transport Scotland provided funding support in 2015 to Safer Wheels 50+, a small-scale partnership project between Stewartry Community Safety Forum and the Institute of Advanced Motorists. It aims to encourage and support older drivers to undertake an assessed drive with onward signposting to the Institute for Advanced Motorists for further training. The project is on-going and due to finish in 2016.

USEFUL LINKS:

www.get-in-gear.co.uk/

www.transport.gov.scot/public-transport/concessionary-travel-people-aged-60-or-disability

www.transport.gov.scot/public-transport/bus/bus-services-operators-grant



SCOTLAND'S TARGETS: A SHARED JOURNEY

Standing at the mid-point of the ten-year Framework, it is right to reflect on the significant success in maintaining the long-term downward trend in reducing road casualties on Scotland's roads. Nevertheless, it is also important to redouble the collective efforts on those areas where Scotland can maximise the impact of preventing deaths and serious injuries. The mid-term review of the Framework, initiated in June 2015, and undertaken in collaboration with all road safety delivery partners, has concluded that the Framework remains fit for purpose. More importantly, it has identified key priority focus areas where coordinated activity on refreshed Framework commitments will help in delivering outcomes directed at the Framework's "vision zero".

Road accidents in which people are killed or injured result in high social and economic costs. This includes a devastating impact on families,

human pain and suffering, damage to vehicles and property, loss of productivity, demands on emergency services, and higher medical and insurance costs. In choosing the key priority areas for action, the Board identified what could have the greatest effect on casualty reduction. The protection of vulnerable road users such as cyclists, pedestrians, motorcyclists, and young and novice drivers – coupled with a reduction in speed – has kept the review firmly on track, and in a stronger position. This has transpired despite an apparent slowing of casualty reduction trends across a number of European countries.

Nevertheless, it is essential that the general public also plays its part; with the review's findings and the five-year plan to 2020 designed to improve everyone's understanding of, and contribution to, the journey ahead. One life lost is one too many, and the message remains the same; "Go Safe on Scotland's Roads: it's Everyone's Responsibility".



An agency of
Buidheann Ie



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 and Polish).

Transport Scotland, Buchanan House,
58 Port Dundas Road, Glasgow G4 0HF
0141 272 7100

info@transport.gov.scot
www.transport.gov.scot
ISBN: 978-1-909948-71-6
© Crown copyright 2016

You may re-use this information (excluding logos and images) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence, visit <http://www.nationalarchives.gov.uk/doc/open-government-licence/> or e-mail: psi@nationalarchives.gsi.gov.uk

Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

Any enquiries regarding this document/publication should be sent to us at info@transport.gov.scot

This document is also available on the Transport Scotland website: www.transport.gov.scot
Produced for Transport Scotland by APS Group Scotland
Published by Transport Scotland, March 2016