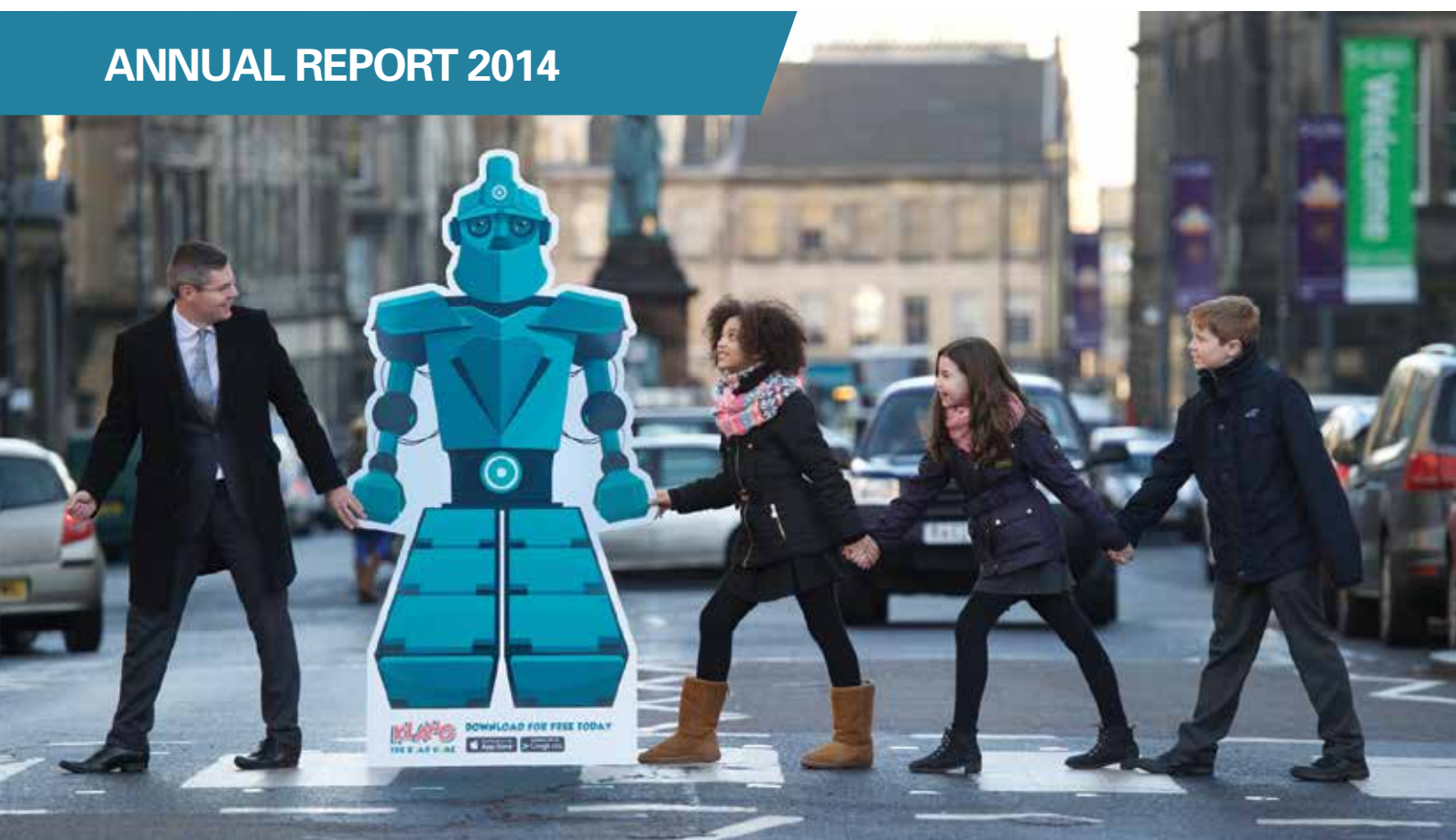


ROAD SAFETY FRAMEWORK

ANNUAL REPORT 2014



TRANSPORT
SCOTLAND
CÒMHDHAIL ALBA



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FOREWORD

This is the sixth annual report for **Scotland's Road Safety Framework to 2020** since the Framework was published on 15 June 2009.



I am delighted to be able to say that, as 2013 was a year of change around Police and Fire reform, and of our Road Safety Partners seizing the opportunities that presented, 2014 has been a year of consolidation and of delivering considerable achievements and progress towards the Scottish Government's shared outcome by 2020 of safer road travel in Scotland for everyone. We have seen a landmark change in our nation's drink-drive legislation which has seen Scotland leading the way in the United Kingdom, and that coupled with the steadfast enforcement activities of Police Scotland, will undoubtedly prevent the tragic and unnecessary loss of lives on our roads.

There have also been step-change achievements in the speed management and improvement of driver behaviour on one of our busiest roads, the A9; bringing in seatbelt legislation to keep our children safe and secure on their school buses; and on making our city streets safer for vulnerable road users by guiding Councils towards setting lower, safer speeds.

I have been impressed both by the scale of those achievements in the last year, but also by the strength and commitment of the partnerships that exist across the range of Scotland's road safety professionals, which are generating the outcomes that will bring us closer on the challenging journey towards realising our road safety targets to 2020.

Reported Road Casualties Scotland 2013 was published on 22 October 2014. The downward trend in Scotland's road casualty figures continues, down 10% in 2013 with the number of people killed and injured at the lowest level since current records began. The progress in delivering the 96 commitments contained in our Road Safety Framework undoubtedly has contributed to that. However, the journey to delivering our 2020 targets for reducing road casualties is a long-haul and that is why we should not become complacent in addressing the challenges that remain. These challenges can be met in part through analysis of the annual statistics which can highlight areas of road safety where we should re-focus and redouble our efforts.

Our Road Safety Framework sets out the range of approaches that is moving Scotland's Road Safety Community towards our mid- and long-term casualty reduction targets and our partners across the length and breadth of the country have remained as committed in 2014 as they have ever been.

There has been continued momentum on progress to ensure road designs and standards fully consider the needs of motorcyclists and on Road Safety Scotland's future plans to include a new motorcycle safety campaign for 2015-16 which will reinforce the message that motorcycle riding is a skill that requires concentration and judgement and encourages bikers to take it easy on left-hand bends.

We are leading the way on progressive approaches to improving safety on our road networks and will continue to monitor closely the significant reduction of speed and the road safety improvements that the ambitious A9 average speed camera programme is now delivering.

We are protecting vulnerable road users and pedestrians through investment of over £64m to improve the safety of cyclists on Scotland's roads and we are encouraging Councils to cut speed in Scotland's towns and city streets, particularly near schools and residential areas, through our revised 20mph limit guidance.

The safety of the journey to and from school for children is fundamental and powers are now being devolved to allow legislation to ensure young people are safely buckled-up on their journey to and from school.

I am convinced of the need for us to remain vigilant, in particular where we need to innovate and re-double our efforts on protecting road users. In this Annual Report you will again find a diverse range of material including reports and updates on partners' activity and news on policy development.

Every piece of work is important, as, collectively, they all make the difference in saving lives. I am convinced that, through our sustained focus and our resilient partnership approach, we will realise our vision that pedestrians and all road users continue to "Go Safe on Scotland's Roads" in the years to 2020 and beyond.



Derek MacKay MSP, Minister for Transport and Islands

OVERVIEW

[Scotland's Road Safety Framework](#) (the "Framework") was published on 15 June 2009. This was Scotland's first national road safety plan and took a distinctive approach in setting commitments over ten years for safer roads in Scotland. The Framework sets road safety targets for casualty reduction which will deliver the outcome of safer road travel in Scotland for everyone: 40% reduction in fatalities; 55% reduction in serious injuries; 50% reduction in fatal child casualties; and 65% reduction in children seriously injured based on a 2004-2008 average.

Road Safety is everyone's responsibility including Central Government and a raft of delivery partners. Therefore, the Framework is a collaborative approach supported by partners in road safety across Scotland including local authorities, the Scottish Fire and Rescue Service, Police Scotland and other organisations. The Framework is a forward-looking document with commitments to further decrease road casualties towards realising the vision of "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".

Leadership and Governance

The Framework is governed by a [Strategic Partnership Board](#) (SPB) which is responsible for collective decisions on strategic approaches, identifying and resolving high-level problems and issues, and public ownership of the Framework and its delivery. Members are not only expected to make key decisions on behalf of their respective organisations but also to ensure that these are followed through.

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

The Board met in February and November 2014, and considered matters including opportunities for Framework project-funding, the Scottish Safety Camera Programme Review, school bus safety, 20mph guidance and limits for local authorities, a Scottish Road Safety week, speed awareness courses, road casualty figures and the A9 average speed camera initiative. The minutes of all meetings can be found on the [road safety section](#) of the Transport Scotland website.

Research, Communication and Sharing Good Practice

To facilitate and support a range of activity to aid the delivery of the Framework, a Project Fund was made available in 2014 to fund small-scale projects that contribute to commitments in the Framework. In previous years, this was known as the "Innovation Fund", but this had limited success in attracting successful funding applications.

The 2014 Project Fund application process was reviewed and simplified to encourage more partners to consider applying and to facilitate a broader range of projects. Funding was awarded to a range of small-scale projects and resources in 2014/15 that will aim to deliver outcomes which contribute to Framework themes including Older Drivers, Pedal Cyclists, Speed, People Who Drive For Work, Children & Young People, Pre-Drivers and Drivers Aged 17-25. In line with our commitment to intelligence-led road safety targeting, there is an emphasis on and requirement for projects to evaluate and report on their impact.



Evaluation and Evidence

Continuing the theme of evaluation, Transport Scotland and the Scottish Government's Community Safety Unit have jointly put in place an Evaluation Framework contract, which allows us to offer evaluation training support for external partners. This work also seeks to facilitate skills transfer, so that those who receive this training and support are encouraged to pass these evaluation skills on to others. We want to encourage our partners to evaluate the work that they do.

Independent evaluation support has continued to be developed through the Framework contract this year to evaluate an enhanced school bus signage pilot in Glasgow and to assess the possible impact of the Safe Drive Stay Alive young driver intervention activity that is delivered across Scotland.

Intelligence

We continued to fund the [MAST](#) licence in 2014/15 and make this available free of charge to road safety and community safety practitioners across Scotland. MAST is an online reporting tool which provides nationwide access to analysed STATS19 data combined with other useful information into one easily accessible and usable system.

In partnership with Road Safety Analysis Ltd, the Scottish Community Safety Network hosted a

Scottish Partnership Analysts forum on MAST to provide a practical demonstration drawn from the data needs of the delegates. It is free to register to use MAST and many practitioners across Scotland are continuing to use this tool to support delivery of intelligence-based road safety activity.

2013 SAW THE
LOWEST NUMBER
OF CASUALTIES ON SCOTLAND'S ROADS
SINCE ANNUAL RECORDS BEGAN IN 1950;
11,498 PEOPLE
INJURED IN 2013 REPRESENTING
10% FEWER
THAN IN 2012

USEFUL LINKS:

www.gov.scot/Publications/2009/10/01090036/0

www.transportscotland.gov.uk/road/road-safety/strategic-partnership-board-members

www.transportscotland.gov.uk/road/safety/road-safety-objectives

www.roadsafetyanalysis.org/mast-online/



ROAD SAFETY POLICY

Four milestone developments and legislative changes have been achieved this year through the Framework.

Drink-Driving

The Scottish Government has long argued that a lower drink-drive limit will save lives and help make Scotland's roads safer and we have taken action following the devolution of the power to set the drink-drive limit in Scotland through the Scotland Act 2012.

Evidence shows that drivers are six times more likely to die in a road traffic accident with a blood alcohol concentration between 50mg and 80mg per 100ml of blood than with zero blood alcohol. The scientific evidence is clear: the risks of driving under the influence of alcohol start to increase well below the old legal limit. Indeed, there is now a wealth of research indicating that the impairment begins with any departure from zero blood alcohol concentration.

With a blood alcohol level of between 50mg and 80mg, vision is affected, slowing reactions to red lights and tail lights. Drivers are more likely to drive too fast and to misjudge distances when approaching bends. The relative risk of being involved in a road traffic accident for drivers with a reading of 80mg of alcohol per 100ml of blood was 10 times higher than for drivers with a zero blood alcohol reading. Motorcyclists will find it difficult to drive in a straight line.



On 18 November 2014 the Scottish Parliament unanimously voted in favour of a landmark law to lower the limit from 80mg in every 100ml of blood to 50mg in every 100ml of blood with equivalent changes to the limits for alcohol in breath and urine. The new legislation came into effect in Scotland on December 5 2014 bringing into effect the reduced drink drive limit.

Scotland is leading the way across the UK, bringing in a new lower drink-drive limit to save lives on our roads and to continue to deliver through our Road Safety Framework to 2020 the Scottish Government commitment to work with our road safety partners to ensure that there is a steady reduction in those who are killed or seriously injured on Scotland's Roads. We will continue to press the United Kingdom Government on devolving full powers over drink-driving law, which would enable consideration of giving the police powers to breath test drivers anywhere at any time and also for differential limits for young or newly qualified drivers and professional drivers such as lorry or taxi drivers.

DRINK DRIVING COSTS LIVES:
580 CASUALTIES
WERE ESTIMATED TO BE INVOLVED IN
DRINK-DRIVE ACCIDENTS IN SCOTLAND IN
2012, INCLUDING AN ESTIMATED
10 FATALITIES



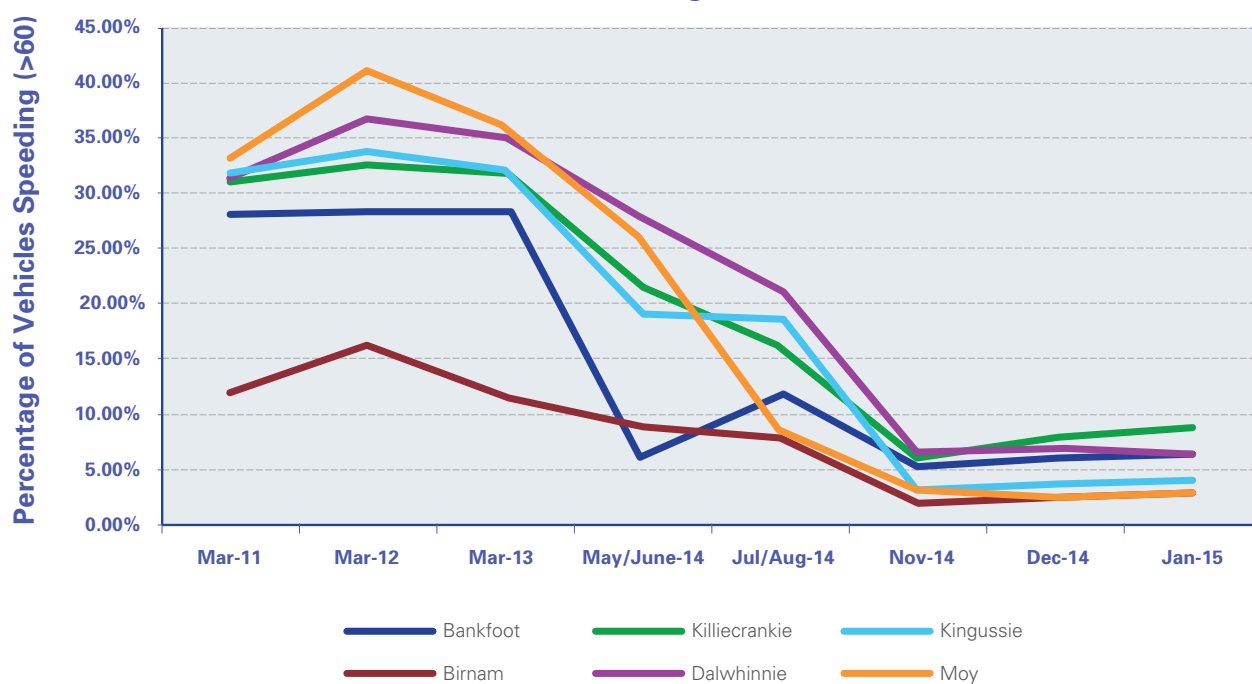
A9 Average Speed Cameras

Dramatic improvements in road safety on the A9 trunk road between Dunblane and Perth have been achieved with the introduction of average speed cameras. The A9 Safety Group, established in 2012, sought to identify approaches to improve driver behaviour on the A9, both before and during the dualling of the route between Perth and Inverness. The group undertook analysis of the safety record of the A9 and from this emerged key evidence of vehicles travelling in excess of speed limits and of high severity junction accidents on the A9 between Dunblane and Perth. The research indicated that an average speed camera system on this section of the A9 would significantly reduce road casualties and improve driver behaviour.

The A9 average speed camera system and 50mph HGV pilot went live on October 28th 2014. Early indications are that driver behaviour has significantly improved, with levels of excess speeding substantially reduced. Excess speeding (at 10mph or more above the speed limit) is down by a massive 97%, compared to the levels seen prior to the cameras being in place. Overall

speeds above posted speed limit have reduced by around 76%, with fewer than four vehicles per day detected travelling at speeds which warranted enforcement action. This represents an eight-fold reduction compared to previous enforcement strategies. In the area south of Perth, where 200 vehicles per day had previously been recorded at 100mph or greater, no vehicles are now being recorded at that speed. These are spot speeds measured at locations within the average speed camera coverage, not average speeds. This is consistent with the approach taken for baseline data collection. Journey time reliability has improved and feedback from hauliers suggests shorter and more consistent journey times for HGVs.

A9 ASCS Monitoring (Perth to Inverness)



Seatbelts on School Transport

A step-change achievement in Scottish Ministers' commitment to ensure that seatbelts are provided on all dedicated school transport in Scotland was reached, with a legislative order being approved at both Holyrood and Westminster to facilitate devolution of the necessary powers.

The Scottish Government is clear that there can be no greater responsibility than the protection of our young people and is committed to keeping them safe on the journey to and from the classroom. That's why, in March 2014, then Minister for Transport and Veterans Keith Brown MSP, announced plans to bring forward legislation in the next Scottish Parliament to ensure that this important safety measure is provided on all dedicated school transport carrying primary pupils from 2018 and secondary pupils from 2020. This

aligns with the Framework commitments around seatbelts and children and young people.

The lead-in time is to help local authorities and bus operators adapt to the changes and Transport Scotland established a working group of key stakeholders which is undertaking productive discussions as preparations continue. The legal order is a significant milestone and will undergo scrutiny at both Parliaments in early 2015 and, pending approval, will mean that Holyrood is equipped with the powers to change the law in this important area to help improve the safety of Scotland's schoolchildren.

20mph Zones and Limits

The Scottish Government is committed to encouraging initiatives that cut speed, particularly near schools, in residential areas and in other areas of our towns and cities where there is a significant volume of pedestrian or cyclist activity. The Scottish Government believes it is right that local authorities should have the power to set appropriate speed limits on local roads in order to meet local circumstances.

The Framework states that we will “Encourage local authorities to consider 20mph zones in all residential areas”. Many local authorities in Scotland have already chosen to implement 20mph zones and limits in residential areas in recent years, and the practice continues to become more widespread. However, the last full guidance on 20mph limits and zones dated back to 2001 and in light of the findings of the City of Edinburgh Council (CEC) 20mph speed limit pilot, which was partially funded from the Framework fund, an update was deemed to be needed. During 2014, revised guidance on 20mph limits and zones was developed in partnership with the Society of Chief Officers for Transportation in Scotland.

The ‘[Good Practice Guide on 20mph Speed Restrictions](#)’ was subsequently published on 8 January 2015, and encourages local authorities to introduce 20mph limits and zones by providing clarity on the range of options available and promotes consistency. The new 20mph Guidance will help towards protecting vulnerable pedestrians and will contribute further towards achieving road casualty targets by reducing speeds on Scotland’s roads. The guidance will help create streets where the space is shared more equally between different road users and create a safer environment. The City of Edinburgh Council is now planning to roll out 20mph limits across the city by 2017, while maintaining a strategic 30mph network.

172 PEOPLE
WERE KILLED IN ROAD ACCIDENTS IN 2013; A
41% DECREASE
SINCE 2004-08, EXCEEDING THE REDUCTION
NEEDED TO MEET THE 2020 TARGET

USEFUL LINKS:

www.transportscotland.gov.uk/guide/good-practice-guide-20mph-speed-restrictions



PARTNER ACTIVITY



Road Safety Scotland

Road Safety Scotland (RSS) sits within Transport Scotland's Transport Accessibility and Road Safety Team, and has responsibility for road safety education and publicity. It is governed by two sub-committees which draw membership from local authorities, the police and fire services, and other bodies with a national interest in road safety.

The Publicity Sub-committee works on two levels: working tactically to address the many road safety behaviours which lead to casualties while, at the

same time developing strategic social marketing campaigns to address those behaviours which lead to the greatest number of fatal and serious casualties in Scotland.

The Education Sub-committee oversees the development of resources, both hard copy and web-based, to ensure that, from early years until the end of their secondary education, there is appropriate road safety information available for children and young people.

USEFUL LINKS:

www.scotland.gov.uk/Topics/Education/Schools/curriculum

www.gosafewithziggy.com

www.theatreand.com/index.php

www.jrso.com

www.educationscotland.gov.uk/slf/



Education

Road Safety within Curriculum for Excellence

It is vital that all road safety resources are aligned with [Curriculum for Excellence](#) (CfE) and support Scottish schools in delivering the relevant experiences and outcomes for their pupils. This year, the CfE guide was amended and distributed to schools in November 2014 and at the Scottish Learning Festival in October.

Early Years

RSS is committed to a lifelong-learning approach to road safety and the value of early intervention should not be underestimated. [Go Safe with Ziggy](#) is the cornerstone of this activity, and RSS is grateful to many partners who continue to support this approach. In 2014, most of the little Ziggy books for home were distributed across Scotland through Education Scotland, while the Buggy Book and Primary 1 Book were included in the Scottish Book Trust's 'Bookbug Baby Bag' and 'Family Pack' respectively.

Theatre in Education

[Theatre & Learning](#) continued to deliver the programme on behalf of RSS in 2014. In total, four tours 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 delivered in 400 different venues, delivering 430 individual performances to more than 41,000 audience members.

Junior Road Safety Officers (JRSO)

The [JRSO](#) website is the core resource for supporting JRSOs in their work and further web developments were undertaken to ensure that information and activities remain current and engaging. Furthermore, schools that no longer have dedicated road safety support are now able to order online the support materials they need for the school year.

Scottish Learning Festival

Once again the [Scottish Learning Festival](#) presented an ideal opportunity for RSS to showcase its educational resources to the education sector. The road safety stand at the show in September featured Go Safe with Ziggy and the revised Curriculum for Excellence guide. The aim of this activity was to ensure that those in or training for the teaching profession were aware that road safety presents one of the major threats to those in their care, and that high-quality resources were available to address the various problems faced by our children and young people on the roads.

56% FEWER
CHILDREN SERIOUSLY INJURED
THAN IN 2004-08;
EXCEEDING
THE REDUCTION NEEDED TO MEET THE
2015 MILESTONE
BUT ABOVE THE 2020 TARGET



USEFUL LINKS:

<http://dontriskit.info/kids-in-the-car/>

www.road-safety.org.uk/research/road-safety-information-tracking-study-rits/

<http://dontriskit.info/country-roads/view-the-campaign/>

www.goodeggcarsafety.com/scotland/

www.road-safety.org.uk/driving/young-drivers/get-in-lane

Parental Influence Campaign – Kids in the Car

This ground-breaking campaign, aimed at parents/carers who drive with children in the car had its second outing in summer 2014. The field activity also included a stand at the Scottish Car Show at Ingliston in July. The evaluation of the first phase in 2013 was very positive and the latest phase showed no reduction in its impact. In 2014, the evaluation showed that many of the key messages were being communicated successfully by the campaign, especially with women and younger parents. When asked what the main message of the campaign was, one in five parents stated 'children are watching/are influenced by you'; a further 18% identified it as 'watch your behaviour'; 15% said 'children learn/pick up bad habits quickly'; and 24% said 'be careful when driving/driving with children'. Based on the lifelong-learning approach to road safety, this campaign aspires to drive down the number of new young drivers injured on our roads in the future but, if parents and carers adapt their driving behaviour based on the campaign premise, the initiative should also realise some shorter-term benefits.

Road Safety Information Tracking Study

RSS continued to fund the ongoing [Road Safety Information Tracking Study](#) (RITS) omnibus study in 2014. Its aim is to track driver attitudes and behaviour over time and assess the longer-term effect of campaigns. To date, nine waves of this study have been carried out between September 2010 and August 2014. Around 1,000 interviews were conducted in each wave, and these were conducted with drivers face-to-face, in-home using Computer-Assisted Personal Interviewing (CAPI). The latest wave showed a decline in all risk driving behaviours in 2014, but identified differences between what drivers see

as major offences as opposed to minor ones. This wave also showed an increase in the perceived seriousness of mobile phone use, driving when tired, not wearing a seatbelt, and speeding 5 or 10mph over the speed limit.

Publicity

Country Roads

The [Country Roads Campaign](#) in October 2014 saw the end of the highly successful agreement with David Coulthard to front RSS country roads activity. The evaluation of the campaign was very positive as it continued to reach its target audience of younger males. Motivation levels remained high, with the chosen media mix performing well, although attitudes among 22-29 year old males remain slightly less positive. The evaluation also suggested the need to freshen up the campaign and tackle the issue of familiarity as those driving most frequently on country roads were least likely to change habitual driving behaviour. The Country Road Challenge – a large electronic racing track – toured the country and field staff engaged with almost 7,000 people during the campaign, of which 1,370 took the Coulthard challenge.

Drink-Driving

A major milestone in the fight against drink-driving was delivered in 2014, when new legislation came into effect in Scotland on December 5 2014 bringing into effect a reduced drink drive limit. RSS undertook an extensive public information campaign from 17 November to herald the change and, on 5 December, launched and delivered the successful social marketing campaign to complement Police Scotland's annual Festive Safety Campaign. There was extensive media interest from launch of the public information phase through to January 2015.

Field activity engaged with over 18,000 individuals during the two campaigns and over 100 partner organisations helped distribute key messages to employees while social media activity reached over 260,000 fans and followers.

Motorcycling

RSS worked closely with Police Scotland to ensure a road safety presence at the Scottish Motorcycle Show at Ingliston in March 2014. A new exhibition stand was designed and police motorcycle officers engaged with an overwhelming interest from bikers during the two days. Motorcyclists are estimated to make up 1% of traffic but account for 13% of fatalities in Scotland so RSS will make this more of a focus in 2015-2016. A substantial amount of development work has gone into creating a new social marketing campaign which will be ready to air at the beginning of the biking season in April 2015.

Child In-Car Safety

The 2014 [Good Egg Campaign](#) launched at Fort Kinnaird, Edinburgh in June. A number of new partners joined up with existing partners to try and achieve a more consistent approach to in-car safety messaging across Scotland. The campaign, which is managed on behalf of the partnership by Dynamic Advertising, is supported by the Good Egg Guide, the Good Egg Safety website and social media. During the 2014 campaign, over 900 seats were checked from the Island Authorities to the Borders and there were almost 11,000 visits to the campaign website.

Road Safety Village

RSS, with the help of The Union, co-ordinated the Road Safety Village at the Royal Highland Show. This is a major event which involved many road safety delivery partners. The village attracted an estimated 20,500 visitors during the 2014 Royal Highland Show with almost 4,000 visiting the drink-drive 'mock bar' and just under 500 taking the Country Road Challenge.

Young Drivers

The [Get in Lane](#) website continued to be the main RSS source of information for young drivers during 2014, and RSS was also the main sponsor of the Scottish Car Show at Ingliston in July. Although primarily younger people, this is very much a family event and an encouraging number of commercial partners ensured that the important issues affecting the safety of young drivers and young families were covered during the event. As well as police, safety camera and local authority presence on the stand, fire service colleagues outside demonstrated the on-board equipment used in dealing with road collisions.

In addition to the Kids in the Car campaign, the RSS parental leaflet 'So Your Teenager is Learning to Drive...' was completely redesigned in 2014. Parents have a vital role to play before, during and after the traditional driver training and testing period and these two initiatives hope to give advice to parents about how best to ensure the future safety of their children when they take to the road as new drivers.

60% FEWER
CHILDREN HAVE LOST THEIR LIVES IN ROAD
ACCIDENTS THAN 2004-08; FULFILLING THE
2020 TARGET OF A
50% REDUCTION¹
ON AVERAGE 6 CHILDREN PER YEAR LOST
THEIR LIVES BETWEEN 2011-13
BUT THAT REMAINS TOO MANY

Police Scotland

Road safety and casualty reduction remains a significant priority for Police Scotland and appropriate force-wide and local tasking of resources, and monitoring of activity and performance outputs, continues. There are 14 Divisional Road Policing Units (DRPU), each under the command of a dedicated Road Policing Inspector, that exist to address local issues and concerns and to assist local Police Commanders in their efforts to reduce casualties. DRPU Inspectors also now play an active role in local Road Safety Partnerships ensuring that appropriate support is provided to new and ongoing initiatives.

A national Trunk Roads Patrol Group (TRPG) has also been established to provide an enhanced level of service on the main routes across the country, to positively influence road user behaviour, keep people safe and keep Scotland moving. The governance and oversight of road casualty reduction has now developed to encompass a force Road Safety Governance Board which is chaired by the DCC Crime and Operational Support. There are also three Area Boards that will be chaired by the Local Policing Assistant Chief Constables for North, East and West and

Divisional Boards that will focus on police activity on local issues of concern and ensure that wider partnership opportunities are utilised to maximise the effectiveness of local initiatives.

Enforcement remains the cornerstone of Police Scotland’s Road Safety strategy. However work has continued with the Crown Office in respect of a wider suite of “direct measures” that are designed to divert road users from the criminal justice system and provide the force with a means of ensuring that individuals are directed to education and driver/rider improvements schemes where appropriate.

Themes progressed this year have included:

- Motorcycle Safety
- Vulnerable Road Users as part of Brake Road Safety Week
- Get Ready for Winter
- Drink and Drugs Driving (summer and festive).

Scottish Fire and Rescue Service

The Scottish Fire and Rescue Service (SFRS) has identified their contribution to road safety and road casualty reduction within their Strategic Plan and this is transposed at a local level as a “priority” within respective Local Fire and Rescue Plans, reflective of the needs of the 32 local authority areas in Scotland. During 2014 the SFRS was involved in a number of road safety initiatives with the vision of “working together for a safer Scotland” and achieving one of our very high priorities “contributing to the reduction of casualties and injuries, which occur on Scottish roads”.

¹ Based on 3-year averages to smooth out fluctuations in the small numbers (Children killed: 9 in 2013; an average of 6 per year for 2011-2013).



The implementation of road safety initiatives is via the SFRS seasonal community safety calendar. In particular, the SFRS supported the delivery of young driver interventions with Police Scotland and the Scottish Ambulance Service including 'Safe Drive Stay Alive' and 'Cut it Out' with the aim of addressing the issues and consequences of excessive speed and poor standards of driving. Audiences included young offenders from HMP Polmont, Secondary Schools throughout Scotland and College Campuses.

A 36% DECREASE
IN THE NUMBER OF PEOPLE SERIOUSLY
INJURED SINCE 2004-08;
1,672 PEOPLE
SERIOUSLY INJURED IN 2013 REMAINS
ABOVE THE MILESTONE AND TARGET BUT
CONTINUES A
GENERAL DOWNWARD TREND

Scottish Safety Camera Programme

Safety cameras play a crucial role in speed enforcement and are an integral element of the Framework, which recognises the contribution they can make in the effort to achieve our ambitious casualty reduction targets and make Scotland's roads safer for everyone. In order to ensure that the programme delivers the most effective and efficient outcomes, and that best use is being made of existing resources, a comprehensive review of the programme was undertaken. This was led by Transport Scotland, in association with Police Scotland, the Convention of Scottish Local Authorities (CoSLA), the Society of Local Authority Chief Executives (SOLACE), the Society of Chief Officers for Transportation in Scotland (SCOTS) and other stakeholders.

The review's outcomes include a range of measures that will improve the effectiveness and efficiency of the programme, strengthen national strategic oversight, improve local accountability, and ensure national consistency and greater flexibility of deployment. Any savings delivered through the review's outcomes will be reinvested into frontline enforcement activity, and cameras will continue to be deployed through the programme primarily where they have the greatest potential to reduce injury collisions, with site selection criteria revised to this end. This will be supported by the appropriate use of new technologies, building from the programme's digital enforcement and night-vision capability.

Society of Chief Officers for Transportation in Scotland

The Society of Chief Officers for Transportation in Scotland (SCOTS) is a strategic body representing Scotland's 32 local authorities and seven Regional Transport Partnerships. SCOTS plays a key role in the design, delivery and maintenance of Scotland's various transport systems and continues to be represented on the Scottish Road Research Board to evaluate and commission research projects into all aspects of roads, including road safety, and the Board continues to fund appropriate projects.

SCOTS continued to play a role as a key road safety partner with Transport Scotland in the development of Scotland's revised 'Good Practice Guide on 20mph Speed Restrictions', the introduction of legislation on the use of seatbelts on school buses and the Scottish Safety Camera Programme review. The SCOTS Traffic and Road Safety Working Group met four times in 2014 and in addition to the above, considered a variety of work areas including Accident Investigation and Prevention Issues, Vehicle Activated Signs, Decriminalised Parking Enforcement and the review of the Traffic Signs Regulations and General Directions.

In 2014, SCOTS produced a best practice guide for carrying out safety audits by reviewing current local authority procedures. This fulfilled a medium term commitment in the Road Safety Framework to 2020 and has now been distributed to all Scottish local authorities.

Royal Society for the Prevention of Accidents Scotland

Transport Scotland supports RoSPA Scotland in the delivery of a range of road safety-related work. During 2014 RoSPA Scotland has continued to run the Scottish Occupational Road Safety Alliance (ScORSA) to promote the positive benefits of managing driving risks at work, to companies, especially Small and Medium Enterprises, across Scotland. Monthly newsletters, the www.scorsa.org.uk website, the ScORSA Driving Risks at Work Toolkit and the annual ScORSA St Andrew's Seminar have all enabled Scottish employers to continue to access free road safety advice and share good practice in their management of occupational road risk to ensure that employers are supported to make a contribution to reducing the toll of accidents on Scotland's roads.

USEFUL LINKS:

www.scorsa.org.uk



RoSPA Scotland published a Road Safety Guide for Elected Members in Scotland in August 2014 to demonstrate how local authorities can continue to deliver effective road safety services by using evidence; co-ordinating with other public services; designing and delivering projects in partnership; and evaluating the effectiveness of their work.

RoSPA Scotland continued to develop the first Scottish Qualifications Authority (SQA) qualification for road safety practitioners in Scotland. The SQA units are linked to the commitments within the Road Safety Framework to 2020, and will help to introduce a benchmark for quality assurance for road safety service delivery. In June 2014, RoSPA Scotland launched the SQA Programme with modules covering Priority User Groups, Partnership Working and Legislative Framework, Resources Educations Training and Publicity, Road Casualty Profile, Evaluation and Presentation and Communication Skills in Road safety. This now provides road safety professionals and practitioners in Scotland the opportunity to achieve a unique industry standard qualification to equip them with the specialist knowledge, delivery skills and analytical capabilities needed to continue to reduce road deaths.

The Convention of Scottish Local Authorities

The Convention of Scottish Local Authorities (CoSLA) promotes and protects the interests of councils in Scotland and the people and communities they serve by representing 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 development of Scotland's revised 'Good Practice Guide on 20mph Speed Restrictions', the Scottish Safety Camera Programme review and the working group considering seatbelts on dedicated school transport.

The Society of Local Authority Chief Executives and Senior Managers

The Society of Local Authority Chief Executives and Senior Managers (SOLACE) is a representative body for chief executives and senior managers in local authorities. It provides linkages and support to CoSLA and various professional bodies of functions within local government. SOLACE continued to play a key role as a road safety partner through the review and implementation of School Transport Safety, introducing the Guide to Improving School Transport Safety; working with councils and schools to realign the provision and delivery of Road Safety Education, as a result of structural changes; working with the Safety Camera Partnership on restructuring and playing a role within community planning partnerships.

UK ROAD SAFETY STRATEGY

Much of the legislation that relates to road safety is reserved to the United Kingdom Government. For example, signage and engineering measures, such as speed humps, are regulated by the Traffic Signs Regulations and General Directions 2002. More generally, the Road Traffic Regulation Act 1984 and the Road Traffic Act 1988 regulates a number of road safety related duties at a local level.

In November 2014 Lord Smith published his Commission's Report, which recommended more powers for the Scottish Parliament. The UK Government's draft bill in response to that includes provisions to devolve the remaining powers to change speed limits and over all road traffic signs to the Scottish Parliament.

The UK Government's approach to continuing casualty reduction on Britain's roads is set out in its [Strategic Framework](#), published in 2011. This differs from Scotland's Road Safety Framework to 2020 in that the UK Government has not set UK-wide casualty reduction targets. The focus is on increasing the range of educational options for drivers who make genuine mistakes and can be helped to improve while, at the same time, improving enforcement against the most dangerous and deliberate offenders.

UK Regulatory and Legislative Activity

The UK Government has been developing policy on driverless cars during 2014. Technological advances in cars mean that fully autonomous driverless cars will become a reality in the future. In the meantime, there are already semi-autonomous vehicles on our roads offering driver assistance through systems such as anti-lock braking systems (ABS), automatic emergency braking and lane departure warning. A thorough [legal and regulatory review](#) has been conducted and concluded that testing of driverless vehicles was possible on UK roads. The UK Government announced that it wanted to conduct testing of autonomous vehicles on the streets and launched a competition to find UK towns or cities to trial driverless cars. Testing has now commenced in Greenwich, Milton Keynes, Coventry and Bristol.

USEFUL LINKS:

www.gov.uk/government/publications/strategic-framework-for-road-safety

www.gov.uk/government/publications/driverless-cars-in-the-uk-a-regulatory-review



EUROPEAN UNION: POLICY AND REGULATION

In May 2014, the European Court of Justice (ECJ) ruled that the legal basis of the Directive on Cross-Border Exchange of Information related to road safety 2011/82, which came into force in November 2013, was incorrect. The ECJ found that the measures proposed in the directive do not concern “prevention of crime” as defined under the police co-operation rules, but rather road safety, which is a transport issue. The UK had originally been able to opt out of this directive. However, as a result of this being defined as a transport issue, the UK is no longer able to opt out. A new directive is likely to come into effect in 2015 with the UK having until 2017 to ensure that it complies with the requirements of the directive. The directive will mean that information is shared with other member states on eight driving offences including speeding, not wearing a seatbelt and using a mobile phone.

INTERNATIONAL ROAD SAFETY STRATEGY

On 10 April 2014, the UN General Assembly adopted a resolution on “Improving global road safety”. Among key decisions, the resolution welcomes the offer of the Government of Brazil to host the Second Global Ministerial Conference on Road Safety in 2015; encourages the inclusion of road safety in the post-2015 development agenda; invites WHO to continue monitoring progress in the Decade of Action; and requests organisation of the third UN Global Road Safety Week in 2015 on children and road safety.

ROAD CASUALTY REDUCTION:

SCOTLAND'S PROGRESS
TOWARD FRAMEWORK TARGETS



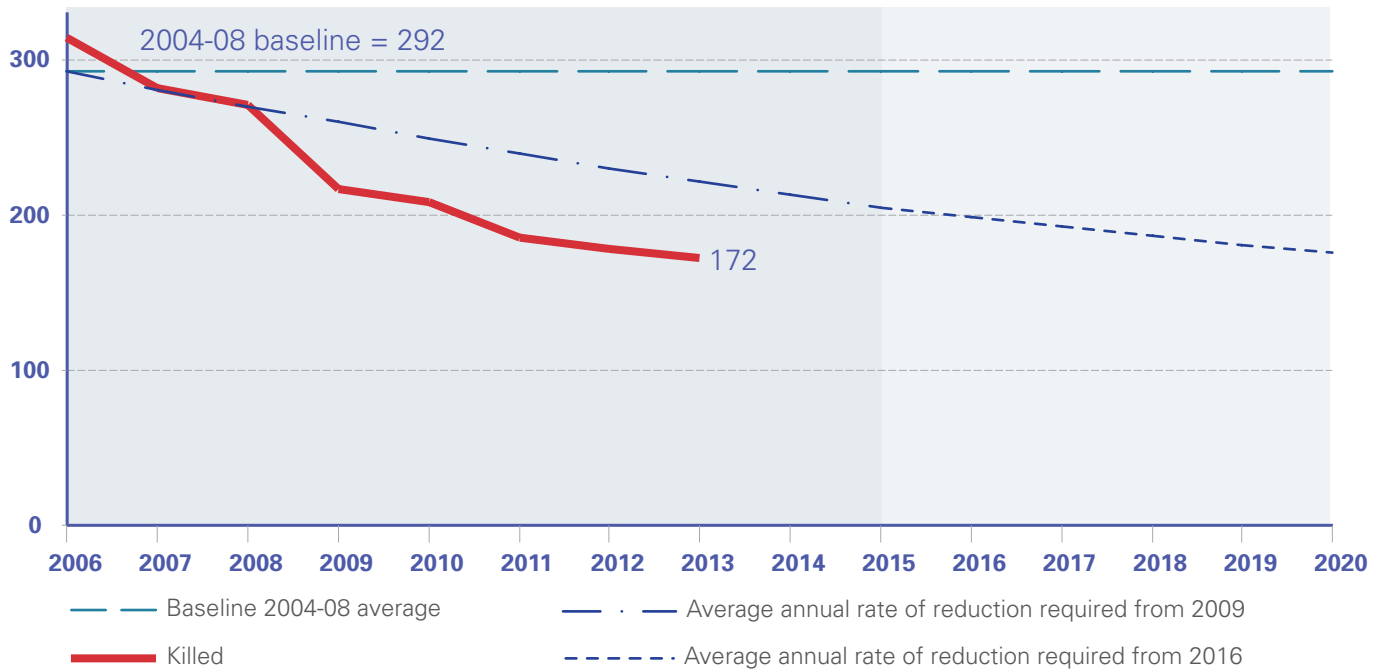
Scottish Road Safety Targets to 2020, with milestones to 2015, compared with average Scottish figures for 2004/08 and latest reported road casualty statistics from 2013

| TARGET | 2004-2008 average | Report Road Casualties 2013 | 2015 milestones | 2020 target |
|--------------------------|-------------------|-----------------------------|--------------------------|--------------------------|
| Fatalities | 292 | 172 (down 41%) | 204 (30% reduction) | 175 (40% reduction) |
| Serious casualties | 2,605 | 1,672 down 36% | 1,484 (43% reduction) | 1,172 (55% reduction) |
| Child fatalities | 15 | 6 (down 60%) | 10 (35% reduction) | 8 (50% reduction) |
| Serious child casualties | 325 | 143 (down 56%) | 163 (50% reduction) | 114 (65% reduction) |

Progress Toward Framework Targets

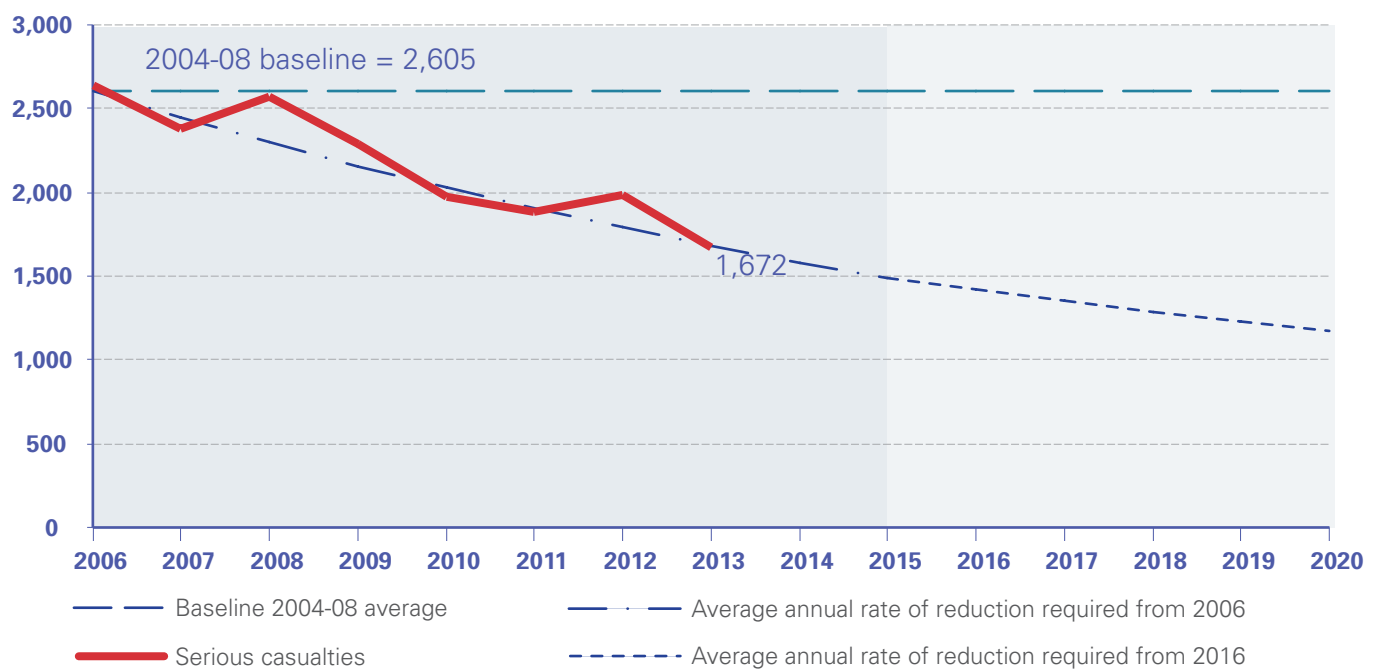
The downward trends in casualties in 2013 remain on course to meet each of the Framework Targets. The charts show an 'indicative line' representing a constant annual percentage decrease that would result in meeting the 2015 milestones and the 2020 targets. This is an accepted way to represent progress towards the targets and in doing so it should not be assumed that the trend will match these indicative lines exactly.

Reported casualties killed



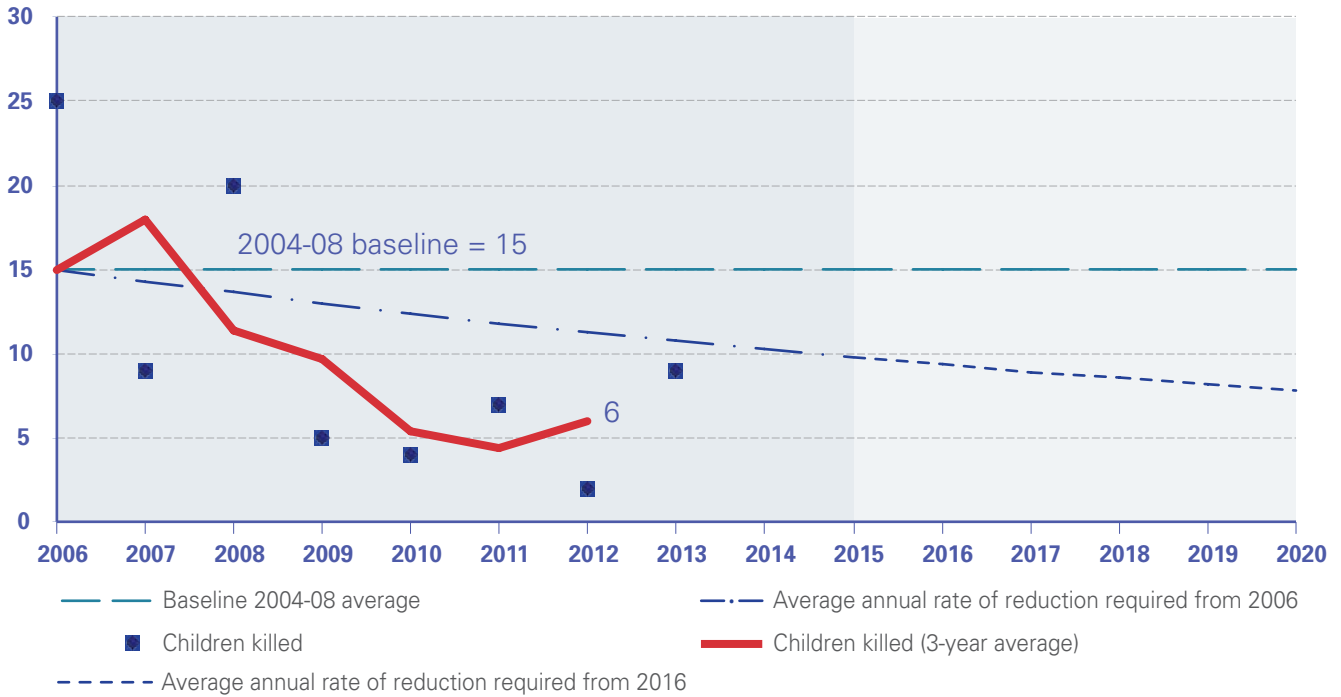
41% decrease in the number of people killed since 2004-08; exceeding the reduction needed to meet the 2020 target

Reported seriously injured casualties



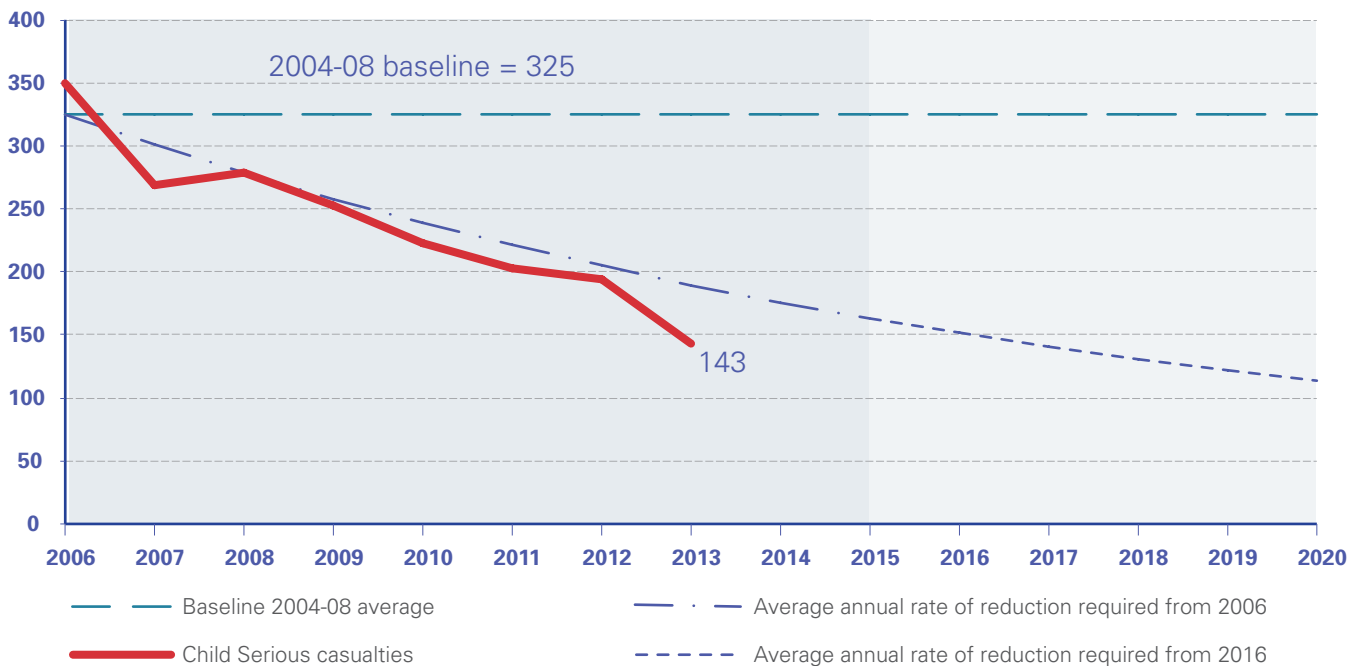
36% decrease in the number of people seriously injured since 2004-08; the 2013 level remains above the milestone and target but continues a general downward trend

Reported children killed



60% decrease in the number of children killed since 2004-08; exceeding the 2020 target of 50%. (Based on 3-year averages due to variability of the data)²

Reported child seriously injured casualties



56% 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

² Based on 3-year averages to smooth out fluctuations in the small numbers (Children killed: 9 in 2013; an average of 6 per year for 2011-2013).

2014 PROGRESS REPORT

In the five years since its launch, Scotland's Road Safety Partners continued to make considerable progress in delivering the commitments as set out in Scotland's Road Safety Framework to 2020.

The vast majority of the 96 commitments have been delivered or are underway and are bolstered by ongoing annual activity, which last year further contributed to achieving Scotland's long-term road safety targets for casualty reduction: 40% reduction in fatalities; 55% reduction in serious injuries; 50% reduction in children killed; and 65% reduction in children seriously injured (based on a 2004-2008 average).

A snapshot of activities undertaken in 2014 across partner organisations to meet the commitments is shown below.

Delivery of Scotland's Road Safety Framework to 2020 commitments in 2014

CATEGORY: Working Together

COMMITMENT RSF07:

Investigate, report and implement ways to help ensure schoolchildren's safety when getting on and off school buses.

PROGRESS IN 2014

Road Safety Framework funding was agreed for Glasgow City Council, supported by independent evaluation, to take forward a pilot study to examine the effect of enhanced school bus signage pilot. The pilot study will seek to examine outcomes including:

Increase evidence for and understanding of ways different bus signage configurations may contribute towards increasing schoolchildren's safety when getting on and off school buses.

Improvements in positive driver behaviour and speed reduction associated with enhanced signage when approaching and passing school buses.

Increasing driver's awareness of school bus signage and improving their safer driving behaviours when approaching school buses.

The enhanced school bus signage pilot study will run and report in 2015.

CATEGORY: Working Together

COMMITMENT RSF08:

Call on UK Government to consider any strengthening of legislation in relation to school transport.

PROGRESS IN 2014

The Scottish Government announced in March 2014 that it intends to introduce legislation to make seatbelts compulsory on dedicated school transport in Scotland, in the next Scottish Parliament (post-2016).

Following agreement between the UK Government and the Scottish Government, a Section 30 Order, to devolve legislative competence to the Scottish Parliament to allow for legislation to make seatbelts compulsory on dedicated school transport in Scotland, was laid on 29 January 2015.

CATEGORY: Drivers aged 17-25

COMMITMENT RSF09:

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 2014

Road Safety Framework funding was awarded for Safe Drive Stay Alive (SDSA) activity in Forth Valley and its evaluation, to broaden the evidence-base for this particular young driver intervention in Scotland. An independent assessment of SDSA activity in different areas of Scotland was also commissioned and will report in 2015.

CATEGORY: Impairment (Drink-Drive)

COMMITMENT RSF13:

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 2014

On November 18 2014 the Scottish Parliament unanimously voted in favour of a landmark law to lower the limit from 80mg in every 100ml of blood to 50mg in every 100ml of blood with equivalent changes to the limits for alcohol in breath and urine. The new legislation came into effect in Scotland on December 5 2014 bringing into effect the reduced drink drive limit.

CATEGORY: Impairment Speed

COMMITMENT RSF21:

Continue to support the Safety Camera Programme.

PROGRESS IN 2014

In order to ensure the most effective and efficient outcomes, a comprehensive Review of the Programme was completed by Transport Scotland in association with Police Scotland, local authorities, the Convention of Scottish Local Authorities, the Society of Chief Officers for Transportation in Scotland and other stakeholders.

The review recommended a range of measures to streamline and support management, delivery and governance of the Safety Camera Programme. Transport Scotland will continue to fund the Safety Camera Programme and work will be undertaken in 2015 on the transition arrangements required, revising the Programme Handbook setting out the rules and guidance under which the programme will operate.

CATEGORY: Pedestrians

COMMITMENT RSF24:

Publish guidance for Scottish roads authorities on designing streets, focusing on the needs of pedestrians.

PROGRESS IN 2014

Revised 'Good Practice Guide on 20mph Speed Restrictions', developed in conjunction with the Society of Chief Officers of Transportation in Scotland (SCOTS). The guide aims to provide clarity on the options available to local authorities and seeks to aid greater consistency on the setting of 20mph speed restrictions in Scotland.

It encourages the introduction of 20mph speed restrictions near schools, in residential areas and in other areas of our towns and cities where there is a significant volume of pedestrian or cyclist activity. The decision on whether to use a limit or a zone is one for the local authority to take. The revised guidance was published and distributed to all local authorities in Scotland on 8 January 2015.



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.

Practical Cycle Awareness Training

Road Safety Framework funding was awarded to Cycling Scotland for “Vulnerable Road User Awareness Training for Drivers of LGVs and PCVs “. The project will rollout Practical Cycle Awareness Training for Drivers of Large Vehicles with 10 partner local authorities across Scotland. The project will get underway in 2015 with the stated outcomes:

- To increase awareness amongst HGV and LGV drivers about safer cycling in the road environment by providing appropriate education and training messages.
- To increase CPC opportunities for LGV and PCV drivers through the rollout of practical cycle training courses and development of instructors.

The project will be evaluated and is due to report early in 2016.

Give Me Cycle Space

Cycling Scotland delivered the Give Me Cycle Space campaign in 210 schools across 20 local authorities with over 18,000 pupils taking part in in-school activities. The campaign reminds drivers to give people sufficient space while overtaking.

Essential Cycling Skills

Funded by Transport Scotland, the Essential Cycling Skills app, aimed at boosting confidence for adults getting back on their bikes, was launched in April and had nearly 3,000 downloads during the year.

Support the implementation and encourage take up of the safe road user award.

Transport Scotland supports RoSPA Scotland in the delivery of a range of road safety-related work. RoSPA Scotland continued to develop the first SQA qualification for road safety practitioners in Scotland. In June 2014, the SQA Programme was launched with modules covering Priority User Groups, Road Casualty Profile, Partnership Working and Legislative Framework, Resources Educations Training and Publicity, Evaluation Presentation and Communication Skills in Road Safety.

This now provides road safety professionals and practitioners in Scotland the opportunity to achieve a unique industry standard qualification to equip them with the specialist knowledge, delivery skills and analytical capabilities needed to continue to reduce road deaths.

CATEGORY: People who drive for work

COMMITMENT RSF30:

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 (MORR).

PROGRESS IN 2014

Transport Scotland supports RoSPA Scotland in the delivery of a range of road safety-related work. During 2014 RoSPA Scotland continued to deliver the Scottish Occupational Road Safety Alliance (ScORSA) to promote the positive benefits of managing driving risks at work, the ScORSA Driving Risks at Work Toolkit and the annual ScORSA St Andrew's Seminar.

This has supported Scottish employers to continue to access free road safety advice and share good practice in their management of occupational road risk to ensure that employers are supported to make a contribution to reducing the toll of accidents on Scotland's roads.

CATEGORY: Trunk Roads

COMMITMENT RSF38:

Undertake Road Protection Score Surveys, for the remaining two-thirds of Scotland's trunk road network and determine how this information can complement the existing processes within the road safety engineering programme.

PROGRESS IN 2014

Analysis from Transport Scotland annual road safety programme, route safety files and other forms of route strategy assessment were used to undertake road protection score analysis.

Scotland's trunk road network is monitored by assessing sections of road with a higher than average accident rate for a road of its type. Route treatments were performed on the following routes in 2014: A77, A76, A737, A85 and A92 Trunk Roads.

The recommended measures from the reports have included surfacing, high friction surfacing, signing, verge marker posts, lining and bend assessment works to provide drivers with a consistent message when approaching challenging bends along the route. These types of measures have proven to be successful in reducing casualties when implemented on other trunk roads in Scotland.

CATEGORY: Trunk Roads

COMMITMENT RSF39:

Continue to consider and implement a range of proactive risk removal strategies to reduce the severity and frequency of impacts with hazards.

PROGRESS IN 2014

Transport Scotland continued to implement various innovative products that reduce risk in the roadside, including:

- Signposts: Removing large unprotected signposts with passively safe alternatives. Signs on the A1 at Reston and on the A87 between Kyle and Portree were relocated and replaced with passively safe signposts.
- Safety Barriers: Ramped terminal ends have been replaced with P4 and crash cushion alternatives. In addition, a number of motorcycle friendly barriers that are designed to reduce the risk of injury to motorcyclists have been installed at Ord of Caithness on the A9.
- Tree Mass Action: Large trees that are continuing to be struck by errant vehicles and to improve sightlines have been removed including significant roadside vegetation clearance on the A9 between Perth and Inverness.
- Lighting Columns: Older lighting columns have been replaced with passively safe equivalents on the A9 at Auchterarder.
- Vehicle Activated Chevrons: Vehicle activated chevrons at known accident locations have been installed including on the A1 at Spott Roundabout and on the A90 at Cortes Village.

CATEGORY: Trunk Roads

COMMITMENT RSF40:

Continue to invest in providing 2+1 overtaking opportunities.

PROGRESS IN 2014

The Strategic Transport Projects Review (STPR), published in December 2008, sets out the Scottish Government's 29 transport investment priorities over the period to 2032.

The majority of the 2+1 schemes recommended in the STPR have now been incorporated into dualling schemes i.e. the A9 between Perth and Inverness and the A96 between Aberdeen and Inverness.

In 2014 the Dunragit Bypass and Hardgrove to Kinmount Improvement Project were completed.

COMMITMENT RSF41:

Consider the most appropriate barriers to protect vulnerable users such as motorcyclists.

PROGRESS IN 2014

Transport Scotland have continued to implement various innovative products that reduce risk to motorcyclists and other vulnerable road users in 2014:

- Motorcyclists – motorcycle friendly safety barrier and vehicle activated signs (VAS) were installed at known hazardous locations for motorcyclists including the A83 (Strone Point), A9 (Ord of Caithness), A82, A828 (Appin) and the A84.
- Speed Management in Towns and Villages – Installing carriageway markings and VAS schemes to reduce speeds and improve safety for pedestrians in the built up areas were implemented on the A78 in Fairlie & Seamill, the A68 in Pathhead and the A75 in Springholm.
- 20mph Speed Limit Pilot – Plans, developed to install 20mph in five locations (Maybole, Largs, Langholm, Biggar and Oban) where there are known vulnerable road user accidents to improve safety, were advanced to the statutory road order process.

COMMITMENT RSF42:

Continue to invest in junction improvement schemes.

PROGRESS IN 2014

Transport Scotland continued to support junction improvement schemes through delivery of a number of initiatives such as:

Road Safety Schemes – Many have included innovative approaches and products that are designed to improve safety such as hard-wired LED road studs on the A720 Trunk Road at Sheriffhall Roundabout. These studs illuminate when the traffic signals turn to green and are designed to improve lane discipline.

Minor Improvement Schemes – including the A9 at Greenloaning where the junction was enhanced to install a new slip road that has improved the geometry and safety for drivers using the junction.

Major Improvement Schemes – There have been ongoing improvements made to junctions with a long history of personal injury accidents including grade junctions on the A77 Trunk Road at Bogend Toll and Symington to grade separated junctions. This has directly removed the accident issue of slow moving vehicles exiting the side roads crossing a high speed road and entering the running carriageway.

CATEGORY: Trunk Roads

COMMITMENT RSF43:

Rank the worst performing junctions on the trunk road network, by accident frequency and severity over the last 10 years, and prepare a programme to improve selected locations.

PROGRESS IN 2014

Transport Scotland has continued to rank the worst performing junctions on the Scottish Trunk Road network over a 10-year period to consider sites that may not be identified through the normal road safety annual assessment that looks at a three-year period.

The identified roads are categorised as single or dual carriageway and added to the operating companies' road safety programmes for further investigation. As a consequence, a junction improvement scheme at Inverkip on the A78 Trunk Road to install new signing, lining and changed the slip road priority was completed in 2014. In addition, vehicle activated junction signs that are activated by loops in the road to inform drivers on the main line of vehicles turning out of the side road were installed across a number of roads on the network.

CATEGORY: Trunk Roads

COMMITMENT RSF45:

Examine the possibility for further rollout of TRISS.

PROGRESS IN 2014

The Trunk Road Incident Support Service (TRISS) supports the work of Traffic Scotland and was first introduced in April 2006 on the M8 through Glasgow. TRISS has subsequently been extended across sections of the North West area key routes (A9, A82, A96) in addition to the existing South East area key routes (M9, M8, M90, A1, A92, A720, A823(M), A985), North East area key routes (A985, M90 and A92) and South West area key routes (M8, M80, M73, M74, A725).

Planning for TRISS coverage was commenced for the Forth Road Bridge in advance of letting the contract for the Forth Bridge Queensferry Crossing in 2015 and for the opening of the new crossing in 2016. This will permit TRISS coverage on the M9 to be extended up to Keir Roundabout.

CATEGORY: Trunk Roads

COMMITMENT RSF46:

Implement Strategic Transport Projects Review.

PROGRESS IN 2014

Transport Scotland identified the following four priority projects, from the 29 recommendations proposed by the Strategic Transport Projects Review, which continue to progress well:

- Forth Replacement Crossing
- Edinburgh to Glasgow Rail Improvements Programme
- Highland Mainline Improvements
- Aberdeen to Inverness Rail Improvements.

Development and design work with partners and other stakeholders was advanced with other recommendations arising from the STPR, including the A96 Inveramsay Bridge Improvement Works, the A737 Dalry Bypass and the A77 Maybole Bypass. The remaining STPR recommendations will be taken forward in line with the resources available from future spending reviews.

In addition to the major projects, there is a clear commitment within the Infrastructure Investment Plan 2011 to complete the A9 dualling Perth to Inverness by 2025 and the A96 dualling Inverness to Aberdeen by 2030.

CATEGORY: Local Roads

COMMITMENT RSF47:

Continue to seek improvements to the planning, co-ordination and implementation of safety measures at road works through Codes of Practice and further legislation if necessary.

PROGRESS IN 2014

Through Transport Scotland's participation on the UK Road Worker Safety Forum (RoWSaF), alternative methods of working for erection of traffic management on trunk roads and motorways, other than those identified in Chapter 8 of the Traffic Signs Manual, have been introduced which lower the risk to road workers through reduced exposure to high risk activities. This information is disseminated through the Scottish Temporary Traffic Management Safety Forum which TS chairs on a quarterly basis

We are continuing to improve our methods of improving safety through roadworks through the use of average speed cameras, vehicle activated signs, media messages etc.

CATEGORY: Local Roads

COMMITMENT RSF48:

Encourage and promulgate research and guidance in the engineering field through SCOTS.

PROGRESS IN 2014

In 2014, SCOTS Transport and Road Safety Group continued to play a key role as a road safety partner with Transport Scotland in the development of Scotland's revised 'Good Practice Guide on 20mph Speed Restrictions', the introduction of legislation on the use of seatbelts on school buses and the Scottish Safety Camera Programme review.

SCOTS produced a best practice guide for carrying out safety audits by reviewing current local authority procedures, which was distributed to all Scottish local authority areas.

CATEGORY: Working together

COMMITMENT RSF52:

Introduce a Scottish Road Safety Week after consultation with partners.

PROGRESS IN 2014

The Strategic Partnership Board (SPB) recommended that further work should be undertaken to deliver a Scottish Road Safety Week in 2015.

A Transport Scotland Chaired Working Group, including representatives of local councils, Road Safety Scotland, Police Scotland, Scottish Fire and Rescue Service, Cycling Scotland, Scottish Community Safety Network, RoSPA Scotland, Paths for All and Living Streets, latterly met to consider the operational planning, delivery and assessment of a Scottish Road Safety Week Pilot to align with the UN Global Road Safety Week between 4-10 May 2015. Assessment of the pilot will be included in the 2015 Annual Report.

COMMITMENT RSF56:

Encourage and support the use of intelligence-led road safety targeting.

PROGRESS IN 2014

Transport Scotland and the Scottish Government's Community Safety Unit have jointly put in place an Evaluation Framework contract, which allows us to offer evaluation training support for external road safety partners. This work also seeks to facilitate skills transfer, so that those who receive this training and support are encouraged to pass these evaluation skills on to others so that partners can in turn, evaluate the work that they do.

Independent evaluation support has continued to be developed through the Framework contract this year to evaluate an enhanced school bus signage pilot in Glasgow and to assess the possible impact of the Safe Drive Stay Alive young driver intervention activity that is delivered across Scotland, the outcome of both will be included in the 2015 Annual Report.

COMMITMENT RSF61:

Encourage initiatives which lead to qualifications and safer driving attitudes and behaviours.

PROGRESS IN 2014

Transport Scotland continued to support RoSPA Scotland in the delivery of a range of road safety-related work.

RoSPA Scotland continued to develop the first SQA qualification for road safety practitioners in Scotland. The SQA units are linked to the commitments within the Road Safety Framework to 2020, and will help to introduce a benchmark for quality assurance for road safety service delivery.

RoSPA Scotland launched the SQA Road Safety Programme, in June 2014, with modules covering Priority User Groups, Road Casualty Profile, Partnership Working and Legislative Framework, Resources Education Training and Publicity, Evaluation Presentation and Communication Skills.

This now provides road safety professionals practitioners in Scotland the opportunity to achieve a unique industry standard qualification to equip them with the specialist knowledge, delivery skills and analytical capabilities needed to continue to reduce road deaths.



CATEGORY: Impairment (Drink-Drive)

COMMITMENT RSF64:

Give greater prominence to the 'Don't risk it' message throughout the year through the targeting of more road policing officers to carry out increased enforcement and raise the perceived risk of being caught.

PROGRESS IN 2014

Police Scotland undertook operational drink drive activity on Scotland's roads during the summer campaign in June and the festive campaign in December which coincided with the lowering of the drink-drive limit in Scotland on 5 December.

During the four-week festive drink-drive campaign, Police Scotland tested 17,504 drivers for alcohol – an average of 625 drivers each day.

CATEGORY: Impairment (Drink-Drive)

COMMITMENT RSF65:

Introduce, in liaison with the Scottish Government Marketing Unit, drink drive publicity campaigns outside of the traditional summer and festive seasons.

PROGRESS IN 2014

Road Safety Scotland delivered a widespread Don't Risk It public information campaign, from 17 November to herald the change and, on 5 December, launched a fully-integrated social marketing campaign to accompany Police Scotland's Festive Safety campaign. The campaign attracted significant media and press coverage both during the public information phase and the social marketing phase.

Field activity engaged with over 18,000 individuals during the campaigns and over 100 partner organisations helped distribute key messages to employees and social media activity reached over 260,000 fans and followers.

CATEGORY: Pedestrians

COMMITMENT RSF74:

Encourage local authorities to consider 20mph zones in all residential areas.

PROGRESS IN 2014

The revised 'Good Practice Guide on 20mph Speed Restrictions', developed in conjunction with the Society of Chief Officers of Transportation in Scotland (SCOTS).

The Guide aims to provide clarity on the options available to local authorities and seeks to aid greater consistency on the setting of 20mph speed restrictions in Scotland. It encourages the introduction of 20mph speed restrictions near schools, in residential areas and in other areas of our towns and cities where there is a significant volume of pedestrian or cyclist activity. The decision on whether to use a limit or a zone is one for the local authority to take.

The revised guide was latterly published and distributed to all Local Authorities in Scotland on 8 January 2015. There will be an update to the guidance in due course to take account of proposed changes to the Traffic Signs Regulations and General Directions 2002 which are currently progressing through the UK Parliament.

CATEGORY: Motorcyclists

COMMITMENT RSF77:

Through RSS, support targeted publicity campaigns aimed at motorcyclists.

PROGRESS IN 2014

Road Safety Scotland (RSS) supported the launch of Police Scotland's 2014 motorcycle campaign Operation Zenith and co-ordinated road safety input to the Scottish Motorcycle Show in March 2014.

RSS commissioned a company to undertake insight gathering with motorcyclists in cities and in rural areas across Scotland which will support the development of a new fully-integrated social marketing Motorcycle Road Safety Campaign in 2015.



COMMITMENT RSF79:

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

PROGRESS IN 2014

Road Safety Scotland (RSS) delivered the Kids in the Car campaign, which targets parents who drive with children in the car, in July 2014 supported by TV and radio, digital, PR, partnership and field marketing activity across Scotland.

Education resources continue to emphasise the importance of early years and the principle of lifelong learning as being important to future driving behaviour. The Ziggy website was refreshed to include more information for parents and provides links to the Kids in the Car campaign on the www.dontriskit.info website.

Road Safety Framework funding was awarded for the young people and pre-driver intervention activity on Safe Drive Stay Alive (SDSA) activity for S4, 5 & 6 schools pupils in Forth Valley and the New Driver Programme for students in North Lanarkshire further education colleges. Both will be underway in 2015.

The identified outcomes of the projects will seek to:

- increase the awareness of secondary school pupils about safe driving practices and their vulnerability and dangers they face due to inexperience;
- increase secondary school pupils positive attitudes about safe driving practice;
- improve young people engagement about road safety and safe driving practices;
- increase young drivers awareness and vulnerability due to their lack of road experience;
- increase positive attitudes in driving within target age group of 17-25 year olds; and
- increase awareness within local authorities with best practice to organising pre-driver events for senior secondary school pupils.

An independent evaluator was commissioned to assess the possible impact of SDSA activity being delivered as a young driver intervention in areas across Scotland.

CATEGORY: Older Drivers

COMMITMENT RSF83:

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

PROGRESS IN 2014

Road Safety Framework funding was awarded to Stewarty Community Safety Forum for the "Saferwheels 50+". This will be delivered through a partnership between Stewarty Community Safety Forum and the Institute of Advanced Motorists (IAM) which aims to encourage and support older drivers to undertake an assessed drive with onward signposting to the IAM for further training.

The identified project outcomes are to:

- increase the awareness and appreciation of elderly drivers of the road safety benefits of undertaking additional driver training;
- improve the confidence of elderly drivers as road users; and
- incentivise and improve driver training of elderly drivers as safer road users.

The project will report in 2015.

CATEGORY: Local Roads

COMMITMENT RSF89:

Monitor and evaluate the progress of the A811 route safety strategy and, if successful in the reduction of casualties, encourage rollout across Scotland.

PROGRESS IN 2014

Following the successful introduction of the A811 route strategy in 2009, a number of route strategies have been implemented across Scotland. All route strategies currently in use will be subject to a site selection prioritisation exercise in 2015.

Through the review of the Scottish Safety Camera Programme, the criteria behind safety camera site selection will be revised with route strategies continuing to be considered for enforcement.

COMMITMENT RSF91:

Aim to achieve our ambitious child casualty reduction targets by 2020, by scrutinising the circumstances of each child fatality and reporting to Scottish Ministers with recommendations for action.

PROGRESS IN 2014

Work on this commitment is being taken forward by examining the possibility of a collaborative approach on data-linkage analysis of child road fatality cases in Scotland and also through the work of the Child Death Review Working Group which will explore the current practice of reviewing all child deaths in Scotland and to consider whether Scotland should introduce a national, collaborative, multi-agency system. Further work on both initiatives will get underway in the coming months in 2015.

COMMITMENT RSF95:

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

PROGRESS IN 2014

Road Safety Framework funding was awarded to Stewarty Community Safety Forum for the "Saferwheels 50+". This will be delivered through a partnership between Stewarty Community Safety Forum and the Institute of Advanced Motorists (IAM) which aims to encourage and support older drivers to undertake an assessed drive with onward signposting to the IAM for further training.

The identified project outcomes are to:

- increase the awareness and appreciation of elderly drivers of the road safety benefits of undertaking additional driver training;
- improve the confidence of elderly drivers as road users; and
- incentivise and improve driver training of elderly drivers as safer road users.

The project will report in 2015.

SCOTLAND'S TARGETS – A STEP TOWARDS OUR VISION

Continued Challenge

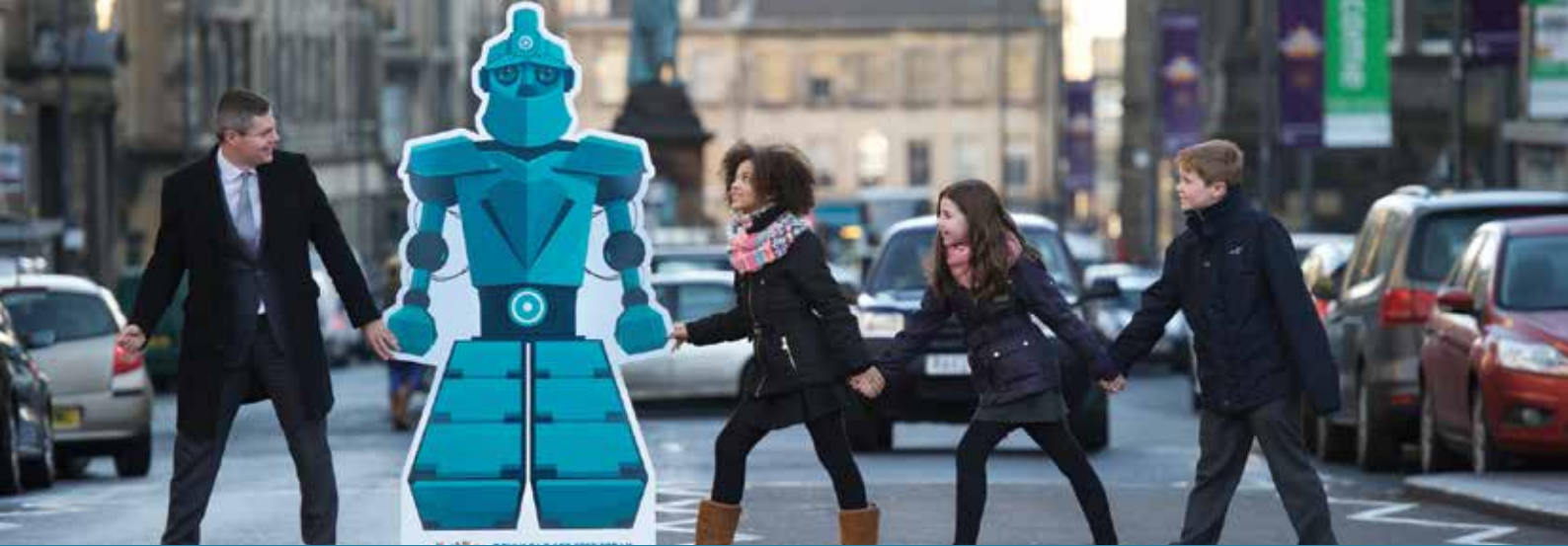
The Scottish Government and its road safety partners have been delivering a steady reduction in casualty figures over the past few years. However, with lives at stake there is no room for complacency. As we move towards the mid-point in our 10-year Framework with milestone targets for 2015, we must take stock of our achievements and renew our efforts to continue the downward trend, paying particular attention to groups such as cyclists, pedestrians, motorcyclists and young and novice drivers. In doing so we need the help of the general public who use our roads. We all need to be safe road users for our own sakes and for the sake of others. One life lost on our roads is one to many, so our message remains “Go Safe on Scotland’s Roads – it’s Everyone’s Responsibility”.

Road safety is an important issue for everyone. The Road Safety Framework, Scottish Targets, the vision and our governance process all demonstrate how seriously the Scottish Government and its partners take this issue. The Scottish Government’s National Performance Framework includes a National Indicator: “Reduce deaths on Scotland’s roads”. Road accidents in which people are killed or injured result in high social and economic costs including a devastating impact on families, human pain and suffering, damage to vehicles and property, loss of productivity, demands on the emergency services as well as medical and insurance costs.

Scotland’s Road Safety Targets enable a clear focus for the effort and resources of all partners as well as indicating where and when we should redouble our efforts. Our targets for Scotland, which cover the period from 1 January 2011 to 31 December 2020, are set out on page 23³.

3 We are continuing to work towards a 10% reduction target in the slight casualty rate to 2020.





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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).

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