

ROAD SAFETY FRAMEWORK

ANNUAL REPORT 2016



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FOREWORD

This is the eighth annual report for **Scotland's Road Safety Framework to 2020** since the Framework was published in 2009.



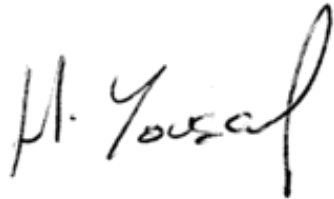
We reached a road safety watershed in 2016 with the completion of the Road Safety Framework's Mid-Term Review, realised through the dedication and support of key road safety partners. The Review assessed progress made to date towards achieving the range of priorities and commitments set out in the Framework. It identified a strengthened realignment of outcomes to ensure continued progression towards 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.

As a testament to the document itself, and the organisations and people in Scotland committed to achieving its objectives, the Framework was awarded a Prince Michael International Road Safety Award in December last year.

The Review recognised that significant progress has been made to date in achieving a great many of the Framework's commitments. 2016 also saw us consult, shape and develop legislative proposals on making seatbelts a legal requirement on dedicated school transport following the devolution of powers in 2015 – we aim to have mandatory seatbelts fitted on vehicles carrying primary pupils in 2018, and for those transporting secondary pupils in 2021. Transport Scotland has continued to provide funding for a spectrum of partner organisations to facilitate road safety projects contributing to the agreed Framework outcomes. In addition, the average speed camera system on the A9 continues to show a marked, and sustained, improvement in driver behaviour, coupled with a reduction in casualties and collisions. The outcomes delivered on the A9 gives us confidence that the average speed camera system on the A90, to go-live in the Autumn between Dundee and Stonehaven, will be just as successful. On a local level, the City of Edinburgh Council continues its city-wide rollout of 20mph speed limits and zones in line with the Scottish Government's Good Practice Guide on 20mph speed restrictions.

Reported Road Casualties Scotland 2015 was published in October 2016, with casualty figures the lowest since records began in 1950. However, we must remain vigilant and not become complacent. To ensure continued delivery in going forward to 2020, the realignment of key Priority Focus Areas and underlying outcomes will enable a refocusing – and indeed a re-doubling – of efforts. This will allow us to maintain the long-term downward trends towards our road casualty reduction targets.

We can only save lives by working together. This Annual Report will highlight the collaborative efforts of the Scottish Government and its partners, whose constant efforts strive to make our roads safer.

A handwritten signature in black ink, reading 'H. Yousaf'.

Humza Yousaf MSP
Minister for Transport and the Islands

OVERVIEW

[Scotland's Road Safety Framework to 2020](#) (the Framework), published in 2009, sets out Scotland's road safety vision, outlining a set of targets and commitments (96 in total) for reducing road deaths and serious injuries to 2020.

The Framework set deliberately challenging road safety targets, with road deaths separated from serious injuries to achieve significant casualty reductions in four distinct areas:

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 2015

TARGET	2004-2008 Average	Reported Road Casualties 2015	2015 Milestones	2020 Targets
Fatalities	292	168 (down 42%)	204 (30% reduction)	175 (40% reduction)
Serious casualties	2,605	1,596 (down 39%)	1,484 (43% reduction)	1,172 (55% reduction)
Child fatalities	15	7 ¹ (down 57%)	10 (35% reduction)	8 (50% reduction)
Serious child casualties	325	139 (down 57%)	163 (50% reduction)	114 (65% reduction)

To meet these targets, the Framework set out numerous priority areas, each with their own commitments, established via the five road safety E's: engineering, enforcement, education/training, encouragement/leadership and evaluation/research. This ensured the commitments would be both measurable and attainable, and their achievement signifies the extent of Framework delivery.

A Strategic Partnership Board (SPB) was appointed to make all collective decisions on strategic matters, such as identifying and resolving high-level issues. Board members are responsible for monitoring the progress made towards delivery of the identified overarching outcomes, making key decisions on behalf of their respective organisations and ensuring that these are followed through. The Board is supported by

¹ 2013-15 average.



the Operational Partnership Group (OPG), which monitors and distils information on progress made by the various road safety partners against agreed indicators. Both groups ensure the Framework follows an evidence based, collaborative approach, with Transport Scotland working alongside local government, emergency services and third sector organisations representing different transport modes.

This Annual Report will focus on the major road safety developments of 2016; particularly

the completion of the Framework's [Mid-Term Review](#) (the Review), which was designed to assess the progress made to date in delivering the Framework. The Review also identified three key Priority Focus Areas (PFA), and agreed on the approach adopted to ensure delivery of road safety outcomes up to 2020 and beyond. In support of this, the Strategic Delivery Plan (SDP), outlined on page 14, was developed to align road safety partner activity to our casualty reduction targets and to strive for Vision Zero.

USEFUL LINKS:

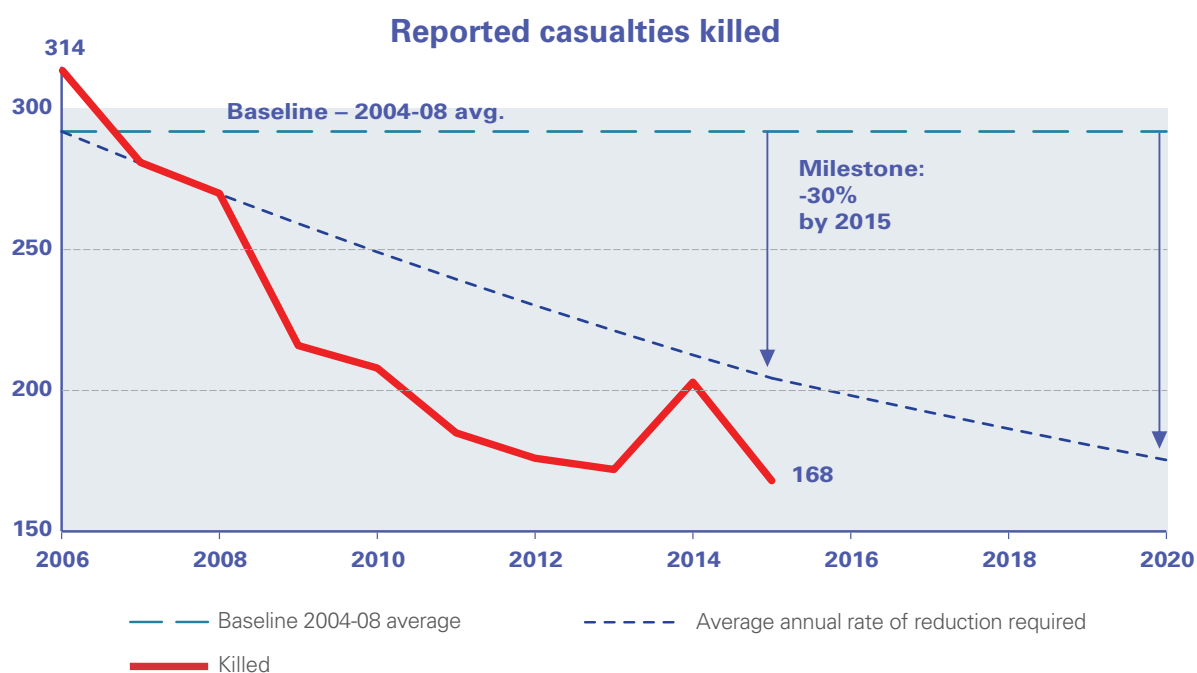
www.gov.scot/Resource/Doc/274654/0082190.pdf

www.transport.gov.scot/media/1416/ts-road-safety-framework-mid-term-review-march-2016.pdf



ROAD CASUALTY REDUCTION FIGURES

[Reported Road Casualties Scotland 2015](#), the latest year for which official statistics are available, continue to track the long-term downward trend towards the Framework Targets. The charts 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 lines exactly.



Target: -40%

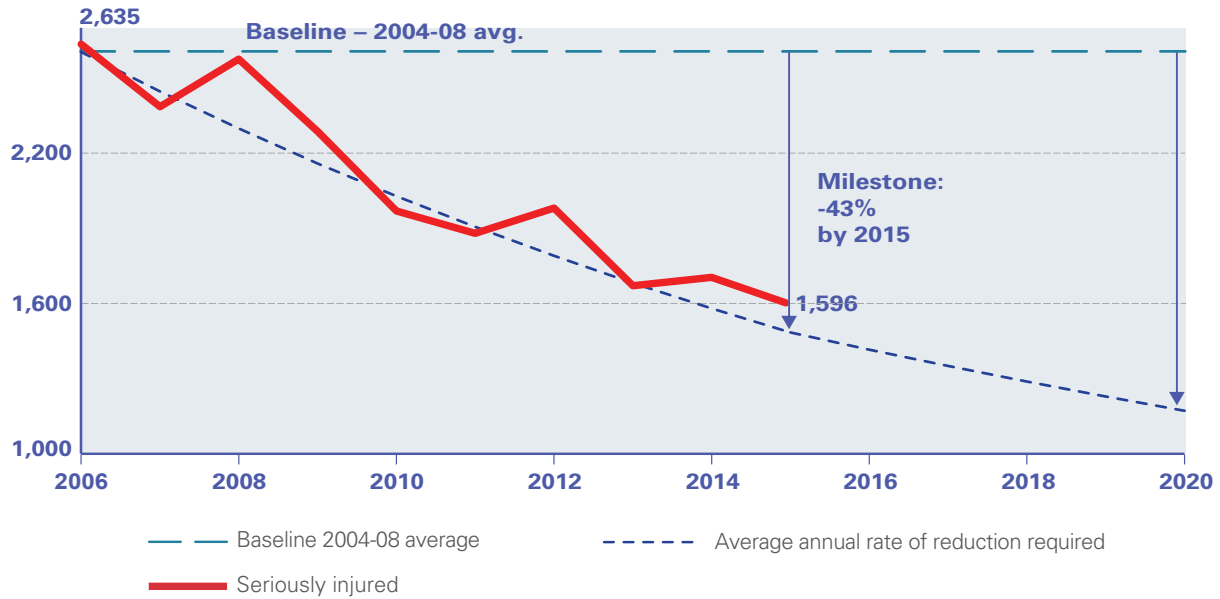
42% (124) below the 2004-2008 average of 292; so the reduction seen to date exceeds the 2015 milestone.

USEFUL LINKS:

www.transport.gov.scot/media/20223/j452722.pdf



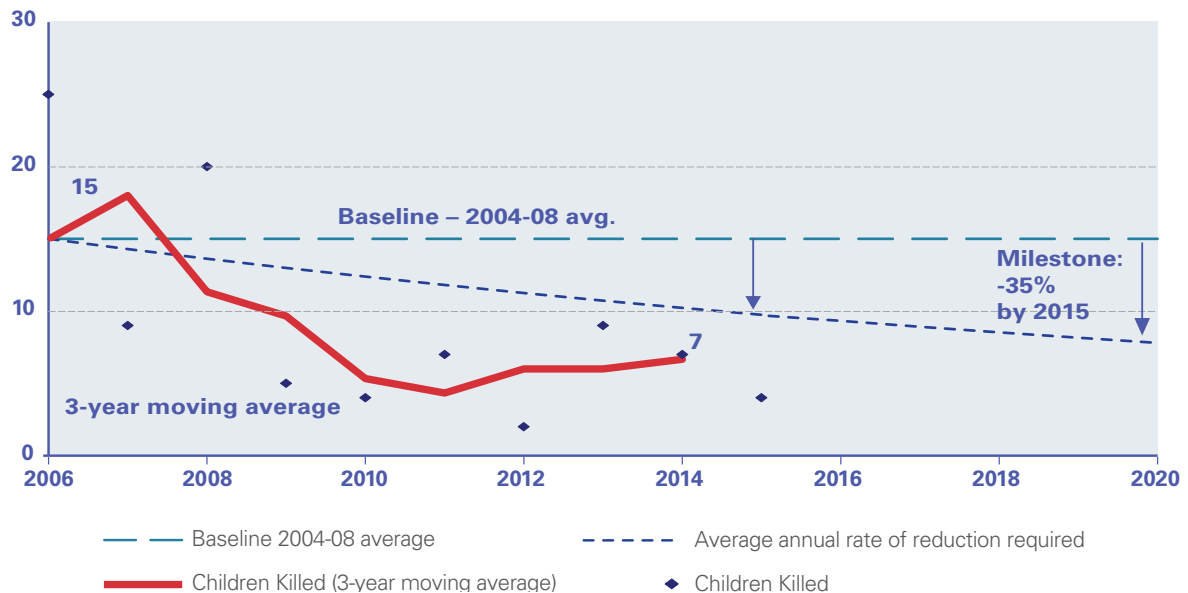
Reported seriously injured casualties



Target: -55%

39% (1,009) below the 2004-2008 average of 2,605. The number of people seriously injured remains above the 2015 milestone but continues a general downward trend.

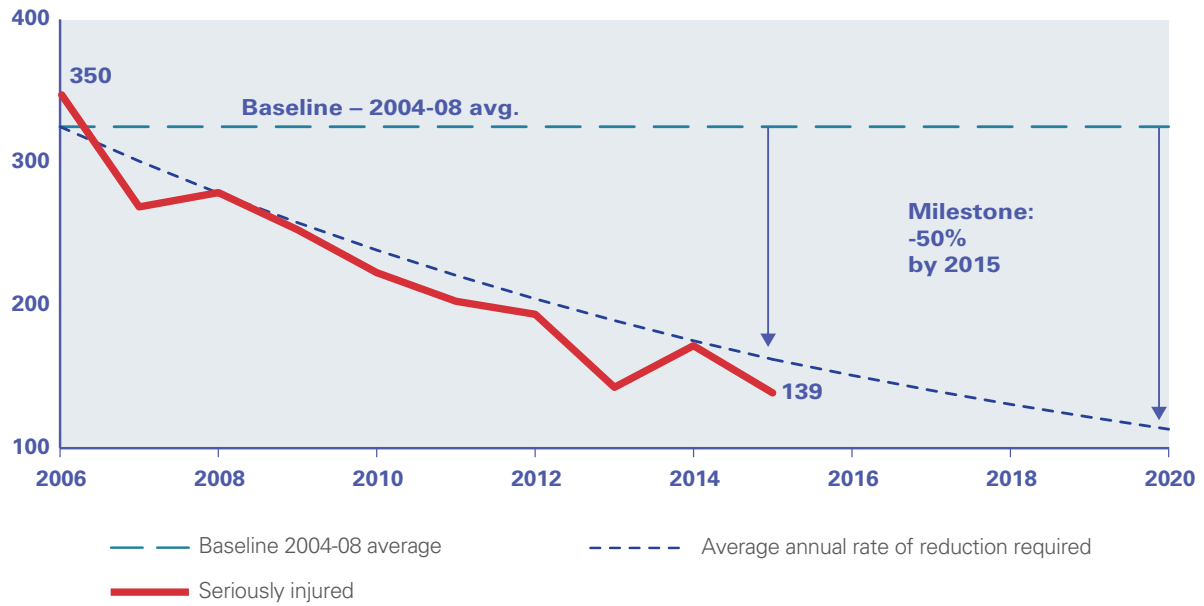
Reported children killed



Target: -50%

4 children were reported as killed in 2015, an average of 7 a year in the 2013-2015 period, 57% (8) below the 2004-2008 average of 15. The level of reduction seen to date exceeded the 2015 milestone and 2020 target of a 50% fall.

Reported child seriously injured casualties



Target: -65%

57% (186) below the 2004-2008 average of 325. The number of children seriously injured exceeded the 2015 milestone and continues a general downward trend.



ROAD SAFETY DATA ANALYSIS

Alongside the yearly official statistics, the Scottish Government also funds the Road Safety Analysis MAST Scotland software licence, to enable road safety partners across Scotland access to this data analysis tool. MAST provides collision data sets and tools for filtering key information, as well as mapping tolls and socio-demographic profiling of people involved in collisions.

In January of this year, survey work was initiated to determine which professionals are using the software and the levels of usage. This work is currently on-going and it is envisioned that free training will subsequently be delivered to partners in order that they may strengthen their knowledge and skills in using MAST to support incident investigation and mitigation.



MID-TERM REVIEW

SPB members and road safety experts held review meetings throughout 2015 to ensure that any output had the agreement, support and co-ownership of a broad range of our delivery partners. The three PFA identified by the review were chosen to support a coordinated re-focussing and redoubling of effort:

Priority Focus Areas	Outcomes
Speed	Speed Motorcyclists
Age	Pre-drivers Drivers aged 17 to 25 Older drivers
Vulnerable road users	Cyclists Pedestrians

The Review further enhanced Framework performance by setting outcomes and indicators specific to the PFA. The outcomes were deemed sufficiently challenging to be in-step with the Framework's ambitious casualty reduction targets, but still attainable by the delivery partners. The SDP and meeting results were presented to – and subsequently approved by – the SPB in March 2016. The Review process ultimately strengthened the identification, monitoring and improvement of key factors affecting road safety to 2020. It was also determined that all relevant information and intelligence would be reviewed regularly to gauge how the Framework performs against the identified and agreed indicators.



An outcomes-based approach to road safety activity is essential in providing qualitative evidence for measuring the outcomes aimed at changing the behaviours and attitudes of road users. The SPB will, through a regular monitoring process, identify where strategic focus on-going activity or resources should be best directed and coordinated by delivery partners to meet the targets.

Priority Commitments

In conducting the Review, it was necessary to account for the progress already made on the existing Framework commitments supporting each of the PFA. This identified gaps in activity that needed to be addressed; for example, some revisions were made to existing commitments, and a new commitment on Elderly Pedestrian Casualties was identified. Key commitments were identified and ranked in terms of their likely impact on reducing casualty numbers in the years to 2020. This will help delivery partners prioritise and coordinate their road safety activities to where the greatest impact can be achieved. Nevertheless, partners are still able to retain the Framework's flexibility, which allows them to offer local solutions to local issues.

To support a range of activity to aid Framework delivery, Ministers maintained the provision of an annual Framework fund from the 2016/17 budget. The SPB agreed at its meeting on 10 March 2016 that the fund would be used to support activities or projects which would contribute to the Framework outcomes identified in the Review. The selected projects are outlined in the framework funding section on page 26.

Safe System

The Review explored the Safe System approach (SSA) to road safety, which recognises that humans as road users are fallible and will make mistakes. SSA also recognises that there are limits to the kinetic energy exchange which humans can tolerate; for example, during the rapid deceleration associated with a crash, before serious injury or death occurs. SSA necessitates that the design of any road system takes account of these errors and vulnerabilities, helping avoid death or serious injury on the road.

The Framework already contains many of the components of SSA. For instance, it aims to reduce road risk by setting intermediate road safety targets for casualty reductions in 2015 and



2020, to systematically help the move towards Vision Zero. However, the Review saw value in formally adopting SSA going forward to 2020, particularly with SSA being the overarching principle behind the SDP.

SSA has also been adopted by the [Strategic Road Safety Plan](#). While local roads are under the jurisdiction of Local Authorities, trunk roads are managed by the Scottish Government – specifically, the Trunk Roads and Bus Operations division of Transport Scotland. The Strategic Road Safety Plan, published in 2007 and revised alongside the Framework Review, sets out how Transport Scotland delivers road safety on the trunk road network.

Framework Governance

Since 2009 the management, monitoring and delivery of the Framework have been jointly

undertaken by both the SPB and OPG. The importance of this collaborative approach was emphasised in 2016 by the strengthening of both groups' governance structure, allowing for a greater fluidity of communication between them, while maintaining a formal structure. Whilst the SPB maintains its overarching strategic responsibilities, membership was streamlined, with existing SPB members with a delivery focus becoming OPG members. In addition, the OPG remit was enhanced to enable it to report more widely on current and recent work programmes for both the respective organisations and on-road safety partners' activities. Therefore, the OPG is primarily responsible for the monitoring, analysis and distillation of evidence and information on activities being undertaken by partners towards the delivery of identified outcomes and underlying commitments. This is then reported to the SPB to assist in shaping and steering strategic direction.

STRATEGIC DELIVERY PLAN

The SDP was designed to align road safety partner activity to our casualty reduction targets and Vision Zero. With SSA as its overarching assumption, the SDP has aligned the PFA outcomes and indicators with the Scottish Government's National Outcomes in order to reduce the number of people killed and seriously injured across Scotland.

SDP Process

In utilising the SDP, delivery partners align their own respective strategic plans to high-level Framework Activity by identifying which Priority Focus Area, and which overarching road safety outcome(s), they will deliver. Activity is developed and delivered using strategic linkages, and gauged through the agreed outcome indicators (adopted for being specific, measurable, achievable, realistic and timely). By measuring the progress towards the 2020 casualty reduction targets, it can establish if the National Outcomes are being realised.

USEFUL LINKS:

www.transport.gov.scot/media/10323/



Strategic Delivery Plan

Overarching Assumption: The Safe System

The Safe System approach recognises that humans as road users are fallible and will make mistakes. There are also limits to the kinetic energy exchange which humans can tolerate (for example, during the rapid deceleration associated with a crash) before serious injury or death occurs. A key part of the Safe System approach requires that the road system be designed to take account of these errors and vulnerabilities so that road users are able to avoid serious injury or death on the road and that interim road safety targets are set to move systematically towards vision zero.

Progress towards vision zero

Inputs	High Level Activity	Priority Focus Areas			Road Safety Targets to 2020
Scottish Government TRBO, SCP, Road Safety Policy, Transport Analytical Services, Community Safety Unit	Priority Framework Commitments Scottish Safety Camera Programme A9 Safety Programme Grant Funding Evaluation Guidance	Overarching Outcomes			<ul style="list-style-type: none">• 40% reduction in people killed• 55% reduction in people seriously injured• 50% reduction in the number of children killed• 65% reduction in the number of seriously injured
		Speed Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers.	Pre-drivers Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.	Cyclists Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness and compliance with road traffic laws and safe practices by all road users.	
		Motorcyclists Improve the safety of motorcycling by reducing levels of motorcycle injury accidents on the road network to support reducing road casualty numbers.	Drivers aged 17 to 25 Increase safer driving behaviours by young drivers after they pass their test.	Pedestrians Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness and compliance with, road traffic laws and safe practices by all road users.	
		Indicators			
		STATS19, RITS, Local Authority, Service Providers & Schools information			
Local Government CoSLA, SCOTS, SOLACE, SCSN					National Outcomes <ul style="list-style-type: none">• We live our lives safe from crime, disorder and danger• We live longer healthier lives• We have tackled the significant inequalities in Scottish society• We realise our full economic potential with more and better employment opportunities for our people• We reduce the local and global environmental impact of our consumption and production• We value and enjoy our built and natural environment and protect it and enhance it for future generations
Emergency Services PS, SFRS, NHSScotland, SAS					
Road Safety Groups MAG, RHA, Living Streets					
Delivery Bodies RSS, Cycling Scotland, RoSPA Scotland	Strategic Linkages National Transport Strategy, Strategic Road Safety Plan, Building Safer Communities Programme Phase II, SG's Climate Change Report on Policies and Proposals (RPP), Police Scotland Road Safety & Crime Strategy, The Scottish Fire and Rescue Service Strategic Plan for 2013-2016, The Town Centre Vision, Community Planning Partnerships, Local Authority Single Outcome Agreements, Scotland's Economic Strategy 2015, NHSScotland Healthcare Quality Strategy 2015, Cycling Action Plan, Scottish Government Active Travel Strategy, The Walking Strategy, Cycling by Design 2010.				
	Risks Local road safety resources, UK Government Spending review and delivery of public services, Change of Scottish Government Administration, Police Scotland and Scottish Fire and Rescue Service capacity and priorities, Governance of Road Safety Framework Strategic Partnership Board.				
					Vision Zero

HIGH-LEVEL ACTIVITY

2016 saw Scotland's Road Safety partners continue 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, and are bolstered by on-going activity which contributes towards Scotland's long-term road safety casualty reduction targets. A snapshot of activities undertaken in 2016 across partner organisations to meet the commitments is shown below, together with each partner's strategic plan.

SCOTTISH GOVERNMENT

Strategic Road Safety (SRS) – Trunk Roads

Strategic plan	Strategic Road Safety Plan
Summary	<p>The SRS team will continue to monitor the safety performance of the trunk road network. SRS will develop a comprehensive road safety programme and implement various strategies and initiatives to support the achievement of the Scottish Ministers 2020 casualty reduction targets.</p> <p>Following the publication of the SRSP there will be a particular focus on delivering a safe system approach with strategies and initiatives to specifically address vulnerable road user accidents.</p>
Specific activity for 2016/17	Refresh of Strategic Road Safety Plan launched in 2016.

Scottish Safety Camera Programme

Strategic plan	Scottish Safety Camera Programme Handbook 2015
Summary	The Programme Team will continue to manage the Programme and its performance, evaluating and benchmarking Unit enforcement activity on a national basis. Alongside on-going assessment of the new performance management arrangements, the Team will support implementation of the new site prioritisation process, and consider the Programme's operational infrastructure and opportunities for best practice and innovative solutions.
Specific activity for 2016/17	<p>Completion of the £1m A77 Average Speed Camera technology upgrade, safeguarding improved road safety performance on the route.</p> <p>Application of revised site prioritisation process, with sites implemented/decommissioned from Summer 2016.</p> <p>Introduction of agreed performance management arrangements.</p>

Road Safety Policy

Strategic plan	Scotland's Road Safety Framework to 2020
Summary	The Road Safety Policy team will seek to work collaboratively with partners to help them deliver the specific commitments contained within the Strategic Delivery Plan. We will work with the Board to prioritise spending under the Framework Fund which will see us work with colleagues in Transport Scotland Analytical Services to commission specific research identified through the Review, and will direct funding to activity aligned with the key priorities areas, as identified by the Board.
Specific activity for 2016/17	<p>Commission specific research on issues identified through commitments on alcohol and pedestrians and elderly pedestrians.</p> <p>Support SCOTS collate data on local authorities reviews of speed limits and the introduction of 20 mph limits and zones.</p> <p>Convene a sub group of stakeholders to consider incentivisation of pre- and post-test learning.</p>

Road Safety Scotland (RSS)

Strategic plan	Scotland's Road Safety Framework to 2020
Summary	<p>RSS will continue delivering on the relevant commitments within the Framework, aligning educational and publicity activity to priority areas and seek other opportunities, such as national events, exhibitions and conferences to promote the aspirations of the Road Safety Framework and, in particular, the three PFA.</p> <p>RSS will maintain the production and distribution of its suite of resources linked to Curriculum for Excellence, to ensure that, throughout a young person's formal education, there are high-quality, age-appropriate road safety learning resources. Provision for Early Years all the way up to late teens seeks to initiate a lifelong learning approach to road safety when they are Vulnerable Road Users, through the Pre-Driver period and Young Driver period.</p>
Specific activity for 2016/17	<p>RSS will run two distinct social marketing campaigns addressing inappropriate speed in both rural and urban settings. The latter will focus on protecting vulnerable road users of all ages in the built-up environment.</p> <p>RSS will work with partners to ensure that there is high-quality information available to address the issues which Older Drivers face.</p> <p>Based on the learning's from the Live Fast Die Old campaign, RSS will continue to work with Police Scotland to address the issues which lead to fatal and serious accidents among Motorcyclists.</p>

Crown Office and Procurator Fiscal Service (COPFS)

Strategic plan	Crown Office and Procurator Fiscal Service Strategic Plan 2015-18
Summary	COPFS are happy to consider any proposed road traffic diversion schemes if they are shown to improve road traffic safety.
Specific activity for 2016/17	COPFS will work with partner agencies to assess the suitability of proposed road traffic diversion schemes.

NATIONAL AGENCIES

Police Scotland (PS)

Strategic plan	Road Safety and Road Crime Strategy 2015 to 2018
Summary	<p>Road Safety and Road Crime are priorities for Police Scotland. The Strategic Intention “to influence road user behaviour and make Scotland’s road safer” is informed by this priority and the Scottish Governments Road Safety Framework, which has set targets for reductions in casualties by 2020.</p> <p>The Strategic Intention informs our two Strategic Priorities:</p> <ul style="list-style-type: none">• To reduce road casualties; and• To reduce road crime and positively impact on the use of roads by criminals. <p>Our priorities are further defined by the following objectives:</p> <ul style="list-style-type: none">• Effective patrolling of the roads;• Improve road user behaviour;• Detect & deter road crime; and• Tackle anti-social use of the roads.
Specific activity for 2016/17	<p>Police Scotland will identify patrol patterns targeting at risk roads focussing on locations with a higher risk in terms of speed, age and vulnerability.</p> <p>Police Scotland has produced a National Calendar of Road Safety Activity 2016/17. Activity includes campaigns addressing Drink/Drug Driving, Speed and Vulnerable Road Users.</p> <p>Within the Calendar, Police Scotland will also undertake a seasonal campaign “Operation Zenith”, to promote safe and responsible motorcycling.</p>

Scottish Fire and Rescue Services (SFRS)

Strategic plan	The Scottish Fire and Rescue Strategic Plan for 2013 to 2016
Summary	<p>SFRS continues to maintain a strategic commitment to the Road Safety Framework through the National Fire and Rescue Framework, the SFRS Strategic Plan and where appropriate, within Local Authority level 'Local Fire Plans'. This strategic commitment ensures a focussed and maintained approach to improving road safety through the delivery of national prevention campaigns, underpinned by local early intervention activities and initiatives, many of which are designed and delivered collaboratively with various key partners.</p> <p>As part of this review, SFRS actively participated in each of the PFA, leading the 'Pre-drivers, Drivers 17 to 25 & Older Drivers' work stream. SFRS have therefore positively contributed towards the creation and agreement of the additional priority area outcomes and indicators. In contributing and shaping the Review the SFRS have reinforced its commitment to support the achievement of improving the agreed outcomes.</p>
Specific activity for 2016/17	<p>SFRS will seek to enhance existing partnership working arrangements with key stakeholders at both a national and local level.</p> <p>SFRS will also explore opportunities to diversify its partnership working arrangements, road safety campaigns and initiatives, particularly in relation to the specific PFA identified through this review.</p> <p>SFRS will also seek to improve workforce competence in road safety matters in order to add additional value to this agenda.</p>

National Health Services (NHS) Scotland

Strategic plan	NHSScotland 2020 vision
Summary	<p>NHSScotland is committed to deliver the Scottish Government's 2020 Vision. This will ensure more people can live longer, healthier lives, with services delivered at home or closer to home in local communities. Protecting and improving children's health as well as avoiding accidents and injury for all are key elements of this strategy.</p> <p>We will continue to work closely with Community Planning Partnerships, Integration Boards and all our partner Agencies, including the third sector, to protect and improve population health and wellbeing. This will align closely with the overarching outcomes identified in the Road Safety framework mid-term review and contribute to their delivery. In so doing, the NHS 2020 Vision will contribute towards the Framework's Vision Zero.</p>
Specific activity for 2016/17	-

Scottish Ambulance Service (SAS)

Strategic plan	The Scottish Ambulance Service Towards 2020: Taking Care to the Patient
Summary	The Scottish Ambulance Service 2020 strategy describes how it plans to strengthen existing partnerships and in the context of the Road Safety Framework.
Specific activity for 2016/17	SAS has pledged its continued support to pre-driver educational initiatives such as Safe Drive Stay Alive (SDSA) in local communities across Scotland.

LOCAL GOVERNMENT

The Convention of Scottish Local Authorities (COSLA)

Strategic plan	Scotland's Road Safety Framework to 2020
Summary	<p>COSLA continues to engage through its strategic role as a road safety partner in the implementation of the Road Safety framework. We also committed to seeking a full review of the National Transport Strategy and also in continuing to work with Police Scotland to progress their Road Safety Strategic Priority.</p> <p>COSLA member councils have also continued this year to investigate the opportunities for greater collaboration on roads maintenance and management of the Scottish road network to continuously improve physical condition, continuing to progress and implement action around the National Walking Strategy and to engage in the wider community safety work through our involvement in the Building Safer Communities Phase 2 programme with Scottish Government.</p>
Specific activity for 2016/17	COSLA and member councils continue to politically support to speed awareness educational initiatives of all sectors of the population in local communities across Scotland.

The Society of Local Authority Chief Executives and Senior Managers (SOLACE)

Strategic plan	Scotland's Road Safety Framework to 2020 & Single Outcome Agreements
Summary	SOLACE is a representative body for chief executives and senior managers in local authorities. It provides linkages and support to COSLA and to professional bodies of functions within local government. It can influence the work of local authorities and community planning partnerships.
Specific activity for 2016/17	SOLACE will continue to encourage local authority services and community planning partners to support work that contributes towards the outcomes in the three PFA, whilst taking account of local circumstances.

The Society of Chief Officers of Transportation in Scotland (SCOTS)

Strategic plan	SCOTS Business Plan 2015 to 2016
Summary	SCOTS supports the identification of the three PFA and agrees that the maximum impact on overall casualty reduction towards the 2020 targets can be achieved by concentrating on them. It acknowledges that to achieve the identified outcomes will require the involvement of all Road Safety Delivery Partners. Therefore, SCOTS will support initiatives, appropriate to its sphere of influence, that contribute to achieving the outcomes of the review in each of the three priority focus areas.
Specific activity for 2016/17	Working with the Road Safety Policy team SCOTS will look to collate data on local authorities' reviews of speed limits and the introduction of 20 mph limits and zones.

Glasgow City Council (GCC)

Strategic plan	-
Summary	GCC will provide a full programme of road safety education for every child in Glasgow which includes on road cycle training.
Specific activity for 2016/17	<p>GCC will continue to expand 20mph zones and limits, including to Glasgow city centre.</p> <p>The Go Safe Glasgow road safety partnership will provide local campaigns focused on pedestrians, older road users, cyclists, those who drive at work and younger drivers.</p> <p>Go Safe Glasgow will also target a range of poor road user behaviours, including speeding.</p> <p>Go Safe Glasgow will encourage and support research into road safety and the older road user and road safety in deprived communities.</p>

City of Edinburgh Council

Strategic plan	-
Summary	The City of Edinburgh Council will seek to reach agreement through the Streets Ahead Road Safety in Edinburgh partnership (key partners: Police Scotland, Scottish Fire and Rescue Service, and NHS Lothian) to focus future road safety activities to these core groups. Thereafter, the approval of the Council's Transport and Environment Committee will be required later in 2016.
Specific activity for 2016/17	<p>The start of the citywide rollout of 20mph speed limits.</p> <p>The annual Edinburgh Young Driver event targeted at over 2000 secondary pupils across the city will proceed as per previous years.</p> <p>Continuation of the School Streets pilot, which is trialling vehicle restrictions at school start and end times outside eight primary schools.</p> <p>'Drive Safe, Cycle Safe' campaigns to reduce the number of cyclist casualties.</p> <p>Development of a pedestrian safety action plan.</p>

ROAD USER GROUPS

Motorcycle Action Group (MAG)

Strategic plan	-
Summary	MAG Scotland will work with the Scottish Government, Local Authorities and other partners to ensure that proper consideration of the needs and vulnerabilities of riders is given, to fully integrate motorcycles and scooters into the transport mix helping to reduce casualty rates and realise the benefits that this mode can provide.
Specific activity for 2016/17	MAG Scotland will look to promote its Pathways to Progress presentation to Local Authorities and will endeavour to assist in the updating of "Motorcycling in Scotland" Guidance for ROAD Authorities in Scotland published by the then Scottish Executive in July 2007.

Road Haulage Association Scotland (RHA)

Strategic plan	-
Summary	<p>Scotland's roads play an absolutely essential role in sustaining the Scottish economy and attracting new investment. However, the responsibility for improving and maintaining high safety standards needs a collaborative approach from all road users; pedestrians, cyclists, motorists and drivers of heavy goods vehicles.</p> <p>The RHA and its members recognise the major role that the road haulage industry and its drivers will play in further developing the safety culture of the Scottish road network.</p>
Specific activity for 2016/17	-

THIRD SECTOR

IAM RoadSmart

Strategic plan	-
Summary	<p>The IAM RoadSmart continues to provide a range of post-test driver and rider training courses across Scotland through its network of local IAM RoadSmart groups.</p> <p>The IAM RoadSmart is investing in a new brand in 2016 to attract younger drivers and riders, a new website and a new suite of products which include modules to deliver shorter and more attractive training options for busy people.</p> <p>RoSPA's Mission Statement is 'to save lives and reduce injuries'. ROSPA Scotland is committed to casualty reduction and progressing all the Framework commitments. RoSPA Scotland supports the need for review and the resultant change in focus of priorities.</p>
Specific activity for 2016/17	<p>The IAM RoadSmart are eager to be involved in the delivery of Operation Zenith and to provide an alternative to Bike Safe.</p> <p>The IAM RoadSmart will seek to deliver a range of courses aimed at improving young drivers' capability.</p> <p>The IAM RoadSmart offer mature driver assessments which seek to reassure drivers of their capability as they grow older.</p>

Royal Society for the Prevention of Accidents (RoSPA) Scotland

Strategic plan	-
Summary	<p>RoSPA Scotland are in a position to influence change and deliver at policy level in relation to a number of the proposed outcomes and already deliver through their Managing Occupational Road Risk (MORR) work and in mainstream road safety work in all three priority focus areas.</p> <p>Young drivers are a priority area for RoSPA and they have recently launched an older drivers' website.</p> <p>Improving Safety for All People Cycling through Education, Encouragement and Engineering and promoting enforcement.</p>
Specific activity for 2016/17	<p>Work on a full evaluation of the Scottish Qualifications Authority Road Safety Qualification to ensure it remains fit for purpose and aligns with new Framework priority areas.</p> <p>Focus and align MORR and Scottish Occupational Road Safety Alliance (ScORSA) activity with Framework priority areas.</p>

Cycling Scotland

Strategic plan	Cycling Action Plan for Scotland & National Transport Strategy
Summary	-
Specific activity for 2016/17	<p>Cycling Scotland will roll out programmes across Scotland including the following four key programmes to improve safety for people cycling:</p> <ul style="list-style-type: none"> • Bikeability Scotland delivers an essential life skill: the ability to ride a bike easily, safely and confidently. Our ambition is for every child in Scotland to have the opportunity to learn to cycle safely and confidently on-road by primary 7; • The Adult Cycle Training programme will increase the availability and uptake of cycle training, educational resources and lead rides for adults getting back on their bike and at key life transition stages; • Give Everyone Cycle Space is the road safety awareness campaign to encourage people to give sufficient space while overtaking bikes, linked to behaviour change initiatives to get more people cycling; • Practical Cycle Awareness Training for Drivers of HGV and buses increases understanding of cycling behaviour to tackle risks to people cycling and complements cycle training; and • Cycling Scotland will work with key partners, especially Local Authorities and Police Scotland to improve safety for people cycling via education, encouragement, engineering, enforcement and evaluation.

Living Streets Scotland

Strategic plan	Let's Get Scotland Walking: The National Walking Strategy Action Plan 2016 - 2016
Summary	Living Streets Scotland continues to encourage local authorities and communities to implement measures that make walking safer and more convenient.
Specific activity for 2016/17	<p>Promote safe walking to school in partnership with Scottish Government & Paths for All.</p> <p>Encourage and support councils rolling out 20mph limits across urban areas.</p> <p>Support communities using street audits to identify safety.</p>

PRIORITY FOCUS AREAS: FRAMEWORK FUNDING

Below are the various activities/projects which received grants from the Framework fund to fulfil the seven outcomes identified for the three PFA. Some activities cover more than one outcome, demonstrating how road safety initiatives tend to be interconnected, with improvements in one area potentially leading to improvements in another.

SPEED

Speed

Outcome

Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers.

Indicators

The number of injury accidents where at least one of the two "speed" contributory factors are recorded.

Positive behavioural or attitudinal trends in drivers including driving at appropriate speeds and awareness and understanding of speed limits and what they mean.

Commitment

RSF 74: Encourage local authorities to introduce 20mph zones or limits in residential areas and areas of towns or cities with a high volume of pedestrians and cyclists as set out in the 2015 Good Practice guide on 20mph Speed restrictions.

Activity

Living Streets Scotland's project will include action-based research to demonstrate how greater support for 20mph speed limits might be secured at a local level. Support will be provided to communities and local authorities to increase the number, and more effective delivery, of 20mph schemes. The introduction of such schemes will contribute to both the Speed and Pedestrian outcomes. The project will adopt a strong partnership approach by engaging with a wide range of stakeholders to identify areas where greater promotional activity could positively influence the roll-out of 20 mph limits. This project is designed to build community ownership, increasing the level of community support to positively influence behaviour change and compliance.

Motorcyclists

Outcome

Improve the safety of motorcycling by reducing levels of motor cycle injury accidents on the road network to support reducing road casualty numbers.

Indicator

Number of motorcyclists involved in injury accidents, including those where vehicles hit objects off the carriageway.

Commitment

RSF 76: Provide support for motorcyclists; for example, through advanced rider training schemes and raise awareness of bad or dangerous riding behaviour, through safety awareness initiatives such as Operation Zenith.

Activity

Argyll and Bute Council, in partnership with North Ayrshire Council and INDMedia, will publish Scottish Biker magazine (both in hard-copy and electronically) and develop a dedicated motorcycle website. The project's goal is for motorcyclists to utilise the information, knowledge and advice offered to positively affect their rider skills and behaviours, and consequently reduce motorcyclist casualty rates.

AGE

Pre-drivers

Outcome

Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.

Indicators

Number of secondary school or college pupils receiving interactive pre-driver educational intervention.

Number of people completing the Scottish Qualifications Authority safe road user award or other accredited assessment or training.

Commitment

RSF 79: Seek to influence young people's attitudes to road safety and future driving behaviour before they get behind the wheel and investigate the usage and delivery by schools of pre-driver educational intervention and event training resources such as and including "Get into Gear" in supporting their effectiveness.

Activity

Police Scotland will work collaboratively with Scottish Borders Council, the Scottish Fire and Rescue Service and IAM RoadSmart to deliver three sub-projects. These are aimed at improving knowledge, skills, attitudes and behaviours by delivering awareness raising and training opportunities for those drivers most at risk of injury related accidents. This will contribute to all three Age related Outcomes and the projects aim to reduce the number of children, young drivers and older drivers killed or seriously injured, and contribute directly to Scottish Borders Council's Safer Communities Action Plan. Each project will include a specific range of learning and training programmes suited to their respective age group. This will enable drivers to develop their knowledge and skills, together with identifying and reducing risk taking behaviours.

Drivers aged 17 to 25

Outcome

Increase safer driving behaviours by young drivers after they pass their test.

Indicators

The proportion of drivers aged 17-25 involved in injury accidents.

Number of risk behaviours undertaken by drivers aged 17 to 25 whilst driving in the preceding 12 months.

Commitment

RSF 09: Continue to look for innovative ways to target younger drivers with appropriate messages, including effective social media platforms, about safe driving to increase their awareness and understanding of their vulnerability and the dangers they face due to age and inexperience.

Activity

See pre-driver and cyclist activities.

Older drivers

Outcome

Increase awareness and knowledge capability of older drivers and their families to make informed choices about safe driving.

Indicators

The proportion and number of drivers aged 65 and older involved in injury accidents.

Number of risk behaviours undertaken by drivers aged 65 and older whilst driving in the preceding 12 months.

Commitment

RSF 83: Support initiatives to raise awareness amongst older drivers and their families, of their vulnerability and ways in which they can address this in order to make informed choices about safe driving.

Activity

See pre-driver activity.

VULNERABLE ROAD USERS

Cyclists

Outcome

Reduce the number of cyclist casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.

Indicators

Number of cyclists involved in injury accidents across both the built-up and non-built-up road network.

Number of cyclists and all other road users displaying positive attitudes towards each other.

Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months.

Commitment

RSF 27: Ensure that all road users receive appropriate education and training to encourage safer cycling in the road environment, including journeys to and from school and in residential areas.

Activity

Cycling Scotland will provide early intervention by incentivising young and learner drivers to undertake vulnerable road-user awareness training, including Practical Cycle Awareness Training. The training will be delivered over six months to enable the delivery of a range of educational material. A part-time coordinator will be resourced to manage affiliations with local partners and authorities, administer courses, and support development and external accreditation of local authority led training programmes over a 12-month period. Their role will support the partnership approach and oversee training delivery to encourage awareness of pre-driver attitudes and behaviours.



Pedestrians

Outcome

Reduce the number of pedestrian casualties through good design, appropriate speed management, high awareness of and compliance with road traffic laws and safe practices by all road users.

Indicators

Number of pedestrians involved in injury accidents across both the built-up and non-built-up road network.

Number of risk and distraction behaviours undertaken by drivers whilst driving in the preceding 12 months.

Commitment

RSF 74: Encourage local authorities to introduce 20 mph zones or limits in residential areas and areas of towns or cities with a high volume of pedestrians and cyclists as set out in the 2015 Good Practice Guide on 20 mph Speed Restrictions.

Activity

See speed activity.

PRIORITY FOCUS AREAS: FURTHER ACTIVITY

Alongside the Framework funded activities, PFA were further supported by a number of other projects. For the sake of brevity, the commitments, outcomes and indicators have not been reiterated below.

SPEED

Speed

20mph speed restrictions

The Scottish Government is committed to reducing risk on Scotland's roads and recognises the impact of vehicle speed. Originally produced in January 2015 in conjunction with the Society of Chief Officers of Transportation in Scotland (SCOTS), the [Good Practice Guide on 20mph speed restrictions](#) was updated in 2016. 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 where there is a significant volume of pedestrian and/or cyclist activity.

In conjunction with SCOTS, Transport Scotland issued a survey to local authorities in June 2016 to ascertain what actions have been taken as a result of the 2012 speed limit review, and the extent to which Local Authorities have introduced 20mph limits or zones. The overwhelming majority of Local Authorities had implemented some speed limit changes, with eight having carried out a major/extensive implementation of 20mph zones or limits. For example, in 2016, Edinburgh City Council initiated the rollout of a city-wide 20mph scheme with an expected completion date of 2018.

A9 Average Speed Cameras

The [A9 average speed camera system](#) went live in October 2014 and the improvements in driver behaviour recorded following its introduction were maintained throughout 2016. The November 2016 data monitoring and analysis report shows sustained improvements in driver behaviour and a corresponding fall in collisions and casualties when compared to the baseline data. The report indicates that, based on a 12 month rolling average:

- The number of fatal casualties between Dunblane and Inverness is down by almost 43% compared to the baseline average.



- The number of ‘fatal and serious’ collisions between Dunblane and Inverness overall is down by almost 45%, with fatal and serious casualties down by almost 63%.
- There have been no fatal collisions between Dunblane and Perth with the number of serious collisions down by over 60% and serious casualties down by over 47%.
- The number of ‘fatal and serious’ collisions between Perth and Inverness is down by over 33%, with fatal and serious casualties down by 59%.
- The number of serious injury casualties between Perth and Inverness is down by almost 69%.
- The overall number of casualties of all classes between Dunblane and Inverness is down by 45%.
- The significantly reduced number of vehicles exceeding the speed limit continues to be sustained.
- The number of vehicles detected by the average speed camera system which were considered by Police Scotland for further action has remained constant at an extremely low average level of slightly more than 12 per day (less than 0.03% of the overall volume of vehicles using the route).
- The journey time variation from the established baseline between Perth and Inverness has remained consistent and within the projected estimated range.
- An average speed camera system will go live in the Autumn on the A90 between Dundee and Stonehaven. Replacing the existing fixed and mobile camera enforcement, we can expect the system to realise a similar range of improvements in reducing casualties and improving driver behaviour.

Road Safety Scotland

Around 55% of road deaths in Scotland take place on country roads, with driving too fast for the conditions being the most common cause. [Road Safety Scotland](#) (RSS) re-ran its “Don’t Miss What’s Round the Corner” campaign, whose message entails watching your speed on country roads.

Motorcyclists

Road Safety Scotland

In 2015, the “Live Fast Die Old” social media campaign was launched to target the 40-49 year old bikers who, at the time, accounted for 30% of bikers killed or seriously injured. Originally, the focus was on losing control on left-hand bends – the main manoeuvre which features in fatalities among older drivers – and last year saw the addition of overtaking.

USEFUL LINKS:

www.transport.gov.scot/media/38640/20-mph-good-practice-guide-update-version-2-28-june-2016.pdf
<http://a9road.info/safety-statistics/safety-cameras/>
www.roadsafetyscotland.org.uk/



Pre-drivers

Road Safety Scotland

The evaluation of the “Go Safe with Ziggy” resource was carried out in 2016. The report concluded that the resource is fit-for-purpose as an early years road safety learning tool. Some minor adjustments to the ordering and distributing process may maximise uptake and reach, and a working group has been set up to take the recommendations forward.

The booklet *Road Safety within Curriculum for Excellence* provides teachers with a quick and easy reference to RSS resources and how these link with Curriculum for Excellence experiences and outcomes. The 2016-17 booklet was refreshed and distributed to all educational establishments across Scotland in November 2016.

In the 2015-16 school year, the theatre-in-education programme delivered 341 performances to a total audience of 23,741 across Scotland.

RSS promoted its learning resources at annual events, including the Scottish Learning Festival, Children in Scotland Conference and Scottish Book Trust Bookbug Conference. A review of RSS educational resources was initiated and findings will be available in 2017.

Transport Research Laboratory

The project, which began in 2016, will be completed in early 2017. It seeks to obtain a better understanding of how pre-driver interventions in Scotland are contributing to the Road Safety Framework overarching pre-driver outcome to improve road safety knowledge, positive attitudes and safer behaviours before individuals start driving. It also aims to inform future direction, investment and delivery of pre-driver interventions across Scotland. More specifically, Transport Research Laboratory intends to:

- Establish the prevalence of pre-driver interventions across Scotland.
- Understand the approaches taken and assumed mechanisms of effect for improving safety.
- Assess whether pre-driver interventions in Scotland meet good-practice conditions for maximising the likelihood to improve road safety (for example, via influencing known risk factors) and whether these are evaluated (and in what form).
- Identify examples of good-practice and provide recommendations for the development of a value driven, outcome based pre-driver intervention.
- Make recommendations for how to encourage evaluation of interventions.

Drivers aged 17 to 25 and older drivers

Royal Society for the Prevention of Accidents Scotland

The Royal Society for the Prevention of Accidents Scotland (RoSPA Scotland) received funding to oversee and support a Steering Group tasked with managing and delivering Scottish Occupational Road Safety Alliance (ScORSA) activity. ScORSA's aim is to raise awareness of managing occupational road risk and to promote occupational road safety within Scotland through promoting the positive benefits of risk management. The funding will also ensure that RoSPA will continue to deliver the Scottish Qualifications Authority approved (level 7) qualification for road safety practitioners in Scotland, for which it has been awarded accredited delivery status. ScORSA activity covers a wide variety of areas, including younger and older drivers. For example, the ScORSA newsletters and information circulars provide information for these drivers, and specific areas of the ScORSA website are being developed to hold information and research on these age groups.

VULNERABLE ROAD USERS

Pedestrians and Cyclists

Road Safety Scotland

A small scale campaign, using the strapline “In town, slow down”, was developed to try and influence drivers to watch out for pedestrians and cyclists in built-up areas. Work also began on developing this into a full social marketing campaign for 2017.



Royal Society for the Prevention of Accidents Scotland

RSS agreed to fund RoSPA Scotland's In Car Safety project. The project aims to fulfil the Framework commitment RSF 17: “Continue to educate and encourage drivers to ensure that children are properly restrained in cars and vans”. Its objective is to provide a requisite training programme for road safety professionals and others (mainly from the public sector) in the legislative and practical aspects of in car safety. RoSPA plans to deliver between 5 and 8 In Car Safety practical workshops throughout Scotland. These will include exhibiting an increased knowledge of legislation and factors impacting on In Car Safety, and demonstrating an ability to fit and advise on the safe fitting of child restraints.

Seatbelts on School buses

In 2016 work commenced on legislation for seat belts to become a legal requirement on all dedicated school transport in Scotland. 2017 is now seeing the Bill being introduced to the Scottish Parliament by Gillian Martin MSP and supported by the Scottish Government. The Bill will make seat belts a legal requirement on all dedicated home-to-school transport provided by local authorities, independent schools and grant-aided schools. It implements a 2016 manifesto commitment following powers devolved via a Scotland Act Order specifically on this issue in 2015 and takes forward the intentions of a former petition before the Scottish Parliament's Public Petitions Committee. Vehicles used for such dedicated school transport include buses, coaches, minibuses and taxis owned by the school authority or, as is more common, provided under contract with private companies. At least 17 councils in Scotland already stipulate seat belts in such contracts, but the Bill will ensure this good practice becomes universal as a matter of law, with the implementation date of 2018 for vehicles carrying primary pupils and 2021 for those transporting secondary pupils.

2020 AND BEYOND

Through the OPG, consideration has been given to what will come after the conclusion of the current Framework. In the coming years partners will need to explore and build an evidence base in order to determine what to include in a new strategic plan that takes us beyond 2020.

The new strategic plan will need to encompass developments and advances in road safety, and also be informed by a broad strategic outlook at both Scottish and UK level. This will include aligning with the Review of the National Transport Strategy, together with the opportunity to take account of wider strategic drivers such as climate change ambitions and the powers that have been devolved to Scotland on speed limits and traffic signs in the Scotland Act 2016. More specifically, technology will form a key part of our thinking in driving forward road safety as we endeavour to bring about even greater casualty reductions in the years past 2020.

One life lost on Scotland's roads is one too many; and the Framework's on-going and aspirational message must remain the same: "Go safe on Scotland's roads, it's everyone's responsibility".

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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