



ROAD SAFETY FRAMEWORK



**ANNUAL REPORT
2017**



CONTENTS:



FOREWORD – **04**



OVERVIEW – **05**



ROAD CASUALTY REDUCTION
FIGURES – **14**



HIGH LEVEL ACTIVITY – **17**



LOCAL AUTHORITY ACTIVITY – **30**

PRIORITY FOCUS AREAS: FRAMEWORK FUNDING – **32**

PRIORITY FOCUS AREAS: FURTHER ACTIVITY – **36**

BEYOND 2020 – **40**

FOREWORD

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



2017 saw a concerted effort to engage with the three Priority Focus Areas determined in 2016 by the Road Safety Framework's mid-term review. The review 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 Annual Report initially provides background information on the Review and the Governance structure of the Road Safety Framework. This is followed by a summary of the Reported Road Casualties Scotland 2016 (published on 11 October 2017) with casualty figures being the lowest since records began in 1950. Nevertheless, it was saddening to see a rise in the 2016 fatality figures, and we commit to working even harder to maintain the long term downward trends towards our road casualty reduction targets.

The main bulk of this report highlights the specific actions taken in light of the Review, which strive to provide tangible evidence on road safety improvement. These include actions taken directly by the Scottish Government, the Framework's governing bodies, partner organisations, local authorities and organisations undertaking activities/projects supported by the Road Safety Framework Fund. All activity is evidence based and, in the case of that funded by the Framework, externally reviewed to determine the extent of its impact on road safety.

The Annual Report concludes with a brief look at the future of road safety in Scotland. The Horizon Scanning section reviews what could merit further exploration, together with any potential influences on the next Framework document.

Finally, I would like to offer my personal thanks to all our road safety partners striving to keep our roads safe. We can only save lives by working together.

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

Humza Yousaf MSP
Minister for Transport and the Islands

OVERVIEW

Road Safety Framework to 2020

[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 REPORTED ROAD SAFETY CASUALTIES

TARGET	2004-2008 Average	2015 Milestones	2015	2016	2020 Targets
Fatalities	292	204 (30% reduction)	168 (down 42%)	191 (down 35%)	175 (40% reduction)
Serious casualties	2,605	1,484 (43% reduction)	1,596 (down 39%)	1,697 (down 35%)	1,172 (55% reduction)
Child fatalities	15	10 (35% reduction)	7 ¹ (down 57%)	8 ² (down 48%)	8 (50% reduction)
Serious child casualties	325	163 (50% reduction)	139 (down 57%)	167 (down 49%)	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 Es: engineering, enforcement, education/training, encouragement/leadership and evaluation/research. This ensured the commitments would be both measurable and achievable, with their attainment indicating the extent of Framework delivery.

USEFUL LINKS:

<http://www.gov.scot/Resource/Doc/274654/0082190.pdf>

¹ 2013-15 average.
² 2014-16 average.

Governing bodies

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 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 (TS) working alongside local authorities (LAs), emergency services and third sector organisations representing different transport modes.

Both the SPB and OPG meet twice a year, with the [Minutes](#) available on the TS website.

Mid-term review

The SPB commissioned an evidence-based [mid-term review](#) (the Review) of the Framework in 2015/16. The Review, which adopted a participatory approach, assessed the progress made since the Framework was published and identified three key Priority Focus Areas (PFA) – speed, age and vulnerable road users – alongside their corresponding outcomes. It was also vital for road safety delivery partners to determine what progress was being made, and for a baseline of the evidence to be established to measure progress towards the 2020 casualty reduction targets. Therefore, the Review also recommended which indicators were to be adopted to track the achievement of the outcomes. These were designed to be specific, measurable, achievable, realistic and timely (see page 7).



USEFUL LINKS:

<https://www.transport.gov.scot/transport-network/roads/road-safety/>

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



OUTCOMES		INDICATORS	
Speed		Speed	
Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers.		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.	
Motorcyclists			
Improve the safety of motorcycling by reducing levels of motor cycle injury accidents on the road network to support reducing road casualty numbers.		Number of motorcyclists involved in injury accidents, including those where vehicles hit objects off the carriageway.	
Age			
Pre-drivers			
Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.		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.	
Drivers aged 17-25			
Increase safer driving behaviours by young drivers after they pass their test.		Proportion of drivers aged 17-25 involved in injury accidents.	
		Number of risk behaviours undertaken by drivers aged 17-25 whilst driving in the preceding 12 months.	
Older drivers			
Increase awareness and knowledge capability of older drivers and their families to make informed choices about safe driving.		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.	
Vulnerable road users			
Cyclists			
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.		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.	
Pedestrians			
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.		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.	

Snapshot of SPB and OPG activities

Literature reviews

In 2017, the OPG conducted two literature reviews. The first on the impact of road safety on disadvantaged communities and Minority Ethnic Groups, and another on road accidents involving pedestrians under the influence of alcohol.

The review determined that numerous studies demonstrate how individuals in less affluent communities are at a higher risk compared to those in more affluent areas. Minority Ethnic Groups have been less well studied. However, early indications show links to the research carried out on less affluent communities implying that, they too, are at a higher risk. Lack of evidence suggests that wider external factors should also be considered, particularly with poor infrastructure in deprived areas being identified as an influencing factor.

The second review outlined that, although casualties involving pedestrians and pedestrians with alcohol are relatively low, this has remained a consistent problem. It was determined that there is a distinct lack of social scientific studies relating to alcohol and pedestrians in Scotland, and interventions should form part of wider road safety programme. This could include reducing vehicle speeds, addressing environmental issues and raising awareness in areas where pedestrians are often influenced by alcohol. The OPG recommended that existing community planning arrangements should be explored to potentially help inform new methods of working with LAs on this issue. It was stressed that alcohol is a “big picture” issue which requires work from many different areas. The OPG acknowledged forthcoming changes in Community Planning via the Community Empowerment Act and the introduction of Local Outcome Improvement Plans, and the need to explore options in maximising the Act’s potential impact towards road safety outcomes.

These reviews will serve as a foundation for further in-depth research in 2018, and influence the writing of the next Road Safety Framework.

Intelligent Speed Assistance

The SPB and OPG are forward thinking bodies and throughout 2017 they investigated numerous alternative road safety avenues, including new technologies such as Intelligent Speed Assistance (ISA). Previously known as Intelligent Speed Adaptation, ISA is a vehicle safety system which uses video camera and speed sign recognition technology – usually combined with speed limit data from a digital map and GPS – to automatically limit a vehicle’s speed to ensure it does not exceed a safe or legally enforced speed. Currently, the digital speed map lacks the accuracy to provide mandatory ISA; however, voluntary ISA has shown some positive results, particularly from European studies. The SPB considered whether voluntary ISA could be fast-tracked in Scotland; for example, by raising its profile to generate demand, and encouraging car owner installation as a matter of course. Alongside monitoring work being carried out in the EU, the following aspects of ISA will be further investigated in 2018:

- Benefits;
- Challenges;
- Legislative barriers;
- Availability; and
- Involvement from, for example, manufacturers, insurance companies and governments.

Review and assessment of pre-driver interventions in Scotland

In 2016, the SPB commissioned the Transport Research Laboratory (TRL) to conduct a study to establish the number of individuals taking part in pre-driver education courses, and determine the extent of their effectiveness. The study was also intended to inform future direction, investment and delivery of pre-driver interventions across Scotland. TRL carried out the following activities as part of its study:

- Updated the literature reviews previously compiled by TRL.
- Contacted all LAs to establish what pre-driver interventions were being carried out and provide an estimate of how many individuals were taking part.
- Set up an expert workshop to examine 12 interventions and associated materials.
- Explored pre-driver off-road driving; for example, The Ripple Effect and Good Egg Young Driver.

[Completed in 2017, TRL's Review and assessment of pre-driver interventions in Scotland has been scrutinised by a sub-committee of the SPB and published in 2018.](#)

One key problem identified was the lack of robust evidence demonstrating that pre-driver interventions are being effective at improving road safety. The reasons for a lack of evidence are numerous. They can largely be summarised as being due to too few evaluations having been conducted – for example, lack of funding and assumption of effectiveness – or inadequate quality – for example, poor design and poor evaluation methods.

The report also highlights another key reason for a lack of evidence for effectiveness, and possibly for a lack of evaluation in the first place: an unreasonable expectation that pre-driver interventions can improve road safety in isolation. Furthermore, the typical length of time a participant is engaged with a pre-driver intervention is not sufficient for any meaningful effect to be realised.

Around two-thirds of Scotland's LA areas were found to run or support some form of pre-driver intervention, with twelve different intervention programmes running across Scotland. None have been demonstrated to be effective at improving safety. It was estimated that approximately 20,000 young people receive some form of pre-driver intervention in Scotland each year, although this is likely to be an underestimate.

Overall key findings indicate that there is currently insufficient evidence to demonstrate effectiveness and no singular approach found to be significantly more or less likely to be effective than the others. The report made ten recommendations (six short term and four long term) ranging from better evaluation, greater targeting of risk factors and implementing behaviour change techniques to the development of a single consistent pre-driver intervention.

USEFUL LINKS:

<https://www.transport.gov.scot/media/41989/pre-driver-review-and-assessment-trl-final-report.pdf>



Recommendations

Long term

1. Use pre-driver interventions to support a road safety framework
2. Develop a consistent pre-driver intervention
3. Set realistic expectations
4. Put road safety into context

Short term

5. Improve evaluation approaches for existing interventions
6. Encourage adoption of behaviour change techniques
7. Encourage targeting of appropriate risk factors
8. Re-design of theatre/demonstration based on interventions
9. Consider theatre/demonstration "plus" guidance
10. Investigate the impact of off-road pre-driver training

Speed awareness courses

The Framework's commitment RSF72 involves considering "if the introduction of a Speed Awareness Scheme focused on speeding would be an appropriate contribution to road safety in Scotland". In Scotland, the decision on whether or not to prosecute an alleged offender is the prerogative of the Lord Advocate, head of the Crown Office and Procurator Fiscal Service. The Lord Advocate has indicated that he would not make a decision on whether to permit speed awareness courses (SAC) in Scotland until the outcome of a three-year evaluative study into SAC commissioned by the Department for Transport (DfT) is known. This report is expected in 2018. With the permission of the Lord Advocate, Police Scotland (PS) is presently carrying out preparatory work to identify practical implementation steps required for the introduction of the courses and are providing the SPB with regular updates.



Strategic delivery plan

The Strategic Delivery Plan (SDP), outlined on page 13, was designed to align all road safety activity to the casualty reduction targets and Vision Zero. With the Safe System as its overarching assumption, the SDP has aligned the PFA outcomes and indicators with the Scottish Government's (SG) National Outcomes in order to reduce the number of people killed and seriously injured across Scotland.

In utilising the SDP, delivery partners align their own respective strategic plans to high level Framework Activity by identifying which PFA, 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. By measuring the progress towards the 2020 casualty reduction targets, it can be established if the National Outcomes are being realised.

Tracking the outcomes and indicators

Both the SPB and OPG maintain an Outcomes Indicator Toolkit (OIT) and a Risk Register (RR). The former was designed for tracking progress on overarching outcomes – and the priority commitments which support them – against the indicators. The RR complements the OIT and monitors and manages Framework progression against current or potential risks to the Strategic Delivery Plan. Information garnered from the OIT and RR assists the Groups in deciding where to focus attention, where funding should be spent, and which areas require further research.



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.

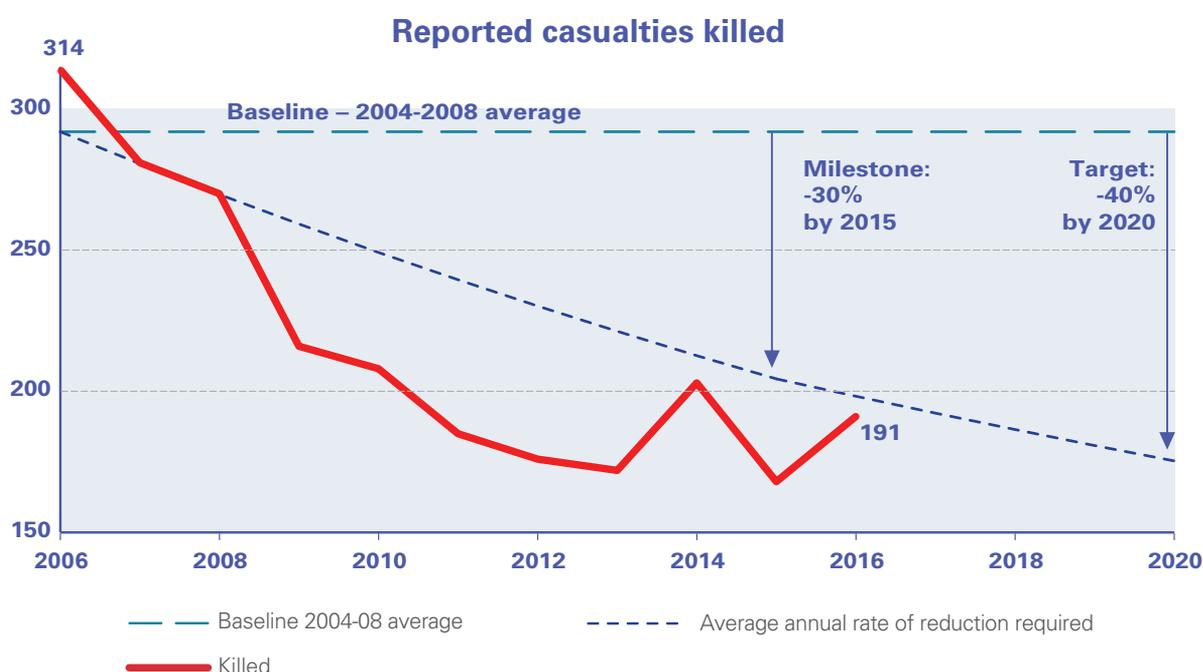
Progress towards Vision Zero

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	Speed Increase the proportion of vehicles travelling at appropriate speeds on Scotland's roads to support reducing road casualty numbers.	<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
Local Government CoSLA, SCOTS, SOLACE, SCSN		Pre-drivers Improve knowledge, positive attitudes and safer behaviours of individuals in relation to road safety before they start driving.	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	Motorcyclists Improve the safety of motorcycling by reducing levels of motorcycle injury accidents on the road network to support reducing road casualty numbers.	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.	
Road Safety Groups MAG, RHA, Living Streets	Older drivers Increase awareness and knowledge capability of older drivers, and their families, to make informed choices about safe driving.	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.	
Delivery Bodies RSS, Cycling Scotland, RoSPA Scotland		Indicators STATS19, RITS, Local Authority, Service Providers & Schools information	
	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), PS Road Safety and 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, PS and Scottish Fire and rescue Service capacity and priorities, Governance of Road Safety Framework Strategic Partnership Board.		

Vision Zero

ROAD CASUALTY REDUCTION FIGURES

[Reported Road Casualties Scotland 2016](#), 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 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%

In 2016, there were 101 (35%) fewer road deaths than the 2004-2008 average of 292; the reduction rate indicates Scotland is on track to meet the 2020 target.

USEFUL LINKS:

<https://www.transport.gov.scot/publication/reported-road-casualties-scotland-2016/>



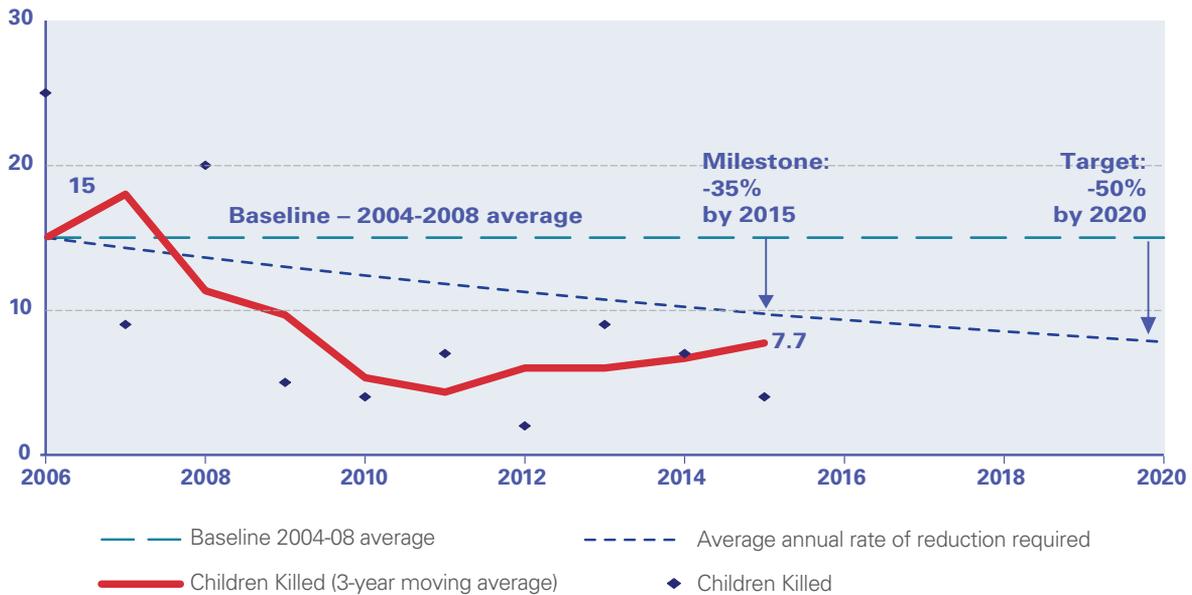
Reported seriously injured casualties



Target: -55%

In 2016, there were 908 (35%) fewer seriously injured casualties than the 2004-2008 average of 2,605. The number of people seriously injured falls short of the 2020 target but continues a general downward trend.

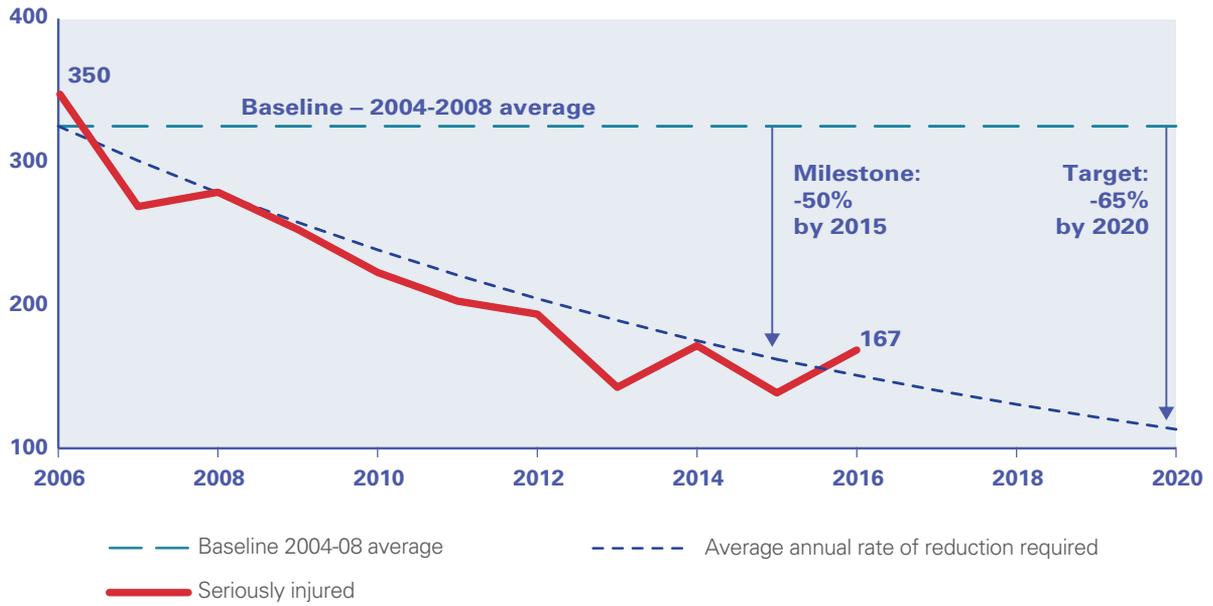
Reported children killed



Target: -50%

12 children were reported as killed in 2016, an average of 8 a year in the 2014-2016 period. There were 7 (48%) fewer deaths compared to the 2004-2008 average of 15. The level of reduction exceeds the 2015 milestone.

Reported child seriously injured casualties



Target: -65%

In 2016, there were 158 (49%) fewer children seriously injured casualties than the 2004-2008 average of 325. The number of children seriously injured exceeded the 2015 milestone and continues a general downward trend.



HIGH LEVEL ACTIVITY

2017 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 2017 across partner organisations to meet the commitments is shown below, together with each partner’s strategic plan.

SCOTTISH GOVERNMENT

Active and Sustainable Travel

Strategic plan	The Active Travel Vision, the Cycle Action Plan for Scotland and the National Walking Strategy.
Summary	Improving safety for all road and path users is a key consideration in all Active and Sustainable Travel (AST) projects and programmes. In terms of AST’s aim to increase the proportion of people walking and cycling, safety (both actual and perceived) is a top priority.
Specific activity for 2017/18³ 	Through Sustrans Community Links and Community Links PLUS infrastructure projects, funded by Transport Scotland, the AST Team has worked in partnership with 45 organisations, mainly LAs, to deliver over 200 projects which provided safer routes for walking and cycling, making Scotland’s towns and cities friendlier and safer places to be, as outlined in our Programme for Government. The AST Team also delivered behaviour change projects including child and adult cycle training, and PS started rolling out the “Close Pass” initiative across Scotland to make the roads safer for cyclists. The SG provided funding for the first large scale e-bike hire scheme in Stirling which will be in place by Autumn 2018. The AST Team also supported projects which encouraged older people to become more active such as “Cycling Without Age”, which launched in April 2018, and for people with disabilities to experience cycling through the projects at Saughton Park in Edinburgh and Freewheel North in Glasgow.

³ Although the Annual Report covers 2017, given that some partner organisations operate over the financial year of 2017/18, some activities were completed in 2017 with others continuing into early 2018. Other activities are on-going and will cover multiple years.

Strategic plan	Scotland's Road Safety Framework to 2020.
Summary	The Road Safety Policy (RSP) team seeks to work collaboratively with partners to help them deliver the specific commitments contained within the Strategic Delivery Plan. RSP works with the SPB to prioritise spending under the Framework Fund which sees RSP work with colleagues in TS Analytical Services to commission specific research identified through the Review, and directs funding to activity aligned with the key priorities areas, as identified by the Board.
Specific activity for 2017/18	<p>RSP continued to provide secretariat support for the SPB and OPG.</p> <p>RSP continued administering the grant funding for the Road Safety Framework.</p> <p>TS policy and legal support was provided for the Seat Belts on School Transport (Scotland) Bill, which progressed through the Scottish Parliament over 2017 following the introduction by Gillian Martin MSP. The legislation will ensure that seat belts become a legal requirement on all dedicated home-to-school transport and vehicles used for educational excursions provided by LAs, 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. Many 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 implementation beginning in Summer 2018.</p>

USEFUL LINKS:

<https://www.transport.gov.scot/our-approach/active-travel/>

<https://www.transport.gov.scot/transport-network/roads/road-safety/>

<http://roadsafetyscotland.org.uk/>

<http://dontriskit.info/>



<p>Strategic plan</p>	<p>Scotland’s Road Safety Framework to 2020.</p>
<p>Summary</p>	<p>Road Safety Scotland (RSS) will continue delivering on the relevant commitments within the Framework, aligning learning and publicity activity to priority areas. RSS will also seek other opportunities such as national events, exhibitions and conferences to promote the aspirations of the Road Safety Framework and, in particular, the three PFAs</p> <p>RSS will maintain the production and distribution of learning 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. The learning resources, early years in particular, also provide advice and support for parents and families. Provision for early years all the way up to late teens seeks to initiate a skills for life approach to road safety when they are vulnerable road users, through the pre-, and young driver period.</p>  <p>In 2017, RSS commissioned an evaluation of four of its key learning resources, the recommendations of which will provide a steer on the way forward in 2018. RSS also began work on bringing all its learning resources into one web-based portal for ease of access and use.</p>
<p>Specific activity for 2017/18</p>	<p>RSS was involved in a number of campaigns in 2017 including:</p> <ul style="list-style-type: none"> • Vulnerable Road Users; • In-Car Safety; • Driver Distraction (A9 specific); • Country Roads; • Drink-Driving; • Motorcycling; and • Initial development of a new Young driver campaign for use in 2018. <p>For further information, see RSS’s Don’t Risk It website.</p> <p>Throughout 2017, RSS promoted its resources and campaigns at a variety of events:</p> <ul style="list-style-type: none"> • Scottish Motorcycle Show; • Scottish Car Show; • Ignition Festival of Motoring; • Scottish Learning Festival; • Scottish Book Trust Conference; and • Children in Scotland Conference.

Scottish Road Safety Camera Programme

Strategic plan	Scottish Safety Camera Programme.
Summary	<p>The Scottish Safety Camera Programme (SSCP) (“the programme”) continued to ensure safety cameras were deployed where they had the greatest potential to reduce injury collisions by supporting the delivery of the annual site prioritisation process. Alongside this, the programme has overseen the performance of the three regional Safety Camera Units, while also considering the Programme’s operational infrastructure and identifying opportunities for best practice and innovative solutions.</p>
Specific activity for 2017/18	Application of site prioritisation process continues, with sites either implemented or decommissioned from Summer 2017.



Strategic Road Safety – Trunk Road Network

Strategic plan	Strategic Road Safety Plan.
Summary	The Strategic Road Safety (SRS) team continued to broaden the Trunk Road SRS Programmes to fully reflect the safe system approach beyond the historical core activities of investigation, design and construction of schemes based around the historical personal injury accident evidence base.
Specific activity for 2017/18	The SRS team has been working across the 20 Action Points within the SRS Plan.

NATIONAL AGENCIES

Crown Office and Procurator Fiscal Service

Strategic plan	Crown Office and Procurator Fiscal Service Strategic Plan 2015-18.
Summary	Crown Office Procurator Fiscal Service (COPFS) is happy to consider any proposed road traffic diversion schemes if they are shown to improve road traffic safety.
Specific activity for 2017/18	COPFS will work with partner agencies to assess the suitability of proposed road traffic diversion schemes.

National Health Services Scotland

Strategic plan	National Health Services Scotland 2020 vision.
Summary	National Health Service Scotland (NHSScotland) is committed to delivering the SG'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.
Specific activity for 2017/18	NHS Scotland will continue to work closely with Community Planning Partnerships, Integration Boards and all their 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 Review and contribute to their delivery. In so doing, the NHS 2020 Vision will contribute towards the Framework's Vision Zero.

USEFUL LINKS:

<https://www.transport.gov.scot/transport-network/roads/scottish-safety-camera-programme>

<https://www.transport.gov.scot/transport-network/roads/road-safety/#42391>

<http://www.copfs.gov.uk/>

<http://www.healthscotland.scot/>



<p>Strategic plan</p>	<p>Police Scotland Road Safety and Road Crime Strategy 2015-2018 (Revised November 2016).</p>
<p>Summary</p>	<p>Road Safety and Road Crime are priorities for Police Scotland (PS). The Strategic Intention “to influence road user behaviour and make Scotland’s road safer” is informed by this priority and the SG’s Road Safety Framework, which has set targets for reductions in casualties by 2020.</p> <p>The Strategic Intention informs PS’s three Strategic Priorities:</p> <ul style="list-style-type: none"> • Reduce road casualties in collaboration with partners. • Influence driver and road user behaviour. • Detect and deter all types of criminality on our roads. <p>PS priorities are further defined by the following objectives:</p> <ul style="list-style-type: none"> • Effective patrolling of the roads. • Influence Driver and road user behaviour. • Detect and deter all types of criminality on our roads. • Tackle anti-social use of the roads. • Combat the threat of terrorism. 
<p>Specific activity for 2017/18</p>	<p>PS will identify patrol patterns targeting at risk roads focussing on locations with a higher risk in terms of speed, age and vulnerability.</p> <p>PS has produced a National Calendar of Road Safety Activity 2017/18. Activity includes campaigns addressing Drink/Drug Driving, Speed and Vulnerable Road Users. Within the Calendar, PS will also undertake a seasonal Motorcycle Safety campaign, to promote safe and responsible motorcycling.</p>

<p>Strategic plan</p>	<p>The Scottish Ambulance Service Towards 2020: Taking Care to the Patient.</p>
<p>Summary</p>	<p>The Scottish Ambulance Service (SAS) 2020 Strategic plan makes reference to extending the work with partners and local communities towards building stronger safer communities.</p>
<p>Specific activity for 2017/18</p>	<p>SAS has pledged its continued support to various educational initiatives across the country; such as Drivewise, which targets areas such as pre-drivers, older drivers and motorcyclists.</p>

Scottish Fire and Rescue Services

Strategic plan	The Scottish Fire and Rescue Services Strategic Plan for 2016-2019.
Summary	<p>Scottish Fire and Rescue Services (SFRS) continue 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 LA 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 and 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 2017/18	<p>Seek to enhance existing partnership working arrangements with key stakeholders at both a national and local level.</p> <p>Explore opportunities to diversify its partnership working arrangements, road safety campaigns and initiatives.</p> <p>Seek to improve workforce competence in road safety matters in order to add additional value to this agenda.</p>

LOCAL GOVERNMENT

The Convention of Scottish Local Authorities

Strategic plan	Scotland’s Road Safety Framework to 2020.
Summary	The Convention of Scottish Local Authorities (CoSLA) continues to support the aims of the Framework through its work on transport and wider policy.
Specific activity for 2017/18	CoSLA is involved in the development of the National Transport Strategy and supported the work of the Road Maintenance Strategic Action Group. More specifically, CoSLA supported the Seat Belts on School Transport (Scotland) Bill in its passage through Parliament.

USEFUL LINKS:

<http://www.scotland.police.uk/>

<http://www.scottishambulance.com/>

<http://www.firescotland.gov.uk/>

<http://www.cosla.gov.uk/>



The Society of Chief Officers of Transportation in Scotland

Strategic plan	Society of Chief Officers of Transportation in Scotland Business Plan 2017/18.
Summary	The Society of Chief Officers of Transportation in Scotland (SCOTS) continues to support the three PFA as crucial to achieving maximum impact on overall casualty reduction towards the 2010 targets and will continue to work closely with road safety partners and key stakeholders in this regard.
Specific activity for 2017/18	<ul style="list-style-type: none"> • Contribute to the consultation and development of new legislation for improved parking in Scotland and for a 20mph default speed limit on restricted roads. • Work with TS on research into speed management techniques used on urban roads throughout Scotland. • Work with TS and other key stakeholders on developing initiatives for the 2018 motorcycling season. • Work with RSS and other key stakeholders on initiatives related to younger and older drivers. • Work with Sustrans and other key stakeholders to contribute to the development of safer walking and cycling. • Work with TS and the DfT on the review and consolidation of the Traffic Signs Regulations and General Directions. • Work with TS and other key stakeholders on the protocols and accuracy for the collection, dissemination and reporting of crash and casualty data. • Contribute to the national debate on the management of events on the public road.

The Society of Local Authority Chief Executives

Strategic plan	Scotland's Road Safety Framework to 2020 and Single Outcome Agreements.
Summary	The Society of Local Authority Chief Executives (SOLACE) is a representative body for chief executives and senior managers in LAs. It provides linkages and support to CoSLA and to professional bodies of functions within local government. It can influence the work of LAs and community planning partnerships.
Specific activity for 2017/18	SOLACE continues to encourage LA services and community planning partners to support work that contributes towards the outcomes in the three PFA, whilst taking account of local circumstances.

USEFUL LINKS:

<http://www.scotsnet.org.uk/>

<http://www.solace.org.uk/>

<http://www.mag-uk.org/en/index/a6296>

<https://www.rha.uk.net/>



ROAD USER GROUPS

Motorcycle Action Group Scotland

Strategic plan	-
Summary	The Motorcycle Action Group Scotland (MAG Scotland) will work with the SG, LAs 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 2017/18	MAG Scotland will look to promote its Pathways to Progress presentation to LAs 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

Strategic plan	-
Summary	<p>The Road Haulage Association Scotland (RHA Scotland) is the only trade association dedicated solely to the needs of UK road transport operators. It is the voice of the road haulage profession, a champion of road safety and fair competition, and a respected partner to the broader logistics community.</p> <p>RHA Scotland is a leading training provider, delivering management, driver and new entrant training.</p> <p>RHA Scotland stands ready to engage with Government to advocate road safety within our industry, work together to see improvements to Scotland's road infrastructure and better enforcement across the country.</p>
Specific activity for 2017/18	<p>RHA Scotland promotes road safety amongst its members through its dedicated advice service and area managers. Scotland's road network must have sufficient capacity and be safe and accessible for all road users.</p> <p>RHA Scotland will broaden its training offering beyond the oil and gas transition training fund to encourage more new drivers and entrants to the industry to help address the skills shortage and ensure a highly professional industry.</p> <p>RHA Scotland's Policy and Campaigning team will continue to work with Government and stakeholders to reduce congestion, secure further upgrades to Scotland's vital road network and advocate the unification of standards across the country. This will ensure a highly competitive, compliant and professional road haulage industry that will keep Scotland's economy moving.</p>

THIRD SECTOR

Cycling Scotland

Strategic plan	Cycling Action Plan for Scotland and National Transport Strategy.
Summary	<p>Cycling Scotland (CS) works with key partners, especially LAs, Sustrans Scotland, Road Safety Scotland and PS to improve safety for people cycling via education, encouragement, engineering, enforcement and evaluation. CS also supports efforts of others to improve safety for pedestrians.</p>
Specific activity for 2017/18	<p>In 2017 CS piloted new Learner Driver Practical Cycle Awareness Training. CS will evaluate the lessons from this pilot and implement key learning to ensure cycle awareness training is embedded for more people at this life transition.</p> <p>In 2018, CS will roll out programmes across Scotland including the following key programmes to help 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. CS's ultimate ambition is for every child in every school in Scotland to have the opportunity to learn to cycle safely and confidently on-road. • The Adult Cycle Training programme increases the availability and uptake of cycle training, educational resources and led rides for adults getting back on their bike and at key life transition stages. The pilot Active Senior Cyclists programme, developed with Dundee University, will be expanded. • Give Everyone Cycle Space is the road safety awareness campaign to encourage people to give sufficient space while overtaking bikes. CS will expand this message and work in partnership with PS to expand their Operation Close Pass to more areas. • Practical Cycle Awareness Training for Drivers of HGV and buses increases understanding of cycling behaviour for professional drivers. CS will expand their Joint Approvals Unit for Periodic Training – accredited work with more companies, fleets and LAs.

IAM RoadSmart

Strategic plan	-
Summary	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 and online. IAM RoadSmart has a new range of modular courses, online training options and a new gaming app to promote safer driving and riding all of which can be accessed via its website.
Specific activity for 2017/18	IAM RoadSmart's Borders Group is working with a range of organisations, including PS, to deliver an innovative young driver project in the Scottish Borders called Drivewise. Its activities are also being extended to older drivers.

Living Streets Scotland

Strategic plan	Let's Get Scotland Walking: The National Walking Strategy Action Plan.
Summary	Living Streets (LS) Scotland continues to encourage LAs and communities to implement measures that make walking safer and more convenient.
Specific activity for 2017/18	<ul style="list-style-type: none">• Promote safe walking to school in partnership with the SG and Paths for All.• Support communities using street audits to identify road safety issues.• Identify and communicate strategic pedestrian safety issues at a national level.

USEFUL LINKS:

<https://www.cycling.scot/>

<http://www.iamroadsmart.com/>

<https://www.livingstreets.org.uk/>



<p>Strategic plan</p>	<p>-</p>
<p>Summary</p>	<p>The Royal Society for the Prevention of Accidents Scotland (RoSPA Scotland) vision is “Life, free from serious accidental injury” and is drawn from its respect for life – the freedom to enjoy personal choices, health, happiness and wellbeing. It seeks to achieve this through collaboration with others to impart life changing skills and knowledge to reduce serious accidental injuries.</p> <p>RoSPA Scotland works with all relevant partners to deliver in road safety priority focus areas. RoSPA Scotland seeks to utilise their skills, knowledge and experience particularly in Managing Occupational Road Risk (MORR) and provide advice and guidance on casualty reduction interventions.</p>
<p>Specific activity for 2017/18</p>	<p>RoSPA Scotland will continue to ensure road safety professionals in Scotland have the opportunity to develop their skills and knowledge through a SQA recognised qualification enabling more effective and focused delivery of relevant interventions.</p> <p>Through commitment to MORR and the Scottish Occupational Road Safety Alliance (ScORSA) align all activity with Framework priorities.</p>



Strategic plan	Strategic Plan 2015-18.
Summary	<p>The Scottish Community Safety Network (SCSN) staff team will attend, shape and participate in national meetings and events, working collaboratively with a range of partners to influence developments and represent the community safety sector. SCSN will identify good practice via SCSN Networks and partner events: and promote via website, newsletter and social media; and SCSN will promote existing toolkits, eLearning and resources and support use as required.</p>
Specific activity for 2017/18	<p>Participated in TS's OPG, influencing the work of community safety practitioners locally by sharing developments in road safety and making connections across the spectrum of safer communities themes. Supported the OPG to assess bids for Framework Funding which plays an important role in ensuring innovative projects are able to make a positive difference to road safety in Scotland.</p> <p>Actively contributed to the Building Safer Communities Programme (BSCP) through Board meetings, Phase 2 Unintentional harm executive meetings and promoted this national agenda at other partners groups and events. Phase 2 of BSCP includes Road safety as a thematic area and in 2016 SCSN seconded a staff member to create the evidence base for this phase of the programme.</p> <p>Promoted safety messages from Road Safety Scotland and TS within Safety NET-works (SCSN's monthly newsletter with 655 direct mail outs) and via Twitter (989 followers and a monthly reach of almost 55,000) and Facebook (139 'likes').</p> <p>Promoted existing toolkits, eLearning and resources to partners which include those working within road safety in Scotland.</p>

USEFUL LINKS:

<https://www.rosipa.com/about/around-the-uk/scotland/>

<http://www.safercommunitiesscotland.org/>



LOCAL AUTHORITY ACTIVITY

Transport Scotland is responsible for the management and maintenance of the strategic trunk road network, including motorways, which is delivered through our operating company contracts. The Roads (Scotland) Act 1984 places the statutory responsibility for local roads improvement, maintenance and repair with LAs. The SG is committed to working with all LAs to help improve the condition and safety of the road network. This is carried out through the Road Collaboration Programme, which is jointly funded between national and local government.

In addition, Section 39 of the Road Traffic Act 1988 places a statutory duty on LAs to promote road safety and take steps to both reduce and prevent accidents. In this respect, it is for each LA to consider appropriate measures which will safeguard road users and residents on their roads, and to determine the priority that should be given to any road safety measures. Therefore, it is not for Scottish Ministers to intervene in their day-to-day performance of these particular duties. Outlined below are examples provided by a number of LAs on their road safety activity.



North Ayrshire Council

As part of North Ayrshire Council's (NAC) road safety input, NAC has been involved in motorcycle training. NAC has developed and run Slo-Mo sessions in partnership with PS and RoSPA at Greenwood Conference Centre in Dreghorn. This initiative provides rider development in slow and restricted areas, covering balance, braking and manoeuvrability skills.

Feedback has been excellent, with the riders confidence in slow speed rider greatly increased. Although separate, this is another strand to Scottish Biker Magazine (see page 33). This initiative will continue in 2018 and be expanded.

North East Scotland

In the North East of Scotland, Aberdeen, Aberdeenshire and Moray Councils – along with key partners – are working with a refreshed, joint local road casualty reduction strategy, focussing their attention on the national PFAs and achievement of the 2020 casualty reduction targets. Initial actions have included the establishment of a dedicated "RoadSafetyNES" Twitter account, making best use of previous years' casualty data to anticipate and react to local trends, as well as working with partners on local initiatives to support casualty reduction in cyclists and motorcyclists.

Scottish Borders Council

- Skill for life Advanced driving course for young drivers – Over 100 young drivers have now completed the course. In a post survey evaluation, 99% said the course improved their driving, 66% believed it helped them avoid a crash, and 90% stated that the course gave them greater awareness of other road users.
- Under 17's Driving days at Charterhall airfield – 450 young people have now attended and benefitted from this course. In addition, there has been a great deal of positive publicity.
- "Biker Down" motorbike first aid training – Scottish Fire and Rescue Services are piloting this in Edinburgh and it is hoped to replicate the training in the Borders. Biker Down was present at the Steve Hislop memorial day. A spin-off initiative is taking place in Peebles High School and it is hoped that this will be rolled out into the school curriculum.
- Drivewise Borders Over 65's (Formerly Borders Driver Gold) – This Scheme has now been rolled out across the Borders. Since April 2017, 95 older drivers have attended. Feedback from attendees and driving instructors carrying out the refresher drives has been very positive.
- Driving theory 4 U – Scottish Borders Council is supporting this scheme run by local Hawick ADI association. This involves a free theory lesson for new learner drivers, with 69 learner drivers having already attended course. Initial feedback very positive. There was an 87% first time pass rate for the theory test compared to local average of 51%.

PRIORITY FOCUS AREAS: FRAMEWORK FUNDING

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

SPEED

Speed

Commitment RSF 71 – Encourage LAs to implement any changes indicated by their review of speed limits and continue to monitor networks in order to identify changes where these may support casualty reduction.

Police Scotland

PS's Community Speed Watch (CSW) programme is designed to engage and empower local residents to work in partnership with the police and Glasgow Council to contribute towards local and city-wide casualty reduction targets. The project will analyse the data gathered as part of the CSW project and contribute towards the mid to long term framework commitment to investigate the links between road safety and disadvantaged children, and those in ethnic minority groups. The project focuses on three identified areas of deprivation with a high percentage Black and Minority Ethnic (BME) population, and compares statistical information and other travel data against three more affluent areas with a low percentage BME population. The study includes the analysis of carefully designed questionnaires aimed at various types of road users including children, parents, older residents, community groups, businesses, drivers and cyclists. The project aims to:

- Develop and deliver a Community Speed Watch programme in three identified disadvantaged areas to raise awareness of road safety and the issue of speeding and inappropriate speed within communities.
- Gather valuable information and data to support the mid to long term Framework commitment to "investigate the links between road safety and disadvantaged children, and those in ethnic minority groups".
- Create a website to record all data and intelligence – live to 2020 – providing an even greater picture (linked to accident data) of road safety issues; where possible, in collaboration with Glasgow's centre for Population and Health.

Motorcyclists

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.

Argyll and Bute Council

Argyll and Bute Council, in partnership with North Ayrshire Council and INDMedia, continued the Scottish Biker Magazine (SBM) Project, which broadened its scope from the west to cover all of Scotland. The project engaged with new dealerships, bike related businesses, training providers and other road safety professionals with an interest in safer motorcycling. SBM established a well-received suite of resources that motorcyclists would like to see continued, and the team established good relationships with the trade. SBM has been invited to several 2018 events; for example, the Scottish Bike Show, Green Welly Road Show, Track nights, Bike Fyne, Perth Bike Night, and several dealership demonstration days. A detailed profile of motorcyclists and motorcycling in Scotland was produced to help inform further work to improve safety, with the final evaluation due in 2018.

AGE

Pre-drivers

Commitment RSF 79 – Seek to influence young people’s attitudes to road safety and future driving behaviour before they get behind the wheel 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.

Police Scotland

PS has worked collaboratively with Scottish Borders Council, the SFRS, and IAM RoadSmart on the Drivewise project. Drivewise delivers three sub-projects 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. Initiated in 2016, the project was extended in 2017 and contributes to all three age-related overarching outcomes. The projects aim to reduce the number of children, young drivers and older drivers killed or seriously injured, and contributes directly to Scottish Borders Council’s Safer Communities Action Plan. Each project includes a specific range of learning and training programmes suited to their respective age group. This will enable drivers to develop their knowledge and skills, and identify and reduce risk taking behaviours.

Safety Cameras Scotland

Safety Cameras Scotland received funding to run a classroom-based education package that utilises virtual reality to deliver a road safety message to young and pre-drivers. The project aims to influence participants to make positive behavioural changes when in a vehicle – or as a pedestrian or cyclist – and to develop and strengthen professional practice in implementing young or pre-driver intervention programmes.

Drivers aged 17 to 25

Commitment RSF 61 – Encourage initiatives which lead to qualifications, safer driving attitudes and behaviours, and explore flexible delivery and certification approaches to increase uptake.

RoSPA Scotland

RoSPA Scotland continued to oversee and support a Steering Group tasked with managing and delivering Scottish Occupational Road Safety Alliance (ScORSA) activity. ScORSA's objective is to raise awareness in managing occupational road risk, and promotes occupational road safety within Scotland by highlighting the positive benefits of risk management. Activity covers a wide variety of areas, with a particular focus on the most vulnerable road user groups and the use of technology to make driving for work safer for all. The redeveloped ScORSA website and social media feeds provided visitors with research information and practical options to better inform policy decisions within organisations in general. For members, a forum and series of workshop events provided "hands on" peer learning opportunities. Funding enabled RoSPA Scotland to continue delivering the Scottish Qualifications Authority approved (level 7) qualification for road safety practitioners in Scotland. The qualification's relevance in the current delivery of road safety was also evaluated.

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.

See Drivewise pre-driver activity.

Older drivers

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.

See Drivewise pre-driver activity.

VULNERABLE ROAD USERS

Cyclists

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.

Cycling Scotland

CS provided early intervention by incentivising young and learner drivers to undertake vulnerable road-user awareness training, including Practical Cycle Awareness Training. Practical Cycle Awareness Training involves a half-day course specifically designed for candidates with a provisional licence preparing for their driving test. The course includes practical cycling sessions and theory delivered by expert instructors. Course material was developed from the successful Certificate of Professional Competence training for drivers of lorries and buses. By completing this course it is hoped that candidates would develop hazard perception skills and develop safer driving practice around vulnerable road users, including people riding bicycles. The final evaluation will take place in 2018.

Pedestrians

Commitment RSF 74 – Encourage LAs 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.

Living Streets

LS continued its 20mph community engagement project. Over the summer, progress was made in all communities, with a focus on preparing and agreeing community engagement activities to commence in the autumn. These activities were delivered from September through to the end of November. LS is now clear what communities want, and are confident LA partners have a good understanding of the project. An external evaluator was appointed after a short tender exercise, whose key focus involved assessing the level of progress and achievements in each community within the project timescale. The evaluation also considered the effectiveness of the techniques used in the project, both during the delivery phase and the prospects for future impacts. The focus until the end of November was on delivering a range of activities to consider numerous communities' views on their streets, the impact of speed and any desired remedial actions. The focus then shifted to sustainability of post project activity, development of the toolkit, evaluation and learning, and dissemination. The final evaluation is due in 2018.



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 have not been reiterated below.

SPEED

Speed



Road Safety Policy

The SG are committed to reducing risk on Scotland's roads and recognise the impact of vehicle speed. Originally produced in January 2015, in conjunction with 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 LAs 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 2017, Mark Ruskell MSP (Scottish Green Party, Mid Scotland and Fife) obtained the necessary support to introduce a Member's Bill to set a 20mph default speed limit in Scotland. The Minister for Transport and the Islands met with Mr Ruskell whose next step involves meeting with other vested parties, including LAs.

Given the varied nature of Scotland's road network, and the number of factors which need consideration when setting appropriate limits, the SG's position remains that decisions on 20mph speed limits are best taken at LA level. Nevertheless, the debate is welcome, allowing for the gathering of further evidence on 20mph limits, given that the evidence on the value and effectiveness of 20mph speed limits is still emerging. Specifically, the SG is awaiting the DfT's evaluation on 20mph in England and Wales.

Road Safety Scotland

RSS re-ran its "Don't Miss What's Round the Corner" campaign, focusing on the need to adjust speed accordingly because of the unexpected and changing conditions on country roads.

Scottish Safety camera programme

The role of the Scottish Safety Camera Programme (SSCP) is to help reduce the number of casualties on Scotland's roads by encouraging improved driver behaviour. Throughout 2017, the SSCP have been involved in a range of activities aimed at ensuring safety cameras are deployed where they have the greatest potential to reduce injury collisions, and where there is evidence of collisions and speeding.

In line with the SSCP Handbook, a national site assessment reviewed sites against both a speeding and collision evidence base. This assessment involved Safety Camera Units (North, East and West) working in collaboration with Road Authorities (including TS as the trunk road authority) and PS to identify, assess and prioritise safety camera sites.

The 2017 site assessment process identified four new sites delivered during 2017 or to become operational in 2018:

- Average speed camera (ASC) at Old Dalkeith Road, Edinburgh (September 2017).
- Technology change from fixed/mobile sites to ASC on A90 between Dundee and Stonehaven (October 2017).
- Fixed camera at Telford Road, Edinburgh (December 2017).
- ASC at Polnessan, Ayrshire (winter/spring 2018).

All safety camera enforcement strategies are measured in accordance with the SSCP Handbook. This involves collecting 3 years of data, pre strategy, and comparing this with data 3 years post strategy. Evaluated evidence is then used to help ensure further measures strategies introduced are likely to positively influence driver behaviours.

The largest project involved the £2million average speed technology on the A90 corridor between Dundee and Stonehaven. To understand their impact on driver behaviour over time, a series of bi-directional speed surveys of traffic along the route has been commissioned.

Emerging findings from the first set of surveys indicate ASC are having a significant positive impact on driver behaviour along the route. Before average speed cameras were deployed, around 3-in-5 vehicles were speeding. This figure is now approximately 1-in-100 vehicles, with 98.9% of vehicles complying with the speed limit on the route. In addition, before ASC were deployed 1-in-5 vehicles were estimated to be exceeding the speed limit by 10mph or more. This figure is now approximately 1-in-5000 vehicles.

Motorcyclists

Road Safety Scotland

RSS continued to use the “Live Fast Die Old” tag/campaign on social media to promote its motorcycling activity. Focus remained on bends and overtaking, while work also started for a full marketing campaign to sit alongside PS biking activity in 2018. RSS also worked in partnership with PS to have a substantial presence at the Scottish Motorcycle Show in March, and continued to produce “items for change” to support campaign messaging.

USEFUL LINKS:

<https://www.transport.gov.scot/publication/good-practice-guide-on-20mph-speed-restrictions/>



Pre-drivers

Road Safety Scotland

The 2017 review of RSS's four core learning resources revealed positive feedback, with the resources being considered child friendly and fun, well structured, non-prescriptive, graphically appealing and clearly linked to Curriculum for Excellence. However, challenges with marketing and promotion activity were identified, as well as a need for greater clarity on roles and responsibilities. One of the key recommendations states that leadership is required at national level in order to make strategic decisions that affect local partnership improvements. RSS's Learning Advisory Group will consider the recommendations and next steps.

Work began on progressing the recommendations from the "Go Safe with Ziggy" resource 2016 evaluation, including improvements to the ordering and distribution process and increased engagement with nursery and primary one class teachers.

The booklet *Road Safety within Curriculum for Excellence* provides teachers with a quick and easy reference to RSS learning resources and how these link with Curriculum for Excellence experiences and outcomes. The 2017-18 booklet was refreshed and distributed to all educational establishments across Scotland in 2017.

RSS promoted its learning resources at annual events, including the Scottish Learning Festival, Children in Scotland Conference and Scottish Book Trust Bookbug Conference. The resources were further promoted in educational publications such as the Teaching Scotland, TESS and Resource magazines.

In the belief that the process of learning to drive begins early in life, RSS, in conjunction with the Leith Agency and the University of Strathclyde, also piloted an intervention in several schools. The findings will be available in spring 2018.

Drivers aged 17 to 25 and older drivers

Road Safety Scotland

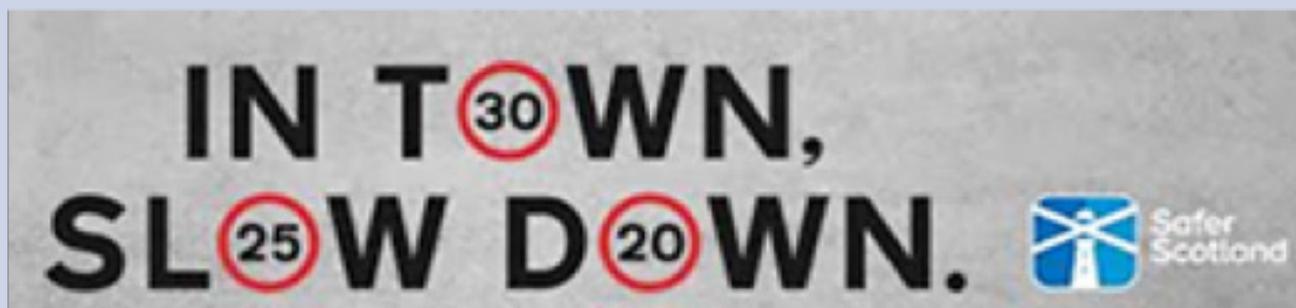
RSS began the process of developing a social marketing campaign for young drivers, which will air in mid-2018. Working with partners, RSS also had a substantial presence at two events popular with young drivers: The Scottish Car Show in July and Ignition Festival of Motoring in August.

VULNERABLE ROAD USERS

Pedestrians and Cyclists

Road Safety Scotland

The “In town, slow down” was developed into a full social marketing campaign and ran in 2017 across TV, radio and digital channels. The campaign encouraged drivers to consider their speed and road position when driving in an urban setting.



Royal Society for the Prevention of Accidents Scotland

RSS continued its funding of RoSPA Scotland’s In Car Safety project. This project aims 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. In 2017, RoSPA delivered six In Car Safety practical workshops throughout Scotland. Those attending exhibited an increased knowledge of legislation and factors impacting on In Car Safety and demonstrated the skills necessary to fit and advise on the safe fitting of child restraints.



BEYOND 2020

Throughout 2017, the OPG and SPB explored the direction the SG and its partners should take to improve road safety. Discussions covered what should be included in the next iteration of the Road Safety Framework, with both groups agreeing to continue with the following areas already covered by the current framework:

- Vision Zero.
- Casualty Reduction Targets.
- Safe System (formally adopted through the Review).
- Specific outcomes, with associated indicators, in key priority areas (set through the Review).
- Partnership approach set within a strategic context.

Members of the SPB – including Jeanne Breen OBE, a global expert in road safety management and policy review – discussed what steps should be taken to gather an evidence base and baselines for moving forward. They also explored what should be included in any future Framework. The Members stressed that there are a number of factors and themes of known focus areas which should be contained within the future framework. Consideration should be given on how work can begin on these areas, which include:

- Maintain focus – a target based approach remains essential, as those countries with road safety targets statistically perform better than those which lack them.
- Examine the current environment, followed by an exploration of both potential society and technological developments.
- Recognise the need to maintain/raise public awareness of road safety.
- Be mindful of the National Transport Strategy review.
- Intentionally celebrate success.
- Ensure road safety stays on the agenda.
- Examine the effects of austerity, explore capacity, and consider reduced expertise.
- Examine how to deal with diminishing returns.
- Explore the new powers over signs and traffic signals.
- Study the impact of emissions, vehicle technology and drug driving.

Ultimately, any future framework must have a robust communications plan which would focus on both the positive messages and the negative impacts. One life lost on Scotland's roads is one too many; and the message remains the same: "Go safe on Scotland's roads: it's everyone's responsibility"

Whilst focus and commitment will continue on the current Framework to 2020, we will continue to gather a robust evidence base and work with our partners and other relevant organisations on the development of our road safety priorities and commitments beyond 2020.





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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